

jane's walk vienna

Embracing fun, curiosity and diversity on more than 100 Viennese walks

janeswalk.at |    janeswalkvienna



“Being human, human beings are what interest us most. It is the richness of human variation that gives vitality and color to the human setting.”

Introduction

About me

- Smart Urban Management and Decarbonisation Consultant at sustainability consultancy Denkstatt
- Urbanist
 - Viennncouver.com
 - AndreasLindinger.at
 - Social media: @lindinger
- Moved to Vienna in 2004



About me

- Got to know Jane's Walk in Vancouver in 2012 and was fascinated by the idea to explore my new neighbourhood with locals
- Started Jane's Walk in Vienna more or less alone in 2014
- Mobility Agency as strong partner
- Support from Jane's Walk Global
- Registered Jane's Walk Vienna as an association in 2018 to take the next steps (more on that later)



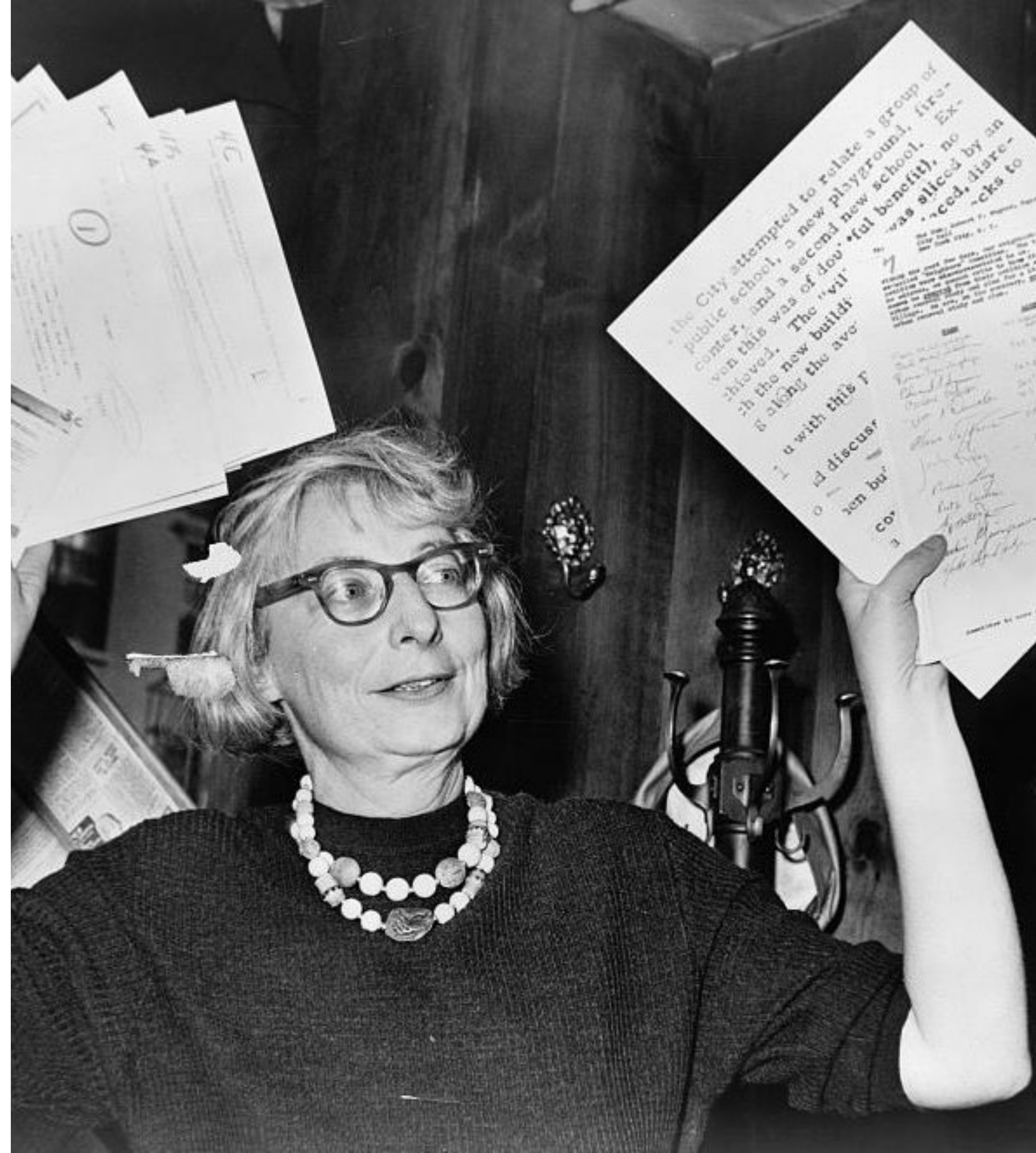
Vienna: Perfect city to walk

- Walking has 26% modal split share (but down 2% from last year)
- Diversity of people and districts
- Many parks and green spaces but also good access to water
- Great public spaces
- Safety and high quality of life
- Rich cultural + architectural history
- Excellent public transit network



A city Jane would love

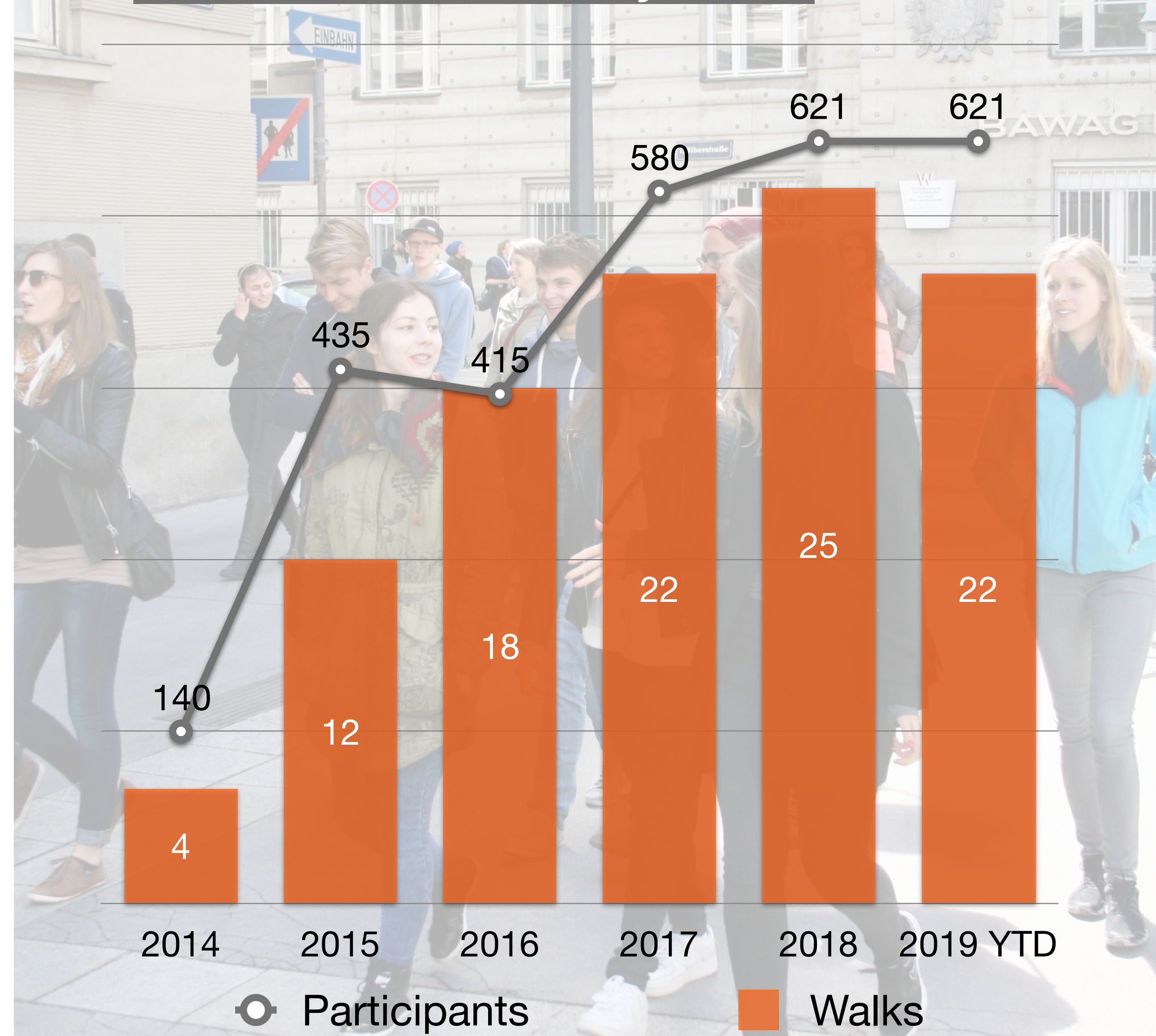
- 4 factors create secure, diverse and successful cities
 - Mixed use
 - Old and new buildings
 - Small structures
 - High population density
- Vienna does pretty well on all these four factors



Jane's Walk in Vienna

- Jane's Walk Vienna started in 2014 with 4 walks and grew steadily at the beginning, with a constant development in the past 3 years
- Vienna has quickly become one of Europe's biggest Jane's Walk cities
- 103 walks with around 2,800 participants within 6 years
- A record number of 20 walks on the Festival weekend in 2018

100+ walks in 6 years



From 1 to 100 walks...

Jane's Walk21

2015 | Our walk at the global Walk21 conference in Vienna.

1st Jane's Walk
2014 | Walking with Andy Nash in Grinzing.

Vienna Ugly

2015 | Premiere for the now renowned tour of Eugene Quinn at the Jane's Walk festival.

Premiere for shops...

2016 | ...with history. Many great insights into traditional shops.

Supertramps

2016 | There is always a way. Since 4 years part of Jane's Walk.

New development areas

2017 | First walks to Althangrund and Nordbahnhof. In total 19 walks at the festival.

Record

2018 | 20 walks!

Vienna by night

2018 | Our very first Night Walk.

The 100th walk

2019 | GMPDFR. Walk + celebrate!

Women's day

2019 | Women create cities. With 90 people.



People love it...

- ...even after more than 100 walks.
- Feedback surveys for participants and walk leaders since 2017
- 56% (2017), 44% (2018), 38% (2019) participated for the first time
- Around half of walk participants joined more than one walk
- Evaluate ideas for side events
- Collect ideas for future walks
- Engage people to join our team

First things first: How did you like Jane's Walk 2017/18/19?



”

"Thanks! It was truly great!"

We are overwhelmed by your evaluation!

	Number of walks	    	4.24
	Places and topics	    	4.37
	Infos on website	    	4.33
	Walk organisation	    	4.29
	Infos, conversations	    	4.33

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

Jane Jacobs





“No one can find what will work for our cities by looking at (...) suburban garden cities, manipulating scale models, or inventing dream cities. You’ve got to get out and walk.”

Embracing diversity



2019 | Women and the City (on International Women's Day)
Cornelia Dlabaja



2019 | Liveable Nordbahnhof district
Andreas Lindinger, Beatrice Stude



2019 | Walking through the Rossau district
Birgit Weiss



2019 | A walk to the mansions in the Hohe Warte neighbourhood
Edith Schweitzer



2019 | Old/New/Open Marx (a slaughterhouse turned into a media/office district)
Bettina Berger-Zimmermann, Wilhelm Grabmayr



2019 | Walking through green spaces from Meidling cemetery to Southwest cemetery
Tanja Grossauer-Ristl



2019 | Water pipes/viaducts paths in Liesing
Cordula Höbart



2019 | Shops with history along the Wiedner Hauptstrasse street
Martin Frey, Philipp Graf



2019 | Supertramps: Vienna and strong women
Supertramps guide Sandra



2019 | Shades Tours: Migration and integration
Shades Tours Guide



2019 | Singles in Vienna - Places and tips to meet in the Inner District
Eva Fischer



2019 | GMPDFR - Exploring the creative Gumpendorfer Street
Eugene Quinn



“The ballet of the good city sidewalk never repeats itself from place to place, and in any one place is always replete with new improvisations.”

Insights from #JWV100



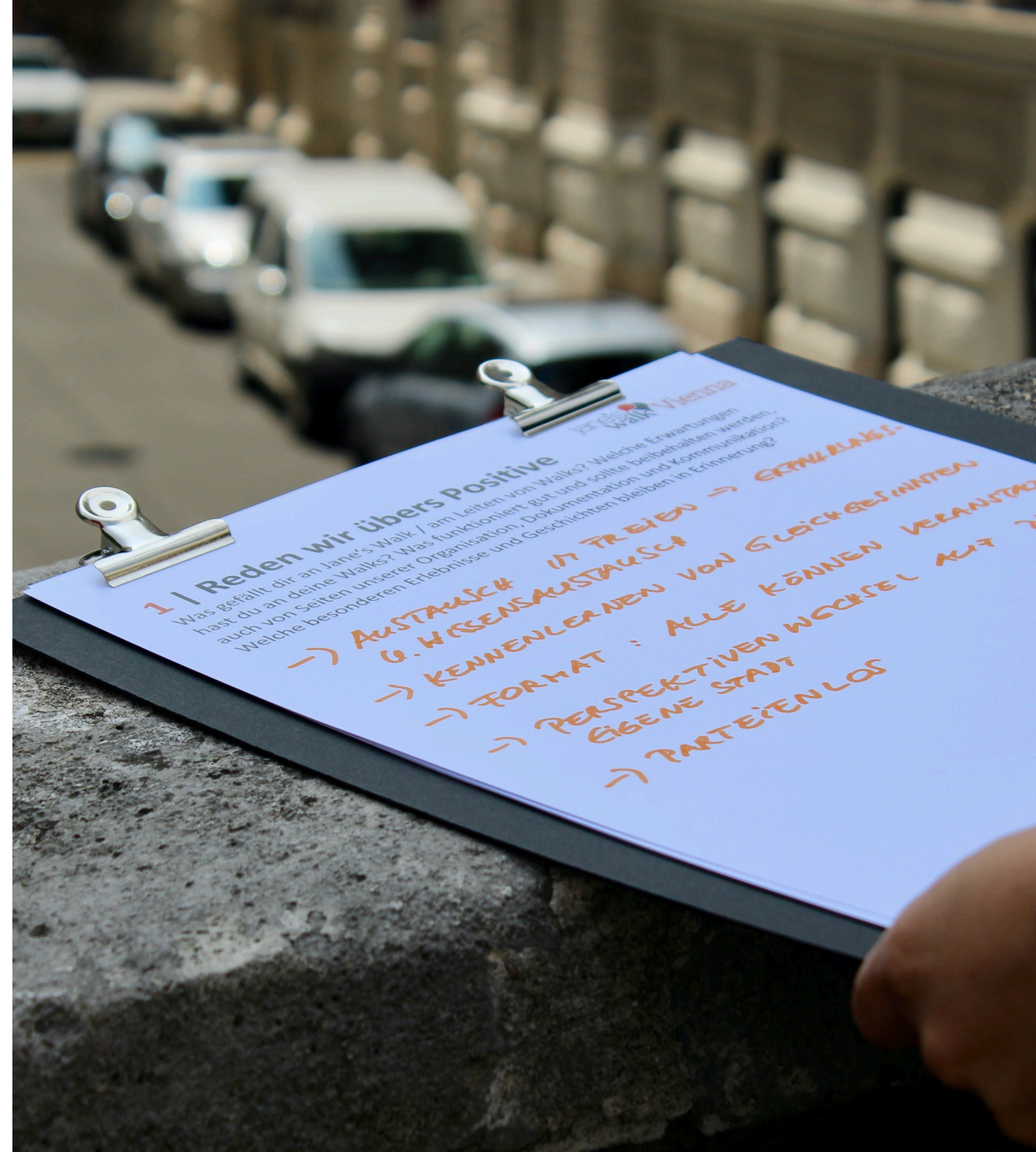
2019 | 100 Jane's Walks Walkshop (part of the #KommRaus public space festival)
Walking + Workshop = Walkshop | Collecting feedback from Walk Leaders (and other interested people)



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Walking + Workshop = Walkshop | Collecting feedback from Walk Leaders (and other interested people)

All the positive things

- **Engagement:** Active walk with participation; broaden knowledge; new/different perspectives
- **People:** Mixed groups; meeting new (like-minded) people
- **Exploration:** Walk and explore; new districts; feel “at home”; orientation
- **Outside:** Enjoy nature/light/air; use senses; good for health/well-being
- **Format:** Everyone can contribute
- **Organisation and documentation**



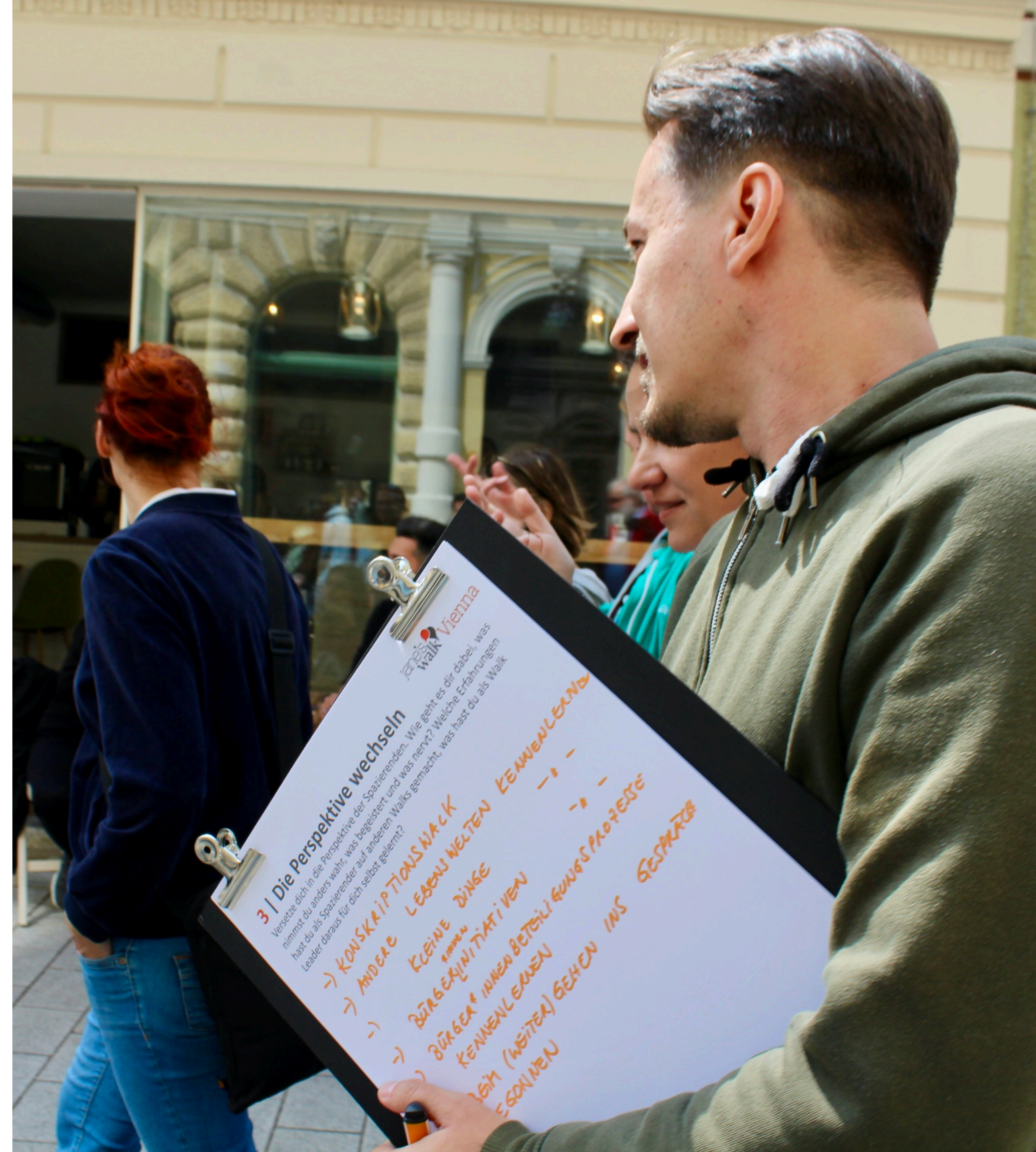
What creates headaches

- **“Can I lead?”** and **“How to start?”**
- **Preparation:** Unfamiliar and new task; time constraints
- **Insecurity:** Lack of experience in leading walks; missing experience, knowledge & self-confidence
- **Environment:** Weather and traffic
- **Walking as a group:** Group size, visibility, coordination (sidewalks...)



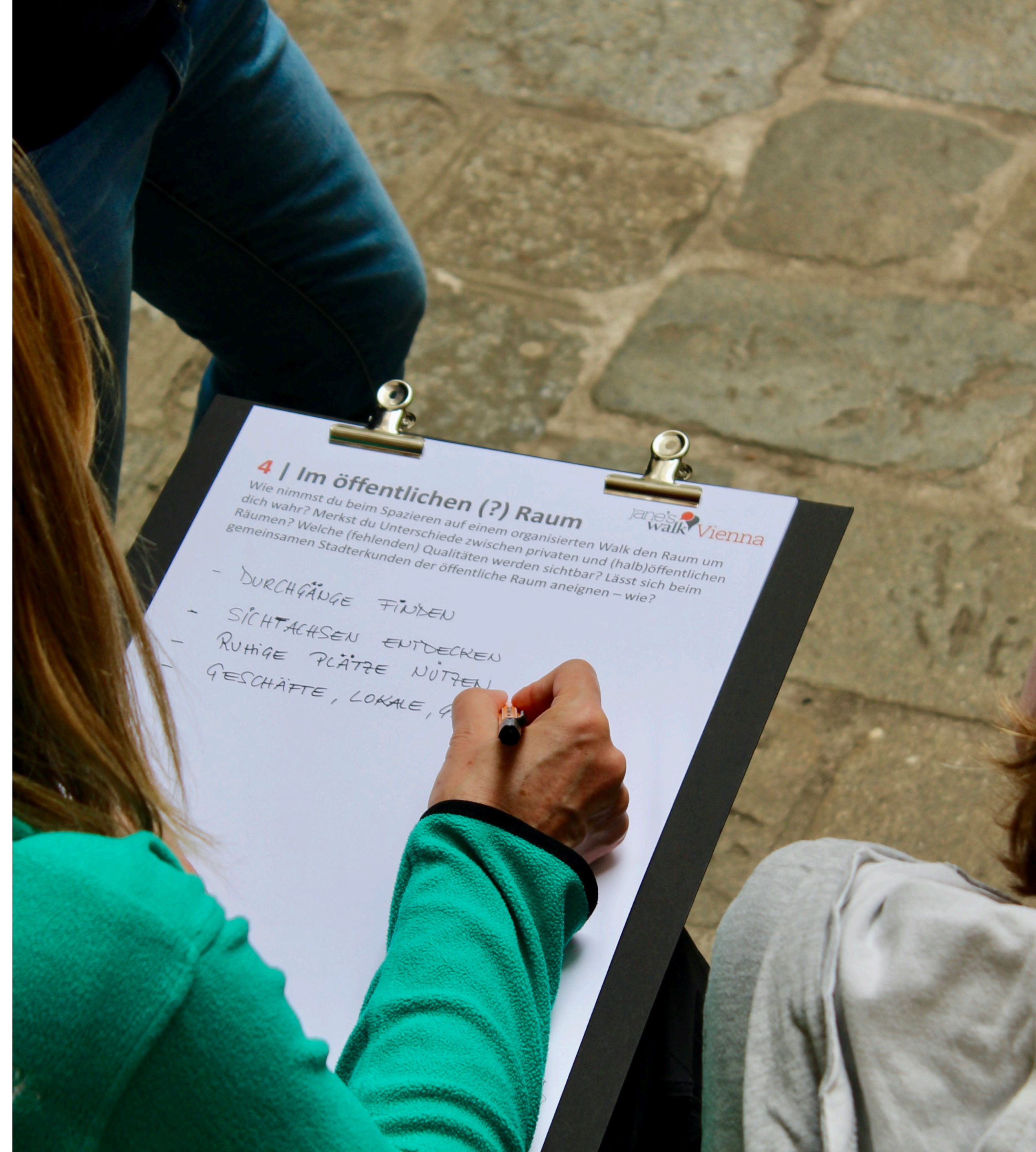
As a walk participant

- **Walk:** Speed not suitable for all people; walk leader too fast/silent
- **Talk:** Conversations with others; enriching to actively talk and listen
- **Embrace:** Tell stories and learn new stories; walk together; learn about different realities of life; get to know other people, citizen initiatives and public engagement opportunities
- **Improve:** Introduce yourself and let participants do the same; learn how to talk in front of strangers; find optimal walk duration/length



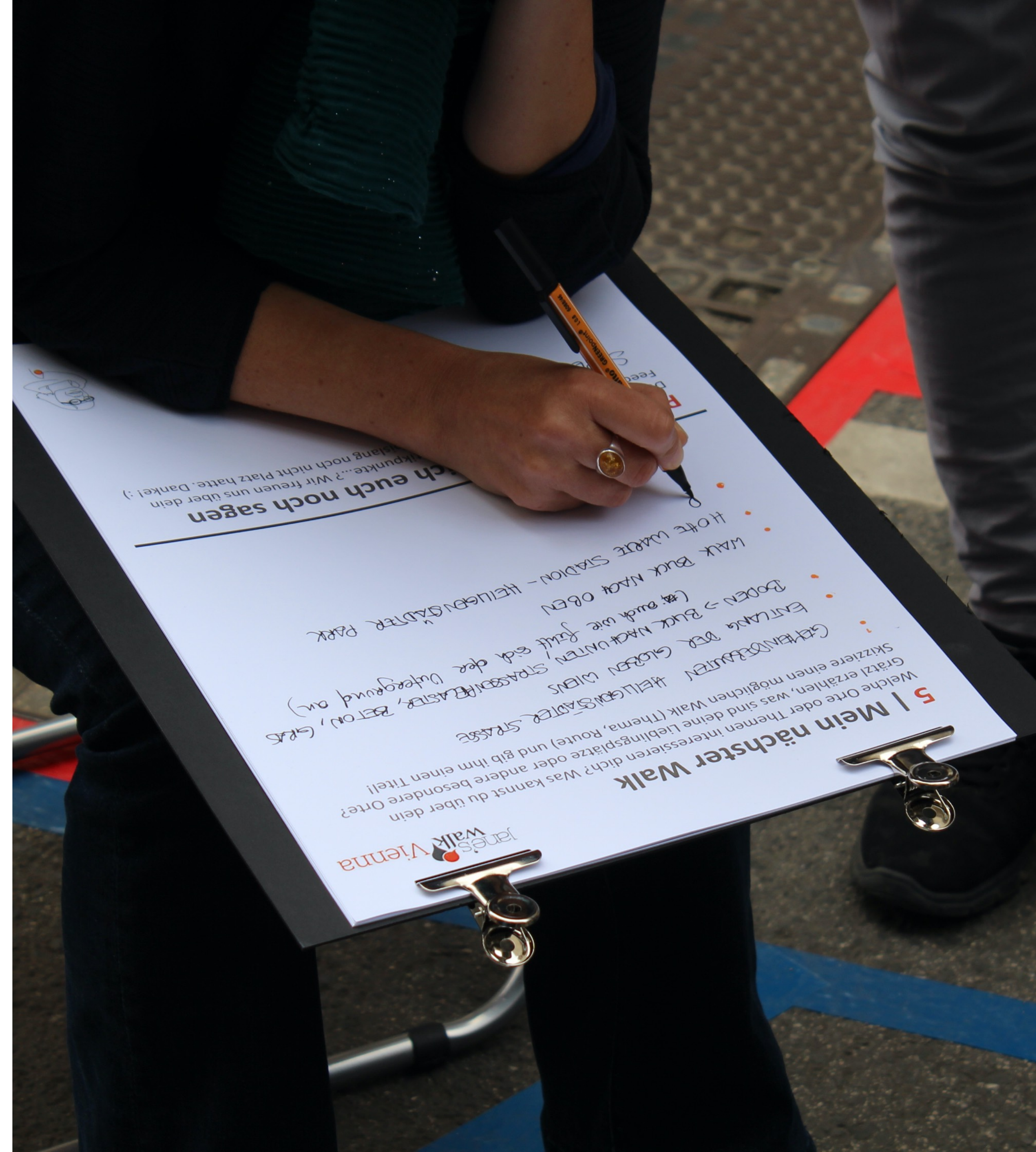
In public space

- **Sidewalks and places:** Experience limited space; discuss areas for improvement; use quiet areas
- **Learning:** Practice moving in public space; attention to other people's needs); focus on semi-public spaces; slower = higher awareness
- **Curiosity:** Route as goal; embrace curiosity; be a tourist in your own district/city; explore shops/bars/etc.; find new passages and views
- **Challenges:** Residential areas can be very personal



Ideas for my next walk

- **Topics:** Residential districts; architecture and history; passages; cemeteries; quiet places; pub gardens; vacancies...
- **Areas:** Heiligenstädter street council flats, Hohe Warte stadium, Prater park from east to west...
- **Approaches:** Exploring the ground; looking up; singing; family-walk...





“There is no logic that can be superimposed on the city; people make it, and it is to them, not buildings, that we must fit our plans.”

More learnings

Finding Walk Leaders

- It started with friends and foreigners
- Approach people with specific ideas (e.g. wrote book about area)
- Engage previous walk leaders
 - Identify the “Yes-Crowd” (our top 4 walk leaders account for 24% of walks and 35% of participants)
 - Approach them early enough
 - Give them opportunities to share their stories and experiences
 - Ask them for their feedback



Finding Walk Leaders

- Target specific people and organisations to lead walks
- Tell everyone about Jane's Walk (it's a great conversation starter!)
- Use previous walk leaders and other people as multipliers
- Make it easy to create a walk (click to see our ["Lead a Walk" form](#))
- Offer useful tips for Walk Leaders on your website and in an e-mail before their walk



Incentives for Walk Leaders

- Altruistic incentives
 - Enjoy it and make people happy
 - Contribute to your community by telling stories & empowering others
 - Learn from other people
 - Receive great photos and (usually) lots of positive feedback



Incentives for Walk Leaders

- Build your public profile
- Tell your story through Jane's Walk Vienna's communication channels
- Make people aware of your cause/project and reach new audiences
- Get recognition for your projects
- Discover new opportunities for your projects and/or try new approaches



Building strong partnerships

- Make clear what their benefit can be and create win-win situations
- Use their communication channels and vice versa (the whole year!)
- **Mobility Agency Vienna**
Promote walking in the city
- **Space and Place**
Create awareness for their projects
- **Geht doch Wien**
Make people aware of your (new) organisation and objectives



Building strong partnerships

- **Supertramps, Shades Tours**
Create awareness for their walks and the issue of homelessness
- **Geschäfte mit Geschichte**
Move beyond the façade (enter shops and hear owners' stories)
- **Local community groups**
Connect with citizens and make them aware of your objectives
- **Local politicians**
Get input/feedback from citizens



Telling the story

- Use material/templates from Jane's Walk Global and other cities
- Build a large & great photo library
- Build your own website
 - Regular news updates/blogposts
 - Press section with photos (click to see our photos) and material (click to see our documents)
 - Festival documentation (click for our reviews from 2018 and 2019)
 - Multiple languages



GEMEINSAM IM GEHEN DIE STADT ERKUNDEN!

Jane's Walk 2020 findet am 1.-3. Mai statt!

Seit 2014 ist Wien Teil von Jane's Walk! Das ganze Jahr hindurch und vor allem am **weltweiten Jane's Walk Wochenende am 1.-3. Mai 2020** erkunden wir gemeinsam unterschiedliche Stadtteile. Sei auch du dabei!

Eindrücke aus deinem Grätzl und Gespräche über die Entwicklung unserer Stadt stehen im Zentrum von Jane's Walk. Jane's Walk greift die Idee von Jane Jacobs auf, dass BürgerInnen selbst bei der Gestaltung ihrer Umgebung aktiv werden sollen. **Führe selbst einen Walk oder nimm an einem der vielen Spaziergänge teil!**

📍 Erstelle deinen Walk!

KOMMENDE WALKS

Derzeit ist noch nichts fixiert.

Alle Walks: **Kommende Walks**

NEU IM BLOG



Jane's Walk Vienna im Buch "OUR CITY"



Wir sind 100! Zahlen und Fakten zu 100 Jane's Walks in Wien



Das war das Jane's Walk Vienna Festival 2019

NEWSLETTER ABONNIEREN

E-Mail*

Vorname*

Nachname (optional)

Organisation (optional)

Abonnieren

DIE NÄCHSTEN TERMINE

Derzeit ist noch nichts fixiert.

👉 Hier gehts zu allen kommenden Walks!



LEBENSWERTER NORDBAHNHOF

Walk Leader: Andreas Lindinger, Beatrice Stude

Datum: 4. Mai 2019

Beschreibung

Bereits zum dritten Mal spazieren Menschen der IG Lebenswerter Nordbahnhof mit euch bei Jane's Walk durch das Nordbahnviertel. Der Fokus liegt auch dieses Jahr auf den Veränderungen seit unserem letztjährigen Jane's Walk und dem Blick auf die weitere Entwicklung des Viertels.

Was macht dieses Viertel einzigartig und lebenswert, wie ist der Baufortschritt beim größten Bildungscampus Wiens und der Bruno-Marek-Allee, wie geht es mit der Nordbahnhofhalle weiter, wie gelungen ist der Austria Campus, welche neuen Wege haben sich durch die Unterführung Am Tabor eröffnet, wie wird die Freie Mitte aussehen...? Viele aktuelle Fragen wie diese können wir gemeinsam am Walk erkunden und spazierend einen Blick auf die Gegenwart und Zukunft des Nordbahnviertels werfen!

Fotos (zum Vergrößern anklicken)



📍 Erstelle deinen Walk!

DIE NÄCHSTEN WALKS

Derzeit ist noch nichts fixiert.

👉 Hier gehts zu allen kommenden Walks!



EXPLORE YOUR CITY ON WALKING CONVERSATIONS!

Jane's Walk 2020 takes place on 1-3 May!

Since 2014, Vienna is part of the Jane's Walk movement. Throughout the year but especially on the **global Jane's Walk festival weekend on 1-3 May 2020** we explore different neighbourhoods together. Join us!

Jane's Walks encourage people to share stories about their neighbourhoods, discover unseen aspects of their communities, and use walking as a way to connect with their neighbours. It is a community-based approach to city building that uses citizen-led walking tours to make space for people to observe, reflect, share, question and re-imagine the places in which they live, work and play.

Lead a walk yourself or take part in one of the many walks happening in Vienna!

📍 Create your walk!

UPCOMING WALKS

No walks at this time.

All Walks: **Upcoming Walks**

NEW ON OUR BLOG



We are 100! Data and facts on 100 Jane's Walks in



Walking to the 100th Jane's Walk in Vienna!



Create your walk for this year's Jane's Walk festival!

SUBSCRIBE TO OUR NEWSLETTER IN ENGLISH

E-Mail*

First Name*

Last Name (optional)

Organisation (optional)

Subscribe

UPCOMING WALKS

No walks at this time.

[Click here to see all upcoming walks](#)

Telling the story

- Use a newsletter and social media to proactively reach your audience
- Write a press release
- Have your city (in our case: Mobility Agency Vienna) as your partner to increase your credibility and use their communication channels
- Directly approach journalists (“old” and “new” media)
- Use event blogs/listings (instead of flyers that you won’t distribute)



Telling the story

- Document your press coverage (click to see our articles and other documents) and share articles
- Newspapers
- Magazines
- Radio
- TV
- Websites, Blogs, Newsletters
- And their social media channels!



Enjoy the festival weekend

- Go on many walks (walk leaders also see it as a sign of appreciation)
- Shoot awesome photos
- This requires lots of coordination, preparation and a strategy!
- You might say a few words about Jane's Walk at the start of a walk
- Ask people how they heard of Jane's Walk and the specific walk
- Lead a walk yourself!





“Streets and their sidewalks, the main public places of a city, are its most vital organs. If a city's streets look interesting, the city looks interesting.”

Some challenges

Time is scarce

- It's a lot of work every year!
- It's even more work if it's growing!
- We have been a small team (2-3 people), with regular full-time jobs
- So, time is the no. 1 constraint! (much more than budget which could be essentially zero)
- It's essential to build on the work of previous years and to learn what works and what doesn't work!



Reach the next level

- Our challenge: Make the next big step from around 20 walks to 30-50 walks during the festival weekend
- Build a team of 5-7 people with clear responsibilities and tasks
- Build a larger team of volunteers for documentation and support
- Approach possible walk leaders and interested organisations
- Train walk leaders and provide information in workshops



Reach the next level

- Our challenge (cont'd)
 - Start preparations and engage the media early enough (= now!)
 - Improve content management and storytelling (people, walks...)
 - Increase visibility online+offline
 - Attract sponsoring or subsidies
 - (Co-)organise side events
 - Get inspired from other cities and collaborate across borders



Engage 'regular' people

- People are much more willing to join a walk than to lead a walk
- Convince people that a walk doesn't need much preparation
- Find counter-arguments to...
 - "I don't have anything to tell"
 - "I am not an expert on XYZ"
 - "I don't know much about the history of my neighbourhood"
 - "I cannot lead a walk"

Are you going to join another Jane's Walk in the future?



Are you going to recommend Jane's Walk to a friend or colleague?



Can you image leading a Jane's Walk yourself?



Reach new audiences

- Engage children / young people (e.g. work with schools, youth associations etc.) or the elderly
- Engage new residents of a district
- Engage migrants / refugees
- Engage expat communities
- Approach artists, journalists, researchers, students etc.
- Have politicians, planners and other city planning people on walks



Keep it going the whole year

- Find and motivate people to lead walks during the year
- Create new formats (pop-up walks)
- Think about a second (mini-)festival
- Tell the stories all year round: Social media, blogposts and newsletter

But:

- Summer is for rest...
- ...and winter is long (but also short)



The usual challenges

- Walk Leaders are too well prepared
- Walk Leaders underestimate the duration of their walk (or simply walk too slow or too fast)
- The route has narrow sidewalks, crowded places or other challenges
- People don't speak loud enough
- A walk leader adds a walk at a time with already lots of other walks
- The one person on the walk who doesn't want to be on a photo



Expect the unexpected

- When 80 people show up for a walk on a rainy morning...
- When a women from Toronto tells us how Jane Jacobs once weighed her cheese in a local food coop...
- When you have two walks at the same time - one with 70 people and the other one with 0 people...
- When 300 people quickly click on 'going' on a Facebook walk page...
- ...and much more.





“Intricate minglings of different uses in cities are not a form of chaos. On the contrary, they represent a complex and highly developed form of order.”

Some inspiration



2019 | Participating in panel discussions in Vienna and Villach



2016 | Organising a Jane's Talk panel discussion to discuss pedestrian issues



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2019 | Presenting Jane's Walk in the "OUR CITY?" book



Bürgerbeteiligung in der Praxis

Ein Methodenhandbuch



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Jane's Walk Vienna



Anlass und Hintergrund

Jane's Walk bietet das ganze Jahr und besonders am Festival-Wochenende Anfang Mai eine Möglichkeit, Bürger/innen über das Medium Spaziergang in Stadtentwicklungsprozesse einzubeziehen. Die Erfahrung zeigt, dass nicht nur das »klassische« Zu-Fuß-Geh-Publikum angesprochen wird, sondern, dass das breite geografische und thematische Spektrum eine vielfältige Gruppe an Spazierenden anzieht und somit soziale Inklusion in der Nachbarschaft fördert.

DETAILBESCHREIBUNG

>> PDF, 3 Seiten, 144 KB

Ort

Wien (A)

Themenbereiche

Dorf- und Stadtentwicklung

Verkehr und Mobilität

Wohnen und Wohnumfeldverbesserung

Methoden

>> Spaziergang

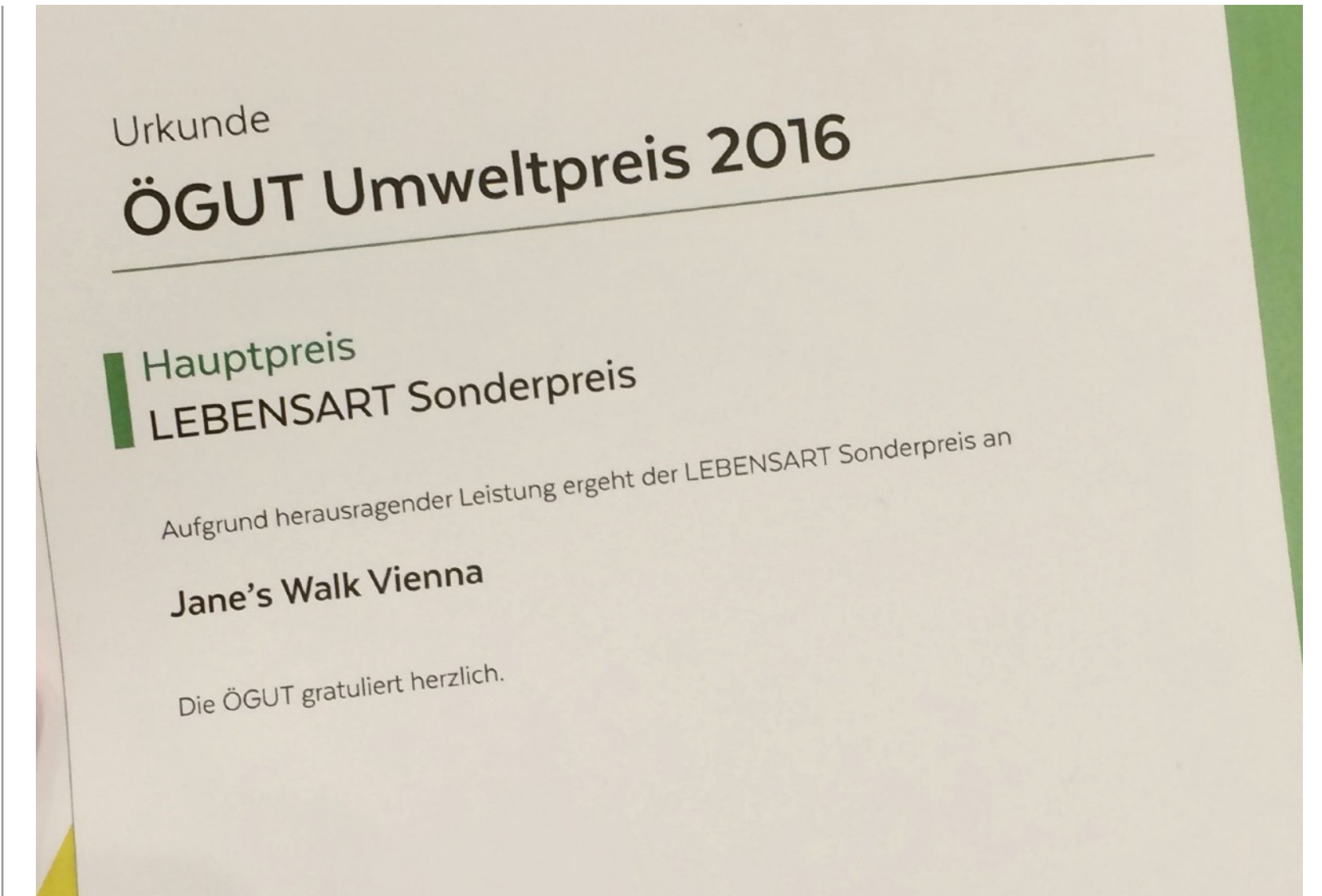
Dauer

NEWSLETTER

2017 | Presenting Jane's Walk in the "Handbook: Citizen Engagement in Practice"



2018 | Tiny Jane Jacobs joined our team and created new social media opportunities



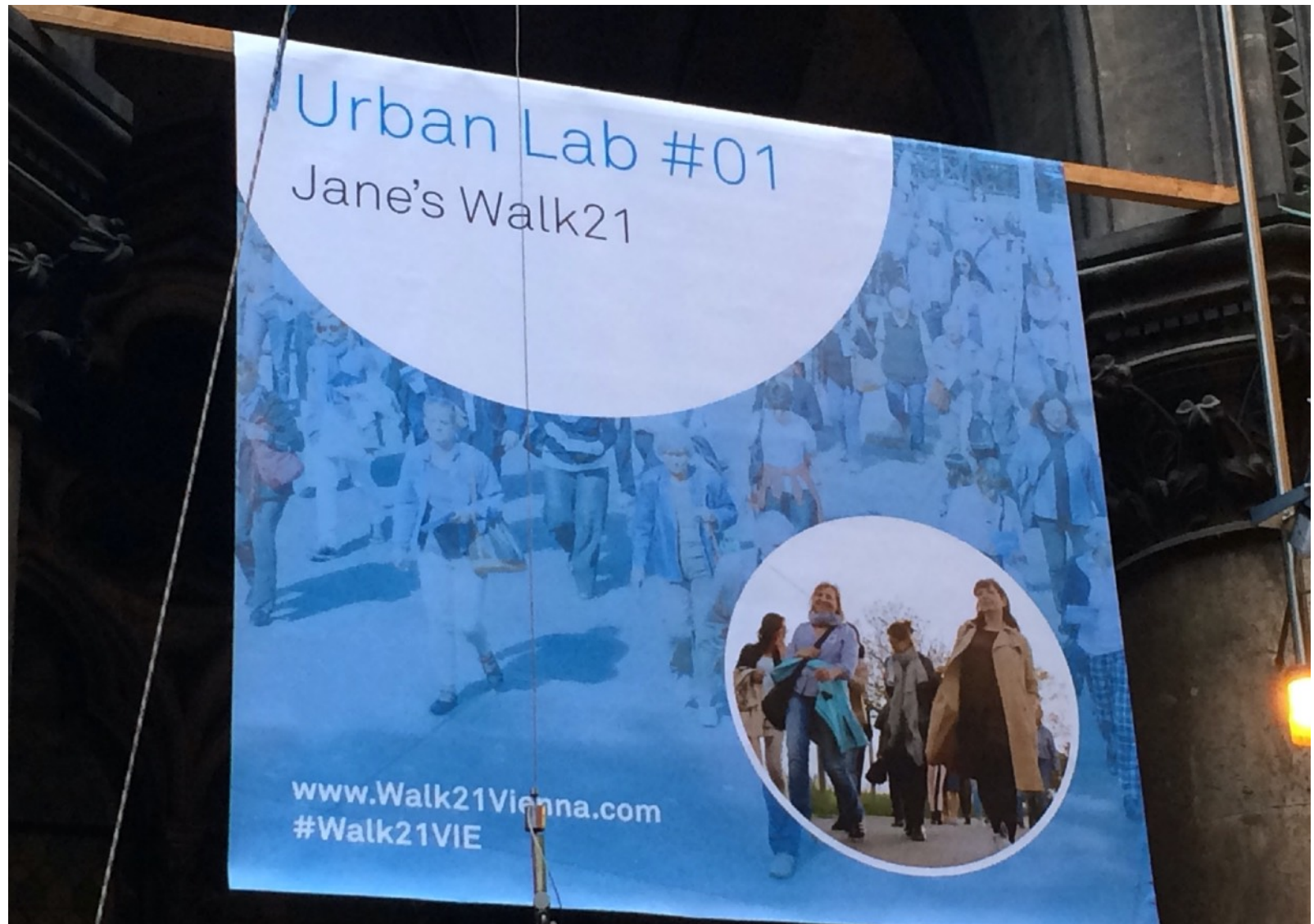
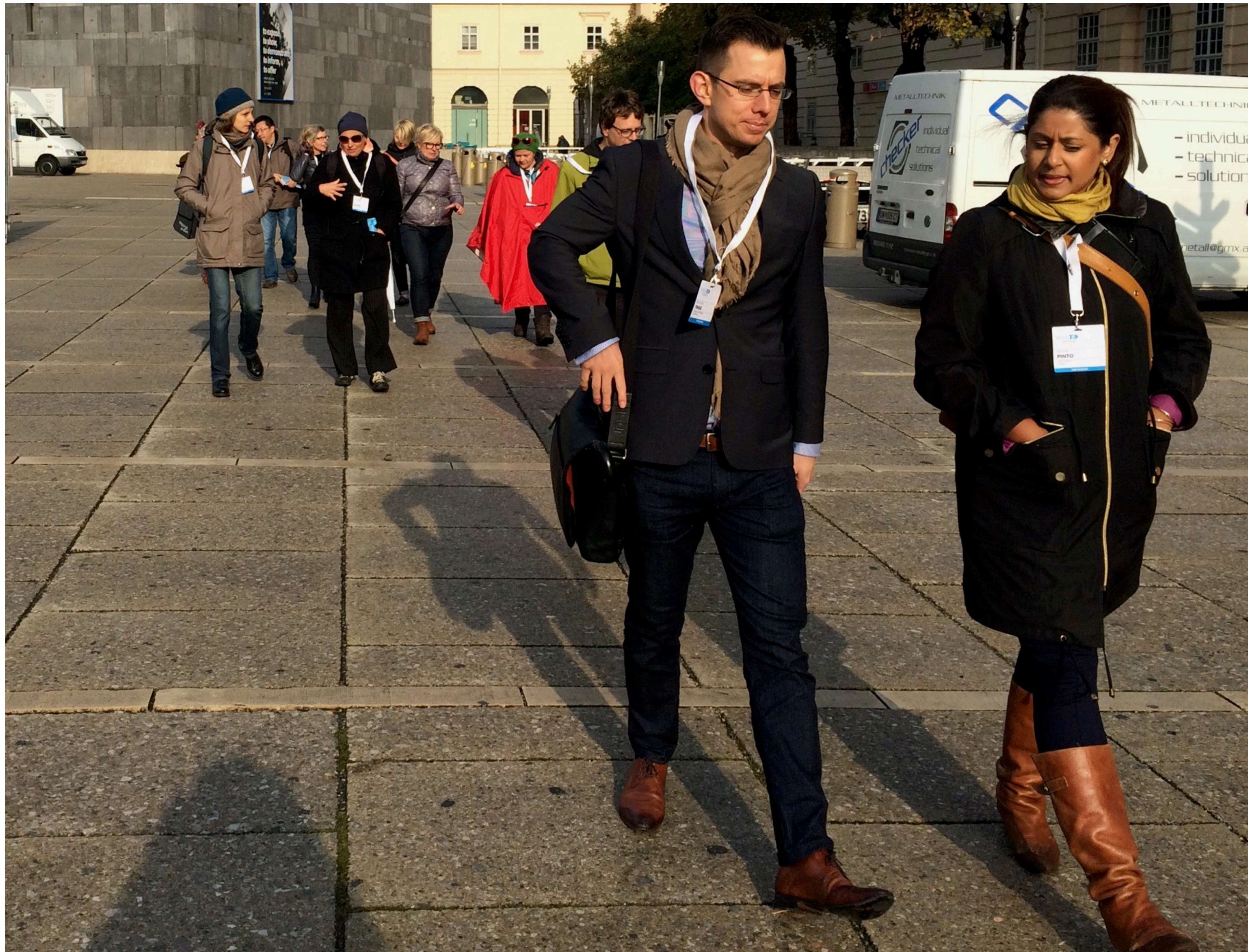
2016 | Winning the LEBENSART Special Award at the ÖGUT Environmental Awards



2018 | Connecting with COs from other European countries at a Jane's Walk Seminar in Zagreb



2016 | Connecting with other COs at the City Organizer Summit in Toronto



2015 | Organising a “Jane’s Walk21” Urban Lab for the Walk21 Vienna conference

Pop-up walks

Mini-festival in autumn

New partnerships

Neighbourhood festival

Citizen Jane movie screening

Long Night of Jane's Walks
(Night Walks)

Jane Jacobs reading group

So many ideas...

Podcast, Storytelling

Parallel walks with other cities

More panel discussions

Engaging children

Subsidies, sponsoring

More Austrian cities

Empowering migrants

Audio+video documentation



jane's walk Vienna

Gemeinsam im Gehen die Stadt erkunden

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