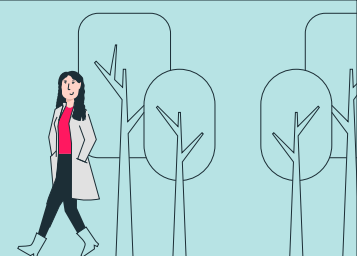


Investing in walking & cycling pays off for cities and citizens.



Active transportation = a two for one deal!

According to the WHO, **1 in 4 adults** are not active enough, which has a negative health impact.

Even **30 minutes of physical activity** a day makes you healthier, so walking and cycling to where you are going means you get physical activity and transportation at the same time – a 2 in 1 deal!



1/4 adults



Cut out dirty air

Researchers estimate that dirty air contributes to nearly **800 000 premature deaths per year in Europe**. The level of pollution can be cut down by investing in more active transportation which causes no harmful emissions and helps keep people healthy.

800 000



Socio-economic benefits

Individual health benefits contribute to societal benefits! For example, the municipality of Helsinki calculated that **every 1 euro they invest** in new cycling infrastructure leads to nearly **8 euros** in health and socio-economic benefits!



Strengthens local businesses

Cyclists and pedestrians also benefit the local economy. A study from New York showed a **49% increase** in revenue at local businesses after a new bike lane was installed. And employees that bicycle to work have fewer sick days on average than non-cycling colleagues.

Cities for people

Investing in walking and cycling means investing in a **healthy and vibrant city** - a city built for people. And that is worth investing in.

