

# MAKING THE INVESTMENT CASE FOR WALKING AND CYCLING

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- The importance of walking and cycling
- Making the investment case for more walking and cycling
- The benefits of using HEAT
- Process for conducting HEAT

The background is a solid dark blue. On the left side, there are several overlapping geometric shapes: a large light blue triangle pointing right, a smaller white triangle pointing right below it, and a white parallelogram pointing right below the white triangle. The text is positioned to the right of these shapes.

# The importance of walking and cycling

# Global levels of physical inactivity

28%

of adults  
do not meet  
recommended levels of  
physical activity



81%

of adolescents  
do not meet  
recommended levels of  
physical activity





LET'S  
**Be active**  
Everyone  
Everywhere  
Everyday



# Levels of physical inactivity - South Africa

**38%**

**of adults**  
do not meet  
recommended levels of  
physical activity

**28% men**

**47% women**



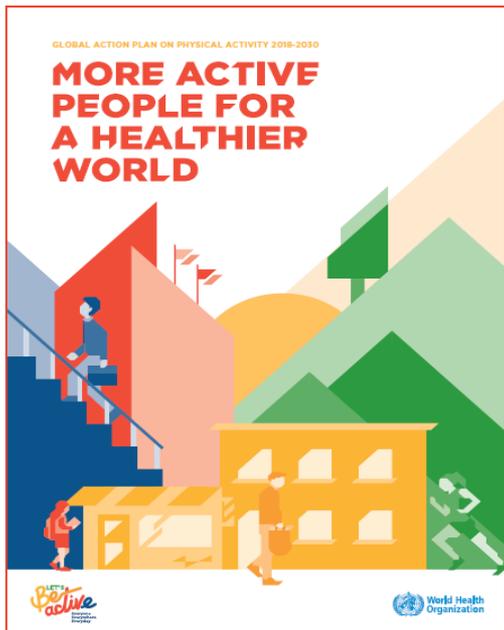
No data available for  
adolescents, but the  
average for the

region is **86%**

do not meet recommended  
levels of physical activity



# A GLOBAL ROAD MAP FOR ACTION



*There are many ways to be active – walking, cycling, sport, active recreation, dance and play - and many policy opportunities to increase participation.*



**BY 2030**  
**15%**

LET'S  
**Be active**  
Everyone Everywhere Everyday

# A 'whole systems' approach to physical activity



# Four action areas: 20 policy recommendations

**1** **CREATE ACTIVE SOCIETIES**  
SOCIAL NORMS AND ATTITUDES



4

6

**3** **CREATE ACTIVE PEOPLE**  
PROGRAMMES AND OPPORTUNITIES



**2** **CREATE ACTIVE ENVIRONMENTS**  
SPACES AND PLACES



5

5

**4** **CREATE ACTIVE SYSTEMS**  
GOVERNANCE AND POLICY ENABLERS



Total  
**20**  
Policy  
Actions



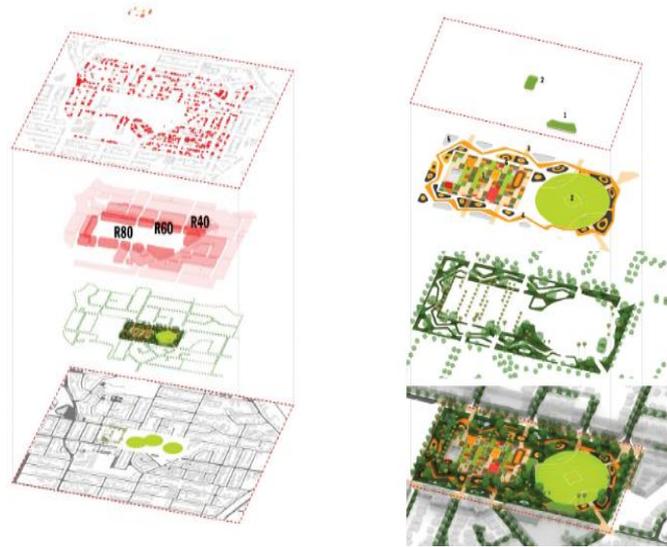
# 5 POLICY RECOMMENDATIONS

## STRATEGIC OBJECTIVE

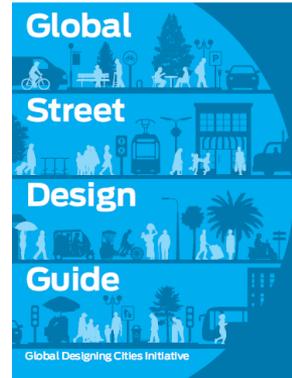
Create and maintain environments that promote and safeguard the rights of all people, of all ages, to have equitable access to safe places and spaces, in their cities and communities, in which to engage in regular physical activity, according to ability.

# CREATING BETTER PLACES AND SPACES

Ensure urban planning, land use strategies and transport policies plan for, promote and enable more walking and cycling



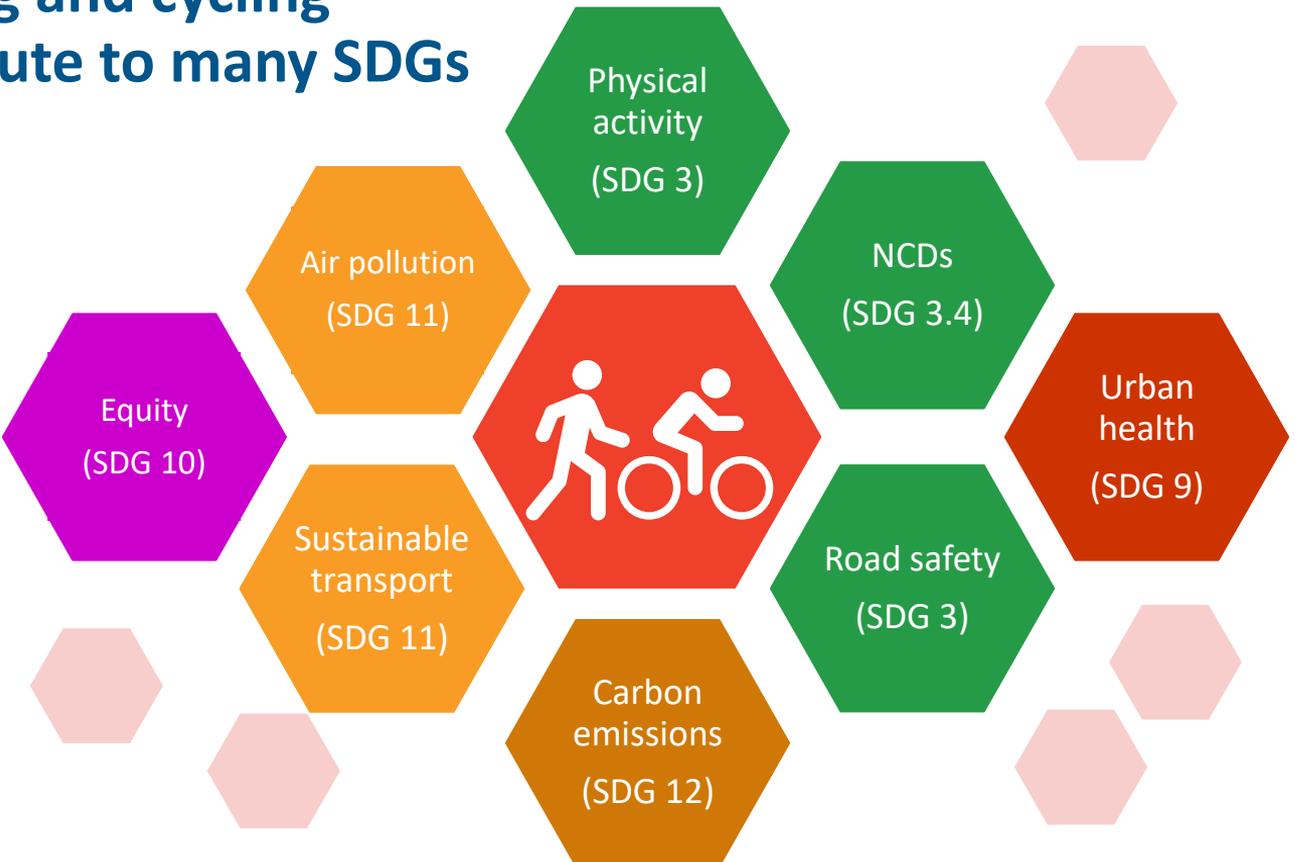
Improve the environment for walking and cycling – through street designs providing safety, connections, convenience and comfort



The background is a solid yellow color. On the left side, there are several overlapping geometric shapes in different shades of yellow and white, creating a modern, abstract design. The shapes include a large white triangle pointing downwards, a smaller yellow triangle pointing upwards, and several overlapping rectangular and trapezoidal shapes in various shades of yellow.

# Making the investment case for walking and cycling

# Walking and cycling contribute to many SDGs



# Making the investment case helps secure funding

## FUNDING SOURCES

- public funds (e.g. Transport, Health, Environment, Sports, Cities, etc.)
- external donors
- development banks
- public and private partnerships



**TOTAL \$ gained** because of increased walking and/or cycling levels

**AND/OR**

**Benefit-Cost Ratio (value for money)**  
**\$ gained per \$1 spent** because of increased walking and/or cycling levels

# What is HEAT?

- **Health:** estimate the health benefits of W&C (because of physical activity, road safety, air quality)
- **Economic:** calculate the economic value of W&C (health + carbon emission)
- **Assessment:** simple (economic value only) or net (benefit-cost ratio)
- **Tool:** to collate inputs, outputs and estimates

➤ **Makes the economic case for W&C**

## HEAT calculates the economic value of:

- **current levels of walking and cycling**
- **increasing levels of walking and cycling**
- **cost benefit of increasing levels of walking and cycling**

## The economic value (\$) of HEAT is presented as:

The total **health** impacts due to:

- deaths due to NCDs averted (due to increased PA)
- deaths due to air pollution averted (due to decreased motor traffic)
- deaths due to road crashes averted (due to decreased volume traffic)

AND the **carbon** emissions averted (due to decreased motor emissions)

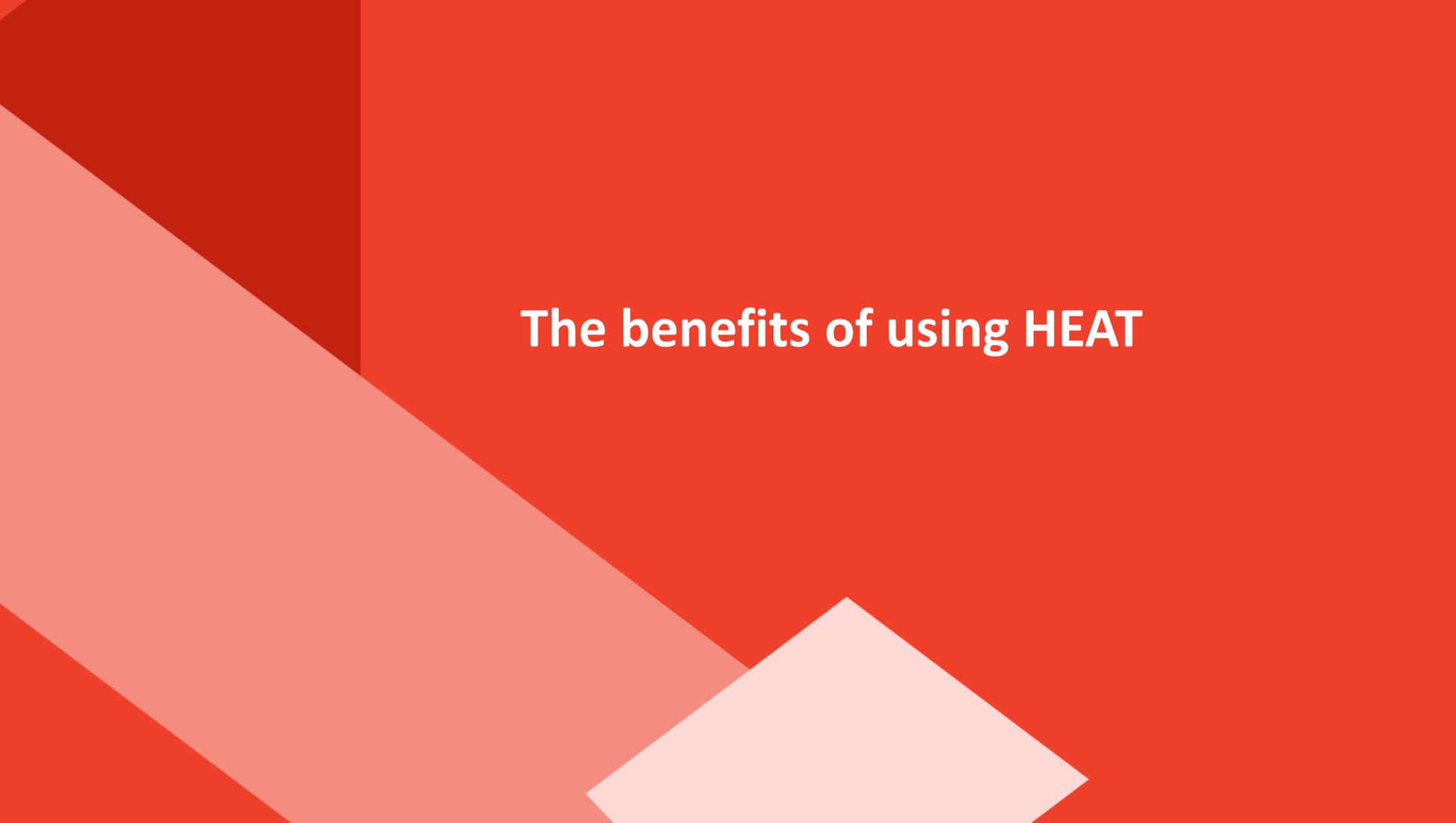
# What inputs are needed?

## Economic value

- Population
- Volume of W&C
- Default data
  - adjust to country estimates

## Cost-benefit ratio

- Economic value
- &
- Cost of intervention
    - Planning phase
    - Infrastructure
    - Promotion
    - Maintenance
    - Monitoring and evaluation

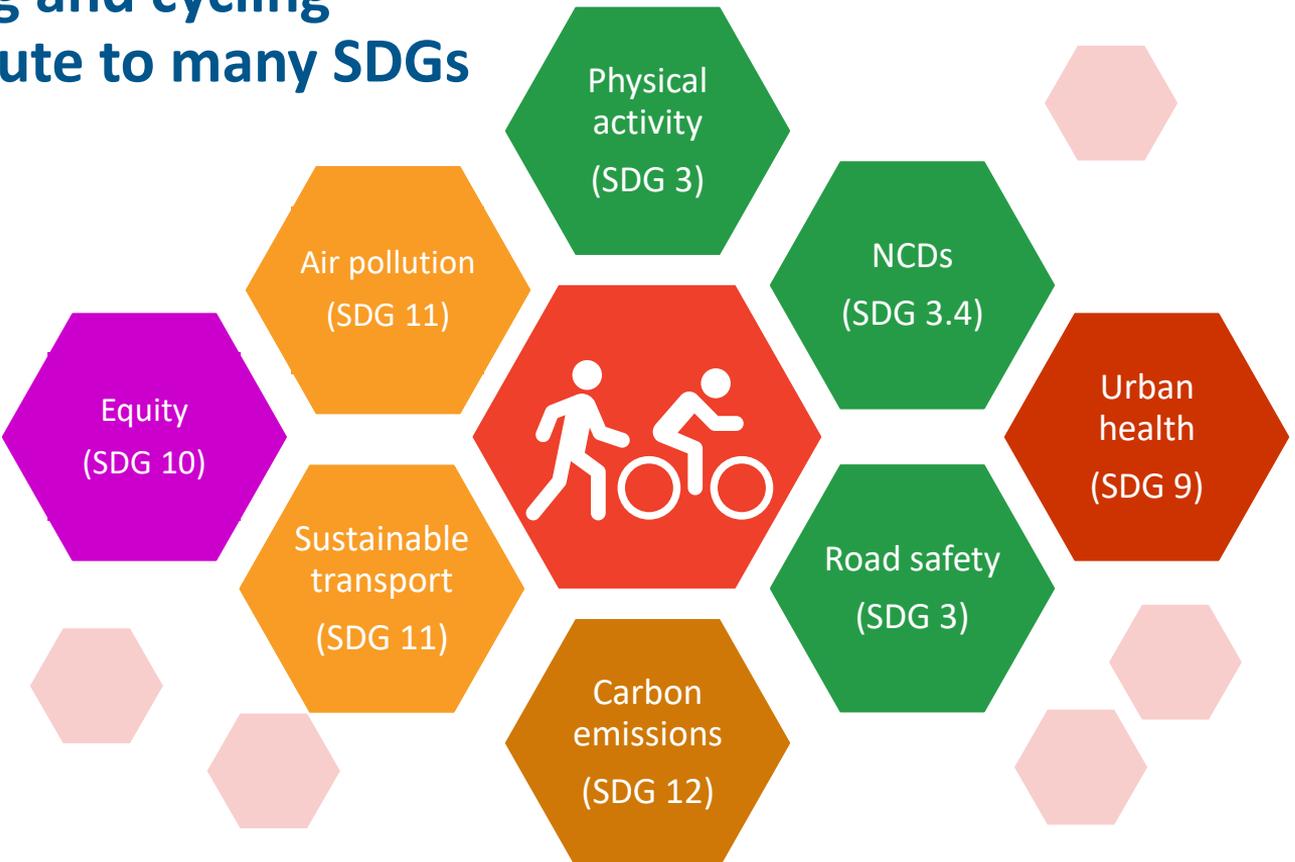
The background features a solid red field. On the left side, there are several overlapping geometric shapes: a dark red vertical rectangle, a light red diagonal shape extending from the top-left towards the bottom-right, and a white diamond shape at the bottom center.

# The benefits of using HEAT

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- Supports **advocacy**

# Walking and cycling contribute to many SDGs



# The benefits of using HEAT

- Supports **advocacy**
- Makes an **economic investment case** and supports budget decisions

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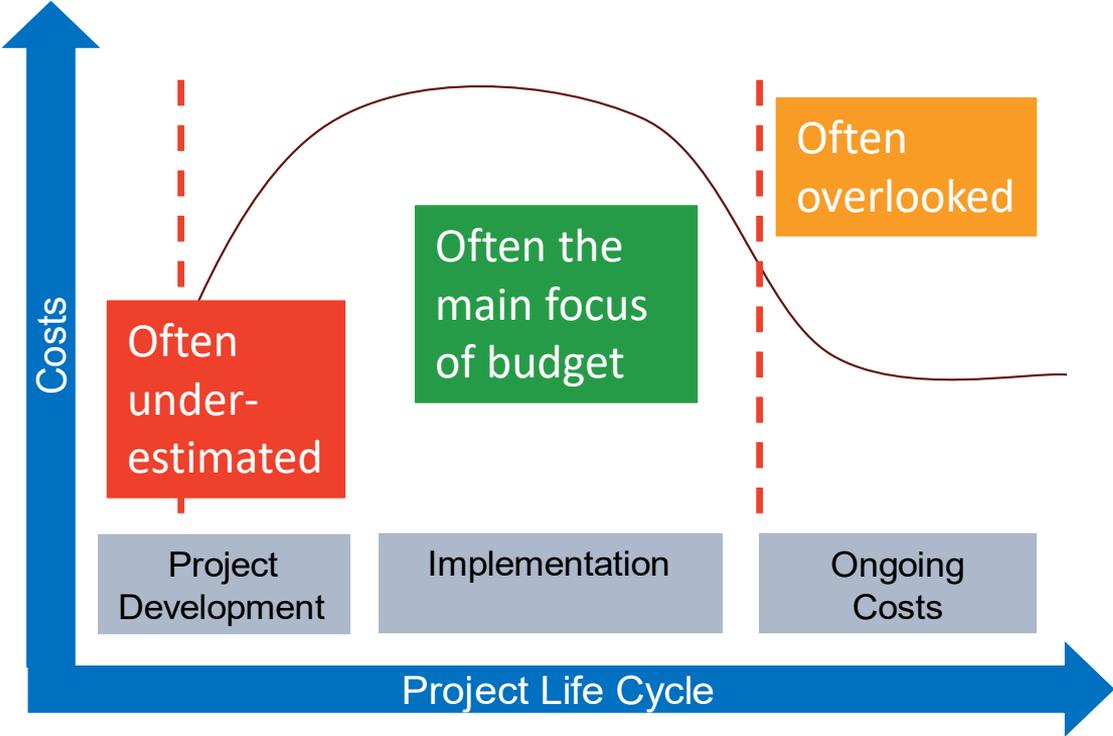
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# The benefits of using HEAT

- Supports **advocacy**
- Makes an **economic investment case** and supports budget decisions
- Helps improve the **planning and costing** of *all* stages of a project

# Resources planning should address all stages, even if not all the funding is available or secured at the start of the project

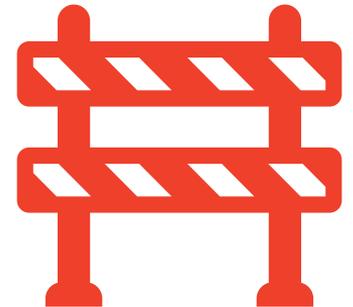


# The benefits of using HEAT

- Supports **advocacy**
- Makes an **economic investment case** and supports budget decisions
- Helps improve the **planning and costing** of *all* stages of a project
- Helps identify **potential barriers** to investment of implementation

## Barriers identified can include:

- **Absence of key national policies or legislation**  
(transport policy including W&C, non-motorised transport policies, physical activity targets, and policies, etc.)
- **Inadequate clarity between jurisdictions and responsibilities**  
(for road infrastructure building, maintenance, monitoring, etc)
- **Absence or inadequate regulatory frameworks and standards**  
(roads design, road safety requirements)
- **Lack of clarity across borders for municipality infrastructure**  
(and decision-making power of municipalities)
- **And more....**





# Process for conducting HEAT

# How to undertake HEAT analysis

- Bring together key stakeholders
  - ministries and other governmental agencies (transport, urban planning, finance, environment, development banks, etc.)
  - NGOs, international agencies, and civil society
- Convene planning and workgroup
  - set agenda, define intervention, timelines
- Collect and/or collate necessary data
- Data analysis and review
- Report and publish/disseminate

## Overall timelines?

- Vary depending on capacity, complexity and urgency

# Data required

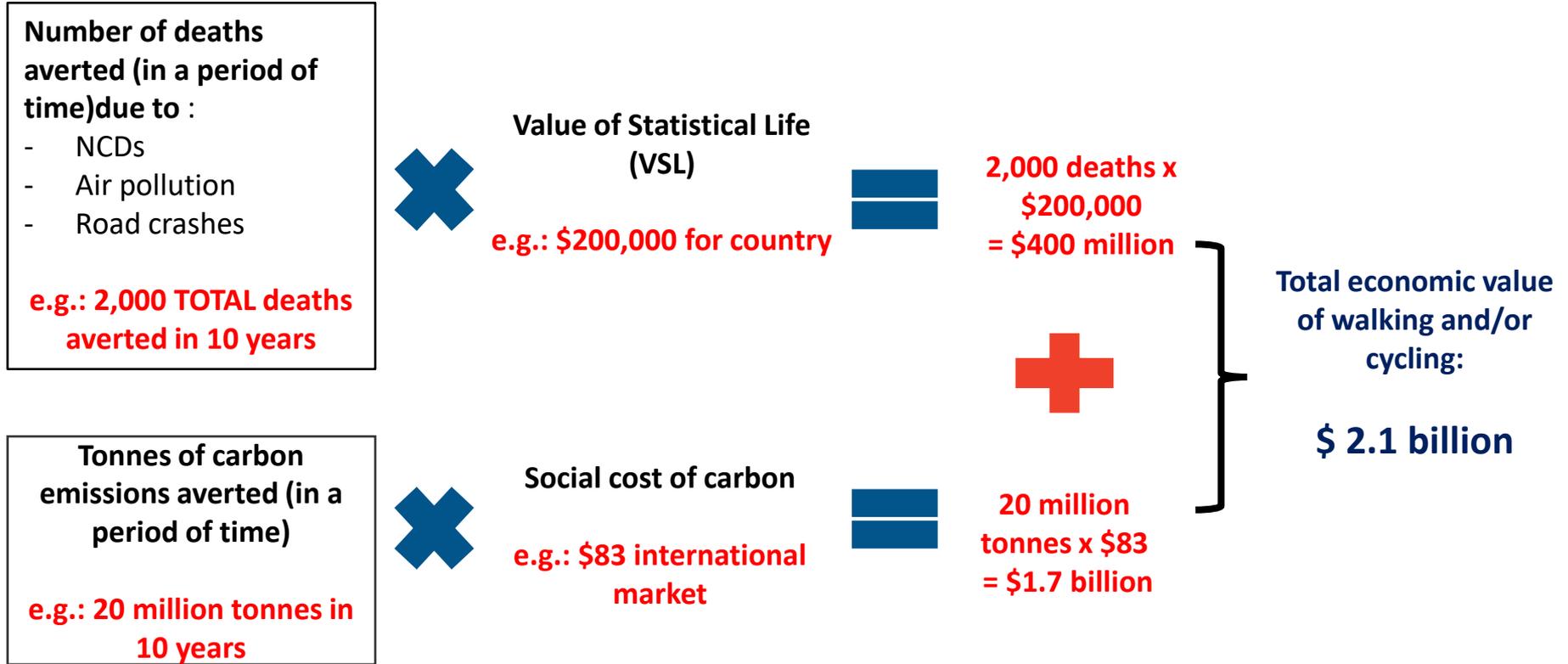
## Economic value

- Population
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## Cost-benefit ratio

- Economic value
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    - Promotion
    - Maintenance
    - Monitoring and evaluation

# HEAT: economic value of walking and cycling



# HEAT: benefit-cost ratio of walking and cycling

Number of deaths averted (in a period of time) due to :

- NCDs
- Air pollution
- Road crashes

e.g.: 2,000 TOTAL deaths averted in 10 years



Value of Statistical Life (VSL)  
e.g.: \$200,000 for country X



2,000 deaths x \$200,000 = \$400 million



Tonnes of carbon emissions averted (in a period of time)  
e.g.: 20 million tonnes in 10 years



Social cost of carbon  
e.g.: \$83 international market



20 million tonnes x \$83 = \$1.7 billion

Total economic value of walking and/or cycling:

**\$ 2.1 billion**

Total cost of the intervention  
e.g. planning, infrastructure, promotion, maintenance, M&E:

**\$200 million**



**BENEFIT- COST RATIO**

**10.5**

# FOR MORE INFORMATION



<https://www.heatwalkingcycling.org/#homepage>



World Health Organization  
Europe



Health economic assessment tool (HEAT) for walking and for cycling

Methods and user guide on physical activity, air pollution, injuries and carbon impact assessments



Heat user guide:  
<https://www.heatwalkingcycling.org/#userguide>



Questions?