Toolkit for the International Walking Day

What is the International Walking Day?

The International Walking Day will be celebrated for the first time this April 27th, 2026. This global day of action invites countries, communities, organizations and individuals to take part and join the movement.

The focus is on walking as a form of transportation. The goal is to encourage people to walk more often in their daily lives. Why? Because walking is one of the healthiest, most accessible and most sustainable ways to get around. It promotes health, well-being, and environmental sustainability – and it can be done anytime.

As part of the celebrations for the first International Walking Day, there will be a variety of activities and a global walking challenge to get people involved and inspire them to walk.

This April, join the movement and **#celebratewalking!**

What activities can you organize for the International Walking Day?

- The goal is to help people experience walking as a form of transportation. Launch a campaign in your country and invite communities, cities, organizations, and businesses to host events at local level.
- Use social media and press releases to raise awareness of the International Walking Day.
- Announce the launch of the International Walking Day Challenge and encourage people to get involved. Foster a sense of team spirit!
- Initiate regional activities:
    - Invite people to join group walks: for example, as a guided tour through the historic old town or a walk to see the coolest graffiti.
    - Motivate people with a small reward: you can create stamp passes or hand out goodies.
    - Organize events: with free walking maps, barefoot trails, silly walks, lectures on walking, contests, or guessing games etc.
    - Involve local businesses in your events – shoemakers, shoe stores, or clothing shops make excellent partners.
- Involve public transportation: for example, anyone who walks to the train station receives a small voucher.
- Collaborate with health organizations: they are certainly interested in promoting walking.

Sample text for your communications

Introducing the International Walking Day

Let's celebrating walking! The first International Walking Day will take place on April 27th. And we're joining in! Because we believe that walking is the healthiest, most sustainable, and most social form of transportation.

This day is dedicated to honouring the everyday journeys we make on foot: walking to work, to school, to catch public transport, to visit friends and family, or to enjoy leisure activities. Walking is something we all do daily, yet it remains one of the most underrated forms of transportation. We want to change that now.

Implementation of the International Walking Day

On the International Walking Day, events and activities centred around walking take place across the country. We invite everyone – residents, cities, clubs, educational institutions, and businesses – to join in! Help us spread the simple, powerful joy that walking brings to people and communities alike.

International Walking Day Challenge

Join the International Walking Day Challenge **#celebratewalking** and step into a healthier, more active lifestyle. Whether it's walking through the neighbourhood, exploring new paths or simply taking more steps throughout the day, every move counts.

How to join the Challenge:

1. Download the 'Walk15' app.
2. Join the challenge by entering the code 'IWD26'.
3. Start walking and help us reach our collective goal of 50,000,000 steps.

International Walking Day on the international stage

The International Walking Day will serve as a starting point for events, activities and campaigns across countries, cities and municipalities, as well as companies and educational institutions. Participating countries will cross-reference activities with each other under the hashtag #internationalwalkingday. It further contributes to the goals of the Pan-European Master Plan on Walking, the Pan African Action Plan for Active Mobility, the UN Sustainable Development Goals and a lot of other initiatives all around the world.

1. Social-Media-Post

Caption:

Country XXXXXXX is celebrating International Walking Day! 🎉

The first International Walking Day takes place on April 27th, and countless people in XXXXXXX will be participating. Will you too?

Join in and step into a healthier, more active lifestyle. Walking is good for you, sustainable, and above all, a wonderful shared experience in the fresh air.

There are many activities taking place across the country. Surely some near you, too!

Fancy a little challenge? On April 27th, the International Walking Day Challenge kicks off, with many countries coming together to collect steps. 🏆

Taking part is easy:
📱 Download the ‘Walk15’ app.
👥 Join the challenge by entering the code ‘IWD26’.
🎯 Start walking and help us reach our collective goal of 50,000,000 steps!

Show us how many steps you can take—and have fun doing it.

#internationalwalkingday #celebratewalking #everymovecounts