



the
HEPNES
pilot
actions

THE HEPNESS PROJECT

AN HEPNESS CITY IS A CITY WHERE

- ✓ **PHYSICAL ACTIVITY IS INTEGRATED IN URBAN DEVELOPMENT POLICIES, SUCH AS: MOBILITY, PUBLIC SPACES, SECURITY, ACCESSIBILITY, PEDESTRIAN AND COMMERCIAL AREAS, PARKS, RECREATIONAL AREAS AND GREEN INFRASTRUCTURES**
- ✓ **CULTURAL ASSETS AND NATURAL ECOSYSTEMS SERVICES ARE ENHANCED FOR THE QUALITY OF CITIZENS' LIFE**
- ✓ **PHYSICAL ACTIVITY IS PROMOTED IN THE URBAN ENVIRONMENT**
- ✓ **SPORT IS AN ECONOMIC ASSET**
- ✓ **SPORT IS A TOOL FOR URBAN REGENERATION**
- ✓ **SPORT IS STRATEGIC FOR DEVELOPING INCLUSIVE AND RESILIENT COMMUNITIES**

BECOMING AN HEPNESS CITY REQUIRES NEW PLANNING AND GOVERNANCE MODELS FOR THE EMPOWERMENT OF BOTH CITY LEADERS AND CITIZENS

THE HEPNESS PERSPECTIVE PROVIDES NEW PLANNING AND GOVERNANCE MODELS FOR THE EMPOWERMENT OF CITY LEADERS, SPORT ASSOCIATION AND CITIZENS

AN HEPNESS CITIES IS DESIGNED TO MOVE, MANAGED FOR A MORE ACTIVE LIFESTYLE OF CITIZENS AND DEVELOPED TO BECOME MUCH MORE RESILIENT, ATTRACTIVE AND COMPETITIVE

AN HEPNESS CITY IS AN **ACTIVE, HEALTHY AND HAPPY** PLACE TO LIVE

Notwithstanding researches demonstrate the importance of Physical Activity for health, people in cities are less active than ever before. Considering that the built environment influences how people move and get around, and urban design is essential to encourage physical activity, CITIES should reconsider strategies integrating sport in diverse urban policies, being aware that, for example, encouraging walking and cycling contributes also to cleaner air and reducing greenhouse gas emissions.

The objective of HEPNESS project is DEVELOPING HEALTH SPORT CITIES, BY ENHANCING CULTURAL ASSETS AND NATURAL ECOSYSTEMS SERVICES FOR THE PROMOTION OF ACTIVE LIFESTYLE in cities.

The project improves the understanding of the value of natural and cultural ecosystem services in the urban communities, and it provides city leaders with the following tools:

- a wide **literature review** on active, sport and healthy cities;
- a **conceptual framework** to design recreational areas and enhance ecosystem services in the urban environment;
- a **methodological tool** to plan and monitor HEPNESS cities policies;
- a **framework of good practices** to inspire city leaders in developing the HEPNESS program and integrating sport in urban policies;
- a **reference frame** to manage urban cultural and natural resources with a sport and health perspective.

HEPNESS has been co-funded by the Erasmus+ Programme of the European Union.



The HEPNESS city program is an open frame that can be implemented through the following steps:

1. MAPPING:

- map urban assets currently used for physical activity and assess the level of use by active citizens;
- map underused places with a huge potential to become place for physical activity in the city and understanding the reasons they are not used by citizens;
- map social environment.

2. NETWORKING

- establish a task force including policy makers, urban designers, grassroots sport clubs, health experts and other relevant stakeholders.

3. VISION and PLANNING

- identify vision and strategic dimensions to shape and manage the built and social environment to promote opportunities for active living;
- share vision with interested parties;
- renew cities planning tools and elaborate a strategic plan for public space management, including temporary uses for sport and physical activity.

3. MANAGING and MONITORING

- build a new participated and open governance structure;
- evaluate and monitor outcomes and improve the plan.

UNDERSTANDING SOCIO-ECONOMICAL BENEFITS OF ACTIVE CITIES

HOW TO INTEGRATE **WELL-BEING** IN OUR CITIES? WHY IS IT IMPORTANT?



HEALTH: A state of complete physical, mental and social well-being (WHO, 1948)



The natural and built environment encourage physical activity



PEOPLE ARE HEALTHIER AND HAPPIER



SOCIAL
BENEFITS



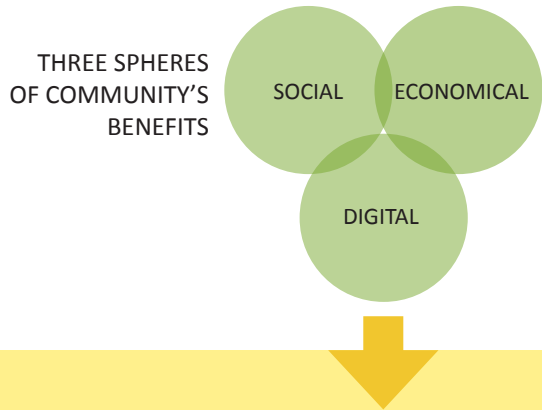
ECONOMIC
BENEFITS



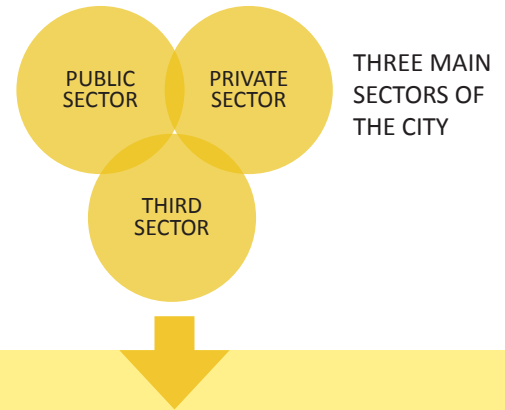
ENVIRONMENTAL
BENEFITS

HOW TO DESIGN POLICIES, STRATEGIES AND PROGRAMMES TO MAKE OUR CITIES **PEOPLE CENTERED, ACTIVE AND HEALTHIER?**

Which are the benefits of Active, Sport Cities?



Who takes decisions on Active Cities topics?



A FRAMEWORK TO ANALYZE:



Citizen well-being (environmental well-being, mobility, green areas availability), health & population, sport attitude, civic engagement



Health care costs, economic well-being, economics of the sport sector, attractiveness and reputation, municipality proactivity towards physical activity, sport and tourism



Sharing economy, attitudes towards smart and digital city, people's digital engagement

A MODEL TO ANALYZE:

The influence of city sectors in decision making processes about sport and active cities through:

- the distribution of decision making capacity among the three sectors of the city
- the level of sharing the decision making for any aspects of the city



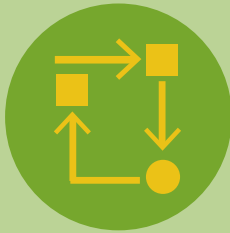
TWO COMPLEMENTARY TOOLS



A COMPREHENSIVE AND PARTICIPATORY INSTRUMENT TO SUPPORT DECISION-MAKERS IN TAKING INTER-SECTORIAL DECISIONS ABOUT ACTIVE, SPORT AND HUMAN CENTERED CITY AND TO MONITOR THE CHOICES IN THE LONG TERM

THE HEPNESS PERSPECTIVE

DEVELOPMENT OF A **CONCEPTUAL METHODOLOGICAL TOOL** TO HELP URBAN PLANNERS AND DECISION-MAKERS DESIGNING RECREATION AREAS AND/OR URBAN ENVIRONMENT



THE METHODOLOGY WAS TESTED ON THE CITY OF **LJUBLJANA**, AS A CASE STUDY



THE THREE PHASES OF THE METHODOLOGY

PREPARATION

- List of cultural ecosystem services
- Types of outdoor recreation areas

ASSESSMENT OF IMPORTANCE

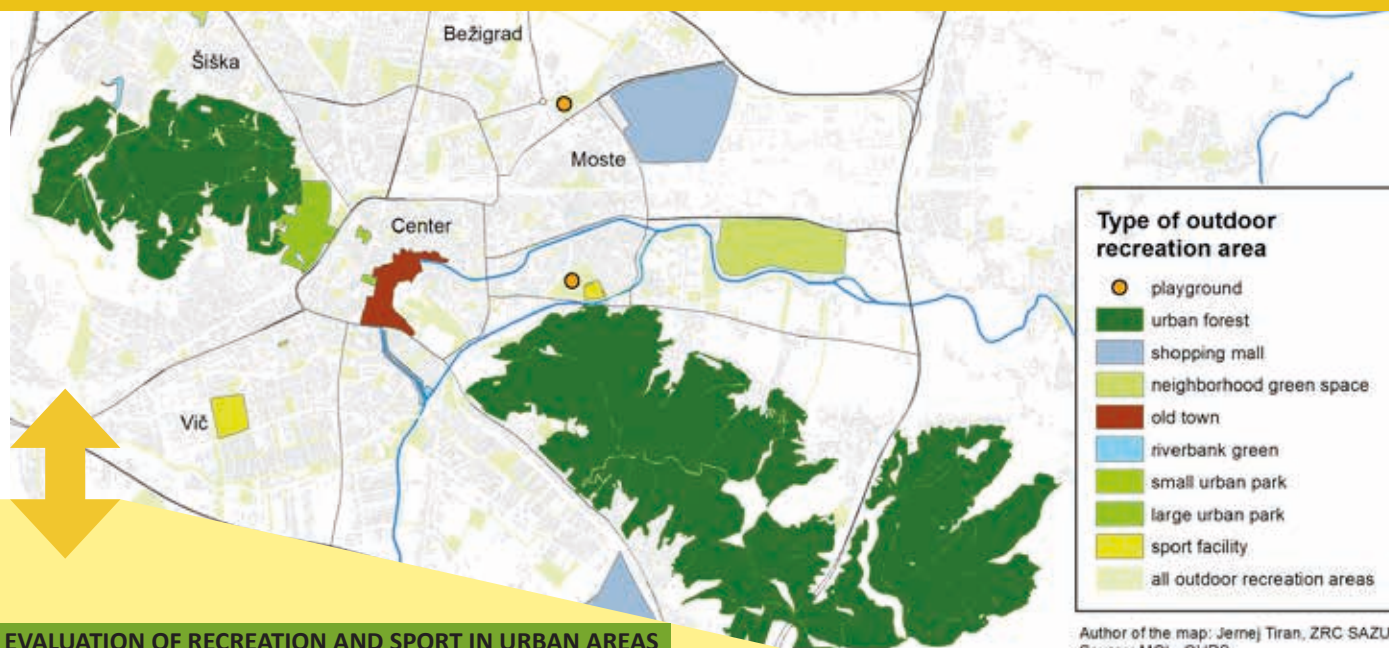
- Surveying users
- Focus groups with experts

RECOMMENDATIONS

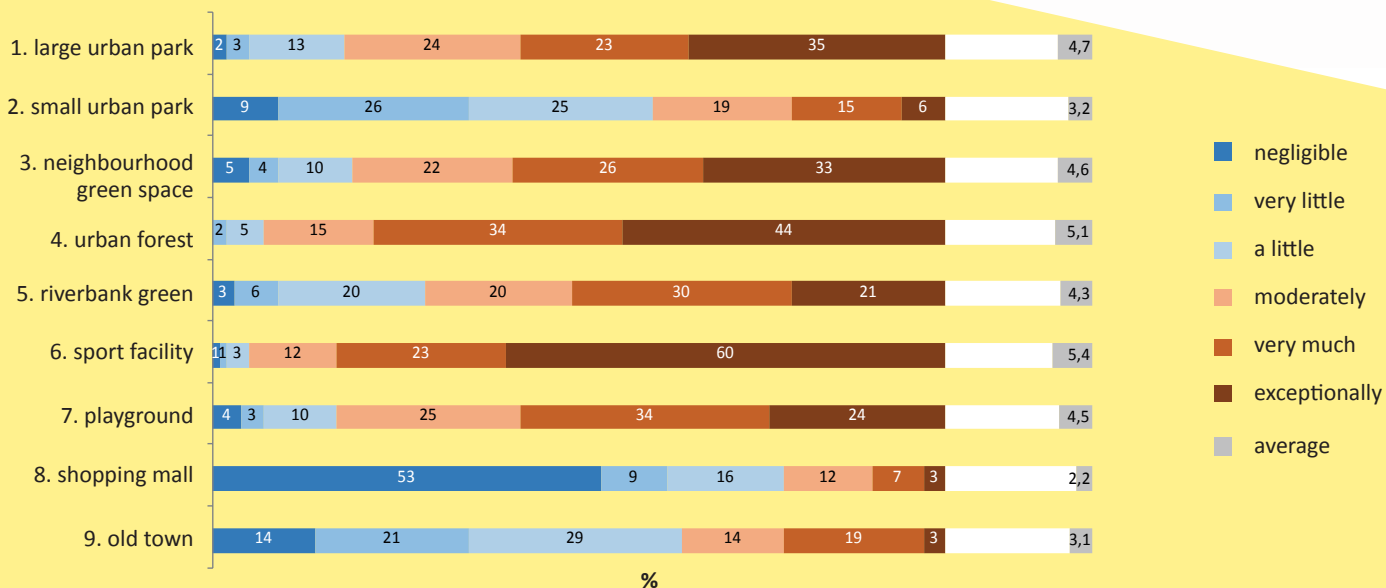
- Synthesis
- Methodological guidelines

IMPACT BENEFITS

A BETTER UNDERSTANDING OF THE ROLE OF CULTURAL ECOSYSTEM SERVICE CAN HELP URBAN PLANNERS TO STRENGTHEN A HEALTHIER AND MORE ACTIVE LIFESTYLE OF THE CITIZENS AND VISITORS, IN PART BY DIRECTING AND ENCOURAGING RECREATION AND THE USE OF RECREATION FACILITIES IN MORE SUITABLE AREAS



EVALUATION OF RECREATION AND SPORT IN URBAN AREAS



THE HEPNESS PILOT ACTIONS

Pilot actions are developed by partners in their cities or urban areas. The specificities of pilot actions can be summarized as follows:

- 1 identify and map places for outdoors physical activities, focusing on the interrelation amid cities and ecosystem services
- 2 implement the collaboration among public and private organizations
- 3 establishing new public and private partnership to ensure the long run durability of the programs

Italy, Slovenia, Bulgaria, Germany, United Kingdom



**your city
your environment
your activities
be HEPNESS
inspire your health**



CITY | COUNTRY

VICENZA | ITALY

ACTIVITY

VICENZA OPEN-AIR GYM: CITY AND NATURE DISCOVERY ITINERARIES

PLACE

City of Vicenza

DESCRIPTION

Municipality of Vicenza mapped the existing sites and facilities devoted to physical outdoors activities (<http://sit.comune.vicenza.it/SitVI/vicenza/> Aree Verdi pubbliche – Sport e Istruzione) and created two special itineraries: Hepness “City Discovery” (8 km) and “Nature Discovery” (25 km). The project has been developed with the involvement of public and private local stakeholders (*Hepness Vicenza’s Focus Group*). The aim is to enhance the opportunity to experience the city and its cultural and natural heritage as an open-air gym.

For information: https://www.comune.vicenza.it/uffici/dipecofin/politichecomunitarie.php/progetti_europei/hepness_active_cities_network

SCOPE

Promote the participation of citizens into physical and sports activities through the enhancement of the local cultural and natural heritage: discover and be aware the local natural assets, green spaces and ecosystem services of Vicenza’s historical city centre and urban outskirts

TARGET GROUP

People of all ages: locals, tourists, visitors and everyone who would like to practice physical activities and enjoy the city of Vicenza

IMPACT & BENEFITS

Increasing public awareness of the importance of physical activities and fitness by using public spaces = promote healthy lifestyle of citizens.
Promotion and enhancement of cultural and natural heritage = better understanding of the territory for a long term sustainable living

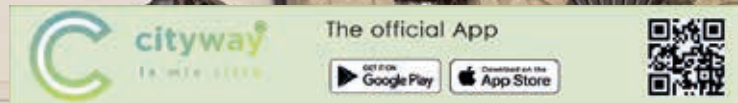
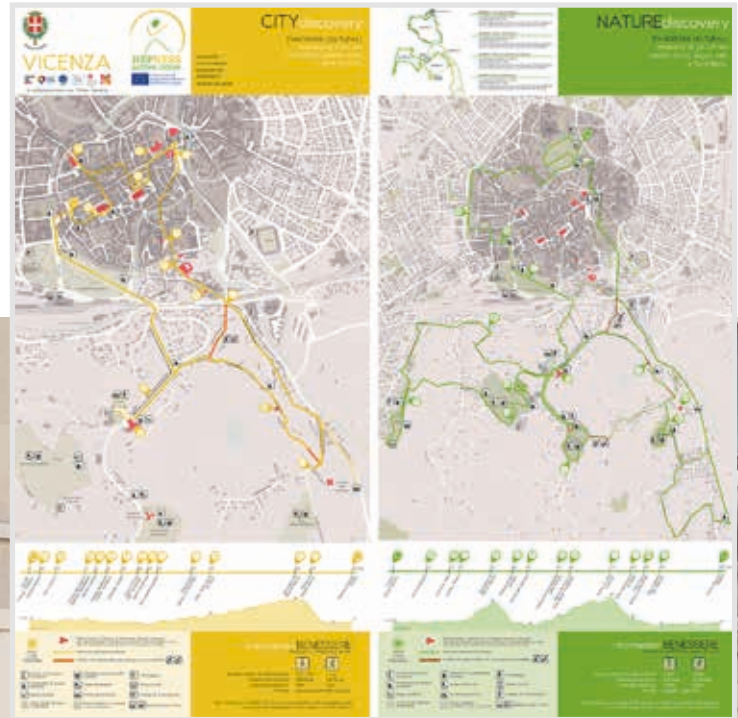
ACTIVE CITY

open-air gym

PUBLIC SPACE

citizens

green lifestyle



promoted by MUNICIPALITY OF VICENZA



CITY | COUNTRY

PADUA, METROPOLITAN AREA | ITALY

ACTIVITY

THE SPORTPLACEBOOK

PLACE

Padua, metropolitan area public places

DESCRIPTION

USMA launched a sort of social campaign to map places where people practice sport and physical activity, thus to create a favourite sporting place map ([#sportplacebook](#)), created with direct reports from users, as an important tool for knowledge and sharing of urban places. This contributes to create a collaboration between associations, administration and population in the management and in the way of living the city and its public spaces

SCOPE

Promote the use public spaces, parks, squares and streets of the urban environment involving several local sports associations, public authority and people in the identification of places, the development of HEPA events, and experiences

TARGET GROUP

All citizens

IMPACT & BENEFITS

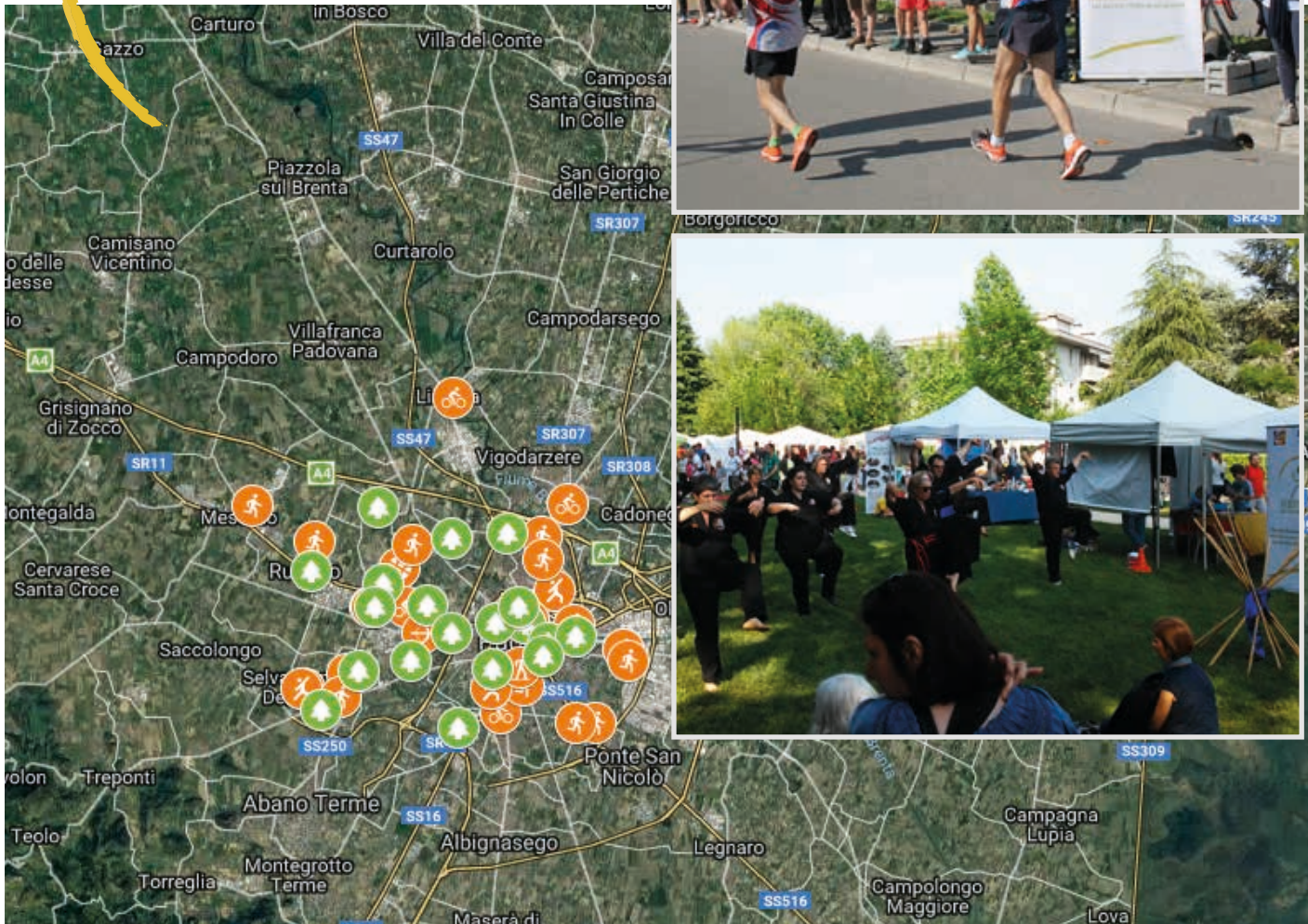
Increasing outdoor physical activity, in different age groups, contributes significantly to the health of population.
Taking possession of the public places of the city means knowing it better, experiencing it more, and do not giving space to the degradation

INVOLVE PEOPLE

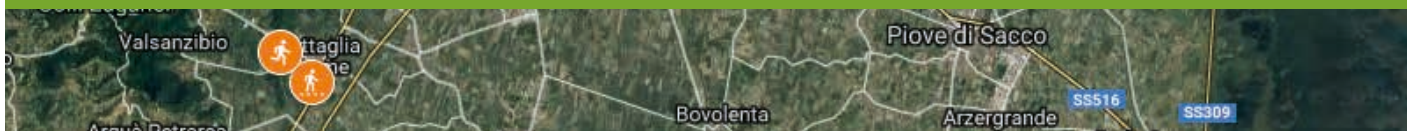
know & share places

LIVE HEALTHIER

use urban areas



promoted by USMA





CITY | COUNTRY

LJUBLJANA | SLOVENIA

ACTIVITY

RAZGIBAJ SE NA PROSTEM! – Web map of free public accessible outdoor recreational facilities

PLACE

City of Ljubljana

DESCRIPTION

The web map of free public accessible outdoor recreational infrastructure in Ljubljana was established. It was designed in the ESRI environment and located on ZRC SAZU's own server with the possibility to be integrated into the existing municipal web map. We gathered the georeferenced data on recreational areas (e.g. urban green spaces, playgrounds, sport fields) in one place, including the most relevant information (e.g. possible activities, facilities, accessibility)

SCOPE

The aim of the pilot action was threefold: 1) mapping the outdoor recreational infrastructure in the City of Ljubljana, 2) publishing it in the form of a web map and 3) promoting it as a story map

TARGET GROUP

City officials, citizens and visitors. An agreement between city authorities and ZRC SAZU was also signed, defining the obligations, financial matters and ownership of the results

IMPACT & BENEFITS

Currently, the data on sports and recreation public outdoor infrastructure are not published in one place and in a user-friendly way. The web map also promotes outdoor physical activity

WEB MAP

outdoor recreational infrastructure

story map

free public areas



RAZGIBAJ SE NA PROSTEM!

- 1 O spletnem zemljevidu
- 2 Mestni gozd

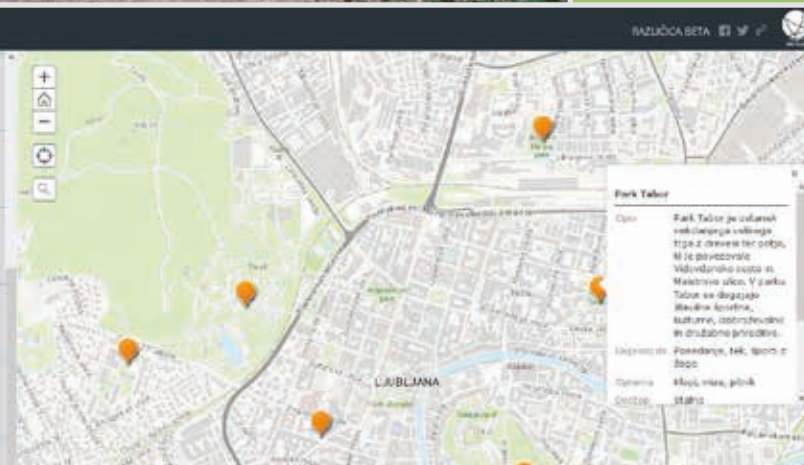
Gozdovi v MOL prekrivajo skoraj 46 % občinske površine, segajo do središča mesta in imajo številne pozitivne učinke na kakovost bivanja. Prebivalcem nudijo možnosti za telesno in duševno rekreacijo, čistijo zrak, ščitijo prebivalce pred hrupom in blažijo temperaturne ekstreme. Nekateri gozdovi v MOL imajo izrazito poudarjeno socialno funkcijo, zaradi česar so z odlikom razglašeni za gozdove s posebnim namenom.

- 3 Parki in zelenice
- 4 Športna infrastruktura
- 5 Otroška igrišča



RAZGIBAJ SE NA PROSTEM!

- 5 Otroška igrišča
- 6 Hoja
- 7 Tek
- 8 Telovadba
- 9 Kolesarjenje
- 10
- 11 Igre z žogo
- 12 Celosten pregled rekreacijske infrastrukture



promoted by ZRC-SAZU



CITY | COUNTRY

SOFIA | BULGARIA

ACTIVITY

GRANDMA MARTHA WAS IN A HURRY - баба марта бързала

PLACE

Sofia, Park "Borisova garden", city center

DESCRIPTION

This event was a grassroots run for children, youth and refugees in Sofia and it combines one of the largest Bulgarian traditional cultural holidays (*1st of March, Grandma Martha*) with activities in open urban spaces: fun games and special activities with Bulgarian, Kurdish, Arabic and Afghan songs and dances. It combined sport, social meaning, solidarity and anti-discrimination promotion, and raising awareness of refugee issues and gathering material support for them

SCOPE

Representatives of Association Footura talked to participants, partners and observers, gathering opinions and feedback on ideas for future events. This event, realized in terms of "social dimensions of sport" in the largest and central park, led to a great deal of socialization, awareness of sport in urban environment, promotion of good models for sports activities for children, youth and people at risk

TARGET GROUP

All citizens of Sofia and near places; migrants and young people

IMPACT & BENEFITS

The idea of Association Footura was to show the universal capabilities of sport in urban environments and to signal the possibility of using urban spaces (especially parks, squares, etc.) for organized sports events for everybody on weekends. In parallel, we aimed to inform and share about the successful practices at Bulgarian and European level in these relations

CULTURE

public space

SPORT

solidarity



promoted by FOOTURA



CITY | COUNTRY

VARNA | BULGARIA

ACTIVITY

STRENGTH, SPEED AND GOOD HEARTS

PLACE

Varna, Park “Sea garden”, city center

DESCRIPTION

The “Strength, speed and good hearts” event was aimed at the citizens and visitors of Varna at all ages and managed to attract more than 200 participants and to make partnerships with business and local authorities. Participants ran 1, 2.5 or 5 km or lifted weights in open urban spaces and for charity. The event aimed to promote the values of sport and active lifestyle, motivating citizens to move actively in urban environment

SCOPE

During the event, representatives of Association Footura had the opportunity to talk to participants, partners and observers of the open sport event, as well as to gather opinions and feedback on this and ideas for future events. It was important for us to bring the model of active sport into urban surroundings outside of Sofia (namely in Varna - the second largest city) to show the sustainability of the developed models

TARGET GROUP

All citizens of Varna and near places

IMPACT & BENEFITS

The idea of Association Footura (through its partner involvement in this initiative) was to show the universal capabilities of sport in urban environments and to signal the possibility of using urban spaces (especially parks, squares, etc.) for organized sports events for everybody on weekends. In parallel, we aimed to inform and share about the successful practices at Bulgarian and European level in these relations

ACTIVE

public space

SPORT

everybody



promoted by FOOTURA

A group of people is practicing yoga on a grassy lawn in a park setting. They are in a similar pose, with one leg raised and arms extended. The background shows trees and a building with a staircase.

CITY | COUNTRY

BONN | GERMANY

ACTIVITY

MAPPING SPORT FACILITIES IN PUBLIC SPACE

PLACE

Bonn public areas

DESCRIPTION

The city of Bonn is in the final stages of an evaluation and planning process developing a “sports development plan” (SDP) for the city of Bonn. That focuses on the given sport infrastructure, its current state and the needs for the next 15 years. Since sport in Germany traditionally organized through sports clubs and the sport facilities are mainly designed for club sports, HEPNESS brings activities and informal sport in public space to that SDP

SCOPE

The City of Bonn has done a representative scientific survey, sending extensive questionnaires to 5000 households, to key actors and all sports clubs, additionally there has been an online survey on the municipal participation platform. Asking about needs and capacities of public sports facilities and potential public spaces in order to empower and enable people to be active. Identified public space for activities will be mapped and added to the online registry map of sport facilities

TARGET GROUP

Citizens of Bonn, tourists, visitors, everybody

IMPACT & BENEFITS

The citizens of Bonn have been informed, empowered and involved in the design of public space. There is a raised ownership and different understanding of public space. Sport in public space and public sport facilities will be made visible and easy to access through the internet presence

PUBLIC SPACE

sport facilities

ACTIVE

everybody



promoted by CITY OF BONN



CITY | COUNTRY

UNITED KINGDOM

ACTIVITY

TAKE A CREATIVE APPROACH TO USING YOUR LOCAL ENVIRONMENT TO PROVIDE OPPORTUNITIES TO STAY HEALTHY AND ACTIVE

PLACE

Armagh City, Banbridge and Craigavon Borough Council

DESCRIPTION

To encourage local communities to consider innovative ways to utilise the urban environment for physical activity

SCOPE

To challenge local sports clubs and community groups to organise and deliver some innovative activities in their local area

TARGET GROUP

Teenage girls, Men over 50, Pre teenagers, The disabled

IMPACT & BENEFITS

Increased awareness and capacity for local communities to better utilise their surroundings to lead an active and healthy life

COMMUNITY

LOCAL

innovation

creativity



promoted by ARMAGH CITY, BANBRIDGE AND CRAIGAVON BOROUGH COUNCIL

THE HEPNESS PARTNERS



Municipality of Vicenza, ITALY

The Sport Department of the Municipality of Vicenza deals with the promotion and development of sport, in both the highest levels and the social field, promoting activities, events and initiatives, involving citizenship and sports associations of the territory. The Department is constantly collaborating with the education and school services, taking care of designing new projects with the aim of enhancing the healthy behaviour of young students and their families, through introduction to sport activities, consistently with the Hepness topics and Perspective

**FREUDE.
JOY.
JOIE.
BONN.**

City of Bonn, GERMANY

In order to integrate the approach of smart use and management of public spaces for more healthy and active cities and to advance in the HEPNESS Perspectives, the City of Bonn aims to develop innovative ideas for urban sport and to start to adjust the given infrastructure to needs for a healthier urban lifestyle. The results of the Erasmus+ project will directly be integrated in the overall strategic goals of the new sports development strategy of the city of Bonn and the following implementation plan



**Armagh City
Banbridge
& Craigavon**
Borough Council

Armagh City, Banbridge & Craigavon Borough Council, UNITED KINGDOM

The Borough Council has a wealth of experience in the planning, implementation, delivery and evaluation of a wide range of sports and physical activities, within streets, neighbourhoods, public parks, open spaces and urban facilities. It has invested in the provision of new sports and physical activity opportunities and Hepness is a chance to exchange good practice and provide recommendations, encouraging residents to remain active and stay involved in the physical activity sessions, especially outdoors for free



Research Centre of the Slovenian Academy of Science and Art, Anton Melik Geographical Institute, SLOVENIA

The Geographical Institute contributes to the Project in the field of environmental protection, environmental interpretation, and valorisation of natural and cultural heritage. This scientific know-how will allow a sound identification of the HEPNESS methodological approach and the elaboration of the HEPNESS Perspective. The Geographical Institute supports the mainstream process towards the scientific international communities and public institutions



National Movement Union for development of sport and Sports Culture - Footura, BULGARIA

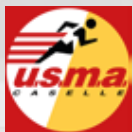
Footura promotes sport activities, tournaments, events for charity, demonstrative or competitive purposes and activities connected with sport and cultural tourism and exchange programmes. Several volunteers with diversified experiences and competences are involved, so Footura provides the point of view of a sport organization that cooperate with public authorities for physical activities promotion, but also contributes to the HEPNESS scientific elaboration



Università
Ca' Foscari
Venezia

Ca' Foscari University of Venice, Department of Economics, ITALY

The Ca' Foscari University - Department of Economics has a long standing tradition in research in the complex global economic environment. The economic dimension of active cities and the interrelation between cities ecosystem services, physical activities and health benefits are the object of studying to provide the scientific know how to the elaboration of the HEPNESS Perspective and related methodological tools



Maria Ausiliatrice Sports Union - Usma, ITALY

USMA cooperates in the education sector, enhancing the functions of education and social integration of sport, stressing the importance of volunteering in non-formal sports. Working with local municipalities in healthy and active lifestyle promotion, it carries out several events to spread healthy behaviours among participants and citizens. USMA adds value to the HEPNESS partnership especially in terms of networking for follow up



ACTIVE USE OF
CULTURAL AND
NATURAL ECOSYSTEMS





PROMOTION OF **ACTIVE CITIES, HEALTHY COMMUNITIES AND SPORT LIFESTYLES**



MANAGE CITY RESOURCES WITH A SPORT PERSPECTIVE

HEALTHY ENVIRONMENT PROMOTION AND ECOSYSTEM SERVICES SUPPORT FOR ACTIVE CITIES DEVELOPMENT

HEPNESS establishes a transnational cooperation where cities, research and sport organizations advance new synergies to develop health and sport cities, enhancing cultural and natural assets and ecosystems services for the promotion of an active lifestyle. Cities play a key role for enabling population to become more active.



Erasmus+

Project co-funded by the Erasmus+ Programme of the European Union

