

Co-funded by the
Erasmus+ Programme
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«Run for Health»

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<https://www.runforhealth.eu/>



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Website
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Rationality of the Project



Call: Promote Health Enhancing Physical Activity

59% of the EU citizens never or seldom exercise, while only **41%** of EU exercises at least once a week.

The proportion of non-participants increased from **39% (2009)** to **41% (2013)**.

48% of the EU citizens do some form of other physical activity (such as cycling, dancing or gardening) at least once a week, while **30%** never do any kind of physical activity.

13% of the EU citizens do not walk for at least 10 minutes at a time on a given day within a week.

In addition, on a usual day, about **2/3 (69%)** of individuals spend between **2.5 and 8.5 hours sitting**, while **11% sit for more than 8.5 hours**.

▶ Eurobarometer

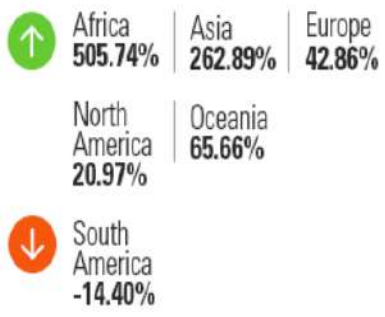




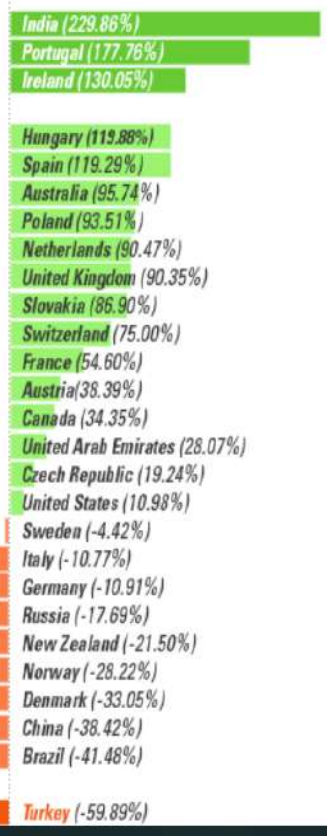
Growth in Popularity of Marathon Running

The worldwide growth from 2008 to 2018 was

49.43%



Top & Bottom Performing Countries



<i>Position</i>	<i>Nation</i>	<i>Growth 2008 to 2018</i>
1	India	229.86%
2	Portugal	177.76%
3	Ireland	130.05%
4	Hungary	119.88%
5	Spain	119.29%
6	Australia	95.74%
7	Poland	93.51%
8	The Netherlands	90.47%
9	United Kingdom	90.35%
10	Slovakia	86.90%
11	Switzerland	75.00%
12	France	54.60%
13	Austria	38.39%
14	Canada	34.35%
15	United Arab Emirates	28.07%
16	Czech Republic	19.24%
17	United States	10.98%
18	Sweden	-4.42%
19	Italy	-10.77%
20	Germany	-10.91%
21	New Zealand	-21.50%
22	Norway	-28.22%
23	Denmark	-33.05%
24	China	-38.42%
25	Russia	-40.79%



Running in a Global Context



- Europe: 50 Million runners
- 80 big marathons worldwide
- Spend 9.6 billion dollars



- University of Leuven



Impact of Running Events



Economy-
Tourism

Active Life-
Style

Society

Environment

Politics



Mission



- ▶ Study consumer behavior aspects of runners
- ▶ Develop: a) guidelines for effective health-enhancing physical activity promotion through running events and b) policy recommendations for using such events for health -enhancing physical activity promotion.
- ▶ Stimulate national and international communication among event organizers – policy-makers – associations – Universities.
- ▶ Increase awareness among the general population (citizens) about the health and social benefits of participating in running events as a leisure activity.



Methodology



- ▶ Secondary Research
- ▶ Primary Research
 - ▶ On line surveys (10.000)
 - ▶ Field Surveys
 - ▶ Interviews (8 interviews)
 - ▶ Observations (8 observations)



Outputs



- ▶ Impact of Running Events
- ▶ Profile of Runners
- ▶ Motives
- ▶ Context
- ▶ Influence on the adoption of an active lifestyle
- ▶ Policy Recommendation – Report
- ▶ Event Management – Report
- ▶ Promote running
- ▶ Promote networking



End of the Project



▶ Thank you!!

- ▶ Cooperated
- ▶ Increased Knowledge
- ▶ More Experienced
- ▶ Made Friends

▶ Future Co-operation

