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Erasmus+ Programme
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***Erasmus+ Program: Promoting health enhancing
physical activity and social welfare through outdoor
running events***

Collaboration:



1st Translational Meeting:

The "Run for Health" project aims to promote outdoor running events and explore their impact on the social welfare of EU citizens. On the 21-22 of February, 2019 the kick-off meeting in Thessaloniki, Greece took place.

The program is co-ordinated by Prof. Kostas Alexandris, Director of the Sport, Tourism, and Recreation Management' lab of the Aristotle University of Thessaloniki (Greece). The partners are: The "Policy in Sports and Physical Activity Research Group" from KU Leuven (Belgium), The European Association of Sport Management, The Brenda University of Applied Sciences (Netherlands), The Muller Sport Institute (Netherlands), the Lithuanian Sports University (Lithuania) and the European Culture and Sport Organization – ECOS (Italy).

Following the Project's objective, all partners collected data from event runners in their countries. Almost 10.000 questionnaires were collected in order to reveal new insights of the European running market.

The following pictures were taken from Greece (first-row on the left/middle), Italy (first-row right side) and Lithuania (second row) survey teams:



Preliminary results of the The "Run for Health" project were presented at the Dutch Athletic Federation, during the 2nd Translational meeting that took place in the Mulier Sport Institute, Holland. Ideas for future co-operations were discussed.



Kostas Alexandris presented a conference paper, entitled: "Participation in Running Events and Promotion Of Health-Enhancing Physical Activity: A Cross-Cultural Study In Greece, Belgium, Holland, and Lithuania, in the the European Association of Sport Management Conference in Seville, Spain (September, 2019).

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Run for Health team