



Photo credit: <https://bit.ly/2LbJ6u7>

Theme(s): Inclusivity, Stakeholder involvement

Type of initiative:
Public Square, Active Parks

Year: 2016-2017

Location:
Barcelona
Spain

Owner: Walkim sport club

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DESCRIPTION

The idea is based on the intention of the organisers to promote the practice of Nordic Walking. So, once a year they propose a large-scale event in the city of Barcelona. Nordic Walking is quite an inclusive activity, easy to perform and a very healthy for people. It doesn't need widescale, expensive infrastructure, just the streets themselves. For that reason, the Municipality of Barcelona considers the activity as a good option for promoting a healthy lifestyle. The organisers contacted one of the largest (in number of members) sport centre network within the city (www.eurofitness.com) to help with the promotion of the event. The organisation of events helped to get people interested in finding a network of walkers to walk with, so "they'll never walk alone".

The activity is based upon the idea of an organised walk. The walk has two categories depending on the distance of the walk (16 km or 8km). There is no competitive purpose, and during the event participants get advisory comments about how to improve their performance skills. The activity starts with a Master class taught by specialised instructors.

SUCSESSES

The number of participants has increased by 50% since the first edition. The feedback from participants has been very positive, and they consider the event as a great initiative for starting with Nordic Walking. Participants are registered in a database and they are usually invited to participate in other events as well.

CHALLENGES

The main challenge is to increase the number of participants, not only for this event, but at others as well. The engagement of the Municipality of Barcelona will increase the promotional resources of the activities. At the same time, organisers are still trying to involve higher numbers of partners to increase the range and number of people that can be reached and therefore potentially involved.