*All information in this entry is sourced from the link above and contact mentioned in the document

Photo credit: https://bit.ly/2J25QAg

Theme(s): Partnership, Stakeholder involvement

Type of initiative: Active Parks

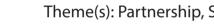
Year: 2014-2015

Location: Various cities in Poland Poland

Owner: V4Sport

Contact: piotr.sitkowski@v4sport.eu

Source: https://bit.ly/2J25QAg





MOVEMENT SPACES

#65. PZU Trasy Zdrowia



DESCRIPTION

The "PZU Trasy Zdrowia" project is an example of a CSR campaign from V4Sport's portfolio. On one hand the project was developed from scratch, allowing creative freedom, as the only requirement for municipalities, as target beneficiaries, was the size of its population to be less then or equal 50 000 inhabitants.

In practice, it meant a large level of diversity within the demographic, social or economic stage of development in regards to potential beneficiaries to select from. On the other hand, the expectations of the sponsor made the project development phase equally challenging. The project was expected to deliver multipurpose, outdoor, sport infrastructure facilities, that should be valuable to the local community and well integrated in a local context; allow wide, unlimited, free access for any age category, while also providing exceptional experience; increase participation by promoting healthy, active lifestyles, while also being simple, fairly prices, and easy to maintain.

SUCCESSES

There was 2 533 different events planed and rolled out on grant within the project.

the Networking Session was inspiring, mindset changing and rich tainability and successful legacy. The Network Session harnessed potential of great number, different experiences and a large diversity in regards to the beneficiaries of the project.

The greatest challenge was to correctly address the project Moreover, trust can be developed if members have a sense of

Healthy Trails in 2015 alone based on official webpages from the for the potential beneficiaries who will provide the greatest levprojects. Most of them had been co-financed with an animation els of engagement throughout the process, and also those who would likely manifest the greatest sense of ownership during the Evidence based data already enables to form best practices later stages of implementation. Public consultations can help for further dissemination. According to participants' testimonials build trust and social cohesion between different stakeholders. with new insights. Apart from knowledge transfer, the session also being meaningfully engaged and felt that their thoughts and feelequipped beneficiaries with a fresh approach, and techniques for ings on a topic were being taken seriously. Public consultations also the increase of fund that serves the project's main goals: the sus- help to breed a culture of accountability amongst stakeholders.





















CHALLENGES



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