



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

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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 than 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 priced, and easy to maintain.

SUCCESSES

There were 2 533 different events planned and rolled out on Healthy Trails in 2015 alone based on official webpages from the projects. Most of them had been co-financed with an animation grant within the project.

Evidence based data already enables to form best practices for further dissemination. According to participants’ testimonials the Networking Session was inspiring, mindset changing and rich with new insights. Apart from knowledge transfer, the session also equipped beneficiaries with a fresh approach, and techniques for the increase of funds that serves the project’s main goals: the sustainability and successful legacy. The Network Session harnessed potential of a great number, different experiences and a large diversity in regards to the beneficiaries of the project.

CHALLENGES

The greatest challenge was to correctly address the project for the potential beneficiaries who will provide the greatest levels of engagement throughout the process, and also those who would likely manifest the greatest sense of ownership during the later stages of implementation. Public consultations can help build trust and social cohesion between different stakeholders.

Moreover, trust can be developed if members have a sense of being meaningfully engaged and felt that their thoughts and feelings on a topic were being taken seriously. Public consultations also help to breed a culture of accountability amongst stakeholders.