

EU ACTIVE AGEING

CHALLENGE



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THE PROJECT

European Active Ageing Challenge is a 24-month project funded by the European Union and lead by the Sport Innovation Hub (Spain), focused on promotion of health enhancing physical activity and healthy lifestyle for the elderly, digitalisation and innovative practices and inclusion. It aims to promote and contribute to active ageing and physical activity among the European elderly population through innovative strategies at municipality level.

The methodology of the project focused on physical activity promotion for seniors, but through in a gamified way. EUAPPTIVE will be promoting self-monitoring and health awareness to the target group by promoting the participation on an european-wide challenge, and the launch of its own APP.

More info about the project can be found at <https://euapptive.eu>



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OUR GOALS

- ▶ Raising awareness of the benefits of Physical Activity (PA) and Healthy Lifestyle
- ▶ Promoting PA for all, **encouraging** and **training** Municipalities & Regions to activate their population
- ▶ Designing & Developing an **APP** that will help European citizens to be more active and conscious on their health
- ▶ Launching the **European Challenge for Active Ageing**



The CHALLENGE



OVERVIEW AND OBJECTIVES OF THE CHALLENGE

The EUAPPTIVE Challenge promotes active aging, digital literacy, and community connection among older adults across Europe. It starts with a week-long, multi-activity event. This “synchronised”, in-person challenge encourages participants to engage in a variety of daily physical activities, connects with local and international peers, and tracks their progress through a user-friendly App.

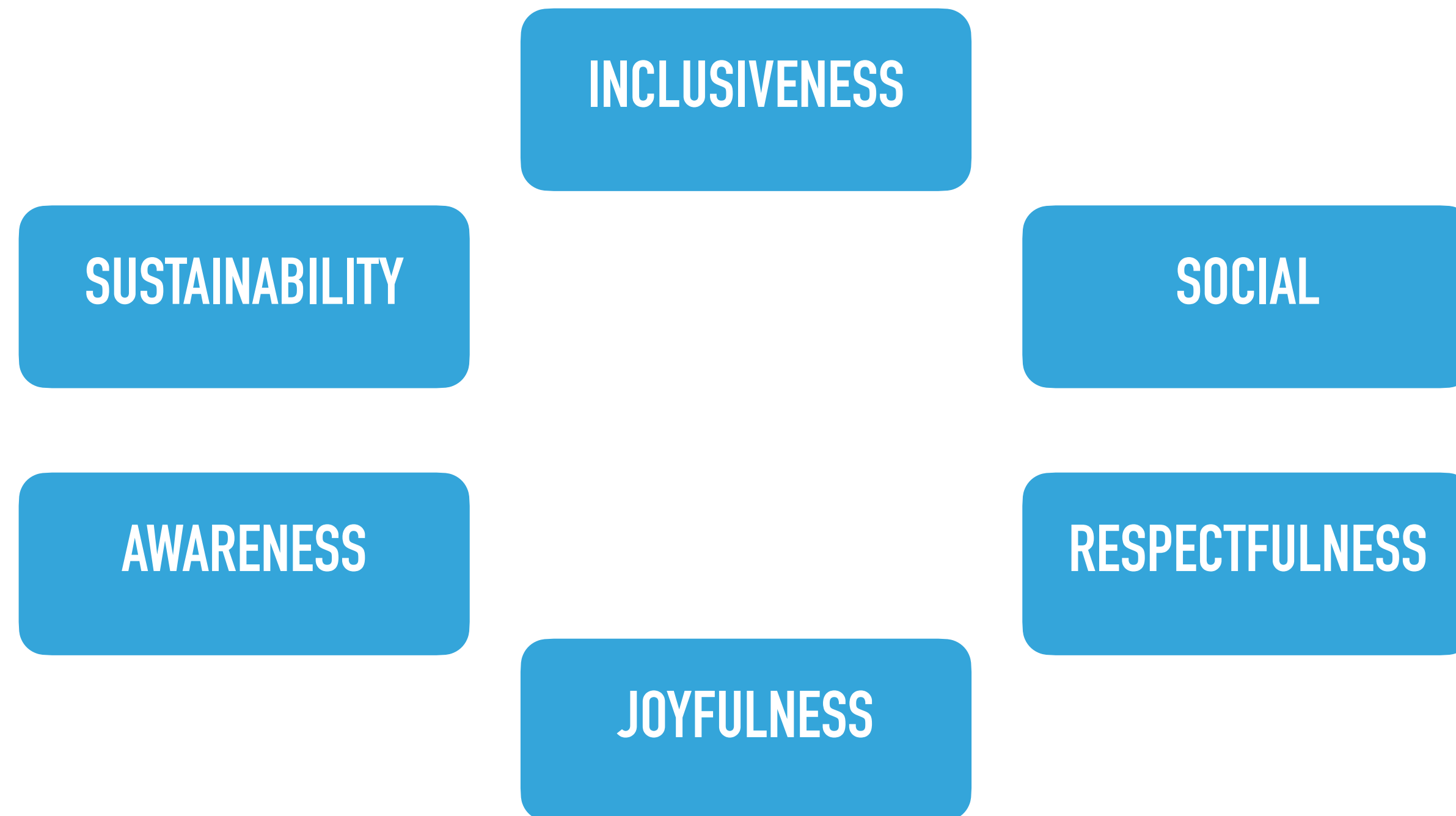
Objectives

- ▶ Enhance daily physical activity and reduce sedentariness: encourage diverse, enjoyable physical activities tailored to different fitness levels and interests of the participants.
- ▶ Boost digital skills: introduce participants to digital tools which can support them monitoring health and wellness, improving digital literacy in an accessible way.
- ▶ Foster social engagement: strengthen community ties within municipalities and foster a sense of belonging as European citizens through international collaboration.



KEY PHILOSOPHICAL PRINCIPLES

Based on the objectives of the EUAPPTIVE project and the research findings, we focused the challenge on the following key principles.



GAMIFICATION

Building motivation through real-life integration, and a tailor-made user experience for seniors.



- ▶ Goal setting and feedback: allow participants to regularly monitor their achievements, set personalised goals and provide regular feedback on progress. Timely, constructive feedback helps maintain engagement, as well as regular feedback on their municipality and other participants.
- ▶ Awareness of physical activity: providing visible metrics (like steps and activity time) to boost awareness and motivation for daily physical activity.
- ▶ Routine encouragement: include health reminders and tips tailored to the needs of older adults, such as hydration reminders or encouragement messages, to establish physical activity as a daily habit.

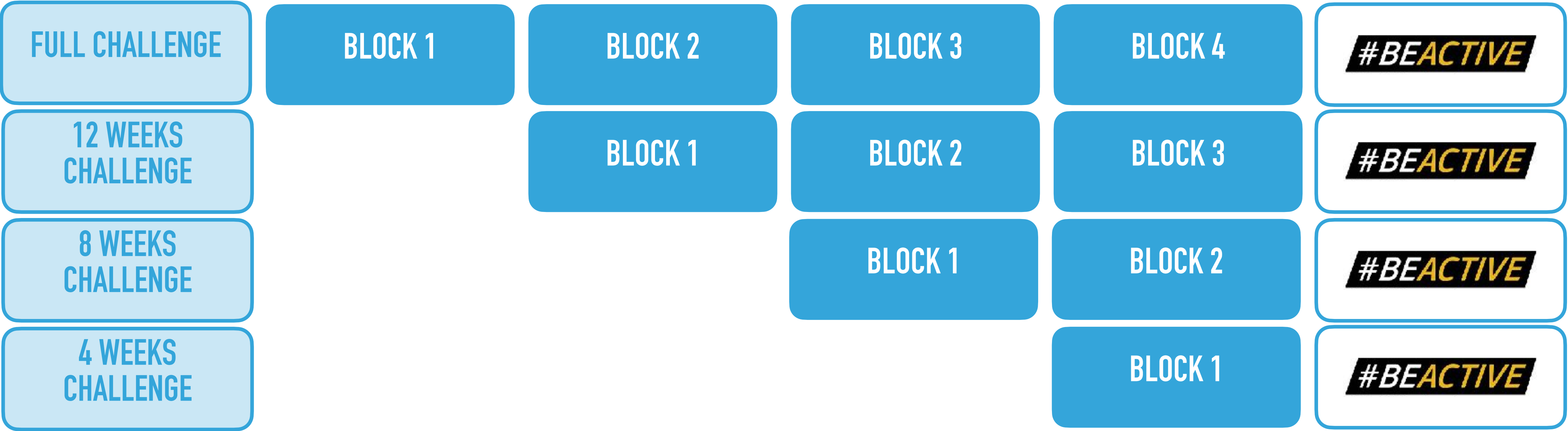
STRUCTURE

The challenge has been designed to last up to 16 weeks, divided in 4 blocks of 4 weeks each. Participants will be able to decide when to start and end, and adapt the challenge to their physical activity levels and conditions.

	BLOCK 1	BLOCK 2	BLOCK 3	BLOCK 4	BONUS
GOAL	ACTIVATION & AWARENESS	PHYSICAL ACTIVITY INCREASE %	JOIN NEW ACTIVITIES	PHYSICAL ACTIVITY INCREASE %	INTENSIFY & RETAIN
ENGAGEMENT	ENGAGE THE USER ON SELF-ACTIVATION	PARTICIPATE IN THE CHALLENGE	INVITE OTHERS TO PARTICIPATE	GET HIGHER IN THE RANKING	#BEACTIVE
MEASUREMENTS	PRE-EVALUATION	MONITORING	MONITORING	POST-EVALUATION	POST-EVALUATION

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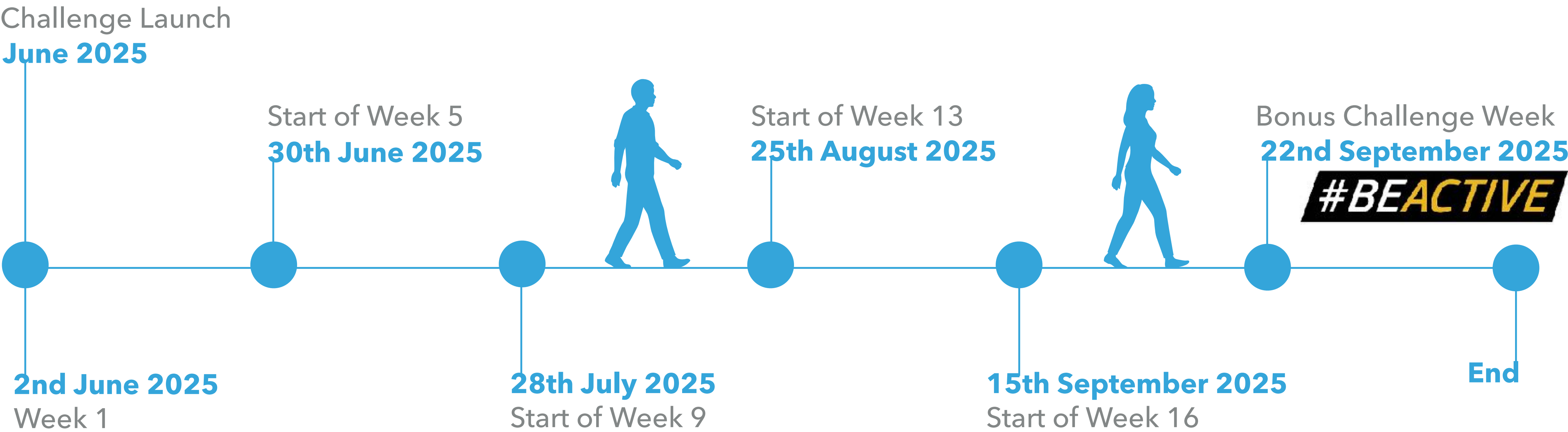
WEEK IMPLEMENTATION EXAMPLE

The App will monitor walking and running movement automatically, but Municipalities can create their own programmes to promote PA and then ask the participants to report it within the APP, that will calculate the points automatically.

Weekday	Activity	Description
Monday	Challenge and app introduction, walking & social get-together	Meet at a local landmark, participate in the introduction meeting, download the app, participate in a group walk, and socialise to kick off the challenge.
Tuesday	Yoga or tai-chi	In a new meeting point, participants can choose a low impact activity like yoga or tai chi, which offer a variety of physical and mental benefits.
Wednesday	Exergaming / popular, local historical games	Participants try a gamified physical activity app (e.g. SenAte) for a new experience in combining digital and physical activity and/or local historical games (e.g. pétanque).
Thursday	Local Sports Selection	Each person can choose a sport like swimming, cycling, or aerobics based on local preferences.
Friday	Dance day	A fun, low-impact modern dance session to encourage movement and joy or traditional dances.
Saturday	Intergenerational day: Gardening & Outdoor Activities	Gentle gardening activities, which can also be done with family members
Sunday	Intergenerational day: Geo-walking and/or treasure hunt. Challenge introduction.	Interactive, international day where cities from different countries connect to solve clues about history and culture while walking. Can be done with family members. Information on how to continue the challenge will be provided.

TIMELINE

EUAPPTIVE challenge has been designed to match the 16 weeks programme and to end with a final bonus challenge to be implemented during the BeActive European Week of Sport 2025, considering the following



MEASURING, MONITORING & SCREENING

The app will provide a scoring system that will assess:

- Physical metrics tracked by GPS or smartphone sensors (meters/km and number of steps) and its conversion to saved CO₂ kg equivalent.
- Self reported activity(ies) and perceived effort
- Duration, frequency, consistency
- Time-based goals, e.g. minimum of 20 minutes of physical activity a day

Notifications will be another important feature of the app in order to

- Remind the user to stand-up, walk or exercise.
- Send health tips (e.g., hydration reminders)
- Encourage the challenge participation and show examples on how to continue increasing their score (e.g. 30 minutes brisk walk a day)
- Provide a day and week feedback summary



SCORING & RANKING

The challenge will allow self-monitoring of the activities, but also to compare your progress in the leaderboard and cities ranking.

Individuals will be able to see how are they positioned in the ranking and how their municipality is progressing collectively.

Together with tips to improve their result and contribute more to their municipality's score, this methodology will ensure the engagement of the participants during the challenge and after.

EUAPPTIVE CHALLENGE LIVE STATS Week 7/16			
Individual Ranking (me)		Cities Ranking (my city)	
	1# 54200 points		1# 3.2M points
	2# 52789 points		2# 2.9M points
	3# 51934 points		3# 2.8M points
	94# 3219 points		17# 1.5 points



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BENEFITS FOR CITIZENS

GET HEALTHIER

- Improve your health and wellbeing
- Reduce cardiovascular risk

ENGAGE

- Monitor your own daily activity, follow your progress and compare to other citizens

CONTRIBUTE

- Help your community to get healthier and active for free



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BENEFITS FOR MUNICIPALITIES

PROMOTE, THEN MEASURE

- Users will just sign up and use their Postal Code. You will be able to check information about your Municipality in public data

MEASURE, THEN IMPROVE

- See your performance, and launch more activities in your area

IMPROVE, AND GET HEALTHIER

- Facilitate that your community gets healthier and active for free

Gijón (SPAIN)
European City of Sport 2016



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AWARDS

The most active cities will be Awarded by ACES Europe on its 2025 Gala,

ACTIVE CITY awards for cities based (1) final scoring, (2) % population participating, (3) greatest activation

However other recognitions will be considered based on

MARATHON 4 / 8 / 12 / 16 weeks leaders

GREENER More carbon footprint saved



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SECURITY & PRIVACY

Both the App and the Challenge will use the data provided by the users anonymously, acting in compliance with European regulation on GDPR, and following the DATA Act recommendations (European Commission, 2024). Moreover, the App will follow the following data protection principles:

- ▶ **Lawfulness, fairness and transparency** – Processing must be lawful, fair, and transparent to the data subject.
- ▶ **Purpose limitation** – You must process data for the legitimate purposes specified explicitly to the data subject when you collected it.
- ▶ **Data minimisation** – You should collect and process only as much data as absolutely necessary for the purposes specified.
- ▶ **Accuracy** – You must keep personal data accurate and up to date.
- ▶ **Storage limitation** – You may only store personally identifying data for as long as necessary for the specified purpose.
- ▶ **Integrity and confidentiality** – Processing must be done in such a way as to ensure appropriate security, integrity, and confidentiality (e.g. by using encryption).
- ▶ **Accountability** – The data controller is responsible for being able to demonstrate GDPR compliance with all of these principles.

For more information, any user can contact data@sportinnovationhub.com



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A background image showing three people jogging outdoors. A woman with glasses and a ponytail is in the foreground, followed by a smiling woman and an older man. The image is overlaid with a blue gradient.

EUAPPTIVE

KNOW MORE AT
[EUAPPTIVE.EU](https://euapptive.eu)



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