

Promoting physically active lifestyle in rural areas of the Baltic Sea.

Villages on Move project is an innovative example of inclusion and enhancing physical activities in rural areas. Our actions were based on the ideology of Culture of experimentation: try and learn, and find your own joy of physical activity.

Students at Baltic tour:

“Physical activity can be very fun!”

During the project the focus was always on people’s ideas and wishes. Ideas were gathered with idea competitions. Integrating various cultures and diversity into idea competition showed the ways in which people from other countries keep physical active. Social inclusion of refugees has become an urgent problem to solve in EU. Through sports and physical activity measures good experiences have been made.

It is possible to get new ideas for this work from idea competitions. We succeeded in increasing participation in promoting physical activity in rural areas, utilizing sense of community as a driving force for development in physical activity of rural citizen. In the opinion of the VOMB project’s lecturers and staff, the integration of various activities of physical activity into the collection of ideas was a successful and a form of activation for various ages.

Thousands of ideas about physical activity opportunities were collected indoors and outdoors using verbal and non-verbal methods such as physical activity exercises or games, structured interviews, writing ideas, discussion and drawing. Best ideas are available on our website www.villagesonmove.com.

EuroBarometer 472 (2017)

- Nearly half of Europeans never exercise or play sports, and the proportion has increased gradually in recent years
- In a given week, more than half of Europeans do not do any vigorous physical activity, and around half do not engage in moderate physical activity
- 15% of Europeans do not walk for 10 minutes at a time at all in a weekly period, while 12% sit for more than 8.5 hours per day
- Formal sport settings are less popular than informal settings such as parks or outdoors, the home or the journey between home and work or school



Erasmus+

Field: Sport
Action: Collaborative partnership

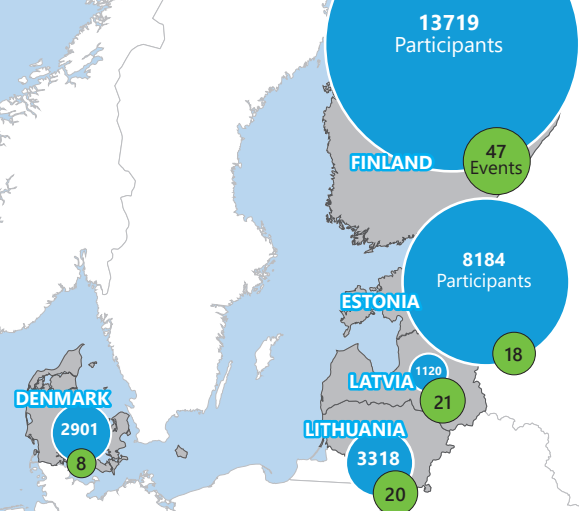
Key facts and figures

Participants: 29242 **Countries:** 5

EU grant: 318 583,24€ **Project Duration:** 2017-2018

Project:
Villages on Move Baltic

Alltogether
114 physical
activity events
with 29242
participants



The project coordinator,
South-Eastern Finland University of Applied Sciences (Finland)

Partners

- Southern Savo Sports Federation ESLi (Finland)
- Lillebaelt Academy (Denmark)
- Lääne-Viru College (Estonia)
- Latvian Rural Forum (Latvia)
- Kauno kolegija/ University of Applied Sciences (Lithuania)