

Fit-Balkans

Improving the Subjective Well-being of Young Women in the Balkans through Interventions in their Physical Activity



INTRODUCTION

The topic and activities of Fit-Balkans are in line with the European guidelines for promotion of physical activity such as HEPA. This project, on the one hand, changes the lifestyle of a group of 400 young women in five countries of Balkans, and on the other hand, the positive effects of this lifestyle change on their psychologic wellbeing is measured. The interventions in lifestyle will be done in between one and four of the following ways: (1) intervention in the daily mobility behaviour and habits, (2) intervention in nutrition, (3) reducing sedentary time per day, and (4) reducing the screen time per day to a limit that is set by the partnership.



OBJECTIVES

The overall objective of this project is to promote the psychological well-being of young women in Balkans by means of interventions in their lifestyle including activity and nutrition and at the same time raise the awareness of women as well as policymakers about the connections between active and healthy lifestyle with enhanced subjective wellbeing. The target group of the project includes the young women of the ages between 18 and 30 years, who live in one of the states of Balkans.

The project attempts to fulfil the following objectives: (1) providing first-hand research results to be used as a basis for interventions in partner countries towards using physical activity for improving the subjective wellbeing of the target group, (2) informing the target group about the benefits of having an active lifestyle, and (3) providing accessible sources related to intervention methods for the policymakers.

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METHODS

The implementation of Fit-Balkans is done via nine work packages (WPs), the first and last of which are the routine WPs targeting project management and dissemination of results and all others are topical WPs with specific activities designed for reaching the focused objective. Below the methodology of implementing each WP is briefly described. The overall concept of the project is that it consists of two large axes: research and action. In the research part, there are four WPs: WP2 (background study), WP3 (base-line data collection), WP5 (follow-up data collection), and WP6 (data analysis and publications). In the action part, three WPs have been designed: WP4 (campaign for promotion of women's physical activity), WP7 (awareness-raising of end-users), and WP8 (Awareness-raising of policymakers).

OUTCOME

The outcome of this project would be :

- Background study report
- Promotional videos about physical activity of women
- Questionnaire, dataset, technical report, data analysis
- Social media webpages of Fit-Balkans
- Three academic papers
- Learning & teaching materials & presentations of MOOC 1
- Learning & teaching materials & presentations of MOOC 2
- English-language policy report
- Policy reports in local languages
- Learning and teaching materials
- Project flyer in English
- Project flyer in local languages
- Project poster in English Project poster in local languages

PARTNERSHIP

- Technische Universität Berlin (TUB)
- Urban Research and Education UG (URE)
- Goce Delcev University in Stip (GDU)
- Fondatsiya Kurazh (Courage Foundation)
- Asociatia Sportiva Corporate Games (CG)
- Club for Youth Empowerment 018 (KOM 018)
- National Technical University of Athens (NTUA)

