

NEWSLETTER

ISSUE NO. 1
JULY 2023



Fit-Balkans

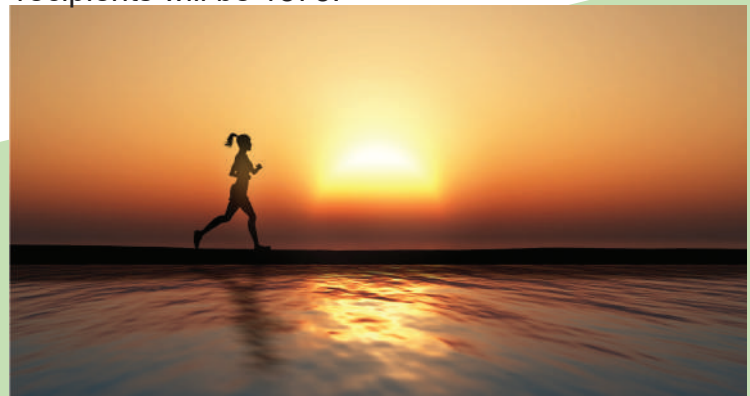
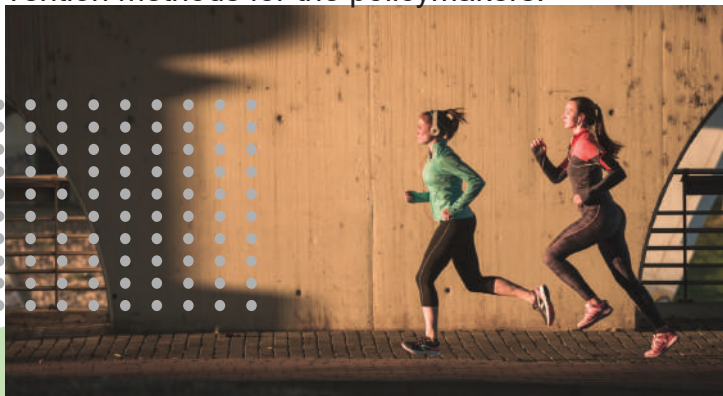
Improving the Subjective Well-being of Young Women in Balkans through Interventions in their Physical Activity



The young women of Balkans have traditionally less physical activity compared to the women of Western Europe and their employment rates are less, so this leads to lower levels of physical activity. The overall aim of the project is to seek ways of improving the subjective wellbeing of young women aged 18 to 30 in Balkans (five case cities: Athens, Greece; Plovdiv, Bulgaria; Bucharest, Romania; Nis, Serbia, and Shtip, North Macedonia) by means of interventions in their physical activity, sitting time or combination of both. 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 fulfill 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.

A combination of research and awareness-raising activities has been formulated. The research part includes two surveys focusing the personal and socioeconomics as well as physical activity, nutrition habits, and wellbeing of the participants before and after 6 months of activation in form of increased walking and or biking activity in daily life and reducing screen and sedentary time per day of 1000 participants including 400 participants (the rest are passive). The investigation is continued by creating a validated dataset and statistical analysis, leading to scientific publications and policy reports. In each Balkan partner country, 100 participants take part in two awareness-raising events organized by local partners. Moreover, two MOOCs will be designed in about the two sub-topics of “active mobility and wellbeing” and “active lifestyle for women” and a multiplier event in the form of a workshop will be held. Finally, the project team will reflect the outputs of the project in non-technical language for the policymakers of the region. The minimum number of audiences including participants as well as information recipients will be 1875.



NEWSLETTER

ISSUE NO. 1 | JULY 2023

Outcomes

- 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, presentation of MOOC1
- Learning & teaching materials, presentation of MOOC2
- 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

Fit-Balkans



Kick-off meeting: 22-23 September, 2022

A kick-off meeting of the project was held in Berlin, Germany, in which the team discussed the agenda of the activities. The structure of the project is fixed. The work plan management is done. During this meeting, all of the partner groups introduced themselves with presentations.



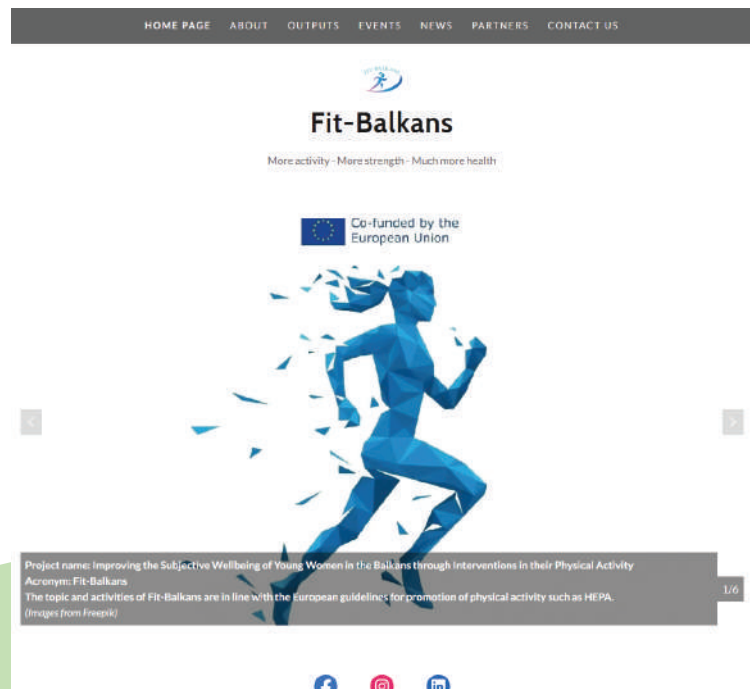
Following matters are discussed in the meeting:

- Project Management
- Background Study
- Baseline Data Collection
- Dissemination and Exploitation



Website

A website for the project is designed and prepared in Jan 2023 and it has been updated constantly. The link to the website is www.fit-balkans.com. The website is compatible with different devices. This website is a point of reference for all the already done and the ongoing activities of the project. In the meantime, it gives also an introduction to the schematic plan of the project.



Social Media

You can simply reach the social media of the project by clicking on the buttons below to stay tuned!



NEWSLETTER

ISSUE NO. 1 | JULY 2023

Fit-Balkans



Videos

Promotional videos in 6 different languages (English, Bulgarian, Greek, Macedonian, Romanian, and Serbian) are produced. In these videos the nature of the physical activity, its importance in every-day life, categorizing physical activity, the different activities that could be considered as physical activity, the situation of women in Balkan area, their physical activity, and the risks of being physically inactive.

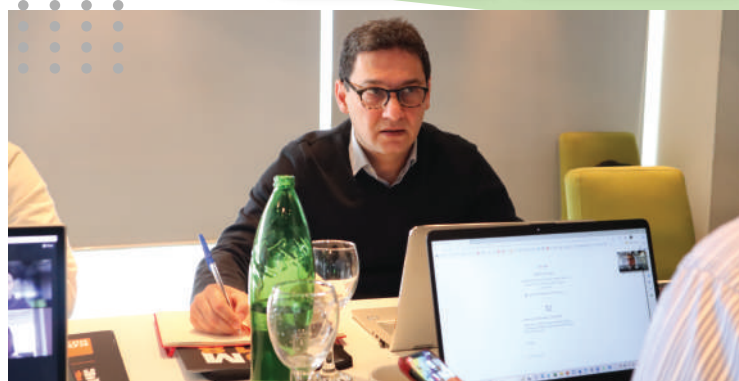
These videos are uploaded to a dedicated YouTube channel for Fit-Balkans project. The link to the channel is www.youtube.com/@Fit-Balkans. A link to each video is also available on the website of Fit-Balkans.



Transnational meetings – Nis Serbia

18-21 April, 2023

First transnational meeting is held in Nis, Serbia in April in which 12 participants were present from 7 partner organizations (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)). In this meeting, the main discussed topic was the survey and reviewing the questions. Categorizing the questions in the survey, and dedicating the required number of questions to each part. It is decided that the survey would be conducted online through Google Forms platform.



200 female participants from each country are the desired target. From this 200, it is predicted that between 90 to 100 are participating in the Fit-Balkans campaign. The participants should identify their lifestyle as unhealthy, sedentary, or inactive, and be interested in changing their lifestyle to a healthier and more active way. They are going to be informed about the aims of the project, interventions, and the data collection process.



The guideline for the survey is produced and firstly, the criteria for selection of the participants is identified. The women between the age of 18 and 30 in this region are the target group and so are the participants of this survey. Specifically, Athens, Greece; Plovdiv, Bulgaria; Bucharest, Romania; Nis, Serbia, and Shtip, North Macedonia are the cities we aim to conduct the survey.



The online survey is announced through social media of the partners. Participants then are to be divided into the groups of 20 in hybrid meetings and they receive the questionnaire and the consent form for participating in Fit-Balkans. It is important to know beforehand that participants do not suffer from any underlying health conditions which impact their ability to engage in physical activity. 200 filled questionnaires will then be gathered considering the diversity of the respondents. After 6 months of intervention, there would be a follow-up.

NEWSLETTER

ISSUE NO. 1 | JULY 2023

Fit-Balkans



Flyers

Project flyers are prepared in 7 different languages (English, German, Bulgarian, Greek, Macedonian, Romanian, and Serbian), giving a short presentation about the project.

Co-funded by the European Union

Aug 2022 - July 2025

Fit-Balkans

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

Fit-Balkans is a cooperation partnership project co-funded by the European Commission. This project aims to change the lifestyle of a group of 400 young women in five countries of Balkans (Romania, Bulgaria, Greece, Serbia, and Macedonia), and on the other hand, the positive effects of this lifestyle change on their physical activity and psychological well-being are measured. It is planned to achieve these objectives through nine work packages, and various deliverables. For more info, please look up the website. And, feel free to ping us by email!

WEB: www.fit-balkans.com
 fit.balkans2022@gmail.com

Posters

Project posters are prepared in 7 different languages (English, German, Bulgarian, Greek, Macedonian, Romanian, and Serbian), giving a holistic overview of the project, introduction to the project, its main objectives, methods, the outcomes, and the partnership.

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 psychological 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.

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

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 well-being. 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.

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)

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