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ERASMUS+ COOPERATION PARTNERSHIPS IN SPORT

“FIT-BALKANS”

Project n° 101049997_Fit-Balkans
Deliverable D4.1

SOCIAL MEDIA WEBPAGES OF FIT-BALKANS



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Background and objective

The topic and activities of Fit-Balkans are in line with the European guidelines for the promotion of physical activity such as HEPA. This project, anticipates to change the lifestyle of a group of 400 young women in five countries of the Balkans. Fit-Balkans aims to improve the subjective well-being of young women aged 18 to 30 in the Balkans by promoting physical activity. The project will be conducted in five case cities: Athens, Greece; Plovdiv, Bulgaria; Bucharest, Romania; Nis, Serbia, and Shtip, North Macedonia. The target group includes young women between 18 and 30 years old who live in one of the states of the Balkans. The project has three objectives. The second objective is to inform the target group about the benefits of having an active lifestyle. The third objective is to provide accessible sources related to intervention methods for policymakers. To achieve these objectives, the project will use a combination of research and awareness-raising activities. The research part includes two surveys that will focus on the personal and socio-economic factors, physical activity, and well-being of the participants before and after six months of activation. The activation will take the form of increased walking and biking activity in daily life and reduced screen and sedentary time per day and use healthy nutrition style 500 participants will be actively involved in the project, while the rest will be passive.

Amidst the prevalence of social media, campaigns have emerged as a potent instrument for instigating constructive transformation. We have branded the social media campaign “ EmpowerHer: and it is designed as a distinctive and ambitious initiative aimed at motivating young women to change their lifestyles and conquer psychological obstacles.

This initiative intends to promote mental well-being and it is organized by Corporate Games and Kurazh Foundation.

The goal is to recruit participants and maintain their continued engagement for a duration of six months. The program acknowledges the inherent challenge of changing habits and includes ongoing monitoring and support messages to ensure that participants remain engaged throughout their journey.

The main goal of EmpowerHer is to intervene in the lives of young women, providing guidance and support to help them adopt an active and healthy lifestyle. This involves addressing psychological issues and challenges through a well-organized program that integrates Corporate Games and a Kurazh-led schedule of events, modified according to local conditions in each partner country. The program is designed to create lasting, positive behavioral changes in participants, ultimately improving their overall well-being.

Engaging Activities

Corporate Games and Kurazh were chosen as the driving forces behind EmpowerHer because of their ability to foster teamwork, resilience and personal growth. Corporate Games provide an action plan for participants to engage in friendly competition that promotes physical activity and team bonding. The plan has three phases to provide a varied and motivating framework for change:

1. Fitbalkans Online Fitness Challenge Event = the participants will be involved in daily activities in a team competition, using an app on mobile phone. For each active day (min. 10000 steps or one hour in the gym etc.) the team gets one point. All points will be added up and teams will be ranked and the first three will receive medals. Details in the attached appendix
2. Facebook campaign with two messages every week = message strategy is to employ an optimistic and motivating tone, using straightforward, succinct language in order to motivate participants to accept an active lifestyle. Messages should prioritize highlighting the advantages of taking action (positive framing) rather than focusing on the repercussions of not taking action

(negative framing). The information provided should be unambiguous and concise, providing useful and applicable guidance, using uncomplicated language suitable for elderly individuals. Message structure: every 2 weeks 4 messages (information message, challenge message, self-monitoring messages, feedback message)

3. Play a new team sport CATHBALL = very easy to get but in the same time extremely competitive, catchball is similar with volleyball, but the ball cannot be hit. We plan to have one month demo and activities with this new sport, in order to create bonds and networking elements for the participating girls to stay in the project

Kurazh-led activities are designed to keep participants engaged and focused on holistic wellness, incorporating elements of mindfulness, self-reflection, and stress management: Members of our EmpowerHer Facebook group are more likely to stay engaged and active if certain factors contribute to a positive experience, such as feeling connected to other members who share similar interests, goals, or experiences.

If the group fosters a supportive atmosphere where members feel comfortable sharing their thoughts, questions, and challenges, they are more likely to stay.

Emotional support and camaraderie play an important role in member retention. Members will also stay if the group consistently provides valuable content that is relevant to their interests or needs.

This could include informative articles, helpful resources, or engaging discussions, and offering exclusive information, early access to updates, or unique insights creates a sense of exclusivity and adds value to group membership, increasing the likelihood that members will stay active.

Members are more likely to stay if there is active and effective moderation. The Kurazh organization will maintain a positive environment, enforce community guidelines, and address issues promptly, contributing to a healthy group dynamic.

Kurazh will also actively participate in discussions, initiate relevant activities, and respond to members' questions or feedback, helping to create a sense of community ownership. When members see that the group is well managed, they are more likely to stay and contribute. Finally, it's important for group administrators and moderators to work consistently to foster a sense of community, provide valuable content, and maintain effective communication to retain and attract members.

Attracting and Retaining Participants

To attract people, the campaign uses the appeal of interactive activities that address both physical and mental well-being. The use of social media channels for strategic marketing purposes will effectively showcase the benefits of becoming a member of EmpowerHer, with a particular focus on highlighting the profound and life-changing experience that members can expect.

To keep participants engaged throughout the six-month period, the campaign employs a comprehensive and multi-faceted strategy. Consistent communication through social media platforms will provide ongoing encouragement by sharing success stories and testimonials from individuals who have experienced positive changes. The program emphasizes ongoing monitoring and support to address the potential for attrition associated with habit change. Kurazh will actively manage conversations and topics in the group, answer members' questions, and launch quizzes and contests.

Let's think about exercise motivation... when is it there, when is it not and why?

What makes young girls and women walk, cycle or go to the gym every day? **Motivation - no! Habit - yes!**

Working out for a long the body is used to getting its daily dose of movement and without it, it feels bad.

But when is motivation superseded by habit? The moment a young woman stops training for looks and starts training consciously and purposefully, with my future self in mind.

And yes, it's cool to have a shaped body, but we can think of something more important - to age slowly and in a healthy way! Did you know that in women, with the decrease in estrogen after the age of 25, the production of collagen decreases by 1% per year, and after the age of 38 - by 5%. The good news is that you can slow down this process. How? By keeping estrogen levels optimal for as long as

possible. This is achieved through regular physical activity. A number of clinical studies have shown a positive relationship between good hormonal health and physical activity.

Health is the most important thing, we all wish for it every day. However, why should we hope for health, when with 30 minutes of movement a day we can give it to ourselves!

A few simple steps can make a big difference in our activity and overall health. Check out the infographic below with 10 hacks for a more active life! We can share the 10 hacks in social media, viber and whatsapp groups, work and study places or personal note boards. Every day we can invest in one of the hacks until movement becomes a habit and not dependent on the motivation of the moment.

10 hacks for a more active life

1. **Set Daily Goals:** Try to reach a certain number of steps or active minutes each day.
2. **Short walks:** Look for opportunities to go for short walks during the day (especially after meals).
3. **Desk with the ability to work upright:** If possible, use a desk that can be worked upright.
4. **Choose the Stairs:** Take the stairs over elevators or escalators whenever possible.
5. **Active Transportation:** Try walking or biking to work, or simply park further away.
6. **Schedule Active Breaks:** Set reminders to get up, stretch, or do a quick exercise every hour.
7. **Incorporate Movement into Daily Tasks:** While you're doing something at home or watching TV, do a few squats, lunges, or other exercises during commercials or breaks.
8. **Try a New Hobby:** Try activities that you enjoy, such as dancing, hiking, or a new sport.
9. **Accountability Partner:** Agree with a friend or family member to support each other in being more active.
10. **Fitness Apps and Devices:** Use fitness apps or devices to track your activity and challenge yourself. Many apps provide targeted workouts and motivation.

Continuous Monitoring and Support

The success of EmpowerHer relies on the careful surveillance of participants' advancement and the provision of continuous assistance.

Kurazh, in conjunction with local collaborators, have build a resilient system for monitoring individual accomplishments and resolving any arising obstacles:

- Consistent communication via social media platforms,
- Webinars
- Individualized coaching sessions

Obstacles and Resolutions

Implementing a six-month lifestyle change program has its challenges. In particular, the Facebook campaign recognizes potential obstacles such as participant fatigue, external life circumstances, and the inherent challenge of overcoming established routines. To address these difficulties, EmpowerHer will offer participants the opportunity to tailor their participation in the program to their specific circumstances. Some participants will choose to improve their wellness and health through increased physical activity, others will focus on reducing sedentary and/or screen time, and others will simply focus on improving their diet and eating habits toward a healthier lifestyle.

In addition, the Facebook campaign incorporates educational elements into its content to provide participants with the knowledge and resources they need to effectively manage potential barriers. Through webinars, expert interviews and educational articles shared on social media channels, participants will have all the information they need to make informed decisions about their physical and mental well-being.

The Power of #FitBalkans on Facebook

In the ever-evolving landscape of social media, the #FitBalkans hashtag has emerged as the linchpin of a dynamic Facebook campaign that is driving a health and fitness revolution across the Balkans. This campaign harnesses the power of hashtags to create a virtual community, foster engagement, and inspire individuals to prioritize their well-being.

At its core, the #FitBalkans hashtag serves as a rallying point, inviting users to share their fitness journeys, achievements and challenges. By encouraging participants to incorporate the hashtag into their posts, FitBalkans has successfully created a cohesive online space that transcends geographic boundaries and unites individuals with the common goal of pursuing a healthier lifestyle.

By strategically using the hashtag, FitBalkans not only amplifies its reach, but also drives engagement. Users are encouraged to share their fitness stories, tag friends to join the movement, and participate in weekly challenges, creating a vibrant and interactive online community.

The hashtag becomes a symbol of collective motivation, connecting like-minded individuals in their pursuit of wellness. FitBalkans uses the #FitBalkans hashtag to curate and showcase inspiring stories, creating a positive and uplifting environment.

Participants share their progress, from fitness achievements to personal milestones, turning the hashtag into a visual representation of success. This user-generated content not only celebrates individual victories, but also reinforces the overarching message of the campaign.

As FitBalkans continues to evolve, the #FitBalkans hashtag remains the cornerstone of its success. It has gone beyond a simple social media trend to become a powerful tool for community building, inspiration and promotion of healthier lifestyles. In the fast-paced world of Facebook, #FitBalkans stands tall, uniting individuals under a common banner and leaving a lasting impact on the health and wellness landscape in the Balkans.

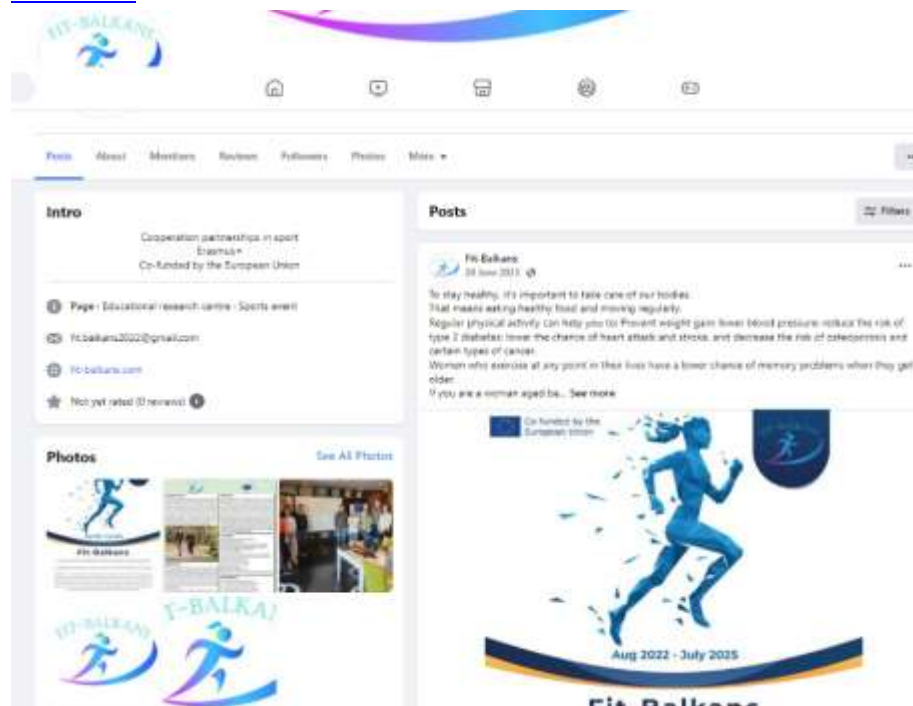


#EasierToBeActive

FACEBOOK

Project social media page

[Facebook](#)



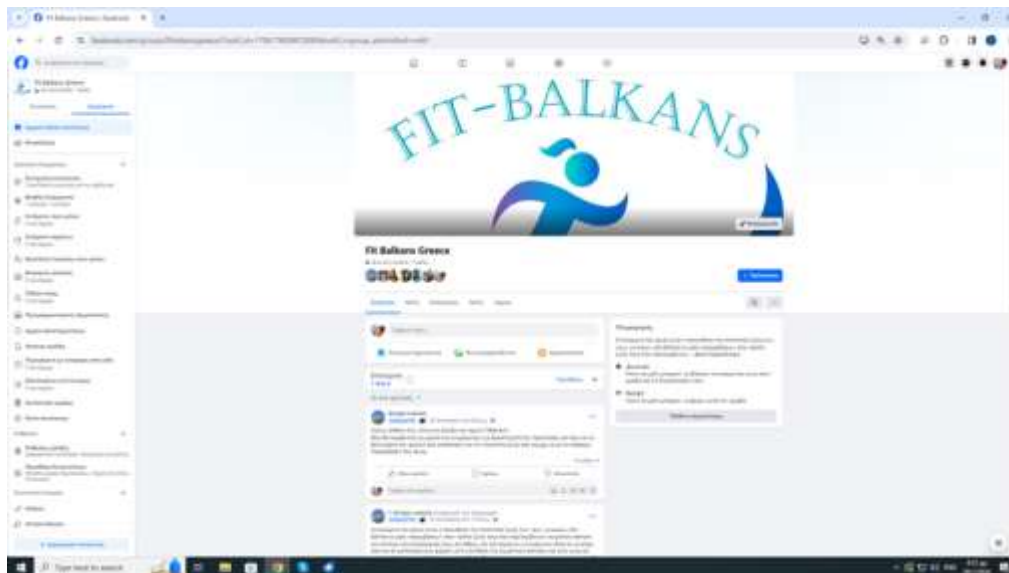
North Macedonia

https://fb.me/g/p_qeRRbkwLC1mBWdnt/8kAT1MiO



Greece

https://www.facebook.com/groups/346427388215294/?ref=invite_via_link&invite_short_link_key=g%2Fp_S8fP194dsmNoJ59Z%2FXXGQ4sQW



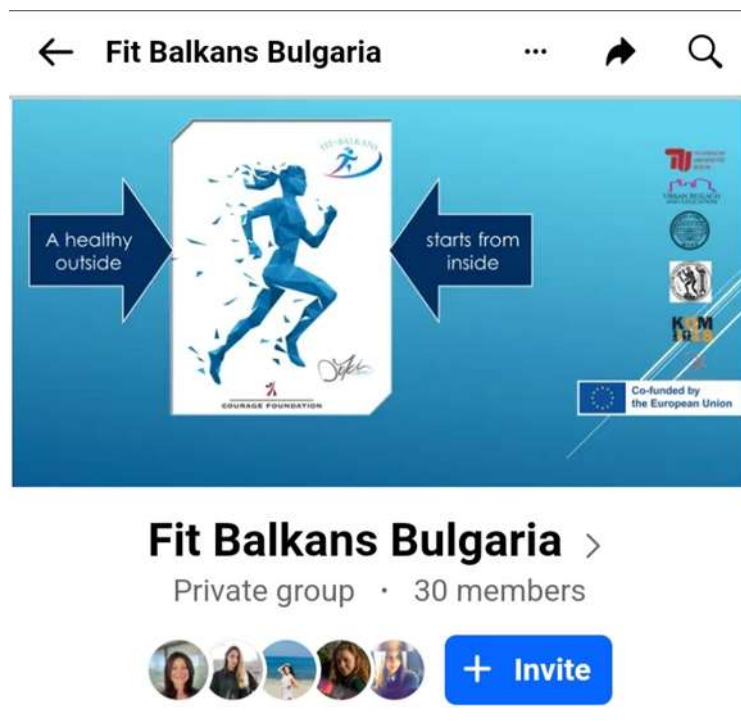
Romania

<https://www.facebook.com/groups/988439805598619>



Bulgaria

[Fit Balkans Bulgaria](#) – private group



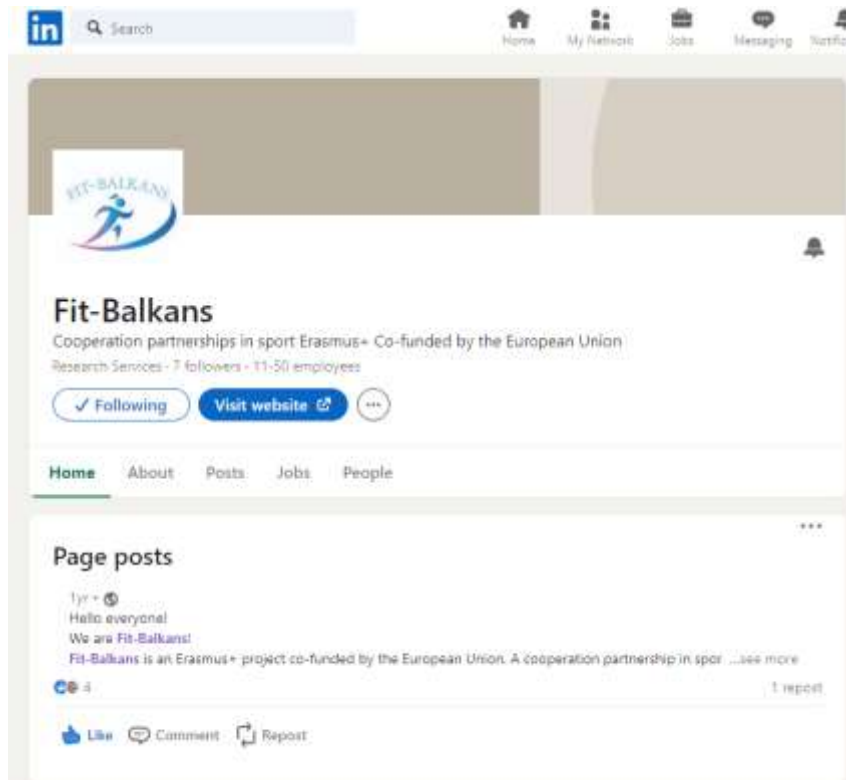
Serbia

<https://www.facebook.com/groups/902576001316338/?ref=share>



LINKEDIN

Fit-Balkans: Overview | LinkedIn



FACEBOOK CAMPAIGN




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Fitbalkans social media pages



Each partner will set up a Facebook group and post in local language the messages

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Work Package 4: Campaign for promotion of women's physical activity

Duration of the program: 6 months, 24 weeks, 48 messages.	Time and frequency of messages: 2 messages per week for the duration of the programme, Monday and Thursday	Time of the day messages delivered: deliver messages around a time of day when participants are most receptive (9-11am)	Message strategy: Employ an optimistic and motivating tone; use straightforward, succinct language; convey one concept each message.
Messages should prioritize: highlighting the advantages of taking action (positive framing) rather than focusing on the repercussions of not taking action (negative framing).	The information provided should be unambiguous and concise, providing useful and applicable guidance, using uncomplicated language suitable for elderly individuals.	Message structure: Week 1 - Introduction; 11 cycles of two weeks	Every 2 weeks 4 messages 1 information message 1 challenge message 1 self-monitoring messages 1 - feedback message;

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Week 1 Introduction

Week	N°	Message	Description
1	1	Introduction	👋 Hello. You've opted to be part of the FITBALKANS project. During the next 6 months, we aim to help you to be more active, essentially by walking more and reducing passive transportation. We will send you informative and motivating messages every Monday morning. For any questions, please call XXXXXXXXXX. Many thanks for your participation. We're in contact! Let's be active together!
	2	Introduction	FITBALKANS 👋 Hello. Today we are starting our journey to be more active and healthier together! We are going to send you one messages every week, on Monday and Thursday The messages will help you to improve your knowledge, motivation and will provide you with challenges and tips for being more active. For any questions, please call XXXXXXXXXX. Many thanks for your participation. Let's be active together! Are you ready? Wait for the next message. Until then be active and reduce your car travelling time!

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Week 2&3 Sitting Time

Behaviour	Week	N°	Message	Description
Sitting time	2	3	Information/ Motivation	FITBALKANS Did you know that 🧐 ... expending high amounts of sitting time, such as watching television or travelling by car, can be detrimental to your health? 🚗📺 See how you can be more active to benefit your health... 🚶🏃
		4	Challenge	FITBALKANS Week challenge 🔥 Stand Up regularly! Until the end of the next week try to limit the time you spend sitting. Replace sitting time with physical activity. Get up from your chair in the office or at home, regularly! 🚶🔥
	3	5	Self-monitoring	FITBALKANS In action 🙌 ... Did you reduce the time you spent sitting? Whenever possible continue to avoid prolonged sitting. Ideas: Reduce the time watching TV. Stand up and stretch every 10 -20 minutes. Walk while talking on the phone. For every hour you sit, get up and go around three times. ⌚
		6	Feedback	FITBALKANS Don't forget ✅ ... less sitting or lying down, better health. Keep on doing the good work and avoid spending too much time sitting! Well Done! Challenge done ✅

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Week 4&5 Physical Activity

Behaviour	Week	n°	Message	Description
Physical activity	4	7	Information/ Motivation	FITBALKANS Did you know that 🤔 ... It's 4 weeks since you committed to getting active? Well done! Physical activity confers many benefits for health. If you are physically active you will feel better, sleep better, have lower blood pressure, have reduced risk of cardiovascular diseases, and better weight. Here you have so many good reasons for why to do PA regularly, such as walking more. ❤️
		8	Challenge	FITBALKANS Week challenge 🔥 Do your action plan for being active! For setting an action plan you can answer the following questions: What? For example, walking; How much? For example, 30 minutes or 1 km; When? For example, after breakfast. How often? For example, Monday to Friday. Be active and enjoy moving. Every bit of exercise counts! Start small and gradually build up! 🏃👤👤👤
	5	9	Self-monitoring	FITBALKANS In action 🏃 ... Did you stick to your plan? Remember that every move counts and excuses do not burn calories. Try to add a few more minutes of physical activity to your day.
		10	Feedback	FITBALKANS Don't forget ✅ ... More activity, better health! Choose the activities you love, set a plan, bring a friend and enjoy moving. Every move counts! Let's commit to being active 🏃👤👤

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Week 6&7 Walking

Behaviour	Week	n°	Message	Description
Walking	6	15	Information/ Motivation	FITBALKANS Did you know that 🤔 ... It's 6 weeks since you committed to getting active. Congratulations on your efforts so far! Today we are focused on walking benefits and we will proceed our journey! Walking is an easy type of physical activity that you can introduce in your daily routine!
		16	Challenge	FITBALKANS Week challenge 🔥 ... Let's commit to walking more. How many steps can you do per day? You can use technology as an ally for physical activity (e.g. pedometers, exercise apps, smartwatches) or just monitor the time you walk. Be active! Walk more every day 🏃👤👤👤
	7	17	Self-monitoring	FITBALKANS In action... 🏃 Could you take a few more steps today or spend a little more time walking? Next days don't miss the chance. You can make walking more fun: find new paths. If looking for a challenge, search for a hilly route in your neighborhood/town. 🏃
		18	Feedback	FITBALKANS Don't forget ✅ ... Try to stick to your activity routine. Walking is good for many health conditions. And don't forget to wear proper shoes and be hydrated. 💧

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Week 8&9 Mobility

Behaviour	Week	n°	Message	Description
Mobility	8	11	Information/ Motivation	FITBALKANS Did you know that 🤖 ... It's 8 weeks since you committed to getting active! Well done!! Active modes of transportation, such as walking or cycling, can be beneficial for your health and are more environmental friendly than using cars. If there's little difference, for short distances why not go on foot instead of taking transport or driving by car? 🚶 🚲
		12	Challenge	FITBALKANS Week challenge 🔥 Whenever possible, during the next week, opt to use daily active transportation as much as you can, such as walking or cycling. For short distances, avoid using the car or public transportation 🚶 🚲
	9	13	Self-monitoring	FITBALKANS In action... 🏆 What is your team? Sedentary ones who park at the door or the active ones who park away from their destination? Sedentary ones that take elevators for the first floors or active ones that take the stairs Next days continue to try walking or even cycling when going from place to place. 🏆
		14	Feedback	FITBALKANS Don't forget ✅ ... For short distances, walking or riding bicycle are a valid option that will benefit you! Congratulations on your efforts so far for being active! Let's go! ✅

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Week 10&11 Physical Activity

Behaviour	Week	n°	Message	Description
Physical activity	10	19	Information/ Motivation	FITBALKANS Did you know that 🤖 ... To benefit your health be active and try to reach a minimum of 150– 300 minutes of moderate -intensity aerobic physical activity per week, such as walking or cycling. There are several ways to achieve them, for example: 3 sessions of 50 minutes Or 5 sessions of 30 minutes Or 20 -25 minutes sessions every day
		20	Challenge	FITBALKANS Week challenge... 🔥 Record the time you did physical activity and at the end of the week count it to know if you were active 150 -300 minutes or more. Reward yourself for achieving the target and visualize the benefits for your health and wellness. Be happy, you have done something for yourself !
	11	21	Self-monitoring	FITBALKANS In action... 🏆 Is something blocking your activity plans? Think of likely solutions. Perhaps break down goals into easier steps. Or ask an exercise professional for advice. Or take a friend with you when walking and chat along the way, or play your favorite music in the headphones.
		22	Feedback	FITBALKANS Don't forget ✅ ... Be active! Little physical activity is better than none and even small steps count towards achieving the goal. Be a winner as finding reasons is not a way to burn those calories.

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Week 12&13 Screen Time

Behaviour	Week	n°	Message	Description
Screen time	12	23	Information/ Motivation	FITBALKANS Did you know that 🤖 ... Watching to more then 2 hours per day at television is bad for your health and functional ability? 📺 ⚠️
		24	Challenge	FITBALKANS Week challenge 🔥 ... Monitor how much time you spend in front of a screen per day and try to reduce it day by day. Do not spend more that one hour without breaking your sedentary behaviour. 📺 ⚠️
	13	25	Self-monitoring	FITBALKANS In action... 🏃 Ideas for reducing screen time: For every hour you sit in front of a screen, get up and stretch, or go around walking for 5 minutes. Every time you want to switch the TV channel, stand up! 📺 ⚠️
		26	Feedback	FITBALKANS Don't forget ✅ ... Avoid spending too much time in a seated position. You can replace some of the time you spend seated, for example, by standing up regularly and using more active transportation modes. Well done for your efforts 🏃 🚲 ✅

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Week 14&15 Mobility

Behaviour	Week	n°	Message	Description
Mobility	14	27	Information/ Motivation	FITBALKANS Did you know that... 🤖 To benefit your health be active and try to reach a minimum of 150– 300 minutes of moderate -intensity aerobic physical activity per week. During the day you have many opportunities to be active, such as walking a little bit more. Every steps count ✅ 😊
		28	Challenge	FITBALKANS Week challenge 🔥 ... Prepare a list of active behaviors, such as walking to the supermarket, break the sedentary behavior, reduce sedentary modes of transportation, choose the stairs instead of the elevator. Be active this week in as many ways as you can and as your functional ability allows! 🏃
	15	29	Self-monitoring	FITBALKANS In action 🏃 ... Activities that easily fit into your daily life are much more likely to become a habit. Why not put a note on the fridge about not eating after 6PM, or set a phone reminder at noon to be active ? Remember: It's never too late to be more active, do what you like best Be active every day! 🏃 🚲 ✅
		30	Feedback	FITBALKANS Don't forget ✅ ... Doing a minimum of 150 to 300 minutes per week of moderate (e.g. walking) activity can benefit your health. What was your physical activity this week? Keep on progressing. Be active! 🔥



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Week 16&17 Physical Activity

Behaviour	Week	n°	Message	Description
Physical activity	16	31	Information/ Motivation	FITBALKANS Did you know that... It's 16 weeks since you committed to getting active. Remember that doing some physical activity is better than doing none. Keep on doing the good work.
		32	Challenge	FITBALKANS Challenge 🏃 ... Every move counts. Try to add a few more minutes of physical activity into your day. Be the best version of you and beat the number of minutes you did last time. Monitor your PA with a watch. ⌚
	17	33	Self-monitoring	FITBALKANS In action 🏃 ... Can you surpass your previous day's performance by increasing the duration of your physical activity? To increase your physical activity, you can focus on dedicating more time to activities that you currently find enjoyable, such as walking your dog or engaging in gardening. Alternatively, it could involve engaging in a shared activity with another individual. Select an activity that brings you pleasure, as this will increase the likelihood of your long-term commitment to it. Congratulations on your progress! 🎉
		34	Feedback	FITBALKANS Don't forget ✅ ... Well done for your progress! It doesn't matter whether you dance, ran, walk, jump, skate or cycle... you can always improve your skills, abilities and learn to enjoy moving. Have fun and keep moving!



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Week 18&19 Nutrition

Behaviour	Week	n°	Message	Description
Nutrition	18	35	Information/ Motivation	FITBALKANS Did you know that 🧠 ...proper nutrition is fundamental for supporting the energy needs, muscle function, recovery, and overall health of individuals leading an active lifestyle. It contributes to enhanced physical performance, reduces the risk of injuries, and promotes long-term well-being.. 🏃
		36	Challenge	FITBALKANS Week challenge 🏃 ...the key is to focus on the overall quality of your diet rather than a specific number of meals. It's essential to include a variety of nutrient-dense foods, such as fruits, vegetables, whole grains, lean proteins, and healthy fats. Try to eat healthy 80% at meals this week. 🍎🥦🥗🥩🐟
	19	37	Self-monitoring	FITBALKANS In action 🏃 ... Use smaller plates, measuring portions, and focusing on nutrient-dense foods. Practice mindful eating, savor each bite, and share meals when dining out 🍽️👥
		38	Feedback	FITBALKANS Don't forget ✅ ...Include a variety of fruits, vegetables, lean proteins, whole grains, and healthy fats. Stay hydrated, practice portion control, and listen to your body's hunger cues.. 🏃

APPENDIX 1 FITBALKANS ONLINE FITNESS CHALLENGE



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FIT-BALKANS Online Fitness Challenge



**With your team,
collect as many points
as you can in 8 weeks.**

★ **There will be medals
for the top 3 teams!** ★

Webinar: Tuesday, Oct 31st
You'll receive the link via email

Start: Monday, Nov 6th

End: Sunday, Dec 31st

How do I register?

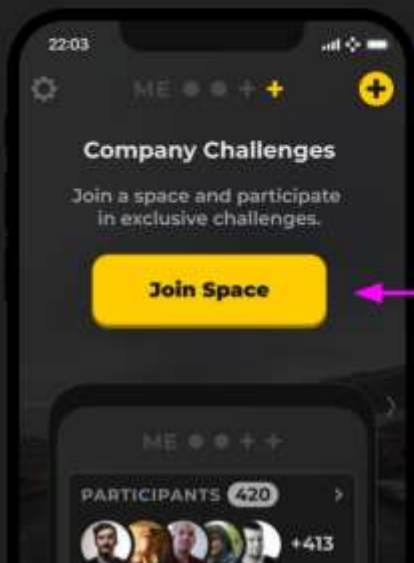
1 Download the RocketJourney app

- Go to the app store in your smartphone
- Search "rocketjourney"
- Press Install/Get

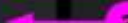


2 Create an account

3 Request access to Fit-Balkan's space:



1  Swipe to the last page of the app

2  Press the button Join Space

3 Enter the code:

FITBALKANS

4 Enter your info and you will be accepted shortly

Who will be in my team?

Teams were previously organized.

Notes:

- Everyone in your team must access Fit-Balkan's space before the start of the challenge.
- You do not have to create the team in the app. The administrators of the challenge will create all teams. You will see your team the week before the start.

How do I get points?

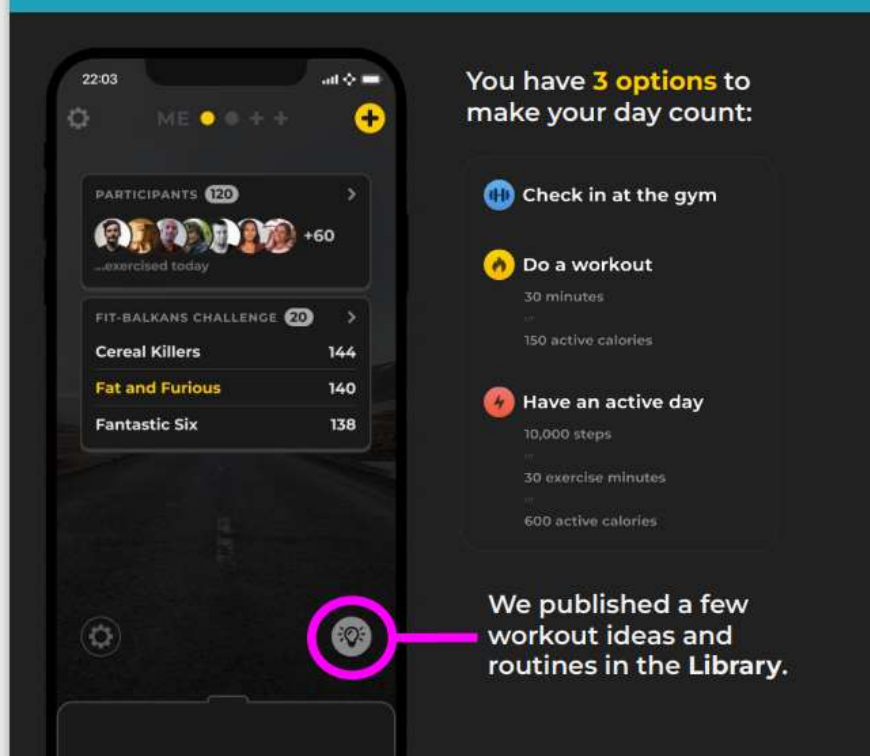
Every week,
verify your days of exercise:

1 day =	1 point	4 days =	4 points
2 days =	2 points	5-7 days =	5 points
3 days =	3 points		

Notes:

- The weekly limit to verify your days of exercise is **Sunday at 11:59 p.m** (Bucharest time)
- Your points will be added to your team score. Your team can collect up to **30 points per week** (5 points x 6 members).
- Every **Monday morning** we will update the team leaderboard with the updated scores.

Suggested Activities



The screenshot shows the app's main interface. On the left, a 'PARTICIPANTS' section shows 120 users and a '+60' increase. Below it, a 'FIT-BALKANS CHALLENGE' section shows a leaderboard with three teams: 'Cereal Killers' (144 points), 'Fat and Furious' (140 points), and 'Fantastic Six' (138 points). On the right, a list of suggested activities is shown, each with a specific goal: 'Check in at the gym', 'Do a workout' (30 minutes, 150 active calories), and 'Have an active day' (10,000 steps, 30 exercise minutes, 600 active calories). At the bottom, a 'Library' icon is highlighted with a pink circle and a line pointing to it.

You have **3 options** to make your day count:

- Check in at the gym**
- Do a workout**
30 minutes
150 active calories
- Have an active day**
10,000 steps
30 exercise minutes
600 active calories

We published a few workout ideas and routines in the **Library**.