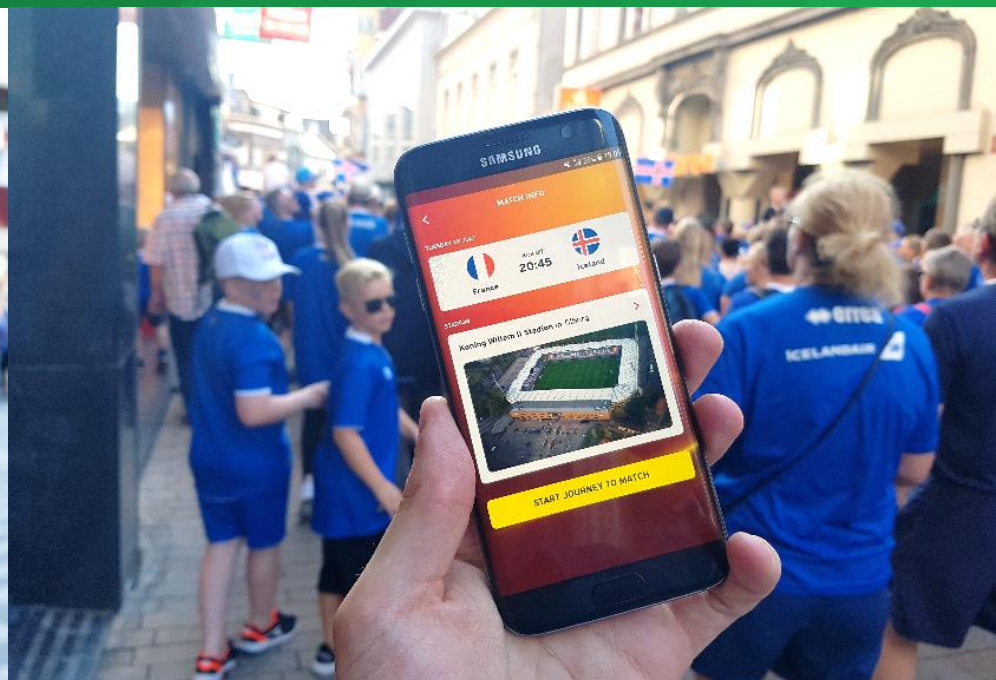




EUROPEAN HEALTHY  
STADIA NETWORK



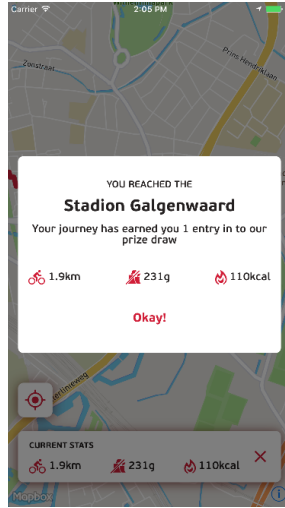
# ACTIVE TRAVEL CASE STUDY PROMOTING ACTIVE TRAVEL & HEALTH UEFA WOMEN'S EURO 2017



[www.healthystadia.eu](http://www.healthystadia.eu)

The European Health Stadia Network is part-funded by the World Heart Federation through its partnership with UEFA





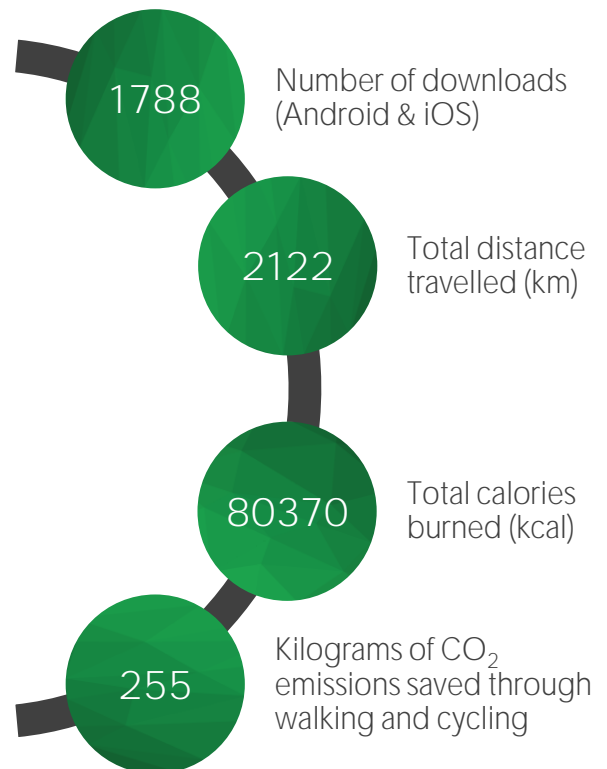
# ACTIVE TRAVEL CASE STUDY PROMOTING ACTIVE TRAVEL & HEALTH UEFA WOMEN'S EURO 2017



Healthy Stadia was commissioned by partners at World Heart Federation and UEFA to develop and pilot an active travel programme promoting walking and cycling to host venues at UEFA **Women's** EURO 2017 as part of the wider *A Healthy Heart Your Goal* programme for the tournament.

## The Active Match App

The programme was a big hit with both fans and staff alike, and was based upon a smartphone App (Active Match App) that used GPS technology to track walking and cycling journeys to venues on a matchday. The App tracked individual and aggregate data relating to distance covered, calories burned and CO<sub>2</sub> emissions saved by walking and cycling journeys, and incentivised usage through a competition to win tournament tickets and balls. Mapping, route planning and information on cycle parking were all provided through the App.



Above: Data derived from the Active Match App software and App stores.

## Communications

The Active Match App was promoted to fans through the WEURO2017 pages of the UEFA website, through the dedicated UEFA Women's EURO 2017 website, ticketing communications and through two official press releases and feature articles on the UEFA website.

Healthy Stadia promoted the App through social media using 'Healthy Match' cards developed for each match over the course of the tournament and disseminated via Twitter. These cards promoted the App to key stakeholders including official national team accounts, international players and supporter organisations. The card also mentioned the No Tobacco policy in operation at host venues.

Healthy Stadia also worked in conjunction with the tournament's fan zones to encourage supporters to download and use the App. This worked particularly well with host venues coordinating official fan walks.



Above: Pierre van Hooijdonk, tournament ambassador, explores the Active Match App



Above: On site signage helped to direct cyclists to locking facilities at host stadia

A matchday poster for the semi-final match between the Netherlands and England. The background is dark red with yellow and white text and graphics. At the top left is the UEFA Women's EURO 2017 logo. At the top right is a stylized soccer player icon. The text reads: 'THURSDAY 3 AUGUST 2017', 'SEMI-FINAL', 'NETHERLANDS' with the Dutch flag, '20.45', 'ENGLAND' with the English flag, and 'FC TWENTE STADION, ENSCHEDE'. At the bottom, it says 'Download the #ActiveMatchApp and walk or cycle to UEFA Women's EURO 2017 matches'.



All fixtures at UEFA Women's EURO 2017 have been declared Tobacco Free. Please refrain from smoking inside host stadia and Respect Your Health, and the health of those around you.



Above: Healthy Stadia produced 'Healthy Match' cards for each fixture at UEFA Women's EURO 2017 to encourage supporters to download and use the Active Match App and also to inform supporters of the No Smoking policy in operation at the tournament.

*"It made me much more aware of not taking the car to matches and got me engaged in tracking my kilometre and calorie statistics to the stadium. It's kind of fun to see that!"*

Active Match App  
user from France

### User Feedback

Key findings from users of the App post-tournament included 38% of users being more likely to consider walking or cycling to domestic football matches as a result of using the Active Match App and 70% of users recommending the App to a friend.

### Further Support for:

#### *A Healthy Heart Your Goal*

In addition to the active travel programme for the tournament, Healthy Stadia also implemented public health benchmarking assessments for the semi-final and final venues chosen for the tournament.

The stadia in Breda and Enschede received an onsite visit and follow-up report with recommendations for change, including specific recommendations on No Tobacco regulations in operation at UEFA Women's EURO 2017.

### Conclusions

There is a huge opportunity to promote a greater culture of walking and cycling to host stadia at large international tournament such as UEFA Women's EURO 2017. The Active Match App was developed as a pilot intervention to incentivise fans and staff to choose a healthy and sustainable form of transport to venues, and although the App has been piloted in a country with a strong cycling culture, only 52% of users were actually from the Netherlands (for a full breakdown of users by country, please see Appendix 1 on the following page).

We were also pleasantly surprised with the number of downloads (almost double the anticipated number) and positive feedback from App users. The fact that over a third (38%) of users stated that they were more likely to consider walking or cycling to domestic football matches as a result of using the Active Match App is of particular significance and suggests that active travel options should be explored by both clubs and league operators.

For further information and case studies on active travel to stadia, visit:

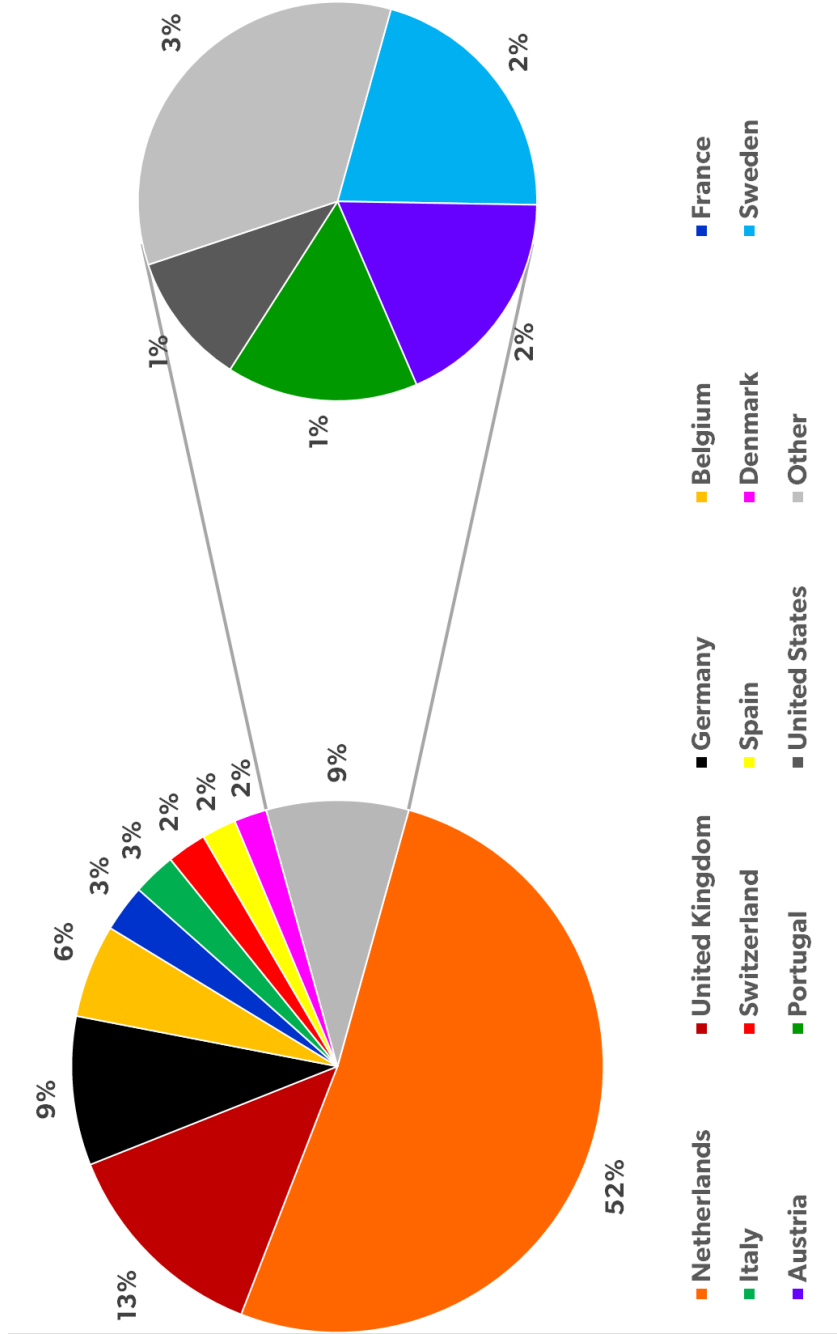
[www.healthystadia.eu/active-travel-guidance/](http://www.healthystadia.eu/active-travel-guidance/)



# APPENDIX 1

## DOWNLOADS BY COUNTRY (ANDROID AND IOS)

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*A Healthy Heart Your Goal Partners:*

