



# Good practices in Promoting Physical Activity in workplace; Gdansk, Poland

## Workplace

### Gdansk, Poland

#### Socio-demographic indicators:

Municipality/City Population: 466,631

Gender ratio: 47% men and 53% women

Age distribution: 0-14 (15.2%), 15-64 (64.8%), +66 (20%)

#### Socio-economic indicators:

GDP per capita: 70,306 euro

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#### Health and Physical Activity Issues

Disability, aging population, obesity among children, alcoholism, popularity of private cars as a mean of transport.

Only 53,2% of residents of Gdansk have a correct body weight, which means that almost half of the population of Gdansk is overweight.

#### Why did you start a strategy / an activity / a project?

Employers seem to be a good target group for the promotion of active modes of mobility since all workplaces generate traffic. Employers have a direct influence on their employees and their travel modes.



It is beneficial for the municipality since the numbers of people using private cars for commuting decreases and it is beneficial for employers because their employees' health improves, and absence rates decrease. The level of physical activity among the working age group raises, while absenteeism and the stress put on the healthcare system decreases.

### What do you do?

Autumn Bike2Work campaign - BicycleGame - Shoot kilometres for Gdańsk  
<https://grarowerowa.pl/gdansk/>

In order to participate, potential participants have to:

- Download the ACTIVY app;
- Choose "Kręć dla Gdańsk" and the city of Gdańsk;
- Choose a team: company, university, organization, district - everyone can potentially belong to several categories of teams at the same time;
- Throughout September and October, register all bike rides.

Registration of companies and teams is done through the website form at [www.GraRowerowa.pl](http://www.GraRowerowa.pl)

Target groups are employers and employees especially in large business centres.

### How do you do it?

The municipality runs a social Bike2Work campaign in autumn (September and October) which rewards daily commuting (to work and to school) trips. The campaign is promoted through media and social media channels and through mailing to employers. There are also outdoor activities such as branded stands/ points where active commuters can collect their prizes and information material. The municipality provides a mobile app and prizes for active participants.

There is one coordinator in the Active Mobility Unit and one more team member supporting this person. As for participants, within the current edition there are 4.960 cyclists registered in Gdansk.

The budget is 300.000 PLN annually - approx. 68.500 EUR, from the municipal budget (Active Mobility Unit budget). The main departments involved are the Active Mobility Unit within the Utilities Management Department of the Municipal Office in Gdansk, and Gdansk Roads and Greenery for the implementation in kindergartens.

The Municipal Office has three types of partners mentioned above but mainly public and private. Amongst public it is worth mentioning all public schools in Gdansk and some museums and science centres and among private some private entertainment centres and other companies sponsoring the prizes.

### What are the Challenges and Successes?

The Municipal Office of Gdansk manages to attract more and more active participants every year.

Participation numbers of the six editions of the Bike2Work campaign in Gdansk:

2013 - no data

2014 - 1200

2015 - 2650

2016 - 3852

2017 - 3766

2018 - 3543

2019 - 4960

As of 1st of October 2019, there are 4.960 participants using the Active app and recording their cycling trips for the Municipality of Gdansk, who have already performed 116 000 cycling trips, cycled 961.000 kilometres and saved 240.000 kg CO2.

The main challenges are limited processing capacity of employees involved and social media coordination - especially of the very active Facebook group (over 5 000 members), as well as coordinating of prize-giving ceremonies. Challenges are dealt with by utilising experience from previous editions and involving more employees during the most crucial periods of the campaign.

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