

THE EUROPEAN CITIES CHALLENGE

Dust off your running shoes or bike!

Healthy is the new cool. With this statement the founder of Kinetic Analysis, Maarten Gijssel introduces us to the European Vital Cities Challenge. Cities need to challenge more and more health problems that occur when adults step into older age. The increasing healthcare cost and aggravating disease burden are serious challenges to an ageing and more sedentary society. The European Vital Cities Challenge (VCC) is empowering citizens to pursue a more vital lifestyle through personal insights, learnings and fun. A combination of online and offline events for all ages, everywhere, for every activity level.

BY MAARTEN GIJSSEL



THE

Being active and healthy becomes a new trend, and this is a success for society's collective wellbeing. There is an increased motivation for people to invest in themselves, leading to a better awareness of the impact of healthy choices for a more energized life.

VCC's participant's feedback: "Exchanging a drink for going an hour to the gym or half an hour running became my new lifestyle and gave me the feeling of getting back on track." When people get direct insight in the consequences of their lifestyle choices, they are more likely to make healthy decisions.



The Vital Cities Challenge invites everybody to participate in their own personal fitness level

According to the World Health Organization (WHO) a vital city is conscious of health and striving to improve it. A growing group of people supporting the quantifying self-movement is ready for the next step and a new platform reinvents this initiative. This vitality platform helps to gain insight into personal health and vitality domains and shows cross-correlated views of measurements on various domains. For example, how do activity patterns relate to sleeping patterns? However, understanding biometrical data was never an easy task and above all, needs a personal cause to become relevant for the user.

VITALITY PLATFORM

The vitality platform KAVI engages users with gamification, facilitating the vital cities challenge. Firstly, the user engages in a team challenge where the activity

patterns contribute to the overall score for a particular city. Secondly, inhabitants get insight in their health data in a new way, improving 'health literacy'. The portal creates a better understanding of what

this personal health data mean and enables people to act upon personal insights. Getting insights while collaboratively working towards personal health goals or maintaining a certain vitality level is a great way to engage inhabitants for a more healthy lifestyle. Users see the impact of their efforts at a glance, monitoring personal progress as well as their city's performance.

Online and offline

Tracking biometrics can help people to get better insight in their wellbeing, enabling them to make more healthy choices in life. Being coached online and seeing your fellow-city-team members, keeps you motivated and helps you to become the most vital version of yourself. The Vital Cities Challenge builds an active, social and critical community.

Scaling from a first competition between two urban areas that was adopted cross-country, the Vital Cities Challenge now



becomes a pan-European challenge that changes the rules of the game. The challenge begins where people connect their activity monitor, wearable or smartphone to the software application. The user starts tracking its steps and join the challenge. Later new activity outcomes like cycling, climbing stairs but also metrics like weight or blood pressure, can be added. Based on the chosen metrics, the platform delivers personal coaching at any place and time. Artificial Intelligence helps to connect to the audience in a unique way through a self-selected coach. The users have the option to activate, track, plan and design their own personalized schedule. The vitality platform encourages and supports inhabitants to build and maintain a healthy lifestyle.

VITAL CITIES CHALLENGE

Contributing to a better health, the Vital Cities Challenge engaged already 80.000 people throughout Europe. An example that worked well to raise awareness among regions was an action initiated in the south of the Netherlands early 2018, where the prize money for the most active area within a city was used to develop an urban playground in the same part of the city. In France, raising money for a charity fund was the primal motivator for inhabitants to engage in the challenge. The Germans, on the other hand, loved to compare their personal score with a famous soccer player from the city.

The Vital Cities Challenge invites everybody to participate in their own personal fitness level. It is not given that areas with many healthy and young people will score better than an area with a more aged population. An algorithm awards personal progress of multiple individuals

How to increase vitality?

Scientific evidence, as well as significant audience feedback, drive Kinetic Analysis to help more European areas to increase vitality among regions. Kinetic Analysis (<https://www.kinetic-analysis.com/>) is a company specialized in human motion data, creating an essential impact on people's lives. On a personal level by improving people's quality of daily life. On an economic level, by reducing health care costs and facilitating sustainable engagement.

Are you ready to represent the city challenge of your city?

Compete with other European cities while getting in shape.

Cycling, walking or climb stairs help!

How it works: your city chooses to participate in the European Cities Challenge. You officially become one of the first Europeans to compete in this challenge. Now you can gain credits for your city while you are burning calories and become stronger.

The more you burn, the more points for your city and the more chances to win and become one of the fittest cities in Europe.

How does it work?

Well, dust off your running shoes and your bike, but before that, synchronize your wearable device or phone to the vitality platform. Create your profile, and you are registered!

The platform is excellent to link wearables

The application facilitates a subscription for your personal vitality..

to the overall city score, where the gains result in both online as real-world progress. Progress on personalized motivational coaching instead of absolute activity scores include everybody, whether you are in rehabilitation, a marathon runner, young professional or enjoying life as a retired older adult.

POSITIVE HEALTH

The KAVI vitality platform deals effectively with challenges that many areas throughout Europe face with a more sedentary and aging population. It addresses inhabitants directly to become

more active. All previous projects showed not only significant weight loss, better BMI scores, less fat percentage or a smaller waist circumference, but also improved sleep and personal positive health scores. The term *positive health* is derived from a new health concept. It stands, based on research by dr. Huber, for a broad view on health, where health is no longer considered as a static condition, but rather as a dynamic ability to adapt and to manage one's wellbeing. ACES Europe plans to launch this Challenge in the future ★