move game

How to Move a Game

Turn your public space into a playground for health

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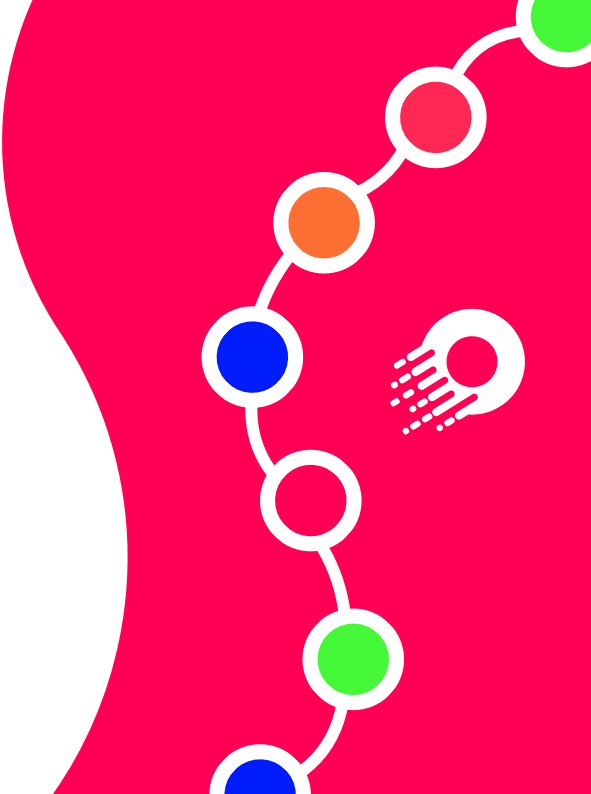
What is the Move Game?

A life-size board where people are the pawns.

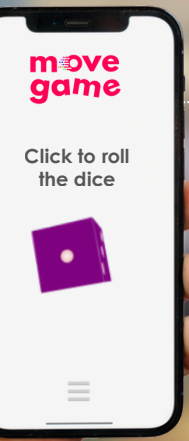
Players move across colourful tiles, guided by a smart phone.

Each session is short, social, and full of movement.

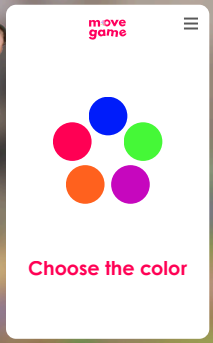
Quick definition: life-sized board game, web app-powered exercises and questions



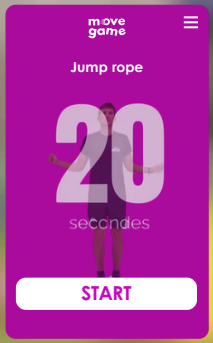
How it works?



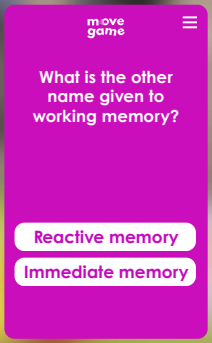
Select a colour



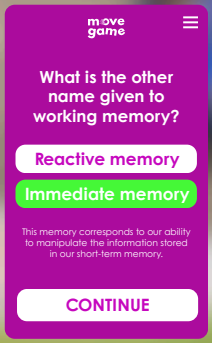
Take the active challenge!



Answer the question



Find out the answer



Next player!

Two game modes:

- Active Education
- Active Game

Why it matters?

Move Game responds to a well-documented public health challenge:

Across Europe, fewer than one in five children and adolescents aged 5–17 meet physical activity recommendations. Globally, the WHO reports that over 80% of adolescents are insufficiently active.

Understand what Placemaking for active recreation is

Before thinking about paint or QR codes, understand that Move Game is not just a product - it's a process. The board doesn't arrive ready-made. It grows out of a local co-design process where the final result reflects the neighbourhood it belongs to.

Placemaking for Active Recreation is:

- A community-led process that turns public space into places that invite movement
- A method to co-create environments where physical activity becomes part of daily life
- A way to link urban design, local ownership, and health promotion in one shared outcome

If done right, your Move Game will be more than a game. It will be a trusted community space.

The Move Game process

From idea to living playground

01

Get ready: Build the foundation

Goal:

Prepare site, partners, and permissions

Actions:

- Understand what “active placemaking” means.
- Choose a suitable space (safe, visible, walkable).
- Map stakeholders and secure early municipal approval.
- Take baseline photos.

Tools:

- Site checklist
- Stakeholder map
- Mini pitch deck

Output:

Confirmed site, initial support, short plan.

Scan to see the full section p17

02

Listen & Learn : Discover the space and people

Goal:

Learn how the community uses the place.

Actions:

- Test quick “pop-ups” (chalk draft, wish wall, mini workout).
- Observe who visits, when, and why.
- Gather opinions through games or short talks.

Tools:

- Place Game
- Sticker democracy
- Footfall tally.

Output:

Insight list and photo log of local use.

Scan to see the full section p30

03

Co-Create: Design together

Goal:

Agree on a shared vision and board layout.

Actions:

- Run a co-design session with residents, students, city staff.
- Choose shape, colours, local language and symbols.
- Finalise technical specs and materials.

Tools:

- Design brief canvas
- Colour guide
- Sample layouts.

Output:

Approved design and material list.

Scan to see the full section p37

04

Make It Happen: Build the game space

Goal:

Turn design into reality.

Actions:

- Schedule paint day and assign roles.
- Clean and mark the surface.
- Paint, install QR code, document progress.
- Keep volunteers safe and motivated.

Tools:

- Action plan
- Safety brief
- Photo & comms guide.

Output:

Completed game board and media package.

Scan to see the full section p48

05

Launch & Activate: Celebrate and monitor

Goal:

Bring people to play and keep momentum.

Actions:

- Organise an opening event with demo play.
- Gather stories, QR data, and survey feedback.
- Connect schools, sport clubs, and families.

Tools:

- Event plan
- Survey cards
- Analytics dashboard.

Output:

Active community use and first evaluation data.

Scan to see the full section p58

06

Learn & Grow: Reflect and expand

Goal:

Turn experience into learning and scale.

Actions:

- Review lessons with partners.
- Measure engagement, re-use, and sentiment.
- Prepare a short report and replication pitch.

Tools:

- M&E template
- Lessons-learned grid
- Replication outline.

Output:

Evaluation summary and next-site plan.

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Move Game website

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