

**move
game**

How to Move a Game

Turn your public space into
a playground for health



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Co-funded by
the European Union

This project is funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

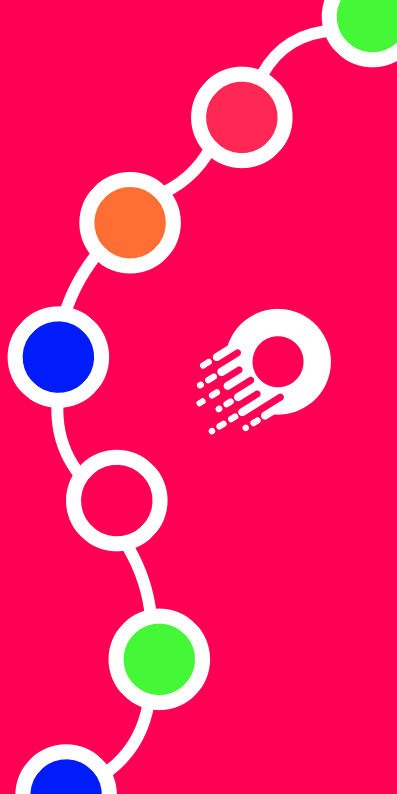
What is the Move Game?

A life-size board where people are the pawns.

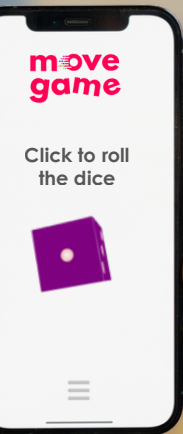
Players move across colourful tiles, guided by a smart phone.

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

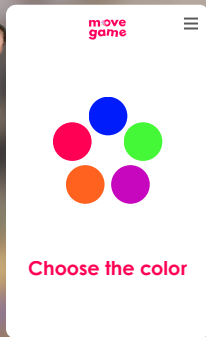
Quick definition: life-sized board game, web app-powered exercises and questions



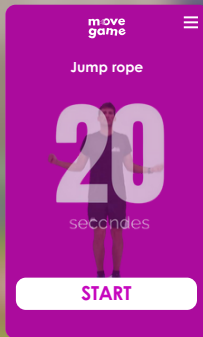
How it works?



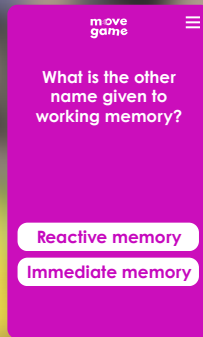
Select a colour



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.

- 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.

Placemaking for Active Recreation is:

- A community-led process that turns public space into places that invite movement





The Move Game process

From idea to living playground



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

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.



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the full section p30

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.



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the full section p37

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.



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the full section p48

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.



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the full section p58

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

