move game

How to Move a Game

A practical guide to implementing the Move Game in your community



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Introduction

What is the Move Game and why does it matter?

What is the Move Game?

The Move Game is a life-sized board game painted directly in public spaces - such as a square, a schoolyard or a park corner - where players become life-size pawns. Using a smart phone, they scan a start-tile QR code that opens a web app to play one of two modes:

Active education:
quiz questions on physical activity, nutrition, and healthy habits, paired with short exercises

Active game:
pure movement challenges targeting fitness, balance, flexibility, coordination and strength

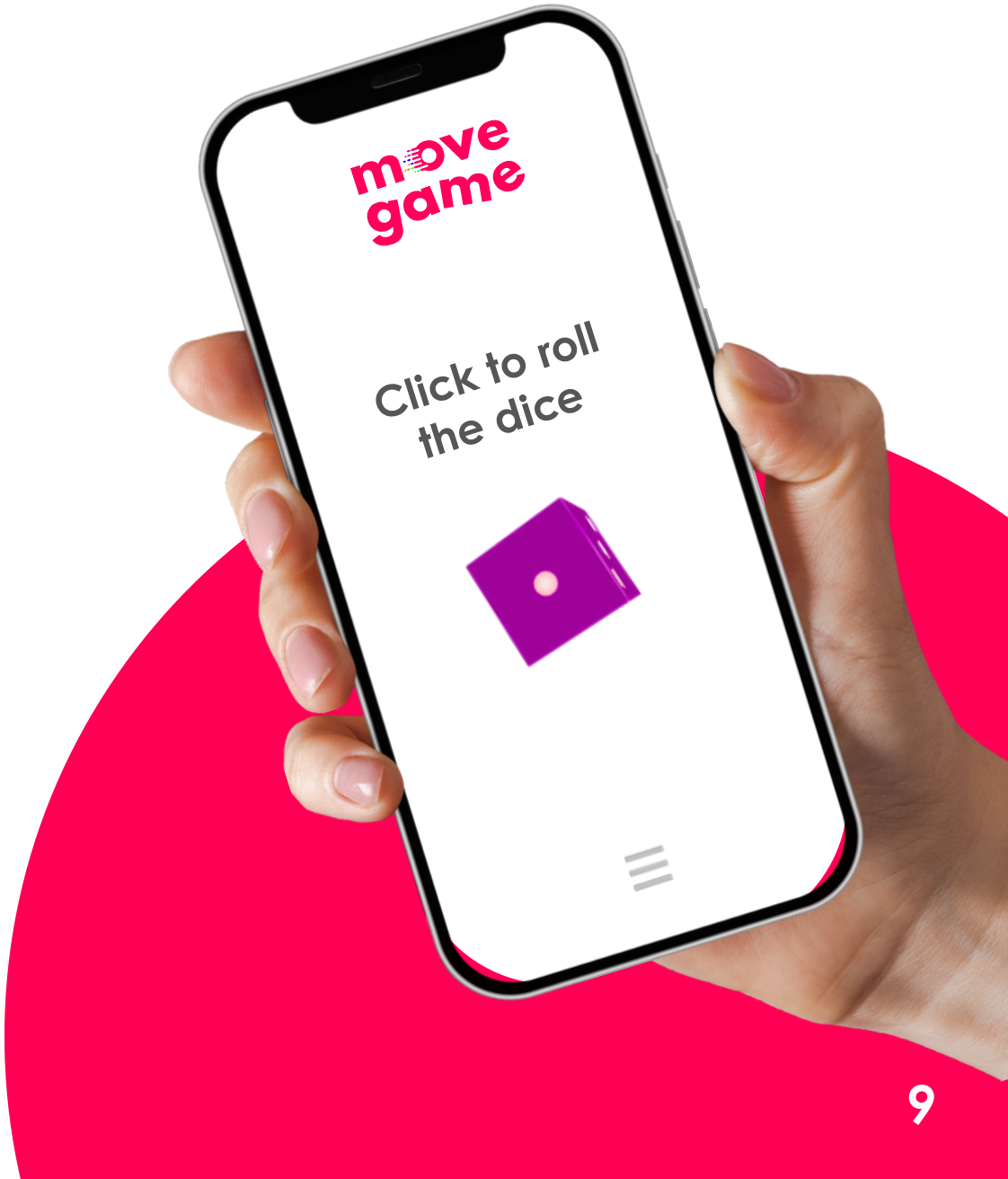


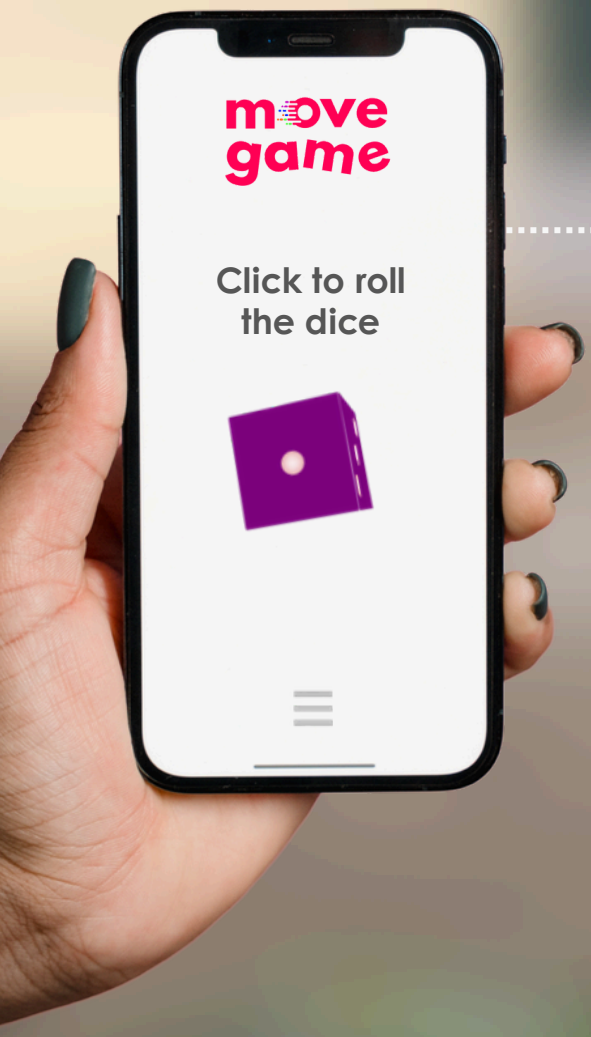
⏱️ Each play session is **short, social, fun**—and promotes the kind of movement most people don't get enough of.

📱 One phone can be used for up to **8 players** — or **even more** if you divide the group into small teams of 2–3

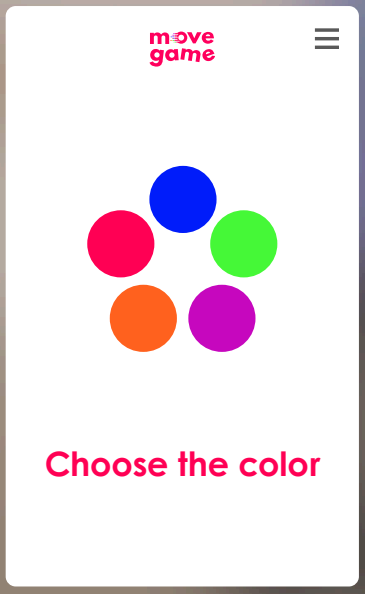
🎯 The game adapts to **age and ability**, and it can be replayed endlessly with new questions and exercises added over time.

💡 It is **cost-effective, flexible, and easily scalable**, making it an effective **long-term solution** for communities aiming to promote healthier lifestyles.

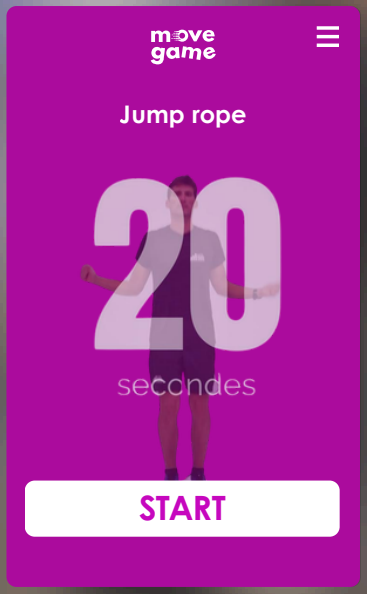




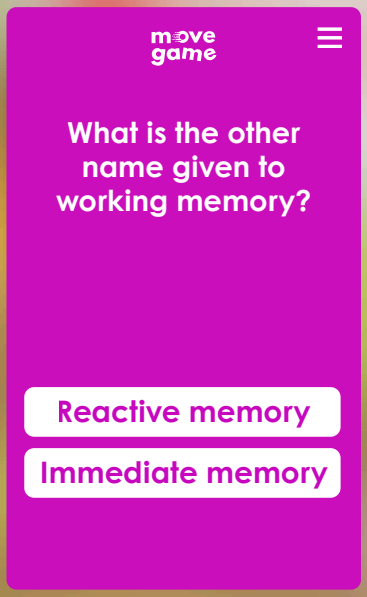
Select a colour



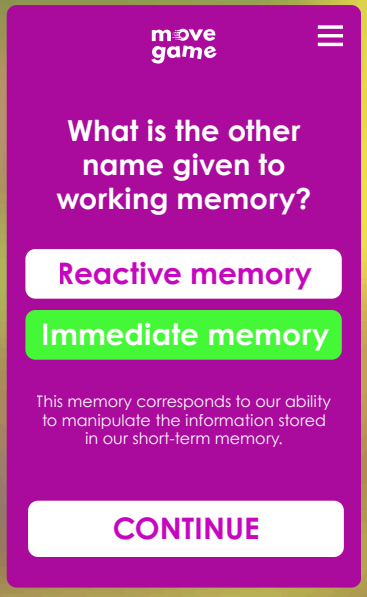
Take the active challenge!



Answer the question



Find out the answer



Next player!

Why create the Move Game?

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.

Built environments often discourage physical movement, while many health campaigns fail to change daily habits.

Move Game tackles these issues through an integrated, multifactorial approach:

- **Repurposing** underused urban spaces into active public zones
- **Using** placemaking and co-design methods to engage communities and build ownership
- **Integrating** digital tools (QR codes, interactive app) that nudge people into action and make participation fun
- **Combining** physical activity, nutrition, sleep, screen time, and stress management into one educational platform

History

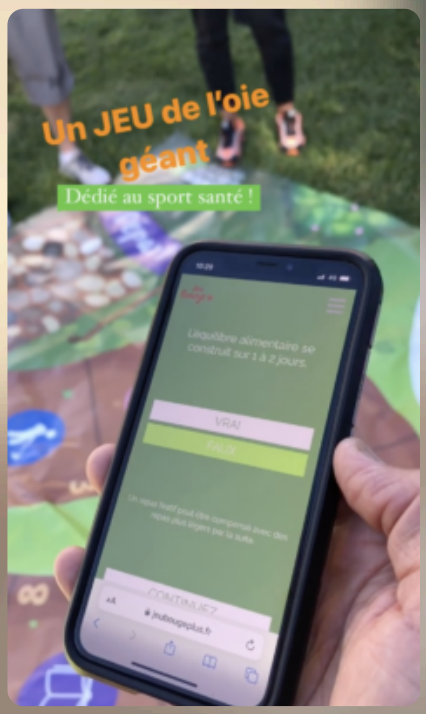
📖 The Move Game was originally created in 2017 to make health-enhancing physical activity (HEPA) education fun, interactive, and active. Instead of simply telling participants about healthy lifestyles, the game combines physical movement with educational content to help players internalize public health messages while staying active.

🎲 The Move Game is a life-sized board game where people become the pawns, enhanced through a digital platform. It can be played alone or in groups, using a mobile phone to scan a QR code and access quizzes and movement challenges.

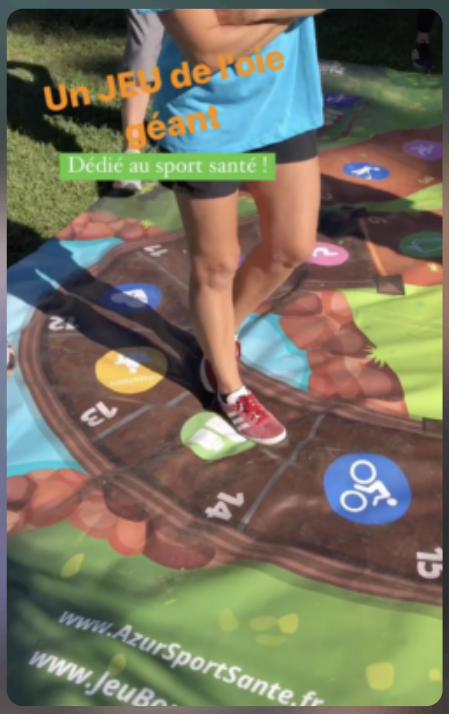
👉 The first version featured questions focused on physical activity and nutrition, printed on a giant, colourful plastic sheet that served as a life-sized game board. Over time, new topics — including sleep, screen time, and stress — were added under a healthy lifestyle category, making the game suitable for both children and adults.

💻 In 2021, the idea expanded with the creation of a digital version. After careful analysis, the interactive website (https://jeubougeplus.fr/) was launched, adding new features such as difficulty levels and broader content to make the game accessible for all age groups and abilities.




Un JEU de l'oie géant
Dédié au sport santé !


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Today

🌍 Through co-design processes and placemaking tools, the Move Game is now implemented directly in public spaces using eco-friendly materials. The upgraded platform also includes new features to enhance inclusion, targeting broader groups such as younger children (under 7) and those under 12.

👥 New categories will also allow more inclusion for people with health problems and older adults. The entire approach ensures that each community shapes its own game space while contributing to healthier, more active lifestyles for all.





Who is this toolkit for?

This toolkit is for anyone ready to bring Move Game into their community:

- Local authorities and municipalities
- Schools and educators
- NGOs and youth clubs
- Sport and health organisations

You don't need to be an expert in urban planning, design or fitness. If you care about health and want to energise your public space, this toolkit will walk you through it.

What you'll find inside

The toolkit is structured around a step-by-step process to:

- prepare and plan your site
- engage your community
- co-create a space that works
- build and activate it
- monitor its use
- learn and grow

Each section includes ready-to-use templates, checklists, examples and visuals. No long theory, just what you need to get started.





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01

Get ready: laying the groundwork

Goal:

Build the right foundation before launching your Move Game.

This section helps you clarify your objectives, map your key actors, and secure early permissions and visibility.

1.1 *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.





1.2 Pick the right space

📍 The strategic selection of the right environment plays a crucial role in maximising the effectiveness and enjoyment of any movement-based activity or game. This principle extends beyond mere physical space, encompassing factors that influence psychological comfort, accessibility, and the overall quality of engagement.

✅ Carefully considering and selecting **"the right place"** is not merely a logistical step but a fundamental element in designing successful, engaging, and impactful movement experiences. It lays the groundwork for optimal performance, enhanced safety, and ultimately, a more fulfilling experience for all participants.





1.2.1 Do a feasibility study

Identify appropriate locations and prepare technical and legal groundwork.

- Map possible locations: passageways, underused courtyards, non-motorised zones.

- Assess each site:
  ✔️ Surface condition and paint adhesion
  ✔️ Visibility and foot traffic
  ✔️ Accessibility and safety
  ✔️ Distance from vehicles or disturbances

- Select one or more preferred sites.

- Submit a formal request to the municipality for pre-approval.

- Identify a certified company or local organisation to lead painting and install the QR panel.

1.2.2 *Use this checklist to select a suitable site:*

- ✔ Is it safe for unsupervised play? (no fast traffic, good visibility)
- ✔ Is it already underused or neglected?
- ✔ Is it walkable from homes, schools or sport centres (15-minute radius)?
- ✔ Is the surface flat, cleanable, and paintable?
- ✔ Is there some form of lighting or daytime use?
- ✔ Who owns it and can give permission?

Tip: A 25–35 m² area is enough for a basic board. Larger boards are possible.

To go into depth, check-out the **PARK kit**.



1.3 Map your stakeholders

Use the stakeholder mapping canvas (tools section 1) to identify:

- Who controls the space (municipality, school, private owner)?
- Who are the users (youth, families, schools, seniors)?
- Who can support the process (NGOs, artists, sport groups)?
- Who might resist it (parking users, nearby businesses)?

Rank each actor by their level of interest and influence. This will help you prioritise communication.

1.4 Secure early support

This can include:

- A signed letter or informal email from the landowner
- A small seed fund (paint, signage, materials)
- A local artist or activist, or a school willing to co-lead

If your local government needs convincing, prepare a **3-slide deck:**

1. Why physical activity matters
2. What Move Game looks like (show visuals)
3. What you need (space + small budget + approvals)



Ensure Administrative Authorisations

Goal: Obtain official permission for temporary works and permanent installation.

Contact the municipal department in charge of public space (urban planning, roads, or green areas).

Prepare a short dossier including:
🗂️ Project overview and timeline
🎨 Design mockup with paint materials and safety specs
🤝 Value for community (youth engagement, physical activity, low-cost)

Secure:
📄 Public space occupation permit
✍️ Written approval for permanent painting
🛑 Authorisation for installing a fixed explanatory panel (with MOVE Game QR code)

Clarify if a "prior works declaration" or permit is needed (required in France).

Post public signage about upcoming work if required.

1.5 *Document the starting point*

Take photos, short videos and counts of how the space is used now:

- Who passes by? Who stops?
- What time is it busy or empty?
- What's the vibe: safe, quiet, messy?

💡 This will help you tell the story later and prove the change.



Tools in this section:

- Stakeholder Mapping Canvas
- Site Selection Checklist
- Mini Pitch Deck Template
- the Move Game Universe
- Example MoU or Local Authority Contact Script

Next: Section 2 — Listen & Learn: Understanding the Space and People



Mini Pitch Deck Template



The Move Game Universe



Example MoU or Local Authority Contact Script

Memorandum of Understanding (MoU)

Context: Move Game Implementation – Active Design in Public Space
Country Example: France (City of Nice)

⚠️Important Note

Administrative procedures for authorizing public space interventions vary by country and municipality. The following example illustrates the process carried out in Nice, France, and is provided as practical guidance for partners when initiating similar requests with their local authorities.

📌 *Authorization Request – Key Elements*

Platform Used: Metropole Nice Côte d'Azur – Viazur online portal for public domain works

Request Number: XXX

Project Owner: Azur Sport Santé

Implementing Organisation: LA SAUCE (local association)

Type of Work: Installation of an active design (Move Game) on a public square

Location: e.g., 31 Avenue de la Méditerranée, Nice

Work Dates Requested: 5–14 September 2025

Nature of Work: Creation / Transformation of public space for physical activity

📝 *Contents of the Submitted Request*

The request form included detailed logistical information:

Parking: Daily reserved parking for equipment unloading

Preparation: Use of blower and pressure washer ahead of installation

Safety Measures: Installation of protective barriers around the painted area to allow for drying

Weather Dependency: Painting only possible in dry conditions — flexibility requested

Work Hours: Daytime only; no night work or excavation required

Duration Requested: 10 calendar days

Footpath Management: Request for 24/7 narrowing of sidewalk during the intervention

📬 *Administrative Response*

Upon submission, an **automatic acknowledgment** was issued by the Metropole:

- Confirming **receipt of the request**
- Clarifying that the message **does not constitute approval**
- Stating that **only public space interventions** are processed via this platform



🔎 *Key Takeaways for Implementing organisations*

- Clearly define the scope and purpose of the intervention
- Provide all relevant technical and logistical details in advance
- Request temporary access or adaptations (parking, footpath use) where needed
- Anticipate weather and public safety considerations
- Maintain open communication with all local stakeholders

Note: Update to your own legislation and context





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02

Listen & learn: understanding the space and people

Goal:

Make the place visible, start the conversation, and learn what the community really wants.

This stage helps you uncover barriers, test early ideas, and generate momentum.

2.1 Activate the space

Before design comes visibility. The best way to learn what people think about a space is to animate it—even briefly.

Try these light-touch activations:

- Chalk out a draft version of the Move Game board
- Hold a pop-up café, mobile library, or street workout on the site
- Add a wish-box, comment wall or sticker voting board
- Create a pop-up - Park(ing) day for fitness spot

These actions show people that something is changing—and invite them to shape it.





2.2 *Capture community input*

Collect feedback in ways that are simple and non-intrusive. The aim is to understand how people use the space, what they like or avoid, and what they dream about.

Links to the tools below:

- **Place Game Manual:** a structured observation tool to assess how people interact with a space, using categories like comfort, accessibility, social activity, and use intensity. It helps identify quick wins and areas needing change.

- **Sticker Democracy:** a fast and intuitive way to let people rank their preferences by placing stickers on posters, boards or idea walls—ideal for collecting input from all ages and literacy levels in public settings.

- **Pop-up Research Station:** A low-cost setup using a folding table, a few chairs, and printed questions to prompt input from people passing by the site. It is best placed in or near the intervention area during a busy time of day. The facilitator can offer a drink or invite participants to sit and talk, filling out short paper forms or pointing to sticker maps. This tool captures valuable insight from people who are unlikely to attend formal meetings and helps reach a wider, more representative mix of users.



2.3 *Spot issues and opportunities*

Look beyond words. Walk the space at different times of day and observe:

- Who's there? Who's missing?
- What routes are people taking?
- Are there natural gathering spots or desire paths?
- What feels unsafe or uncomfortable?

These observations should be shared back to the group (e.g. in a photo wall or short slideshow) before design decisions are made.



2.4 *Share what you've heard*

Build trust by closing the loop. Let people know what ideas were shared and what might happen next.

- Display ideas collected in a visible way (school wall, local noticeboard, social media)
- Thank contributors publicly
- Invite people to the upcoming co-design session



Tools in this section:

Find your tool:

Other tools:
Footfall Tally

Next: Section 3 — Co-Create: Design Your Game Space Together



Footfall Tally Sheet

This tool helps track how many people use the space during a given period. It's simple to use and requires only a printed sheet, clipboard, and a pen—or a mobile form.

Why use it?

It gives you objective data on how often the space is used, and when.
This supports evaluation, funding reports, and replication proposals.

How to use it:

- Choose 2–3 observation days (weekday, weekend, school day)
- Divide the day into time blocks (e.g. 09:00–11:00, 13:00–15:00)
- Place an observer nearby to count and mark each user
- Use separate tallies for children, teens, adults, and seniors if possible

Template format:

Date	Time Block	No. of Users	Notes (e.g school visit, weather)

Example:

Date	Time Block	No. of Users	Notes (e.g school visit, weather)
21/09/2025	09:00–11:00	12	Sunny, small school group
21/09/2025	13:00–15:00	5	Mostly passers-by
22/09/2025	10:00–12:00		
22/09/2025	15:00–17:00		
22/09/2025	11:00–13:00		



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03

Co-Create: design your Move Game space together

Goal:
Agree on a shared vision and co-create the final design of your Move Game space.

This stage transforms community input into a workable layout, visual style, and content plan.

Let the visual language of the board reflect your neighbourhood.

A well-designed Move Game space should feel like it belongs to the people who use it daily.

Co-create:

- **Colours and patterns** – use those that are familiar or symbolic to the local context, while respecting the five mandatory MOVE Game categories. Accent colours can still express local identity.

- **Friendly icons and fonts** – use visuals that are welcoming, age-appropriate, and easy to read. Avoid abstract or overly stylised elements that reduce clarity.

- **Local language**, jokes, and slogans – these elements make the board feel recognisable and reinforce ownership. A simple rhyme, a school motto, or a neighbourhood saying can make a big difference.

Test your design for readability, safety (non-slip and visible in all weather), and accessibility (e.g. colour contrast, font size). If involving artists, provide them with a clear brief to stay within technical and branding parameters.



3.1 Run a co-design session

A well-facilitated co-design session brings together residents, students, teachers, sport staff, artists, and municipal actors.
The goal is to finalise what the board will look like and how it will be used.

Suggested format:

- Set up in or near the proposed site
- Display all prior ideas and input (posters, maps, quotes)
- Use 1:1 chalk layouts or paper mockups
- Provide templates with blank board layouts and QR placement zones
- Let participants sketch, colour, vote and prioritise options

Who should be involved?

- Youth groups, families, teachers, health workers
- Local street artists or designers
- City technical staff (for surfacing or permits)

Use facilitation methods from the Placemaking for Active recreation approach Toolkit's Public Engagement section.



Things you need to take care of:

Choose your board layout

All Move Game spaces must include two essential design elements:

1. A **QR-activated starting point** – this tile is what connects players to the web-app and launches the game. Without it, there is no gameplay.

2. The **original five colour categories** – each colour represents a core game theme (physical activity, nutrition, healthy lifestyle, active challenge, mystery) and ensures consistency across all MOVE Game locations.

These are the only fixed elements—everything else can and should be locally adapted.



Standard footprints:

- **Small** – 15–25 m² (ideal for tight courtyards)
- **Medium** – 30–40 m² (suitable for schools, small parks)
- **Large** – 50–70 m² (for squares or broad promenades)

Shape options:

🔲 Grid
🌀 Spiral
⚡ Zigzag path
🔁 Loops and circles
✨ Other

Surface materials:

- **Eco-friendly road paint:** Long-lasting and highly visible, this is the most common surface. It works well in dry or mild climates, is relatively low-cost, and can be applied by volunteers or professionals. Look for non-toxic, slip-resistant options with UV protection.
- **Recycled rubber tiles:** Durable and slip-safe, this surface is ideal for schools or busy community spaces. It offers more cushioning than paint and is better suited to colder or wetter climates. Installation requires professional support.
- **Printed stickers:** Best for indoor or event-based uses, these are adhesive panels with pre-designed graphics. While not permanent, they are quick to deploy and allow for reuse. Only suitable for clean, smooth surfaces like gym floors or malls.

Use your layout plan to decide how many QR points you'll need and how players will move across the board.

Tools in this section:

- Design Brief Canvas
- Sample Board Layouts (S/L)
- Colour Palette Guide

Next: Section 4 — Make it Happen: Build Your Game Space



Design Brief Canvas: Creating Your Move Game Space

The Move Game is designed to be adapted to diverse public spaces and local community needs while maintaining its playful and inclusive character. This Design Brief Canvas will guide you and your partners in shaping your local version of the MOVE Game through a collaborative process.

1 *Site Overview* 📍

- **Location:** Identify and describe the selected public space (e.g., park, square, schoolyard).
- **Current use:** How is the space currently used? Are there any barriers (e.g., safety, accessibility)?
- **Target audience:** Who will use the Move Game (families, youth, older adults, mixed groups)?

2 *Game Layout & Design* 🎨

- **Board Layout:** Decide on the size and shape (e.g., square, spiral, or path).
- **Surface Options:**

- Durable paint for pavements or sports courts (weather-resistant, non-slip).
- Rubber matting or thermoplastic for high-traffic areas.
- Consider eco-friendly materials where possible.

- **Colours & Graphics:** Use the standard MOVE Game colour palette to differentiate exercise and quiz categories but allow local artistic elements for cultural relevance.

3 *Community Input & Co-Design* 🤝

- Gather ideas from residents through co-design workshops to adapt:

- Exact spot for the game
- Cultural or artistic elements
- Themes and symbols relevant to the local context

- Encourage local artists, schools, or associations to contribute creatively.

4 *Technical & Logistical Considerations* 🛠️

- **Authorisations:**

- Secure permits from local authorities to paint or install on public surfaces
- Provide clear plans, safety measures, and timelines for municipal approval.

- **Surface Preparation:**

- Clean and dry the area thoroughly before installation.
- Use masking tape or stencils for accurate design application.

- **Safety Measures:**

- Install temporary barriers or signage during installation and drying.
- Plan installation during dry weather conditions.

- **Equipment Needed:** Durable paint, rollers, stencils, tripod for time-lapse video, protective gear.

5 *Timeline & Next Steps* 📅

- **Key milestones:**

- Finalize design and secure permissions.
- Plan installation and set flexible dates (consider weather).
- Schedule an inauguration event to activate the space.

Sample Board Layouts (S/L)



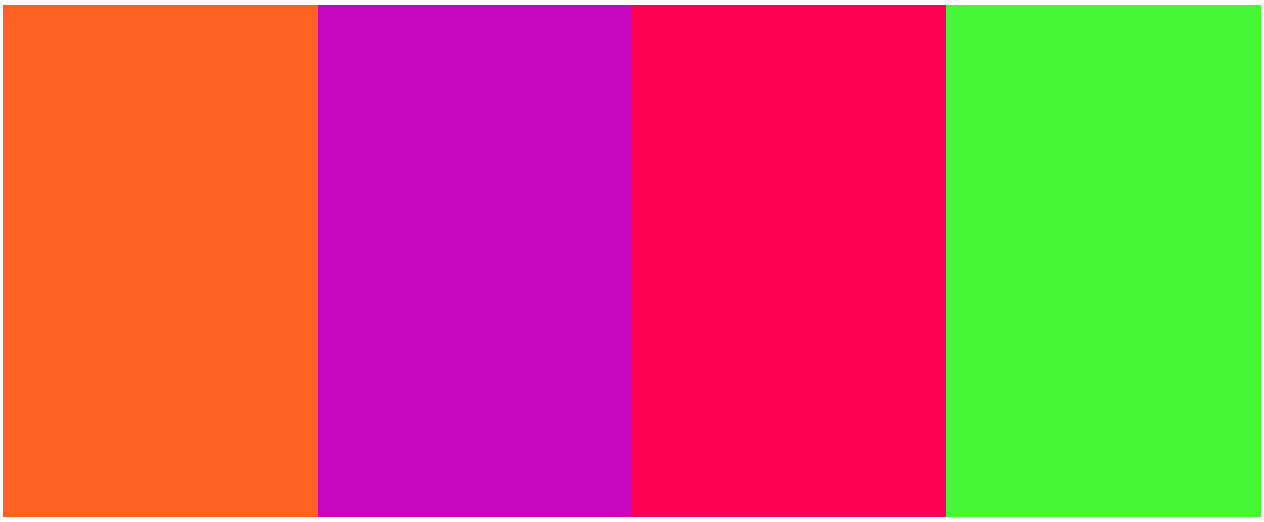
Colour Palette Guide *(accessibility-compliant options)*

ORANGE
CMJN 0 62 88 0
RVB 255 97 30
#FF611E

PURPLE
CMJN 0 96 4 22
RVB 198 7 190
#C607BE

RASPBERRY
CMJN 0 100 67 0
RVB 255 0 84
#FF0054

GREEN
CMJN 72 0 78 3
RVB 69 248 55
#45F837

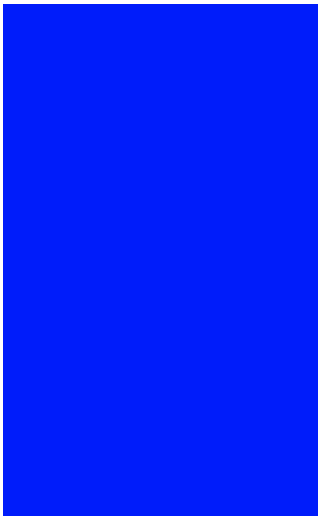


BLUE
CMJN 100 89 0 2
RVB 0 28 250
#001CFA

WHITE
CMJN 0 0 0 0
RVB 255 255 255
#FFFFFF

GRAY
CMJN 0 0 0 29
RVB 180 180 180
#595959

BLACK
CMJN 0 0 0 1
RVB 0 0 0
#000000







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04

Make it happen: build your game space

Goal:
Go from plan to paint.

This is where your co-design becomes reality, on the ground, with the community.

4.1 *Set your timeline and task split*

Create a shared action plan with dates, roles and supplies. Work backwards from your ideal launch date.

Key roles:

👤 **Lead organiser** – oversees the timeline and coordination
🏛️ **Municipal liaison** – handles permits, cleaning, and surface prep
🎨 **Artist/designer** – leads paint layout and visuals
🤝 **Volunteer coordinator** – recruits, briefs, and manages helpers
📸 **Photographer/comms lead** – documents progress, prepares launch content

Use the Action Plan Template (tools section 4) to schedule and plan:

- Surface cleaning and prep
- Material deliveries
- Painting days
- QR code testing

Technical Implementation

Goal: Ensure the installation complies with local standards and proceeds smoothly.

- Use only certified, non-toxic, weather-resistant paints.
- Submit final layout and QR panel plan to the municipality for validation.
- Request municipal services (if available) for:
  ✔️ Pressure cleaning the ground before painting
  ✔️ Site preparation and access
- Avoid painting during rainy or unstable weather.





4.2 *Mobilise volunteers*

You'll need people for painting, setup, coordination, and cleanup.

Tips:

- **Involve schools, sport clubs, youth groups**
- **Offer clear time slots** (e.g. "10:00–13:00 stencils + painting")
- **Create a sign-up sheet with name, time, and task**
- **Have snacks, music and shade available**

A single motivated volunteer with paint and a stencil can complete up to 8–10 squares in a few hours. Plan accordingly.



4.3 *Safety first*

On the day:

- Brief all volunteers (5 min max)
- Explain safety zones and walkways
- Hand out gloves, vests, if needed
- Keep water and first aid accessible

Use the Safety Brief Script (tools section 4) before starting. If minors are present, assign adults to supervise each task zone.

4.4 Install and test your QR codes

- Each Move Game has its own dedicated QR code — paint it, print it, or fix it on a durable plate near the game
- Make sure it's clearly visible and easy to scan; test before and after the paint dries
- Ensure stable mobile internet or pre-load the web app if needed

Check the QR code example in the section 6 tools

4.5 Capture the story

Your build phase is a communication asset. Show people how the space is transforming—by them, for them.

Use the Photo & Comms Guide:

- Take wide shots + close-ups of people painting and laughing
- Film short interviews with volunteers
- Collect before/after comparisons
- Tag partner organisations and schools in posts





Tools in this section:

Action Plan Template

Paint Day Checklist

Safety Brief Script

Photo & Comms Guide

Get inspired with Park(ing) Day for fitness: video ; Guide

Next: Section 5 — Launch & Activate



Action Plan Template

Task	Person Responsible	Date	Materials Needed	Notes
Surface cleaning & prep	Municipal liaison	DD/MM	Broom, water, gloves	Coordinate with city team
Layout marking	Artist/designer	DD/MM	Chalk, measuring tape	Based on final design sketch
Painting day 1	Artist/designer Volunteers*	DD/MM	Paint, rollers, stencils	Assign safety lead
QR code installation	Tech/contact person	DD/MM	QR signs, screws, sealant	Test all links onsite
Photography	Comms lead	DD/MM	Camera or phone	Capture progress + quotes

Note: Work and lead with volunteers according to local legislation and context.

Paint Days Checklist

- [x] Confirm surface is clean and dry
- [ ] Mark layout with chalk or tape based on design
- [ ] Set up shaded area with water, snacks, sunscreen
- [ ] Check paint supplies: colours, rollers, brushes, stencils
- [ ] Assign safety lead and first-aid point
- [ ] Give 5-minute safety briefing to all volunteers
- [ ] Take before photos
- [ ] Rotate painting teams (1–2 hour shifts)
- [ ] Allow drying time between layers if needed
- [ ] Take progress and group photos
- [ ] Log any issues or touch-ups needed

Safety Brief Script

Before the painting starts, take 5–7 minutes to walk everyone through basic safety and coordination. A clear, confident safety briefing sets expectations, prevents injuries, and builds team spirit.

- [x] Welcome and thank everyone for contributing to the transformation
- [ ] Point out key locations: toilets, water, rest area, and first aid station
- [ ] Clearly explain the layout of the painting zones and areas that are off-limits (e.g. traffic edges, wet zones)
- [ ] Demonstrate proper handling of paint, stencils, and rollers — especially how to clean spills
- [ ] Ask volunteers to immediately report any hazards, injuries, or broken tools to the organiser
- [ ] Reinforce the buddy rule: no one paints alone, especially children
- [ ] Remind everyone to wear sunscreen, drink water regularly, and take breaks in the shade
- [ ] If minors are present, ensure each group has an adult assigned with a clear task
- [ ] Emphasise respectful communication and teamwork—this is a fun day, not a race
- [ ] End with a quick energiser (stretches, chant or group photo) before splitting into teams

Photo & Comms Guide

Documenting your Move Game build is not just about memories—it's key to visibility, community pride, and long-term support. This guide helps you frame, capture, and share the right moments:

What to capture:

- Wide shots of the space before, during, and after transformation
- Close-ups of faces, painting hands, QR installation, interactions
- Action shots of people laughing, working, and collaborating
- Quotes from volunteers, teachers, and passers-by

How to prepare:

- Designate a comms lead or photo volunteer
- Prepare a simple shot list using your action plan
- Use phones with good camera quality or a DSLR if available
- Ensure consent if filming children (see template form in Annex)

What to share:

- Daily Instagram stories or short updates during paint days
- A 60-second video recap for launch week
- Partner/sponsor tags and credits in every post
- Press-ready photos for local media

Post-event:

- Create a shared Google Drive or folder for visuals
- Prepare a short visual impact report with 10–12 images and quotes
- Use materials for evaluation, replication, and advocacy







move game

move game

05

Launch & activate

Goal:
Celebrate the result, invite people to play, and start collecting evidence of use.

A strong launch shows the space is owned and loved, and helps build a case for future support.

5.1 Plan your opening event

This doesn't have to be large or expensive, but it should feel meaningful. Think of it as a soft activation, giving people a reason to show up, try the game, and talk about it. Find ideas for your opening event in the Placemaking for Active recreation

Use the Event Plan Sheet to prepare:

- Set date and time with partner availability
- Invite the community, schools, and media
- Prepare music, water, banners and shade
- Schedule warm-up, demo round, short speeches
- Assign volunteers for setup, welcome, and photo

Capture photos, feedback, and short videos during the event. Use them the next day to post "we did it" updates.

5.2 Start monitoring use

You don't need expensive evaluation tools—just start small.

Basic methods include:

- **Footfall tally:** count users at different times across a week (template in Annex)
- **QR analytics:** collect age band, time of use, and difficulty chosen (backend access required)
- **Short user surveys:** 3–5 questions via paper or app (Survey Cards provided)
- **Visual logs:** weekly photos from the same angle



5.3 Capture stories and feedback

Stories bring the data to life.

Talk to:

- Parents playing with kids
- PE teachers trying it in class
- Teens using it before or after school

Use the Feedback Wall or Pop-up Café again. Collect quotes, drawings, ideas for future content.

5.4 Involve schools and sport clubs

Move Game can be used as:

- A warm-up loop during PE class
- A break-time activity for groups
- A starting point for health projects or themed days

Offer teachers and coaches a tip sheet with:

- Suggested routines
- Example lesson links
- Group play settings in the app

Distribute your "integration tips" with a short walkthrough or video call if possible.



Case Studies

- Move game: opening event - Azur Sport Santé
- Parking Day for Fitness: Flashmob - Association Sport for All Suceava
- Parking Day for Fitness - Association Sport for All Suceava
- Placemaking for active places - Move Malta
- Asphalt art: Interviews of local actors - Stipo Greece
- Asphalt art: Bloomberg team - Stipo Greece

While modest in size, the event helped ensure community ownership and visibility of the placemaking process, marking the transition from build to use.



Tools in this section:

- Event Plan Sheet
- Survey Cards
- Move Game platform statistics
- Example of a sign with a QR code

Next: Section 6 — Learn & Grow



Event Plan Sheet

A short, structured checklist to help you plan a successful Move Game launch. Keep it simple, but intentional. Use this sheet as a guide when preparing your event with partners and volunteers.

Task	Who's Responsible	Deadline	Materials Needed	Notes
Set event date & time	Project lead	DD/MM	Calendar, partner input	Confirm availability of key partners
Contact local school & clubs	Community coordinator	DD/MM	Contact list	Invite teachers, PE staff, youth leaders
Promote event	Comms lead	DD/MM	Social media posts, posters	Include clear location, time, what to expect
Prepare site (cleaning, signage)	Volunteers + city staff	DD/MM	Gloves, brooms, signage	Check weather forecast
Set up QR codes	Tech/volunteer	DD/MM	Printed codes, screws or adhesive	Test all links before event
Prepare activity plan	Facilitator	DD/MM	Schedule, music, mic	Include warm-up + 1 game round
Plan Your Photo and Video Recording	Photo/video volunteer	DD/MM	Camera, phone, consent forms	Capture before/during/after visuals
Debrief & thank volunteers	Lead organiser	DD/MM	Snacks, thank-you message	Collect feedback for improvement

Survey Cards

These are short, easy-to-complete feedback forms designed to collect insights from people who try the MOVE Game. They can be printed on A5 paper or used digitally via tablets or QR links.

What they include:

- **3–5 quick questions, such as:**

How did you hear about the Move Game?
What did you enjoy the most?
Was it easy to understand and follow?
Did you feel physically active while playing?
Would you recommend this to others?

- Emoji scales or colour dot ratings for children and low-literacy users
- Optional space for ideas or comments

When to use:

- At the opening event
- During school sessions using the game
- In routine observation weeks

Use the responses to improve facilitation, advocate for replication, and report on user satisfaction.



Move Game statistics

QR Codes: Tracking Every Move Game

Each Move Game installation will include a QR code as a standard feature. This QR code allows players to access the game's interactive elements and enables partners to monitor its use in real time.

When players scan the QR code with their smartphone, they are invited to:

- Explore the digital version of the Move Game
- Log their participation anonymously, providing useful data for evaluation.

This system will automatically collect key statistics for each game, including:

- ✅ Total number of players
- ✅ Age and gender of users
- ✅ Date and time of play
- ✅ Time spent on the game

This data will help project partners:

- Measure the impact of each Move Game installation.
- Understand how and when the games are being used.
- Support project reporting and demonstrate community engagement with solid evidence.

The QR code will be painted directly on the game surface or displayed on an adjacent sign, ensuring it is easily visible and accessible to all users.

move game

Discover this unique game that combines the challenge of questions with the fun of physical exercise for the whole family !

By scanning the QR code, you can :

- Improve your health while moving in a playful way
- Boost your energy
- Learn new simple movements
- Share moments with your friends or family

Now it's your turn to play ! 🙂

Scan this QR code to discover the rules and choose your game mode !

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move game

move game

06

Learn & grow

Goal:

Evaluate your Move Game, reflect on what worked, and plan what comes next.

This section turns experience into learning —and learning into funding, replication, and long-term impact.

6. *Learn & grow*

Evaluating a Move Game site isn't just about counting users—it's about capturing the broader impact the space has created. Has it improved access, generated pride, connected people, or sparked creativity? These are the signals that placemaking is working.

You can evaluate across five dimensions:

1. **Financial:** 💰
   Was the site affordable and used freely?
   Did it attract grants, sponsors, or local tourism?

2. **Social:** 👨‍👩‍👧‍👦
   Did it bring people together, support family-friendly activities, or improve liveability?

3. **Cultural:** 🎭
   Did it reflect local identity, showcase artists, or highlight traditions?

4. **Human:** 💡
   Did it build new skills, spark confidence, or create space for self-expression?

5. **Built:** 🏗️
   Did it activate previously underused infrastructure or make the environment more accessible and safe?

Use these dimensions to guide your monitoring, storytelling, and future funding applications.

6.1 What to measure

Don't try to measure everything. **Focus on three layers:**

1. **Engagement :** how many people showed up and how diverse the users were
2. **Re-use :** whether people return, especially unprompted
3. **Sentiment :** how people feel about the space (safe, fun, useful, active)

Use mixed methods:

- **QR analytics** (age range, time of use)
- **Surveys** (see Survey Cards)
- **Photo logs and time-lapse visuals**
- **Footfall counts** (manual tally or sensors)
- **Quotes, stories, social media mentions**

Find more evaluation tools in the Placemaking for Active Recreation approach



6.2 *Run a review workshop*

Bring your team together 1–2 weeks after the opening event to debrief:

What went better than expected?
What surprised us?
What would we change next time?

Structure it in three parts:

1. A quick tour of feedback collected
2. A shared Lessons Learned Grid (see tool below)
3. A short action plan for improvements and next steps

Include partners and 1–2 community representatives if possible.



6.3 *Share what you've learned*

Prepare a short, structured 2–3 page document. **You can use this as:**

- A final report for funders
- An update to the municipality or school
- A post for social media or your newsletter

Use the Reporting Template (tools section 6). It should include:

✅ 1-paragraph summary
🔢 Key numbers (participants, QR data, footfall)
📷 3 photos + 2 quotes
📊 A table of lessons learned
▶️ One next step

6.4 *Prepare for scale-up*

If your Move Game is well used, consider:

- Repainting in new locations nearby
- Send a request for languages, adding content, functionalities to contact@azursportsante.fr
- Linking it to health education or youth programmes
- Proposing it as a city-wide or school district model



Tools in this section:

M&E Plan Template

Lessons Learned Grid

Replication Pitch Outline

End of Toolkit



M&E Plan Template

Purpose:

This template helps you structure your monitoring and evaluation process clearly from the start. Use it to define what you'll measure, how, and why—so your effort generates evidence and learning that's useful beyond the local site.

Define your impact goals

(What outcomes do you want to see? e.g. more active users, better access, positive mood)

01





02

Choose 3–5 indicators

per project phase (before, during, after)

Select tools

(QR data, footfall sheets, survey cards, photo logs)

03





04

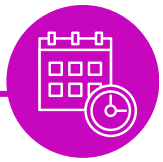
Assign roles

(Who will collect what data, when?)

Schedule review points

(e.g. 1 week post-launch, 1 month, 6 months)

05





04

Prepare a summary format

(How will the results be shared?)

Template Format:

Indicator	Tool / Method	Who Measures	When	Notes
No. of unique users	QR analytics	App manager	Weekly	Break down by age, time
Re-use rate	Footfall + informal observation	Local team	Bi-weekly	Spot-check returning users
Community sentiment	Survey cards + quotes	Volunteer / teacher	During events	Focus on youth + parents
Visibility / reach	Social media engagement	Comms team	After event	Count likes, shares, mentions
Maintenance needs	Photo log + notes	Caretaker or teacher	Monthly	Add any issues to action list

Lessons Learned Grid

Why this tool matters:

After the launch, every team needs time to reflect. The Lessons Learned Grid is a simple tool to help you structure that reflection in a way that's honest, useful, and easy to revisit. It helps teams move beyond vague impressions and clearly capture what worked and what didn't.

When to use:

- At a team review session 1–2 weeks after the Move Game opening
- During final reporting or prep for scale-up

How it works:

Use a flipchart, large paper or digital table. Divide feedback into four categories. Keep it factual, short and constructive.

What worked well	What didn't work	What we'd improve	Surprises & insights
Volunteers stayed all day	Too little shade on-site	Bring tents & water station	Kids used it before school without prompting
QR codes scanned quickly	Music too loud near homes	Test audio limits in advance	Parents asked to use it for birthday parties
Teachers requested materials	Some confusion on rules	Add a printed guide on-site	Board used for PE class the next day

Replication Pitch Outline

A simple structure to help you convince schools, municipalities, or sponsors to support more Move Game spaces:

Goal

Present the Move Game as a proven, low-cost intervention that can be replicated to promote physical activity, well-being, and community activation.

1 *Headline Summary (2–3 sentences)*

Briefly explain what Move Game is and why it works.

Example: "Move Game is a life-size, QR-powered board game painted into public spaces. It gets children, families, and communities moving — right where they live, play, and learn. Proven in Nice, ready for more."

2 *What's the impact?*

Use short bullets or visuals:

- Number of users (via QR or footfall data)
- Who used it (children, families, schools)
- What changed (e.g. higher activity, social interaction, media reach)
- Testimonials (1–2 short quotes)

3 *Why replicate here?*

Tailor this to the local audience:

- It's affordable (low infrastructure, volunteer-driven)
- Works in tight urban spaces or near schools
- Easy to customise (language, design, audience)
- Supports school curricula, youth programming, and public health goals

4 *What's needed*

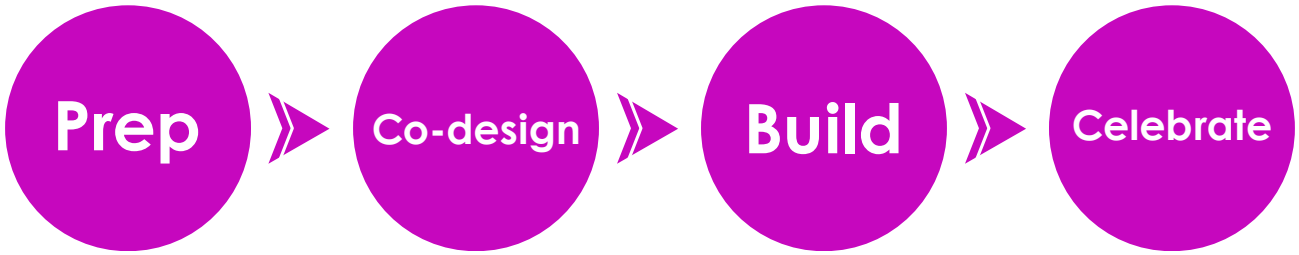
Spell out what support you're asking for:

- Space (e.g. courtyard, playground, park patch)
- Permission (for painting or surface install)
- Budget (paint/materials: approx. €800–€2,000 depending on size/surface)
- Partners (local school, street artist, youth group)

5 *Timeline*

"From community meeting to finished board: 6-8-16 weeks depending on the country and administrative authorisations"

Include a 4-stage sketch if useful:



6 *Call to action*

Let's bring Move Game to [your city/neighbourhood/school]. We're ready to lead, if you're ready to back us.

Annexes

Surface material specs & eco options

Licensing, GDPR, credits



Surface material specs & eco options

Preparing the surface properly is essential to ensure the quality, durability, and safety of the Move Game design. Collaboration with both the street artists and the local community is strongly encouraged to ensure the intervention reflects local values and is respected and maintained over time.

Before painting, the surface must be thoroughly cleaned, and in some cases, a primer or base layer should be applied to improve paint adherence. The area must be secured with barriers to prevent pedestrians from walking over the artwork during and after application. Drying time may vary depending on the size of the design, weather conditions, paint type, and surface characteristics, and may take several days.

We strongly recommend using eco-friendly, non-toxic paints designed for public space floors. These paints should be safe for both people and the environment, while also being resistant to wear, as users will be walking, running, and jumping on the active design. Where possible, anti-slip finishes should be applied to ensure safety during physical activity.

Local regulations may require specific permissions or approvals for painting public surfaces. It is essential to check these aspects early in the process. We also encourage involving community members — especially youth — in aspects such as surface preparation or installation of barriers, as this promotes local ownership and reduces the risk of vandalism.

Finally, consider placing temporary signage during the intervention to inform passers-by that a community project is underway. A basic maintenance plan, such as annual touch-ups, can help extend the lifespan and visibility of the design.

Licensing, GDPR, credits

Licensing and Use of the Move Game

The Move Game is developed within the framework of a European Commission-funded project, which includes specific objectives, deliverables, and a testing phase that must be respected by participating partners. However, organisations or municipalities interested in the concept and its adaptation in their own country are welcome to contact the project coordinators for more information and potential collaboration opportunities.

GDPR & Data Protection

The Move Game respects the privacy and data protection rights of all participants. In accordance with the General Data Protection Regulation (GDPR), any collection of personal data — such as age, gender, or play activity via the app — is used solely for project evaluation, improvement, and communication purposes.
Consent is obtained for the use of any photos or videos taken during activities in public spaces. All data is processed securely, stored only for as long as necessary, and never shared with third parties without explicit consent.

Participants have the right to access, correct, or request the deletion of their personal data at any time. For questions or concerns, they can contact the project organisers.

Coordinator

Partners

Funded by

Co-funded by
the European Union

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Disclaimer:

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Satisfaction Survey

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We would like to warmly thank all the project partners and external contributors who supported the development of the Move Game and this guide.

Your expertise, creativity, and dedication have helped shape a meaningful initiative that combines physical activity, community engagement, and the transformation of public space through play.

This collective effort has brought valuable insights and inspiration to every stage of the process.

Move Game website

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