

European Active Ageing Challenge

*Promoting physical activity and digital
skills among the older adults*

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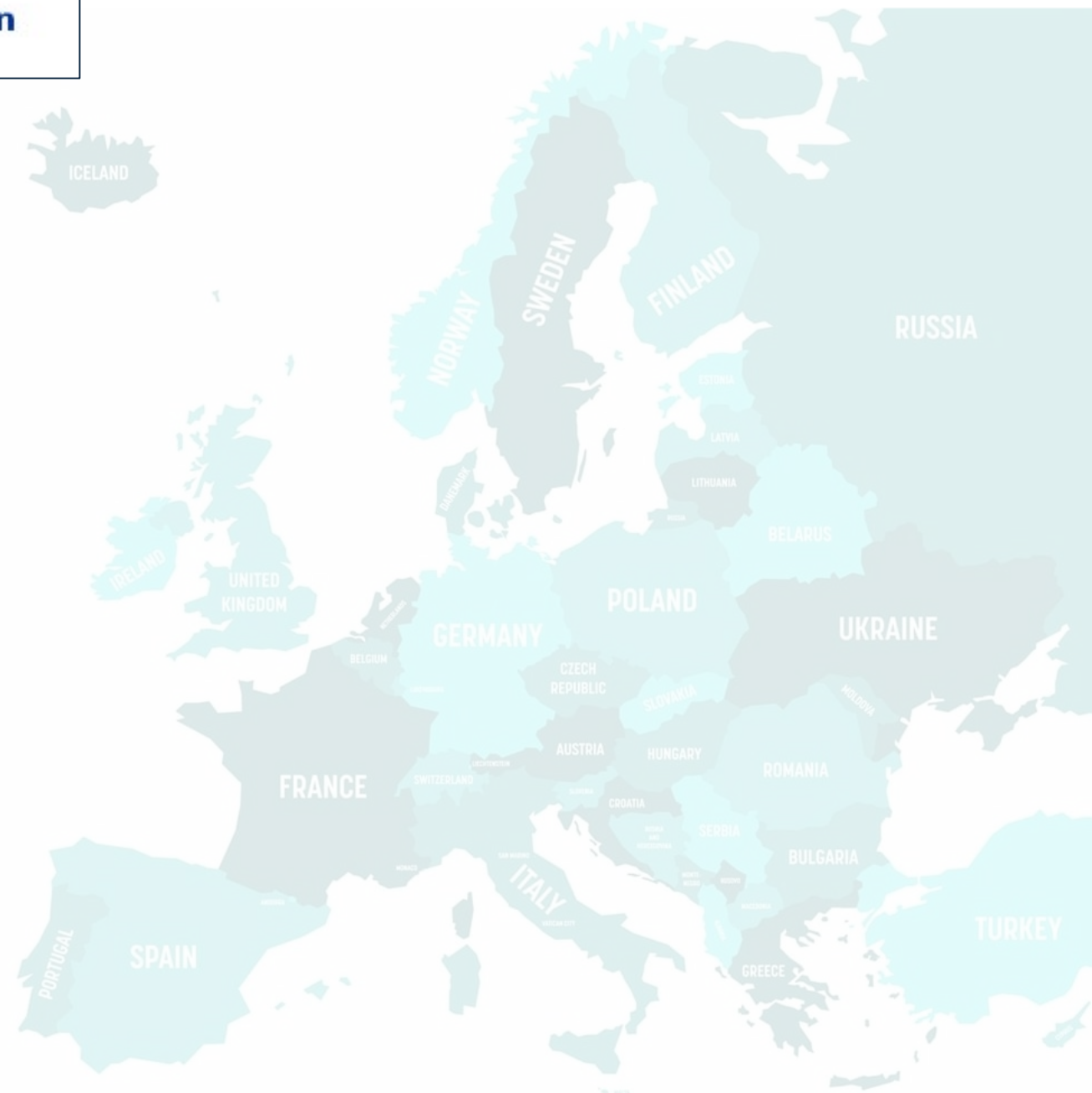
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EUAPPTIVE - PROJECT DESCRIPTION (1/3)

EUAPPTIVE: The European Active Ageing Challenge

EUAPPTIVE, funded by the Erasmus+ program, is an initiative that aims to engage older adults across Europe in physical activity through an innovative, inclusive, and impactful approach. The project brings together a consortium, including Sport Innovation Hub, Cuicui Studios, ACES Europe, EUNIK, the University of Southern Denmark, and the municipality of Vila Nova de Poiares (Portugal), with additional support from the municipalities of Odense and Ayuntamiento de Carreño (Spain).

Project Objectives and Vision

EUAPPTIVE's mission is to:

1. Increase physical activity levels and promote healthy lifestyles among older adults.
2. Create the chance for older adults to increase their digital skills to support independence and cognitive health.
3. Foster a sense of community within municipalities and across Europe.
4. Contribute to scientific knowledge on strategies to promote active aging.

Physical activity and digital interventions

Digital interventions, as a complement to traditional physical activity, offer an engaging and accessible way to encourage older adults to stay active. Research has shown that e-health tools are effective in increasing physical activity levels among older adults, including those who are frail.

EUAPPTIVE - PROJECT DESCRIPTION (2/3)

Launched in January 2024, the EUAPPTIVE project will run until December 2025. The research phase, led by the University of Southern Denmark, provides the foundation for designing the challenge. A pilot version of the app and the challenge will then be tested in the partner municipality in Portugal, with the final version set for launch in fall 2025.

The research phase included an umbrella review and focus groups with older adults in Denmark, Portugal, and Spain to address the question: **What are the barriers and facilitators to increasing physical activity among older adults through digital interventions?**

From these focus groups, two key needs emerged:

- **Inclusivity:** Participants emphasized the need for a program that accommodates as many people as possible, taking into account diverse physical and digital skill levels, preferences and mobility limitations.
- **Technology Support:** Many older adults expressed the need for assistance with technology, emphasizing the importance of a simple, community-driven approach that addresses varying digital literacy levels.

Challenge Design and Implementation

Informed by these insights, EUAPPTIVE is developing a multi-day, multi-location challenge with a variety of engaging activities— e.g. walking, yoga/tai chi, gardening, and intergenerational events—that will appeal to a broad range of participants. This challenge will take place across multiple locations, allowing older adults to explore their communities while engaging in physical activity. Ideally, the event will be hosted during the European Week of Sport in September, with participation across countries to encourage widespread involvement.

EUAPPTIVE - PROJECT DESCRIPTION (3/3)

The Role of the App

The project's user-friendly app will be not only central to the challenge, providing a scoring system but also supporting physical activity in the long term. Tailored specifically to older adults, the app will *track activities and monitor energy expenditure* in a straightforward, accessible way. For those with limited access to digital devices, alternatives like a pen-and-paper system will be available to ensure inclusive participation.

Join Us in Promoting Active Aging

We invite all municipalities to participate in EUAPPTIVE, helping to promote physical activity, build digital literacy, and strengthen community bonds among older adults across Europe. As we refine the challenge, we welcome your insights and ideas.

Thank you for considering this opportunity to support active, inclusive, and connected aging across Europe. Please reach out with questions or to express your interest in the EUAPPTIVE challenge (Ilaria Piccinini ipiccinini@health.sdu.dk; Prof. Paolo Caserotti pcaserotti@health.sdu.dk).

Erasmus+

EU programme for education, training, youth and sport

CONSORTIUM



ASSOCIATED PARTNERS



EUAPPTIVE - The mission

- Physical activity and healthy lifestyle challenge
- Digital skills
- Social activity / sense of community
- Scientific knowledge



Digital interventions to increase PA – do they work?



Preventive Medicine
Volume 108, March 2018, Pages 93-110



Review Article

Effectiveness of eHealth interventions for the promotion of physical activity in older adults: A systematic review

Saskia Muellmann ^a, Sarah Forberger ^a, Tobias Möllers ^b, Eileen Bröring ^a, Hajo Zeeb ^{a, c}, Claudia R. Pischke ^a

SCANDINAVIAN JOURNAL OF MEDICINE & SCIENCE IN SPORTS

REVIEW ARTICLE

Effect of eHealth to increase physical activity in healthy adults over 55 years: A systematic review and meta-analysis

Sergio Núñez de Arenas-Arroyo, Ivan Caverro-Redondo, Celia Alvarez-Bueno, Irene Sequí-Domínguez, Sara Reina-Gutiérrez, Vicente Martínez-Vizcaíno

First published: 06 December 2020 | <https://doi.org/10.1111/sms.13903> | Citations: 20

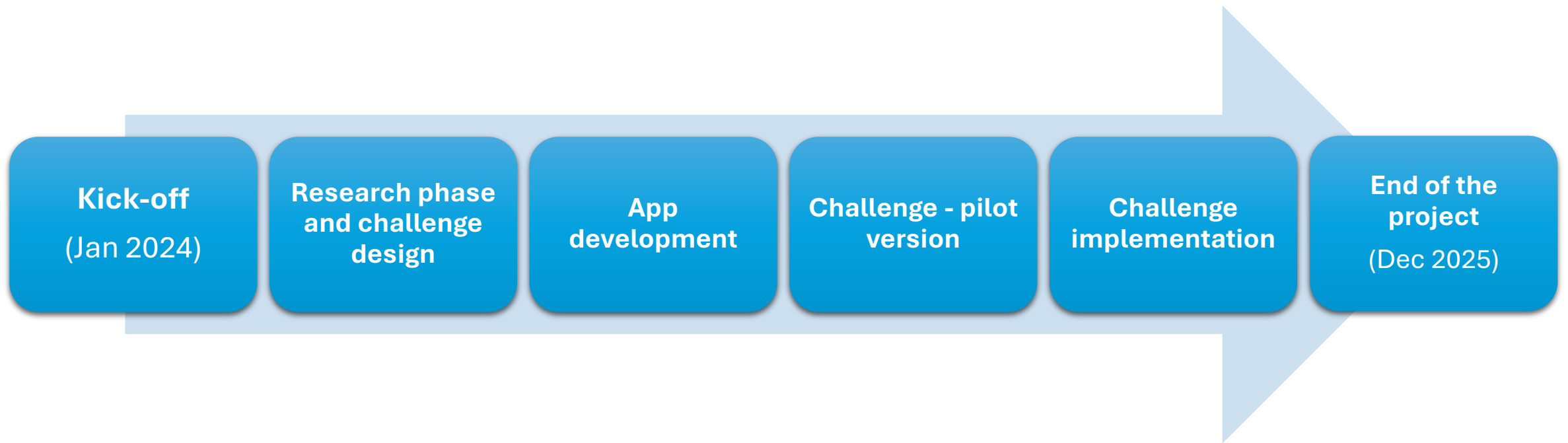


Ann Rehabil Med. 2023 Oct 27;47(5):348–357. doi: [10.5535/arm.23090](https://doi.org/10.5535/arm.23090)

E-Health Interventions for Older Adults With Frailty: A Systematic Review

Hyeong-Wook Han ¹, Si-Woon Park ^{1, 2}, Doo Young Kim ¹, Bum-Suk Lee ¹, Daham Kim ¹, Namjo Jeon ¹, Yun-Jung Yang ²

EUAPPTIVE - timeline



EUAPPTIVE – research phase



Research question:

What are the barriers and facilitators to increasing physical activity among (community-dwelling) older adults via digital interventions?

EUAPPTIVE – Research approach



UMBRELLA REVIEW



FOCUS GROUPS



APP MARKET
REVIEW

**Challenge design for
the project**

**Guidelines for PA
promotion strategies
for municipalities**

EUAPPTIVE - Focus group



- **Title:** Barriers and facilitators to promote PA digital interventions for community-dwelling older adults
- **Objectives:** deeper understanding of the needs and wishes of community-dwelling older adults regarding the development of an app aimed at increasing physical activity through a digital intervention.



PORTUGAL

3F + 3M
participants
63-79 yo



SPAIN

8 F
participants
67-76 yo



DENMARK

3F + 3M
participants
82-86 yo

TOGETHER



Inclusive

TOGETHER



Inclusive

- “[I think] **Your goal is to include everyone. And to prolong, I mean, a good life.** And I think that's important. I also think about payment. It must not cost more than everyone can afford. I mean, it's important that everyone can.” (Participant 2, DK)
- “So I'm thinking more about **how it could be done collectively.** Not a competition, but a community. In some way.” (Participant 2, PT)
- “Well, for people who don't use mobile phones, this [the challenge] can be put in the senior centers, on paper. They won't use the app, but they can get in another way [...] (Participant 6, SP)



TECH? HELP, please!

Tech? Help, please!

- *“It has to be accessible [...] **It should be easy, press some buttons, and then that's it.** It shouldn't be something where you have to juggle.”*(Participant 1, DK)
- *“**If we don't have anyone to help, we're also afraid to do it.**”* (Participant 4, PT)
- *“Someone could help [the people who have issues with technology] download the app”* (Participant 6, SP)

EUAPPTIVE – challenge design – key elements



Challenge

- Diverse tailored activities
- Social engagement

App

- Simplicity
- Health info
- Tech support

EUAPPTIVE – implementation ideas

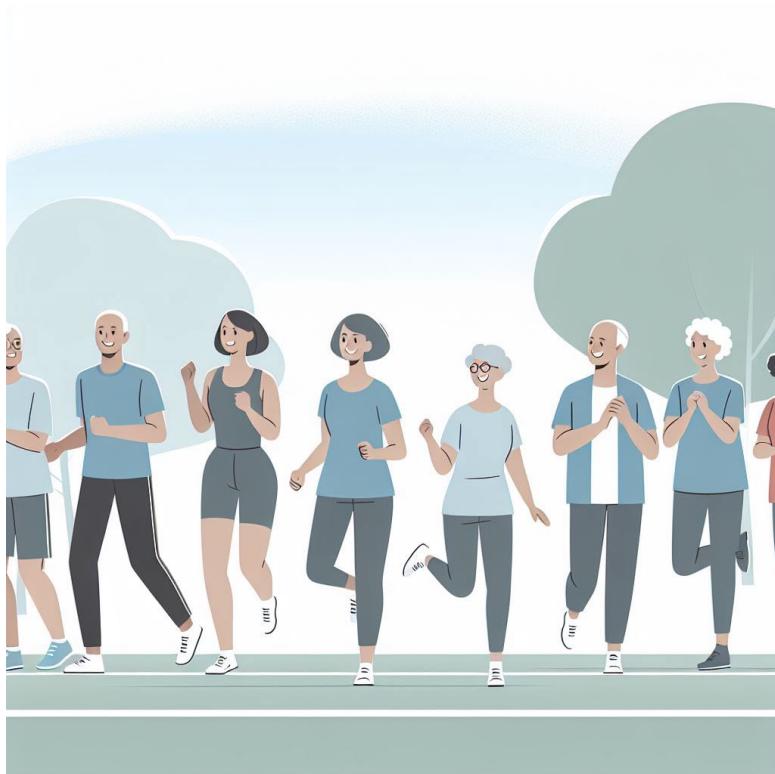
- **Synchronized – multi-country – multi-day – broadcast live challenge**
- **Different locations**
- **A variety of activities**
- **Intergenerational events**
- **Tech support**



Example: *on Monday meeting in front of Kunstmuseum Brandts for a walking day at 10am. On Tuesday we meet at SDU for a yoga/tai-chi day; on Wednesday gardening; on Thursday the exergaming SenAte app; on Friday dancing; on Saturday swim, bike or strength; on Sunday an intergenerational game.*

EUAPPTIVE – The app

A tool for the challenge



A tool for everyday life



EUAPPTIVE – An app tracking energy expenditure for older adults

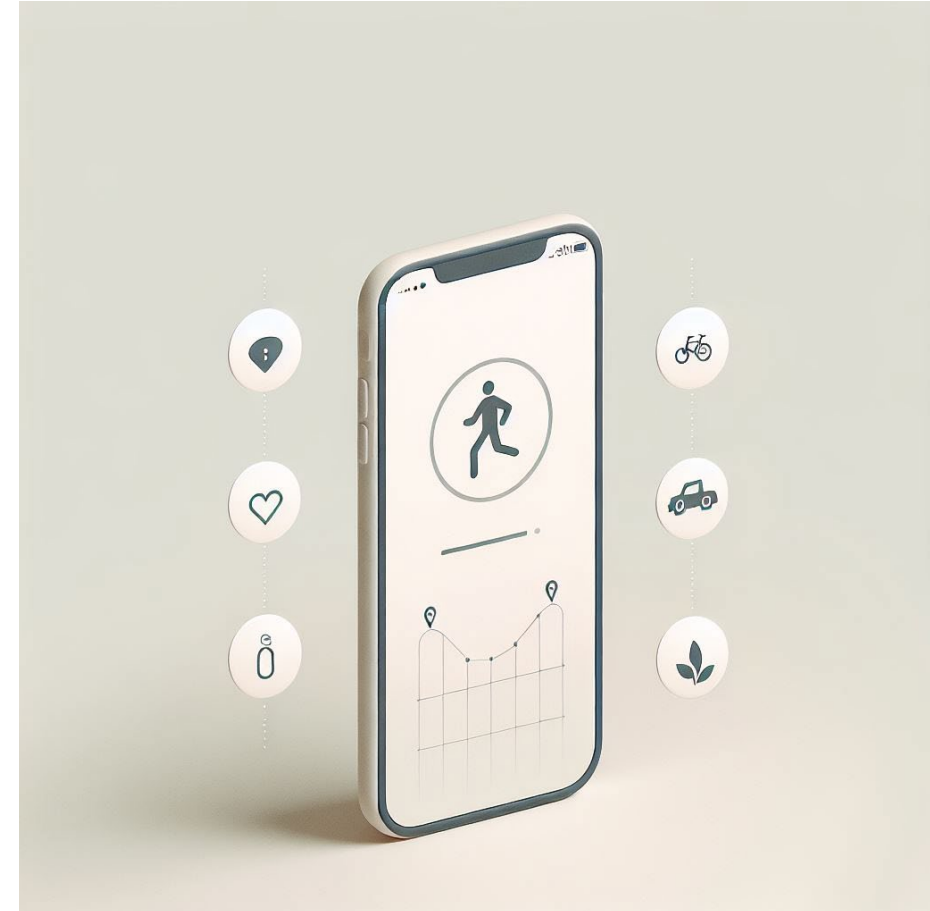
- Monitor physical activity and leisure activity
- Tailored on older adults



Original article

Older Adult Compendium of Physical Activities: Energy costs of human activities in adults aged 60 and older

Erik A. Willis ^a, Stephen D. Herrmann ^b, Mary Hastert ^b, Chelsea L. Kracht ^d,
Tiago V. Barreira ^e, John M. Schuna Jr. ^f, Zhenghua Cai ^g, Minghui Quan ^g, Scott A. Conger ^h,
Wendy J. Brown ^{i,j}, Barbara E. Ainsworth ^{g,k}





All
municipalities
are invited to
participate!



Co-funded by the
European Union

EUAPPTIVE

Thank you!

Questions?

Ideas?

Opinions?

Experiences?

