ISBN Number: 978-625-96892-3-4

STRATEGY & IMPLEMENTATION GUIDE

Erasmus+ KA182-SPO

FOR CITY EXECUTIVES

ACTIVE AND GREEN CITY STRATEGY GUIDE

An implementation roadmap for local governments on transforming public spaces, climate-friendly sports policies, tactical urbanism, and sustainable urban mobility.

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REFERENCE PROJECT & FRAMEWORK

MOVE: Mobility for an Active and Green Future

Project No: 2025-1-TR01-KA182-SPO-000303889

Coordinator: International Active Cities Association (Türkiye)

Host Institution: Footura Association (Sofia, Bulgaria)

Co-funded by the European Union | Republic of Türkiye Ministry of Foreign Affairs Directorate for EU Affairs - Turkish National Agency | Sofia, Bulgaria

Co-funded by the European Union

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01 EXECUTIVE SUMMARY

Contemporary urban governance requires moving beyond constructing physical infrastructure to establishing "Active City" ecosystems that deliver public health, environmental sustainability, and social inclusion concurrently. Rather than high-capital sports facilities, this guide outlines a strategic roadmap focused on transforming public spaces, ensuring access to eco-friendly sports, implementing tactical urbanism, and driving urban mobility through low-cost recreational disciplines.

STRATEGIC PRINCIPLES AND GOVERNANCE VISION

1.1. "Access-Oriented" vs. "Infrastructure-Oriented" Urbanism

Current State: The main barrier to sports participation in cities is not a lack of facilities, but high costs, accessibility challenges, and dependency on indoor spaces.
Decision Standard: Instead of investing in new concrete facilities, priority must be given to mapping parks, squares, and waterfronts to open them up for active public use.

1.2. Eco-Friendly and Climate-Neutral Sports Policies

Core Vision: Sports and recreational activities must not increase the city's carbon footprint. Instead, they should directly serve the principles of zero waste, active transport (walking/cycling), and the preservation of natural assets.

02 STRATEGIC ACTION AREAS FOR CITY EXECUTIVES (1–3)

ACTION AREA 1: Transforming Public Spaces into Active Living Zones

Tactical Urbanism

- **Outdoor Multi-Activity Areas:** Integrating walking paths, pilates/flexibility zones, and lawn activity hubs into parks instead of heavy machinery.
- **Functional & Minimalist Design:** Designing simple, nature-compliant public spaces for free public use rather than high-maintenance facilities.
- **Upgrading Existing Infrastructure:** Adapting underutilized public areas for physical activity through tactical intervention.

ACTION AREA 2: Low-Cost and Inclusive "Alternative Sports" Ecosystem

Community Engagement

- **Frisbee (Ultimate Frisbee) & Recreational Games:** Promoting disc sports that require minimal gear, feature self-officiating, and promote gender equality.
- **Active Ageing Programs:** Municipal trainers organizing park walking groups and outdoor low-impact exercises tailored for senior citizens.
- **Neighborhood-Scale Accessibility:** Shifting sports away from exclusive club models into local community socialization tools.

ACTION AREA 3: Establishing "Green Sport" Standards

Sustainability

- **Zero Single-Use Plastic Policy:** Banning single-use plastic water bottles, installing mobile filtered water stations, and encouraging reusable flasks.
- **Active Mobility Integration:** Mandating event access via public transport, bike-share networks, and pedestrian pathways.
- **Energy Efficiency:** Implementing green energy, rainwater harvesting, and waste management retrofits in existing municipal sports facilities.

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02 STRATEGIC ACTION AREAS (Continued: 4–5)

ACTION AREA 4: NGO & International Cooperation

- **Erasmus+ Funding:** Enhancing institutional capacity through staff international mobility projects (KA182-SPO).
- **Local NGO Partnerships:** Protocols with sports associations and youth groups to run park activities.
- **Global Networks:** Representing the city in "Global Active City" and European active city networks.

ACTION AREA 5: Data-Driven Governance

- **Field Observation Methodology:** Qualitative and quantitative forms measuring participation, inclusion, and environmental impact.
- **Key Performance Indicators (KPIs):** Tracking the number of citizens engaging in outdoor physical activity and volume of plastic waste prevented.

03 FIRST 100-DAY IMPLEMENTATION AND TRANSFORMATION TIMELINE

Phase & Timeline	Key Actions and Implementation Steps
Phase 1 Current State & Preparation **Days 1–30**	**Days 1–10:** Map parks, squares, and recreation areas for physical activity suitability. **Days 11–20:** Publish the "Green Sports & Events Directive" and form an Interdisciplinary Taskforce. **Days 21–30:** Convene an "Active City Working Group" with sports clubs, universities, and NGOs.
Phase 2 Pilot Applications **Days 31–60**	**Days 31–40:** Establish "Outdoor Living & Alternative Sports Zones" in at least 2 pilot urban parks. **Days 41–50:** Train municipal sports instructors on "Low-Cost and Inclusive Sports" methodologies. **Days 51–60:** Launch neighborhood-level "Parks in Motion" and "Walking/Balance Clubs" gatherings.
Phase 3 Monitoring & Institutionalization **Days 61–100**	**Days 61–70:** Prepare grant proposals for Erasmus+ Sport and international mobility programs. **Days 71–80:** Host the first municipal sports event under a 100% Zero Waste / Green Sport concept. **Days 81–90:** Compile citizen participation, satisfaction, and environmental impact reports in pilot parks. **Days 91–100:** Publicly launch the city's 5-year "Active, Green, and Healthy City Master Plan."

04 FINANCING AND LEGAL INFORMATION

Project Details: Mobility for an Active and Green Future (MOVE) | Erasmus+ KA182-SPO - Mobility of Staff in the Field of Sport | Project No: 2025-1-TR01-KA182-SPO-000303889 | Coordinator: International Active Cities Association | Host: Footura Association (Sofia)

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