

Placemaking and Sport Innovative European Solutions

A European project that aims to enable sport organisations to rethink their sport and physical activity offers through placemaking.

Innovative solutions to the big facility challenge

The challenge to find new facilities for sport and physical activity often compels cities and sports bodies to reach for the “start building or renovating” button. But what if they resisted the urge to push this button and chose instead to utilise the public spaces around them as venues for their sporting activities? Can it be done? With a creative approach and the right permissions, it can.

Rethinking sport and physical activity through placemaking

An 18-month Erasmus+ project that is enabling sport organisations to rethink their sport and physical activity offers through placemaking. Five sports organisations are pairing up with five European cities to pilot their ideas for active placemaking initiatives in public spaces, guided by experts in the field Gehl and BG Be Active. The results and further inspiration will showcase through the project website: <https://placemaking.isca.org/>

Project objectives

- To enable sport organisations to rethink their sport and physical activity offers through placemaking, and to pilot specific placemaking infrastructure developments and new activity programmes in public spaces in 5 European cities.
- To compile an inspirational knowledge and practice base on placemaking and sport in Europe.
- To test and demonstrate the value of placemaking for sport through 5 pilot actions with sport organisations and cities in Denmark, France, Italy, Malta and Spain.
- To build capacities in further sport organisations to take up placemaking approaches.

The city as an open air venue

Using squares, plazas, parks, paths around lakes or even open streets for physical activity and sport accommodates a modern need for citizens to be active on their doorstep. It also meets the growing demand for outdoor activities in urban areas.

A demand-driven approach

Placemaking as an approach entails designing simple, innovative, and cost-effective solutions for the way a public space looks (the hardware) as well as the activities that take place in the space (the software). Placemaking and Sport project will therefore explore these solutions at a European level, including a demand-driven approach in which citizens' needs are listened to and acted upon.

Five pilots in five cities

In 2024 the project will test and demonstrate the value of placemaking for sport by conducting five pilot actions in Copenhagen, Nice, Matera, Cottonera and Valencia, by developing and compiling inspirational resources, and by building the capacities of sport organisations and cities to take up placemaking approaches.

Key project facts

Project lead: ISCA

Expert stakeholders: Gehl (Danimarca); BG Be Active (Bulgaria)

Pilot organisations: DGI and Copenhagen (Danimarca); Azur Sport Sante and Nice (Francia); UISP APS and Matera (Italy); MOVE Malta and Zejtun (Malta); DES and Valencia (Spain).

Project period: August 2023-January 2025

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