Towards an Active and inclusive campus
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Zernike Campus Groningen

Zernike campus is a work/study place for more than 35000 students, 150 companies and 4000 university staff.
Planning vision for Zernike Campus (2014)
Zernike Campus Groningen

Connecting southern and northern part of the Zernike Campus Groningen requires a range of interventions that improve the environmental quality and the interconnections:

1. The transformation of the Zernikelaan for an attractive connection for cyclists and pedestrians, public transport providers.

2. Creating traffic routes for slow traffic in the northern part which connect to the cycle network in the area and the southern part of the campus.

3. The conversion of the parking areas of a separating from a connecting zone in the campus.

4. The spatial adding a frame to the area in order to create a more intimate and more attractive business climate in the next time.

5. The functional mixing of companies, and educational and research institutions in order to achieve an optimal synthesis.
CAMPUS is NOT only a place to increase your knowledge, is ALSO a place to meet new people, enhance your network, find your other interests and develop social and soft skills.

Engaging in sport activities and active games is one of the best and most effective to achieve the aforementioned goals.

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Active Ageing Campus

is designed as a sustainable collaboration between campus community and close by neighborhoods with the aim to promote health-enhancing physical activities/sport for everyone on Zernike Campus in Groningen.

The main goal is to create an active campus where “everyone” with “any capabilities” can do physical activities at their own time and level.
Towards Active Zernike Campus

Sport events with training AND Fun and active games

Engaging all stakeholders AND end-users

Having Physical Active friendly open spaces

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The main actors and elements are:

USERS, STAKEHOLDERS, and COMMUNICATION between them

Users:

Staff of Hanze & RUG
Students of Hanze & RUG
Residents of close by neighborhoods
Staff of on-campus companies
Our approach to engage Stakeholders to optimize using sport facilities on campus

- An increased ability to facilitate the change effort through close relationships with the Project Team, sponsors and end users
- Providing an end user perspective on the change effort to the Project Team
- Ensuring a positive response to project-related key activities (data gathering, data conversion, training and deployment)
- Achieving higher rates of satisfaction and reduces resistance through active employee involvement and proper expectation management

Adapted from Advisory HUB
46.6% already participated in an sport activity on campus, what sport activities campus community like the most?

More than 70% already used the open spaces, how do campus community use the open spaces on campus?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run</td>
<td>29%</td>
</tr>
<tr>
<td>Walk</td>
<td>11%</td>
</tr>
<tr>
<td>Cycle</td>
<td>10%</td>
</tr>
<tr>
<td>Sport lesson</td>
<td>9%</td>
</tr>
<tr>
<td>Boot camp</td>
<td>6%</td>
</tr>
</tbody>
</table>

The top four desired activities:
- Organised sport 5-10 km running: 35.00%
- <800 m daily walking during lunch breaks: 27.00%
- Indoor activities: 19.50%
- 22.30%

Suitable time to do PA:
- In the morning: 7:30-9:00: 75.00%
- After 16:30: 34.10%
- In the evening: 32.40%
- During lunch time: 23.90%
- Anytime: 22.70%
Campus trail
Making 4 Mile Route on Zernike campus visible by adding signage and painting on the ground.
The following layers have been added to this map:

- Sport locations that participants have been using before (black dots)
- Locations that participants preferred to do physical activities (pink polygons)
- Most appealing locations according to participants (heating)

The suitable spots for doing PA are chosen based on spatial analysis and development plan of the campus.
Which of the following images would you like to come to reality

50%  38%  57%  35%  19%  25%  26%
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Playful part, and create opportunities to run. Jump, being trained for running events, PARKOUR, etc.
Redeveloping open spaces on campus to encourage doing physical activities and improve social cohesion:

As our target groups are broad, what type of outdoor activities can meet everyone’s needs and wishes?

✧ Must be able to use in education
✧ Different ages must be able to use it
✧ Must be inviting for non-sportive and inactive people
✧ Must be inviting for sportive people and give opportunity to them to challenge themselves
✧ Must be safe to use without supervision
✧ Must be anti vandalism
✧ Must be accessible to all
✧ Must be able to accommodate 30 people at a time
WILLEM ALEXANDER SPORTCENTRUM

INSTITUUT VOOR SPORTSTUDIES

HANZEHOGESCHOOL
Thank You!

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