



Berlin,  
Germany

## **BERLIN** THE 30x30 CHALLENGE

The 30x30 campaign was built to encourage citizens of Berlin to move around their communities in a fun and interactive way, proving that a simple concept can bring about positive and healthy change.

### **Partners**

- Novo Nordisk Germany
- AOK Health Insurance
- Berlin Sparkasse
- Läufer
- Berlin Partner



# Building healthy habits with the 30x30 challenge

### **The challenge of getting a city moving**

Modern, urban lifestyles tend to be sedentary and many people living in cities do not engage in enough physical activity. Obesity- and diabetes-prevention programmes are often unable to reach large numbers of people or increase physical activity in the relevant target groups.

The Cities Changing Diabetes partners in Berlin set out to develop a campaign that was easy to implement in a communal setting and to roll out in other German cities or even internationally.

### **An attainable daily goal**

The World Health Organization recommends that adults engage in at least 30 minutes of physical activity per day, which is equivalent to approximately 7,000 steps<sup>1</sup>. The city-wide 30x30 challenge gave Berlin residents a daily goal of 30 minutes of physical activity for 30 days during August 2021. Residents who attained the daily goal of 30 points, equivalent to 30 minutes of exercise, were eligible for a daily lottery. The campaign also allowed for group challenges between districts, clubs, companies and schools.

### **A popular and effective challenge**

The challenge was covered in the regional media, and participating local celebrities and influencers reached more than 400,000 followers with messages about the campaign. The first 30x30 challenge attracted 6,842 participants, 95% of whom would be willing to participate in the challenge again. The challenge also encouraged a change in habits, with 85% of participants saying that they intended to engage in more physical activity after their participation in the challenge.

### Creating a more integrated experience

The next step for the initiative is to secure funding for the 30x30 app, which will allow participants to easily log their daily steps. Such an app could also be used to promote local exercise opportunities, like the location of outdoor gyms, set up team challenges

and convert accumulated points into vouchers with participating partners in the nutrition, fitness and mindfulness industries. Participants will have the opportunity to win vouchers and compete with others in specific challenges.



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