

Proposal Submission Forms

Proposal ID **SEP-210629551**

Acronym **I PITCH**

1 - General information

Topic **SC1-BHC-29-2020**

Type of Action **RIA**

Call Identifier **H2020-SC1-BHC-2018-2020**

Deadline Id **H2020-SC1-2020-Two-Stage-RTD**

Acronym **I PITCH**

Proposal title

Innovations for Play In the City for urban Health and wellbeing - co-creating healthy and activating urban environments with youth

Note that for technical reasons, the following characters are not accepted in the Proposal Title and will be removed: < > " &

Duration in months

60

Free keywords

urban design, physical activity, health promotion, youth participatory action research, environmental innovations

Abstract

CHALLENGE: Physical inactivity is responsible for >5 million deaths worldwide each year. Adolescents are the most inactive age group with 80% not meeting public health recommendations. As European cities are growing larger and more diverse with widespread health inequality, realising healthy urban environment for super-diverse populations is high on European policy agenda's. Youth (>14 yrs) start making independent lifestyle choices, yet are rarely involved in designing their living environment.

SOLUTION: I PITCH aims to co-create inclusive and activating urban environments together with youth (14-17 years) promoting a structural improvement in their physical activity levels, social interaction, and thereby health and wellbeing.

METHODOLOGY: I PITCH takes a unique combined participatory and systems approach, to co-create environmental innovations for playful, healthy cities together with youth themselves in three disadvantaged neighbourhoods across Europe (Amsterdam, Fredericia, Porto). Youth's needs and preferences are integrated in local policy and urban developments. The co-created social and physical environmental innovations are evaluated by a novel combination of a systems approach, RE-AIM and Realist evaluation.

CONSORTIUM: I PITCH brings together 15 partners from four European countries (Netherlands, Denmark, Portugal, Czech Republic) with complementary expertise, e.g. urban design, public health, behavioural change, policy. Key is the large potential for mutual learning, cross-fertilisation and upscaling across disciplines and countries.

IMPACT: Innovations impact youth's levels of physical activity and social interaction, health and wellbeing. Our focus on vulnerable groups – e.g. children, migrants, ethnic minorities– promotes social inclusion and reduces health inequalities. Ultimately, I PITCH delivers robust evidence for policy on improved urban health in the EU and beyond, thereby perfectly matching the Horizon 2020 objectives and SC1-BHC-29-20.

Remaining characters

5

Has this proposal (or a very similar one) been submitted in the past 2 years in response to a call for proposals under Horizon 2020 or any other EU programme(s)?

Yes No

Please give the proposal reference or contract number.

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