

# WOGI

## HEALTH RIDE LAB

Cycling. Nutrition. Community.

For healthier people and sustainable cities.

A 30-month Erasmus+ Sport project bringing together people, cities and communities to build healthier, more inclusive and sustainable urban lifestyles.



BETTER HEALTH



ACTIVE MOBILITY



SUSTAINABLE NUTRITION



INCLUSION & EQUALITY



GREEN & LOCAL COMMUNITIES



### WHAT IS WOGI HEALTH RIDE LAB?

WOGI Health Ride Labs connects grassroots cycling with sustainable nutrition education and local food systems through innovative Urban Living Labs across Europe. We tackle physical inactivity, obesity, low health literacy and fragmented local action – contributing to the European Green Deal and the Farm-to-Fork Strategy.



DURATION  
**30**  
MONTHS



PEOPLE ENGAGED  
**5,000+**  
CITIZENS  
with at least 30% fewer opportunities



URBAN HEALTH RIDE LABS  
**24**  
ACROSS EUROPE



LOCAL FOOD PRODUCERS  
**40+**  
INVOLVED



EU FUNDING  
**€400,000**  
LUMP SUM GRANT

### OUR APPROACH

#### Urban Living Lab & Quadruple Helix

We co-create solutions together with four key sectors to ensure real impact and replication.



### WHERE WE ACT

- Vitoria-Gasteiz (Spain)
- Porto (Portugal)
- Málaga (Spain)
- Bitola (North Macedonia)



### WHAT WE DO IN EACH HEALTH RIDE LAB



**INCLUSIVE CYCLING**  
Community rides and activities for all ages and abilities.



**WOGI HEALTHPLATE WORKSHOPS**  
Practical education on balanced, sustainable nutrition.



**LOCAL FOOD CONNECTIONS**  
Meet local producers and discover short, sustainable food supply chains.



**COMMUNITY ENGAGEMENT**  
Co-creation, volunteering and inclusive participation.

### KEY OUTPUTS



**EVIDENCE-BASED MEASUREMENT**  
Baseline & endline measurement of behavioural effects.



**METHODOLOGY TOOLKIT**  
Open-access toolkit in 6 languages for replication and scale.



**INCLUSION PROTOCOLS**  
Tools to ensure equal access and participation, min. 30% fewer opportunities.



**ESG GUIDANCE**  
Practical guidance for sustainable, ethical and responsible sport events.



**POLICY & NETWORK UPTAKE**  
Municipal roundtables and a final European conference.

### IMPACT WE CREATE



**SHORT TERM**  
Higher participation, stronger communities and better health literacy.



**MEDIUM TERM**  
+30% health literacy and 10% self-reported improvements in diet and mobility.



**LONG TERM**  
A scalable EU model for sport-health-food synergy driving sustainable and inclusive urban change.

### TOGETHER FOR A BETTER FUTURE

WOGI Health Ride Labs empowers citizens, strengthens local ecosystems and delivers practical tools for cities and organizations to build active, healthy and sustainable communities across Europe.



**RIDE. EAT. CONNECT. THRIVE.**

### OUR PARTNERS



Better Us  
Slovakia



ASOCIAȚIA ÎNTRE VECINI  
Romania



University  
"St. Kliment Ohridski"  
Bitola  
North Macedonia



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