



BELGRADE WALKING APP

When Belgrade joined the Cities Changing Diabetes programme in 2020, it launched a collective walking project called the Open Blue Circle project. The main goal of the project is early diabetes and obesity prevention through physical activity.

Partners

- Novo Nordisk
- Diabetes Association of Serbia
- Association of DT2 patients
- Belgrade Running Club
- Faculty of Medicine of the Belgrade University
- Belgrade Diabetes Association
- Assembly of the city of Belgrade
- Embassy of Denmark, Serbia



Stepping towards a healthier future with the Open Blue Circle project

An environment conducive to diabetes and obesity

It is estimated that 12% of the adult population in Serbia lives with diabetes. This high prevalence of diabetes is unlikely to change in the future unless the urban environment does as more than half of the children in the country's urban areas are already living with overweight or obesity¹.

Counting the kilometres for funds

The Open Blue Circle project uses a website and an app to provide users with information about diabetes, healthy lifestyle choices and specially designed walking routes in the city. Once users have downloaded the app, they can record kilometres by completing walks. These kilometres are then converted into financial donations from Novo Nordisk to be used to aid in the prevention of diabetes and obesity in Belgrade.

Project milestones

The app was launched on World Diabetes Day in 2020, and the project's first milestone of over 1,000 downloads was reached in January 2021. The donation for this milestone allowed for the reconstruction of two trails in the city's urban woods in March 2021. The second milestone of over 50,000 kilometres collected in the app was achieved in November 2021. The donation for this milestone was the renovation of a third trail, which officially opened in March 2022.

Guided group walking sessions

The COVID-19 pandemic slowed the Open Blue Circle project, but organised walks were launched in July 2021 following the official COVID-19 clearance from the relevant authorities. The guided group walking sessions take place in six different green locations throughout the city, and participants register for the walks through the online platform. These guided walks are designed by trained nurses and professional trainers who act as guides and provide the participants with advice and information. Special

guests, such as nutritionists, psychologists and doctors, are invited to attend the walking sessions.

The second pillar of the project is the School of Nordic Walking, which launched in collaboration with the Belgrade Walking Club. Professional coaches from the running club offer three Nordic walking training sessions a week for two months to 30 app users, diabetes patients and people with obesity.

