

# Driving Change: Empowering Urban Communities through Physical-Based Outdoor Activities, Next-Gen Active Tourism and Entrepreneurship

## Blended Intensive Programme “Alexandru Ioan Cuza” University, Iași, Romania

### *Call for partners*

#### What is it about?

This programme offers participants the opportunity to engage in a **diverse and creative set of outdoor physical activities**, accompanied by a structured collection of **methods and tools** for organizing and managing such initiatives. The central objective is to promote an **active and engaging lifestyle** that integrates outdoor physical pursuits, teamwork, and the principles of **local active tourism**.

The activities and methodologies presented are designed particularly for large urban environments, aiming to **encourage sustainable behavioral change, enhance individual well-being, and reduce the impact of urban stress**. A complementary objective of the programme is to identify and develop **entrepreneurial initiatives** capable of supporting these activities and contributing to the (re)activation and diversification of local tourism in major urban areas.

During the intensive physical activity week, participants will also attend a specialized lectures and workshops addressing the challenges, opportunities, and benefits of entrepreneurial initiatives within the field of local active tourism.

#### **Pre-project Virtual Component**

Participants will attend an online introductory lecture focusing on the **characteristics, values, and significance of active tourism** as part of a new generation of sustainable activities promoting quality of life and active living in large urban settings.

#### **In-person Component**

The physical mobility week will start with a theoretic lecture on *Entrepreneurship in Local Active Tourism: Leveraging Natural and Cultural Assets Near Large Urban Areas to Enhance Community Well-Being and Support Small Tourism Enterprises*. Also, the program will include throughout the week provide to participants a variety of **experiential learning opportunities** through guided outdoor physical activities, workshops, and collaborative sessions. These experiences will allow students to apply theoretical concepts in practical contexts.

#### **Post-project Virtual Component**

Following the mobility, participants will be required to **design a comprehensive programme of outdoor physical activities** within a local active tourism initiative. This final task should reflect the methods, tools, and activities explored during the BIP.

#### Where?

"Alexandru Ioan Cuza" University of Iasi, Romania

#### When?

Pre-project meeting: 06-10.04.2026

In-person week: 20-24.04.2026

Post-project meeting: 04-08.05.2026

#### Who should attend?

Students (1st, 2nd or 3rd cycle) from sports science, educational sciences, psychology and social sciences

We will be happy to receive teachers with Erasmus Teaching Mobilities

#### Learning outcomes

Upon successful completion of the programme, participants will be able to:

1. **Analyse and apply** key concepts, methods, and tools for organising outdoor physical activities aimed at enhancing well-being and promoting sustainable active lifestyles in urban environments.
2. **Develop and implement** a structured programme of outdoor physical activities that integrates the principles of active tourism, teamwork, and community engagement.
3. **Identify and evaluate** potential entrepreneurial opportunities related to local active tourism initiatives that contribute to the revitalisation of urban areas and the promotion of sustainable, health-oriented practices.

#### Benefits

3 ECTS Credits

#### Course structure. Main topics

##### *Practical activities:*

- Team Dynamics Outdoors: Leadership and Collaboration through Movement (children, teenagers, adults, seniors)
- A team building approach for group fitness programs suited for large group of people to strength the collaboration, teamwork and motivation

- *Basic Life support* workshop
- Biking, Learn, Discover: Mapping Active Tourism Trails

*Theoretical lecturer*

- From City to Nature: Entrepreneurship in Peri-Urban Active Tourism
- Enhancing Well-Being and Social Connection through Peri-Urban Outdoor and Cultural Heritage Engagement among Urban Populations

Bonus 1: Hot Air Balloon ride

Bonus 2: Friday night farewell party