



# EVERYBODY MOVES

Innovative solutions for active public spaces







Leuven, Belgium





# MISSION

IPitup wants to lower the threshold to **physical activity** in public spaces, enabling the implementation of the WHO guidelines **in practice** and making physical activity part of daily life, for everybody and **during all stages of life**.

## STRATEGY

- Active public spaces through compact, movement-friendly spots
- Sustainable activation thanks to smart tools and free support
- Evidence-based practice and practice-based evidence

## WHY?

- 1 million deaths per year due to physical inactivity (EU)
- Increasing overweight and obesity
- Ageing leads to more falls and social isolation

*"Sitting is the new smoking!"*

**2018** Activity bench nr. 1 installed within the project call 'Leuven, a vital city'

# ACTIVITY BENCH

The activity bench is an **innovative** and vandalism-proof all-in-one device that allows a unique range of physical exercises.

## Sitting and exercising in one

- **Compact** and **multifunctional**
- Can be used simultaneously
- Combines fitness, strength and balance training
- Integrated **information panels** with exemplary exercises
- Free **app** with **400+ exercise videos**
- Available in permanent and mobile versions

### Exercise stations

Ropes  
Arm dips  
Pull-up bar  
Step- and balance board  
Seatings with various functions







Leuven, Belgium



# ACTIVITY WALL



Tienen, Belgium

**Exercise stations**

Ropes  
Arm dips  
Pull-up bar  
Push station



The activity wall is a series of **multifunctional, compact wall profiles** that create a variety of **accessible exercise options**, both indoors and outdoors.

Let's go urban



Genk, Belgium

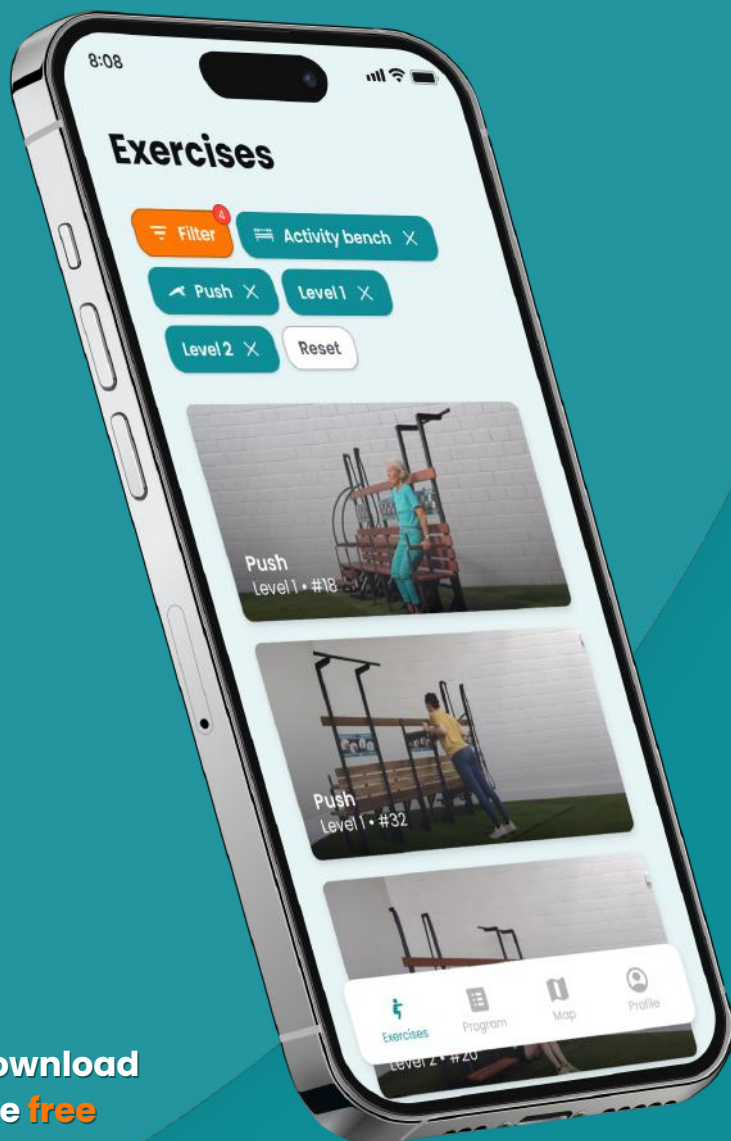
"There is a shortage of sports facilities and affordable activities. **Upgrading unused facades** to make them exercise-friendly could well be the solution. **Street art** completed the transformation!"

Joris Corthouts , Sports Coordinator, City of Genk



# APP

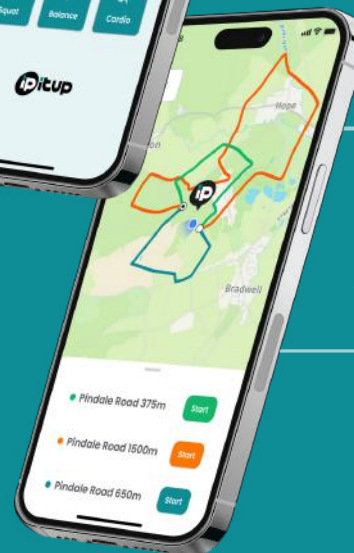
The **free** **iPitUP** exercise app is your **digital coach**. View **400+ exercise videos**, follow a **tailor-made** programme and find exercise equipment in your **neighbourhood**!



Handy filter function to find suitable **exercises**



**Programme** with strength and cardio exercises adapts to your level



Exercise equipment and routes on a map, with or without **signalisation**

Download the **free** app!





# DATA MONITORING

## APP DASHBOARD

User data  
displayed clearly

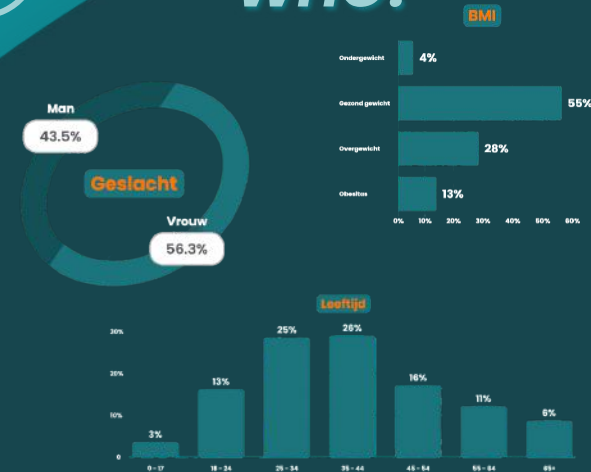


Wireless survey device that  
collects feedback quickly  
and easily

## CITIZEN DIALOG KIT

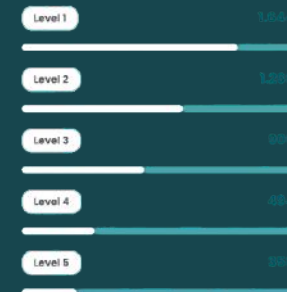


## WHO?



## WHAT?

### Levels



## WHERE?

### Top 10 banken



## WHEN? HOW MANY?



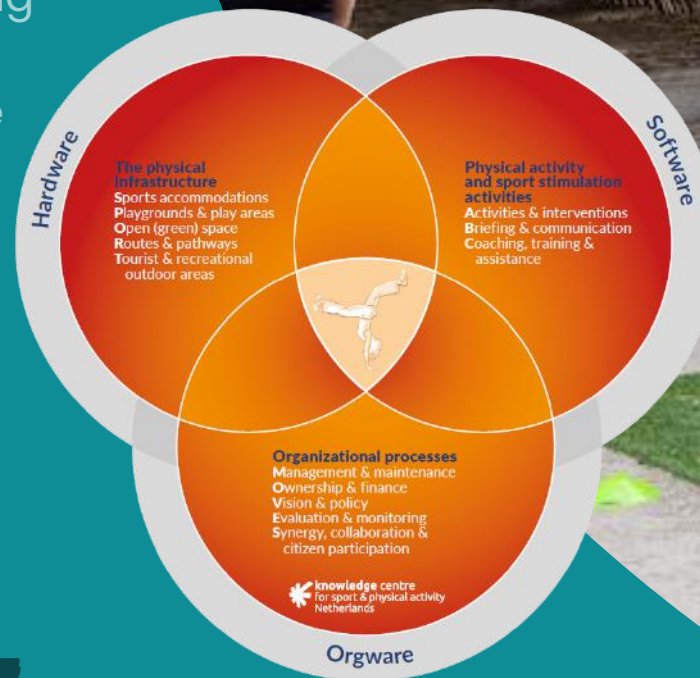
## INSIGHTS!



# ACTIVATION

Getting people to become physically active requires more than just installing **sports infrastructure** (hardware). Offering a suitable **range of activities** (software) and ensuring a **well-thought-out approach** (orgware) are just as important if you want to create a movement-friendly environment.

Knowledge Centre for Sport and Physical Activity,  
PAEFM-model



## STRATEGIC WORKSHOPS

Free

IPitup provides **local leaders** with a **ready-to-go step-by-step plan** with location advice, communication templates and useful tools for monitoring and evaluation.

## TRAINER COURSES

Free

IPitup offers courses for **local coaches and ambassadors** to lead initiations, group lessons, bootcamps and other activities. They actively contribute to the development of the **local offering** around the exercise equipment and ensure **optimal activation**.





Personal coach after **trainer course**  
*"I feel completely inspired to get started  
with the activity bench!"*





# RESEARCH & DEVELOPMENT

Leading the **fight against physical inactivity**.

Together with numerous research partners, IPitup invests in the search for and development of innovative solutions to current social challenges.

Among other things, R&D has already led to an age-friendly version of the activity bench, designed for and by **older adults**. By focusing on prevention among older people, we can keep them physically active in their own living environment for longer and avoid social isolation. This can halt the development of chronic diseases and reduce the risk of falls.



Of course, we also closely follow technological developments and use new applications such as **AI** to make our exercise equipment more interactive, create inviting challenges and efficiently collect objective data.



## RESEARCH PARTNERS







Noordh

Amsterdam, The Netherlands



# EVERYBODY MOVES

Towards an **inclusive**, physical activity friendly public space.



The accessibility of the activity bench for people with **disabilities** has also been studied. Barriers and facilitators were identified and used to further expand the exercise options and optimise ease of use.



Data from IPitup app users show that a remarkable number of girls and **women** come together and use our exercise equipment.

Further research explains exactly what makes the activity bench and wall so attractive to them. And those insights, in turn, encourage even more women to become active.

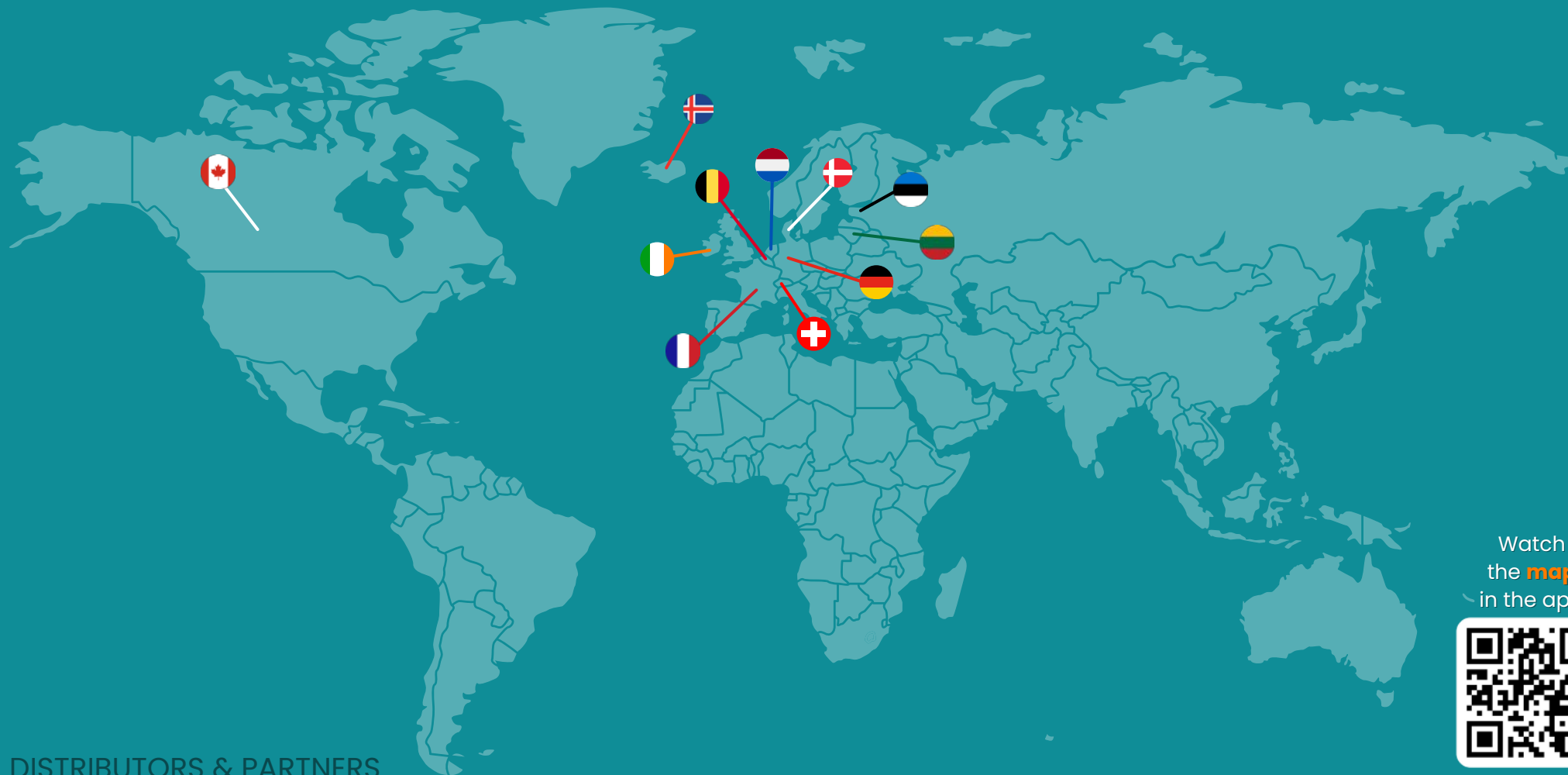




# Activity trail around the world with 500 installations in 11 countries

Reference projects in Antwerp, Brussels, Leuven, Amsterdam, Eindhoven, Rotterdam, Paris, Lyon, Saint-Etienne, Potsdam, Bonn, Bazel, Geneva, Lausanne, Tartu, ...

Update 2025



Watch  
the **map**  
in the app



## DISTRIBUTORS & PARTNERS





# WHERE?

Provides opportunities to meet, exercise and enjoy at various locations.



Square



Park



Sports complex



Senior setting



School



Beach



Camp site



Car park



Company



Skate park



Hospital



Event

#EVE



# WHO?

For everybody, regardless of age, gender or fitness level.



**Young**



**Old**



**Intergenerational**



**Accessible**



**Beginner**



**Advanced**



**Elite**



**Female-friendly**



**Individual use**



**Group use**

EVERYBODY MOVES



# PRODUCT FEATURES



In-house **MANUFACTURING** and **ASSEMBLY**  
Short delivery time



**HIGH-QUALITY** materials  
Designed for outdoor use



Compliant with **OUTDOOR FITNESS** standards  
No shock-absorbing surface required



**CERTIFIED**  
Quality and safety guaranteed



**SUSTAINABLE** and **ECOLOGICAL** materials  
Low maintenance and vandalism-proof



**PATENTED** design  
Unique and innovative equipment

**Frames** of metallised and powder-coated full steel  
(galvanised version or with seaside coating also possible)

**Shelves** of bamboo or recycled plastic

**Information panels** of UV- and weather-resistant HPL

**Ropes** with reinforced core



CUSTOMISABLE COLOURS







## MODELS

### Small



**Standard** BS01(E)  
**Concrete** BS02(E)  
**Mobile** BS03(E)

### Medium



**Standard** BM01(E)  
**Concrete** BM02(E)  
**Mobile** BM03(E)

### Large



**Standard** BL01(E)  
**Concrete** BL02(E)  
**Mobile** BL03(E)

### Small Plus



**Standard** BSP01(E)  
**Concrete** BSP02(E)  
**Mobile** BSP03(E)

### Medium Plus



**Standard** BMP01(E)  
**Concrete** BMP02(E)  
**Mobile** BMP03(E)

### Large Plus



**Standard** BLP01(E)  
**Concrete** BLP02(E)  
**Mobile** BLP03(E)

## VERSIONS

### Standard



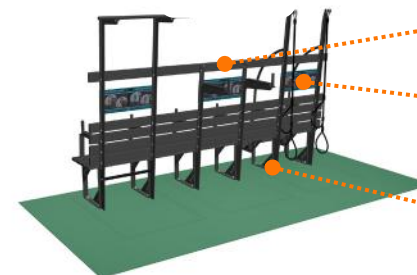
To be anchored

### Concrete



Includes anchoring on concrete slab

### Mobile



Includes steel plates and artificial turf



A photograph of two women in a park. One woman, wearing a grey hijab and a black t-shirt with a graphic, is standing on a wooden slat of a bench, laughing. The other woman, with long blonde hair and wearing a brown sweater, is sitting on the bench, looking up at her. The bench has a black metal frame and wooden slats. An info panel is attached to the bench, featuring a blue header with the text 'BENIGDANK MIDAM' and '#EDERENBEWEEGT', and several circular images of people. The background shows a paved path, green grass, trees, and a parking lot with several cars.

### SLATS

Bamboo or recycled plastic (E)

### INFO PANELS

Standard or senior

### COLOURS

Standard or customized

Aarschot, Belgium



## MODELS

**Small**



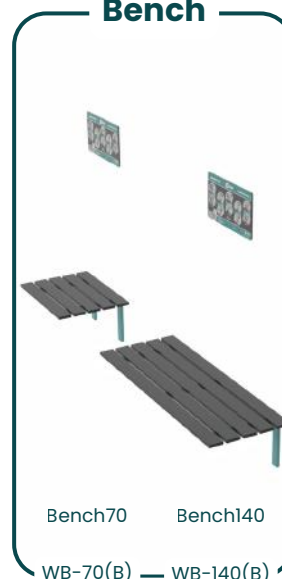
**Medium**



**Large**



**Bench**



**Small Plus**



**Medium Plus**



**Large Plus**

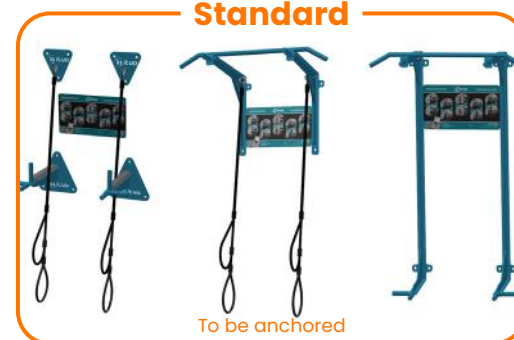


**Plus**



## VERSIONS

**Standard**



**Concrete**

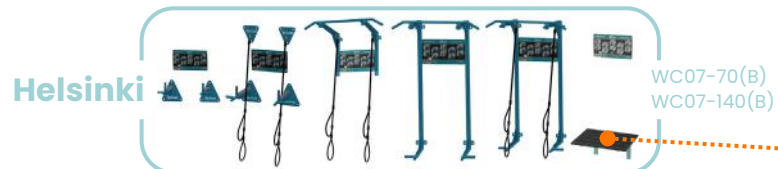
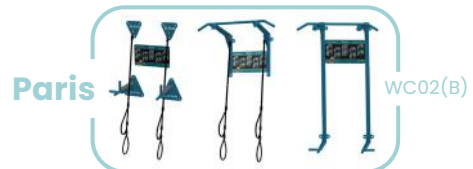


**Mobile**





## COMBI SETS



### SLATS

Bamboo (B) or recycled plastic

### COLOURS

Standard or customized

Genk, Belgium





- 2024 Belgium House – Paris
- 2023 WHO – Health Enhancing Physical Activity
- 2022 International Design Biennale – Saint-Étienne
- 2021 European Commission – Good practice
- 2020 Partner – Sport Vlaanderen
- 2019 Laureat – CrossCare
- 2018 Laureat – Leuven, vital city



IPitup · Injury Prevention · Improve Performance · Individual Programme







Leuven, Belgium









**Want to build an active  
community together?**

IPitup is here for you, with  
advice and assistance!



***“Don’t look at *benches and walls* the way they are, but at what they can become!”***



[www.ipitup.eu](http://www.ipitup.eu)



[info@ipitup.eu](mailto:info@ipitup.eu)



+32 (0)16 43 68 47



Varentstraat 33, 3118 Werchter, Belgium



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MEET

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