

# EUROPEAN HEALTHY STADIA NETWORK



## ACTIVE TRAVEL CASE STUDY STADION ENERGA GDAŃSK (POLAND)



*Stadion*  
**Energa**

GDAŃSK

# Overview and Aims

The Stadion Energa Gdańsk, Poland, is a multipurpose sports stadium with a 41,620 capacity. The stadium was opened in 2011 and hosts tenant football club Lechia Gdańsk, whilst also acting as a major concert and events venue.

The arena has an underlying philosophy of promoting physical activity to fans using the stadium, and those living in nearby communities, with a number of active travel facilities and infrastructural innovations that promote active lifestyles.



## Main Activities and Achievements

Stadion Energa has developed a number of infrastructural and promotional actions in order to stimulate numbers of fans and customers travelling to the stadium by bike, foot... or even rollerblades! Key features include:

- 366 cycle locking points provided free of charge, 50% of them covered
- Use of a 'bike locking box' for large concerts and events
- Bicycle and skating routes around the stadium footprint
- Full information on active and sustainable modes of transport is available on stadium's website, including walking and cycling routes and corresponding maps:

[www.stadionenerga.pl/stadion/przewodnik/](http://www.stadionenerga.pl/stadion/przewodnik/) 

- Active travel routes and facilities to Stadion Energa are also include on the City's Official Bike Route Map: <http://www.rowerowygdansk.pl/start,168.html> 

At all standard events, such as Lechia Gdańsk games, Stadion Energa promotes the use of both active and sustainable public transport options to the stadium as opposed to car usage, and part-funds the cost of additional trains, busses and trams. In addition, at large events such as EURO 2012 and major concerts, the primary public road from the city's main train station is closed down for pedestrian only usage. To help pedestrians at major events, Stadion Energa also cooperates with the regional volunteers centre to provide information and assistance to those walking to the stadium.

## Additional Initiatives

Stadion Energa is also supporting a number of local physical activity programmes, for example the "Bicycle May" project which runs at each primary school in Gdańsk. This initiative has engaged with over 10,000 pupils from 48 schools and 6 kindergartens to encourage bike use over the month of May, with Stadion Energa providing active lifestyle prizes for the top schools and classes taking part in the programme.



## Communications and Promotion of Activities

The primary communications channels to promote active travel to the stadium are the Stadion Energa's website, Facebook and Twitter profiles. Additional channels and activities include the City's Official Bike Route Maps, local magazines and promotion through other municipal partners.

## Evaluation of Activities

Stadion Energa estimates that approximately 40% of stadium users choose walking as a way of getting to the stadium at some point during their journey. This figure includes people who walk the whole way to the stadium as well as those who walk part of the way after using public transport or car. A small minority (under 1%) of people cycle to the stadium.

Since opening in 2011, the initial emphasis of the stadium was to change customer's travel habits away from car travel and towards use of public transport. The next step for the stadium operators will be further promotion of active travel to the stadium.

## Departments and Organisations Involved

Within Stadion Energa:

- Security manager
- Venue manager
- CSR manager
- Particular event manager
- Public Communications Department

Partner organisations:

- City Hall of Gdańsk - Security Department
- City Hall of Gdańsk - Mobile Activity Unit
- City Hall of Gdańsk - Social Development
- Volunteers Centre

Department

- Roads and Green Authority
- City Transportation Authority
- Police and Municipal Police
- FUN ARENA – stadium attractions companies renting space

## How Have Activities Been Funded?

Costs associated with active travel and the stadium's infrastructure e.g. bike locking and signage, are met by Stadion Energa.

For larger scale events, costs associated with additional walking routes and public transport are split between the event partners involved.

## Future Plans

Active travel is a one of many parts of Stadion Energa's CSR strategy implementation. The goal is to engage local communities and to create positive social change with a specific focus on: sport for all, healthy lifestyle behaviour, and entrepreneurship/business education. This approach is coherent with the city's sport and social development strategy, and furthermore, is part of the Gdańsk Programme for Physical Activation (as defined by stadium management with local partner NGO's).

### KEY CONTACT

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