

Final Report Digital KIT RUN 2021

The first digital KIT RUN is over. An exciting time with many great experiences, super results and happy winners is behind us. We would like to take a quick look back at all of this.

It all started with a spontaneous idea during a meeting of the University Sports with the Buddy Program Team. The question: what can we offer our students and employees during a worldwide pandemic had been on the table for some time. From the previous running challenge with the INTL Buddy Program for a good cause (see link), the idea of a KIT-wide digital running challenge was born. Bit by bit, the idea turned into concrete planning and finally into implementation.

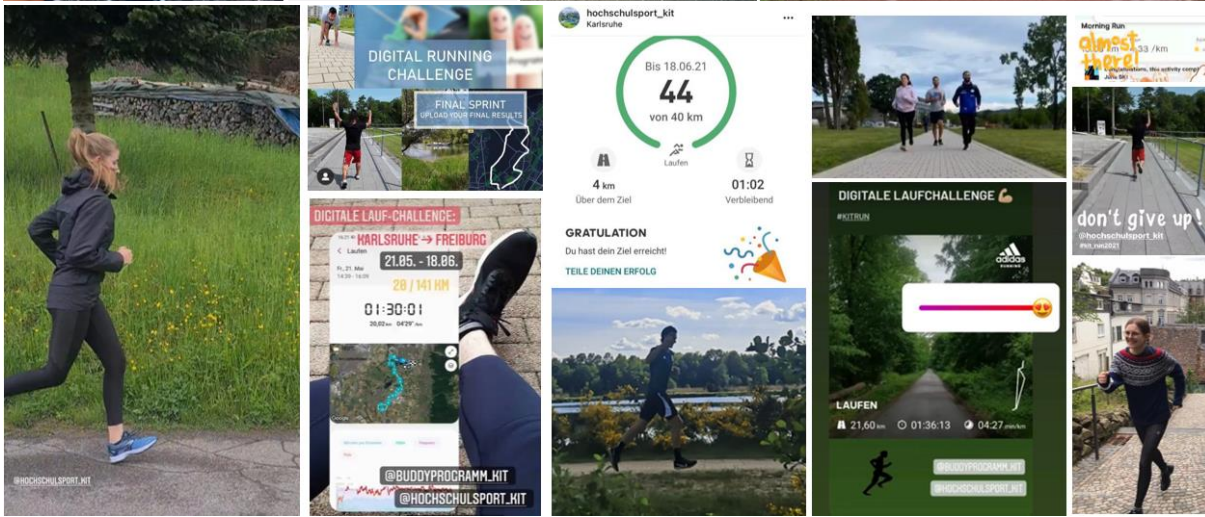
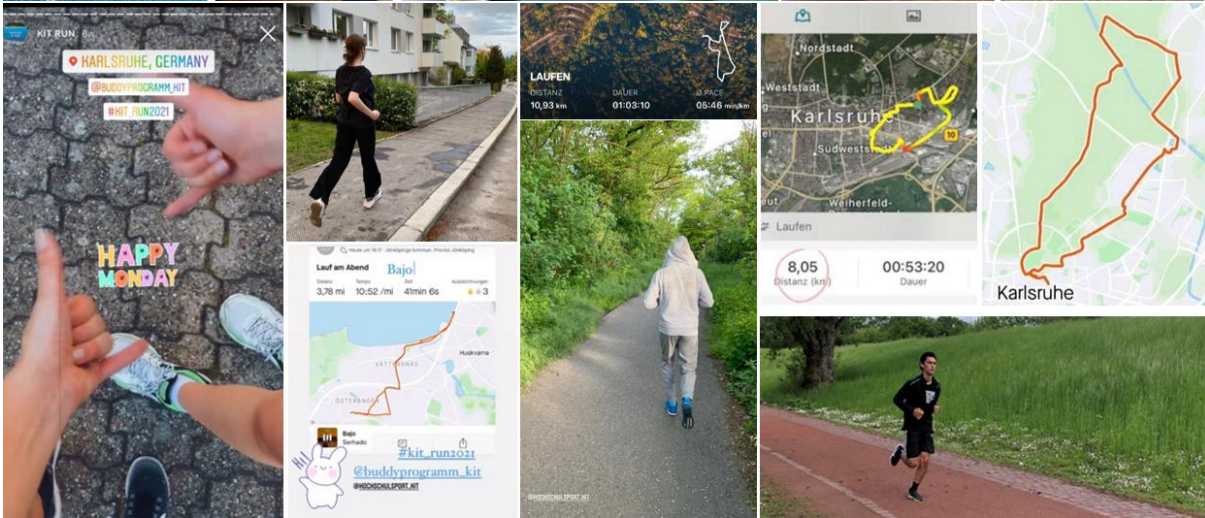
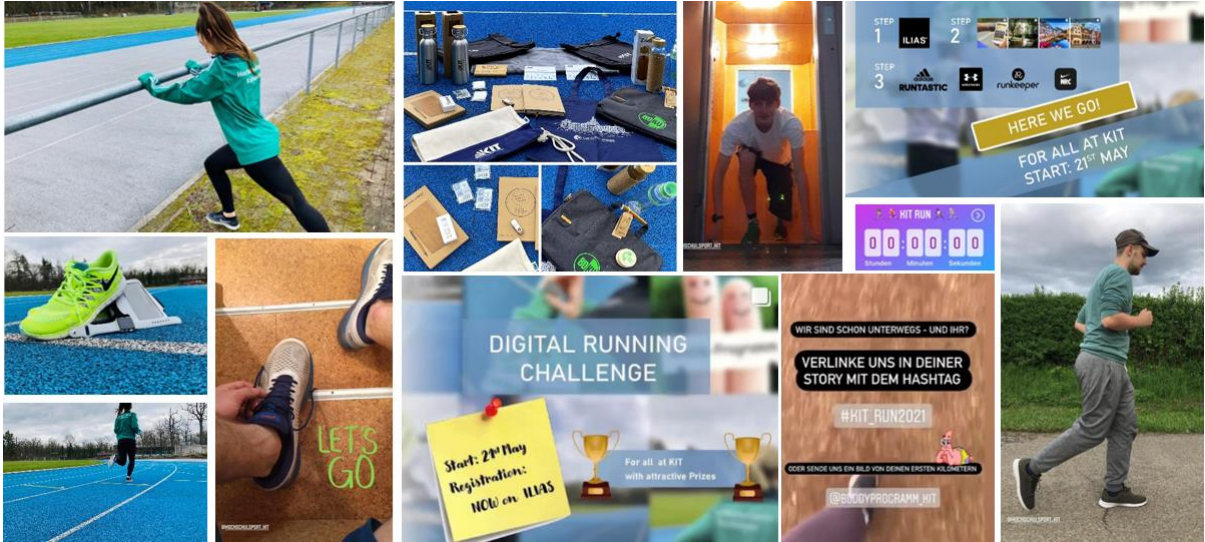
The information about the challenge was distributed via social media, but also via the project page (link). Via Ilias, students and employees of KIT could then register for the digital KIT RUN 2021. There, they could choose whether they wanted to participate in the challenge as an individual runner or in a group. There were three levels in both categories: Basic, Intermediate and Advanced. This meant that there was something for beginners as well as for advanced runners. Participants were asked to track their runs via a running app for 4 weeks from the start of the challenge. A total of 355 people registered for KIT RUN 2021.

The participants were kept up to date mainly via the social media channels Instagram and Facebook as well as via Ilias and by e-mail. For example, possible running routes, goals, or videos of runners were posted, or an open Q&A session was held via the Instagram Story function.

The challenge was concluded with the award ceremony in the Kulturküche, where the lucky winners received their prizes from the Buddy Program team.

Afterwards, a survey was conducted among the participants, the results of which will be analyzed and included in the planning for future projects. Very pleasing and noteworthy results were that the majority of the runners not only jogged more often and covered longer distances than usual, but also started running regularly again. This was one of the main goals of the Challenge and we are very happy about it.

We would like to thank all participants and employees for their commitment and look forward to next year, when it will be "INTL Buddy Program x University Sports - KIT RUN 2022" again.





DIGITAL RUNNING CHALLENGE
KIT RUN 2021
PRIZE RAFFLE



DIGITAL RUNNING CHALLENGE
AWARD CEREMONY
09. JULY 21

