

1/9 Free fitness in Berlin

Outdoor fitness equipment ... Berlin is missing this stuff. Free to get fit !



Solution

Fitness equipment for free outdoor use.

- can be advertised with Berliner Sparkasse logos
 - maintenance cost is low (can be made by municipality)
 - wood and metal is preferred
 - prices between 150E to 2000E per piece ... some first hand price search here: http://www.outdoor-fitness.com/price_list.htm
 - nice designed equipment <http://www.denfit.nl/en/downloads/>
- * I think is no doubt that this idea has a large scale impact and a positive one.

Status: 17.06.2018

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Please describe your idea in one sentence.

Fitness equipment for free outdoor use.

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Who will benefit from your idea, hence whom is your idea directed towards?

Everybody that likes sport.

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Why is your idea “good for Berlin”?

This spaces can help people to enjoy outdoor sports and make friends easier ... and is healthy.

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How many people do you think will benefit from your idea?

This is a guess ... but I think about 30% of Berlin population or even more.

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In what way does the Berliner Sparkasse gain visibility through your idea?

Outdoor advertising in visible an crowded places ... usually with happy people.

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Which kind of people and how many of them will take notice of your campaign?

Usually young active people that are preoccupied by sport and healthy activities ... but also the ones that are just passing by.

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How much do you estimate the annual budget for the implementation of your idea to be?

Scale is important ... the worst scenario: - buy equipment with average price of 1000E/piece ...
EXAGGERATE (price range 200E to 2500E) => 100 pc. - 100.000E (more than 10 fitness areas) - you
are not giving this equipments in the use of the municipality and you will do the maintenance
30.000E/year but you still have the guaranty for the equipment for 2-3 years TOTAL=
130.000E/year for 100 pc. of expensive equipment including maintenance ... now think about
500E/pc. and the best location

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Gute Ideen für Berlin

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Creative's profile



flav_660029 PRO
Architect

Creative's top 5 skills

Graphic Design, Illustration, Photography, Product Design, Interior Design