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# THE 2025 PARTICIPACTION COMMUNITY CHALLENGE PRESENTED BY NOVO NORDISK - FAQ

## General:

### **What is the ParticipACTION Community Challenge presented by Novo Nordisk?**

The ParticipACTION Community Challenge presented by Novo Nordisk is a national physical activity and sport initiative that encourages everyone in Canada to get active throughout June. From June 1 to 30, local governments and organizations host physical activity and sport programs, initiatives and events for their communities and register them and track the numbers of participants on the [ParticipACTION Community Challenge webpage](#).

Communities compete for the title of Canada's Most Active Community and the grand prize of \$100,000 to support local sport and physical activity initiatives. In addition to the prize for the national winner, there will also be a prize for the most active community in each province and territory.

### **What counts towards a community's score?**

The main goal of the Community Challenge is to engage as many organizations from your community as possible and encourage them to register their physical activity and sport programs, initiatives and events and track the number of participants throughout June on the Community Challenge webpage. There will be a leaderboard on the webpage displaying the top 20 communities across Canada and in each province and territory. Scoring criteria includes the numbers of registered individuals, organizations, programs, initiatives and/or events and the number of participants tracked.

Please see the "Crowning Canada's Most Active Community" section below for more information. Full contest rules will be posted on the Community Challenge webpage in mid-April.

### **When can I register my organization's physical activity and sport program(s), initiative(s) and/or event(s) and track the number of participants?**



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Organizations can register their physical activity and sport programs, initiatives and events on the Community Challenge webpage from mid-April until June 30. Starting June 1, organizations will be able to track the number of people who participated in their programs, initiatives and/or events on the Community Challenge webpage. **Please ensure all tracking is completed by June 30, 2025, at 11:59 p.m. PT.**

### Organization participation:

**What physical activity or sport program(s), initiative(s) and/or event(s) should my organization track to contribute towards my community's total score? Does it need to be a certain intensity or length of time?**

The goal of the Community Challenge is to get people living in Canada moving. There are no set parameters on how intense or long your program(s), initiative(s) and/or event(s) should be. From a workplace fit break with your colleagues to a hockey practice, we want you to track it all!

**How do I register my organization's physical activity and sport program(s), initiative(s) and/or event(s) and track the number of participants?**

1. Register your organization on the ParticipACTION Community Challenge webpage from mid-April until June 30. This will require you to complete a profile for your organization.
2. After you've signed up your organization, you can start registering the program(s), initiative(s) and/or event(s) you plan to host in June.
3. From June 1 to 30, track the number of people who participated in your program(s), initiative(s) and/or event(s).

We will also be hosting a how to track webinar in April. Details will be available on the Community Challenge webpage.

**Can I track more than one program, initiative or event in one day?**

Yes! There are no limitations on the number of programs, initiatives and/or events you can register and track in a given day.

### Individual participation:

**How can I participate in the Community Challenge as an individual to help my community win a prize?**



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Visit the Community Challenge webpage and click or tap “Sign up as an individual”. By signing up, you’re taking a pledge to get active this June, and your registration will count towards your community’s final score. However, you’re **not required to track any activities**.

After you register as an individual, you’ll receive a welcome email with tips on how to get active this June. You can also find other ideas for getting active on the Community Challenge webpage. For example, you can use the postal code look-up feature to find organizations in your community that are hosting physical activity and sport programs, initiatives and/or events.

Individual registration will open in mid-April.

### **If I participate in an organization’s program, initiative or event during the Community Challenge, do I need to track it?**

No, only organizations can register their programs, initiatives and events and track the number of participants.

### **How old do I have to be to register for the Community Challenge as an individual?**

There is no age limit to register for the Community Challenge as an individual, but you will be asked to provide your first name, postal code and a valid email address. Please note that **only one email address per participant can be entered**.

### **Can I register as an individual for the Community Challenge on behalf of a family member or friend?**

All individual registrations represent one person. You may register a family member or friend, but they must have their own email address and be registered separately.

### **How can I register and track my workplace’s physical activity or sport initiatives, programs or events or my recreational sport team’s games or practices?**

If your workplace would like to participate in the Community Challenge, please register it as an organization on the Community Challenge webpage. You will then be able to register your workplace’s physical activity or sport initiative(s), program(s) or event(s) and track the number of participants.

Recreational sport teams are not considered to be formal organizations, so we encourage team members to register for the Community Challenge as individuals.



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You're not required to track your individual activities, but your registration will count towards your community's final score.

## **Postal codes and communities:**

### **How are competing communities determined?**

Competing communities are largely made up of individual municipalities and bands with populations of 1,000 people or more. Municipalities and bands with populations fewer than 1,000 people are grouped with neighbouring communities to meet the population threshold. The boundaries for a competing community are determined by postal codes provided by Canada Post.

### **How do I know which competing community I am part of?**

When you register for the Community Challenge, you will be asked to add your postal code to your profile. This will determine which community you are competing with. We encourage individuals to sign up using the postal code of where they reside. For organizations, please use the postal code of the location(s) where your program(s), initiative(s) or event(s) are being held.

For example, the competing community of Deer Lake, Newfoundland and Labrador, has a population of 5,249. There are 327 postal codes connected to Deer Lake. Any individual or organization that enters one of those 327 postal codes in their registration profile will contribute to Deer Lake's overall score.

### **What if I feel like I don't belong to the competing community I've been identified as being part of? Is it possible to change where my Community Challenge participation is being counted?**

We understand that not everyone will necessarily associate themselves with the community that has been assigned to their postal code. In order to meet the community size criteria, we have done our best to define communities based on Canada Post data files that outline how postal codes are defined across Canada. ParticipACTION welcomes feedback as we continue to improve our structure. Feel free to send us an [email](#) and we would be happy to look into your suggestion for the next Community Challenge.

### **Do we need to formally register our communities in the Community Challenge?**



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No. All municipalities are automatically participating in the Community Challenge based on their postal codes. Municipalities are encouraged to support the challenge by doing the following:

- Registering and tracking their physical activity and sport programs, events and/or initiatives offered in June at [ParticipACTION.com/Programs/Community Challenge](https://ParticipACTION.com/Programs/CommunityChallenge);
- Encouraging local community organizations to host programs, initiatives and events in June and track the number of participants
- Encouraging community residents to register as an individual on the Community Challenge webpage
- Using ParticipACTION's [resources](#) to help get your community active.

### **Crowning Canada's Most Active Community:**

### **How do you decide which communities win the Community Challenge?**

Winning communities are determined by a two-step process:

#### **1. Identifying the finalist communities**

The finalists for each province and territory are decided based on the total numbers of:

- Registered individuals
- Registered organizations
- Programs, initiatives and/or events registered by organizations
- Program, initiative and/or event participants tracked by organizations

All four factors will be evaluated, taking into consideration the total populations of the communities.

#### **2. Determining the winning communities**

At the end of the Community Challenge, 40 finalist communities will be invited to submit an application explaining why they deserve to be named Canada's Most Active Community. These 40 communities will not necessarily be the top 40 that appear on the Community Challenge webpage leaderboard, as our finalists will include the top two communities in each province and territory, along with the remaining top 14 communities on the leaderboard. The winners are determined based on a combined score that includes their participation as noted above and their finalist submission.



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## **Does my community have a fair chance of winning a Community Challenge prize if its a small town?**

Every community has an equal chance of winning. The scoring formula is based on the total numbers of registered individuals, organizations, programs, initiatives and/or events and participants tracked. The population of the community is factored into the overall score. Hay River, Northwest Territories, was the 2024 national winner, and its population was just under 3,000 people.

## **What prizes can communities win by participating in the Community Challenge?**

Canada's Most Active Community will receive the grand prize of \$100,000 to support local physical activity and sport initiatives.

One community in each of the remaining 12 provinces and territories will receive between \$7,500 and \$15,000 to support local sport and physical activity initiatives. The amounts awarded depend on whether the provincial or territorial governments provide a contribution.

## **How can the Community Challenge prize money be used?**

The prize money must support local physical activity or sport opportunities in the community. For example:

- Capital builds (i.e. playgrounds, trails, renovations, etc.)
- New or existing programs serving inactive or underrepresented groups
- Acquiring equipment and supplies to enhance sport and physical activity programs within the community (e.g., sport and recreation equipment for a community centre, recreational groups, etc.)
- Physical activity strategy development and implementation

## **I have more questions and need more information. Who can I contact?**

We're happy to help! Please email [projects@participaction.com](mailto:projects@participaction.com) with your questions.