



Mental Fit Pfad



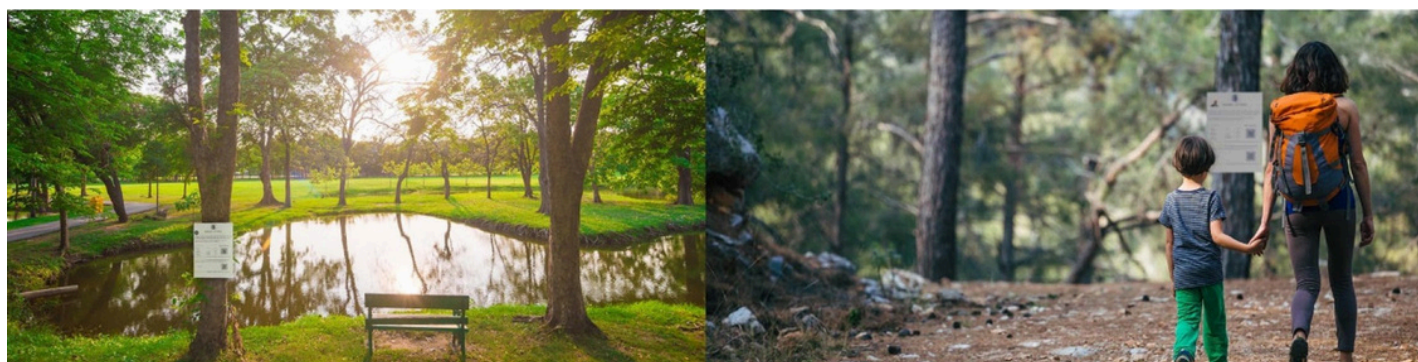
The Mental Fit Path is an innovative concept designed to promote mental health, physical activity and social cohesion. At a time when young people in particular are facing increasing mental challenges, the Mental Fit Path offers a low-threshold, inspiring and practice-oriented learning approach to strengthen resilience, self-efficacy and motivation.

## Background

The Mental Fit Path was developed during the COVID-19 pandemic by Mario Kozuh-Schneeberger in Austria. At a time when physical activity, social connection and mental strength were especially important, the aim was to create a path that would enable people of all ages to strengthen both body and mind equally – freely accessible, inspiring and playful.

## What exactly is a Mental Fit Path?

The Mental Fit Path is an interactive movement course consisting of eight weather-resistant information boards installed in public or semi-public spaces (e.g. schoolyards, parks, youth centers). Each board features an age-appropriate physical exercise and a QR code leading to a short video clip. In these videos, inspiring personalities – often well-known athletes – share their own strategies for overcoming mental challenges.





## How does the path work in practice?

Users follow the information boards along a freely accessible path. Each station conveys a mental message combined with a physical activation exercise. The digital video content can be easily accessed via any smartphone and brings authentic, motivating impulses into everyday life. The content is deliberately kept short, target-group oriented, honest and close to daily reality. Each of the eight boards introduces one athlete of the Mental Fit Path and combines a personal mental message with a simple exercise that is easy to replicate. Via QR codes, visitors can access the videos, which connect physical movement and mental strength in an inspiring way.

# Mental Fit Pfad

MAINSPONSOR

Käpt'n

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Hier steht die Vorstellung des Athleten oder der Athletin – mit Name, Herkunft und sportlichem Hintergrund. Der Text zeigt, welche Werte diese Person verkörpert: mentale Stärke, Disziplin und Inspiration – im Sport und im Leben.

## Mentaler Tip

Hier steht die persönliche Botschaft des Athleten oder der Athletin. Sie oder er teilt, wie man sich immer wieder motiviert, Herausforderungen meistert und eigene Grenzen überwindet – in einem kurzen, inspirierenden Video.

Scanne den Qr-Code

## Übung

**Helden:**  
1-3 Wiederholungen

**Kämpfer:**  
5-8 Wiederholungen

**Meister:**  
10-15 Wiederholungen

Scanne den Qr-Code

Coaches Coaches Coaches Coaches

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The main sponsor is positioned at the top center of the panel, while additional sponsors and supporters are listed along the bottom edge together with the national partner, ensuring their support is clearly visible.







## What role do the athletes play?

Athletes are far more than prominent faces; they act as active shapers of society. Through their willingness to speak authentically about personal challenges, setbacks and mental strategies, they help open the door to destigmatizing psychological stress.

This commitment goes beyond traditional sponsorship: it enables athletes to position their personal brand in a values-driven way and to make social responsibility visibly present in public spaces over the long term. A team captain leads each path's group of athletes, representing team spirit and mental strength for the next generation.

## Target groups and impact objectives

The Mental Fit Path specifically addresses the vulnerable developmental phase of young people, in which physical inactivity and psychological stress often occur simultaneously.

- **Physical activation:** Helps close the movement gap (81% of adolescents do not meet the WHO minimum recommendations) and uses sport as a preventive factor against anxiety and depressive symptoms.
- **Mental resilience:** Conveys everyday skills for self-confidence and mindfulness without any therapeutic claim.
- **Self-efficacy:** Promotes positive behavioral patterns and the belief in one's own ability to overcome challenges through the use of role models.
- **Inclusion & community:** Strengthens social cohesion through barrier-free spaces for interaction and the inclusion of para-athletes.



## The Mental Fit Path in the Education System

Psychological stress among children and adolescents is increasing at an alarming rate, placing structural strain on everyday school life as well as on teachers' health. The Mental Fit Path (MFP) relieves educators by providing an immediately deployable prevention tool that conveys topics such as resilience and self-efficacy without requiring preparation time or therapeutic training. Rather than responding reactively to crises, the program proactively establishes positive behavioral patterns by combining physical activity with reflection, thereby fostering a healthy classroom climate. The participating athletes act as authentic role models who lower barriers of shame and serve as "door openers" for conversations about mental health that might otherwise be difficult to initiate. This life-world-oriented approach turns schools into spaces of effective prevention that extend far beyond the classroom into local communities. Via online access to all video content, mental coping strategies can be projected and discussed directly in the classroom.

## Strategic Implementation Through National Partners

The MFP is designed as a scalable social business case that enables national partners to sustainably secure their social impact through market-oriented revenue models. As exclusive social franchise partners, organizations reduce their dependence on volatile public funding and strengthen their financial resilience through a proven, practice-based model.

**This enables professional scaling that systematically combines social innovation, entrepreneurial action and long-term societal impact. Partners benefit from a growing European network as well as a strong positioning vis-à-vis municipalities, sponsors and educational institutions.**





## Financing and Support: Strategic Social Impact

The Mental Fit Path combines social responsibility with measurable brand value. Through CSR-oriented sponsorship, companies gain access to a highly relevant topic with emotional depth and strong credibility. The project cuts through the “online noise” and reaches Generation Z in particular where they actually are—directly in their everyday analog and digital environments. Partners benefit from linking their brand with eight top athletes—highly efficient and without the high costs of traditional testimonial campaigns.

Our social impact business model enables national partners to scale sustainably and independently. Any surplus is reinvested directly into local social projects, maximizing the social return on investment (SROI) for all stakeholders and creating regional synergies.

## A Project with Proven Success Potential

The success story in Austria demonstrates the model’s strong scalability: since its launch in 2021, more than 680 paths have been implemented and over 50,000 people reached. With international expansion (e.g. Germany in 2022), the Mental Fit Path continues to grow as a cross-border movement for mental health.

Whether you are a city authority, educational institution or sponsor, become part of this visible prevention infrastructure that anchors physical activity, connection and appreciation as the foundation of mental strength in public spaces.

**Contact us without obligation: [mentalfitpfad@gmail.com](mailto:mentalfitpfad@gmail.com)**

## Impressum

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