

move

2009

WORLD  
CONGRESSON ACTIVE CITIES:  
SPORT, HEALTH  
& CITIZENSHIP

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## Time to make a move

A growing number of people live in bigger cities and urban areas. This raises several challenges in the fields of citizenship, recreation, health, physical activity and sport.

Citizens in urban areas are less physically active compared to general population averages. Many cities face the challenge to provide an appropriate environment and facilities that would motivate active lifestyles. The unfortunate consequences are that citizens in urban areas are often less active in their local community, are less engaged in voluntary work and do not enjoy the health benefits of regular physical activity. On the other hand, worldwide trends such as break-dance, skateboarding, rollerblading and park-

our originate and develop rapidly in urban areas. These unconventional ways of moving show new ways to approach the city and its people.

Cities are eager to meet these challenges. Some cities are developing their profile as **“Active Cities”**, **“Healthy Cities”** and **“Sport for All Cities”**.

The creation of an active urban environment including facilities for sport and physical activity and the involvement of citizens, requires a cross-sectoral approach.

**MOVE2009** will inspire political leaders, business representatives, city administrators, recreation-, transport-, and urban experts and sport associations with the latest trends in Active Cities and engage them in closer cooperation to qualify and expand their work focussing on physical activity in cities and urban areas.

## MOVE2009

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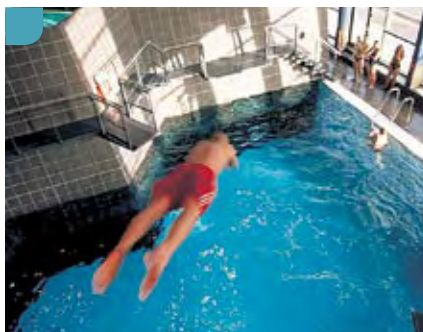
The World Congress on Active Cities: Sport, Health and Citizenship will take place in Copenhagen, Denmark from 21-24 October 2009.

Hosted in the newly built conference centre of Northern Europe's most innovative sports meeting facility DGI-Byen ([www.dgi-byen.com](http://www.dgi-byen.com)), the congress will provide inspiration and exchange in an tremendously inspirational setting.

**MOVE2009** provides rich opportunities to meet interesting professionals working in the field of sport, health and citizenship. The congress includes debate sessions and workshops and will feature a wide range of plenary session keynote speakers from WHO Europe, the Union of International Architects Sports and Leisure Group, European Citizen Action Service, international sports organisations as well as representatives from the European Commission and Active Cities from across the World. The congress programme is updated regularly on the Congress website from June 15, 2009.

The congress format builds on one hand on stimulating plenary presentations and debates drawing upon the latest research, trends and best practises and on the other hand uses focussed workshops and dynamic debate groups to provide a programme that will enable participants to join forcefully into the challenges of Active Cities.

## Aims



MOVE2009 will:

- **provide** a platform for debate, experience sharing and inspiration for all stakeholders involved in sport, health and citizenship activities in urban areas.
- **initiate** cross-sectoral cooperation and partnerships in this area, especially between sport associations, city managers, architects, urban planners, political decision makers and business representatives.
- **supply** a wide audience with inspiration and role models for participation, knowledge sharing and innovation in sport in urban areas
- **lay** the foundation for international networks to enhance continuous exchanges and cooperation between practitioners and organisational leaders from the different sectors working with health, citizenship, physical activity and sport.

## Participant profile



MOVE2009 invites

diverse target groups from sport associations to city administrations, from political actors to urban architects, from private businesses to international interest groups and federations. The diversity of stakeholders is crucial to the creation of a vibrant working atmosphere.

This diversity is also a reflection of the potential for cooperation between grassroots sports organisations, the public and the corporate sector.

Practical cooperation between these sectors enable cities to be identified and internationally profiled as physically active, healthy and civic minded. Participants will consequently expand their networks, create valuable alliances and thereby benefit from joint participation in **MOVE2009**, World Congress on Active Cities: Sport, Health and Citizenship.

# Themes

## Overarching themes

### Urban planning

■ The urban environment is seen as one of the most important factors for daily physical activity and sport. City infrastructure and facilities that promote active citizenship are central when it comes to increasing physical activity. But urban planning and construction are long-term projects with long-term perspectives. What are the best practices in urban planning, and can we wait for its results? Are there any short cuts?

### Settings

■ Mobilizing citizens at local level is the key to success. Citizen based and citizen driven activities have their starting point in the local community. The so-called 'Setting Approach' calls for integrating the local settings, where the activity is performed, both in the planning and the implementation of campaigns and initiatives. How do local settings, such as clubs,

schools, community centres and public administrations cooperate successfully? Where are the pitfalls and what are the good examples?

### Target groups

■ Targeting specific population groups is essential to ensuring that all citizens have access to opportunities for physical activity and an active living. Vulnerable population groups include children and youth, older people, lower income families and ethnic minority groups, among others. How do we reach these groups in innovative ways? How can we work successfully with the multitude of cultures and religions that are present in urban communities? And how do we generate positive attention to specific population groups in comprehensive approaches to combat physical inactivity?

### City profiling

■ In recent years there has been a surge of cities developing distinct profiles as 'Active Cities', 'Healthy Cities' and 'Sport for All Cities' as viable strategies for tackling problems of physical inactivity and other health and citizenship related issues in urban settings. But what does it mean to be a healthy or active city? What elements are essential for action and which barriers must be overcome in order for cities to succeed in promoting physical activity in the day-to-day life of their citizens? How can cities use labels such as "Active City" to promote healthy lifestyles and generate brand value for the city? Finally, what are the net benefits to cities and their citizens in the longer run?

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## Cross-cutting themes

### Sport and physical activity

■ Health Enhancing Physical Activity has long been viewed as separate from Sport. Some have focused narrowly on walking or biking as uniquely relevant forms of health enhancing physical activity. At the same time, Sport has been viewed mostly in the light of recurring tournaments and events in standardized disciplines. The trends in urban areas however show a complex variety of activities and physical movement that transcends traditional borders. Overcoming city obstacles as in trendy Parkour is just one example of such tendencies. In which ways will the urban setting and new trends in physical movement force stakeholders to re-think their strategies? And what will be the sport and physical activity trends of the future?

### Health

■ The health of urban populations can be negatively influenced by many factors, not least sedentary lifestyles. International and national stakeholders such as the EU, WHO and national Ministries of Health are placing more focus on promoting healthier lifestyles through physical activity. The EU "Health Strategy White Paper" and WHO "Global Strategy on Diet, Physical Activity and Health" both point to health enhancing physical activity as a means to achieving healthier societies. Can cooperation between sport NGOs, municipalities and other sectors lead to improved health for urban citizens? How can individual behaviour and social associations be used in preventing sedentary lifestyles?

### Citizenship

■ Cities around the world are facing increased individualism as well as serious challenges with respect to the social integration of immigrants, less privileged groups and social minorities in civil society activities. At the same time, the concept of citizenship is changing: Active participation in civic life takes new forms and involves new organisations and sectors. How will urban dwellers be able to contribute to truly active civil societies through physical activity and sport in the future? What is the future of voluntary engagement in citizenship activities in increasingly individualised societies? What are the new roles of city administrations and civil society organisations in challenges related to integration and social inclusion?

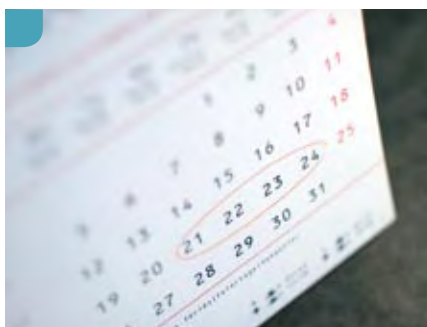
## Organiser

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A broad partnership of organisations and stakeholders are together with the city of Copenhagen co-hosting **MOVE2009**, World Congress on Active Cities: Sport, Health and Citizenship. The congress consortium is composed of international organisations, cities, companies and institutions and is expanding on a running basis. Further stakeholders with an interest in the congress are invited to contact the congress secretariat.

## Make your move



Book the dates for the **MOVE2009** World Congress in your calendar and make sure to register as soon as possible on [www.move2009.org](http://www.move2009.org). Further information on the congress practicalities and hotel booking can also be found on the web or by sending an email to the congress secretariat at [info@move2009.org](mailto:info@move2009.org). We are looking forward to welcome you in Copenhagen!

## Congress secretariat



For further information please do not hesitate to contact the congress secretariat:

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## Congress fee

	Payment before 01/09/2009	Payment after 01/09/2009
Congress fee	190 €	250 €
Student fee	160 €	190 €
If you are accompanying a participant but will just be present at the lunches and dinners	100 €	160 €

The congress fee for the three day congress includes: admission to all presentations, congress materials, congress program, welcome reception, lunches, coffee breaks and the Gala dinner. The congress fee does not include travel and accommodation.

## Donors



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