



An international network of speakers and delegates from a range of sectors will meet with a key common interest: *to find innovative ways of engaging people in physical activity and grassroots sport worldwide.*

CONGRESS PROGRAMME

DAY 1 WEDNESDAY 16 OCTOBER

16.00 - 19.00 **MOVE Congress 2013 registration of participants at CCCB**

19.00 - 19.30 **MOVE Congress 2013 Welcome and Opening session** *IN SALA TEATRE*



Barcelona, 16 - 19 October 2013
move2013.info



Xavier Amador
CITY OF BARCELONA, SPAIN



Rafel Niubò
GENERAL SECRETARY OF UBAE FOUNDATION, SPAIN



Montserrat Mas
CEO EUROFITNESS



Toni Llop
PRESIDENT OF CESS, SPAIN



Mogens Kirkeby
PRESIDENT OF ISCA, DENMARK



19.30 - 20.30 **MOVE Congress 2013 Talk show** *IN SALA TEATRE*

20.30 - 22.00 **MOVE Congress welcome cocktail** *IN OUTDOOR MARKET*

Congress Organising Partners



This publication arises from the project "MOVE, European Physical Activity Promotion Forum " which has received funding from the European Union in the framework of the Health Programme.

9.30 - 11.00

Opening of the day: Leadership and innovations in a global market *IN SALA TEATRE*

MODERATOR:

Xavier Esteve

INSESCAT, CATALAN SPORTS CLUSTER, SPAIN

Active healthy lifestyle promotion and community investment



Wouter Vermeulen

HEALTH & WELLNESS, COCA-COLA EUROPE, BELGIUM

Physical activity and sport promotion: it's our business!

Models and challenges for the sporting goods industry in a global market



Robbert De Kock

WORLD FEDERATION OF THE SPORTING GOODS INDUSTRIES (WFSGI), SWITZERLAND

TechnoGym challenges in global market



Prof. Silvano Zanusso

TECHNOGYM, ITALY

11.00 - 11.30

MOVE Congress 2013 Open Market / break

11.30 - 13.00

Parallel sessions

IN SALA TEATRE

Parallel session 1: Cross sector policies and physical activity promotion

MODERATOR:

Jakub Kalinowski

FUNDACJA VOLUNTEERS FOR SPORT, POLAND

What kinds of global challenges do ECF face to ensure sustainable mobility and public wellbeing?



Bernhard Ensink

EUROPEAN CYCLISTS' FEDERATION ECF, BELGIUM

What kinds of global challenges do we face to ensure sustainable physical activity and public wellbeing? Experiences from the USA



Dr. Jayne Greenberg

PRESIDENT'S COUNCIL ON FITNESS, SPORTS & NUTRITION, USA

Cross-sector policies and physical activity promotion: How to build partnerships in Canada



Kelly Murumets

PARTICIPATION, CANADA

How to build partnerships to explore ways of encouraging and facilitating physical activity: Experiences from Brazil



Maria Luiza Souza Dias

SESC, BRAZIL

IN SALA RAVAL

Parallel session 2: Engaging socially disadvantaged groups in sport and physical activity

MODERATOR:

Vladimir Borkovic

STREETFOOTBALLWORLD, SERBIA

Lifestyles and hard-to-reach populations: Coca-Cola Europe's approach



Wouter Vermeulen

HEALTH&WELLNESS, COCA-COLA EUROPE, BELGIUM

StreetGames: An innovative approach to delivering sport and physical activity to UK disadvantaged young people



Kerry McDonald

STREETGAMES, UK

Promoting physical activity in socially disadvantaged groups: Outcomes from WHO's PHAN project



Niamh Murphy

WATERFORD INSTITUTE OF TECHNOLOGY, IRELAND AND WHO EUROPE ADVISORY GROUP ON PHYSICAL ACTIVITY PROMOTION IN SOCIALLY DISADVANTAGED GROUPS

Special Olympics: Physical activity and social inclusion



Kai Troll

SPECIAL OLYMPICS EUROPE/EURASIA, BELGIUM

Physical activity in socially disadvantaged groups: Lessons from the MOVE project



Giovanni Capelli

UNIVERSITY OF CASSINO AND SOUTHERN LAZIO FROM ITALY



Marta Carranza

SPORT INSTITUTE - CITY OF BARCELONA, SPAIN

13.00 - 14.30

MOVE Congress 2013 Open Market / Lunch / break

14.30 -16.00

WORKSHOPS

IN SALA TEATRE

1 - Communication campaigns and social media context; challenge and opportunity for sport organisations

MODERATOR: **Jordi March**
MODULA TV, SPAIN

How to entertain children to promote healthy lifestyles in a positive and catching way
LazyTown concept



Halli Kristinsson
LAZY TOWN, UK

International community management: Organising for impact



Jacob Holst Mouritzen
ADVICE A/S, DENMARK

The impact of social media on sport



Xavier Frocadell
BCNPRESS
COMMUNICATION,
SPAIN

How do we meet the communication needs of the non-profit and profit setors to provide an innovative and excellent service to costumers?



Elisabeth Garcia
MODULA TV, SPAIN

IN SALA RAVAL

2 - Human capital of new professionals/volunteers in sport

MODERATOR: **Jacob Schouenborg**
ISCA, DENMARK

Expected characteristics of the human resources (paid staff, volunteers and participants) in sport for all organisations



Jean Camy
UNIVERSITY OF LYON,
FRANCE

How to promote a dialogue and a strong link between employment, education and training at the regional, national and European level between all key stakeholders of the Sport and Active Leisure sector



Thierry Zintz
EOSE, BELGIUM

Voluntaris 2000: We serve the community



Montserrat Gómez
VOLUNTARIS 2000,
BARCELONA, SPAIN

News trends in education of volunteers and professionals in sport for all



Jordi Falgueras
EUROFITNESS EDU,
SPAIN

IN LECTURE ROOM 1

3 - Outdoor activities and new profile of participants in physical activity

MODERATOR: **Lolo Ibern**
FORMER GENERAL SECRETARY
OF SPORT, GENERALITAT DE
CATALUNYA

Ghetto games: Experiences from Latvia



Raimonds Elbakjans
GHETTO GAMES, LATVIA

Sport is the language between consumers and the industry



Guillerno Ricarte
INDESCAT BARCELONA,
SPAIN

Be Active



Karin Creavin
BE ACTIVE &



Steve Bedser
BIRMINGHAM, UK

How can new technology create walking and other activity schemes to help large numbers of people to get moving again?



Veronica Reynolds
INTELLIGENT HEALTH,
UK

IN LECTURE ROOM 2

4 - Business to business Market



This is an open space - opportunity to meet and discuss different topics

16.00 - 16.30

MOVE Congress 2013 Open Market / break

16.30 -18.00

Closing of the Day: Sport's impact on the economy *IN SALA TEATRE*

MODERATOR:

Mogens Kirkeby
ISCA, DENMARK

Study on the contribution of sport to economic growth and employment in the EU



Günther Grohall
SPORTSECONAUSTRIA, AUSTRIA

A sporting future for London



Simon Cooper
GLA GREATER LONDON AUTHORITY, UK

How the City of Barcelona develops events and sport promotion to contribute to the economy of the city



Gabi Arranz
CITY OF BARCELONA, SPAIN

Sport's impact on the economy: Experiences from Germany



Prof. Dr. Christoph Breuer
DEUTSCHE SPORTHOCHSCHULE KÖLN, GERMANY

How NOVA creates challenging events which generate significant local economic impact and have local and national political support



Dave Newton
NOVA INSPIRING EVENTS, UK

DAY 3 FRIDAY 18 OCTOBER

9.30 - 11.00 **Opening of the day:** Experience from innovative partnerships in sport *IN SALA TEATRE*

MODERATOR:

Enric Truñó

COMMISSIONER OF THE BARCELONA-PIRINEUS OLYMPIC CANDIDATURE 2022, SPAIN

What makes the sport story from Sao Paulo successful?



Celso Jatene

CITY OF SAO PAULO &



Maria Luiza Souza Dias

SESC SAO PAULO, BRAZIL

Innovative offers and programmes for physical activity as a result of partnerships



Lenna Knorr

CITY OF STUTTGART &



Juliane Schlindwein

STB, GERMANY

Public and private partnership in sport facilities management



Montserrat Mas

CEO EUROFITNESS &



Niv Harel

CEO HOLMES PLACE EUROPE

11.00 - 11.30 **MOVE Congress 2013 Open Market / break**

11.30 - 13.00 **Parallel sessions**

IN SALA TEATRE

Parallel session 3: Sport facility management



MODERATOR: **Toni Llop**
UBAE, SPAIN

Sport infrastructure as the common good - different models of management in Poland: present situation and future possibilities



Aleksandra Goldys

SOCIAL ACTION WARSAW UNIVERSITY
THINK TANK FOR SPORT, POLAND

Sport facilities in Barcelona: planning and implementing



Joan Sauqué

HERNANDO SAUQUÉ ARQUITECTES, SPAIN

Sport and leisure infrastructure in the cities and education programs or managers



Joze Jensterlee

IASLIM, SLOVENIA

Introduction of spa facilities: The case of Balneari Rocallaura



Jordi Salvé

BALNEARI ROCALLAURA, SPAIN

IN SALA RAVAL

Parallel session 4: Building capacity to promote health-enhancing physical activity in socially disadvantaged groups



MODERATOR: **Niamh Murphy**

WATERFORD INSTITUTE OF TECHNOLOGY, IRELAND AND WHO EUROPE
ADVISORY GROUP ON PHYSICAL ACTIVITY PROMOTION IN SOCIALLY
DISADVANTAGED GROUPS, GERMANY

MOVE project: Building capacities to serve socially disadvantaged groups



Alfred Rütten

UNIVERSITY OF ERLANGEN-NUREMBERG, GERMANY

Street League MOVE academies: Changing lives through football



Rizwan Aboo

STREET LEAGUE, UK

Inter-ethnic Cup Bukovina: A model of social integration?



Mihai Androhovici

ROMANIAN FEDERATION OF SPORT FOR ALL, ROMANIA

Futebol de Rua Project: Social integration of the homeless through access to sport
















Gonçalo Santos

ASSOCIAÇÃO CAIS, PORTUGAL

13.00 - 14.30 **MOVE Congress 2013 Open Market / Lunch / break**

14.30 - 16.00

WORKSHOPS

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|---|---|---|--|
| <p>IN SALA TEATRE</p> <p>5 - Active Aging</p>  <p>MODERATOR: Herbert Hartmann DTB, GERMANY</p> | <p>IN SALA RAVAL</p> <p>6 - Grassroots sports organisations and young entrepreneurs</p> <p>MODERATOR: John Downes STREETGAMES, UK</p> | <p>IN LECTURE ROOM 1</p> <p>7 - Good Governance in Grassroots Sport</p>  <p>MODERATOR: Mark Lowther SCHOOL OF SPORT CARDIFF METROPOLITAN UNIVERSITY UWIC, UK</p> | <p>IN LECTURE ROOM 2</p> <p>8 - Business to business Market</p>  |
| <p>Education for trainers for older people</p>  <p>Pia Pauly DTB GERMANY</p> |  <p>James Gregory STREET GAMES, UK</p> | <p>Future of the good governance in sport: the next steps!</p>  <p>Darren Bailey EU EXPERT GROUP OF GOOD GOVERNANCE IN SPORT, UK</p> | <p>This is an open space - opportunity to meet and discuss different topics</p> |
| <p>Exercise programs for older people</p>  <p>Walter Brehm DTB GERMANY</p> |  <p>Laska Nenova WOW SPORT, BULGARIA</p> | <p>The autonomy of grassroots sport in the light of internal and external expectations on governance</p>  <p>Sylvia Schenk TRANSPERENCY INTERNATIONAL GERMANY</p> | |
| <p>Good practiceexample from Belgium: Designing strategy and action plans for older people in organised sport</p>  <p>Ingrid Peetersen OKRA SPORT, BELGIUM</p> | | <p>Governance – why is it so important that the sport and recreation sector gets it right?</p>  <p>Mikkel Larsen SPORT AND RECREATION ALLIANCE, UK</p> | |
| <p>Good practice example from Finland: Education of instructors for Active Age programs</p>  <p>Leeni Asola Myllynen SVOLI, FINLAND</p> | | | |
| <p>Good practice example from Italy: Excercice program for seniors in UISP</p>  <p>Anna Elisabeth Kooreman UISP, ITALY</p> | | | |

16.00 -16.30

MOVE Congress 2013 Open Market / break

16.30 -18.00

MOVE Congress 2013 Closing session and Award Show IN SALA TEATRE

20.00 - 24.00

MOVE Congress 2013 Gala Dinner