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



Xavier Amador CITY OF BARCELONA, SPAIN



Rafel Niubò GENERAL SECRETARY OF UBAE FOUNDATION, SPAIN



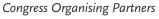
Montserrat Mas CEO EUROFITNESS



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Mogens Kirkeby PRESIDENT OF ISCA, DENMARK

- 19.30 20.30 MOVE Congress 2013 Talk show IN SALA TEATRE
- 20.30 22.00 MOVE Congess welcome cocktail IN OUTDOOR MARKET











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DAY 2 THURSDAY 17 OCTOBER

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

Parallel sessions 11.30 - 13.00

> IN SALA TEATRE Parallel session 1: Cross sector policies and physical activity promotion

What kinds of global challenges do ECF face to ensure

What kinds of global challenges do we face to ensure

Cross-sector policies and physical activity promotion:

How to build partnerships to explore ways of encouraging

and facilitating physical activity: Experiences from Brazil

Maria Luiza Souza Dias

sustainable physical activity and public wellbeing?

Dr. Jayne Greenberg

NUTRITION, USA

Kelly Murumets PATRICIPACTION, CANADA

How to build partnerships in Canada

SESC BRAZII

EUROPEAN CYCLISTS' FEDERATION ECF, BELGIUM

PRESIDENT'S COUNCIL ON FITNESS, SPORTS &

sustainable mobility and public wellbeing?

Bernhard Ensink

Experiences from the USA

IN SALA RAVAL

MODERATOR

Jakub Kalinowski

FUNDACJA VOLUNTEERS FOR SPORT, POLAND

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



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rcelona, 16 -we2013.info

. 19 October 2013

MODFRATOR:

Vladimir Borkovic STREETFOODBALLWORLD, 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, BELGUIM

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



Giovanni Capelli UNIVERSITY OF CASSINO AND SOUTHERN LAZIO FROM ITALY





MOVE Congress 2013 Open Market / Lunch / break

13.00 - 14.30

14.30 -16.00 WORKSHOPS

14.30-16.00	WORKSHOPS			
	IN SALA TEATRE 1 - Communication campaigns and social media context; challenge and opportunity for sport organisations	IN SALA RAVAL 2 - Human capital of new professionals/volunteers in sport	IN LECTURE ROOM 1 3 - Outdoor activities and new profile of participants in physical activity	IN LECTURE ROOM 2 4 - Business to business Market
	moderator: Jordi March MODULA TV, SPAIN	MODERATOR: Jacob Schouenborg ISCA, DENMARK	MODERATOR: Lolo Ibern FORMER GENERAL SECRETARY OF SPORT, GENERALITAT DE CATALUNYA	This is an open space -
	How to entertain children to promote healthy lifestyles in a positive and catching way LazyTown concept	Expected characteristics of the human resources (paid staff, volunteers and participants) in sport for all organisations	Ghetto games: Experiences from Latvia	
	Halli Kristinsson LAZY TOWN, UK	Jean Camy UNIVERSITY OF LYON, FRANCE	Raimonds Elbakjans GHETTO GAMES, LATVIA	
	International community management: Organising for impact	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	Sport is the language between consumers and the industry	
	Jacob Holst Mouritzen ADVICE A/S, DENMARK	Thierry Zintz EOSE, BELGIUM	Guillerno Ricarte INDESCAT BARCELONA, SPAIN	
	The impact of social media on sport	Voluntaris 2000: We serve the community	Be Active	
	Xavier Frocadell BCNPRESS COMMUNICATION, SPAIN	Montserrat Gómez VOLUNTARIS 2000, BARCELONA, SPAIN	Karin Creavin BE ACTIVE & Steve Bedser BIRMINGHAM, UK	
	How do we meet the communication needs of the non-profit and profit setors to provide an innovative and excellent service to costumers?	News trends in education of volunteers and professionals in sport for all	How can new technology create walking and other activity schemes to help large numbers of people to get moving again?	
	Elisabeth Garcia MODULA TV, SPAIN	Jordi Falgueras EUROFITNESS EDU, SPAIN	Veronica Reynolds INTELLIGENT HEALTH, UK	
16.00 - 16.30	MOVE Congress 2013 Oper	Market / break		

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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 GREATHER 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

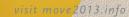


Prof. Dr. Christoph Breuer DEUTSCHE SPORTHOCHSCHULE KÖLN, GERMANY

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

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

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 SÃO 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

Sport infrastructure as the common good - different

models of management in Poland: present situation

SOCIAL ACTION WARSAW UNIVERSITY

Sport facilities in Barcelona: planning and implementing

THINK TANK FOR SPORT, POLAND

Aleksandra Goldys

MOVE Congress 2013 Open Market / break 11.00 - 11.30

11.30 - 13.00 Parallel sessions

IN SALA TEATRE Parallel session 3: Sport facility management



MODEARATOR: Toni Llop UBAE, 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?

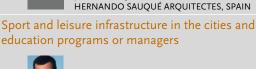


Mihai Androhovici ROMANIAN FEDERATION OF SPORT FOR ALL, ROMANIA

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



Gonçalo Santos ASSOCIAÇÃO CAIS, PROTUGAL



and future possibilities

Joze Jensterlee IASLIM, SLOVENIA

Joan Sauqué

Introduction of spa facilities: The case of Balneari Rocallaure



Jordi Salvé BALNEARI ROCALLAURA, SPAIN

MOVE Congress 2013 Open Market / Lunch / break

13.00 - 14.30

14.30 - 16.00 WORKSHOPS



20.00 - 24.00 MOVE Congress 2013 Gala Dinner



