

MOVE Congress 2013

CHANGES. OPPORTUNITIES. INNOVATION.

Experience from innovative partnerships in sport

Presentation on Partnership

STB (Swabian Gymnastics Federation)

**Department for Sports and Physical Activity, State Capital
Stuttgart**

Barcelona, 18.10.2013





„CHANGES“

Stuttgart – the city

- 600.000 inhabitants
 - 170 nations
 - City of Sports
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- More providers
 - Increase of non-organised activities in the field of HEPA
 - Diversity of target groups
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- Vision: Physical activity promotion of all population groups
- Key: Partnerships



„OPPORTUNITIES“

 City of Stuttgart	STB 
Financial physical activity promotion	Education for trainer
Advisory service for 440 clubs, sports organisations and individual citizens	Supporting the regional gymnastics- and sports clubs
Programme coordination	Implementation of sports events (i. e. World Championships 2007/2015)
Network coordination	Implementation of programmes

„OPPORTUNITIES“



Networks to built partnerships

- European level
- City-wide level
- District / setting level

„INNOVATION“



„INNOVATION“

Gymwelt



„INNOVATION“

Sport im Park



„INNOVATION“

Fit from 50



HEPA – Framework areas in physical activity promotion for older people

POLICY				
1 Awareness among local policy-makers	2 Politically driven measures			
CITY PLANNING				
3 Urban planning	4 Sports venues and exercise spaces	5 Public leisure spaces	6 Reduction of barriers	
NETWORKS				
7 Intra-administrative network	8 Intra-urban network	9 Local neighbourhood networks		
EDUCATION AND KNOWLEDGE				
10 Education	11 Training of operators	12 Quality label	13 Assessments	14 Volunteering, involvement
15 Needs, participation, rights	16 Knowledge transfer	17 Social marketing		
COMMUNICATION				
18 Information about offers	19 Use of web 2.0	20 Campaigns	21 Corporate identity	22 Events
23 Media				
KEY INSTITUTIONS				
24 Municipal administration	25 Sports associations	26 Health insurers	27 Foundations and business	28 Medical sector
29 Welfare organizations	30 Religious associations	31 Education sector		
KEY SETTINGS				
32 Family	33 Church institutions	34 Sheltered accommodations	35 Doctor's surgeries and pharmacies	36 Geriatric rehabilitation and physiotherapy
37 Mobile nursing service	38 Old person assistance	39 Sports clubs	40 Neighbourly help	41 Senior representatives
42 Community centres Senior clubs	43 Public transport			

Thanks for your attention!

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