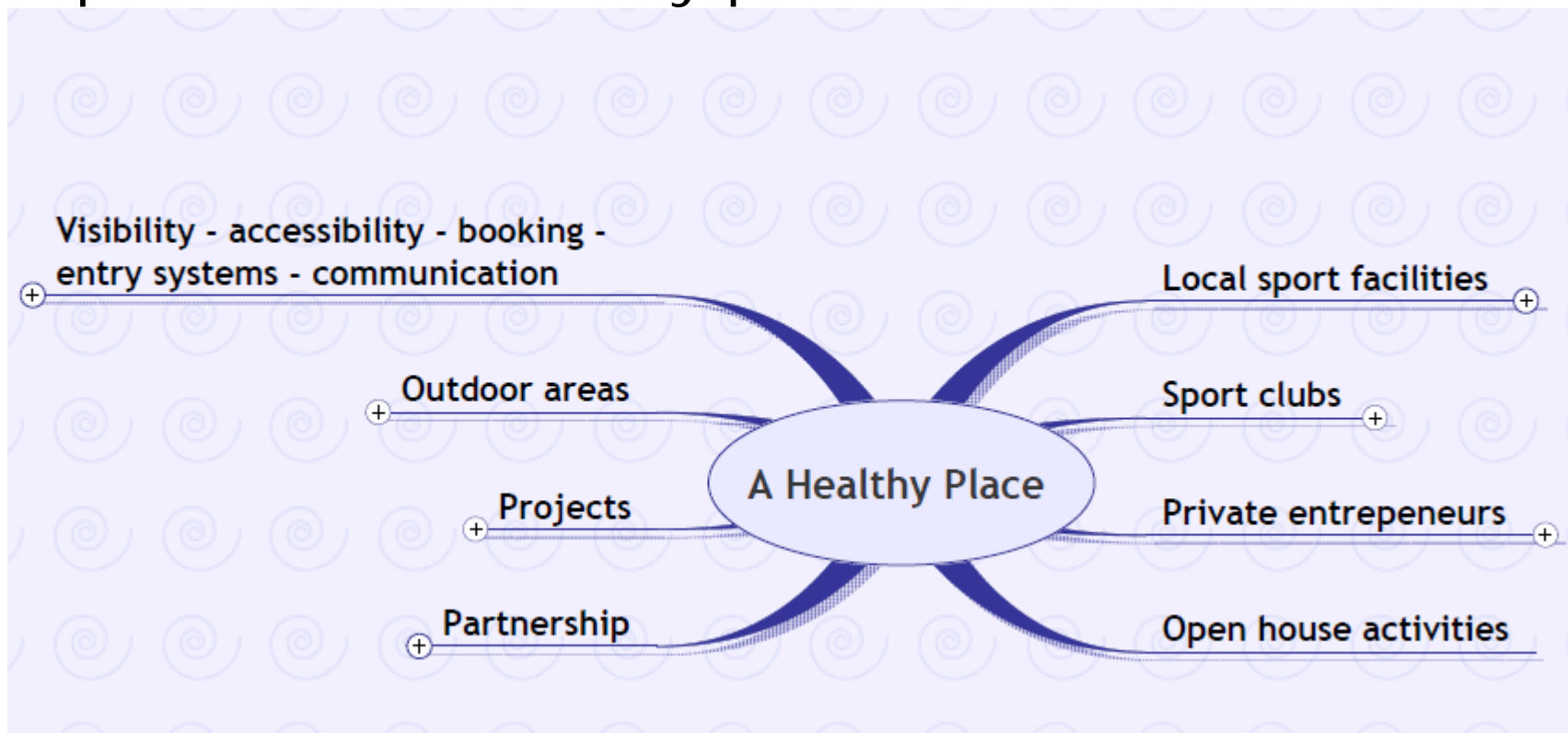


MOVE 2010
Frankfurt October 22nd 2010
A Healthy Place
Anders Kragh Jespersen

A Healthy Place – a frame for developing possibilities for every person



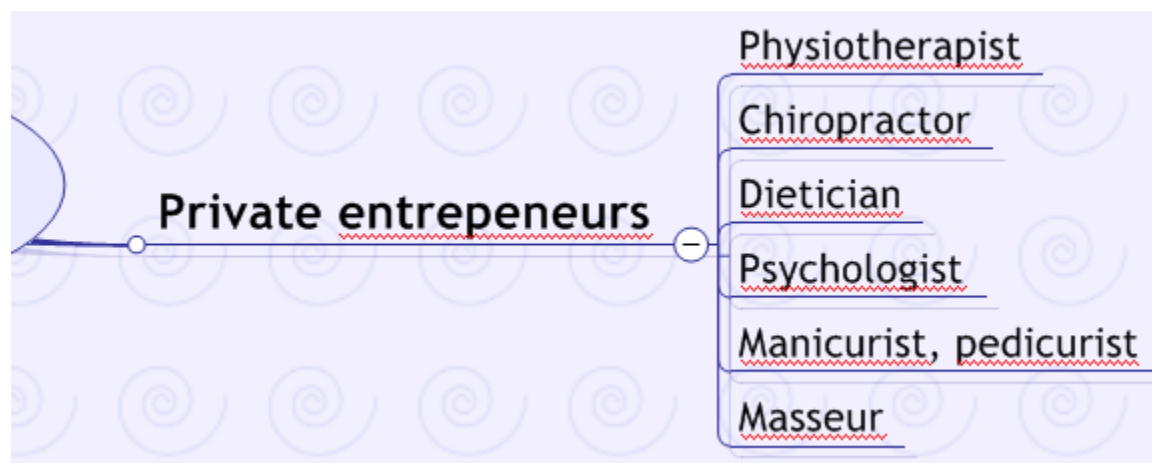
The physical frames for activities are important – there is a big need for development and design – elite sport is dominating and the need for relevant facilities for sport-for-all is tremendous



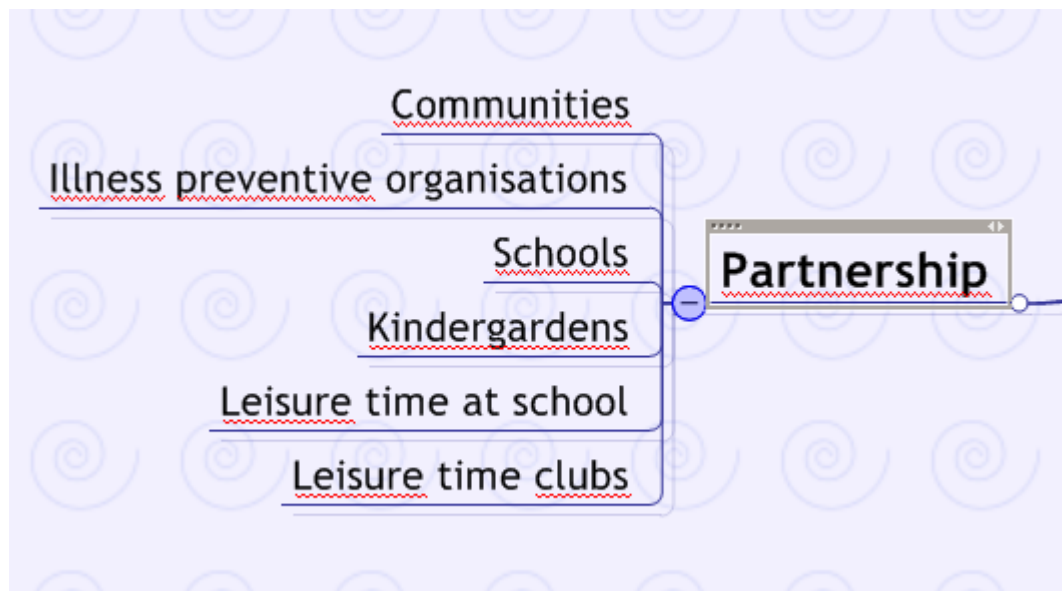
The traditional sportsclubs are important – they are attractive for a large number of people. But – there is a need for development, for new clubs and for new kinds of activities to attract new targetgroups



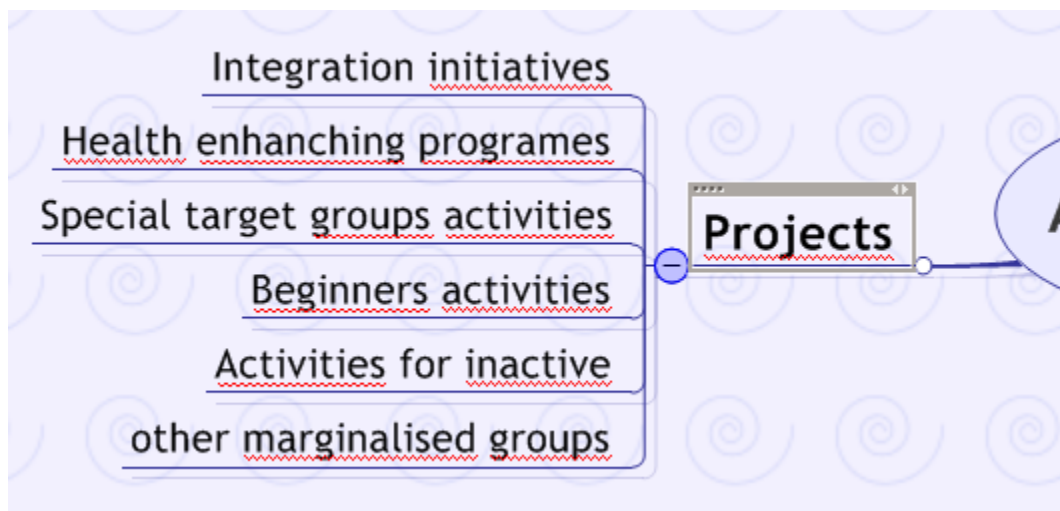
A large number of very skillfull persons establish their own bussiness offering activities in the nabourhood of traditional trainingactivities – they act fast and strongly related to actual needs and demands in the population and with high quality



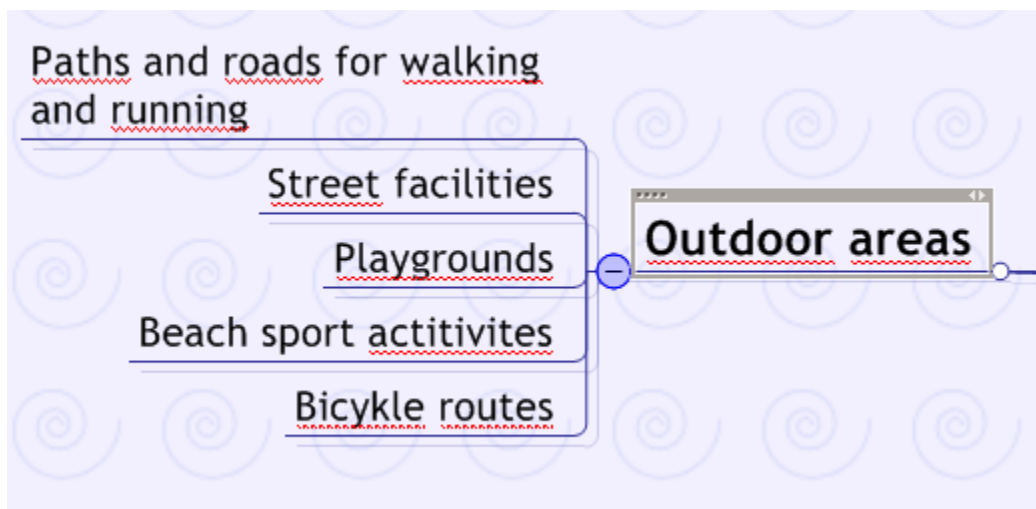
The megatrends obesity and inactivity are so massive that there is a strong need for cooperation between public institutions, private and non-profit organisations, to change the situation



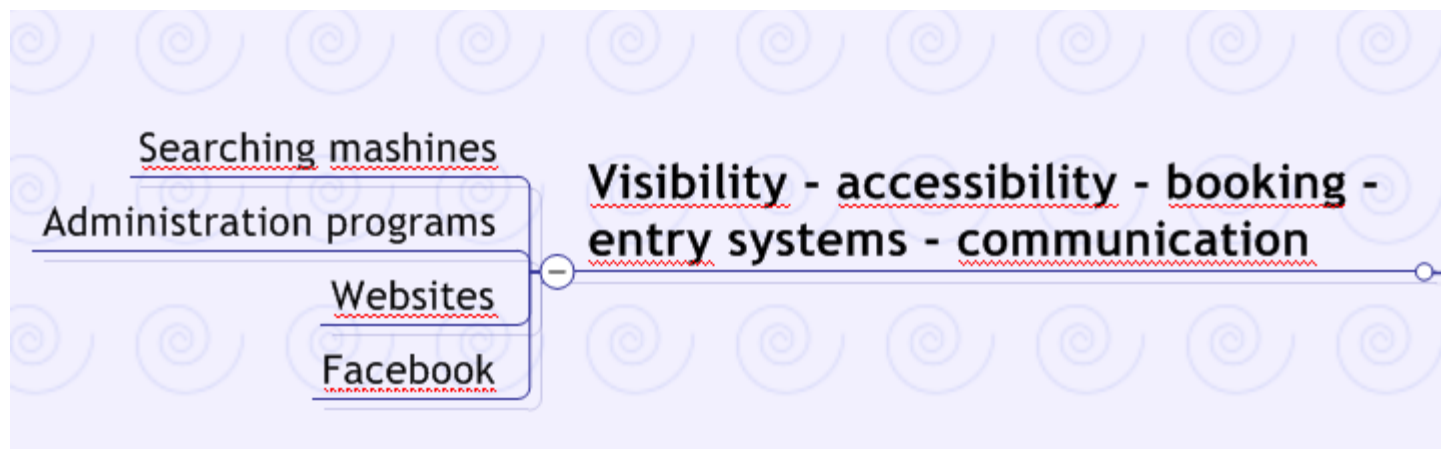
Projects to develop and implement new way of acting, communicating, reaching, and organising initiatives for different targetgroups are necessary.

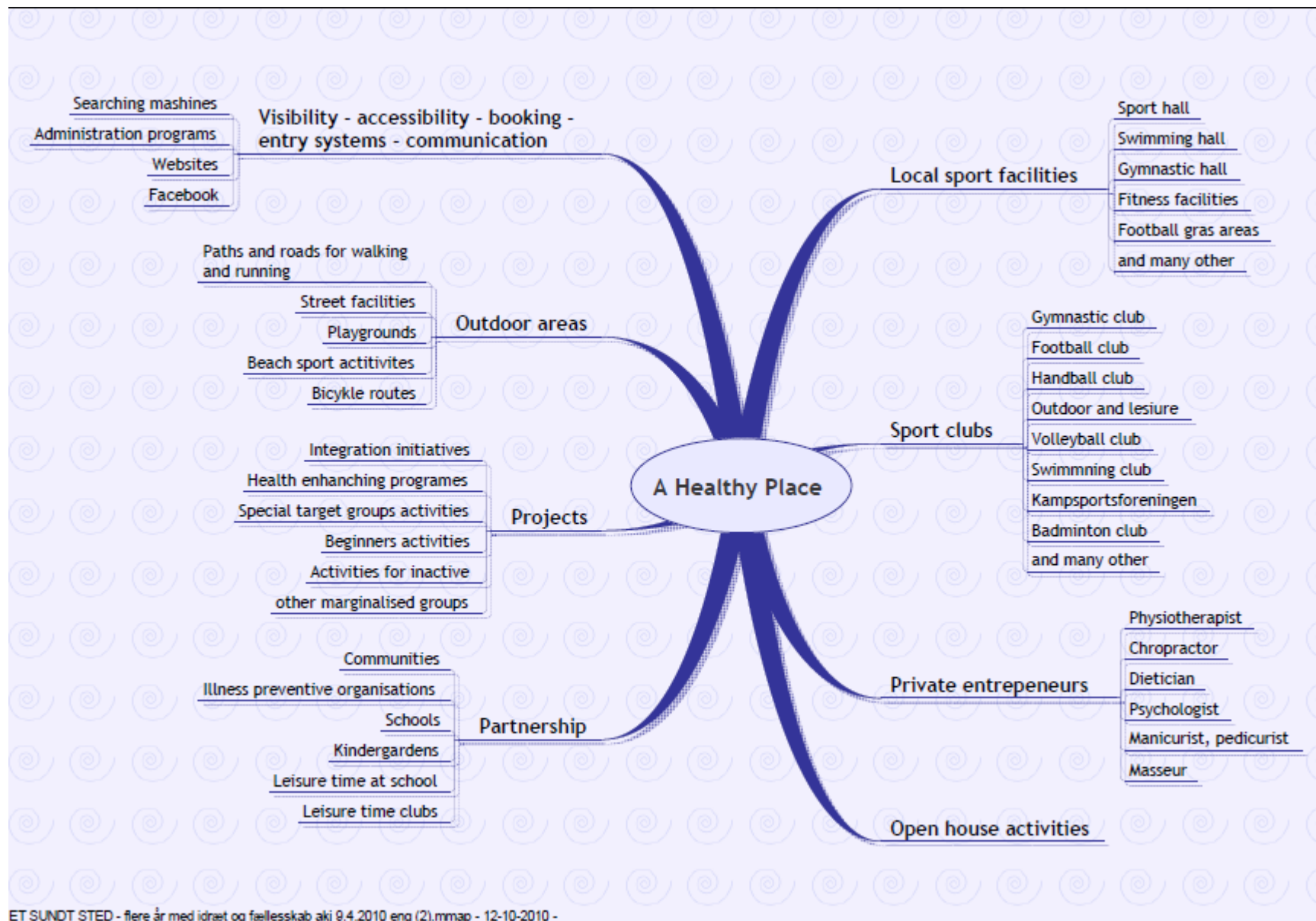


The interest for being active outdoor closely related to nature is growing fast – different facilities and equipment are needed to support this



It should be easy for everyone, who has a wish for a better life, to find possibilities, to get in contact with someone to help and to sign up for physical activity – and in a modern way, which means a fast, easy, flexible, and relevant form





What is a healthy place for you?

- If you want to live
 - A healthy life (body, heart and mind)
 - For longer time (more years to your life)
 - In better quality (fullfill your dreams and aims)
- Where would you go? What should you find? And how will you find motivation to be part of it?
- Make a drawing together with two other people next to you! 10 minutes.