

MOVE 2010

EUROPEAN CONGRESS
ON SPORT FOR ALL AND HEALTH:
A STRATEGIC PARTNERSHIP

20-24 OCT. 2010 | FRANKFURT, GERMANY



Booklet

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Prof. Dr. Winfried Banzer

HEPA Europe, the European network for the promotion of health-enhancing physical activity

Winfried Banzer, Willem van Mechelen, Andrea Backovic Jurican, Finn Berggren, Charlie Foster, Maarten Koornneef, Brian Martin, Jean-Michel Oppert, Francesca Racioppi, Harry Rutter, Radim Slachta, Michael Sjöström, Mireille van Poppel, Tommi Vasankari, Sonja Kahlmeier

Insufficient physical activity is now clearly recognised as one of the leading risk factors for a number of noncommunicable diseases and conditions, including cardiovascular ones, type II diabetes, breast and colon cancer, overweight and obesity. While sports for all has a long history, only a few examples of long-term integrated physical activity promotion strategies have been in place in Europe until recently, when several experiences are being developed in different European countries, both in terms of national policy developments and of interventions which involve different sectors, such as those of education, urban development, transport and the environment, sports and leisure, in addition to the health sector.

HEPA Europe, the European network (Cavill, N., Kahlmeier, S. & Racioppi, F. (editors) (2006b). *Physical activity and health: evidence for action*. Copenhagen, WHO Regional Office for Europe) for the promotion of health-enhancing physical activity, was founded in May 2005 to provide a platform for sharing these developments and facilitating the dissemination and implementation of evidence-based policies and strategies (Evidence-based physical activity promotion - HEPA Europe, the European Network for the Promotion of Health-Enhancing Physical Activity).

J Public Health 14: 53–57.

www.springerlink.com/content/a88v532830273444/fulltext.pdf). HEPA Europe aims at strengthening and supporting efforts and actions that increase participation in physical activity and improving the conditions favourable to a healthy lifestyle. It focuses on population-based approaches for the promotion of health-enhancing physical activity, using the best-available scientific evidence. HEPA Europe is working closely with the WHO Regional Office for Europe. At the last annual meeting in November 2009, HEPA Europe counted almost 100 member institutions from 29 countries in the European Region, including ministries, universities and NGOs.

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The direct use for the practice of physical activity promotion and intersectoral approaches are priorities of HEPA Europe. Projects include an advocacy booklet on physical activity and health addressed to policy makers from a broad range of sectors. The booklet is now available in 11 languages and has been rated as “excellent” by the British Medical Association. HEPA Europe has also supported the development of a web-based inventory of existing policy instruments (<http://www.euro.who.int/en/what-we-do/health-topics/disease-prevention/physical-activity/activities/hepa-europe-project-on-promotion-of-physical-activity-international-inventory-of-national-policies-and-documents>). Currently, the network has working groups on HEPA promotion in children and youth, in health care settings, in socially disadvantaged groups and on monitoring and surveillance. It is also active in the development of guidance on economic valuation of cycling and walking (www.euro.who.int/HEAT).

More information about the activities of HEPA Europe can be found at www.euro.who.int/hepa and in its work program 2009/2010.



Prof. Dr. Winfried Banzer

Quality Seal Sports for Health of the German Olympic Sports Confederation

In cooperation with the German Medical Association the German Olympic Sports Confederation, a non-governmental umbrella organization of German sports has developed the Quality Seal SPORT PRO GESUNDHEIT (*Sport for Health*). The Quality Seal stands for high-quality, effective and nation-wide preventive exercise programmes offered by sports clubs. The major aim is to make sports available for all, regardless of age, gender or social status and promote healthy lifestyles. The sport courses focus on the prevention of cardiovascular conditions, musculoskeletal diseases and specific risks and stress-related illnesses.

In order to qualify sports clubs and their trainers must fulfil the following criteria:

- Target group-oriented courses
- Qualified trainers
- Uniform organizational structure
- Preventive health check-up
- Supported by quality management
- Sports clubs as active health care partners

Partners of the German Olympic Sports Confederation include

- German Medical Association / State medical councils
- Federal Ministry of Health / State ministries of health and Sports ministers
- Head Associations of German Health Insurance Companies
- German Association for Sports Medicine and Prevention
- German Society for Sports Science

The health insurance companies bear a part of the expenses of the courses for their members. Interested members have to register at their health insurance company before taking the course. The financial support meets about 80 % of the costs and is granted max. twice per annum.

Vita Prof. Dr. Banzer

Prof. Winfried Banzer is Dean of the School of Psychology and Sport Sciences, and Head of the Department of Sports Medicine – Prevention and Rehabilitation at Goethe University, Frankfurt. His research interests include preventive sports medicine and health promotion, and healthy ageing. His professional memberships include the EU Expert Group Physical Activity Guidelines, the Platform on Diet, Physical Activity and Health of the European Union, and the Steering Committee of the European network for the promotion of health-enhancing physical activity (HEPA/WHO).



Ramon Boixadera

Co-author: Jordi Caveró

The Euro Sport Health project

Introduction

The experience of Barcelona Provincial Council in the coordination of projects focused in the sport sector boosted the initiative to develop an ambitious project in the field with an international scope. Besides, the Festival of the Sport held in the province of Barcelona, has also become a catalyser to promote the establishment of the Day of the Sport in Europe, an expected result of the Euro Sport Health project. The Festival of the Sport is a popular sporting fest in which everyone may take part, where the activities are adapted to the physical level of the participants. For these reasons, we have developed the Europe Sport Health project, a model of network to promote health through sport.

Development

The Euro Sport Health project main objective is to identify and exchange best practices for the health promotion through the sport for all at local level.

Other specific goals are of the project are:

- To promote the health benefits of the sport practice and physical activity.
- To encourage the participation of citizens in sport as a regular activity.
- To disseminate the values of the sport as a part of an active life style and its benefits for people's health.
- To create a network of territories in order to identify and exchange best practices.
- To implement the "day of the Sport" in each territory participant in the project.

The leader of the project is the Provincial Council of Barcelona and the partnership is composed by 5 partners:

- Cyprus Sports Organisation (Cyprus)
- University of Castilla-La Mancha (Spain)
- Budapest Association of Sports Federation (Hungary)
- Azienda USL della Valle d'Aosta (Italy)
- Belfast City Council (North Ireland – United Kingdom)

The project will be implemented until the 31st March 2011 with a total budget of 299.760 Euros.



The expected main products of the project will be the following:

- Edition of a guide of best practices in the field of health promotion through sport for all at local level. The assessment tool to collect best practices is based in 21 indicators classified in common aspects and specific aspects, the latter divided in the dimensions of organisation, program, personal development and repercussion of the program.
- Creation of a network in the field.
- Implementation of the “Day of the Sport” in several European territories.

Conclusion

It is basic to promote the sport activity among the population trying to make easy its practise avoiding barriers. Therefore we consider that the Euro Sport Health project can contribute to increase the quality of the sport practices in Europe by providing a common best practice guide as a reference.

Provincial Council of Barcelona is aiming to join with other territories in Europe and develop an active network that will have a great impact in all territories. As a final result, we aim to establish the European Day of Sport.

Project co-financed by the European Commission – EAC/21/2009 Preparatory action in the field of sport

Vita Ramon Boixadera

MBA - EADA business school (2003-05); Master degree in Direction and Administration of the Sport – University Olympic Institute of Sport Sciences – Complutense University – Madrid (2000-01).

Communication and International Relations Responsible – Provincial Council of Barcelona, Sport Service (since April 2005). Associated Professor – INEFC (National Institute of Physical Education of Catalonia) (since 2006-2007). Responsible of volunteers training at the 20th European Athletics Championships – Barcelona 2010 (April 2008 – August 2010). Manager of Spoqua LC, sport services company (2002-2005). Coordinator of the Olympia Project (2002-2005). Manager of the Handball section of U.E. Lleida, S.A.D. (Handball Honour Division) (1998-2003). Manager of Club Esportiu Lleida Llista Blava (Roller Skating Honour Division) (2001-02). Responsible of the organization of the European Seminar of Sport Management of the EASM (European Association for Sport Management) (2000-01 in Vitoria/Gasteiz).



Antonio Borgogni / Erika Vannini

The Relevance of Informal Sport Facilities in the Urban Scenario

The speech presents a part of an ongoing qualitative research whose applicative field concerns a qualitative study based on interviews and observations about the active city perspective and about the projects involving citizens in planning sports and recreational areas. The research compares several European case studies.

The focus of the speech is on the informal or semi structured public spaces which become body facilitating environments allowing everybody to practice physical activity and sports. Those urban landscapes encourage walking (walking groups, safe route to school, urban trekking), jogging, cycling, playing, and post modern activities like skate board and parkour, as well as a wide range of bodily practices and sports, often brought by migrants, like cricket, ecua-volley, pelota, petanque, and flag throwing.

A body facilitating environment, together with information, sensitization, and educational actions, can play a crucial role in the promotion of the practice of physical activity, sports, and active lifestyles also for people in disadvantaged situations. Sometimes those environments are intentionally planned and built, sometimes are historical parts of the urban weave, in other cases they are object of informal appropriation, in much rarer cases they are the results of collaborative planning.

The analysis of the cases shows the need of tailoring projects and procedures for the specific context. Nonetheless, the inter-sector cooperation, the intelligent management of policies concerning public space, the monitoring, the strong attention to the processes, and the motivation to involve citizens in planning more sustainable environments, are between the most successful factors.

Vita Antonio Borgogni

Assistant Professor at the Faculty of Sport Sciences in the University of Cassino (Italy).

“My main research fields are the relationship between the body and the city through the theory that hypothesises the body as the analyser of the quality of city life, the participative processes of planning public spaces for sport and leisure, and the didactics of sports with particular emphasis on the social aspect.”



Prof. Dr. Walter Brehm

Modules of campaigns for sport for all and health. What is successful in midlife development?

Adults in what might be termed 'midlife development' are characterized as a group with unclear demarcations between adolescence and older adulthood. This is especially true because of the high plasticity of human development during this period of the lifespan. The fitness of the adult population is decreasing during this period, and risk factors and other health problems increase, often becoming more chronic during the transition from middle to old age.

Concerning sedentary behaviour during this lifespan, 60% of the adult citizen of Europe detect in the the Eurobarometer Survey from 2009 that they are physically active less than once a week. Asking adults in different **industrialized regions**, if they exercise for at least two hours every week with at least moderate workload (sweating) the positive answers decline till 10% – and that means up to 90% are showing a sedentary behaviour connected with many risks for health.

Concerning the barriers towards being more active, we have a high agreement between studies showing lack of time, lack of social support, bad health and no opportunities in the neighbourhood as important barriers for middle aged adults.

An analysis of publications is showing, that the following intervention campaigning possibilities trying to change significant the activity behaviour of the adult population are used:(1) Information, Advice and Counselling, (2) Activity Programmes and Improvement of Infrastructure, (3) Networks of interventions.

The lecture will differentiate these possibilities and will give an overview over the knowledge how successful these interventions are.

Vita Prof. Dr. Walter Brehm

Professor at the University of Bayreuth (Sportpedagogic, Sportpsychology, Organisation in Sport, Health and Fitness); Head of the Institute of Sport Science at the University of Bayreuth (1994 – 1996, 2000 – 2002, 2004 – 2006); Speaker of the Bavarian Sport Science (1997 – 2000, 2007 - 2009); Dean of the „Kulturwissenschaftliche Fakultät“, University Bayreuth (2007 - 2009); Visiting Professor Wuhan Institute of Physical Education, since 2009; Vice-President of the German Gymnastic Federation, since 2009



Bae Dixon

TAFISA Triple AC Program: Utilising the City Setting to Encourage Participation in Sport for All and Physical Activity

It is estimated that by 2050, 70 percent of the world's population will live in cities, with an everyday increase in urban population by 200,000. By their nature, cities have established infrastructure, administration and communication systems, policy and existing sponsorship of sports based programs. This, combined with an increase in sedentary lifestyles within cities, this makes cities and communities the perfect setting to reach out to citizens to promote and encourage participation in Sport for All and physical activity.

To this end, TAFISA, in cooperation with the IOC, is developing a global strategy for encouraging participation in Sport for All and physical activity, including the "Active Cities – Active Communities – Active Citizens" program, "Triple AC". The Triple AC is a social marketing program aiming to encourage cities and communities to develop a culture of physically active living with active citizens who reap all the benefits this entails, including health, social, environmental, economic, and integration benefits.

There has already been much scientific research in the field of Active Cities and many comprehensive Active Cities programs have been established around the world. However, to date there is no program that both promotes and encourages the concept of active cities as well as allowing the sharing of knowledge and experiences internationally to create a dynamic worldwide network of active cities and communities. As a global marketing and communications based program, focussing mainly on encouraging, recognising and rewarding Active Cities programs and interventions, the The Triple AC aims to fill this gap.

Development of Triple AC commenced one year ago with a series of international workshops. The program is being developed in cooperation with the IOC, with input from other international bodies, including WHO Healthy Cities Network, and established Active Cities from around the world.



Triple AC's core is recognition and rewarding of innovative and effective Active Cities initiatives and programs. Participants will have access to a self-assessment rating questionnaire which allows them to qualitatively establish, and then subsequently monitor, their level of activity and improvements. The Triple AC is a global program that is widely inclusive, applicable, transferrable and open to any city, community and citizen, regardless of level of development, race, religion, financial situation, size or location.

The Triple AC program will be formally launched in 2010 with continuing development based on participant needs and requests. The first round of Triple AC awards will be presented late 2010. Ultimately the Triple AC program will form a global network of cities, communities and citizens learning from each other and working toward a shared goal of active living, but still operating in unique ways that are relevant to their local level of development, customs and interests.

Vita Bae Dixon

Bae Dixon graduated from Monash University in Melbourne, Australia, with a Bachelor of Engineering (Honours) and Bachelor of Science. Before commencing in the sports sector after a lifetime exposure through family contacts and personal interest, several years in the engineering industry allowed development of project management, business development, marketing and communications skills widely applicable to any sector. Bae has also held voluntary positions including fundraising and event management throughout the duration of her professional career.

Bae has been with TAFISA since January 2009, initially in the role of Project Manager, and currently as Director of Business Development and Marketing. Her role includes event and program presentation, coordination and development, international stakeholder liaison and relationship management, business strategy development, marketing and communications.

Specifically, Bae has been deeply involved with the TAFISA Business Strategy development, including marketing and communications policy, and program development, including the TAFISA Active Cities – Active Communities – Active Citizens Program, “Triple AC”. Bae has substantial experience both presenting to and facilitating working sessions for a wide range of international audiences.

Bae is based in Frankfurt, Germany, and has a keen interest in sports, culture, travel, cuisine and people.



Raymond Fismer

Getting Babies on Bikes & Grampas on Trikes- How to Run Win-Win-Win Campaigns

Subject

Everyday cycling is a perfect means to integrate physical activity into people's lives. LIFE CYCLE presents a systematic approach how to plan and implement effective cycling campaigns.

The target groups cover the whole life span, in order to adopt and keep up cycling as a life-long habit:

- Kindergarten children and pupils: What can institutions like pre-schools do to provide cycle training? How can schools encourage pupils to cycle to school?
- Families / Parents: What can parents do to help their children cycle as their prime mode of transport?
- Adults: What can employers do to get more people cycling to work? How can local authorities get more people cycling to shops or leisure destinations?
- Older people: How can general practitioners/family doctors & organisations for the elderly get more people cycling, focussing on the health & social benefits?

How we will work

The participants will work on example projects of their own choice, identifying the obstacles and potentials and applying the LIFE CYCLE approach systematically. They will be supported by examples and tips from the Best Practice Handbook and the Intervention Manual.

What you can expect to learn

- Experience developing an intervention plan to promote cycling
- A better understanding of the potentials and obstacles in your specific field of work and with your target group
- Knowledge about the LIFE CYCLE approach (lifelong cycling)
- Acquaintance with the resources LIFE CYCLE offers (Intervention Manual, Best Practice Handbook, website, contacts, and more)

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About the LIFE CYCLE project

Since 2008, 10 partners from 9 European countries have been cooperating to identify and test the best measures to promote cycling as a lifelong habit.

On the project website www.lifecycle.cc they have published (for free use) a Best Practice Handbook and an Intervention Manual, summarizing the project's experiences and results.

LIFE CYCLE is a project funded by the EU Public Health Programme.

Vita Raymond Fismer

Working at ADFC (German Cyclists' Federation) head office Bremen as project manager and accountant. Long-time experience in adult education and in moderation of workshops and groups. Diplom-Physiker (advanced degree in physics).



Helmut Fleischer

“Germany on the move!” Germany's largest health initiative

Since 2003, this health initiative and its comprehensive network of many movement and participation opportunities have succeeded again and again in motivating people to either start or to keep exercising.

The initiators

“Germany on the move!” was initiated by the BARMER (now BARMER GEK) private health insurance fund, the Bild am Sonntag newspaper and the ZDF TV broadcasting station. The starting pistol was fired on World Health Day in April 2003 and since then, over 35 million have taken part in the many events associated with the topics of health, more movement and a healthier diet.

The objective - prevention

The objective of this health initiative is to motivate independent, proactive and healthy behaviour in order to become or remain fit. Whether young or old, entry level or advanced, whether one prefers to get moving in a group, in the open air or at home, “Germany on the move!” offers something for everybody.

Relevance

Inadequate movement is a risk factor for many diseases e.g. excess weight, diabetes, back complaints, high blood pressure and cardiovascular diseases and it is an international problem. Endurance-oriented movement can prevent this and help lead to a higher quality of life. A healthy diet and relaxation also play their part.

The partners

There are national and regional campaign days and events that - being linked with many initiatives - indicate the benefits of special types of sport and inspire people to take part and stay involved. Throughout the year, there are changing programmes that are being implemented by competent partners.

At a national level, these variously include the Federal Ministry of Food, Agriculture and Consumer Production together with The Federal Ministry of Health with their “IN FORM” initiative, the German Gymnastics Association e.g. with their children's gymnastics test, the German Olympic Sports Confederation with the German Sports Badge and the German Red Cross, as well as the German Ski Association, Nintendo, Bionade and many more. There are also very many partners at regional and local levels, together with service providers such as doctors, pharmacists, spa and health resorts, associations etc.



The Concept

The concept of the health initiative is based upon five core elements that are arranged in an interactive and integrated way.

1. Information
2. Events
3. Cooperation
4. Offers/Campaigns
5. Rewards/bonus programmes

Vita Helmut Fleischer

Career History

Banking Administrator; Studies at Stuttgart University for Applied Sciences; Academy of Advertising; Public Relations Speaker of a Financial Institution; Management functions at several renowned German advertising and PR agencies (R.W. Eggert, ABC) serving international clients; Establishment of own agency: H.F. & P., Agentur für Kommunikation GmbH [H.F. & P., Communication Agency Ltd]

Areas of Focus

HFC is a proprietor-operated consulting company in the focus area of communication, especially for the development of holistic strategies and cross communication.



Guy De Grauwe

Health Strategies for an Active Workplace

PART I : the European Federation for Company Sport, the leading federation in the field of company sport

1. Created in 1962 to strengthen human and cultural contacts across national borders through company sport
2. Target public: workers and companies who play a crucial role in society and in the welfare of a country
3. Core values: health, togetherness, well-being, sociability, equality
4. 29 member countries
5. Services: sport related activities
 - a) European Company Sport Games in Summer and Winter
 - b) EFCS labelled events
6. Services: health related activities
 - a) Creation Health Management
 - b) Implementation step campaign
 - c) Every year Active Workplace Conference
 - d) Health awards

PART II : EFCS focuses on the health and movement aspect

1. Objectives and realisations health management conforms to the EU PA Promotion guidelines and the workplace guidelines
 - a) To collect, to exploit and to spread the knowledge that is massively present in EFCS
 - b) To examine good practices
 - c) To build up health awareness amongst workers and companies
 - d) To encourage EFCS member countries to focus not only on the pure sport activities but also on the benefits of company sport for the worker
 - e) To concept and implement health programs
 - f) To organise an Active Workplace Conference on a yearly basis since 2008
 - g) To introduce EFCS health award
 - h) To introduce Active Workplace awards/certificate
 - i) To organize a European Active Workplace day
 - j) Creation of a small but highly qualified health management team
 - k) Organisation of a step campaign.



PART III : Good practices in Belgium, founding member of EFCS

A. In the Flemish federation for Company Sport

1. To educate to adapt a healthier eating habit, to educate how to build up a good physical condition
2. To organise health related clinics (i.e. healthy food, back massage,...)
3. To organise free activities on site, activities that need no special talent, nor special equipment aimed at the non active worker
4. To use qualified trainers and personal buddies
5. To explain benefits for the worker and for the company
6. To organise initiations in several sporting disciplines
7. To organise promotional events to attract non member companies
8. To organise i.e. a ball game day, a recreational triathlon with the participation of celebrities
9. To organise events for different categories of competitors (recreational, active, highly active)
10. To help the companies organising health related activities and tailor made 1 day company sport event
11. To offer very cheap insurance policy

B. In the Bank J. Van Breda

1. high sick leave rate
2. construction of a small fitness room in new head office
3. qualified trainer/coach
4. 1 year contract between worker-company -> win-win situation
5. 154 participants out of 403 staff (38%)

Result: awarded as the “fit company 2009”, award recognised by the government and handed over by the Flemish minister-president.

Vita Guy De Grauwe

Profession: translator

Hobbies: sport, architecture, culture, British humour, wine & dine, travelling, languages, journalism, nature

Sports career: from 1962-1982 soccer with KSV Veurne, KVV Coxyde and KSC Eendracht Aalst

Career in company sport:

From 1980 until today on Flemish, Belgian and European level, first as active sporter, later as board member



Prof. Dr. Herbert Hartmann / Saska Benedicic - Tomat (ISCA)

Sport and Health – A major trend and a vehicle for development

One of the central health issues of our time is the growing lack of physical inactivity among many population-groups. Alarming figures about increasing tendency for unhealthy populations because of physical inactivity has pushed national and international programmes and campaigns counteracting inactivity on a top rank of the social-political agenda all over the world. Apart from programs and actions undertaken by governments and the public health sector, the past few years have also seen numerous national and international sport organisations, particularly in the area of Sport for All, which have taken up the social challenge and have offered to contribute to the keeping and furthering of good health. But within the framework of political discussions regarding health, the potential of organised sport has hardly been taken seriously. Also health system professionals recognise the possibilities sport offers with scepticism or even more with dismissal. Even within the sport system itself, there are still resistance and barriers, to get strongly involved. But the situation has started to change. Important political documents, primarily the <EU Physical Activity Guidelines>, assign organised sport a prominent position in regard to the improvement of health. However a critical question is, if organised sport will be able to take up the position as a strong stakeholder in the field of health promotion. Reservations seem to be reasonable and deficits are obvious. Going to take up the challenge for adding a clear health related profile to the philosophy and policy of a sport association it's necessary to develop a systematic approach with a conclusive and consistent strategy. During the lecture a model for a health promoting strategy of a sport association will be presented and clearly defined by the example of the <ISCA Health Promotion Program> and its projects (PATHE; SANTE; MOVE) as the supportive pillars of the strategy. Projects use the most widespread civil society movement to reach individual citizens, local communities, and special target groups. They transform knowledge to action at citizens level. And it inspires the Sport for All sector to improve and increase its contribution to creating better and healthier societies.

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Vita Prof. Dr. Herbert Hartmann

Prof. Dr. Herbert Hartmann was Professor (emeritus) for sport science at the University of Darmstadt (Germany). Main subjects of teaching and research: sport and education; historical and topical perspectives of sport development; quality management in organized sport; sport for senior citizens; health enhancing sport. Leading functions in organized sport: vice-president of International Sport and Culture Association (ISCA) and European Confederation of Sport and Health (CESS). Honouree member of German Gymnastic Federation (DTB); member of DTB board of General Gymnastics.

Vita Saska Benedicic Tomat

Saska Benedicic Tomat is working as a Project manager in ISCA. She has been actively involved in the development and implementation of the PATHE, SANTE and other ISCA projects. As »Expert adviser« she is involved in development of the »Health strategy« and »Healthy clubs« in Sports Union of Slovenia. At the same time she is author and co-author more than 120 reviewed articles/books/brochures on various issues of sport, health, quality management and voluntarism.



Georg Kemper

Sport Development Planning Frankfurt am Main

Frankfurt am Main sees itself as a city of sport, which enjoys an outstanding reputation due to its top-class sports events and internationally known sports teams. Frankfurt am Main also sees itself as a sports loving and active city, which promotes the function of sport integrating society as an essential component for providing the basic needs for its citizens and giving financial support as an important element of social, health, education and leisure policy of this city.

A great deal has changed in recent years in the city of Frankfurt am Main in terms of the demand by the city's population for sports facilities and sports programmes. The general trend towards individualisation is also clearly recognisable in the sports field; health, fitness, fun and recreation are replacing what have been up to now the dominating sport motives of competition and performance with a continuously growing proportion of people actively participating in sports. This extension to the current areas of activity of municipal sports policy requires a new definition of sport promotion and development, which adapts to the changing conditions.

In order to be able to plan and design the objective as well as the types of offer and organisation of sport as well as the facilities for sport and physical activity in the city of Frankfurt am Main with tomorrow's needs in mind, Frankfurt Sports Authority has put out to tender the scientific monitoring of an integrated sport development planning.

Together with Institut für Kooperative Planung und Sportentwicklung (IKPS) (Institute of Cooperative Planning and Sports Development) and Institut für Sportwissenschaften (Institute of Sport Science) of Friedrich-Alexander-Universität Erlangen-Nürnberg, comprehensive stocktaking in the infrastructure and offer range in the Frankfurt sports field was drawn up as a first step. Following this a representative questionnaire on the sports behaviour of Frankfurt's population was carried out and analysed. On the basis of these investigations and results key objectives, measures and recommendations for action for sport development for the coming years was able to be worked out and formulated – in the framework of a cooperative planning process with specialists from the fields of politics, administration and organised sports.

The final report from the Sport Development Planning Division Frankfurt am Main will be published shortly; excerpts from this will be presented in the framework of the MOVE2010-Congress in the form of a presentation.

MOVE 2010

EUROPEAN CONGRESS
ON SPORT FOR ALL AND HEALTH:
A STRATEGIC PARTNERSHIP

20-24 OCT. 2010 | FRANKFURT, GERMANY



Vita Georg Kemper

Georg Kemper, born on 15th April 1964 in Bonn, studied Sports Economics at the University of Bayreuth (Degree). From 1990 until 1995 he worked as a consultant at Deutscher Sportbund (DSB) „Competitive Sport for Olympic support centres and national sports federations. In 1995 he changed as Director for International Cooperation to the National Olympic Committee Deutschland (NOK) and became the managing director of Deutscher Leichtathletik-Verband (DLV) (German Athletics Federation) in 2004. Since 2008 he has managed the Sports Authority of the city of Frankfurt am Main.



Jacob Kornbeck

EU involvement in sport and health. The expectations of the European Commission with regard to partnership projects

Vita Jacob Kornbeck

Policy Officer in the European Commission, Sport Unit

A Danish national, Jacob Kornbeck is a graduate of Universität Trier (Germany) and the Open University (UK). A historian and social scientist, Jacob joined the EU Civil Service in 1999. His current appointment is within the Sport Unit of the European Commission's Directorate-General for Education and Culture (DG EAC) where he has been working since 2001. Jacob is in charge of anti-doping issues, sport & health (obesity prevention), relations with the Council of Europe, UNESCO and the WHO as well as with the academic world. In particular, Jacob represents the Commission in the Council of Europe's various anti-doping structures. He was involved in the preparation of the Commission's White Paper on Sport (2007) and EU Physical Activity Guidelines (2008).

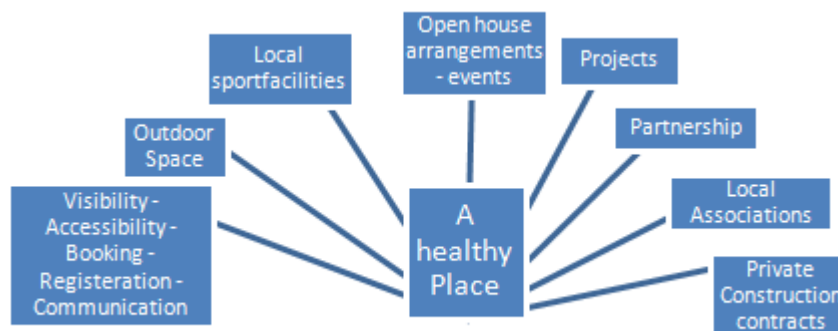


Anders Kragh Jespersen

A Healthy Place – more years with Sport and Community

DGI associations will the following years become a healthy place for people to seek to and be a part of under the concept „A Healthy Place – more years with Sport and Community“.

When you decide to become a part of, and active, this place, you (and your family) are heading for a healthier lifestyle, a longer and sound life with sport and community.



Concept developed by Anders Kragh Jespersen, april 2010 - attached as an annex

Preface

- To improve the public's health
- To give everyone options for a healthy life.

Objectives

- E.g. DGI is known for being the organisation that with its associations can assist people to a healthy lifestyle and several years with sports and community.
- E.g. a number of clubs and sport facilities are involved in the vision "A Healthy Place – more years with Sport and Community".

Subsidiary objectives

- E.g. DGI has developed a number of training approaches that are handled by certified instructors and that have documented health promoting effect.

Success Criteria

- E.g. z number of associations have offered and y number of people have gone through the progress.
- E.g. participants' health situation has improved (based on established criteria).

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Vita Anders Kragh Jespersen

Former gymnast and music pianist for gymnastic teams in the 1970es. Graduated with Cand. Science degree from University of Aarhus 1981 Human Geography and Planning, later from University of Copenhagen 1983 Sport Science. Since 1983 employed in DGI as Sport for all Consultant 1983-1995 , Leader of Advising Department 1995-99, Development Adviser 2000-2007, leader of Project Management 2007-2008 and now Development Adviser within gymnastic, fitness and health. Live in Aarhus, Denmark. Have wife and two daughters of 14 and 18. Leisure activities as running, roller-skating, bicycling and winter bathing. Board member positions in local fitness training club and academy of music choir for young girls.



Kenneth Marchtaler

The Martial Arts Phenomena - Effects on Health

Violent Sport Health Hazards

Every activity has its dark side. In martial arts it is violent sport. Violent sport is different than any other sport in that a person can win by physically hurting their opponent i.e. a Knock-Out wins in Boxing or TKD. According to the Manuel Velazquez Collection featured in the Journal of Combative Sport in November 2007, there were 1465 recorded deaths due to boxing up to November 2007. This does not include the frequent brain trauma and permanent damage from blows to the head. Since 1983, the Canadian, American & Australian Medical Associations have all called for ban on Boxing. The Canadian Medical Association also recently launched a campaign to ban MMA style events in Canada

Support for Violent Sport is Increasing

In the USA, television viewing of Mixed Martial Arts style events has surpassed Boxing. In 2010 the IOC gave Patronage for the 1st World Combat Games which included sports that could be termed violent. Governments are allowing violent sporting events to take place where they were previously banned. Despite the warnings, deaths due to violent sport are increasing at a rate exceeding 100 per year.

Martial Arts Has 2 Main Components

Combat Sport Component - Students train for sport. Opportunity to compete exists from Regional Tournaments to the Olympics Games and beyond. Combat Sport offers a huge financial opportunity to participants and their supporters.

“Martial Wellness” Component - Students choose to train as a lifestyle choice. Opportunity exists from age 3 years old to over 90. Provides means to living a long, healthy & moral life.

Martial Arts History

Every civilization has developed strategies and techniques that would help them protect themselves. Combat Sport has always been a way for ancient warriors to test their skills for war. Martial Wellness on the other hand has its roots in the Shaolin Temple in China around 500AD. Techniques were developed by Buddhist Monks to improve their health and for protection from Bandits. Since that time Asian Martial Arts have made their way throughout the world

The Martial Arts Population

Asian Martial arts began to migrate to the western world after the 2nd World War. They continued to grow in popularity as servicemen returned home from duty in Japan, Okinawa and Korea. They were introduced in on a mass scale by the Silver



Screen in the 1970's. In 2005, there were approximately 20 Million people taking part in martial arts practice in the USA (7% of the population). Those people took lessons in one of 30,000 martial schools/clubs. If we globalize these stats it would mean that over 400 Million people practiced martial arts worldwide in that year. This represents the largest sport market in the world. Twice that of soccer!

The Martial Wellness Sector

Less than 10% of martial arts students like to compete. This would mean that approximately 360 Million look to Martial Wellness as a way to improve their lives. The benefits can be seen and measured at every age level

Pre-School Benefits (Age 3 to6)

Age specific curriculums teach essential life skills which includes Focus, Discipline, Coordination and Memory. They re-enforce good family values. Controlled classrooms teach pre-schoolers how to behave in a social environment. According to child psychologists, these are the most influential years in child's development

Benefits to Children (Ages 7 to 12)

Provide a physical activity that improves or maintains strength, balance and flexibility. The Belt System teaches children how to set and achieve goals. "Focus" Drills help kids improve their marks in school (many students go from average grades to outstanding in months). Self-Defence Skills help children feel more confident about their own abilities. Emotional control exercises help kids to learn how to control anger and fear. Martial arts produce happier, healthier kids!

Adults/Teens Benefits (Ages 13 & Up)

Martial arts practice provides physical activity that improves or maintains strength, balance & flexibility. It is a non-religious based environment that supports good social and morals values. Self-Defence skills teach people how to be "Fair" and "Assertive" (student how to apply the appropriate Response to conflict). Adults find themselves in a safe community where they can continue to enhance their lives. Martial Arts Programs help busy Adults to "De-Stress"!

No Age limitations

Martial Wellness has no age limitations. In China, much of the seniors' population practices Tai Chi in the parks to counter aging and health deterioration. Okinawa, the birthplace of Karate, has recorded the lowest mortality rate and longest life expectancy in the world. People around the world have been practicing martial arts and enjoying its life altering effects for millenniums. Removing the Violence and promoting the Wellness components of martial arts will help it affect even more lives in the future.



Vita Kenneth Marchtaler

Ken Marchtaler has studied and taught martial arts for more than 20 years. He holds Black Belt degrees in Okinawa Shorin-Ryu Shorinkan Karate, Shorin-Ryu Shinkokai Karate, Okinawa Kobudo and Ryu Kyu Kobudo. He also holds a Brown Belt in Yoshinkan Aikido and has completed the National Association of Professional Martial Artists "Fitness Kickboxing", "EZ Defense for Women", and "EZ Defense for Children" programs. He has operated OMAC Martial Arts in Victoria for over 9 years, teaching Okinawa Karate, Okinawa Kobudo, Fitness Kickboxing, and self-defense techniques to children and adults of all ages. He is a member of the Okinawa Shorin-Ryu Shorinkan Karate-Do Kyokai & Okinawa Kobudo Kokusai Rengokai of Naha, Japan, and the Canadian National Martial Arts Association.

Ken draws his ability to design and instruct successful programs from his experience in various senior management positions outside of martial arts including a 12 year career in Banking. He also believes in contributing to his community and has served as a volunteer director on several non-profit boards, including Chairman of the World Martial Arts Games Committee (WMAGC), President of the Canadian National Martial Arts Association (CNMAA), Vice President of Sport for All Canada, Past Canadian Director for the World Organization of Martial Arts Athletes (WOMAA), Past President of Crime Stoppers, Past Vice Chairman of the Victoria Heritage Foundation and the steering committee for 2003 Island Martial Arts Challenge. In 1991 he was the recipient of a Community Service Award from the Royal Canadian Mounted Police, presented to him at a special gathering of community officials and police. He has been guest speaker at many events and public schools and has made several appearances on radio, international news and television. When not immersed in other activities, he enjoys writing. His written articles have appeared in newspapers and magazines across North America.

Since 2005, Ken served as Head Coach for the Canadian National Martial Arts Team. Ken has also competed on an international level securing 1st Place, Gold Medal, World Champion in Black Belt Empty Hand Forms and 1st Place, Gold Medal, World Champion in Black Belt Bladed Weapons Forms at the WOMAA World Martial Games VI in 2005.



Dr. Brian Martin

Strategies in Physical Activity Promotion. Developments in Public Health and thoughts about the role of Sport for All

The role of regular physical for health is well documented and physical inactivity is increasingly recognised as an important public health problem. Relevant background and policy documents have been developed and structures for physical activity promotion are beginning to emerge in the international health sector. Physical activity behaviour at the population level is influenced by many factors, and Sport for All has traditionally been one of the main actors in this field. It can also contribute to meeting the new challenges introduced by demographic changes and technological development.

Vita Dr. Brian Martin

Brian Martin received his MD in 1990 from the Medical Faculty of the University of Basle and his MPH in 1996 from the Harvard School of Public Health. He qualified as a specialist in Prevention and Public Health FMH (Swiss Medical Association) in 1997 and holds the Certificate of the Swiss Society for Sports Medicine SSSM since 1999. He has worked in health promotion since 1993 and full-time in health promotion through physical activity and sports since 1996. Apart from his work in the development and the implementation of strategies for the promotion of physical activity and sports, his particular scientific interest lies in the epidemiology of physical activity and in the development and in the effectiveness of interventions for the promotion of physical activity. From 2000 to 2004, Brian Martin has been the head of the Health Promotion Unit at the Swiss Federal Office of Sports Magglingen and from 2005 to 2009 he has been the Head of the Physical Activity and Health Branch and a professor at the Swiss Federal Institute of Sport Magglingen. Since July 2009 he is the head of the Physical Activity and Health Work Unit at the Institute of Social and Preventive Medicine at the University of Zurich.



Prof. Dr. Dušan Mitić

AEROBIC HAPPENING – investment in education

AEROBIC HAPPENING is an original brand of the Department of recreation of the Faculty of Sport and Physical Education from Belgrade, created by a group of professors in interaction with their students. The final generation of the Department of recreation creates a concept of event dynamic and structure. After eight Aerobic Festivals based on observation of reviews and competition in sports aerobic Aerobic Happening is a new form of gathering of aerobic fans that have an opportunity, through public classes, to directly exercise with the selected instructors who present a program and the club they work for. The central problem that a particular generation of students` project is dealing with is the happening concept which primarily has to be a challenge and satisfaction to the instructors presenting certain aerobic forms. Based on the conception, a dynamics of participants is elaborated and the necessary logistics is operatively realized. The event presentation and coverage in media as well operative work on marketing support complete the process of a new generation of recreation organizers. Beside the posters, banners, leaflets, this year, beside the electronic media, the greatest influence was achieved by the presentation and invitation via „face book“.

Key words: Aerobic happening, building up of event dynamics, students` project

Vita Prof. Dr. Dušan Mitić

Prof. Dr. Dušan Mitić is dean of the Faculty of Sports and Physical Education, Belgrade University since 2008. Since 2009 he is presidency member of the Serbia Olympic Committee



Prof. Dr. Dušan Mitić / Goran Prebeg

The role of Sport for all in national program of prevention, curing and control of cardiovascular diseases in Serbia till 2020

From the sources from 2007, the cardiovascular diseases are on the second place in the structure of external morbidity in Republic of Serbia. Cardiovascular diseases were more than half of reasons for the death (56,0%). With the prevention and control of cardiovascular diseases it is possible to increase health. The control of these diseases is possible on individual and population level, reducing inequality in health, with the common action governmental health sectors and nongovernmental health sectors. They can do it with early screening, prevention and intervention, and promotion factors of protection. The Government of the Republic of Serbia has brought the program regulation of prevention, control and curing cardiovascular diseases till 2020. The main goal is improving the health system protection of the Republic of Serbia for the better prevention and control cardiovascular diseases. Specific goals are: prevention of risk factors, recognition on time, diagnostic, reducing the number of sick, and increasing the quality of sick people on higher level. Cooperation with all institutions, governmental and nongovernmental, that can contribute to better life. As a main principle of program is improving the health through multi sector approach and inter sector acting on health determinant. The most reasons for cardiovascular diseases are bad habits, obesity, junk food, stress, lack of physical activity. From 2007 data's, 74,3% of population is not enough physically activated. With regular physical activity over 60% of diseases can be prevented. Health system has recognized the importance and influence of physical activity and active role of experts in physical education in this project, as cooperation with Faculty of sport and physical education in promotion and implementation of physical activity in everyday life of people. In program are suggested, educational programs which would be implemented in schedule of Faculty of medicine, and Faculty of sport and physical education. These contents can acknowledge the importance of physical activity for the people with cardiovascular risk or diseases. Also the system asks for help and point out for social support in developing Sport for all. The system suggest cooperation of governmental and nongovernmental sectors in developing national promotion of "Sport is for everybody", also encourage organization of recreational workers games, and sports and recreational games for the third generations.

Key words: Cardiovascular diseases, importance of physical activity



Lideke Middelbeek

Physical activity recommendations and policies in the European Region

Introduction to the new WHO recommendations on Physical Activity for Health and an overview of physical activity promotion policies in the European Region.

Vita Lideke Middelbeek

Lideke Middlebeek received her MD in Health Education and Promotion from the Faculty of Health, Medicine and Life Sciences at the University of Maastricht in 2004. After having worked for 6 months for a small NGO in the field of public health in Ghana, West-Africa, she returned to The Netherlands where she started as a research officer at the National Institute of Public Health and Environment, performing a national monitor on the prevention of overweight at secondary schools. For the last 3 years Lideke has been working for the WHO Regional Office for Europe as a Technical Officer in the Noncommunicable Diseases and Health Promotion Division in Copenhagen, mainly focusing on the promotion of physical activity and healthy diets. Her tasks vary from monitoring and surveillance activities to policy analysis, and supporting member states in the development and implementation of surveillance systems, programs and policies



Matjaž Novak

Partnership of Sport for all with health insurance company

Triglav, Health Insurance Company, participates with Sports Union of Slovenia on the project Healthy Clubs for the fourth year in a row. This raises the question how the Sports Union succeeded in attracting such an important partner, which enables the smooth development of the project and promote its ideas.

The answer is actually simple:

The purpose of National sport and social project "Healthy Clubs" is to promote healthy lifestyle and establish high quality national network of sports societies with the best range of sports programs for the strengthening, preservation and recovery of health, through sport. With the label "Healthy Clubs" the societies are able to prove to the outer public that their offer of "healthy exercise programs" is of high quality.

The main goals of the project are to strengthen the physical and psycho-social sources of health, reducing the number of risk factors, dealing with complaints and problems connected with health, teaching people health benefits of physical actives and improving physical skills.

These goals are intended to be achieved through project of comprehensive renovation of national sport facilities network and with establishment of excellent sports programs, which are implemented by the competent sport experts, including professionals and volunteers. At the same time versatile support to its members will be provided to accomplish planned goals, which are to develop efficient and regionally balanced national network of lifelong sports centers with competitive offer of high quality and health friendly sports programs through which 10% increase of physically active population of Slovenia will be achieved.

On the other hand, the mission of health insurance is through development of quality health insurance offer to increased social and financial security of our customers, while building their awareness of the importance of a healthy lifestyle. The aim of health insurance companies are therefore healthy insured persons which have a minimum number of visits to a doctor or a pharmacy, and this can be achieved most easily with a healthy lifestyle.



Therefore it was only a matter of time, who will find who, but the result was clear in advance - cooperation benefits are mutual.

In the next step it was necessary to agree on the matter of cooperation and first of all find out that the partnership can only work in the long run. Key activities that are undertaken in partnership between the Sports Union and the Triglav, Health Insurance Company are:

- discounts for policyholders who are clubs members,
- discounts for clubs members who are insured,
- reciprocal advertising in publications,
- reciprocal advertising on websites,
- lectures on healthy lifestyle for the insured,
- monitoring of persons involved in the program and analysis results,
- distribution and promotion of "My healthy diary,"
- collaboration on the project www.sportaj.net.

In the future we want to make out cooperation stronger and scientifically prove that this partnership brings measurable results. At the beginning we just strongly believed that this is the right way, now we will prove it. With this we will give the Sports Union a tool, with which it will be able to convince other actors to whom is important that people are healthy and feel good, that is wise to be there and collaborate - the benefits are mutual. And this does not only apply to Slovenia...

Vita Matjaž Novak

Graduated from the Faculty of Economics in 1997. From the start he is employed in the insurance company, namely on the health insurance. Currently he acts as the manager of marketing in the Triglav, Health Insurance Company. As a sports fan, he is always connected with the sport one way or another. For the fourth year in a row he cooperates with the Sports Union of Slovenia, in which he is also a member of the Executive Committee.



Pia Pauly

Health related Sport – Intervention Strategy: Evidence based Health Programmes in Physical Activities

Since 2000 health prevention became a task by law for the insurance companies (Health Care Reform Act of 2000).

Based on this law, they developed specific quality standards for individual and setting-oriented health promotion – with the keywords >quality< and >effectiveness<. These quality standards are written down in the statutory of the health insurances. The quality criteria of “health related physical activity”- programmes are:

- The basic are the six major aims (intervention concept)
- The reaching methods should be adapted to the specific aims as well as to the special target groups
- Special manuals for instructors with a description of aims, contents, teaching methods, exercise sessions and sequences of the programme.
- Effectiveness (evidence based) of the programmes via scientific evaluation.
- Qualification of instructors – in general, instructors need a high, professional qualification, non-professional instructors with a special licence (Sport pro Gesundheit/ Pluspunkt Gesundheit) are also accepted.

In this situation, the DTB wanted to be a part of the health prevention market with its clubs and for this it has to fulfil the quality standards of the health sector in particular of the statutory of the insurance companies.

So the DTB developed standardised “Health related physical activity”-programmes. With the help of the Scientific Advisory Board, these programmes were evaluated and independent experts gave expert advice about the quality. They get the brand “proofed for prevention”.

All these health related physical activity programmes are “proofed for prevention”:

- Cardio Aktiv
- Rücken Fit – Back Fit
- Walking / Nordic Walking
- Gesund und Fit - mobilisation
- Appetit auf Bewegung– overweight kids
- Optiwell – against overweight, for women
- Training for the back – gentle and effective
- MOBILIS light – to loose weight, to be more active
- Fit bis ins höchste Alter – prevention from falls



Our clubs are suitable for health prevention, because

- they fulfil the quality standards of the health system
- they have well educated instructors with a special licence
- and in general,
 - in each little village is a club – area coverage
 - the club fee is small
 - the club has a lot of other courses - sustainability
 - there are many people who hold the same views
 - the social support in the groups is important
 - the instructors are social talents and well educated
 - the club has a lot of social measures and events

All these points support **changing behaviour to an active lifestyle.**

But, for the acceptance from the health system, we had to adapt our quality standards.

Based on the intervention strategy, we want to convince the people to stabilize their new active lifestyle.

Vita Pia Pauly

Pia Pauly is working in the German Gymnastics Federation. She is the head of the department "Sports for all" also the leader of the DTB-Academy and since 2002 Head of department Sport development and education



Heini Parkkunen

A Healthy City is an Active and Attractive City - Building the Network of Healthy Cities and Active Cities

“*Health is everyone’s business*” means that health must be valued as a core in strategies and policies of the cities. To achieve this, Healthy Cities movement has engaged the local governments through a process of political commitment, institutional changes, capacity building, partnership-based plans and concrete actions since late 1980’s coordinated by WHO. Baltic Region Healthy Cities Association (Turku, Finland) is WHO Collaborating Centre for Healthy Cities since 2002. It has, on one hand, an active role as a regional coordinator for Healthy Cities overall development and, on the other hand, promoting physical activity within the whole European network.

The core theme of Healthy Cities is promoting “*Health and Health Equity in All Local Policies*”, which is a local reply to a global challenge of increasing inequities between the socio-economic groups. Cities should systematically address the health impacts of policies and strategies as well as health inequalities, social inclusion and the needs of the vulnerable groups. Sport and physical activity have a major potential as a tool for promoting equity. It provides citizens with opportunities to interact and join social networks and it helps to develop relations with other people. At the same time, sport constitutes a tool for reaching out the underprivileged or groups at risk of facing discrimination. Through its contribution to economic growth and job creation, it can also help to revitalise disadvantaged areas. It is, therefore, all the more important to promote an inclusive approach to sport. All residents of the cities should have access to sport. Sport could also play a role in promoting gender equality and the integration of people with disabilities.

Healthy Cities themes for 2009-2013 include three additional perspectives;

1 Creating caring and supportive environments; 2 Healthy living; and 3 Healthy urban environment and design. Physical activity can be included within all these themes: it is a tool for all people belonging to the vulnerable groups and it promotes healthy lifestyles. Lastly, it has to be included in the city planning policies and practises in order to create environments which are attractive enough to enhance people to be active – also in their own neighbourhoods.

A breakthrough for physical activity in WHO was the publication “Physical Activity, Diet and Health”. Healthy Cities network has actively highlighted the role of local governments in physical activity promotion and published guidelines on the topic: “Physical activity and Health in Europe: evidence for action”, “Promoting physical activity and active living in urban environments: the role of local governments” and “A Healthy City is an Active City: physical activity planning guide”.



Also WHO HEPA network provides up-to-date and evidence-based information on physical activity by providing publications and other materials. Additionally, City of Turku published in 2006 together with the Baltic Region Healthy Cities Association “Active Living in Turku” describing a successful process of promoting physical activity at the local level as well as products for various target groups.

WHO Healthy Cities have physical activity within their priorities; they show plans and actions in the field, many times linked to healthy urban planning subtheme, and a great variety of actions is described: events, activities for sedentary etc. However, a strategic approach is seldom visible or described, although different target groups are identified. A European wide challenge is to work more strategically in promoting physical activity at the local level. Scientific evidence, tools, materials exist already within WHO, TAFISA, national organisations and local governments. A goal is to join forces and knowledge to work for better health and health equity in all local policies using physical activity as an excellent tool in this work.

Vita Heini Parkkunen

Ms. Heini Parkkunen, M.Sc. in Health Sciences and physiotherapist is since 2009 Executive Director of Baltic Region Healthy Cities Association / WHO Collaborating Centre. Before, she was coordinator of Healthy Cities program in the City of Turku and Baltic Sea Region as Expert Advisor for eleven years. These posts have included local, national, Baltic Sea and European level collaboration and networking in health promotion. She has been responsible in several EU funded projects. Her previous working experience is counselor in physical activity and several appointments as physiotherapist and also as a teacher of physiotherapy. Heini's family includes husband and 17-year old daughter.



Prof. Dr. Iris Pahmeier

QUAGES - A concept to evaluate the evidence of health-sport programs

Vita Prof. Dr. Iris Pahmeier

Dr. phil., Dipl.-Psych. Iris Pahmeier is a professor of Sport Science and Physical Education at the University of Vechta, Department of Sport and Physical Education. Her research focuses on the motivational aspects of sports and exercise in youth sport and adults. She has published primary in the areas of dropout and maintenance of participation, health promotion and (mental) health. Besides that she develops and evaluates health promotion programmes for different target groups. She works furthermore in applied sport psychology for example self- and body concept and social skills.

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Matthew Philpott/ Juha Villanen

Villanen Healthy Stadia and Muuvit Adventure – Innovation in Health Promotion and Sport

Background: The European Healthy Stadia Network operates across 13 European countries and is part-funded by the World Heart Federation. The Network supports sports stadia to develop public health interventions within stadia and their surrounding communities. The Network aims to: demonstrate the positive impact stadia can have on local communities; support stadia establish successful partnerships to roll out health initiatives (e.g. with health agencies, local authorities, transport providers, third sector); and, share example of best and emerging practice amongst its members.

Underlying values and principles: Millions of people across Europe attend a sports stadium each week. Stadia are often located in less affluent areas, are traditionally attended by 'harder to reach' groups and often play a pivotal role in their local economy. Therefore sports stadia offer an excellent setting to promote health and address health inequalities, in particular issues surrounding men's health.

Context of interventions: Interventions initiated by the Network have targeted fans, stadia employees and those living in the surrounding communities. Health promoting messages and direct interventions e.g. healthier food choices and health checks, have been developed through partnerships between stadia and intermediary agencies e.g. health, schools, voluntary sector. Interventions to date have focused on the themes of smoke free stadia, healthy food and drink choices, physical activity, mental health and active transport.

Results to date: The Network has already engaged over 170 European sports stadia, intermediary agencies, and governing bodies of sport (including UEFA), and has been directly responsible for the development of many healthy lifestyle initiatives and partnerships. The Network has developed: an audit of current practice; a guidance toolkit (hardcopy and online); a Network website and library of case studies; and, generated substantial media interest across European partner countries. For more information: www.healthystadia.eu

Sports Stadia and Muuvit Adventure: Learning to Move | Moving to Learn

For over ten years, the Muuvit Adventure has been encouraging more than 1.5 Million Finnish school children to be more physically active and enjoy school. The Muuvit Adventure is a sustainable way to promote children's health, wellbeing and joy of learning. The Programme takes the class on a virtual learning discovery where the children earn kilometres through physical exercise. The three-week Adventure motivates the children, supports the teachers and draws a positive response from parents and the general public. With little effort the Adventure gets the message across to children that exercise, healthy nutrition and learning is important and fun.



Now successfully trialled in Switzerland and Germany, the programme is available for schools in Hamburg, Zurich and Lower-Saxony, and will use Bundesliga Clubs and local educational authorities in the delivery of the Adventure. Muuvit cooperates with the World Heart Federation (WHF) within the Framework of the UEFA co-production “Eat for Goals”. For more information: www.muuvit.com

Vita Matthew Philpott

Matthew is Programme Manager for the European Healthy Stadia Network, coordinated by UK cardiovascular health charity, Heart of Mersey. Matthew is responsible for the strategic direction of the European Healthy Stadia Network, and plays a development role in increasing the membership of sports stadia and country focal points within the Network.

With an MA and PhD in Social Sciences from the University of Warwick, UK, and an initial background in academic research, Matthew now has over nine years experience in marketing-communications and project management in both the private and public sectors. Matthew is also qualified as a PRINCE 2 (Project Management) Practitioner, and has acted as project manager for a number public health programmes, including the UK Healthy Schools Programme and EU funded Healthy Stadia Programme. He lives in Liverpool city centre with his partner, Beth, and has a keen interest in both playing and watching many sports, in particular cricket, football and rugby union.

Vita Juha Villanen

Juha graduated from the University of Helsinki, Finland in 1998 and holds a degree in international politics and law. The 36-year-old father of two kids has years of experience in international services businesses relating to online and mobile services, sports and education. Juha is located in Munich, Germany.

Since 2009 Juha has been responsible for the internationalization of a Finnish school program for Health and Learning – the Muuvit Adventure.



Petra Regelin

Active up to 100

Is it possible to motivate high aged people who are older than 80 years, live at home and have never done sports, to visit a special training group with the aim to keep up independence of everyday life as long as possible???

The German Gymnastics Federation started the model project “Active up to 100”, with the aim to organize sports groups in regional networks for high-aged people (over 80 years) who are living at home. The project is funded by the German Federal Ministry of Family, Seniors Women and Youth and it is a part of a project of the German Sports Confederation, the non-governmental umbrella organization of German sport.

The intention of the project is to organize sports groups for high-aged people (over 80 years) who have never done sports and who live at home. For the project implementation at first regional and social networks needed to be established. The regional social networks consist of federal organisations, the municipality, senior organisations and sports organisations.

It is nearly impossible to motivate this target group with the usual sports clubs programs and methods. On the other hand scientific research shows that it is very important for those older persons to be stimulated and move their bodies – at least slightly - every day because physical exercises can prevent atrophy of physical and mental abilities. Physical exercises can keep up the independence of everyday life and it can prevent the transfer to a residential home.

In this speech we are going to present the experiences of the German Gymnastics Federation with the implantation of those groups for high aged people and we make clear which preconditions have to fulfilled that it is possible.

Vita Petra Regelin

Petra Regelin has studied sports science and journalism. She is abstractor for fitness and health sports in the German Gymnastics Federation and project manager of the DTB-Project “Active up to 100”.



Juul van Rijn

Physical activity promotion in the general population How to Move the Dutch? - '30minutenbewegen' campaign and more

Purpose

The aim of the Dutch public health policy is to create social conditions that will ensure good health for the entire population. In 2002, a paper was adopted in which the government set out the principles underpinning this policy to pay attention to the relationship between physical activity and health. One of the spearheads of the policy is to promote greater awareness of the importance of a healthy and active lifestyle, to achieve that people will start getting more exercise. For that reason the Netherlands Institute for Sports and Physical Activity (NISB) launched two campaigns by order of the government. The FLASH! campaign did run from 2003 -2006 and as a follow-up did NISB start a new campaign, called "30minutenbewegen", for the period 2007-2010. Both campaigns aims at encouraging physical activity in the broadest sense, as one of the key lifestyle themes, next to sports and group-exercise, it will stimulate everyday exercise such as cycling, walking to work and gardening for at least 30 minutes a day (Dutch Standard for Healthy Physical Activity). In 2010, NISB is running four other public campaigns like 'Heel Nederland fietst' to promote cycling for health, a better climate and mobility. And NISB also campaigns targeted to specific groups, like parents with young children (0-4 years), elderly people (fall prevention) and people with a risk for diabetes.

Methods

NISB is responsible for the design and planning of the campaign but leaves much space for "couleur locale". Nation wide mass media creates interest for local activities through networks of organizations where professionals and volunteers work together in concrete activities. Those activities vary with the local situation and the settings together with the differences in possibilities, money and goals. The campaign team works together with hundreds of partners on national, provincial and local level. Professionals in schools, care-centers, sports, civil servants work in their networks to make the campaign a success.



Results/ Conclusion

In the year 2003 47,4% of the Dutch population did reach the “Dutch Standard for Healthy Physical Activity”. In 2006 this is 62% (target 2012 is 65%). Campaigning by means of promotion on national level combined with action on local level is a useful instrument for motivating people, for stimulating sport- exercise providers and also for local authorities which have to create preconditions for a healthy society. A long term strategy is necessary for success, that’s why the campaign is continued at least till 2010.

More Information:

- www.nisb.nl
- www.30minutenbewegen.nl
- www.heelnederlandfietst.nl

Vita Juul van Rijn

For Juul van Rijn, health and physical activity are main topics for her career. After achieving the master of science in communications, she worked as a marketer for a distributor in FMCG, for brands like Canderel sweeteners, English breakfast products and Italian coffee. In 2003, she joined the Netherlands Institute for Sport and Physical Activity (NISB) to work on the communication of the first public campaign about physical exercise, FLASH! In 2007 followed by the campaign ‘30minutenbewegen’. These years, NISB learned how campaigning to change behavior should work. By using a mixture of internal mass media which creates interest for local activities. And with networks of organizations where professionals and volunteers work together in concrete activities. Juul van Rijn is coordinator campaigns at NISB.



Prof. Dr. Alfred Rütten

Policy- and environment-oriented physical activity promotion: quality demands in international perspective

Interest in policy and environmental interventions for the promotion of physical activity on the population level have surged internationally. The presentation summarises existing evidence of relationships between policy, the environment, and physical activity behaviour. Furthermore, it provides first insights into the new EU good practice guidelines on improving infrastructures for physical activity and sport. These guidelines were developed in the project IMPALA, funded by the European Commission/Directorate-General for Health and Consumers.

More information:

- www.impala-eu.org
- www.physical-activity.de

Vita Prof. Dr. Alfred Rütten

Prof. Dr. Alfred Rütten is the director of the Institute of Sports Science and Sport of the Friedrich-Alexander-University Erlangen-Nuremberg, Germany.

Prof. Rütten has led several cross-national research projects on physical activity surveillance and health promotion in the European Union. He was coordinator of the EU funded "European Network for Action on Physical Activity and Ageing (EUNAAPA)" project and is currently leading the EU funded projects "Improving Infrastructures for Leisure-Time Physical Activity in the Local Arena – Good Practice in Europe (IMPALA)" and "Building Policy Capacities for Health Promotion through Physical Activity among Sedentary Older People (PASEO)".



Dr. Randy Rzewnicki

Cycling and Public Health: Win, Win, Win

Daily cycling or walking for transportation has so many health benefits that if it were available as a pill, it would sell millions every day. It improves sleep, reduces chances of heart disease, high blood pressure and cancers. Countries with high cycling rates, like the Netherlands & Denmark, have lower obesity rates than countries with low cycling rates, like the US & UK.

LIFE CYCLE, an EU Public Health Program project, aims to integrate cycling as the main means of daily transport. LIFE CYCLE begins by making cycling important in early childhood and promotes it as a habit across the entire lifespan.

Cases from the LIFE CYCLE Best Practice collection will be presented, showing how to reach groups across the lifespan, from babies & young children, to working adults and the elderly and get them cycling for daily transport.

The LIFE CYCLE Implementation manual will also be introduced. It is a resource to help you execute actions that will foster life-long cycling. It is packed with ideas, recommendations and experiences from dozens of contemporary cycling/active transport initiatives, covering everything from planning and partnering to implementation and measurement.

Vita Dr. Randy Rzewnicki

Randy Rzewnicki is currently Project Manager for Life Cycle at the European Cyclists' Federation (ECF) and represents the ECF on the EU Platform on Diet, Physical Activity and Health; He was previously General Coordinator, Fietsersbond Brussel (Brussels Cyclist's Union). Randy has a doctorate in Physical Education on the topic of Health- Enhancing Physical Activity.



Antonio Saccone

The perception of sport among pupils of high schools of Cluj Napoca, Romania

What does the youth think about sport? How the pupils perceive a complex social phenomenon as sport? In our global society, sport can be considered a multifaceted social phenomenon. In order to spread into society the benefits of sport and to make it fully inclusive, the perception of sport among citizens – in particular youth, thinking in long-term perspective – is a very relevant element, especially in policy-making phase. The goal of my research is to understand if sport can be used as an effective tool to promote education, socialization, healthy-lifestyle, active citizenship and leisure or if it is just a competitive phenomenon.

The research is based on quantitative methods: the form, based on Linkert scale, measures six concepts of sport: competition, education, fun, health, socialization and participation. Each concept has eight items, divided in nine batteries. The batteries are related to game, regular season, training, “champion”, value of sport, physical education and to be spectator of sport events. The respondents, 422 pupils of laste year of nine high schools of Cluj Napoca filled the form. They were divided in two groups, in relation to the engagement in sport.

The main results of the research are:

- Concepts. Health is the main aspect of sport. Education, competition and socialization are important as well. Participation and fun are less considered. Males are more attracted by fun than females.
- Pupils regularly engaged in sport. “To play well for the team and to help teammates” is the most important element of the game. The main aspect of training is the skills improvement. Thinking at the regular season, to participate in the championship is very important. “To win a lot of competitions and games” is the main characteristic of “the champion”. The pupils from Cluj Napoca would finally suggest to start to practise sport “to have a healthy lifestyle”.
- Pupils not-regularly engaged in sport. Physical education in school “is useful to develop body and mind”: moreover it “teaches values as respect, tolerance and discipline” and “it makes school more attractive”. While spectators of sport events, the pupils are focused on technical and tactical plans. “The champion” wins a lot of competition and games. The pupils not engaged in sport would start to practice sport to do have active lifestyle.

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Last year I conducted a research on the perception of sport, among junior volleyball players of Belgrade. The results of both researches show a good awareness of the social value of sport among youth. The consideration of health, education and socialization are very interesting elements: the pupils, both engaged and not-engaged in sport, consider health as main benefit of sport. GO, NGO and private sector should be aware of these elements.

Vita Antonio Saccone

“I am a dynamic youth leader active in sport and development, volunteering and active citizenship. Since obtaining a MA in Political and Social Communication, I have worked, volunteered and studied in six European countries. My experience as a journalist, trainer, lecturer, researcher and project manager have enhanced and developed my international awareness, intercultural curiosity, communicative, organizational and analytical skills.”



Jorma Savola

Sport Clubs for Health – An Opportunity and Challenge for the European Sports Movement

Health Promoting Sports Clubs.

The sports clubs are the backbone of European sports movement. They are the special organisations lead by the board of trustees and functioning on the basis of voluntarism as well as professionalism. This means management and leadership challenge. This challenges both the management and the leadership, because pretty often voluntary workers and professional people work in the same organization doing the same work.

Health related sports and physical activity promotion have become an opportunity to the sports clubs. The questions are “To what extent does the special type of sports exercised by our clubs have health promoting effects?”, “Will our sport clubs start programs that contribute to people’s health?”, “Political decision makers underline the importance of health-enhancing physical activity (HEPA), so should our club follow this call?”, “How could our club be involved in the health related sports, should we establish this kind of program? And so on.

EU Granted program.

The specific objectives of the Sport Clubs for Health (SCforH) program are following:

1. to develop advanced SCforH guidelines for the European sports clubs,
2. to establish a basis for SCforH network in Europe.

The SCforH program has more detailed additional objectives, which have the purpose to

- to define a developmental cycle for the continuous progress of the programme,
- to strengthen the responsible role of the national sports federations to motivate their member clubs to organize the HEPA activities,
- to identify the role of the public sector (municipalities, regional organizations and ministries) as the supportive partner of SCforH programmes,
- to analyze the existing and to develop advanced national funding systems, which support health-related physical activity promotion programs in sport clubs.
- to operationalize the developed theoretical frame of the program with the purpose of
 - strengthening an evidence-based approach for the programme ,
 - providing a sound starting point for the evaluation of the programs and
 - opening to the researchers the view to studies in the field.



The program consists of following work packages:

- development of the advanced SCforH guidelines,
- model certificate system for the assessment of sport clubs for health,
- health profile of different sports,
- the leadership and management of sports clubs as civic organization when organizing the health related PA,
- funding system for the health-related PA promotion programs in the sports clubs,

Guidelines for Health Promoting Sports Clubs.

The aims of the guidelines for the Sports Club for Health -programmes are (1) to recognize the nature of sports clubs as civic organisation and describe its characteristics, (2) to open the potential of sports clubs as physical activity, HEPA and health promoter, (3) to portray the connections between health (health promotion) and sports club activities and increase co-operation between sports and health sectors, (4) to create a clear and easy-access concept for sports clubs to start to develop health-enhancing physical activity promotion (or even more wide-ranging health promotion) programme within their activities.

Two Health “Promotion” strategies for Sports Clubs.

There are two ways for a sports club to consider health within its activities. First, a club can start-up a health enhancing physical activity (HEPA) –oriented, program, which usually is additional and new or adapted form of activities for the club in question. Secondly, a club can start to develop more wide-ranging emphasis on health promotion within its sport activities. This means wider recognition of health in its activities, organization, and operational principles. The latter one may also be started in a form of a program, but the ultimate aim is to integrate health promotion as a solid part of existing sports activities.

Vita Jorma Savola

Education: Master of Science in Physical Education, University of Illinois at Urbana-Champaign, 1983-1984

Full-time work experience: Finnish Sport for All Association, Secretary General, since 1994

Elected positions and expert assignments

- Trim and Fitness International Sport for All Association TAFISA, Board member, since 2005
- European Federation for Company Sport EFCS, member of Executive Committee, since 2004
- European Federation for Company Sport EFCS, Health Commissions Chairman, since 2006



Preben Staun

Concerning presentation: Activating Architecture and City

Summary: An introductory presentation about what one can call new solutions on how to use means of city planning and architecture of sports facilities in creating a sporting and a physically active generation of youth, who are facing sporting and physical activity opportunities when stepping outside their front door.

Vita Preben Staun

- *Vice President
NOC and Sports Confederation of Denmark (Board-member since 1994 –
responsible for Sports for All)*
- *Boardmember
The Danish Foundation for Culture and Sports Facilities*
- *Commissioner TAFISA-Board*



Dr. Stefan Storcksdieck

The ins and outs of energy balance – EUFIC’s interactive multilanguage tool for personalised information on calorie needs and calorie expenditure.

The European Food Information Council (EUFIC) has launched a new section on its website dedicated to explaining energy balance through the provision of supportive energy balance information and personalised interactive tools.

The new section provides a broad range of information that will prove interesting and relevant regardless of the visitor’s knowledge level. There are 3 easy steps that the visitor can follow to get the most out of the site:

Step 1 – Provides general information on energy, nutrition, physical activity and how to use the nutrition information on food labels. It contains tips on how to cut calorie intake that can be incorporated easily into daily life.

Step 2 – Visitors are invited to create a profile that includes height, weight and waist circumference measurements. This information allows the calculations in Step 3 to be based upon the specific requirements of the individual. Multiple profiles can be created to include partners, family and friends.

Step 3 – Two interactive sections, ‘Calorie Burner’ and ‘Eat & Move’, have been created to help visitors gain a better understanding of the relationship between energy intake and expenditure.

The “Calorie Burner” tells visitors how many calories are expended for a chosen activity for a selected period of time. The physical activities are not only sports-related but include household and everyday activities that are representative of real life. Visitors can add activities to their profile to accurately reflect the total of all the small activities they do over the course of a week and gain an understanding of the cumulative affect this has on contributing to a healthy lifestyle.

The “Eat & Move” section comprises different tools that allow the visitor to explore the relationship between food and physical activity and encourages them to discover their optimal energy balance.

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Created with the assistance of recognised nutrition and physical activity experts, EUFIC's energy balance section is a useful, fun and informative tool. It can be accessed at <http://www.eufic.org/page/en/page/energy-balance/>

Specific outcome that participants will take away to inform their future practice:

- Knowledge about a freely available, easy-to-use tool that can be used by health professionals as well as their patients/clients to explain and understand, respectively, the ins and outs of energy balance.

Vita Dr. Stefan Storcksdieck

Dr. Stefan Storcksdieck is a nutritionist with a Diploma degree from Justus-Liebig-University Giessen and a PhD from ETH Zurich. He joined EUFIC in 2008 as Nutrition Communications Manager, and his roles include dealing with EU projects and being Associate Editor of Food Today, EUFIC's bi-monthly newsletter.



Jesus Telo

Building the network about the number 50: European Sports festival 50plus and 50th anniversary Blume Gran Canaria

After 50 years the Historical Sports Association (ADEHISDE) has summarized the international & national groups identifying the nations, the federal states, the Canarian Islands and the Municipalities of the island of Gran Canaria.

The SPORTSFESTIVAL "BLUME GRAN CANARIA" offers yearly an international platform for trainers and gymnasts during 10 days.

The datas of participation are quiet elocuent with more than 130.000 gymnasts and underlines the intercontinental situation of the island of Gran Canaria as an excelent opportunity during the winter period to show the training results.

You will get more information during the call for paper.



Michael U. Tockweiler

Developing Sport Facilities Efficiently

SPORTSTADIANET®



EMPFOHLEN VOM
DEUTSCHEN OLYMPISCHEN SPORTBUND

As a private partner of municipalities, Sport StadiaNet Group (SSN Group AG) with its subsidiaries is developing, building, financing and managing facilities of popular and professional sports. The SSN Group is not only an important initiator in the industry, but has also co-designed the sector of Public Private Partnership (PPP) in sports facility construction during the last years. We are exclusively recommended by DOSB, the German Olympic Sports Association.

We are experts in the field of new construction and modernization of sports facilities. In the meantime our company realized numerous projects as a reference in all Federal States in Germany and Sport StadiaNet has successfully planned, financed and converted PPP-Projects in Poland, Lithuania, Latvia, Croatia, Belgium and the Netherlands.

In many countries in Europe and worldwide suitable sport facilities are missing. The financing of those facilities is a very large problem for the national ministries who are responsible for sports. We can support international projects, which could not be realized or reduced. With our innovative finance-concepts we help to build and finance efficient sport facilities. The goal is to demonstrate the advantages of Public Private Partnership solutions for the construction of efficient sport facilities which are necessary in many countries. We are developing types of sports facilities, which are multifunctional, standardized, with an excellent value for money.

2009 Michael U. Tockweiler has got the "TAFISA Innovation Award" for outstanding new concepts and initiatives in the international development of sports facilities and for the excellent performance of Sport StadiaNet in the development of world-wide "Sport for All".

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Vita Michael U. Tockweiler
SSN GROUP AG (2004-Present)

Michael is a co-founder of Sport StadiaNet and serves on the Board of Directors of SSN GROUP AG Switzerland. He is acting as the Group Chief Executive Officer (CEO). He also acts as the CEO of Sport StadiaNet GmbH, Germany and focuses on business development, key transactions and strategic relationships. He was working for SANDNER GROUP (2002 - 2004), Marketing Company, Director of Sales. JUP DIALOG MARKETING (2000 - 2002), Marketing Company, Key Account Manager - responsible for a subsidiary of the German Olympic Sport Federation. FARMONT GROUP (1998-2000), International Parking Management Company, Director – responsible for the construction and start-up of new parking facilities. TOCKY (1994 – 1998), Michael founded “Tocky”, a catering service enterprise for which he received the “Entrepreneur of the Year Award” in 1995 from the State of Baden Württemberg.