

WELCOME ADDRESS BY WALTER SCHNEELOCH AT THE CONGRESS MOVE 2010,

in Frankfurt am Main, on October 21, 2010, Lindner Congress Hotel

Ladies and Gentlemen,

on behalf of the German Olympic Sports Confederation I warmly welcome you on the occasion of the Move Congress "Sport for All and Health: A Strategic Partnership" in Frankfurt am Main. Frankfurt accommodates the head offices of TAFISA and thus also ESFAN, as well as DTB (German Gymnastics Federation) and DOSB (German Olympic Sports Confederation).

The DOSB is the national umbrella organization of Sport for All in Germany and, at the same time, our National Olympic Committee. Under its roof, it gathers over 90,000 sports clubs with more than 27 million memberships. Therefore DOSB is the largest non governmental organization in Germany. You will find sports clubs everywhere in the country, in the smallest village as well as in the big cities. They genuinely offer 'sport for all' – for the young and the old, men and women, people from all social levels and nationalities. Thanks to the great commitment of volunteers – current statistics speak of 8 millions – club membership fees are at a low level and, consequently, are socially agreeable.

The German Gymnastics Federation (DTB) has almost 5 million members and is the second biggest federation – after the football federation – under the DOSB roof. It undoubtedly is in the lead of the topic of health and prevention. For this reason, we are very pleased to see that the DTB is given the trust, acceptance and also the recognition of the organizers ISCA, ESFAN and CESS to host such a congress. This shows its openness towards Europe and its curiosity to learn something new and to further develop itself. There is no doubt that the subject "Sport for All and Health: A Strategic Partnership" is in the best hands, as regards DTB. Frequently the DTB was at the leader of important developments in Sport for All throughout the past 20 years.

Since its foundation in 1950, the DSB – which was a preceding organization of DOSB - has considered the promotion of the health of our population as one of its central tasks. At the same, during those years there was a lack of sport facilities. The

implementation of the so-called 'Golden Plan', which served the building of sports facilities near residential areas, and the introduction of the 'Second Way', which created stronger interest in Sport for all, laid the structural and mental foundations of the today's DOSB.

The seventies and the eighties were the years of large campaigns and actions. In particular, the 'trim actions' with their slogans such as *'Ein Schlauer trimmt die Ausdauer'* (clever people train stamina) or *'Laufen ohne Schnaufen'* (running without puffing) activated millions of West Germans and encouraged them to practise sports, created a new physical activity awareness and resulted in a real boom of new members in sports and gymnastics clubs. In 1983, the DSB campaign *'Trimming 130 – Bewegung ist die beste Medizin'* (trimming 130 – movement is the best medicine) for the first time explicitly emphasized the health-enhancing effect of sports.

At the same time, in organized sport we began to think about how to assure sustainable and high-quality health-enhancing sports programmes, beyond big actions, within regular club activities, as well. In this respect, the German Gymnastics Federation and the Regional Sports Confederations played a pioneer role. From 1993 onwards, the German Gymnastics Federation developed the first quality seals for health-enhancing sports activities of the clubs, by creating the *'Pluspunkt Gesundheit'* (health – a point gained) and *'Fit und Gesund im Wasser'* (fit and healthy in the water) together with the German Swimming Federation.

In December 1995, the DSB finally adopted a basic declaration on the promotion of health-enhancing sports. In this document the DSB obliged itself to assure the quality of health-related sports programmes and education as well as to qualify the sports clubs, country-wide, to offer health-oriented sports programmes.

The adoption of guidelines for the sports instructor licence 'Sports in Prevention' in 1997 and in 1998 as well as a survey on already existing health-enhancing sports programmes at club levels were further important milestones in developing the quality seal.

In summer 2000 DSB, DTB, regional sport confederations and other started the seal *SPORT PRO GESUNDHEIT* (Sport for Health) and set this new quality seal as the central brand for health-enhancing sports.

The former DSB President Manfred von Richthofen formulated the aim: The seal *SPORT PRO GESUNDHEIT* should be "country-wide, quality-assured and at a

reasonable price". Ten years later about 18,000 sport and health courses in 8,000 clubs are certified with the seal *SPORT PRO GESUNDHEIT*.

The question related to strategic partnerships has occupied German sport already at an early stage because in Germany health promotion also belongs to the tasks of public health insurance companies. At present more than 35,000 voluntary sports instructors are holders of a respective license. They are educated for high-quality trainings. This educational programme has also convinced the health insurance companies. Therefore, in 2001, they recognized the seal and started with financially supporting sport courses which had been granted our quality seal. In this way, participants of *SPORT PRO GESUNDHEIT* courses can ask for a partial reimbursement of their participation fees by the health insurance companies.

The respective conditions are laid down in a so-called 'Guideline for Prevention' which the health insurance companies had agreed upon. This year the Guideline for Prevention was revised, with distinct change for the worse menacing the work of the sport clubs. However, with joint forces we were able to achieve that the changes planned for the action field of physical activity were taken back. Our sincere thanks go to all those who have supported us in this matter. We are happy that the health insurance companies can now continue supporting the quality-assured, country-wide and 'payable' health-enhancing sport, which is offered under the quality seal *SPORT PRO GESUNDHEIT*.

Ladies and Gentlemen,

In spite of this "success story" there remains still a lot to do: the average age of the population in Germany is rising steadily – and this demographic development also has an impact on our gymnastics and sports clubs: only between the years 2000 and 2009 did the number of people over 60 years of age increase from 2.6 to almost 3.7 million. This means an increase of 42 percent. The actual programmes of the DOSB "*Richtig fit ab 50*" (really fit after 50), "*Bewegungsangebote 70 plus*" (programmes for physical activity 70 plus) and – currently - "*Bewegungsnetzwerk 50 plus*" (physical activity network 50 plus), which is intended to recruit new target groups for sports with elderly, have also contributed to the successful results described before, and the DTB is also involved as an active partner.

Nevertheless, in spite of the mentioned growth rates, in German sport clubs the elderly are comparatively under-represented. Their rate of organization, i.e. the quota of persons actively practicing sports in proportion to the number of the whole population, at present amounts to 25.7 percent concerning men over 60 years of age and to 12.8 percent related to women over 60.

At the same time, we are in favor of adapting the image of age. The elderly of today are self-assured, generally well educated, open-minded and flexible. Today's 70-year-old persons are physically and mentally as fit as the 65-year-old people 30 years ago. A 'life age of gained years' has taken shape. Sports clubs react on this new generation of elderly persons and to offer new activities. This especially applies to the voluntary commitment in the sports clubs, as well.

In view of the fact that until 2030 the quota of the population of people over 80 years is expected to rise by half and until 2050 will even more than double, we can already tell today that sports clubs will clearly have to face great challenges. The public health system alone will hardly be able to solve the tasks generated by the demographic development. Physical activity and sport offer good possibilities to maintain physical and mental fitness even until the highest age and to avoid the need of care.

After all, it remains our most important mission to attach active sporting people to our clubs and to win inactive or hesitating persons for our clubs. The demographic change motivates us to extend more and more the principle of 'sport for all' in a differentiated and sustainable way: managing diversity and thus taking into account the specific expectations and needs of different target groups, reducing obstacles for club membership – these are the future tasks of Sport for All in Germany.

Along these lines, I wish this congress fruitful discussions, many useful results, innovations and new impulses for your own work – as well as a wonderful time in Frankfurt.