



Moving people to move

The MOVE project is founded on the premise that everybody is entitled to enjoy the many benefits of physical activity regardless of who they are and where they live. With MOVE, ISCA, eight associated partners and fifteen collaborating partners will join forces to take up the challenge of promoting physical activity among socially disadvantaged groups. Taking up a challenge of this magnitude requires a cross-sector approach, which is reflected in the broad partnership behind the project as well as in the various methodologies used in the project.

The MOVE project aims to collect and qualify good practices that promote health-enhancing physical activity among socially disadvantaged groups. In this effort, MOVE will focus on experiences that have been successful in targeting the following groups living in disadvantaged urban or rural areas with socioeconomic challenges:

- ♦ youth
- ♦ ethnic minorities and immigrants
- ♦ girls and women
- ♦ seniors

Physical activity has proven itself to be one of the single most important determinants

” Physical activity paves the way for a good life on so many levels. But vulnerable groups are by far less physically active and therefore excluded from the many benefits of an active lifestyle. With MOVE we want to change this.

Cliff Collins,
European Health & Fitness Association



for a healthy life. Leading authorities such as the World Health Organization (WHO) have extensively documented the positive effects of physical activity on health and quality of life. However, it has been equally well documented that inequalities in health related to physical activity are also strongly linked to socioeconomic factors such as income, education, employment and ethnicity. People who are poorer, less educated, unemployed or belonging to specific ethnic groups tend to engage less in physical activity and are less healthy.

The partner organizations in MOVE will promote the initiatives identified as good practices and use learning points from the practices as a stepping stone to developing new initiatives in the field of health-enhancing physical activity. Drawing inspiration from the collection of good practices, MOVE will implement 15 pilot projects, giving partner organizations an opportunity to generate additional learning and knowledge about promoting physical activity in socially disadvantaged groups.

Project facts

PROJECT PERIOD

1 March 2011 – 28 February 2014

BUDGET

1,129,251 EUR

CO-FUNDED BY

European
Commission's Executive Agency for
Health and Consumers

AGREEMENT NO.

2010 12 06

Specific objectives of MOVE are:

- 1 To benefit socially disadvantaged groups through good practice health-enhancing physical activity initiatives that match their particular needs and context
- 2 To promote good practice health-enhancing physical activity initiatives targeting socially disadvantaged groups in Europe at the local, national and international level
- 3 To mobilize cross-cutting partnerships and networks on physical activity which reach out to socially marginalized groups

Through MOVE, project partners will strengthen their capacity to design and carry out health-enhancing physical activity initiatives that focus on socially disadvantaged groups and reflect their particular needs and life situation. By identifying effective ways to target socially marginalized groups, and by building new cross-sector partnerships to underpin these efforts in concrete future projects, the MOVE project will make important contributions to the overall goal of enabling disadvantaged groups to engage more in physical activity and make healthy life style choices for themselves.

Activities

Good practice handbook and guidelines

Through the MOVE project the project partners will identify and qualify 200+ best practices in cross-cutting community initiatives to promote health-enhancing physical activity for the specific MOVE target groups. The collection of best practices and formulation of guidelines on how best to target socioeconomically disadvantaged groups will serve as a source of inspiration and learning both for organizations as well as individuals engaged in the field of physical activity, sport for all and health enhancement.

WeMove web platform

The project web platform will play an important role in the process of collecting and promoting the good practices and will also serve as a hub for sharing information and news about project progress. At the end of the project, the platform will feature a database containing the good practices collected through an on-line survey. The survey is designed to collect descriptions from individuals and organizations of their practices, which will be submitted for evaluation in order to qualify as a good practice. The WeMOVE web platform and database will be accessible to the general public.

Pilot projects

Building on the good practices collected and the guidelines, the final stage of MOVE will see the implementation of several pilot projects to promote physical activity in socioeconomically disadvantaged groups. The pilots will generate additional knowledge, especially in relation to issues of transferability and sus-



” Socially disadvantaged groups face many barriers for an active lifestyle. They have less free time and money; they often have poorer access to leisure facilities and sometimes they simply live in environments that do not really support physical activity. So if we want to reach these people, we have to draw on the experiences and resources from many sectors. This is what the MOVE project is all about.

Christophe Mailliet,
Streetfootballworld

Project partners

Coordinator



International Sport and Culture Association - ISCA

Associate partners



Johann Wolfgang Goethe-Universität



Friedrich-Alexander-Universität Erlangen Nürnberg



Università Degli Studi Di Cassino - UNICAS



Confederation Europeenne Sport et Santé - CESS



Federation of the European Play Industry - FEPI



European Health and Fitness Association - EHFA



Det Kongelige Danske Kunstakademisk Skole
for Arkitektur, Design og Konservering

The Royal Danish Academy of Fine Arts, the Schools of
Architecture, Design and Conservation (CIA)



Streetfootballworld - SFW

tainability of the identified good practices, which is important for capacity-building. The pilots also play an important role in building and strengthening cross-sector partnerships to develop future health-enhancing physical activity initiatives for socially disadvantaged groups. The pilot projects will be implemented at the local or national level by MOVE's collaborating partners.

MOVE2011 and MOVE2013 congresses

The two MOVE congresses serve as important platforms for sharing the learning points contained in the good practices and the pilot projects. The congresses will highlight the linkages and challenges between physical activity and outreach to socially disadvantaged groups and will feature national and local initiatives that engage the specific MOVE target groups in innovative and successful ways. Each congress is expected to draw more than 300 participants from all over the world and from very diverse backgrounds: sport organizations and city administrators, private businesses and international institutions, political decision makers and local activists, club coaches and medical doctors.

MOVE2011 will take place in Paris on 19-23 October 2011 and Move2013 will take place in Barcelona. The date is yet to be determined.





” Going from the desk to the real world is hugely rewarding. In MOVE we have the opportunity to combine rigorous research with hands-on project implementation to create real changes in people’s lives.

Giovanni Capelli,
Università Degli Studi Di Cassino (UNICAS)



About ISCA

The International Sport and Culture Association (ISCA) is a global platform open to organizations working within the field of Sport for All, recreational sports and physical activity. Created in 1995, ISCA is today a global actor cooperating closely with its 130 member organizations, international NGOs, and public and private sector stakeholders. Its 40 million individual members from 65 countries represent a diverse group of people active within youth, sport and cultural activities.

ISCA embraces the health value of physical activity and health is therefore an important focus area of ISCA's work. In Europe, ISCA works to fulfill its vision for Europe through cooperation at various levels with all actors that promote the social benefits of Sport for All.

At the project level, ISCA has coordinated two large-scale health projects prior to MOVE: PATHE (2007-2010) and SANTE (2010-11). Both projects were funded by

the European Commission and saw national sport organizations exploring various forms of networking and knowledge sharing in order to promote organizational learning and development and create new forms of health-enhancing physical activities. ISCA is also an active member of the EU Platform for Action on Diet, Physical Activity and Health - a forum for European-level organizations, ranging from the food industry to consumer protection NGOs that are willing to commit to tackling current trends in diet and physical activity. In addition, ISCA coordinates the ISCA Health and Sport Network which is open to ISCA member associations that would like to benefit from being part of international cooperation and partnership in the field of health and sport.

Staff

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The vision of ISCA Europe

100 million more Europeans active in sport and physical activity by 2020

Want to get involved?

You can get to know more about the MOVE project at the WeMove web platform www.wemoveyou.eu, by participating in the MOVE congresses or by contacting ISCA or the associate partners of MOVE. You can also support ISCA and its ongoing work by becoming a sponsor or member of ISCA. If you are interested in participating, please contact the ISCA secretariat in Copenhagen.

ISCA

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