

MOVE Congress 2013
OPEN MARKET
BOOK of ABSTRACTS



***Changes.
Opportunities.
Innovations.***

***Cambios.
Oportunidades.
Innovaciones.***

***Canvis.
Oportunitat.
Innovació.***

Presenter:**Antonio Saccone**

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www.giovanixgiovani.org

Title: I Giovani per i Giovani- Italian good practice of social inclusion of people with disability in/through sport

“I giovani per i giovani” (short: GxG) – in English Youth-for-Youth – is a big sport festival. It takes place every year, in the main sport arena of Milan, since 1970. The event gathers together around 5.000 students and pupils located in Milan and in Lombardy. The pupils assist in a sport program performed by people with disability – sensorial, mental and physical (their school mates). The program of the event is completed by music, dances and prizes. The main aim of the event is to gather together young people through sport independently from the ability of the body.

Before the event, several workshops related to social inclusion, sport-for-all, ability/disability, take place in schools. The students are asked to prepare songs, banners and compositions for the event. The most creative students are awarded during the event. For the public, the event is a great learning opportunity to reflect upon the concepts of “ability/disability”, “social inclusion” and “sport” through direct experience, in a positive and festive atmosphere. For the athletes, it is great to perform in front of a big and crowded arena, to enjoy the warm cheering of young people and to break their routines. The event is based on cross-sector collaboration: NGO, local GO and private sector are involved in the implementation of the event.

Our event inverts the traditional paradigm of sport. Often, the most talented people without disability play on the field, the less talented ones sit on the bench, people with disability can be watchers (or not even in the playground). Our event put the athletes with disability on the field and the young people without disability on the tribunes. But both of them contribute to the success of the event sharing enthusiasm, energy, smiles and positive attitude.

Our current aim is to make our event international, transforming “I giovani per i giovani” in “youth for youth”. We would like to prove that sport can gather together young people independently from nationality and ability of the body. In particular, we would like to:

- promote European awareness, social inclusion, intercultural dialogue/education, international collaboration and youth leadership empowerment in/through sport
- host delegation of foreign athletes, pupils and students in our event
- promote collaboration/exchange of good practice in social inclusion in/through sport: we would like to “export” the format of “GxG” abroad and “to import” in Milan good practices successfully tested abroad
- organize international sport meetings involving young people with disability and mixed-ability groups

Presenter:

City of Stuttgart
Department for Sports and Physical Activity, Germany
University of Bologna, Italy
University Ramon Lull Barcelona, Spain

Lena Knorr

City of Stuttgart
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Title: Fit For Life

The percentage of older citizens in Europe's population is continually increasing. The number of people over 65 will increase from today's 17 % to 24 % in 2030 (EUROSTAT, 2011). Physical activity decreases with age (Special Eurobarometer, 2010). Maintaining the physical and mental independence of the elderly as long as possible and ensuring their social participation and quality of life must be the focus of the local stakeholders in the municipalities. Fit for Life Europe is a project in cooperation between six European communities (the Cities of Limoges, Rotterdam, Stuttgart, Warsaw, the Regional Government of Extremadura and the University of Bologna with the City of Bologna) that aims at making more older citizens 'fit for life'. The general aim is to encourage physical activity and an active lifestyle among the older members in our communities.

On the basis of scientific findings on health-enhancing physical activity for older people, targeted intervention measures are planned, implemented and evaluated through a cross-sectoral network in each community, keeping in mind the local circumstances. A 'local HEPA Framework for elderly in European cities and regions' will be developed. This framework should comprise in the format of a handbook an action plan with European benchmarks ('what to do?') and a toolbox with best practice examples ('how to do it?'). It should provide an answer to key questions on planning, implementation and sustainable maintenance of an all-round concept for physical activity promotion among elderly in European cities and regions.

Presenter:

Colégio de Aplicação da Universidade Federal de Pernambuco
Recife
Cidade Universitária
Brazil

Lucas Furtunato, Marcelo Barreto Cavalcanti

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Title: Matrogymnastics With Autistic Children: Lucidity, Body Skills and Perception Among Parents, Teachers and Students

Matrogymnastics is a physical-educational practice amongst parents and children, usually supervised by a physical educational teacher. It is conceived and organized in order to develop cognition, perception and body skills of young children, with an extra impact on parents interactive abilities. Our aim is to propose a series of workshops and meetings were babies, children, teenagers and adults (parents) interacting in motion, which is the actual meaning of Matrogymnastics.

This term "Matrogymnastics" derives etymologically from the junction of "mother" + "fitness", which values the essence of parental relationships. Various basic body experiences dialogue between body and affection are proposed and created, in various levels of complexity. Traditional tasks such as jumping, swinging, rolling and balancing comprise the Matrogymnastics background, so that the essence of the construction of physical skills, spatial experience and awareness is what you crave in their practice, through a friendly interaction, full of challenges, fears and pleasant discoveries, typical of any body experience.

Such initiative started at the yards and courts of the Federal University of Pernambuco High School. This is a reference School practiced at the Campus of a large Brazilian public University and the Matrogymnastics workshops occur during physical education classes. This initiative was introduced in Brazil, during the Seventies of past century, due to the direct influence of the German teacher by Helmut Schulz, at the time of the Sports for All movement, and have an alternative to experience corporal dialogue between different generations - adults and youth, children and teenagers - for the enrichment of body perception in autistic children.

In the absence of typical ("normal") behavioral expression, a loft imposes itself between the subject and body awareness in young people with autistic spectrum, envisioning itself through kinetic communication and playful expression. Thus, the proposed Matrogymnastics for this group has performed in workshops and meetings where parents and children on the autism spectrum interact in a new way. Practical series of physical activities adapted in the form of tasks performed together, always uniting parents and children, promoting physical and affective interaction, simultaneously. The participation of high school students is guided by the tutor, trained in Physical Education.

We believe this approach deserves to be further studied and applied, serving as an alternative to the development and acquisition of psychomotor skills, crucial for greater social interaction, which is still the main challenge for these children. The benefit also extends to parents, teachers and students, interacting now in a new and exciting way.

Presenter:

Czech Association Sport for All
Prague
Czech republic

Miroslav Zitko

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Title: Czech on Move

Information about a new independent initiative motivating the Czech people to regular exercise and towards healthier alimentation. It focuses on all Czech population – from children to seniors. It reassumes to the European and international efforts to promote regular exercise as prevention of civilization maladies.

Objectives of the campaign:

- To establish fundamentals for the recovery of the Czech population, reduce obesity, enhance exercise activities and precautionary measures.
- To provoke as many fellow citizens as possible to regular exercise.
- To create a base of supporters of „healthy lifestyle and neglected exercise“.
- To get into the awareness of both the public and private sectors (health service, schools, ministries, fitness centers etc.).
- Regular physical activity on prescription.

Main campaign slogans:

Walk!

Upstairs on foot, downstairs by lift!

Presenter:

DGI
Denmark

Svend Noe Thomassen

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Title: Innovation, Entrepreneurship and Leadership for Youth

How can 4 white t-shirts bring value for kids in Africa?
What can you give of value if you don't have money?
Crowdfunding instead of fundraising?
How can other ways of communication make better understanding of a problem?
How can we make it fun to use the garbage bin instead of throwing it in the nature?

DGI had always made an effort for the youth to think in social responsibility and take their voluntary action to make our society a good place to be. DGI had given the sports associations tools to make their leaders and instructors better in their field of practice.

With "Innovation, entrepreneur- and leadership" as a subject in school DGI go further than sport for all. With this subject we help creating "social innovators that can make a difference" and we define Innovation – as "new ideas that bring value for others".

After the meeting of these subjects the youth can create, design and organize ideas and events in many ways and for many social organizations.

It all starts with better meetings and breaking habits – are you ready for that?

Presenter:

European Healthy Stadia Network
United Kingdom

Matthew Philpott

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Title: Using Professional Sports Settings to Promote Active Lifestyles Amongst Hard to Reach Groups: Unemployed Youth and Overweight Men

Presentation of Targeted Physical Activity Projects

The Network is involved in European projects aimed at increasing levels of physical activity amongst 2 key target groups - young people not in employment, education or training (NEETs), and overweight men above 35 years old.

The 3 year Health 25 Programme (www.health25.eu) is funded by DG SANCO, and has developed a successful physical activity and motivational training course that has been piloted in 5 European sports settings. Results from the pilots have been particularly strong, and have helped over 35% of participating NEETs to enter into full time training, education or employment. A case study of the UK pilot will be presented along with key results from the programme.

The Network is also a partner in a new 5 year FP7 programme entitled EuroFIT that will launch in November 2013. The programme builds upon project work in the UK using professional football clubs to increase rates of physical activity and lower levels of sedentary time in overweight male fans. Participants trained at sports stadia and undertake 12 week behaviour change programme to stimulate +45 minutes physical activity per day. A preview of the European programme will be given with key results from the UK pilot.

Presenter:

Five Hole for Food
Canada

Richard Loat

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Title: Five Hole for Food MODEL

The organization is called Five Hole for Food. It was built entirely on social media and founded post-Olympics in 2010 in Vancouver. The organization shuts down the busiest pedestrian intersections they can find and hosts a hockey game inviting people to bring their sticks and a donation for the food bank in order to come and play. Their inaugural year raised 6,000 LBS of food, 2011 raised 43,000 LBS of food and 2012 raised 133,000 LBS of food. In 2013 their tour visited 13 cities in 17 days and raised over 350,000 LBS of food.

It's been a unique model in the way in which it has mobilized tens of thousands of people tapping into a national passion and harnessing that potential into social change. As a grassroots, entrepreneurial, first-of-its-kind approach to sport philanthropy this is something that is only growing quicker and quicker and serves to act as benchmark for the new way in which sports philanthropy can make a massive impact.

The concept is one that is gaining momentum exponentially as there is a conscious focus and effort put on the development of sports philanthropy as a lifestyle choice. This has led to the development of other campaigns that are part of the For Food family of campaigns aiming to create an impact around the world while channeling the national sport passions individuals have, into direct action.

Presenter:

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Anna Streber

Research Associate
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Title: Preventing dementia through physical activity – implementation of an evidence based, multimodal physical activity intervention in local practice (GESTALT)

Dementia diseases pose a global health problem. Recent studies show that physical activity can slow cognitive decline and delay the onset of dementia. In Germany there is a lack of evidence-based physical activity programs that approach dementia prevention through promoting regular physical and cognitive activity and active and socially integrated lifestyles.

This study aimed to investigate if, and under which circumstances, GESTALT, an evidence-based physical activity program for dementia prevention, could be implemented into the daily routines of prevention providers. Additionally, the program was aiming to reach individuals (ages 65-75) at risk for dementia and increase and maintain their physical activity level.

The GESTALT intervention included two accompanying modules:

- 1) an evidence-based exercise program and
- 2) a telephone support.

Qualified physical activity instructors were trained to implement GESTALT and were given a written instructors manual. They then implemented the structured, six-month exercise program, which was divided into three areas: "dance & move to music", "sports & games" and "physical activity in daily routines - walking". All areas included integration of cognitive, physiological, social and emotional stimuli. The program is carried out twice a week and lasts 90 minutes. 60 minutes were dedicated to physical training and 30 minutes were dedicated to moderated group discussion.

The scientific project management implemented the telephone support. Coaching occurred seven times during the six-month intervention. The focus of the coaching was to maintain physical activity after the end of the intervention through supporting the integration of movement in the daily routines of participants and raising their perceptions of possibilities to be physically active in their neighbourhoods.

GESTALT was successfully implemented into the work of five prevention providers and was highly accepted by the participants (n=75). 60% of the participants were practicing additional physical activity at the time of follow-up (six months after the end of the intervention). There were improvements in cognitive performance with respect to short-term and working memory.

Presenter:

Hong Kong Baptist University
Department of Physical Education

Siu Yin Cheung

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Title: Sports For All in Asia

The purposes of this study were to investigate the Sport for all policies and collect information in the field of Sport for All and recreational sport and physical activity in Asian countries. A questionnaire on “Study on the Sport For All in Asia” was used to collect data at 10 Asian countries, namely China, Hong Kong, India, Malaysia, New-Calédonia, the Philippines, Qatar, Singapore, South Korea and Taiwan.

The respondents were 9 males and 1 female (aged 30-39=1, 40-49=3, 50-59=5). They were teachers= 5 (3 in higher education), government staff= 2, sport executive=1, and school administrator=1. Results showed that 90% of the Government in Asian countries has policy on Sport For All (SFA), 90% of them support SFA, all of them agreed that the SFA policy in the country encourages citizens to take part in physical activities.

The most popular physical activity for different age groups were as follows:

- Children (1-11 years)= Football/soccer,
- Youth, boys (12-19 years)= Football/soccer,
- Youth, girls (12- 19 years)= Aerobics/dance,
- Adult, men (20-59 years)= Football/soccer,
- Adult, women (20-59 years)= Walking,
- Older men (above 60 years)= Walking
- Older women (above 60 years)= Walking.

The SFA policy of Asian countries will be introduced and recommendations on the promotion of SFA will be discussed.

Presenter:

Howest
University College West Flanders
Belgium

Walter Dewancker

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Title: Education Program Sport and Movement

A new education program Sport and Movement is based on an innovating and interdisciplinary entrepreneurial education concept. Therefore we work together with the national agencies that stimulate young people and unemployed people who are starting a new business. Our aim is to deliver new entrepreneurial movement and health experts.

The fundamentals of this experiential education program are based on a broad spectrum of subjects linked to 5 main roles (entrepreneur, coach, trainer, innovator, communicator). In this promising concept we try to stimulate the students incorporating the standard theory on an experiential way by immersing them in a lot of brainstorm sessions, presentations, coach sessions and assessments, company visits, network moments, building their own website and blog but most of all building up already during their studies an complete portfolio of experiences and competences in different companies.

We focus on the principle of experiential learning: starting directly with an experience and action followed by reflection, abstraction and conceptualization, and finally we let them experiment with this new learned insights and experience. The starting experiments that are the basis and starting point of all the subjects are the small business projects and later in the program their business plan and experience portfolio of their in company training. These small business projects are supported by the government and a lot of experts and we are ready to make this concept international.

This interdisciplinary, experiential and holistic concept has a large and already proven international potential to enhance more young people to work together in new projects while they are still studying but form also the basis of new potential cooperation's in Europe.

We want to build new international bridges in the future by promoting and sharing the knowledge and good practices. The international agencies for entrepreneurship UNIZO and VLAJO already put the first step stone for this international youth entrepreneurship by organizing European contest the coming years.

Presenter:

Play and Train
Spain

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Romain Fermon

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Title: Surfing4All – Youth Exchange through sport for development and social inclusion

Play and Train was established in 2008 with the main objective of allowing people with disabilities and their families to exercise their right to be able to access the practice, learning and training of elite and leisure time sports activities, regardless of their capacity, gender and age.

The focus of its Surfing4All project is to empower young people aged between 14-25 to avoid social exclusion and tackle feelings of isolation. Young people with disabilities have to overcome significant difficulties in their lives, so active participation in physical activities such as surfing can offer opportunities to overcome their limitations and showcase their abilities.

To foster cultural diversity, the project uses intercultural training and learning methods including workshops for participants with and without a disability. The educational workshops are used as a tool to enhance their individual health, self-confidence and self-sufficiency.

Organizing activities in co-operation with each other, and with consideration to their differences, allows the participants to exchange their experiences and the different ways they reach their aims and objectives. This will enrich their work and help them to develop best practices.

Presenter:

Semmelweis University
Faculty of Physical Education and Sport Sciences
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Kinga Baráth

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Title: Evidence-based Sport Policy-making and Implementing EU Sport Policy Documents in Hungary

The PREZI presentation and brochure will highlight the expected outcomes of an EU-funded national project which supports the preparation of the first ever white paper on sport in Hungary. The collection of research papers and representative surveys on all dimensions of sport serves as one of the most significant input for a new policy paper and strategy for sport for the Hungary. The call for proposal followed the structure of the EU White Paper on Sport and requested the applicant organizations to structure their research activities in the tender document along that structure.

In 2007 the Hungarian Parliament unanimously passed the bill on the Sport Strategy of Hungary. It was progressive, but was not followed by the Action Plan including identifying the financial resources. Not surprisingly, the Strategy has not referred to the White Paper on Sport document of the European Union, which was accepted by the European Commission in 2007 as well.

Since that time two other EU-level key policy documents have been issued (Communication on the European Dimensions of Sport in January 2011 and the Work Plan on Sport for 2011-2014 in June 2011) and Hungary, as one of the 28 members States actively participates in the implementation of the EU Work Plan on Sport via the active members of the Expert Groups. Nevertheless, still, national level implementation activities were not initiated via sustainable, purposely funded cross-sectoral cooperations and projects.

There is a major development taking place in these months when a project runs by the financial support of the European Union's Social Fund, Social Renewal Operative Programme. Themes of the societal role of sport are in focus, such as social inclusion in and through sport, health-enhancing physical activity, dual career, education, training and qualifications in sport, voluntary activity in sport, etc. A complete database will be set up about the sports facilities and human resources of the sport sector, with special emphasis on the youth and grassroots/recreational sports. The 16-month project involves 2 major umbrella sport professional organizations and several other civil organizations with dozens of researchers and contributors. Reports, publications and the final reports will be prepared in Hungarian, but the key findings are going to be published in English as well in mid-2014.

Like never before, this time Hungary is able to manage an evidence-based policy-making and take a major step toward implementing EU policy recommendations and other documents at the national level in several dimensions of sport.

Presenter:

Serbian Youth Council of the NOC of Serbia
Serbia

Nevena Vukasinovic
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Title: MoveTech Challenge – Communicating physical activity by using new technologies

New technologies and new media have every day a greater role in our society and young people are the most frequent and competent users of these communication instruments. Young people are not only the target audience of this project but they are also the most effective resource in order to reach our objective. Aiming to ensure healthy lifestyle for all ages, *MoveTech challenge* has challenged youth to create opportunities and inspiration for everybody to be physically active.

Teams of university students interactively work on the Case study via first real-time web- based university consultations organized in Serbia – during the preparation students jointly/individually consulted decision makers (governmental, educational and sport sector) as well as organizers, directly by using hash tag #oksscascstudy. Winning team is further working on implementation, developing the idea of application for mobile phones. Through physical activity and by achieving set targets, a user could unlock badges that would be visible on his/her profile which could be shared via social networks (i.e. Facebook, Twitter, Google+, etc). Users could add their testimonials of the route, compete and share their impressions about it, photos of the routes; information about who's the «king of the route», new routes to the system.

Presenting the application to the wider audience along with “I’m running for school” campaign - for every passed km, certain amount of money is donated for renovation purpose to the school the person is running for. Active involvement of stakeholders aims to be a long-term follow up.

Presenter:SESC
Sao Paulo
Brazil**Leonardo Calix Soares****Thiago Escudeiro Borba**

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Title: SESC Interlagos and the propagation of tennis in south of SP

SESC Interlagos have used the new method for tennis called "Play and Stay" what is a new approach with slow balls and different sizes of court compared with the regular ones, therefore beginners of all ages can change balls since the very first class. This way, the method guarantees its main idea "to play, to serve and to score since the first class". The ball speed and the size of the court increase while the practitioners improve their game, in contrast of the traditional method what the player learned repetitively and exhaustively the techniques then start to play, while to the "Play and stay" the most important is to play and have fun.

SESC Interlagos have been using the method since 2012, and to promote this innovative approach it is part of "SESC Circulando". It is a project which brings culture (plays and access to books in a mobile library), sports (tennis, baseball, basketball, handball and others) and quality of life (Pilates, trekking, stretching classes and etc.) to the south of Sao Paulo's city, with 3 goals: first, to increase the number of players in the SESC classes, second, to introduce the SESC point of view in physical activity outside the unit, and third, to promote good experience between people and the physical activity.

After 9 months the project had attended more than 1300 people of different ages in schools, NGO's, community courts and clubs, and the SESC Tennis classes increased from 07 players to 28 players and more 10 people in standby list.

Presenter:

The ASA | British Swimming
www.swimming.org

Duane Newton

Programme Manager - Health and Wellbeing
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Title: Educate, Motivate, Participate = More People Swimming More Often

Maximising the effective use of available water space in order to attract, retain and grow the number of people taking part in regular aquatics activities.

The ASA has been in existence since 1869. Although the ASA has a long history, it has moved on considerably since its foundation and is now a vibrant modern governing body providing leadership to the industry of swimming in so many ways and helping to get more people swimming more often by:

- Building pathways, through Active Workplaces, Public Responsibility Deal and the Adult Learn To Swim Pathway
- Delivering campaigns, such as British Gas SwimBritain, Swim Safe – RNLI, Make a Splash, Level Water projects and support the community through Swimathon Foundation Community Grants & Kellogg's Swim Active funding.
- Delivering products, such as British Gas Swimfit, British Gas Pop-Up Swimfit, Swim4Health, Temporary Pools Solutions and Pools 4 Schools
- Engaging with key partners, key target groups, key research groups and conducting research – to fully understand our customers' (both swimmer participant and swim deliverer) needs and wants to deliver a better swimming service and therefore more swimming opportunities for those that want them

Using Swim Britain, Swimfit and Active Workplaces as three examples we will provide an explanation of how these interact to support swimming participation to keep the swimmer motivated and in return sustaining participation.

British Gas SwimBritain is an ambitious 3 year programme aimed to get 500,000 people swimming more regularly by 2015. It seeks to encourage people to take advantage of the health, fitness and well-being benefits of swimming. This program is delivered across a specific time in the year.

Presenter:

The Flemish Sports Federation (Vlaamse Sportfederatie – VSF)
Belgium

Philippe DeWitte

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Title: Week of the Sportclub

This week is organized by the Flemish Sports Authority (BLOSO) in collaboration with the umbrella organization of the Flemish sports federations (Vlaamse Sportfederatie) and the umbrella organization for the provincial and municipal sports departments. The week is organized in close relationship with other entities such as the BVLO (organization with important focus on sports educators) and the school communities.

The week is a bottom up initiative, inspiring as many sports clubs, federations and services to link in with a variety of initiatives: an entire day of only sport in the schools, a free open-doors day at the sports clubs, free entrance in the swimming pool with even one free croissant and fruit juice offered, sports materials exchange fairs,

A hallmark initiative during this week is that all primary school children are allowed to come to school on Wednesday the 11th in their sports outfit.

The concept of the day is to attract especially the youngsters (but people of all ages in fact) to become member of a sports club, being an environment where not only sport but also the social belonging is important.

The week is promoted via a well-spread information campaign (on television and radio, in the daily papers and weekly magazines, in the schools and so many more).

Presenter:

Youth Committee, Spanish Athletic Federation (YC---RFEA)
European Athletics – UNESCO
Spain

Xicu Colomar

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Title:

1. Grassroots Sports Organizations and Young Entrepreneurs.
2. Communication Campaigns and Social Media Context.

Slogans “We all are Athletics”, “Your Sport For Live” and “Building peace in the mind of people” refer to basic values that sports bring to people from all ages and backgrounds. And in that stand, two main themes will be presented:

- Youth entrepreneurship: two members of the YC-RFEA (Carles Triado and Xicu Colomar) will present the basic structure and areas of the Committee, as a model of organization managed and develop by young volunteers. They will provide information in two languages (English and Spanish) about the activities done during 2013 and the ongoing projects for 2014.
- Communication campaign: the online platform “European Athletics – UNESCO Young Leaders Community” will be shown. This website focused on three main topics:
 - Foster the interaction and exchange of good practice among youth.
 - Provide recognition to volunteers by giving official certificates.
 - Promote active citizenship by engaging youth into the sports community.