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**Andersen, Lars Bo**

## Commuter Cycling and Health

Commuter bicycling may potentially improve health in the population. Commuter bicyclists have lower mortality rate (Andersen et al. 2000), and studies in children suggest that bicyclists are more fit (Cooper et al. 2006). Most studies about bicycling and health are observational studies, and little has been published where the effects of interventions have been tested.

The presentation will highlight some of the key results from the observational studies. Physical fitness levels are higher in cyclists compared to passive travellers where walkers have similar fitness levels as passive travellers. Longitudinal studies have also shown that passive travellers who changed to cycling commuting increased fitness level compared to those who stayed passive.

These results are supported by the fact that mortality rates are lower in bicycle commuters (Andersen et al. 2000; Matthews et al. 2007) and subjects who change travelling mode from passive to bicycling experience lower mortality risk than subjects who stayed passive.

In conclusion, it is possible to improve bicycle habits, and observational studies suggest that this could translate into improved public health. However, we lack randomized controlled trials, which aim to increase bicycling and where health outcome are improved.

**Lars Bo Andersen** is a professor, dr.med.sci. and Ph.D. He currently works as a researcher at the Institute of Sport Sciences and Clinical Biomechanics, University of Southern Denmark. Lars Bo Andersen is also head of research at the Center for Research in Childhood Health (RICH). The RICH centre has research as its purpose and dissemination of the same in the sphere of child and youth health with special emphasis on physical activity and diet. It is the goal of RICH to use this acquired knowledge to influence and shape evidence based primary prevention in the face of increasing inactivity and overweight among groups of children and young people and the health and social consequences hereof.

**Bale, John**

## **Sport, Space and the City: Freedom or Constraint**

This presentation attempts to record the images and experiences of walking around a 'zone of repose' in the Danish city of Aarhus. I try to record a 'sense of place' (or as Yi-Fu Tuan would say, 'Topophilia'). In doing so I explore a range of sites within a relatively small part of the city, noting the local context, its land use and the cultural changes that have taken place over the last century. This is therefore not an objective study but one that is informed by a critical analysis based on quasi-ethnography. I pay particular attention to the stadium in Aarhus and offer various 'readings' of it and its iconography.

**John Bale** has authored many articles and books on geographical and environmental aspects of sports. He has been a visiting professor at the University of Queensland (Australia), the University of Western Ontario (Canada) and the University of Jyväskylä (Finland). He has taught at Aarhus University and lectured in many universities in Europe and North America. His most recent book is *Anti-Sport Sentiments in Literature* and he is currently working on a book about sport and Lewis Carroll.

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**Borgogni, Antonio**

## The Body in the City: Facilitating Body Processes and Youth Participation – Four European Case Studies

The presentation presents the current situation of an ongoing qualitative research study based, from a theoretical point of view, on the relation between the body and town planning. The applicative field of the research concerns the participative town planning processes involving young people and compares four European case studies in Italy (Ferrara), Spain (Barcelona), France (Paris) and Finland (West Finland Province).

The main questions are: How did the town planning consider the body in the past, and how does it take care nowadays of the new urban body, the body of everyday movement? How are young people involved in planning public spaces? What are the results of the involvement?

The relation between body, town planning and architecture changed dramatically when the meter was adopted as unit of measurement, later the theme of hygiene led the scene, just as today sustainability is the focus of many projects. But the body, whether it is highlighted as an indicator or disregarded, remains crucial in the social construction of the space.

On the one hand, the latest approaches and suggestions concerning public spaces and mobility after Traffic Calming (Shared Spaces, Slim City, Vision Zero) emphasize expression of the body and responsibility as the main frame of urban safety and liveability. The urban landscape that derives from those approaches encourages walking, cycling, and post modern activities like skate board and parkour, as well as a wide range of bodily practices and sports often brought by immigrants, like cricket and aqua-volley, and traditional games like pelota, petanque and flag throwing.

On the other hand, the participation of young people seems to be a very difficult issue in public policies; it is already difficult to involve them in town planning activities, even more difficult to maintain the efficiency and efficacy of the works through the years, in other words, to assure the sustainability of the projects. While in Europe it is easy to find projects which involve children in the planning of spaces, the actions in which young people participate are much rarer.

**Antonio Borgogne** is a researcher at the Faculty of Motor Sciences in the University of Cassino, Italy, carrying out in-depth studies on the didactics of sports with particular emphasis on the social aspect of sport, the participative processes of planning public spaces for sport and leisure, and the relationship between the body and the city through the theory that hypothesises the body as the analyser of the quality of city life.

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**Boyчук, Conrad**

## Vancouver : A City in Tune with Its Natural Assets

Vancouver is consistently ranked as one of the world's most liveable cities. Next year it will host the 2010 Olympic and Paralympic Winter Games.

Some stunning new performance and practice venues have been constructed for this event, both in the City, and the surrounding area. However, the growth of recreation facilities in the city has been slow and statistically it is less supplied with indoor program space than many of the smaller cities that surround it. This is not unusual for a large number of Canada's major urban areas.

The people of Vancouver and the surrounding area "recreate" in many ways. With the abundance of unique outdoor opportunities provided by its natural setting, it is not surprising that Vancouverites enthusiastically embrace outdoor, and to a large extent, unstructured activities.

The natural setting and the cultural diversity of Vancouver have shaped the quality of life for the residents, and the international perception of this unique city.

This presentation will look at the quality and quantity of indoor and outdoor facilities in Vancouver based on nationally based recommendations, and compare them to newer cities that are developing around Vancouver.

While the presenter is an architect with many years of experience in the recreation and sports sector, this presentation will deal more with the "enhanced" natural environment than with buildings that have been constructed for recreation and leisure programming.

**Conrad Boyчук** is a Senior Director for CEI Architecture, one of Vancouver's most successful design firms. Conrad is also Canada's National Member on the International Union of Architects' (UIA) Sports and Leisure Programme, and a member of the Executive Board of the International Association for Sports and Leisure Facilities (IAKS). He has over 30 years of experience, most of it with recreation, leisure and spectator facilities. He has presented internationally for the past decade focusing on diverse issues such as Public/Private Partnerships, Social Sustainability in Recreation, and New Trends in Leisure Facilities. Conrad's focus for Move2009 will focus on the quality of recreation and leisure experiences in Vancouver and the city's natural geography has more to do with lifestyle than actual built facilities.

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**Campbell, Gerry**

## **South Lanarkshire Leisure**

The presentation will focus on the South Lanarkshire approach to engaging with difficult to reach sections of the community. It will also outline innovative partnerships and conclude with an overview of the opportunities for participation and legacy planning for the International Children's Games which will be staged in Lanarkshire in 2011.

**Gerry Campbell** has 25 years experience in the leisure industry and is General Manager of South Lanarkshire Leisure, a Scottish charitable trust, which operates a broad range of sports and recreation services including an extensive sports development programme. The charitable trust is responsible for over 150 properties which generate in excess of 3.5 million customer visits per year.

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**Christiansen, Lars Breum, and Charlotte Klinker**

## **Influences of Physical Environment on Daily Physical Activity: Where Is Danish Research Heading?**

Gaining more knowledge on how the physical environment influences, daily physical activity has been the main interest of our research group at the University of Southern Denmark for some years. Recently we have been working with studies examining environmental correlates of recreational physical activity and active transport in two large surveys in two Danish cities: Roskilde and Kolding. The final aim of these studies was to inform a process with the local municipality on effective use of resources to promote physical activity.

In addition, we will present a major Danish health research initiative: TrygFonden Centre for Applied Research in Health Promotion and Prevention. Within the centre our research group is responsible for research on physical activity. We will present the aim and design of the projects 'SPACE' and 'When Cities Move Children' to be launched later this year.

Finally we will present the design of a major international collaborative research project in which we, along with 16 other countries in the 'International Physical Activity and Environment Network', use the same methods to assess physical activity and the environmental characteristics that will make it possible to compare results across national borders. The project will run in 2010.

**Lars Breum Christiansen** works at the Institute for Sports Science and Clinical Biomechanics, University of Southern Denmark. His main area of research is 'how the physical environment influences daily physical activity'. He is currently working on the research project: "SPACE" (School site, Play spot, Active transport, Club Fitness, and Environment), a two year follow up study funded by the TrygFonden to investigate the effects of a multi component intervention on adolescents' level of physical activity. The intervention aims to change a wide range of environmental factors, e.g. by improving school yards for physical activity, make the infrastructure for active transport more safe and convenient, build or improve recreational play spots, and offer the possibility of teen-fitness. Lars Breum Christiansen holds a Master's Degree in Sport Science from the University of Southern Denmark. In 2010 he will enrol as a PhD-student in the "SPACE"-project at the University of Southern Denmark.

**Charlotte Klinker** works at the Institute for Sports Science and Clinical Biomechanics, University of Southern Denmark. Her main area of research is 'how the physical environment influences daily physical activity among children'. She is the project manager of the 'When cities move children' project, a four year study funded by the TrygFonden to investigate the effects of urban renewal in a deprived area in Copenhagen on children's physical activity level and movement patterns. This study combines objective measures of physical activity using accelerometers with data from personal GPS receivers to investigate the change in child mobility and use of places for physical activity. A range of individual, social and environmental factors are measured as well.

Charlotte Klinker holds a Master's Degree in Public Health Sciences from the University of Copenhagen. In 2010 she will enrol as a PhD-student in the "When cities move children" project at the University of Southern Denmark.

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**Colville-Andersen, Mikael**

## Marketing the Bicycle to the Sub-Conscious Environmentalists

In his presentation, Mikael Colville-Andersen will explain Copenhagen's journey – then, now and in the future - towards establishing the bicycle as a feasible, acceptable form of transport as well as the importance of marketing 'bicycle culture' to the citizens. He explains that the 500,000 people on bicycles each day in Copenhagen are not 'cyclists', nor are they 'environmentalists'. They merely choose to ride because of safe, quick infrastructure. The result of 30 years of traffic and urban planning is that the bicycle has been demystified. It is no longer merely a piece of sports equipment for enthusiasts - it has become a democratic tool that has liberated the people of Copenhagen from cars and created the foundations for one of the world's most liveable cities.

**Mikael Colville-Andersen** is a filmmaker and photographer who is also Copenhagen's leading bicycle culture ambassador and bicycle culture consultant. For over three years he has been documenting Copenhagen's unique bicycle culture in photographs and films, offering a social documentary from an anthropological perspective. Surprisingly, in 120 years of the bicycle in Denmark, he has been the first one to do so. He presents his ongoing series in the Dreams on Wheels exhibition on Danish bicycle culture, but also to the world on two blogs: [www.copenhagencyclechic.com](http://www.copenhagencyclechic.com) and [www.copenhagenize.com](http://www.copenhagenize.com)

El Quadehe, Adil

## Sports Caravan: How to Reconcile Development of Sports Practice in Sensitive Urban Areas and Professional Insertion

UFOLEP (Union Française des Oeuvres Laïques d'Éducation Physique) now includes approximately 10,000 associations and 400,000 individual members, with many sporting activities available to all. It is also setting up development projects around inclusion and education through sport. Sport as a tool for social integration is one of the values defended by UFOLEP as implied in the slogan 'another idea of sport'. The idea, which has been advocated for many years, enabled the federation to develop skills to make sport a useful tool for education and forging social links. The UFOLEP Sports Caravan is a perfect example of its daily actions. The main objective of this project is to allow a group of young people interested in careers in animation and mentoring to enjoy some time in a formal teaching situation, and to give them responsibility through the management of sports workshops. Working with different audiences, the itinerant nature of the project and the monitoring of their objectives permit them to develop their career plans.

In return for their investment and on a voluntary basis, they receive guidance and support for training of their choice in the sport professions or animation.

With these actions for integration and education through sport, UFOLEP is involved in a quality process, placing the young person at the centre of the project, thus giving him or her value and responsibility. Indeed, simply offering a sporting or physical activity as an end in itself does not achieve the desired goal of allowing sport to be a lever for the most underprivileged groups of people.

**Adil El Quadehe** graduated from University of Paris V René Descartes in Science and Technology of Physical Activities and Sports. He then worked for two years in a socio-cultural centre in the suburbs of Paris where he was in charge of the youth sector. Currently, he is the national manager of projects in the French Sport for All organization, UFOLEP (Union Française des Oeuvres Laïques d'Éducation Physique) where he is in charge of issues related to sensitive urban areas, the UFOLEP National Youth Committee as well as senior sports.



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**Ensink, Bernhard**

## Cyclists and Citizenship: More Cycling Equals Better Quality of Life

One of the main problems of European cities and regions is the negative health effects due to a lack of physical activity of people. More people more cycling, on a daily basis, is an attractive part of the solution. Investing in cycling as a mode of daily transport is attractive because it has a lot of other advantages: it is the most energy efficient urban transport mode; it is non-polluting, fast, flexible and very cost efficient. It has a high potential to reduce energy-consumption and to enhance the liveability of European cities. More cycling means more quality of life.

The presentation focuses on the main principles of a good, integral cycling policy. What should decision makers of authorities and organizations keep in mind when they want to make use of the fact that a lot of citizens will cycle (or keep cycling) just because they like it and feel that they profit from it in their daily life – often even without being aware of the fact that cycling has a lot of positive effects for them and the whole civil society?

**Bernhard Ensink** is currently Secretary General of the European Cyclists' Federation (ECF) and Velo-City Series Director, and former Director of the Fietsersbond, the Dutch Cyclists' Union. He has a doctorate in theology/ethics and was Vice Mayor of the city of Coevorden, the Netherlands (1994-1998), responsible for public affairs, spatial planning, environment, housing, department of finance, and other areas.

Founded in 1983, the European Cyclists' Federation (ECF) is the umbrella federation of the national cyclists' associations in Europe, reinforced by similar organisations from other parts of the world. In 2008 ECF had 56 members in 38 countries. The ECF aims to ensure that bicycle use achieves its fullest potential so as to bring about sustainable mobility and public well-being. To achieve these aims, the ECF seeks to change attitudes, policies and budget allocations at the European level. The ECF stimulates and organises the exchange of information and expertise on bicycle related transport policies and strategies as well as the work of the cyclists' movement.

Velo-City is widely respected as the premier international cycling planning conference series in the world. Cycling is increasingly recognised as an efficient, healthy, quick and environmental form of transport, and Velo-City seeks to encourage cycling as a part of daily transport and recreation.

Feldman, Walter

## São Paulo as a Sport for All city The 15 Million Inhabitant Challenge

The presentation will describe the programmes, projects and events making up almost three years of Walter Feldman's work in a city of 11 million people city. His struggle to achieve a sports revolution in the city, to generate new concepts such as educational sports, health promotion, public security prevention, will be shown as the result of a new politics in the city.

**Walter Feldman** started his professional life as a clinic doctor from the City Hall of São Paulo. Working with poor people at the public hospitals, he quickly entered politics through the Communist Party. During the 1970's, still as a doctor, Feldman was a leader against the Brazilian dictatorship until the movement to open the vote process and the return to democracy in 1984. A former member and president of the State Congress of São Paulo and member of the Brazilian federal congress, today Feldman heads the Department of Sports, Leisure and Entertainment in the City of São Paulo. Since 2007 the City of Sao Paulo has increased programmes, events and projects, which have transformed the city into the Brazil's Sports Capital. Our goal: 11 million people practicing physical activities every day to transform São Paulo into a much more healthy and colourful city.

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Gehl, Jan

## A Healthy City – A City for People

Several changes in Western societies have brought along new challenges for public health policy. Manual labour has to a large degree been substituted with sedentary work, transportation is carried out by cars, escalators or lifts. Add to this an increase in passive consumption of television and poor eating habits and the result is a pandemic of obesity. The charting of the development of the obesity epidemic in the US is dramatic reading. Life style conditioned health problems are quickly spreading to other parts of the world, particularly Canada, Australia and New Zealand, but also to a lesser degree Central America, Europe and the Middle East.

The response to these new challenges is that each individual must seek out the physical challenges and the daily exercise that is no longer part of everyday life. But individual and private solutions also have a series of limitations. Voluntary exercise requires time, determination and will power. In addition it often requires money. Some social groups and age groups can tackle this combination of challenges, but many will also lack time, money and energy.

This presentation proposes that an important element in an integral public health policy involves introducing an inclusive and carefully worked out invitation to citizens to cycle and walk as much as possible in connection with everyday activities. The invitations should include both physical construction of high quality walking and bicycling routes as well as a plan for realizing attitudinal change. Copenhagen and Melbourne are examples of cities that have recently adopted wholeheartedly the idea of inviting their citizens to walk and cycle as much as possible in new and existing urban areas.

Convincing invitations to cycle and walk require a change in the culture of urban planning where plans for new cities should begin by mapping out the shortest and most attractive walking and cycling routes. Only then should other transportation needs be attended to. If urban planning is carried out according to these principles, new urban neighbourhoods will become more compact and have fewer spatial dimensions. In other words, they will become more attractive to live, work and move around in. Life must come before spaces, which in turn should come before buildings. Invitation is a key word and the quality of a city at a smaller scale – at eye level, that is – is of crucial importance.

**Jan Gehl** is an Architect MAA & FRIBA, Professor Emeritus of Urban Design at the School of Architecture in Copenhagen. Jan has been awarded the Sir Patrick Abercrombie prize for exemplary contributions to town planning by the International Union of Architects as well as an honorary doctorate from Heriot-Watt University in Edinburgh. Jan was awarded an international honorary fellowship to the Royal Institute of British Architects (Int. FRIBA) in 2006 and to the AIA, the American Institute of Architecture and the Canadian Institute of Architecture in 2008.

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Ghilardi, Lia

## Thinking Culturally about Place and People: The Cultural Planning Approach

Increasingly cities compete at the global level with other places for investment, visitors, talent and the like. Competition in particular is not just limited to the big capital or 'first tier' cities. Smaller places are also confronted with the pressure to deliver on quality of life, employment opportunities and good brand image.

Responses to such needs often translate into large regeneration schemes, branding or cultural tourism strategies that do not reflect the specificity of places, nor the needs, aspirations and sense of identity and history of local communities. This way of thinking and acting has negative effects on the communities and leads to further problems of spatial segregation, disaffection and social division.

From the point of view of policy making, Ghilardi will be arguing that there are at least four key ingredients of proactive policies for liveable cities. These are: a) A deep cultural (ethnographic, anthropological) understanding of the distinctiveness of place; b) the development of strategies that are 'true to place', for example, through the use of tools such as cultural and community assets mapping; c) thinking more creatively about how to use the resources on the ground, for example, by making the most of what has been mapped thinking more holistically about local development, by challenging received perceptions and assumptions (about that city or place) and by turning weakness into strength; d) putting in place new forms of shared leadership for better governance. This may involve mechanisms for participation (and not just consultation). This way of thinking is what Ghilardi calls Cultural Planning.

**Lia Ghilardi** is the Director of Noema Research and Planning, a UK-based consultancy with a global profile for place mapping and strategic cultural planning projects. Her background is in urban sociology and she regularly lectures in universities across Europe, and in London she teaches Cultural Planning at City University. Through her work with Noema over twenty years, Lia has built up an extensive portfolio of more than 60 cultural planning and cultural mapping projects developed both in the UK and in Europe. In her advisory capacity, Lia is currently engaged with the EU URBACT II programme as expert in urban regeneration, inclusion and the creative economy. In London she has recently been asked to join the Mayor of London's new special advisory group on culture and development. For projects and general activity of Noema Research and Planning Ltd., please see the website and blog at: [www.noema.org.uk](http://www.noema.org.uk).

Lia Ghilardi's recent publications include '*Cultural Planning and Cultural Diversity*', in *Differing Diversities, Cultural Policy and Cultural Diversity* (Tony Bennett, ed., Council of Europe, 2001); '*The Culture of Neighbourhoods*' (with Franco Bianchini) in *Cities of Quarters* (eds. Bell and Jayne, Ashgate, 2004); '*Thinking Culturally about Diversity*' in *Navigating Difference: Cultural Diversity and Audience Development* (Arts Council England, 2005) and '*Rethinking Small Places - Urban and Cultural Creativity beyond the Metropolis*' (with T. Fleming and K. Napier) in *Small Cities: Urban Experience Beyond The Metropolis* (eds. Bell and Jayne, Routledge, 2006); '*Identity by Invocation or by Design? How planning is Conjuring up a New Identity for Malmö*' in *Godela Weiss-Sussex with Franco Bianchini, (eds.) Urban Mindscapes of Europe* (Rodopi, 2006); '*The Contribution of Outsiders to Entrepreneurship and Innovation in Cities: The UK Case*' in Phil Wood, Charles Landry and Jude Bloomfield (eds.) *Cultural Diversity in Britain: a toolkit for cross-cultural co-operation* (J. Rowntree Foundation, 2006).

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**Gvozdeva, Elena**

## Active Youth in Founding Techo Park: Perspectives from Siberia

Strategic purposes of Russia's development demand substantial acceleration of economic and social development of specific regions, such as Siberia, and the coordination of actual regional advantages with means of the federal center and initiatives of local citizens, especially youth organizations.

The presentation examines the complex factors of development of Novosibirsk (the third largest city of Russia) as an innovation capital of Siberia with particular focus on the role of youth in founding Techo Park on its territory. On the basis of our sociological pools fielded in 2003-2004 (1192 respondents from 70 cities of Russia), and 2006-2007 (701 respondents from Novosibirsk mega polis) examined are impediments to innovative activity of youth caused by institutional framework and other factors. Revealed are some factors of innovative development and promoted mechanisms of transition to innovative development for the Siberian region, directed not only on economic growth, but also on improvement of quality of life. Some ideas of youth concerning strategic planning of Novosibirsk mega polis are considered as mostly pertinent in the period of economic crisis.

**Elena Gvozdeva** holds a Ph.D. in Sociology and Master of Arts, works as a Senior Researcher of the Institute of Economics and Industrial Engineering of the Siberian Branch of the Russian Academy of Sciences. She also chairs a youth organization, the Council of Young Scientists. As a public activist, she is involved in the activities of the Leadership Development Institute at the Siberian Academy of Public Administration. She won the Competition of Young Researchers of Russia twice (1997, 2000), received the Academic Award from the Governor of the Novosibirsk Region (2002) and was recognized as 'The Most Active Certified Young Scholar of Russia' (2003). She has 46 publications in Russian, English and German languages.

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Hedlund, Mårten

## The World Village of Women's Sports

The World Village of Women Sports will provide sportswomen all over the world with a unique platform for their development. A total of € 200 million is to be invested in this research development and training centre which is now taking shape in Malmö, Sweden, 20 minutes from Scandinavia's largest airport.

The World Village of Women Sports is a private sector initiative comprising a 100,000 square metre multifunctional complex. The first stage is scheduled for completion in 2012. The World Village of Women Sports is all about sport on the terms and conditions of women, individuals as well as entire teams, and within all sports. One could argue that women's sports has always been based on male role models, but scientists have now found that women need to train, eat and rest in different ways from men in order to avoid injury and to improve performance levels. The World Village of Women Sports will have cutting edge expertise, and the co-founders of the World Village of Women Sports, Kent Widding Persson and Mårten Hedlund, are currently in the process of tying up top drawer actors from all over the world.

The centre will conduct research and development for, and with, women athletes from all corners of the globe who will be given the opportunity to train together and exchange knowledge and experience that will benefit their development. The World Village of Women Sports Foundation, a non profit organization, will receive and donate funds to research and visiting professorships. The first Board will be elected in autumn 2009. The founders are aiming for a Board made up of some of the strongest sports clubs in the world, together with the private sector and eminent scientists. At the same time Advisory Boards will be set up consisting of celebrated experts and in collaboration with leading universities to appoint guest professors and hold workshops.

The World Village of Women Sports is an elite project that targets athletes, coaches, leaders, doctors, social scientists, researchers and others seeking new inspiration for, and knowledge of, women's sports. As opposed to academic research into the physical and mental aspects of sports, this is all about hands-on collaboration and finding ways of empowering and developing women's sports. The World Village of Women Sports is writing sports history with an interdisciplinary, multicultural and pioneering view of sport that will create new opportunities.

**Mårten Hedlund** is a specialist in marketing through sport with over 20 years of work with international sponsorship and major sport events and exhibitions. He is frequently hired as strategic sponsoring consultant for major companies and athletes. In 2005 Mårten brought the Americas Cup event, 'Louis Vuitton Acts', to Malmö and Sweden. That was the first time since the Cup started over 150 years ago that the world's biggest sailing event was held in northern Europe. Today he is the brain behind the World Village of Women Sports, a research, development and training centre for the world of sports from the female point of view, which he founded.

Hermansen, Bianca

## Research Based Urban Planning – Quality of Life and Physically Active Urban Living

At the Centre for Sports and Architecture, at the Royal Danish Academy of Fine Arts a series of observations and reflections has been made about how physical activity or the lack of it influences our cities. One of these observations is how the population's sports and exercise habits have changed dramatically over the past 20 years. However it appears to be difficult with existing planning tools to accommodate these new sports and exercise needs beyond the individual project level. Therefore, the Centre for Sports and Architecture has made it possible for this to be explored further via a 3-year Ph.D. project: *Physically Activating Urban Planning –potential, strategy and operational tools*. The problem is urgent: Social inequity in health, the increasing recreational pressure on the peri-urban landscapes and the extensive public space modernization taking place these years all point to the fact that if accessible, democratic and rich in experience opportunities for physical activity are to be integrated into the planning of our cities, now is the time to develop the tools needed. There is a clear local city-level need for the development of planning tools for the realization of the national-level political intentions. And it is a clear ambition of this PhD project to develop these tools. The PhD project is therefore to be regarded as a 'translation project' whose role is to translate research results about health, culture and recreational planning into urban planning research-based knowledge, and thereby developing urban planning tools for the development and qualification of the future projects and decisions that will shape life in our cities.

**Bianca Hermansen** holds a Bachelors degree in Urban Design and a Masters in Landscape urbanism. Since her Master's degree, Bianca has been working at Gehl Architects, where she has been working both nationally and internationally with public space programming and urban quality studies along with general master planning. Bianca has a special interest in democratic urban design. She is currently a Ph.D. student at the Centre for Sports and Architecture, Royal Danish Academy of Fine Arts, where she is studying the possibilities of integrating physical activity in urban planning with a special focus on demographically inclusive urban spaces and urban sports facilities.

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**Holohan, Gar**

## Designing and Managing Sports Facilities to Cater for the Wider Community

Albert Einstein defined insanity as “doing the same thing over and over again and expecting different results”, yet we are designing and managing sports facilities in traditional ways all over the world. We need to start looking at lessons from other industries to learn how to better understand people’s needs and how they can be motivated to change; how to design our facilities to remove the hidden barriers that prevent people from using them, and how to package the facilities and services to make them more customer friendly.

This presentation challenges some common assumptions that limit the effectiveness of our efforts to attract the wider community to engage in sport and leisure.

**Gar Holohan** is Founder and Chairman of the Aura Holohan Group, who are experts in the feasibility planning, design and management of sports and leisure facilities. He is an advisor to government, municipal authorities and private sector clients who want to develop successful sports and leisure facilities. An active member of the international Union of Architects (UIA) Working Group on Sports & Leisure, Gar combines his architectural training with his business skills to develop facilities that not only satisfy the needs of athletes and recreational users, but also meet the needs of managers and financiers.

The Aura Holohan Group comprises three divisions:

- Holohan Architects who have recently completed the design of the state of the art €154 m Irish National Sports Campus, in partnership with Faulkner Browns.
- Holohan Leisure, which wrote the ‘Irish National Sports Facilities Strategy’ for the Irish Government in 2008; and also provides event management services for major events a music festivals ([www.holohan.ie](http://www.holohan.ie))
- Aura Sport & Leisure Management, which manages 10 sport and leisure complexes in partnership with municipal authorities in Ireland and acts as consultants to government and municipal authorities on the management of sports facilities ([www.auraleisurecentres.ie](http://www.auraleisurecentres.ie))

Gar is also passionate about enhancing the relationship between people with disabilities and society. As a director of Kanchi ([www.kanchi.org](http://www.kanchi.org)), Gar is helping to engage business, media and political leadership to understand the ‘disability business case’ and improve access to services and employment opportunities for people with special needs.

Hosta, Milan

## Painful Questions of Sustainable Development of Sport

The existential questions on the meaning of life are brought to front in the present global circumstances. What is the responsibility of the municipality in terms of sport development and what are the limitations? What are the needs of future generations for being physically active while living in the city? *Green sport* is a response of sport institutions to justify their existence in newly described circumstances that require environmentally friendly practices and policies.

The main issue here is what conflicts are we willing to recognize and how deep are we ready to dig into institutionalized unconsciousness, and question the authorities and paradigms? How will we interpret the value of spectacular sport competitions in terms of sustainability if the competition itself is not a sustainable practice? What are the other manifestations of physical culture beside competitive sport, and how do we value them in the cities?

The alternatives to co-create our common future are of many kinds. It is not important to know exactly which kind we will choose, as long as we know what we do not want to support and re-create. Do sport cities have the courage to face such introspection? Do we have a choice?

**Milan Hosta** is program director in Ensico, Sports Innovation Company, Slovenia. His other positions include President of Council of Experts, Sports Union of Slovenia, Director of the International Institute for Sustainable Development, Diplomacy and Policy of Sport, and President of the Slovene Society for the Philosophy of Sport.

He is also a freelance lecturer in Philosophy of Sport, Sport Ethics & Olympism at the Faculty of Education, University of Primorska, Slovenia and Faculty of Sport, University of Ljubljana, Slovenia.

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**Ingels, Bjarke**

## My Playground

"My Playground" interests us for two reasons. The first has to do with how to communicate architecture. Where photography is perfect for portraying objects - film is the ultimate way to show movement through space. The slow pans, the easy turns, the gentle zooms all give you a sense of the space and its continuity. You experience the ride with the funicular and the vertigo of walking up the long façade stair. As an architectural film alone, it would be boring. Slow. Empty. But with the two guys jumping around, testing all the surfaces, expanding the space - you perceive the architecture as it really is: the framework for human life. Architecture is a means, life is its purpose. The second is that what Team Jiyo does in the film - through exercise and acrobatics - is what we try to do through models, drawings, wood, steel and cement: They expand the public realm within the city. By climbing higher and jumping farther, they reclaim territory that is normally lost in the city, inaccessible to human occupation - an unexploited resource. For them parking garages, rooftops, alleys, containers, façades are all accessible surfaces, part of their playground.

**Bjarke Ingels** started his own office, Bjarke Ingels Group, in 2005 after having co-founded PLOT Architects in 2001 and collaborating with Rem Koolhaas at OMA. Through a series of award-winning design projects and buildings, Bjarke Ingels has created an international reputation as a member of a new generation of architects

that combine shrewd analysis, playful experimentation, social responsibility and humour. In 2004 he was awarded the Golden Lion at the Venice Biennale for the Stavanger Concert House, and the following year he received the Forum AID Award for the VM Houses. His latest completed project, The Mountain, has already received numerous awards including the World Architecture Festival Housing Award, Forum Aid

Award and the MIPIM Residential Development Award. By practising what Bjarke Ingels likes to describe as 'programmatic alchemy', BIG often mixes conventional ingredients such as living, leisure, working, parking and shopping into new forms of symbiotic culture. Alongside his architectural practice, Bjarke has been active as a Visiting Professor at Rice University's School of Architecture and most recently at Harvard

University's Graduate School of Design. Bjarke currently holds a guest lecturer position at Columbia University's Graduate School of Architecture.

Jenkins, Maria Eugenia

## The Costa Rican Networks of Physical Activity for Health

Research in Costa Rica shows that a high percentage of the population is sedentary, with poor eating habits and increased drug use. Different institutions have taken steps to tackle these problems through physical activity, sports and recreation, but without the necessary coordination. In response to international guidelines (World Health Organization, 2004) and the need to strengthen the actions that take place in the country, the *Costa Rican Networks of Physical Activity for Health* (RECAFIS in Spanish) was established.

RECAFIS aim is to achieve a better quality of life and work in an atmosphere of social peace. The Steering Committee of RECAFIS includes representatives from ministries, social security, state universities and other national organizations. International groups such as the Physical Activity Network of the Americas (PANA) and the World Health Organization are also part of this Committee. The results of the action program are among others: a) coordination of policies on physical activity, sport, recreation and health; b) projects in the institutions involved; c) encouragement to establish networks in neighbourhoods, cities and provinces; d) organizing, developing, evaluating and providing feedback on any actions and e) promotion of development of research.

**María Eugenia Jenkins**, a Costa Rican national, is Director of the Central America Foundation of Recreation, Education and Sport (FECERED in Spanish) and university professor. Trained as a physical education teacher specialising in gymnastics and rhythm, she did her postgraduate studies in Therapeutic Recreation. She has conducted research in Event Organization, Danish Gymnastics, Folklore, Methodology of Physical Education and Therapeutic Recreation, among other subjects.

**Jevne, Gudrun**

## Street League Targeting Low Income Groups – Lowering the Barriers, Creating Opportunities

Street League utilises the power of sport to work with anyone over the age of 16 not in full time education or employment. Street League has directly helped thousands of young adults from disadvantaged backgrounds to get into training and employment.

The presentation will focus on how Street League targets low income groups in London, Glasgow and Newcastle working with a range of diverse organisations including homeless hostels, drug and alcohol rehabilitation centres mental health groups, job centres, mosques, refugee groups, prisons and probation.

Street League aims to lower the barriers to participation as well as provide exciting draws and opportunities for its participants. As a case study of one particular target group, the presentation will focus on how to lower the barriers and create opportunities for low income women.

**Gudrun Jevne** has worked as Street League's Women's Development Coordinator since April 2008. Previous to that she worked on the Street League education programme, delivering courses in Goal Setting, Sports Leadership and Job Skills with the ultimate aim of supporting participants into education, employment and training. Since starting as Women's Development Coordinator Gudrun has successfully raised women's participation in sport at Street League from 7% to 30% in little over a year by utilising new activities and marketing, lowering barriers and creating new opportunities in order to attract more female participants.

Gudrun has a BA in International Relations and Development Studies from University of Sussex and an MA in Gender and Development from the Institute of Development Studies at Sussex. She has also worked for Tackle Africa in both Kenya and Zambia and for the Norwegian Olympic Committee and Confederation of Sports in Zambia.

**Kornbeck, Jacob**

## EU Guidelines on Physical Activity – Who Takes the Lead?

The EU Physical Activity Guidelines (subtitle: Recommended Policy Actions in Support of Health-Enhancing Physical Activity) were approved by the EU Working Group 'Sport & Health' at its meeting on 25 September 2008 and confirmed by EU Member State Sport Ministers at their meeting in Biarritz on 27-28 November 2008. This innovative policy development tool will be presented in a wider political and institutional context. The presentation will provide an overview of the work of the European Commission in the field of sport, both in a pre-Lisbon and in a post-Lisbon perspective. The Guidelines include numbered policy recommendations in a range of policy areas: Sport – Health – Education – Transport, environment, urban planning and public safety – Working environment – Services for senior citizens. A selection of these recommendations will be discussed, bearing in mind in particular the roles of cities and local authorities, and of sports organisations.

**Jacob Kornbeck**, a Danish national, is a policy officer in the European Commission, Directorate General (DG) for Education & Culture, Sport Unit. Since joining the Sport Unit in 2001, Jacob has been continuously working on anti-doping issues while also having responsibility for a wide range of other files, including, in particular, Health-Enhancing Physical Activity (HEPA) (mobilisation of the sport movement and school sport to counteract overweight and obesity). He represents the Sport Unit vis-à-vis the Council of Europe, Unesco and the WHO HEPA office in Rome. The White Paper on Sport (July 2007) was prepared by the Sport Unit, consulting closely with 15 DGs of the Commission. Jacob Kornbeck was responsible for some sections, including those on HEPA and doping.

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Kural, René

## The Creative City – Taking Sports to the Streets

The latest data on Danish exercise and sports habits show that social variables still have strong influence on whether you live healthy lives. Twenty four percent with short educations (less than 10 years) and low income answer that they never do sports/ exercise. It is three times as many as among those with an education of 13 years or more (8%). In addition short distance to a 'facility' plays a great role for a physically active life. Asked if they would do more sports/exercise, if there were better facilities in the vicinity, especially those with more than 30 minutes travel time answer 'yes'. Among children it is up to 65%. This means that facilities close to home have a direct influence on an active life.

René Kural describes the mechanisms which can help to promote natural and spontaneous activity in the community. Through three new designs the lecturer wishes to illustrate how the physical environment can motivate movement and physical activity. He sums up the design philosophy behind physically activating cityscapes by introducing *Active Living Manual*, a whole new practical planning tool which can strengthen local efforts to integrate physical activity in urban planning. The manual is intended to:

- serve as inspirational material for urban renewal and development
- focus on new types of activity, and not the least
- constitute a prioritized list of recommended cases

**René Kural** is Director of the Centre for Sports and Architecture and Associate Professor at the Royal Danish Academy of Fine Arts, School of Architecture. He is author of the books *Architecture of the Information Society* (2000), *Sports and Cultural Buildings of the Future – Between Vision and Reality* (2000), *Playing Fields - Alternative Places for Sports, Culture and Leisure* (1999) and *Dynamics and Principles of the Shaping of the World City* (1993) and the editor of *Traces of New Cityscapes* (1997). He has also contributed to the Great Danish Encyclopaedia, Denmark's National Encyclopaedia, and published numerous articles and feature articles about new architecture and modern city planning for Danish and international magazines, anthologies and newspapers.

René Kural has been Visiting Scholar at Columbia University, New York, and at the Tokyo Institute of Technology for several years, and has been invited as lecturer to Asia and most countries in Europe. Among other distinctions, René Kural is appointed the Danish member of *Union Internationale des Architectes* (UIA), Sports and Leisure Group, member of the *Think Tank of Sports* in the municipality of Copenhagen, appointed as external examiner at the University of Copenhagen, and reviewer for the *Scandinavian Journal of Medicine and Science in Sports*.

Rene Kural functions as advisor to Danish and foreign municipalities and architects offices among others, resulting in three first prizes in architectural competitions in the past one and a half years.

Lamm, Bettina

## Physical/Virtual Track

As an attempt to enhance play and physical activity in the area of Herlev, Denmark, a two km path encircling the local sports center and soccer fields was chosen for the development of a new physical and virtual activity path.

The project addresses several issues that are attempted to be interpreted through physical performative landscape installations: accommodating the increasing number of 'self organized' exercisers, motivating the physically inactive as well as children to move and finally to opening the physical and social barrier between the club organized sport and the self motivated training and play culture.

Six bases furnished with physical and digital installations were distributed along the path. They intersect the fence between the soccer fields and the surrounding landscape. Together they provide pauses on the path like pearls on a string and create architectural accentuation in the sprawl of green.

To respond to the needs of the very wide audience each base had to be interpretable in several ways: as local play spot with interesting play equipment that we from research know have a broad appeal, as a training facility for individual trainers and runners and as scenography supporting digitally supported play activities. Finally, the bases should provide natural sites for stops, rest and social gathering.

The project is expected to go into construction in spring 2010.

**Bettina Lamm** is landscape architect and associate professor in the Landscape Architecture department at the Centre for Forest & Landscape, University of Copenhagen. She received her Ph.D. on a dissertation on movement and space perception in virtual reality art. In the past few years her main research focus has been on the intersection between physical activity, urban life, play culture, contemporary art and new media productions in the public space. The research spans both theoretical reflections and practical design explorations. Appointed by the Danish Academic Architecture Association, she is frequently a jury member in architecture competitions.

**Larsen, Lone Leth**

## Promoting Volunteer Work and Active Citizenship in Urban Areas

Participative democracy is one of the big issues in Europe. It is a necessary issue to address and promote. Established to achieve these aims, the European Citizen Action Service (ECAS) targets non-governmental organisations (NGOs) and decision makers with a view to enabling them to create tools to promote a participative society.

Workshops, conferences and actions are therefore taken at local, regional, national and European levels to create tools, and to make citizens aware of their rights in a participative democracy. ECAS runs the citizens' signpost service for the European Commission, where citizens can get legal help for questions on mobility matters. A flagship project for ECAS has been a consultation in all 27 EU countries, together with the EU commission and the King Baudouin foundation in Belgium, where citizens were asked and discussed what kind of future Europe they wanted to live in.

**Lone Leth Larsen** is director of the Danish Cultural Institute in Brussels. She studied art history in Amsterdam and Copenhagen and has worked and lived in different European countries. She has been on the board of ECAS for several years and together with ECAS organised different workshops, seminars and conferences on European civil society matters.

She was one of the founding members of the network of European cultural institutes in Brussels (CICEB) and has followed the development from one network to a European network of Institutes in the EUNIC (European Union National Institutes for Culture). She is a member of the board of different civil society and arts organisations. Her main interests are intercultural dialogue issues, and the cultural dimensions of society questions such as mobility, participative democracy and multilingualism.

Lazzaroni, Luisa

## Urban Planning and Mapping of Sports Facilities

The project is based on the idea of facilitating people's approach to exercise through practical activities linked to simple movement, carried out in a natural environment, and through a different planning of the sports system. The aim is to create an OUTLINE that would include the comprehensive representation and evaluation of the status of the territory as well as of the processes that determine it. This will be accomplished through: analysis of emerging behaviours and new tendencies in the sports activity; reporting of existing statistical data related to all sports facilities through the classification and cross-referencing of the existing databases; visual census and listing of all sports facilities already existing in the territory (public and publicly accessible private facilities); comparing and processing in order to show the historical development of the facility system and direct census of the whole local sports movement. **Results:** Insight on the consistency of sports resources as far as facilities and participants; planning of interventions on the sports facilities to make them easily accessible for a wider number of users; planning of interventions aimed at creating newly conceived facilities for physical activity connected with health and wellness; interventions against teenagers' tendency to sedentary habits, through enjoyable offers that take into account their aversion to judgement and results; easy and accessible offers of basic activities for adults, in which all participants will be able to find their place in a simple and natural way. **Conclusions:** Adapt the offer of facilities to the new type of demand; newly designed sports facilities to oppose sedentary living; induce inactive population into exercise both for its own enjoyment and for its health; improve conditions for those who already perform physical activity.

**Luisa Lazzaroni** is Councillor to the Policies for Elderly People, Associations and Volunteerism. She has also been working for the National Council of Research, Bologna office since 1988. She has also worked for the European Union as consultant on the Framework Programme for Research and Technological Development and for Deputy Giovanni Bersani, European Parliamentary and President of CEFA (European Centre for Agrarian Training). Luisa has a degree in Modern Languages for interpreters and translators and is fluent in French, English, German and Spanish.

**Madsen, Bo Vestergård**

## Alternative Sport Facilities for All

Bo Vestergård Madsen will address the question of how we can create new approaches in developing sports facilities. How can we deal with the fact that rather traditional ways of seeing sports as specific disciplines that need standard facilities is being challenged in these years by new activities, new forms of organisation and new perceptions of the body in society? How can we – by developing alternative facilities based on creative, architectural concepts, research and dialogue with users– contribute to solutions that are more including and challenging, and thereby acknowledge that the body is more than a tool for competition or an area for regulation and health strategies?

**Bo Vestergård Madsen** is a former researcher at the Institute of Literature, Media and Cultural Studies, University of Southern Denmark, and Research Institute for Sport, Culture and Civil Society in Gerlev/IFO. He has published studies about body culture, social movements and democracy, especially concerning sports and gymnastics in the area of 'sport for all'. He is currently Head of Analysis at the Danish Foundation for Culture and Sports Facilities, which supports and develops new projects and buildings 'for all'.

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**Manologlou, Panagiotis**

## Development through Football - Reaching and Empowering Diverse Urban Communities

The presentation gives a general picture of the mission and structure of Streetfootballworld and its global network, consisting of more than 80 non-governmental organisations active in the field of Development through Football. These organisations primarily use the sport of football in order to approach diverse target groups and address various social issues - from health and education to peace building and social integration.

In the presentation, a further focus is placed on the following three Streetfootballworld network members, based on their overall performance and the diverse urban settings in which they operate:

- Sport dans la Ville, based and active in Lyon, France.
- GrassrootSoccer, with programmes taking place, among other sites, in the Kayelitsha township located in Cape Town, South Africa.
- Soccer in the Streets, working in underserved communities within the greater Atlanta metro area in the USA.

**Panos Manologlou** has been part of the Streetfootballworld network team based in Berlin, Germany since 2006. In his capacity as know-how manager, he is involved in all knowledge-related processes within the Streetfootballworld network, with a particular focus on translating research and analysis of information into capacity building measures for members of the network.

Streetfootballworld is a social profit organisation that promotes positive change through football. Founded in 2002, the non-governmental organisation (NGO) is a leading contributor to the field of Development through Football and continues to work toward social change on a global scale. The cornerstone of Streetfootballworld's work is the Streetfootballworld network, which connects over 70 organisations worldwide that use the world's most popular sport to address issues such as children's rights, education, social integration, the environment, health, and peace building.

Panos' previous experience was in the field of professional sport, both as an athlete and from having worked in such diverse sport environments as the Sports Department of the University of North Carolina - Chapel Hill in the USA, the ATHENS 2004 Olympic Games and the top Greek professional football league.

Panos holds a BA in Physical Education and two MAs in Sport Management – the second with a focus on Development through Sport/Football.

**Manzo, Stefania**

## **Walk to School: A Model of Preventive Behaviour in the Italian Schools**

The aim of the study is to assess the way children go to school in four Italian case studies and to present the workshops made during a project. The study involved four Italian towns from the north to the south of Italy: Trieste, Rovigo, Cassino and Caltanissetta. Every municipality involved one primary school in which multiple choice self administered questionnaires were submitted to understand how children go to school and their motivations on this aspect.

Then different workshops were held: one was focused on the knowledge of the territory near the school through an experimental 'perceptive and sensorial-report card'. The sample consisted of 312 children. The findings from the survey are: the mean age of the students is 8.8 years distributed in 47.1% male and 51.9% female. In general 87.8% of the sample goes to school accompanied by relatives; about 72.4% by car, only 11.5% go on foot. About 3.2% go to school alone. If children could decide how go to school, about 37.1 % would like to go to school always alone. Analyzing the wishes of the children, about 85.5% would to go to school by walking or biking. At the end of workshops children made a relief model that represented their wishes.

**Stefania Manzo** is a Ph.D. student at the Faculty of Sport Sciences, University of Cassino, Italy. She collaborates with G. Capelli, Chief of Faculty, and with A. Borgogni, researcher at the same faculty.

**Marcondes Machodo Kaschel, Stella**

## **Life in Motion Project**

The project 'Vida em Movimento' ('Life in Motion') seeks to promote an active lifestyle among the population treated by Louveira's public health centers, its main goal being the diminishing of health conditions caused by a sedentary way of living, such as those derived from cardiovascular diseases. The project involves organizing classes and distributing brochures with information about jogging techniques, body stretching, healthy eating habits, high blood pressure and diabetes and ergonomics/corporal awareness. Through these activities the participants become aware of how important it is to change certain habits in order to enjoy an improved life quality. These actions help to empower people, thereby encouraging them to take better care of themselves.

**Stella Marcondes Machado Kaschel** is a dental surgeon, with a Masters degree in Dental Clinics. Since 1987 she has been acting as Sanitarian and since 1998 as Health Secretary of the cities in Campinas Metropolitan Area, Brazil. She has been carrying out various communitarian health programs.

**McKenzie, Ian**

## Innovation in Sports Facility Provision

Innovation in sports facilities is most often seen in those developed for major sports events such as the Olympic Games. The Birds Nest Stadium and the Water Cube designed for the Beijing Olympics are obvious recent examples. If we are to encourage more people to take part in sport and encourage those already participating to participate more often then we need to be more inventive in the development and use of our sports facilities. Also, we need to create opportunities for new or adapted sports and recreational activities. This can be achieved by designing new types of facilities, adapting existing spaces or being flexible in the way existing or new sports facilities are used. Sport is both physical and creative although the balance between these varies from sport to sport and person to person. This creativity and self expression goes beyond the participants and often involves spectators. When planning and designing sports facilities and spaces we need to recognise the range and diversity of sport. In this way we can create opportunities to increase physical activity and participation in sport of all types.

**Ian McKenzie** is Director of the International Union of Architects Work Group on Sport and Leisure. He is an architect and Head of Facilities Development at the Amateur Swimming Association. Ian has responsibility for directing and developing the ASA's work on the planning, design, economics and management of swimming pools. Ian is also the Venues Infrastructure Advisor to Glasgow 2014 Ltd., the Organising Company for Commonwealth Games to be held in Glasgow in 2014. In addition, he is vice chair of the Venues Sub-group for Glasgow 2014. Ian was a member of the Bid Team, which was successful in securing the 2014 Commonwealth Games for Glasgow. His specific role within the 2014 Bid Team was venues development. He is a member of the Royal Institute of British Architects Sport Forum. Prior to taking up his post with the ASA in July 2009, Ian was Head of Facilities Development at Sportscotland, where he worked for 23 years.

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**Miége, Colin**

## Physical Activity and Citizenship: A European Concern

Several studies (by the World Health Organisation and the European Union, among others) have documented a persistent decrease of physical activity among the populations of western countries, especially among young people. The main explanation for this situation is a decrease in the number of hours dedicated to physical education at school in every country, and a strong tendency to spend an increasing part of leisure time in front of computers. This trend causes strong concern, as it may lead, if not mitigated, to obesity, and to diverse forms of social isolation. This problematic situation, which has to be specified according to countries, social groups, gender and age, is well summarized in the European Union's guidelines for physical activity. The challenge is how to reintroduce physical activity in population's everyday live through all possible means, including urban planning measures, by introducing cycling in local transportation, changing the cultural approach to sport and physical activity. The presentation will focus on the existing and possible links between citizenship and physical activity and highlight some good experiences in France. It will also point out some persistent problems, such as Marseille, which has been selected as European Cultural Capital of 2013, but still lags behind in these matters compared to many cities in northern Europe.

**Colin Miege** has been a project manager in the ministry of Home affairs since 2008. He started his career as a civil servant in the French youth and sport ministry in 1974 and served in the central administration and in several territorial departments until 1991. He has been a civil servant in the French ministry of Home affairs since 1995, in the central administration as well as at territorial levels and General Secretary of the National School of Administration (ENA) from 2005 to 2007.

He has written several books and articles about the organizational and institutional aspects of sport, especially at the European and international level. He is a board member of the French association "Sport and Citizenship", and of its scientific committee.

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**Oliveira, Raí Souza Vieira de**

## **Gol de Letra Foundation and Athletes for Citizenship**

Raí Souza Vieira de Oliveira will speak about Atletas pela Cidadania, a pioneer NGO created to promote the development of Brazil in urgent social areas, using the mobilization power of sports. This organization is formed by 50 famous Brazilian athletes from different generations and sports fields and aims to gather 100 members in 2010.

**Raí Souza Vieira de Oliveira** accumulated triumphs and conquered titles as a professional footballer. A born leader on the pitch, Raí was named Captain of all the teams he played for, including the Brazilian national team. He was capped 51 times for Brazil, scoring a total of 16 goals for his country. In 1994 Raí formed part of the squad that won Brazil's fourth World Cup in the USA.

In August 1998 Raí and fellow footballer Leonardo Araújo joined forces to found the Gol de Letra Foundation (<http://www.goldeletra.it/eng/content/chisiamo.asp>), a non-profit, non-governmental organization devoted to enriching the lives of socio-economically needy children through a blend of sport, education and culture. The Gol de Letra Foundation has been widely praised for its work, being acknowledged in 2001 by UNESCO as a global model for assisting children and adolescents in a social risk environment. In 2003 Raí was honored by being elected one of a select group of 20 Brazilian Social Leaders by a coalition of socially responsible organizations.

Currently he is also president of Atletas pela Cidadania, a pioneer NGO founded in 2006 and formed by 35 famous athletes from different generations and sports disciplines to promote the development of Brazil in social areas.

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**Penalosa, Gil**

## 1000 Cities, 1000 Lives

The World Health Organization is very concerned with the world obesity crisis. At the same time, programs around the concept of Car Free Sundays are initiating in multiple cities around the world. Putting these two together, the WHO has decided to celebrate the 2010 World Health Day in April by having over 1,000 cities doing a Car Free Sunday type program. Gil will present the WHO program as well as successful programs in various cities. Considering that getting cities to implement this program, Gil will present the five elements to create cultural change around any sport and cultural program in any city, and generate a call to action to the MOVE 2009 participants.

## Walking, Cycling and Public Spaces: Creating Vibrant and Healthy Cities

Walking, Cycling and Public Spaces is not about how to move from point A to point B, it is about how to create vibrant cities with healthy communities where the residents live happier enjoying public spaces. The benefits are not just about transportation either; in addition we obtain a better environment, improve personal and public health, increase economic development and provide better recreation for all. Through multiple international examples of my diverse cities, Gil shows how to move from thinking and talking to doing

**Gil Penalosa**, a multicultural executive and social marketing strategist, is passionate about improving Quality of Life through the promotion of Walking and Bicycling as Activities and of Parks, Trails and other Public Spaces as Great Places which foster Healthier Communities with Happier residents.

Gil earned a Master in Business Administration (MBA) from UCLA's Management School. Following years of private and public sector senior managerial experience, the Mayor of Bogotá, Colombia (pop. 7 m), appointed him Commissioner of Parks, Sport and Recreation for the City. Gil led his team to design and build over 200 parks, of which the best known is the Simón Bolívar (360 hectares). They were also successful in opening 91 kilometres of car-free city roads on Sundays, the Ciclovía, where over 1.5 m. people come out weekly to walk, run, skate and bike. They also created the Summer Festival, with over 100 events in 10 days and more than 3 million people attending and since the first year has become the number one recreational festival in the country.

Gil is Executive Director of the Canada based non-profit Walk & Bike for Life as well as a successful international speaker and consultant. In his presentations and workshops on creating better Communities, he develops strong linkages of Walking, Bicycling, Parks and Trails, with improving the Personal and Public Health, enhancing the Transportation systems, providing Recreation for ALL, a cleaner Environment and advancing Economic Development.

He also works as Senior Consultant for the renowned Danish firm Gehl Architects and as Senior Associate with NYC's Project for Public Spaces. He serves on the Boards of Directors of American Trails and City Parks Alliance. Gil lives in Ontario, Canada and enjoys outdoor activities with his wife and their three children.

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**Risom, Jeff**

## Translating Policy into Reality: Lessons from Mexico and New York

Jeff will present his experience working for Gehl Architects developing innovative urban design solutions in New York City and Mexico City. In New York City, Gehl Architects worked in collaboration with the City Department of Transportation to develop strategies for improving the environment for pedestrians and cyclists in the city. A series of pilot projects have been initiated beginning with 'Open Streets', which opens up Park Avenue for a series of new events and activities for three Sundays every summer and most recently with 'Green Light for Broadway', which transforms the public spaces along Broadway including Times Square into new places for people. Similarly, in Mexico City, Gehl Architects, working in collaboration with city officials, local universities and non-profit organizations, developed strategies for designing and implementing hundreds of miles of protected bicycle lanes throughout this sprawling metropolis of over 20 million. A low-income country with the second highest obesity rate in the world, Mexico stands to benefit greatly from investments in walking and cycling infrastructure yet significant political and cultural barriers threaten the success of well-intentioned policy and projects. Both projects, quickly implemented with minimal expenditure (in relation to other types of infrastructure projects), embody a new wave of thinking in urban legislation in which policy is implemented through physical pilot projects rather than detailed documentation. The impact of these projects on the promotion of a "healthy city" must be understood in terms of a broadened understanding of a "health" that encompasses notions of well-being, social inclusiveness, mobility, and opportunities for human prosperity.

The commitment of city governments in NYC and Mexico City attest to a potential shift towards public realm improvement projects in the Americas, rather than purely prestige building projects that have dominated the public's imagination in years past. The ambitious time frame for these projects and the likelihood of their success or failure embody broad sweeping consequences on the relationship between community activists, grass roots organizations city governments and everyday citizens of these cities.

**Jeff Risom** has been with Gehl Architects since 2004. Jeff's technical education focusing on the design and construction of building systems augments his six years of experience working in the European context on projects centred on how the built environment affects social interaction and quality of life.

In his time at Gehl Architects Jeff has experience from a wide range of projects including public life and public space surveys, urban realm strategies and master plan framework development. He has collaborated with intricate international design teams composed of architects, engineers, economic advisors, and private developers on specific sites as well as worked directly with local authorities to develop long range strategies for realising the overall vision of cities and city districts. Jeff has worked at various scales and in numerous phases of design and development. In addition to external communication and procuring new work, he has extensive experience acting as workshop coordinator. He has guided the process of gathering information from a wide variety of stakeholders and public entities, including architects, engineers, planners, local authorities and residents, and synthesizing these data into a coherent shared vision for the public realm. Jeff lectures in Livability at the Danish Institute for Study Abroad.

Jeff has a M.Sc. in City Design and Social Science from the London School of Economics and a B.S. in Architectural Engineering from the University of Colorado, Boulder in the US.

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Rütten, Alfred

## Infrastructure for Leisure Time Physical Activity: National Policies and Good Practice - Presentation of European Research Project IMPALA

Infrastructures for leisure-time physical activity are widely used by European citizens. However, little is known about standards and good practice in the development of different types of such infrastructures.

The presentation will focus on the EU-funded IMPALA project (DG SANCO) that will assist EU member states to assess national policies and mechanisms in the development of LTPA infrastructures and aims at agreeing on good practice in this field. A first comparison of national policies and mechanisms for the planning, financing, building, and managing of local infrastructures for sport and physical activity reveals diverse approaches: in planning, most countries refer to a 'm<sup>2</sup> sport facility space per inhabitant' approach while others, like Finland and Germany, developed new measures of needs assessment based on people's PA behaviour and/or participatory approaches. Differences concerning financing and managing relate, among other things, to the amount of national subsidies or the role of private investments.

**Alfred Rütten**, Prof. Dr., 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)'.

**Rzewnicki, Randy**

## How Life Cycle Gets Babies on Bikes & Grampas on Trikes: Best Practices in Active Transport

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.

Physical activity improves sleep quality, reduces coronary heart disease, high blood pressure and cancers. Countries with high cycling rates, such as the Netherlands and Denmark, have lower obesity rates than countries with low cycling rates, such as the US and the UK. This shows the inverse relationship between active transportation and obesity rates. Physical activity needs to be integrated into daily routines.

LIFE CYCLE, an EU Public Health Programme project, aims to do that: integrate cycling as the main means of daily transport; to modify the sedentary lifestyles by adding physical activity to daily transport. LIFE CYCLE begins by making cycling important in early childhood and promotes it as a habit across the entire lifespan.

Case examples from the LIFE CYCLE Best Practice collection will be presented, showing how to reach vulnerable groups like babies, young children and the elderly and get them cycling for daily transport.

**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 Cyclists' Union). Randy has a doctorate in Physical Education on the topic of Health-Enhancing Physical Activity.

Schulke, Hans-Jürgen

## The Policy Process - Hamburg, Germany, as an Illustrative Case

The number of big cities all over the world is undoubtedly increasing. We see a development to coherent metropol-regions worldwide: there are approximately 100 cities with more than 5 million inhabitants. As cities grow, the opportunities of their inhabitants for physical activity diminish. More buildings and streets, more buses and subways, electronic communication and working without muscles activity are counterproductive for our health. To strengthen somatic experiences in the field of sport, wellness, holiday, in work and everyday life it is necessary to identify the most important stakeholders for this process and bring them into a network of sport activities. The focus of this network will be an ideal competence centre of activity and health.

The mobilization of the actors in a metropol-region can be achieved by the presentation of mega sports events like world championships or a combination of mass and top level sports. They are very popular in the media, will be followed by big numbers of visitors, activate economic impulses and give the people identification with their often anonymous city. Using the city of Hamburg as an example, the presentation will show some experiences with this process, especially some innovative ideas.

**Hans-Jürgen Schulke** was born in 1945 and graduated in 1971 from the Centre for Science of Pedagogy and Sport at the University of Hamburg. From 1969 to 1971 he worked as a full-time education consultant for Sport Youth of Hamburg. From 1971 until today Hans-Jürgen Schulke has worked as a professor of Sport Science at the University of Bremen. He interrupted this engagement to assume the position of Secretary General of the German Gymnastics Festival 1994 during the period 1991 to 1995 and to serve as Sports Director of Hamburg during the period 2000-2005, where he was responsible for Hamburg's 2006 bid for the Olympic Games and the 2006 Football World Cup.

The establishment of the Institute for Health, Sports and Nutrition (1987) and the Institute for Sport Management (1998) figure among the most important achievements of his academic activities in Bremen. He has authored some 300 books and essays on sports sociology, sport policy, sport media theory and sport economy. Currently, he focuses his research activities on large scale sports events and concepts related to sports development.

He is a board member of various national organizations, including the German Gymnastics Federation and Special Olympics Germany and co-organizer of various international sporting and academic events.

In 2007 Hans-Jürgen Schulke was appointed to a professorship of sports management in Hamburg.

**Von Sperling, Frederik**

## Engaging Youth – Street Sport as a Democratic Resource

The youngsters doing street sport have personal initiative, 'attitude', creativity and opposition to the establishment as their core values. Regardless of whether they transform existing activities like basket and football into street games or whether they create entire new activities like parkour and skateboard, they oppose the existing functions of society. For instance a skater changes the use of a bench from something to sit on to an object of play, and the street football players defy the existing football clubs because of their strict and inflexible structure.

Within a shared framework of opposition, the street culture is varied. The parkour and skateboard communities, for instance, recruit mainly from the upper middle class segments of ethnic Caucasian origin, whereas the street football and street basket communities are especially popular in socially exposed neighbourhoods and immigrant communities in the major cities.

The umbrella project DGI 'Underground' aims to transform the values of all segments of the street communities in Denmark into democratic oppositional resources to the existing society.

**Frederik von Sperling** is project manager of Underground. He has previously worked as manager of the voluntary NGO Right Art Development and project leader for a shanty town digital photo school in Buenos Aires, Argentina. He has also been responsible for public relations for the international street basket organisation GAM3 and voluntary organiser of Next Stop Serbia. Frederik has published a variety of analysis in magazines dealing with development issues of South America and south eastern Europe as well as opinion material on Muslim immigration issues in the Danish newspapers.

Webpage: [www.underground.dk](http://www.underground.dk)



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**Wopp, Christian, and Stephan Klaus**

## Sport in the Active City – How to Develop the Future

Sport is a highly visible phenomenon in the every day life of a city and affects the quality of life. Therefore all sports related aspects are part of a socio-economic framework which tends to challenge sports development: The decline in the overall population as well as the phenomena called “aging society” are to be addressed as well as the strengthening of community networks and the potential of social integration through sport. There are also major changes in the German educational system, which will affect the situation of sports and challenge sports federations and clubs enormously.

The instrument developed to tackle these challenges seeks to intensify the relationship between sports and urban planning. The main goal is to build a framework in which opportunities to participate in Sport for All activities are established and secured for the city’s population. Therefore four dominant questions are related to the same number of pillars carrying the instrument of a problem related and dialogue based development process: (1) Which sport do people do? (2) How do citizens organize their sporting activities and (3) Which urban areas do they use for these activities? These questions are bracketed by the problem of (4) how to publicly finance and support sport in cities and communities. The four questions can also be perceived as the conceptual lenses used to theorize about a methodical approach to sport development.

**Christian Wopp** is a Professor at the Department of Sports & Science of Sports at the University of Osnabrück, Germany. His primary fields of research are sports development in urban areas, social integration through sport and organization development. Therefore Prof. Dr. Wopp has served as a scientific consultant and moderator in many developmental processes of German sports federations. He is also a personal advisor for sports development to the President of the German Olympic Sports Federation (DOSB) Dr. Thomas Bach.

**Stephan Klaus** is a Research Associate at the Department of Sports & Science of Sports at the University of Osnabrück, Germany. His fields of expertise are sports development in urban areas and national as well as European sports policy. Stephan Klaus participated in the development of a problem oriented and dialogue based instrument at the University of Osnabrück and is currently involved in developing a strategy for sports development in the city of Hamburg.

Recent research projects of Prof. Dr. Christian Wopp and Stephan Klaus include the development of principles and strategies for urban sports development in Berlin, Lübeck, Oldenburg and Hannover. Currently both are involved in a pilot project of the Federal Ministry of Transport, Building and Urban Affairs to combine strategies of sports development and urban development into an integrative approach to urban planning.

**Zambon, Maria Cristina**

## The Paths of the Heart and of the Memory – Soft Memory Training Gym

The project is based on a combination of soft aerobic gymnastics and cognitive training through the stimulation of attention and memory by connecting movements to colours, sounds and words. It aims to enhance physical and cognitive activity for people over 60 years of age. The innovative aspect of this project is the simultaneous training of body and mind through motion exercises practised in a group, contrary to what happens in other cognitive activities where people train alone. Specifically, the project aims to promote an active healthy lifestyle, promote physical activity (according to the WHO definition, from infrequent to daily practice for at least 80% of people involved), improve self-esteem, increase the chances of social opportunities and counteract a sedentary lifestyle (helping to prolong physiological and mental autonomy). Activities are based on two weekly meetings in groups of 15-20, lasting one hour each for eight months. The lessons consist of 60 minutes of soft aerobic training, in connection with names, colours, music and odour. Lessons are held by teachers with a degree in Motion Science and specifically trained for the project.

UISP (Unione Italiana Sport per Tutti) has established a Scientific Committee with the Faculty of Psychology of the University of Bologna and the Geriatric department of S. Orsola Hospital in Bologna that conducted a test survey among 200 normal over 60s. The psychologists compared a sample of subjects who practised with the ones who did not using the pre-post method after a two month training period. The results showed how this training method can benefit healthy over 60s and could be extended to all people in the same conditions as the tested individuals.

**Maria Cristina Zambon** is the National Coordinator of the Italian Network of Healthy Cities and Responsible of the Bologna 'Healthy City Project'. She has been leading the Office of Promotion of the Health of the Municipality of Bologna since 2005. Maria Cristina holds a degree in Law with a specialisation in Administrative Law and Management of Local Authorities. She lives and works in Bologna.