

C O N G R E S S R E V I E W

2nd European
Sport for All
Congress

"Sport and Health: From theory to practice"

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www.sportforall-congress.eu



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Congress Highlights – Development, Human Capital and Partnerships

By Thomas Dohm

The overall aim of the 2nd Sport for All Congress was to transform international knowledge and inspiration to national development. New activity programs, developing organizational structure and management, new partnerships and cross-cutting networking are some of the keywords appearing at the Congress.

The participants and experts did achieve the overall aim by the variety of presentations and discussions during the Congress. But exactly which issues should the Sport for All organizations focus on in the future? And what kind of action should they initiate?

We have asked the Presidents of the two international Sport for All organisations responsible for the congress; Toni Llop of CESS (Confederation Europeenne Sport Santé) and Mogens Kirkeby of ISCA (International Sport and Culture Association).



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What do you consider the most important outcome of the Congress?

Toni Llop, president of CESS: The congress has showed the relevance of the sport in general and sport for all in particular and its influence in a lot of areas of our society. The program included several presentations that connected physical activity with other issues like health, integration, social development, inter cultural dialogue and so on.

Different Public Institutions agreed how sport can play a very important role in communities. From the urban development till the sporting goods producers, a new economic sector has been created. This sector occupies millions of workers and also a lot of voluntary work. It's important that Public Authorities and decision makers consider the value of sport for all.



Mogens Kirkeby, president of ISCA: We managed to gather very different Sport for All stakeholders, such as public health sector, education and knowledge sector, private corporate sector, municipalities and civil society. The presentations and discussions reinforced, that we have a common overall goal - to create better and healthier societies. These stakeholders illustrate very precisely, that many different stakeholders are having major societal challenges high on their agendas. Some of the stakeholders demonstrated their ability to establish partnerships across traditions, competence and sectors.



Which perspectives should the Sport for All organizations focus on in the years to come?

Toni Llop, president of CESS: The tendencies of priorities of the States point to the fact that sport entities will receive a reduced amount of money from the State. At the same time, social changes have lead to new types of practise that have never been seen before. In many cases the traditional sport practise has lost participants, and today new models of practise have appeared. For that reason sport for all organisations must take into account these new tendencies in order to offer a new range of activities to their members.

The citizens are worried by their health, and the Authorities have launched special campaigns for developing healthy lifestyles. Special strategies have been announced for fighting against obesity and sedentary lifestyle, and especially obesity among children. The challenge for Sport for All is to design and to develop physical activities programs focusing on health.

At the same time a commercial sector of sport activities has developed. New kind of organisations have been created, and investors and entrepreneurs have appeared. Sports for All organizations are in a new market and they must play with other arguments.

Mogens Kirkeby, president of ISCA: It is important to clarify your role as Sport for All organization. The organization should clarify in what way you will involve your organization in the major societal challenges and contribute to develop strategies and programs for addressing some of these challenges. Sport for All organizations is part of civil society and therefore civil society challenge is part of their agenda. The Sport for All organizations must create changes and innovations as the society changes.

Should they focus on specific initiatives? If so, Which?

Toni Llop, president of CESS: Old local and traditional clubs or associations have provided simple sport tournaments or physical condition training lessons, but new challenges require new organizational structures as well as management and marketing skills. Sport for All organizations need to attend this new challenge: to improve their own structures and to learn management knowledge and practice in order to becoming competent partners recognised by the society and to create an income for the organization besides the

funding from the State.

Sport for All organizations can play an important role in meeting needs and wishes of the citizens and market and also answer to the demands of our Governments and society. These demands are usually connected to other policies and challenges like social integration, urban development and so on. Usually these challenges are the responsibility of governments, but must be met in cooperation and partnerships with sport organization entities, and by helping to propose new sport programs to Governments, aiming for several goals at the same time.

Mogens Kirkeby, president of ISCA: It is about making priorities. Major societal challenges include health, ageing populations and the question of integration. Civil society organizations are not expected to solve these challenging issues by themselves. However, the Sport for All organizations can contribute and be part of the solution - working alone or in constructive partnership. And when you have important structures and tools to create better and healthier societies, then you are also expected to use them.

Do you have other concluding comments?

Toni Llop, president of CESS: The economical situation today should lead to a new way of organizing Sport for All organizations and programs. The creation of networks can become a good way to recruit and to show good practices in the development process. These networks can also include other partners which can represent other sectors, like sporting goods producers or the food industry.

Mogens Kirkeby, president of ISCA: Creating better and healthier societies is

our common challenge. The participants at the 2nd European Sport for All Congress did illustrate their important commitments to work towards our common goals. That is very encouraging and promising for the future.



Gil Modroño. President of UBAE



On behalf of UBAE, and as a local partner, it has been a pleasure for me to participate in the organisation of the Second European Sport for All Congress.

As a National organisation we appreciate the possibility to participate with the networks that ISCA and CESS represent. The International collaboration has become a strategical objective for us and we really believe this is a very important issue. It helps us to improve our background.

At the same time I wish to congratulate all the speakers and participants in the Congress for their special contributions to the sport for all movement. Also I wish to thank the Institutions represented in Barcelona like the European Commission, Generalitat de Catalunya, Diputació de Barcelona and Ajuntament de Barcelona for their support in the organisation of this event.

Finally I wish to encourage both International sport for all organisations, ISCA and CESS, to carry on developing and supporting sport for all, and sport and health initiatives and strategies offering more challenges and knowledge to the National stakeholders.

Good Health !

New Cooperation Lead to Innovation of Sport and Social Development

Nike's corporate responsibility programs benefit girls in refugee camps

By Alice R. Bach



Can NGOs and sport organizations imagine entering partnerships with global multibillion dollar companies? Indeed, Nike has worked with many different NGOs and grass roots for a number of years, focusing on sport.

Corporate Responsibility Manager from Nikes European office, Aykan Gulten, presented one of Nikes corporate social responsibility programs at the Sport for All Congress. The starting point was taken in a video filmed in the Dadaab refugee camp placed in the northern part of Kenya near the border of Somalia. Interviews with the participants and employees explained the special program for girls called Designers on a Mission. The refugee camp is the biggest in Kenya with a population of 140.000 out of which the population of youth is 40-50.000, and one important task

is keeping the youth out of trouble with alcohol and drugs by focusing on education and sport.

Women leaders

Designers on a Mission emerged from the larger development partnership program Together for Girls 2005-07 made by UNHCR, the development organization, Care, and Nike in the refugee camp.

- One of Nike's goals is to bring sport and benefits of sport and development aspects of sport to people who are excluded from sports. The exclusion can be in communities



where people don't have access to sport because of poverty, because of circumstances, because of discrimination and other types of exclusion. That's the main reason we started our partnership with the UNHCR, says Aykan Gulten.

Together for Girls had the following aims: to empower the girls in the refugee camps by recognising the barriers to empowerment, by giving them proper education and social recognition, by giving them access to sport and by encouraging women as leaders. New classrooms were built, new teachers were hired, and girl-friendly latrines were built by Care as the implementing partner.

- With this project we tried to empower refugee girls living in those conditions. One way of doing it was to make sure that they had access to the education system and they had access to sport which would help them build their leadership skills, team work skills, they can feel that they are equal, that their point of view is interesting

for the rest of the community; so actually to increase their representation in the community, says Aykan Gulten.

"...actually to increase their representation in the community"

A. Gulten, Nike

Cultural clothing

While some of Nikes employees visited the camp they saw how the girls were trying to participate in sports activities and they realised that because of the culture and norms, their normal outfits were really uncomfortable for sports. The clothing was heavy, and they couldn't really move.

Aykan Gulten explains:

- The Nike employees got an idea; maybe we can engage our designers to come up with a solution within the cultural requirements but also allow girls to play sports in a more comfortable way. Then we ran a competition among our employees and there were five or six involved, they put a lot of effort in the project, because they really wanted to make a difference, so they came up with new ideas. But first they consulted with the girls and also community leaders in the camps to make sure everybody was okay with the design, so the cultural sensitivities are met.

The Nike designers then decided which uniform they would like to create for the girls to be able to playing volleyball.

- Although they didn't create a Nike uniform, they created designs and the patterns. Then they handed over the patterns to the girls and worked with them in two days to make sure they were able to cut the fabric based on the patterns that they were able to stitch the very basic uniforms based on the design. So it was also a skill transfer for the girls. Instead of being idle or doing the daily work in the home as the girls in the family, they were able to prove to the community that they could create their own uniforms in order to participate in team sport activities, continues Aykan Gulten.

Independent

Normally sports uniforms are made of polyester but for

this context the Nike designers created the pattern for the fabric which is locally available. Nike didn't want the girls to be dependent on Nike or other sources. The material was a material they could source locally from Kenya. That's important to make sure that the program is sustainable.



Team sports like volleyball are a useful tool in the social development process according to Aykan Gulden because with limited resources team sport can engage and reach as many people as possible. Secondly with so many people living and working together in the camp it is important to encourage team work. People are living together without under very, very difficult circumstances, everything is limited in those camps, so even small things could lead to a conflict. Solving conflicts as a team is part of playing all team sports, and in the camps educational initiatives are

connected to playing team sports. That's how team sports can be an important tool while living together in hard conditions, while it's also a lot of fun to participate in team sports.

A different kind of homeless

Another program on new partnerships and social development that Nike has been supporting for years is The Homeless World Cup. The Homeless World Cup is an annual street football tournament for teams of homeless people. This year the World Cup is organised in Melbourne Australia, 1-7 December with national teams from 48 nations. The Homeless World Cup has triggered over 50 local grass roots football projects. The Foundation exists to support these projects as they grow to reach more players and develop programs with social impact. In 2007 The Homeless World Cup was played at the Town Hall Square in Copenhagen surrounded by spectators, tourists and a lot of media attention.

In 2006 the organisers made a players report 6 month after the World Cup that demonstrated a consistent, significant impact showing for instance that 92% of the players got a new motivation for life, 89% have improved social relations and 44 % have improved their housing situation.

Aykan Gulden emphasises that Nike is very interested in working with sport associations and refers to the many programs Nike has participated in for several years with big organisations like the United Nations and small grass root organisations with three or four people working on innovative ideas at grass root level. Nike is already working with more than fifty partners and diverse organisations around sport in many different countries around the world.

Partnership is the future cornerstone in Sport for All

Here is how four key organisations prioritised

By Alice R. Bach

The future challenges of civil societies, governments and globalisation call upon new actions and reactions from all kinds of organization as well as public and private institutions. One of the main tasks seems to be the ability to reach agreements with new partners in a diverse cooperation. Sport for All organizations must initiate new discussions, new dialogue and new action plans in order to meet new demands from members, potential members, volunteers and potential partners.

Focusing on building network and strategic partnerships with both public and business partners are the main tasks of the future, according to congress presenters from four different Sport for All organisers. The four organizations have quite different focus, events, target groups and examples of partnerships. Just as they experience both similar and different challenges in developing partnerships agreements.

Chemistry matters

- It is important to identify our partners by working out a strategic plan for selecting partners by discussing needs, value systems and by respecting chemistry, says CEO of World Outgames, Uffe Elbaek. World Outgames is a sport and cultural festival for lesbians, gays, and bisexual and transgender communities. In the process of identifying partners Uffe Elbaek recommends other Sport for All organizations to ask the simple "chemistry question": - What do you really think of the person standing next to you?

Christophe Mailliet is the Executive Manager

of the Streetfootballworld Network who has FIFA as their strategic partner in social development programs of street football. He underlines that the process of building a partnership is a challenge for NGOs. As an example, he mentions that the strategic partnership with FIFA showed different types of organizational culture within FIFA and Streetfootballworld and therefore differences in communication and different expectations of management as well as different definitions of Corporate Social Responsibility (CSR). Building new partnerships demands an awareness and discussion of these different approaches and definitions in order to address potential conflicts of interest.



Streetfootballworld – football for social development

Streetfootballworld believes in football's power to promote global partnerships for development, and to contribute to an environment of positive social change on a global scale.

Streetfootballworld uses the power of football to drive positive social change worldwide.

Strategic goals:

- . promote the approach Development through Football: monitoring and evaluation, sharing of expertise, partnerships in relevant sectors
- . facilitate know-how exchange and capacity building: exchange among members, educational opportunities
- . facilitate investment in members and their programmes: funding, sustainable structures, social entrepreneurship, good governance
- . influence and counsel decision-makers worldwide: political consultation, global movement of the football world, set agenda in development through sport

Partners: FIFA, German government, UEFA, Inter-American Development Bank (IADB), Architecture for Humanity, 180° among others.

www.streetfootballworld.org

Media matter

Play the Game offers conferences for sport journalism and the inter-dependent relations between the media, sports organizations, professional athletes, sponsors and sport consumers. Member of the Board Søren Riiskjaer emphasises the importance of giving priority to communication on different platforms and building an international network. Riiskjaer offered several recommendations for the Sport for All organizations in order to improve media relations. Among others that Sport for All leaders must reinvent, create and maintain personal networks among engaged journalists and be proactive with local, regional and national media, and they should develop a coordinated strategy of communication and PR.



Play the Game – Media & Sport

Play the game aims to strengthen the basic ethical values of sport and encourage democracy, transparency and freedom of expression in world sport.

This is achieved by:

- Creating awareness of the role of sport in society at a local, national and international level
- Drawing a many-sided picture of sport and supporting the right of the individual to choose and influence his or her own daily sporting activities
- Ensuring a free, independent, open and fact-based debate on the current situation and future development of sport
- Providing journalists, researchers and political leaders with both the inspiration and the tools to explore the cultural, political, social and economic aspects of sport
- Creating networks across national and professional boundaries in order to meet the challenges of a globalised sports and media world.

Partners: DJH, IFJ, DGI, DFIF, Transparency International, Streetfootballworld, Team Denmark, ICSSPE, UN Office for Sport, Development and Peace among others.

www.playthegame.org

Nike is a global business company providing sports equipment to consumers of all ages. As part of their Corporate Responsibility (CR) strategy Nike has the vision “to preserve and nurture a world of sport for all” and a mission to “innovate for a better world”. Nike engages in partnerships and sponsorships in what they define as “community investment” all over the world using sport as a tool for social development.



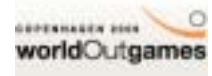
Nike – Sport and development within the frame of Corporate Responsibility

Nike has a big department for Corporate Responsibility and they have been working with CR for several years. Nike is among the founders of the Homeless World Cup. Nike is engaged in sport and development programs in several countries in Africa as well as in USA, Europe and Asia.

Partners: UN, UNHCR, CARE, Homeless World Cup, Mercy Corps among others.

www.nikeresponsibility.com
www.nikegamechangers.com
www.letmeplay.com

The common denominators of the Sport for All organizations include the ability to build personal relations, network, diverse and at the same time equal partnerships on a global scale as well as in the local community.



World Outgames, Copenhagen 2009 – LGBT Sport Festival

Vision, Mission & Values – World Outgames 2009 aims to create:

- An event based on the belief that cultural diversity is a condition for innovation, which is a condition for value creation in society – economically, socially, and culturally.
- An event that addresses the head, the heart, and the body. The head through the human rights conference, the heart through the culture and art programs, and the body through the sports program.
- An event whose ambition is to release the talent reserves and elevate the life quality of the LGBT community in Denmark and the rest of the world.

Partners: SAS, Hivos, IBM, Prime Time kommunikation, ILGA Europe among others.

www.copenhagen2009.org

Removing the borders between NGOs and companies: Technogym is redefining the fitness sector

PATHe article

By Thomas Budca

No ordinary congress sponsorship

Technogym supported the 2nd Sport for All Congress in Barcelona, sure, but on several levels. As sponsors, they were included in the merchandise (bags and materials). They were providers of the Congress registration neck straps. Which came handily with a very small USB pen – with Technogym promotional material, naturally. And they gave an eye-opening presentation in the congress track on “Facility Equipment and

Activity Design”. They effectively removed any doubt that they are “business as usual”. This is where NGOs in Sport for All should listen carefully!

NGO approaches meeting competition

In her presentation, Maria Lemonidou made it clear that Technogym is meeting the fitness consumers with an all-encompassing approach. They want to deliver on all needs (cardio, flexibility, movement and strength), and they target specific segments of the market with specialized equipment and concepts (elderly, children, disabled).



NGOs

- Focus on playing and having fun, having a good time
- Focus on quality education of trainers that are motivated by what they do more than what they earn
- Focus on the social aspect of exercise
- Build on non-profit principles for the sake of the local communities

Technogym

- Is dedicated to the “Wellness” concept – indeed encompassing having a good time and enjoying oneself. This was also stressed by a later presentation about the “Poolbike”, working out is becoming “a party”
- Invest heavily in training and people-to-people relations. In the words of Maria Lemonidou, Technogym “believe that people and training are more important than equipment”!
- Design fitness centers with socialization at centre stage. Equipment is not standing in straight lines. It is in circles facing each other. And sometimes only with access for specific target groups, such as beginners, to avoid the fear of making mistakes in front of experienced users
- Have even started their own NGO “The Wellness Foundation” with the aim of promoting “Wellness for All”.



In September 2008, ISCA (International Sport and Culture Association) and DGI (Danish Gymnastics and Sport Associations) hosted an international seminar on "Children's fitness", focusing on this new trend in the fitness sector. Claims were made for the uniqueness of the NGO approach, as described in the text box on the previous page. But compare for yourself with the Technogym approach, (second text box) and the tables may reverse!

To this should be added that Technogym, according to Maria Lemonidou, believes that Innovation is at centre stage in their business model, as proven in the Kinesis equipment, that was presented (see the picture on the previous page). Further, the note should be taken of the evolving fitness equipment that uses Computer Game technology and motivation methods.

Looking to the future

It would seem that Technogym is changing the picture of the corporate and civil society sector as opposites with different logics. The playing field is the same. The potential costumers/consumers/members are the same, whether you are running a private fitness club or a (health) sport association.

This is a challenge to the Sport for All world. One that indeed was addressed in many different ways through the congress. Toni Llop of the Confederation Europeenne Sport Santé (CESS) states.

"Without a doubt, Technogym with their technological

development renews the image of a sector, characterized by the predominance of the commercial segment of the fitness centres, and promotes the efficient and safe practice of physical activity of people in general. In this sense, the organizations of sport for all should know how to utilize this technological impact to attract more participants.

Nevertheless, we cannot forget the necessity to complement the use of technology with group activities, interaction of the instructors, etc."

Global companies like Technogym, Nike and others that have also been present at the 2nd European Sport for All Congress, have discovered that innovation is crucial in order to develop the company and keep the bottom line positive. Just as dialogue with the potential costumers is important in the innovation process, the customer is in the center of innovation and development in the company. This indeed should also inspire the thinking of NGOs, where innovation and development is just as important because civil societies change constantly and the needs and demands change with them.

Health for All – Sport for All

**What do we mean when we talk about health?
The concept is changing – is Sport for All changing with it?**

PATHe article

By Alice R. Bach

Health is a concept being defined, redefined and perceived in different ways depending on various standpoints. Are we talking about mental health or physical health, and what kind of physical health – is it depending on muscle mass and body weight or depending on endurance, flexibility, coordination and maximum oxygen uptake. What kind of physical activity makes you the healthiest and is it really possible to decide on that. From a medical point of view: health is not being ill – if you're not ill, you're healthy.

Scientists have documented for years that physical activity prevents illness and improve mental health as well as physical health depending on the activity, the intensity, and the time spend working out. This is common knowledge among Sport for All organizations and for many people – still obesity is a growing problem all over the world.

At the Sport for All Congress, Walter Brehm presented convincing documentation of how effectively physical activity can improve health. Walter Brehm is professor of sport psychology and pedagogy at the University of Bayreuth in Germany. He presented one definition of health enhancing physical activity, as the concept should be understood as any form of physical activity that benefits health and functional capacity without undue harm or risk. The concept encompass normal and simple activities such as a manual labour, gardening, walking, hiking, cycling, swimming, dancing and recreational sport.

The challenge

But engaging various groups of people in physical activity on a daily and weekly basis is not that easy. It is about changing habits and changing lifestyles. Walter Brehm calls attention to the following four aspects when engaging people in physical activity in order to improve their health:

- **The psychological and social health resources**
- **The process from inactive to an active lifestyle**
- **The settings for health enhancing physical activities**
- **The special needs of “sedentary persons”**



Walter Brehm introduces a new concept: Health Sport as a subset of physical activity addressing groups of people who are in risk of facing problems like obesity or inactive lifestyles etc. He recommends Sport for All organizations to communicate the aims of health sport as a quality-standard and to develop health sport programs with high evidence and to publish these programs as manuals for the instructors. Sport for All should also develop a qualifying system for the instructors in the field of health sport. Walther Brehm's concept of Health Sport is a subset of physical activity:

- **With aims based on the idea of health promotion (WHO).**
- **With carefully planned and structured programs.**
- **With quality management.**
- **For persons with a sedentary lifestyle and connected risks/health problems.**

Walter Brehms recommendations include that the Sport for All organizations adopt the concept of perception of health enhancing physical activity as an important task and integrate structured programs and projects for pre-defined target groups by their special needs and backgrounds.

Furthermore, Walter Brehm gives the example of health promotion on the basis of the New Public Health Paradigm, especially for sedentary people whose daily habits are to be changed.

Health and behaviour has effect by:

- Empowerment: Improving health resources.
- Prevention: Avoidance and reduction of risk factors.
- Coping-Competence: Avoidance and reduction of complaints.
- Setting-Orientation: creation and integration.

The instructors

But to implement these scientific based recommendations may be easier said than done since instructors and trainers at Sport for All clubs can have quite different backgrounds; they are volunteers in clubs, or educated over perhaps 10 weekends by private fitness centres or educated physical education teachers at the university etc. Do they want to engage in changing habits for groups of sedentary people or do they prefer to engage in and instruct football, volleyball or dance activities in the club?

The Sport for All organisations are actually able to offer structured physical activity to millions of people, but are they ready to offer activities to groups with special needs and demands from a health-perspective? Well, on the one hand, Sport for All organizations are already doing that; physical activities for children is a different set up than physical activities for adults, men and women are separated in groups in some instances. On the other hand; does health as the motivating reason for engaging in sport also motivate the volunteers and instructors at the sport clubs to do the job? Do the Sport for All organizations have the capacity to develop the clubs to offer structured physical

activities aiming to improving health for different groups of people? Do they have the necessary resources and the knowledge ready for this development? Are they able to build new types of partnerships and will they be able to fundraise for new projects for differentiated groups of people?

"But to implement these scientific based recommendations may be easier said than done"

Some Sport for All organizations are already in the process of developing new activities for new target groups, developing new forms of organization in order to implement knowledge and civil societal tendencies. Other Sport for All organizations is already building network and partnerships with businesses, insurance companies and public institutions and authorities. Still it's important to discuss the aims of the activities and the concept of health and the recommendations put forward by Walter Brehm and others.

From science to everyday life

Aim: with an overall improvement of fitness and an energy balance to a reduction / prevention of risk factors.

Recommendations for physical activity:

1. Accumulate at least 800 kcal/ week with structured physical activities and sports (in 2-5 units). Stimulate all relevant fitness factors (endurance, strength, flexibility, coordination, relaxation).
2. Accumulate additionally 600 kcal/day with "everyday physical activities" like standing & walking, stair-climbing, household, gardening, shopping.

Congress gave a preview of the draft EU Physical Activity Guidelines

The next steps are already being taken

PATHe article

By Alice R. Bach



While strengthening their international network and cooperation, Sport for All organizations throughout Europe may ask the following question: Is there real cooperation and coordination regarding sport between the various relevant parts of the European Commission?

Michal Krejza is Head of the Sport Unit of the European Commission.

He was one of the keynote speakers at the Sport for All Congress. According to him there is no explicit competence for sport in the European Union since sport is not mentioned in the Treaties, but many parts of the Commission nevertheless have to deal with sport-related issues because of EU competences in fields that have a direct impact on sport, such as health, education, social inclusion, public safety, free movement of workers, freedom to provide services,

environmental aspects etc. The main task of the Sport Unit, which is located in the Directorate-General for Education and Culture, is to serve as a knowledge centre for sport and physical activity within the Commission and to coordinate Commission activities relating to sport.

The Sport Unit has existed for a decade. The Bosman Case triggered the creation of the unit. In July 2007, the Commission adopted its first strategic policy document in the field of sport and physical activity, the White Paper on Sport, which includes 53 concrete actions that are gradually being implemented.

- There are many different aspects of sport covered by different parts of the European Commission. Basically my unit has no competences on its own, but we work with all other parts of the Commission, some of which have very strong competences – think for example of the Internal Market and competition. Even before the White Paper was adopted, we created an inter-service group on sport. This group includes representatives from 15 directorates-

general of the Commission, out of a total of approx. 30. It is working very well, providing an efficient network to address sport-related problems in a consistent manner, says Michal Krejza.

*"It is working very well,
providing an efficient
network to address
sport-related problems
in a consistent manner"*

M. Krejza

In his presentation at the Congress, Michal Krejza gave a preview of the guidelines, an important gesture as they were not yet public at the time. At the time of writing this article, the draft guidelines have been made public on the Commission web site (<http://ec.europa.eu/sport>). The Guidelines represent one of three health-related actions from the White Paper on Sport. The other two include support by the Commission for an EU Health-Enhancing Physical Activity (HEPA) network and mobilisation of existing EU programmes focusing on health, education and cooperation in civil society.

The Guidelines are based on a cross-sectoral approach and will be addressed to policy-makers to aid the formulation and adoption of national policies in various relevant sectors. The Guidelines cover the following sectors: the sport sector,

the health sector, the education sector, the transport sector, the environmental sector, urban planning and public safety, the working environment and services for senior citizens. In effect, then, the guidelines are a signal of broader cooperation across the many sectors that deal with sport-related issues, a move often called for by many NGOs. The introductory question of the article can be answered affirmatively!

The aim of the Guidelines is to promote policies which translate into increased physical activity in everyday life, in areas such as education, transport, leisure etc.

The proposed EU Physical Activity Guidelines will be discussed by the Sport sector and EU Sport Ministers in Biarritz in late November 2008. Several EU Member States have expressed the wish for the document to be presented also to Health Ministers at the EU Council of Ministers. Many Member States see this document as a useful complement to EU activities to fight against overweight and obesity by improving the nutrition of EU citizens. This approach is pursued for example in the EU Platform on Diet, Physical Activity and



Michal Krejza (b. 1967) is Czech but grew up in the Netherlands. He was trained as a lawyer, with a master's from Leiden and a PhD. about the enlargement process of the European Union from Prague. He speaks several European languages and has held a variety of positions in the European Commission's Directorates-General for Enlargement and External Relations. He became Head of the Commission's Sport Unit in 2006 in order to prepare the White Paper on Sport.

Health. Most of the members of this platform are food producers, but there is an increasing number of physical activity-related members, ISCA and CESS among them.

Background for the development of the Physical Activity Guidelines: Invitation from Member State Sport Ministers meeting under the Finnish Presidency in November 2006 and the White Paper on Sport published in 2007.

The basic idea: to define policy changes in different sectors which would make it easier for Europeans to move more.

The Guidelines were prepared by an independent Expert Group nominated and guided by the EU Working Group on Sport and Health. The Commission's Sport Unit acted as a secretariat for both groups and provided financial support.

Sport for All organizations have always been linked to the question of personal health. So from a health perspective, the question is what the Guidelines could mean for Sport for All organizations. Firstly, Sport Ministers are expected to pass the Guidelines on and involve all relevant institutions and organizations, and the Guidelines should serve as a source of inspiration for the future cooperation. Michal Krejza also suggested at the Congress that Sport for All organizations work more closely with the existing HEPA Europe Network and with the planned EU HEPA Network.

Secondly, the Guidelines could certainly serve as a tool for Sport for All organizations to make national and local politicians aware of the human resources and potential for development within Sport for All organizations to support health-enhancing physical activity.

To highlight just two of the 41 guidelines:

Guideline 6 – When public authorities (national, regional, local) support sport through public budgets, particular attention should be given to projects and organisations which allow a maximum of people to engage in physical activity, regardless of their level of performance ("sport for all", recreational sport).

- A clear signal from the EU to focus strongly on the participatory element in sport, and thus a good tool for Sport for All organisations in their dialogue and negotiation with public authorities.

Guideline 13 – Sport organisations embody a unique potential in prevention and health promotion, which should be drawn upon and further developed. Sport organisations gain a special significance for health policies if they can offer quality tested and cost-effective programmes in prevention and health promotion.

- Such statement can only be interpreted as high-level recognition of the role of Sport Organisations. A recognition that has not so far been pervasive in the health agenda, where focus has so far often tended towards e.g. diet issues and "transportation" generally (walking and cycling).

"It is easy for politicians and officials to tell people to move more because it is healthy. However, they are unlikely to do so if, for example, they live in an environment with [...] few sport clubs and other physical activity facilities"

M. Krejza

Together with the remainder of the recommendations, the guidelines can thus be foreseen to be used actively by Sport for All organisations. At the time of writing this, ISCA was sending out specific suggestions and information for European Organisations in the field. And the guidelines are certain to be a hot topic in the European Sport Forum in Biarritz in the end of November.

Fighting obesity problems among children and having fun

MEND is Mind, Exercise, Nutrition ...Do it!

PATHe article

By Alice R. Bach



The program has been scientifically developed and the results of the program are used in ongoing science research. - Paul Sacher is the founder of the MEND program, says Carol Morgan. - He did a research project on obesity and he decided to see whether it would work outside of clinical conditions – and it did. So he developed the program on a larger scale and it has gathered momentum since then.

"[We tested if] it would work outside of clinical conditions – and it did!"

C. Morgan

What is really interesting for Sport for All organizations is that MEND is defined as a multi-component approach to child obesity. The program equips children, parents and communities with knowledge about nutrition and exercise, and behavior change knowledge as well as skills to establish and maintain healthy lifestyles. Having fun during the program and afterwards is one of MEND's key objectives.

Carol Morgan has been working with the MEND for a year and she presented the program at the Sport for All Congress. When a child is bullied by classmates for being overweight it is usually very difficult for the child to stop the destructive behavior and often also for the parents. The situation may lead to social exclusion of the child which is a really bad situation for the child and can have long term consequences.

MEND is a British program developed in order to help the children suffering from obesity and to help their parents. It's a family program for children between 7 and 13 years.

The multi-component approach includes:

- weight maintenance of weight loss, depending on the child's age and stage of growth
- Address both diet and physical activity
- Offer practical and safe advice about being more active
- Include behavior change techniques
- Recommend/provide ongoing support

The Mind component of MEND includes all of these behavior interventions and other elements like fussy eating, bullying etc.

Behavior interventions should include:

- Stimulus control
- Self-monitoring
- Goals setting
- Rewards for reaching goals
- Problem solving (lapses, high risk situations)
- Praise and role modeling from the parents

MEND ensures that children exercise for 60 minutes for 2 days a week during the actual MEND sessions, and actively encourages additional activities both during the program and after the program ends. There is an emphasis on involving the child when encouraging to regular, structured physical activity: the choice should be made with the child. During the MEND program each child has an individual exercise goal.

Another interesting part of the approach is the focus on providing knowledge on nutrition, shopping for food and cookery

demonstrations. The MEND Fabulous Food Fest is cooking and tasting MEND-friendly recipes. Also the parents are encouraged to lose weight if they are obese. So the family as a whole is involved in the program.

The MEND Fabulous Food Fest is cooking and tasting MEND-friendly recipes

The family inclusion is part of the uniqueness of the program where as other components are: It must be fun for the child to participate in the physical activities, and the child and the parents are stimulated to learn about how their own minds function, they learn about behavior change techniques. The combination of physical activities and healthy food is unique. Not all parents are aware of the 22 sugar cubes in a coca cola or other unhealthy but massive marketed food and drink products.

It seems attractive for Sport for All organization to build partnership with programs like MEND, who already has a variety of different partners.



*Carol Morgan
 Business Development Manager
www.mendprogramme.org*

Rotterdam: Physical activity and nutrition going hand in hand

By Thomas Dohm

In the Dutch city of Rotterdam, they have realized that it is not enough to teach the children of either nutrition or physical activity. If the child obesity is to be eliminated, the two things have to be combined in a unique way. Where do Sport for All organisations fit in?



Most campaigns that aims to eliminate obesity preaches, that you either have to increase your physical activity level or eat more healthy foods. In the Dutch city of Rotterdam however, they have implemented a programme to the public schools, where the two things are combined in a unique way.

Several studies indicate that overweight is caused by an imbalance in nutrition and physical activity. This indicates, that successful programmes should implement sport as well as nutrition. And this is why Rotterdam has chosen to confront the problem of overweight in an integral approach.

Lekker Fit

In The Netherlands one out of seven children are overweight. In Rotterdam it's even worse. Here one out of four is overweight. Thus the municipality has implemented a programme called Lekker Fit. It is aimed at schoolchildren

to teach them the importance of physical activities as well as healthy foods.

Several departments within the city as well as committed partner organizations like schools, dieticians, local business and state government are cooperating to make the project possible. Together they have implemented the programme "Nutrition and Physical activity".

Hardware and Software

The programme utilizes two approaches, hardware and software. In the hardware, the city supports projects that intervene in the physical environment of the people of Rotterdam. There has for example been created playgrounds throughout the city, mainly in the older underdeveloped districts

of the city, as well as indoor sporting facilities being improved.

In the software the programme intervenes in the social environment of the children. The project Lekker Fit, which translates to Enjoy being fit, aims to reach children at the age of 4-16 through the schools, and their parents are reached through educational conferences.

In schools, the children now receive more physical education by a professional PE teacher. The children are tested twice a year on weight (BMI) and their general fitness. The children are also educated on healthy nutrition and a healthy lifestyle, and the children who are overweight receive professional aid from a dietician.

Homegrown Pizza!

Furthermore the children grow their own food. This way they learn more about where healthy foods come from, and for example if they want to make a pizza in school, they have to grow the ingredients themselves.

Lekker Fit is currently effective in 70 out of 180 primary schools and 15 out of 70 secondary schools in Rotterdam. The goal is to be effective in half the schools in Rotterdam, aiming the effort towards those districts where the problem of overweight is largest, i.e. old city districts and towards ethnic groups.

The role of the cities. The role of sport.

An extensive study of the programme made by the department of health in Rotterdam concludes on the efficiency of Lekker Fit. The study has proven the programme to be very effective. Within the programme significantly fewer students were overweight and they were fitter than students from schools that were not in the programme.

The open question, then, is where the sport organisations fit in this picture? It seems that more and more cities involve heavily in health related activity, including sport. Some focus on schools and children, as in Rotterdam. Some on large scale mass sport events and awareness creation. The cities may indeed be major players in the physical activity field in the years to come. And Sport for All organisations need to find their feet and place in constructive partnerships.

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The right PATHE to best practice knowledge

PATHe article

By Marcus Dylan Hoy

Some of the most exciting presentations of the 2008 congress were held during the PATHE dedicated sessions. But what exactly are the aims of the PATHE program – and are they being achieved?

When asked about the highlights of the congress, many participants cited the fresh angles on health promotion provided under the banner of ISCA's Physical Activity Towards a Healthier Europe or (PATHE) initiative. Headed by Italian, Slovenian, Danish and French "Sport for All" associations, the project is helping facilitate the practical implementation of European Commission resolutions on obesity and health through the spread of best practice knowledge. In the words of ISCA General Secretary Jacob Schouenborg, the knowledge provided by PATHE could save "Sport for All" organisations years of internal and organisational development work

The seminar saw speakers from ISCA member organizations across Europe providing first hand accounts of the innovative ways in which PATHE knowledge is persuading citizens to swap the sofa for the sports centre. But how did the project originate? And is it achieving its aims?

Crossing borders

"In recent years, much weight has been put on the need to improve health and reduce obesity across Europe" Schouenborg said CultureSports. "However, success has often been localized and defined narrowly. We saw that what was needed was a Europe-wide initiative which helped spread best-practice knowledge and innovative ideas across the continent".

"Given our large member base, we knew that ISCA was well suited to act as a facilitator" he continued. "PATHE grew out of this need to implement the European Commission's health and fitness ideals on the ground, and to do so in the most efficient and cost effective manner possible. PATHE has been in progress for a year now, and

we are really beginning to see the results".

"The PATHE sessions of the congress were very inspiring for me and for my work. I intend to use the exchange of best practice experiences in Barcelona for inspiration in my organization"

Leeni Asola Myllynen
SVOLI, Finland

Sharing experience

Projects under the PATHE banner include an innovative new system developed by the Sports Union of Slovenia, which awards merit labels to sports centres related to the provision of activities, trainers and equipment. Denmark's DGI is running a new initiative in sport management to ensure a high level of quality in the education program, especially among the teachers in DGI, and instructors and management in the clubs. French USEP is catering specifically to the 3- 8 year age group, which puts strong focus on motivation and direct feedback. The program includes a so-called "exertainment" element, a virtual interactive form of training mixing entertainment with exercise. Also part of the program, "Let's Give Us a Move" is an initiative from the

Italian “Sport for All” organisation UISP, which encourage family activities in green spaces using recent changes in family structure as a reference point.

Knowledge of these and other projects have been spread between participating organizations through seminars, consultations and so-called “twinning” programs, where partners are ‘matched’ according to existing relations and differing situations and approaches to promoting health and physical activity.

Increasing pace

“PATHE has been running for a year now, and quite successfully”, PATHE Project Leader Saska Tomat explained. “Many ‘Sport for All’ organizations have built knowledge and experience in planning and management. The challenge is to keep them in a continuous stage of development. I see PATHE as a platform to handle this challenge”.

“When you have to answer questions asked by others, you learn more about yourself too”, she added. “At the same time you get new ideas for your own work, see things in new ways, and find new solutions. Such co-operation gives faster results”.

“It was very satisfying to present and discuss our experiences in the congress”, she continued. “We were able to provide the latest information on how to encourage people to take responsibility for their own health. We gave examples of best practice and of what other organizations are doing that may be different. We also provided knowledge of different organizational models, new methods of cooperation among medical and sport experts and alternative ways of ensuring quality”.

The final two years of the project will contain even more activities, she confirmed, including more consultations, organizational twinings, seminars and a closing

conference. “PATHE partners are stepping up the pace. We intend to increase the networking and exchanges, and pass on more knowledge”, she said.

Working with the European Commission

Supported by the European Commission, the project’s flexibility to react to new tendencies was initially hampered by bureaucratic demands related to EC funding, including advance documentation of all travel and other activities related to the program. However, as Jacob Schouenborg pointed out, those involved in the project have now learned to deal with these requirements, meaning PATHE is now spreading knowledge at an accelerating pace.



“When you have to answer questions asked by others, you learn more about yourself too”

Saska Tomat
PATHE project manager, ISCA

“Learning processes take time” Schouenborg said. “Still, that is also the point of the project. Once learned, things can move faster. We have learned how to operate under EC requirements, and our pace has stepped up as a result. Similarly, our collaborating partners are finding that once they are learned, improved training, management and partnering methods can often prove invaluable”.

While PATHE is currently only operating on a European level, its supporters argue that it could serve as a future model for health promotion on a global scale.

special thanks to:

2nd European Sport for All Congress

Speakers and moderators

Herbert Hartmann	ISCA and CESS	Paolo Deiona	Former Cabinet Minister of the Treasury
Prof. Dr. Walter Brehm	University of Bayreuth, Germany	Herman Rütgers	European Health and Fitness Association
Dr. Michal Krejza	Head of the Unit of Sport, European Commission	Renato Tulio Ferrari	Former Administrator Instituto Credito Sportivo Italiano
Andree Dean	Fitness Industry Association (FIA)	Maria del Mar Gomila	UBAE
Jordi Siscart	Col.lectiu Esport per a tothom (CET10)	Iztok Retar	Slovenian Sports Union
Pia Pauly	Deutscher Turner Bund (DTB)	Jordi Solà	INEFC Barcelona
Sergi Pujalte	Ajuntament de Barcelona	Hanne Muller	ISCA
Marie Laure Cazals	EUROFITNESS-UBAE	Simone Digennaro	University Tor Vergata, Rome
Maria Lemonidou	Technogym	Alicia Rodriguez Martos	Fundació Mensalus
Ivan Chulbi	Poolbike	Mariona Corbella	Fundació Mensalus
David Ribera	T-Bow fitness	Cassia Alves	FEFISA Brasil
Jaap Bisschop	Netherlands Sport Alliance	Thiago Xavier	FEFISA Brasil
Ton Tobeña	Direcció Esports Diputacio de Barcelona	Miranda Kiuri	Spanish Olympic Committee (COE)
Uffe Elbek	World Outgames	Montserrat Mas	General Director of Group Ubae Eurofitness
Denise Elena Grillo	Mackenzie Institute	Rafel Niubò	Secretary of the Vice President of the Government of Catalonia
Raphaël Bouju	Ufolep	Lluís Bruguera	Faculty of Psychology Barcelona University
Saska Benedicic Tomat	ISCA	Sonny Jacobsen	Network for Sport and Development (Denmark)
Carol Morgan	MEND	Aykan Gulten	Corporate Responsibility Manager, Nike
Iris Palmeier	Deutscher Turner Bund (DTB)	Jordi Caveró	Àrea d'esports Diputació de Barcelona
Michael Tiemann	Deutscher Turner Bund (DTB)	Soren Riiskjær	Play the Game
Ramon Ciurana	Europrev	Christophe Mailliet	Streetfootballworld
Nadine de Ridder	Sport in School Flandes (SNS)	Stjepan Heimer	Croatian Sport, Health and Recreation Association
Ron Van Walsen	Rotterdam City Council	Dusan Mitic	Faculty of Sport and Physical education and Cigota Hospital - Belgrade Serbia
Maria Luisa Sousa Diaz	Social Service of Commerce (SESC),Brazil		



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