

# MOVE 2010

## EUROPEAN CONGRESS ON SPORT FOR ALL AND HEALTH: A STRATEGIC PARTNERSHIP

20-24 OCT. 2010  
FRANKFURT, GERMANY



### + INTRO

#### Greeting from the mayor Petra Roth

Dear colleagues and friends,

As the mayor of the city of Frankfurt, I cordially welcome all guests to the European congress MOVE2010 – SPORT FOR ALL AND HEALTH: A STRATEGIC PARTNERSHIP in our city. I am delighted that the German Gymnastics Federation (DTB) is organizing this congress.

Frankfurt, as a sporting city, offers a large variety of excellent options for our citizens to participate in Sport for All activities.

Sport is a commonly accepted part of our lives, however doing sport and physical activity is not implicit. Often, and unfortunately, work and other leisure activities don't leave enough time for additional sports activities. But sport is more than a leisure activity. It is an important factor for personal well-being physically, mentally and socially. Therefore it is critically important to continue to promote and increase health through sports.

I am delighted by the large number of initiatives from regional and national organisations aiming to promote and increase health through sport.

Both the Congress organisers and myself are certain that the Congress will be a success and will help to build a network between and profile the current status of the relationship between health and sport.

I wish all participants an enjoyable stay in our city, and a productive and informative Congress.

Your Mayor Petra Roth



SPORTSTADT  
FRANKFURT AM MAIN

#### Greeting from the congress partners and host

On behalf of the Congress partners, International Sport and Culture Association (ISCA), Confederation of European Sport Santé (CESS), the European Sport For All Network (ESFAN, regional body of The Association For International Sport for All - TAFISA) and the Congress host, the German Gymnastics Federation (Deutscher Turner-Bund - DTB), we cordially invite YOU to:

**MOVE2010 – SPORT FOR ALL AND HEALTH:  
A STRATEGIC PARTNERSHIP  
20TH TO 24TH OCTOBER 2010  
FRANKFURT AM MAIN, GERMANY**

This topic has been specifically chosen in response to the demand from colleagues in the Sport for All and health sectors to address critical issues to their development, such as creating successful campaigns, developing strategies for organisational and program development, networking at a city or local, national, regional and international level and recognising and developing quality Sport for All and health programs.

National and international speakers will present new strategies and understandings, as well as best-practice examples from and for organisations operating in the field of health enhancing physical activity.

We eagerly await your arrival as one of more than 250 international participants at MOVE2010!

Yours sincerely,

Rainer Brechtken – DTB President  
Mogens Kirkeby – ISCA President  
Toni Llop – CESS President  
Joel Raynaud – ESFAN President

DTB  
DEUTSCHER TURNER-BUND

ISCA  
INTERNATIONAL SPORT AND CULTURE ASSOCIATION

CESS  
CONFEDERATION OF EUROPEAN SPORT SANTÉ

ESFAN  
EUROPEAN SPORT FOR ALL NETWORK

HESSEN  
LAND OF SPORTS

## + MOVE2010 CONGRESS AIMS

### MOVE2010 will:

- provide a platform for debate, experience sharing and state-of-the-art inspiration for all stakeholders related to sport for all and health.
- initiate cross-sectoral cooperation and partnerships in this area, especially between sport associations, health professionals, political decision makers and private sector representatives.
- lay the foundation for international networks to enhance continuous exchanges and cooperation between practitioners and organisational leaders from the different sectors working with health and sport for all.

## + SELECT SPEAKER PROFILES

Ms Birgit Fischer - *CEO of the insurance company BarmerGEK which focuses on health prevention*

Ms Heine Parkunen - *Healthy Cities Network; WHO Baltic Region*

Mr Jorma Savola - *leader of the EU "Healthy Sport Club" Project, Finnish Sport for all Association*

Mr Pedro Velasquez - *European Commission, Deputy Head of the Sport Unit*

## + MOVE2010 TARGET GROUP

MOVE2010 invites diverse target groups from sport associations to doctors, from political decision makers to physiotherapists, from private businesses to international interest groups, from sport federations to city administrators and urban planners. The diversity of stakeholders is crucial to the creation of a vibrant conference atmosphere.

This diversity is also a reflection of the potential for cooperation between grassroots sports organisations, the public and the corporate sector. Practical cooperation between these sectors will enable physically active communities across Europe. Participants will consequently expand their networks, create valuable alliances and thereby benefit from joint participation in MOVE2010 - Sport for All and Health: A Strategic Partnership

## + MOVE2010 THEMES

What is 'health'? It is physical, mental and social wellbeing. What is 'Sport for All'? It is a mechanism to achieve physical, mental and social wellbeing. However, to date, the Sport for All and health sectors have fundamentally operated separately, with only some recognition of their interdependence. The time has come to unite these sectors and develop strategies for obtaining maximum benefit for societies, organisations and individual citizens.

### Themes

#### A. Campaigning for Sport for All & Health: Key Success Factors

The success of any campaign relies on several elements working in synergy. In particular, Sport for All campaigns and, separately, health campaigns require an element that can change the way people view their current behaviour. This is social marketing, and it becomes even more critical when further extending campaigns to include both Sport for All and health, at an individual, community, national or global level.

This session will address the key success factors, and pitfalls to avoid, when developing campaigns in Sport for All and health.

*This session is supported by*

**BARMER**  
GEK die gesund  
experten

#### B. Strategy Development for Sport for All & Health

Taking action without sufficient planning is a common mistake for those involved in the sports sector, both governmental and non-governmental organisations alike. Whilst action is most definitely positive, without planning this can lead to wasted effort or double work, and in the worst case failure to achieve the objective of the action! The objectives of this session are two-fold: to introduce the concept of strategy development in terms of setting and prioritising objectives, developing communication systems and securing resources, and to advise how to strategically implement health as a priority within Sport for All and physical activity organisations and programs.

#### C. Healthy Cities & Active Cities: Building the Network

'Networking' is a term used regularly and increasingly loosely, however building networks remains critical to the promotion of new ideas, exchange of information and efficient delivery of programs. For the Sport for All and health sectors, networks of cities are crucial, as by their nature cities have established infrastructure, administration and communication systems, policy and existing sponsorship of both sports and health based programs. Cities also contain crucial target groups and settings, e.g. youth, the elderly, clubs, workplaces, etc., around which networks can be built. This session will address how to build networks that incorporate and combine both the Sport for All and health sectors.

*This session is supported by*



#### D. Quality Demands in Health Enhancing Sport for All Programs

To count the number of programs addressing Sport for All and health around the world is an impossible task. However counting those that are successful is much less daunting. Why? Because quality programs for Sport for All and health that are efficient, effective and enduring are much more difficult to establish. What makes a healthy sport club? What are the quality marks for health and Sport for All programs? What makes a program a quality program? This session will address all of these issues.

## + CONGRESS LOCATION



### Lindner Congress hotel Frankfurt

The new media hotel for cosmopolitan travellers and conference participants offers great comfort and cutting-edge high-tech in all guest and function rooms.

The hotel has 285 modern, comfortable World-Rooms and 18 exclusively furnished boarding-house apartments. The MOVE2010 congress will take place in the hotel's event facilities including the latest conference, information and media technology. During breaks you can enjoy jogging in Bolongaro Park and along the river Main, or take advantage of the hotel's fitness centre, sauna or steam bath.

### Lindner Congress Hotel Frankfurt

Bolongarostraße 100

D-65929 Frankfurt

T +49 69 33002-00

F +49 69 33002-999

[www.lindner.de/de/LCH](http://www.lindner.de/de/LCH)

### Prices:

Single room:  
between 99€ to 119€

Booking-Code:  
MOVE 2010

## + PROGRAM

	WED. 20.10.10		THU. 21.10.10	FRI. 22.10.10	SAT. 23.10.10		SUN. 24.10.10
Morning	Arrival	Round Table	Congress Day I	Congress Day II	ISCA General Assembly	Excursion	Departure
Afternoon		ESFAN General Assembly					
Evening	Welcome Reception City Hall Frankfurt/ Main				Closing Dinner		
			"Body & Mind" / health fitness				

## + MOVE2010 CONGRESS FEE

	PAYMENT BEFORE 20.08.10	PAYMENT AFTER 20.08.10
Congress fee	190 €	250 €
Student fee	160 €	190 €
If you are accompanying a participant but will just be present at the lunches and dinners	100 €	160 €

## + REGISTER NOW!

Make sure to book 20-24 October 2010 in your calendar and register today. The MOVE2010 congress on Sport for All and Health: A Strategic Partnership will be a truly enriching experience, providing most relevant knowledge in the field of sport and health and tremendous networking opportunities. Register at [WWW.MOVE2010.INFO](http://WWW.MOVE2010.INFO)

### CONTACT INFORMATION OF THE CONGRESS SECRETARIAT

For more information please contact MOVE2010 Congress secretariat.

**MOVE2010 CONGRESS SECRETARIAT**  
c/o Deutscher Turner-Bund  
Otto-Fleck-Schneise 8  
60528 Frankfurt/Main

**WWW.MOVE2010.INFO**  
[move2010@dtb-online.de](mailto:move2010@dtb-online.de)  
T +49 - 69 - 67801-215  
F +49 - 69 - 67801-99-215

## + CALL FOR PAPERS AND BEST PRACTICE FAIR

### Submit a congress paper and become a MOVE2010 congress contributor.

It is our pleasure to invite you to submit presentations for the "MOVE2010 - Sport for All and Health: A Strategic Partnership" congress. Contributions will be presented at the Call for Papers sessions or at the Best Practice Fair. This is your chance to become an active contributor and to assist developing MOVE2010 into a rich and diverse event.

The Call for Paper sessions will give the contributor the opportunity to make an oral presentation supported by PowerPoint or video. The presentation will be followed by questions and answers within the given timeframe. The Best Practice Fair is an open exhibition of best practices within one or more of the MOVE2010 thematic fields. The presentations at the Best Practice Fair should be visual presentations such as posters or videos. The deadline for the submission of Call for Paper presentations and best practices is August 16, 2010.

The presentation should deal with one or more of the themes listed below:

- Campaigning for Sport for All & Health: Key Success Factors
- Strategy Development for Sport for All & Health
- Healthy Cities & Active Cities: Building the Network
- Quality Demands in Health Enhancing Sport for All Programs

We welcome a wide range of suggestions reaching from best practice examples to research-based presentations, and encourage all interested persons to submit a proposal or enquire for further details. Presentations must be in English and should comply with one of the following formats:

- Oral Presentation: Your presentation should have a maximum duration of 10 minutes, followed by discussion. You can use PowerPoint or similar utilities for your presentation. Conference publications will include the paper and/or PowerPoint presentation.
- Poster Presentation: Poster Presentations are a great opportunity to present papers while meeting with interested attendees for in-depth discussions. Conference publications will include the abstract or background paper. Recommended poster size is up to 90 cm wide and 120 cm high.
- Video Presentation: Video Presentations provide an excellent opportunity to give participants a clear picture of the featured topic. Video presentations will be screened in a special session, and are expected to be introduced by a short statement.

### Submission

To submit your suggestion for a presentation, please include:

- Title of the paper
- Name of speaker, institution, city and country
- Format of the presentation (oral, poster or video) and preferred session type: Call for Papers Sessions or Best Practice Fair.
- Abstract of maximum 500 words, summarizing the presentation

Abstracts should be submitted electronically to [move2010@dtb-online.de](mailto:move2010@dtb-online.de) before August 16, 2010.

The evaluation team will reply and contact applicants with feedback no later than August 25, 2010.



## MOVE2010 CONGRESS CONSORTIUM

Following the very successful MOVE2009 – Active Cities: Sport, health and citizenship (see [www.move2009.org](http://www.move2009.org)), we are most delighted to welcome you at the MOVE2010 – Sport for All and Health: A Strategic Partnership.

MOVE congresses are organised in broad partnership of key stakeholders of the respective congress sector. MOVE congresses advocate for cross-cutting partnerships. We lead the way, also in the organisation behind the event!

MOVE2010 is proud to count the following organisation in the consortium behind the MOVE2010 congress.

### LOCAL HOST:

**DTB** – German Gymnastics Federation – is a national association for national and international sport disciplines, for leisure sports and health related sports, the target group being children, youth, men, women and seniors. The DTB develops trainings systems and training programs for club instructors, trainers and leaders in 20.000 clubs with 5 million members.

See more at [www.dtb-online.de](http://www.dtb-online.de)

### INTERNATIONAL PARTNERS:

**CESS** – The Confederation Européenne Sport Santé (CESS) European Confederation Sport and Health is a non-profit organization established in 1991. Today, CESS organizes 35 non-governmental organisations throughout Europe, promoting sport for all as a healthy habit. CESS engages in the recognition of health plans, the training for the leaders and finally the initiation of international health projects. See more at [www.cess-info.eu](http://www.cess-info.eu)

**ESFAN** – The European Sport for All Network is the European regional body of TAFISA, The Association For International Sport for All. With over 25 member countries, ESFAN provides a platform for European Sport for All associations to network and share experiences, as well as participate in the practical programs developed and coordinated by TAFISA. For more information, please see [www.tafisa.net](http://www.tafisa.net)

**ISCA** – The International Sport and Culture Association (ISCA) is an organisation bringing together sport, culture and youth organisations from across the globe. ISCA concentrates on three key areas - activities, education and policy-making. Overall, ISCA endeavours to improve the general health and well being of individuals in society. See more at [www.isca-web.org](http://www.isca-web.org)

### SUPPORTERS:

**DOSB** – German Sports Confederation – [www.dosb.de](http://www.dosb.de)  
DOSB – German Sports Confederation – is the non-governmental umbrella organization of German sport. With more than 27.5 million memberships organized in over 91,000 sports clubs, the DOSB is the largest association of persons in Germany. The DOSB operates as a National Olympic Committee and is, at the same time, a grassroots sports organization.

### City of Frankfurt – [www.frankfurt.de](http://www.frankfurt.de)

Frankfurt – the financial centre of the continent, the European city, the transport hub, the smallest metropolis in the world. Those who think of the city on the Main, think of the airport, the Paulskirche and Goethe, think of the Stock Exchange, the Book Fair and the skyline. There is no doubt about it; Frankfurt brings opposites together in a charming way. A city with a savoir-vivre, in whose streets multilingualism is an accepted way of life.

### State of Hesse – [www.hessen.de](http://www.hessen.de)

The state of Hesse is one of the 16 States of the Federal Republic of Germany. The state of Hesse has a population about 5.9 million people – the capital is Wiesbaden.

**Barmer/GEK** – is one of the biggest insurance companies in Germany. The BarmerGEK is very active in the field of health prevention and developed the German campaign “Germany moves”. In 2009 the BarmerGEK got awarded for the best insurance company for families.

### European Commission, Sport Unit

MOVE2010 is financially supported by the European Commission Preparatory Actions in Sport. [www.ec.europa.eu/sport](http://www.ec.europa.eu/sport)



## HOTELS

### – Hotel Höchster Hof

Mainberg 3 -11  
65929 Frankfurt am Main  
T +49 (0) 69 3004 -0  
F +49 (0) 3004 -680  
[www.hoechster-hof.de](http://www.hoechster-hof.de)

From the Hotel Höchster Hof there is only a five minutes walk to the congress location. Directly located at the Main River, it is a small but very personal family hotel.  
Prices from 75€ for a single room.

### – Hotel am Schloß

Bolongarostraße 168  
65929 Frankfurt  
T +49 (0) 69 /150 49 580  
F +49 (0) 69 /150 49 582  
<http://hotel.hasf.de>

A clean and inexpensive hotel located directly to the congress centre. The Hotel's Bistro-Bar offers the guests an extensive Breakfast every Morning.  
Prices from 39€ for a single room.

### – Dorint Main Taunus Zentrum Frankfurt Sulzbach

Am Main Taunus Zentrum 1  
65843 Frankfurt-Sulzbach (Taunus)  
T +49 (0) 6196 / 763 - 0  
F +49 (0) 6196 / 72996  
<http://hotel-frankfurt-sulzbach.dorint.com>

The 4-star hotel Dorint Am Main Taunus-Zentrum/ Frankfurt is ideally located right at the entrance of Frankfurt's city gates, the metropolis on the river Main, and very close to the international airport.  
Prices from 106€ for a single room.

### – Parkside-Hotel

Liederbacher Strasse 34-36  
65929 Frankfurt  
T +49 (0) 69 / 300 640 - 0  
F +49 (0) 69 / 300 640 - 260  
[www.parkside-hotel.com](http://www.parkside-hotel.com)

The Parkside-Hotel in Frankfurt-Höchst is your “home away from home”. There are comfortable single and double rooms, with everything you need, to ensure your well-being during your stay: bath, shower and toilet, telephone, free internet access, satellite TV.  
Prices from 70€ for a single room

### – Hotelschiff Peter Schlott



Batterie (Höchst Main bank)  
65929 Frankfurt Höchst  
T +49 (0) 69 / 30 06 76 80  
F + 49 (0) 69 / 307 671  
[www.hotelschiffschlott.de](http://www.hotelschiffschlott.de)

Sleeping on the river – this hotel is special. A houseboat on the Main River. Located directly at the congress centre. The owner Susanne und Peter Schlott welcome you in their boat-hotel.  
Prices from 40€ for a single room.