



ACTIVE Network Kick-off meeting - highlights

Pia Allerslev, Mayor for Sport and Culture Copenhagen

"Copenhagen is an active city and we have a lot to be proud of but still over 60% of adults and over 30% of 11 to 15 year olds are not reaching the recommended amount of physical activity per week. We need to work with and learn from other cities that are tackling the same issues and we welcome projects like this that allow us to do so."



Mogens Kirkeby, ISCA President

" Study on the Contribution of Sport to Economic Growth and Employment in the EU (Study commissioned by the European Commission, Directorate-General Education and Culture) have clearly demonstrated the importance of sport for all. Not only from a health, environmental and social development point of view but also in terms of economic contribution. The Study shows 3% of European Gross Value Added comes directly from sport and it is one of the only sectors which continues to grow. It therefore makes it vital that we are working across the public and private sector and collaborating efficiently to continue this positive trend and support our aims of increasing participation."

Find Report published here: <http://ec.europa.eu/sport/library/documents/f-studies/study-contribution-sports-economic-growth-final-rpt.pdf>



Schwäbischer Turnerbund e.V. (STB) and Stuttgart City: "This is a fantastic opportunity for Stuttgart City and Schwäbischer Turnerbund e.V. (STB). At the moment we feel that we have a positive and effective working relationship but we are keen to learn how other cities and sport organisation cooperate together. We can already feel the positive energy in the group and have identified areas where we could look to make improvements. We are already going away with some good ideas."

Short term expectations/goals from the project (2013 – 2014)	Long term expectations/goals from ACTIVE network, 2014-2020
<ul style="list-style-type: none"> - to increase participation in sport - to attract new people (customers, members) in sport activities - to get the knowledge how to develop innovative partnership - to practice benchmarking and identify the best examples - To get opportunities to identify and to work with expertise in the project topics - to define 5 working topics within the project following different needs on the national/local level in Europe - to define criteria and Quality mark on partnership (good partnership, good governance, civil dialogue, communication, activities...) - To define and promote impact if sport on the local economy and society - to link project meetings to education (theoretical) knowledge and study tours - to develop self-assessment tool (like a check list) to evaluate partnership between local authorities and sport organisations and to follow up with education tool - to develop strategy for good networking in the future - to identify and confirm the need for a dialogue between local partners - to raise the profile of issues in our organisations - to enlarge/diversify the aims of the partnership (to other target group) - to know more about different sport systems in EU countries - to be active in Now We Move Campaign, MOVE Week in 2013 	<ul style="list-style-type: none"> - To increase participation in sport - To develop pool of partners for further development - to ensure sustainable relationship after the project is ended; to prepare long-term strategy to maintain and increase the ACTIVE network - annual follow up meeting with project partners and further education - To put Quality Mark and self-assessment into the practice - To increase political awareness - to develop sport strategy on the local area, based on the experience from other countries - to promote Sport`s impact to Economy - Education of volunteers: to develop European approach relating to qualification - to influence to Now We Move Campaign strategy with good examples of partnership between local authorities and sport organisations.

5 most important topics for partnership between local authorities and sport organisations identified by project partners

Topics	Host Country	Host Organisations
Campaigns (motivation, promotion, implementation, management)	Romania	Romanian Sport For All Federation and Municipality of Falticeni
Workforce development, Volunteering management Education for volunteers	Scotland	South Lanarkshire Leisure and Culture Clydesdale Sports Council
Sport, Culture and Tourism	Spain	Club Deportivo Marató I Mitja-Penyagolosa and Instituto Provincial de Deportes de Castellon
Facility development and management	Spain	UBAE (and City of Barcelona)
Innovative activities		
Cross-sector cooperation Health, tourism, education, culture, community engagement	France	UFOLEP

Cross cutting themes:

- Financing
- Sustainability
- Quality Mark / Criteria / Awards / Data Collections indicators /Monitoring / Evaluation
- Increase participation in Sport For All
- Clear guidelines for each topic, structure of the meeting and outcomes