

MOVE

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World Congress

Think global - MOVE local

Towards 100 million more people active
in sport and physical activity

Paris,
France,
19-23
October
2011

GREETINGS FROM THE CONGRESS PARTNERS AND HOST

Welcome to the **MOVE2011** World Congress
Think global, MOVE local.

We invite you to join us in Paris for four days full of discussions, seminars, meetings and study tours that unquestionably will create new networks of peers from around the world and expand your existing ones.

This year's congress will foster the vision of getting 100 million more people active in sports by 2015. What does it take internationally, nationally and locally to reach this ambitious goal? Can we strengthen cross-sector links that enable partnerships and projects producing

societal benefits in terms of both health and social cohesion and economic opportunity and sustainability?

MOVE2011 seeks to inspire and create successful networks and fruitful meetings between volunteers and professionals, organisations, researchers, political leaders, administrators and others working within the field of physical activity, sport for all and health enhancement.

We eagerly await your arrival and contribution as one of more than 300 international participants at **MOVE2011** and invite you to **think global and MOVE local.**

Yours sincerely,



International Sports
and Culture Association
(ISCA)



La Ligue de
l'Enseignement,



Union Française des
Œuvres Laïques
d'Éducation Physique
(UFOLEP)



Union Sportive de
l'Enseignement du
Premier Degré (USEP)

Associated congress partners:



Sport and Citizenship



French Ministry of Sport



The **MOVE2011** world conference has received funding from the European Union in the framework of its Health Programme.



GETTING ACTIVE Being physically active is a cornerstone of a healthy life. However, across the world people are not equally sharing the joy of doing so. More and more people are leading a sedentary life. This raises several challenges not only within health and physical activity but also in the perspective of citizenship, democracy and social cohesion.

The reasons why people are living a sedentary life are manifold. It can be anything from lack of adequate facilities to lack of funding and help from volunteers.

Overcoming these barriers and involving more people in sport for all activities requires cross-sectoral initiatives and cooperation between organisations, politicians, national and local authorities and support from volunteers to secure the best opportunities for people to get more active.

Grassroots sport can contribute to more than just getting people to be physically active. It can also promote social cohesion and a feeling of belonging and, most of all, create a common platform between people in a diverse cultural landscape.

This is why **MOVE2011** focuses on how we can get more people to be physically active, across age categories, socio-economic status and geographic placement.

ABOUT MOVE2011 The congress will take place in Paris, France from 19-23 October 2011.

Hosted at the House of Sports of the French National Olympic and Sports Committee in central Paris the congress offers ample opportunities to enjoy the city during the evening after an intense day programme.

MOVE2011 provides rich opportunities to meet leading professionals in the fields of sport, health and citizenship. The congress includes debate sessions and workshops and features a wide range of plenary sessions and keynote addresses from researchers, politicians and leaders of sports organisations from across the globe. The congress programme is updated regularly on the Congress website www.move2011.info

The congress format combines stimulating plenary presentations and debates drawing on the latest research, trends and best practices with focused workshops and dynamic debate groups to provide a programme that will enable participants to formulate strategies towards achieving the goal of 100 million more people active. Participants will thus be engaged in a highly interactive and inspiring programme.

PARTICIPANT PROFILE **MOVE2011** addresses diverse target groups – from club coaches to medical doctors, from political decision makers to local activists, from private businesses to international institutions, from sport organisations to city administrators. The diversity of the attending stakeholders is one of the major strengths of the MOVE congresses and it will once again be crucial to the creation of a vibrant atmosphere at **MOVE2011**.

Indeed, this diversity reflects the enormous potential for cooperation between stakeholders from grassroots sport and physical activity from both the public and the private sector, and we are convinced that the **MOVE2011** congress will act as a catalyst for cooperation between these sectors. A joint effort to engage 100 million more people in physical activity also promises enormous societal benefits in terms of health and social cohesion, as well as a great economic opportunity to expand the markets of sporting goods and services to another 100 million people and beyond. **MOVE2011** will provide a platform to attending stakeholders to discuss and align strategies in order to reap the full benefits of active societies.

Expand your networks, create valuable alliances and have your strategic say in the next big MOVE in the world of sport and physical activity – Think global, MOVE local. See you in Paris!

Think global, MOVE local

Towards 100 million more people active in sport and physical activity

THEMES

A People

Developing customized physical activity offers and opportunities for different target groups.

Different people prefer different forms of physical activity. This calls for a diversification of sport and physical activity offers. It calls for a radical change in the way we think of sport – to adapt it to the real needs and motivations of citizens. MOVE2011 will present state of the art examples of national and local initiatives that are adapted to the needs of specific target publics. It will also highlight trends in the demand for physical activity and address specific motivations and interests of key target groups in society, namely senior citizens, immigrants, youth and adolescents, girls and women.

B Practises

Trends and challenges in making people active.

Physical Activity offers are in constant change, and new opportunities arise every day. What works, and what will be drivers for physical activity in the near future? From outdoor rock climbing to advanced pilates; from school sport to regular cycling as personal transport. MOVE2011 themes will further include issues related to environmental sustainability, citizenship and financial models for physical activity promotion. The congress will showcase examples that work, learn from the ones that did not, and look beyond the hype to the lasting trends in sport and physical activity offers.

C Partners

Making the world move by working together.

Profit or non-profit? Public or private? Local or national? Sport or transport? MOVE2011 will challenge representatives from all sectors to define their role in making more people physically active – and to identify with whom they need to work to make it happen. What can grassroots sport do that no one else can deliver – and how to get the message across? MOVE2011 will put decision makers from the health sector, from urban administrations, from the sport and fitness industry, from schools and from sport clubs to the test.



SPEAKERS The **MOVE2011** Congress Consortium is pleased to announce and promote an excerpt of confirmed keynote presenters that will address the congress. The **MOVE2011** Congress Consortium has been very privileged to secure the services of some of today's most respected exponents in the field of sport and leisure, physical activity and health, campaigning and social change and citizenship and social inclusion.

Invited speakers are among others:

- **Ms Chantal Jouanno**, French Minister for Sport
- **Mr Raí Souza Vieira de Oliveira**, Former captain of the Brazilian national football team and co-founder of Gol de Letra Foundation, Brazil
- **Ms Emma McClarkin**, UK Member of the European Parliament, Conservative Spokesperson and Coordinator on the Culture and Education and Sport Committee in the European Parliament
- **Mr Guillermo Peñalosa**, Executive director of 8 – 80 Cities, a Canadian based non-profit that aims to contribute to the creation of vibrant cities and healthy communities.
- **Ms Mary Davis**, social entrepreneur and campaigner, Executive Director of Special Olympics Europa/Eurasia
- **Mr Santiago Fisas Ayxela**, MEP (EPP), Rapporteur on the European Dimension in Sport
- **Ms Golda El-Khoury**, UNESCO's Chief of Youth, Sport and Physical Education
- **Prof. Dr. Brian Martin**, Chairman of Agita Mundo, the global physical activity promotion network and Institute of Social and Preventive Medicine at the University of Zurich
- **Ms Lori Sloate**, WHO Centre for Health Development, Kobe, Japan



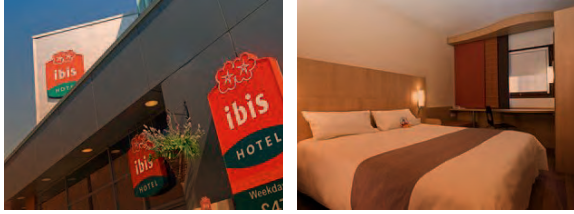
PROGRAMME This year's programme will be packed with inspiring speakers, best practice stories and interactive seminars. We also strive to offer a well planned social programme that

gives you the opportunity to not only see the city of Paris but also to have informal meetings and talks with peers from around the world with a view to promoting new networks and collaborations.

	WED. 19.10.11	THU. 20.10.11	FRI. 21.10.11	SAT. 22.10.11		SUN. 23.10.11
Morning	Arrival	Congress Day I	Congress Day II	ISCA General Assembly	Excursion	Departure
Afternoon						
Evening	Welcome Reception at the Congress Centre	Reception at the City Hall in central Paris	Free evening	Closing Dinner Cruise on the Seine and show at famous cabaret Lido		

ACCOMMODATION The congress organisers recommend that you book a room at one of the following three hotels as they provide good rates and are located a short distance from the congress facilities.

IBIS Porte d'Italie and IBIS Porte d'Orléans offer rates starting at **89 €**.



► www.ibishotel.com

Mercure Hotel rates starts from **135 €**.



► www.mercure.com

If you wish to book a room at these hotels, please contact the hotels directly.

CONGRESS FEE

	PAYMENT BEFORE 01.08.11	PAYMENT AFTER 01.08.11
Congress fee	200 €	250 €
Student fee	150 €	200 €



MOVE2011 CONGRESS SECRETARIAT

For more information please contact MOVE2011 Congress Secretariat.

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