

## MOVING Age Conference 2016

20 – 22 May 2016, Trieste, Italy



The expected impact of demographic changes on society has raised the topic of active ageing high on political agendas all over the world. Despite the overwhelmingly positive evidence of the benefits of physical activity, rates of physical inactivity among elderly people remain unacceptably high (up to 70% of the over 55 age group, according to the Eurobarometer 2013 survey).

**The challenge of promoting physical activity to elderly people is too complex for one stakeholder only and even for the sport sector alone!** Building constructive partnerships between different stakeholders and sectors is the natural step forward.

That is why ISCA created the MOVING Age network in 2014 and organized 1st MOVING Age Conference in 2015 in Gent in Belgium. MOVING Age network's mission is *to stimulate and facilitate the exchange of knowledge and good practices in sport and physical activity for elderly people. The network now has 30 partners. The aim of the MOVING Age Conference every year is to promote communication and interaction among participants, speakers and moderators by using a blend of traditional and innovative methods and techniques and to discuss innovative activities from network members.*

We are pleased that Network partners and other ISCA members will meet at **the second MOVING Age Conference in the beautiful city of Trieste, Italy, from 20 - 22 May 2016.** The conference will be hosted by Association LUNGA VITA ATTIVA, one of the MOVING Age Network members in collaboration with Federazione Italiana Nuoto Federal Centre Trieste.

We invite you to interact and share your opinions, questions and examples.

We are looking forward to meeting you in Trieste.

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## **MOVING Age Conference 2016 FOR AN ACTIVE AND HEALTHY AGEING**

### **VENUE:**

Palazzo della Regione - Piazza Unità d'Italia

<http://www.turismofvg.it/Monuments-and-historical-sites/Piazza-Unita-d-Italia>

### **Special note:**

Conference organizers offer simultaneous interpreting.

### **16.00 – 16.30 Registration**

### **16.30 – 17.00 Conference Opening and Welcome by**

- Head of the Regional Health Department Friuli Venezia, Giulia Maria Sandra Telesca
- Mayor of Trieste, Roberto Cosolini
- ISCA President, Mogens Kirkeby, Denmark

### **17.00 – 18.00 How to promote and implement Active Ageing in Europe**

*Local, regional, national and international actors have demonstrated that there is significant potential today in Europe to conduct multi-thematic, multi-partner work on active ageing. By bringing together numerous partners from different European countries and regions to share expertise and knowledge can create something that is stronger and leads to the future of the Active and Healthy aging.*

### **Example of a Governmental structure**

- Law on Active Ageing, Renata Bagatin, Consigliere Regional Government FVG, Italy  
*“You are only as old as you feel,” so the saying goes. And indeed, our perception and experience of age is changing rapidly. These are significant changes in our population’s age structure. We have to adapt our employment policies, our workplace practices, as well as our social security and health care systems to this new demographic reality. Let’s find out how Italian regional government is dealing with this challenge.*

### **Example of a strategy**

- Active Ageing, the vision, mission, strategy and action plans in Flanders, Ingrid Peeters, OKRA-SPORT 55+, Belgium

### **Example of marketing**

- IKILIIKE - Ageing is beautiful - photo exhibition as a marketing tool for Gymnastics Clubs to move elderly people, Helena Collin, Finnish Gymnastics Federation, Finland

### **Example of local partnership**

- Lifelong Swimming and Lunga Vita Attiva: from an Erasmus + Sport Project to the building of a network between European, national and regional stakeholders in the field of active ageing, Ariella Cuk, Lunga Vita Attiva, Italy

### **18.00 – 19.00 Discussion and conclusion of the day**

By Leader of the Moving Age Network, Herbert Hartmann, Germany and moderator of the day Ariella Cuk, Lunga Vita Attiva, Italy

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Saturday, 21.5.2016 Workshop day 1

**Special note:**

Workshop day 1 and 2 is in English language only.

**8.15**

Meeting point in the hotel and walk along the Trieste Water Front to the venue Bruno Bianchi Swimming Pool  
<https://www.piscinabianchitrieste.it>

**9.00 – 10.00 Workshop 1**

**The power of inspiration: MOVING to the Aquatic world and swimming**

**Example from Italy**

- Slow Swimming »Elixir for long life« A new programme for over 60s, Franco Del Campo, FIN Federal Centre-Trieste , Italy

**Example from Croatia**

- Open Water: Swimming in Nature, Milos Spanjol and Patrizia Alberini, Klub Primorje, Croatia

**Example from Spain**

- Lifelong Swimming: an innovative project in Valladolid, Carlos Tourino, Royal Spanish Swimming Federation, Spain

*Moderator: Ariella Cuk, Lunga Vita Attiva, Italy*

**10.00 – 11.30 Workshop 2**

**The power of knowledge is sharing the experience from local and national level among MOVING Age Network members (part 1)**

*Knowledge Sharing is learning, Learning is the knowledge sharing. This workshop will focus on new activity programs, special target groups, new scientific findings from 4 different countries.*

**Example from Slovenia:**

- Healthy exercise programme ABC, Ana Radivo, Sports Union of Slovenia

**Example from Costa Rica**

- Systemic elements, recreation and quality of life for elderly (experimental program), María Jenkins, Fecerred-Tibás, Costa Rica

**Example from Italy**

- Low Pressure Fitness - LPF, Mimi Rodriguez Adami, FIAF, Italy

**Example from Ireland**

- Go For Life, the National Programme for Sport and Physical Activity for Older People, Sue Guildea, Age & Opportunity, Marino Institute of Education, Ireland

**Discussion with presenters with coffee/tea**

*Moderator: Herbert Hartmann, DTB, Germany*

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## 11.30 – 13.00 Workshop 3

**Creating fundraising opportunities to support active ageing projects**, Kai Troll, ISCA, Belgium

*In this workshop, we will share and discuss basic fundraising skills and opportunities related to corporates and foundations. The session will provide valuable information on creating a multi-year fundraising plan. Some of the participants will share best practices on their successful fundraising efforts to support active ageing projects.*

## 13.00 – 14.30 Lunch

## 14.30 - 15.30 Workshop 4

**Train your brain**, presentation and exercises by Olga Puccioni, Medialab SISSA (International School of Advanced Studies), Italy

*We go to the gym to train our muscles. We run outside or go for hikes to train our endurance. And we wish to exercise more. Well, here is how to train one of the most important parts of your body: your brain. So how do you train your brain to learn faster and remember more? This workshop will take you to the insight of the training for body and mind.*

## 15.30 – 15.45 Time for a break

## 15.45 – 17.30 Workshop 5

»Come and try 1 and 2«

### Activity 1

**Aqua Fitness**, Introductory lecture and activity by Mimi Adami-Rodriguez, FIAF, Italy

In this workshop you will have opportunity to try aquatic dance exercise, choreography with singing and dancing, aquatic muscle conditioning using supersets, and water running with different kinds of movements

#### Special note:

For the water activities you will need to bring your own swimsuit, towel and slippers.

### Activity 2

**Slow Swimming**, Activity by Federal Centre Staff, FIN, Italy

In this workshop you will have opportunity to try a new way of “swimming like a fish” which can be physically pleasurable and mentally engaging.

### Activity 2

**All about Functional fitness testing of elderly people**, by Veronica Stancakova , SOKOL, Czech Republic and Herbert Hartmann, DTB, Germany

*In this workshop you will learn how to plan functional fitness test, what the testing battery is and the reason why we choose specific tests, what kind of performance materials for elderly people we need and what the expected results of the test and forms are.*

#### Special note:

For the fitness test, you will need to bring sportswear and shoes.

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**18.00 Back to hotel**

**18.30 Meeting point at hotel**

Guided tour and dinner in the city

Sunday, 22.5.2016 Workshop day 2

**9.00 – 10.00 Workshop 6**

**The power of knowledge is sharing the experience from local and national level among MOVING Age Network members (part 2)**

*We invite you all to gather and share your experience and knowledge on ageing matters, to develop a shared vision on active ageing in Europe and to present new ideas that will help to inform the formulation of future policy in Europe and in your country. Be prepared for discussion on:*

- *Partnership: How can different actors in collaborative action and collaborative efforts build the success story of MOVING Age in your country? What is the success story?*
- *Programs: What kinds of new physical activity programs are there for elderly people, focusing on projects and promotion programs you have in your country?*

**Example for inspiration: Programs for elderly in Madrid**, Augustin Melendet Ortega, ImFine Research Group UPM, Technical University of Madrid, Spain

*Moderator: Herbert Hartmann, DTB, Germany*

**10.00 – 10.15 Time for a break**

**10.15 – 12.00 Workshop 7**

**Strategic approach to national and international advocacy for initiatives to reduce physical inactivity of elderly people**

**Advocacy and cross sector partnership**, by Mogens Kirkeby, ISCA, Denmark

*Advocacy is a political process by an individual or group which aims to influence decisions within political, economic, and social systems and institutions. How do we make our voice heard, understood and effective for active and healthy aging? Do we know what collective action is happening within our organizations and how to get other partners involved in the action? What are the elements and good approaches relating to advocacy?*

**Advocacy at a National level**, Rita Scalambra, UISP, Italy

**Advocacy at a Regional level**, Detlef Mann, DTB, Germany

**Advocacy at a Local level**, Flemming Poulsen, DGI Østjylland, Denmark

*3 speakers are challenged to share and discuss with you:*

- *What is the difference you make with your advocacy approach in your organisation?*
- *What are strengths and challenges of your advocacy?*
- *What are your organisation's success and failure in advocacy?*

*Moderator: Saska Benedicic Tomat, ISCA, Slovenia*

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**12.00 – 12.20 Let`s MOVE!**

**Travelling from the command to the creative response, through music and movement,** Maria Jenkins,  
Fecered-Tibás, Costa Rica

**12.40 - 13.00 Next steps for MOVING Age Network and Closing of the conference**

*Moderator: Herbert Hartmann, DTB, Germany*

**13.00 Lunch**

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