



Join us at the first MOVING Age conference

30 April – 2 May 2015, Gent, Belgium

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 big 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. Launched in Rome in October 2014, the 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 28 partners.

Now we are pleased to invite you to **the first MOVING Age conference in the beautiful city of Gent, Belgium, from 30 April-2 May 2015**. The conference will be hosted by a consortium of the Belgian MOVING Age partners and is open to all entities from inside and outside the sport-sector with an interest in promoting physical activity and sport among elderly people.

The conference programme will feature workshops covering the following topics:

- Strategic approaches to recruiting more inactive elderly people to sport and physical activity programmes. Including theory and best practice examples of triggering changes in behaviour.
- Progressing from strategic planning to effective implementation of programmes for elderly people in different settings.
- New developments in physical activity programmes for elderly people.
- Creating cross-sector networks for physical activity promotion among elderly people.
- Developing the competences of instructors delivering physical activity programs for elderly people.

The aim of the MOVING Age Conference is to promote communication and interaction among participants, speakers and moderators by using a blend of traditional and innovative methods and techniques. All participants will be asked to share opinions, questions and examples.

Your presence will be of great relevance to valorising our proposal to discuss one of the most important topics at present "sport and physical activity for elderly people". We would be very happy to see you at the MOVING Age Conference and look forward to hearing from you.

You can find more practical information on the next page.

On behalf of the organising partners,

Herbert Hartmann
ISCA Vice President

Mogens Kirkeby
ISCA president

Partners of the Conference:





PRACTICAL INFORMATION

Here is the 1st practical information pack for the MOVING Age Conference, which will be held in Gent in Belgium from 30 April to 2 May 2015.

Registration

There is no registration fee for the MOVING Age Conference.

You are invited to register by **15.3.2015** by sending an e-mail to movingage@bloso.be and sbt@isca-web.org with information:

Name of participant

- Personal contact data: telephone number and e-mail address
- Association data (Association name, address, telephone number and contact person)
- Arrival and departure date and time
- Info on accommodation: please let us know if you need accommodation and what kind: single or double room? If you choose double room, send us name of the second person in the room.

Venue

The Conference is hosted by Bloso in Bloso Centre Gent.

Bloso is the shortened name for the Flemish sports agency. Its official name is the Commissariaat-Generaal ter Bevordering van de Lichamelijke Ontwikkeling, de Sport en de Openlucht recreatie.

Bloso has several responsibilities:

- support top sport in Flanders
- divide government support funds over sports federations and clubs
- operate the 13 "Bloso-centres"
- organize training for sports trainers
- organize Bloso sports camps
- organize De Gordel



About Centre Gent:
www.bloso.be



More about BLOSO:
www.bloso.be/about/

Start and End of the Conference

Start: Thursday, 30.4. 2015 at 17.00

End: Saturday, 2.5. 2015 at 15.00



More about the hotel:
www.europahotel-gent.be

Accommodation

All participants will be accommodated in

Europahotel Gent

Gordunakaai 59

B-9000 Gent

Belgium

Tel: +32 9 222 60 71

Fax: +32 9 220 06 09

info@europahotel-gent.be

Prices:

Single room in Europahotel: 119€ + 3€ tourist tax per person/night

Double room in Europahotel: 134€ per room/night + 3€ tourist tax per person/night

Breakfast is included in the price.

Special note:

ISCA will cover accommodation costs for one person from MOVING age Network members for 2 nights (please contact ISCA if you are in doubt).
Travel costs will not be covered.

Meals

The organizers will take care of and pay for the following meals during the conference:

- Thursday, 30.4.: dinner
- Friday, 1.5.: breakfast (included in accommodation), coffee break, lunch
- Saturday, 2.5.: breakfast (included in accommodation), coffee break, lunch

There will be special arrangement for a Friday evening dinner that needs to be paid by participant (up to 25€).

More about Gent here:
www.trabel.com

About Gent

Ghent (in Dutch : Gent) is the fourth largest city of Belgium with about 250.000 inhabitants. It is not as big as Antwerp but bigger than Bruges. It is also less famous among tourists than the often praised Bruges. However, Ghent is the real diamond of Flanders and Belgium. In a unique way, Ghent has managed to preserve its medieval power while keeping up with the times. The city center alone is a showcase of medieval Flemish wealth and commercial success. Modern Ghent certainly cannot be overlooked in Belgium. The city has an important harbor, thanks to the canal Ghent-Terneuzen which allows sea-going vessels to bring their products to the city and its industrial hinterland.



More info here:

www.goeuro.com

More about airport:

www.brusselsairport.be

Find a map here:

www.google.maps

Travel to Gent, to Bloso Sport center and to Europahotel

Brussels city center to Gent

Best way is to travel by train from Bruxelles-Midi. Departure of the train is every 30 minutes and will take you 30 minutes to reach Gent.

Brussels airport to Gent by National trains

Up to 6 trains an hour connect the airport to Brussels North, Brussels Central and Brussels Midi stations. Moreover there are direct train services to the every corner of Belgium.

Train goes also to Gent and will take you there in 54 minutes.

From Gent to Bloso sport center

At the Gent Sint-Pieters Station take the bus at the platform 16. Take one of the buses 8, 41 or 43 that goes every 15 minutes. These go directly to Blaarmeersen station. Get off the bus at the entrance of Blaarmeersen, just after the stop at Huis van de Sport (House of Sports).

From Gent center to Europahotel

Hotel is just 800m from Gent St. Pieters railway station and 10 minutes walk from Bloso Sport center.

There is bus 39 that brings you to the Hotel in 18 minutes. If you take taxi you need 7 minutes or walk 30 minutes.

Conference photos and interviews

ISCA staff will also take photos and interviews during the Conference for the Network use. They will be published in Network material or ISCA` website.

Questions or comments

In case you have any questions or comments, please do not hesitate to contact us:

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Conference coordinator

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