ABOUT THE PASS PROJECT

Taking inspiration from the Designed to Move international campaign, the PASS project – supported by the Erasmus+ Programme of the European Union - aims at shedding new light on the state of physical activity in Europe. With the support of 6 major European players (EUPEA, FESI, ISCA, ICSSPE, Spolint Institute and TAFISA), the Sport and Citizenship think tank is leading an important campaign on the current state of physical activity policy and practice in Europe. This 3-year project will end in December 2017.

www.sportetcitoyennetecom/pass
@project_PASS
WORKSHOP 3

“MOVING EUROPE MOVING PEOPLE” CONFERENCE
The relationship between physical activity and physical health is now established beyond doubt, and the awareness of the health costs of sedentary behaviours is so advanced that inactivity is now recognized as a major public health concern. For example, physical inactivity is the fourth leading risk factor for diseases. It is becoming clear that there is a trend for sedentary lifestyles across most of developed countries, too.

The challenges Europe is facing, like all continents, are both general and distinctive. The health risks associated with inactivity and sedentary lifestyles apply to all people, irrespective of their location and culture, but the social and environmental characteristics of living and working in Europe need to be understood as peculiar to that region.

Physical activity is important for people of all ages. So, it is concerning that available evidence suggests that activity levels, in Europe, are often low and even declining. The limited surveillance information on children suggests a similar pattern, and this is even more alarming as childhood represents a foundation for later health and activity behaviours. Research shows that around 210 million European citizens are inactive. This situation imposes economic costs of more than 80 billion euros per year to the EU-28 through four major non-communicable diseases (coronary heart disease, type II diabetes, colorectal and breast cancer) and through the indirect costs of inactivity-related mood and anxiety disorders.

Paradoxically, this situation has been quite documented throughout Europe. Unfortunately, not to the extent of acknowledging this public health risk as probably one of the most urgent challenges of the 21st century. It is claimed indeed that 66% of policymakers in Europe are unaware of the obesity levels in their country. Numbers go up to 84% for overweight. This gap in knowledge is detrimental for our economies, societies and well and has to be taken into account seriously. A number of policy documents have been produced at international, European and national levels, most notably thanks to the impetus of WHO and the European Union. A currently under-utilised resource there, has been the more local governmental agencies. They represent a level of administration that is closer to citizens and hold the competencies to animate their territories. Cities offer numerous opportunities to be physically active, and some have turned their built environment into a space that encourages
health and activity for all. Active cities are walkable and cyclable. They are safe and well lit, with good public transport and appropriate management of obstacles and barriers. They represent an opportunity to create the conditions for European citizens to be physically active.
# EVENT AGENDA

## Day 1, 14.11.2016 - Welcome and PASS project internal meeting

**Venue:** Hotel Lev Ljubljana

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Description /comments</th>
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<tbody>
<tr>
<td><strong>Morning</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.00 – 15.00</td>
<td>Lunch in Hotel</td>
<td></td>
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<tr>
<td>15.00 – 15.15</td>
<td>Welcome by S&amp;C and intro to the project meeting</td>
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<tr>
<td>15.15 – 15.30</td>
<td>Updates on project administration</td>
<td>Administration and budget/finances Study translation</td>
</tr>
<tr>
<td>15.30 - 18.00</td>
<td>Updates on project activities</td>
<td>Previous workshops Policy audit-tool/questionnaire</td>
</tr>
<tr>
<td>19.00 - 20.00</td>
<td>“Walk and talk” in the city</td>
<td>Your communication for 2017</td>
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<tr>
<td>20.00</td>
<td>Dinner in the city</td>
<td>Traditional Slovenian evening</td>
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## Day 2, 15.11.2016 – MOVING Europe –MOVING People Conference

**Venue:** Town Hall, Ljubljana

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<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>8.30</td>
<td>Meeting in the Hotel lobby and 7-minute walk to the venue</td>
<td></td>
</tr>
<tr>
<td>9.00 - 16.30</td>
<td>Conference</td>
<td>More in the attached file MOVING Europe – MOVING People Conference agenda</td>
</tr>
<tr>
<td>17.30 – 19.00</td>
<td>Let’s MOVE! *</td>
<td>Options: Walk in the green part Tivoli Walk to the Castle Free experiences in Ljubljana</td>
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<tr>
<td>20.00</td>
<td>Dinner in Hotel</td>
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*Let’s MOVE! is an outdoor walking session. Please bring outdoor sporting shoes and warm, comfortable clothes.*
Day 3, 16.11.2016: Study tour
Venue: Ljubljana City

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<tr>
<th>Time</th>
<th>Activity</th>
<th>Description /comments</th>
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<tbody>
<tr>
<td>8.45</td>
<td>Meeting in the Hotel lobby and transfer to Gymnastic centre</td>
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<tr>
<td><strong>9.00 - 12.00</strong></td>
<td>Study tour**</td>
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<tr>
<td></td>
<td>• Ljubljana – Green Capital of Europe</td>
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<td></td>
<td>• Biking trails in Ljubljana</td>
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<td></td>
<td>• Gymnastic centre Cerar – Pegan – Petkovsek</td>
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<td></td>
<td>• House of Sport Ilirija – SUS Eurofitness</td>
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<td><a href="http://www.sportljubljana.si/en/Gymnastics_centre_Ljubljana_1/">www.sportljubljana.si/en/Gymnastics_centre_Ljubljana_1/</a></td>
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<td><a href="http://www.sus-eurofitness.si/">www.sus-eurofitness.si/</a></td>
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<tr>
<td>13.00 - 14.00</td>
<td>Lunch in Hotel</td>
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<tr>
<td>Afternoon</td>
<td>Departures</td>
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**Study tour will be combined with 1h physical activity in SUS Eurofitness. Bring indoor sporting clothes and shoes.**
The PASS project started in January 2015 with a clear and ambitious mission: to bring a contribution to the fight against the physical inactivity epidemic in Europe.

The project consists of three main activities:
- A transnational study on the state and status of physical activity policy and practice across Europe
- Five topical workshops on health, education, grassroots sport, cities and sport industry
- A European-wide communication and awareness-raising campaign

After completing a study of the state and status of policy and practices on physical activity at European level (a study carried out by ICSSPE), the PASS partners are looking to engage with experts, academics, opinion and good practices leaders in a series of Member States.

The PASS partners approach is cross-sectorial, meaning that the contribution of different sectors/policy areas is seen as instrumental in the fight against sedentarity. This “settings” approach echoes the following areas: health, education, grassroots sports, sport industry and economy, cities and municipalities.

The workshops address a specific thematic field and provide for exchanges of best practices, knowledge and experience among partners, partner’s networks, associated partners and guest organisations.

The project consortium is composed of the following organisations:
- Sport and Citizenship Think Tank (project leader)
- The International Council for Sport Science and Physical Education (ICSSPE)
- Federation of the European Sporting Goods Industries (FESI)
- The European Physical Education Association (EUPEA)
- The International Sport and Culture Association (ISCA)
- The Association for International Sport for All (TAFISA)
- The SPOLINT Institute

Every partner organization is responsible for hosting one workshop on each of the five settings identified: health, education, industry, cities and grassroots sports.
This document reports on the third workshop of the project on grassroots sports, which took the form of an international conference entitled “Moving Europe – Moving People”, co-organised by ISCA and Sport and Citizenship.
CONFERENCE MINUTES

Introduction to the workshop

This event is the third of a series of five, focusing on grassroots sports initiatives across Europe aimed at promoting physical activity.

The conference brought together several organisations involved in EU-funded project:
- The PASS project, led by Sport and Citizenship
- The Active Voice project, led by ISCA
- The Flash Move project, led by ISCA
- The Journey of Hope project, led by ISCA

Research shows that around 210 million European Union citizens are inactive. This situation imposes economic costs of more than 80 billion euros per year. Despite mounting evidence of the danger posed by this “physical inactivity time-bomb”, it appears that decision-makers in Europe are not aware of this situation.

Plenary debate – “Walking the talk”

Speakers:
- Mogens Kirkeby, President, ISCA
- Vincent Chaudel, Vice-President, Sport and Citizenship
- Andrea Backović Juričan, Slovenian National Institute of Public Health
- Randy Rzewnicki, Policy Officer, European Cyclists’ Federation

ISCA President, Mogens Kirkeby, opened the conference by emphasising the need to capitalise on the potential of cross-sector collaboration among those at the event.

“We cannot rely on a top-down solution to physical inactivity,” he said. “Civil society organisations need to play a more significant role in implementing the EU HEPA Guidelines.”

The debate, moderated by Jacob Schouenborg, Secretary General at ISCA, was aimed at addressing advocacy and political possibilities to make “moving” a reality, exploring cross-sector partnerships, reflecting on how to use existing data on HEPA to make change happen and finally identifying success factors in HEPA promotion policies.

The debate was centered on the 3 main asks below.
1. Do we know enough?

According to Vincent Chaudel, political action is needed now. The PASS project has contributed to simplify the conversation and it’s time to act. Many data are available already and they need to be better used. ECF supported this idea, while adding that we need action research.

On the contrary, Richard Bailey from ICSSPE defended the idea that we don’t really know enough. Especially on the total cost of physical activity, beyond the cost on physical health. In addition, educational achievements through physical activity are still underestimated and difficult to measure. Very little measurement actually exists about kids in Europe.

2. How to make the argument?

For ECF and Sport and Citizenship, the financial argument has to be put forward when it comes to decision-makers. Kids inactivity is costing us 20 billion euros. Mental illnesses cost 30 billion. As advocates of physical activity, we have to be aware of those numbers and use them.

Jurican pointed out the progress which has made to reduce inequities in health. We how have aggregated strategies, before HEPA was a standalone policy so this is the way to go. For businesses, they save money. For cities, people in transport departments need to hear about the benefits of cycling and physical activity for example. Keep looking but keep moving.

3. Cross sector partnerships? Which sectors are important? Which good ideas?

Main targets for those partnerships: transport, public health and environment mostly. Influencers, more as target than a sector, but peple who can be relays and change minds. Common causes.

Panel debate roundup available [here](#).
Session 1 –
Political action in the field of MOVING Europe MOVING People

The session addressed the following questions:

- What is our advocacy and political possibilities to make MOVING become more multi/more sectors interest?
- How to use existing data on inactivity and HEPA guidelines implementation? What are success factors for partnership?

The following experts were invited to participate:

- **How to use data on inactivity for the political action?** by Richard Bailey, ICSSPE, UK
- **What are the success factors for sport and medical sectors working together toward political action?** by Pauline Harper, EPODE, France
- **Sectoral Vision of MOVING Europe,** by Florence Mondin, Policy Officer, Sport Policy and Programme European Commission, Belgium

**Sectorial vision of MOVING Europe – Florence Mondin**

Clearly, sport is considered as the biggest civil society movement in the EU, with a clear economic impact and popular, social, educational, and cultural dimensions.

The promotion of participation in sport and physical activity therefore ranks high on the EU policy agenda.

The inclusion of Sport in the Lisbon Treaty in 2009, and the fact that sport is mentioned explicitly in title of a Commissioner of the European Commission are clear signs of the recognition that the domain has gained over the years.

But getting people to be more physically active does not seem to be an easy thing to achieve.
The recent second release of the Series on physical activity from the Lancet journal (one of the most recognised general medical journals) confirms again that physical activity is not improving worldwide, despite an increased number of countries having a national physical activity policy or plan.

In fact too often the initiatives that are put in place are media campaigns, which are useful, but clearly not enough to provide a sustainable solution to the problem. Physical activity should be fun and should be promoted as such. If we want to convince citizens to become more active, figures only are not likely to do the trick.

The initiatives that would have the most impact probably lies outside the health sector: education, urban planning, transport, and environment for example have a crucial role to play.

As an example, the availability of adequate infrastructures is needed (e.g. safe cycle lanes to go to work, local swimming facilities).

But such policies are harder to deliver. They need cross-government agreements and partnerships for action. They need substantial funding.

At EU level, there is funding available for such infrastructures, under the funding instruments of the Regional Policy (European Structural and Investment Funds).

2 important remarks that we need to keep in mind.

- Putting in place new policies is a process that can take time. And some time might be needed before they produce their effects.
- Have policies, programmes and schemes in place is of course important, but what matters at the end it to measure their impacts. These policies must be evaluated. This is something very important. Concretely, it is crucial to determine whether they have improved PA levels or not. And we don't measure PA every year most of the time. For example the Eurobarometer on Sport and PA is done every 5 years, the last one being in 2014.

Collecting data

Ultimately, the success of the promotion of HEPA largely depends on Member States’ capacity to implement effectively the Council Recommendation at national level across sectors, and to offer citizens a framework favouring an active lifestyle.

Collecting data allows identifying policy needs and gaps, and good practices that could be shared.

The European Commission published fact sheets on HEPA in the EU Member States.

The report provides an overview of the situation in the EU MS, according to a light monitoring framework based on 23 indicators that have been defined in the Council Recommendation.

The information for each MS was provided by a network of PA focal points. The network is fully operational since Oct 2014.

The data collected on policy developments represent a minimum baseline that is comparable across countries.
Main tools from the European Commission
- European Week of Sport
- Erasmus+ Sport and HEPA projects
- European Mobility Week
- Studies to strengthen evidence-base for policy making

How to use data for political action? – Richard Bailey

Healthy habits are acquired at young age

Physical inactivity (lack of physical activity) has been identified as the fourth leading risk factor for global mortality (6% of deaths globally). Moreover, physical inactivity is estimated to be the main cause for approximately 21–25% of breast and colon cancers, 27% of diabetes and approximately 30% of ischaemic heart disease burden.

Physical activity is an important foundation of health throughout life. Throughout childhood and adolescence, it helps develop basic motor skills. In addition to health benefits, physical activity has positive effects on mental health by reducing stress reactions, anxiety and depression, and by delaying the effects of Alzheimer’s disease.

There is a growing body of literature that indicates that physical activity is associated with improvements in brain function and cognition during childhood and throughout adulthood. Scientific literature has shown that physical activity and sport participation is closely associated with school results.

The recent Eurobarometer on Sport and Physical Activity (2014) and the recent Country Fact Sheets on Physical Activity released in September by the WHO in cooperation with the Commission show that too many people across Europe are not physically active enough. 59% of EU citizens reported to seldom or never exercise or play sport. The trend does not show any improvement. The problem starts at the younger age. Childhood obesity is becoming a growing problem of the twenty-first century.

The challenge now is about communicating evidence.
Pauline Harper – Success factors for collaboration between sport and medical sectors

The EPODE model is a unique strategy that brings together all sectors of the community – schools, family and public authorities – in an integrated approach to prevent childhood obesity at community level.

EPODE identified four critical factors, which now form the 4 pillars of the methodology:

1. A strong Political commitment at multiple levels: Gaining formal political commitment at central and local levels from the leaders of the key organisation(s), which influence national, federal or state policies as well as local policies, environments and childhood settings

2. A sound evidence-base and continuous evaluation Evidence: Using evidence from a wide variety of sources, to inform the delivery of EPODE and to evaluate process, impact and outcomes of the EPODE programme

3. Resources including Public Private Partnerships (PPP) schemes: Securing sufficient resources to fund central support services and evaluation, as well as contributions from local organisations to fund local implementation

4. Support services including social marketing expertise: Planning, coordinating, and providing the social marketing, communication and support services for community practitioners and leaders

Recent studies led by EPODE have shown that dramatic decrease in obesity and overweight happen when programmes involve the community, and not only the schools. The EPODE Programme in France between 2004 and 2008 validated those same results at a larger scale:

- Political and multi-stakeholder endorsement is essential,

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1 1992-2004: EPODE Pilot Study (FLVS)
- The direct cost of the programme is between 2 and 3 euros per year per inhabitant,
- It is funded and sustainable thanks to public private partnerships.

Political will and support is crucial. EPODE’s recommendations and asks:

1. We need their support
2. From the local to the national levels
3. At the local level they have the power to open doors, to champion the programme, to give human, in kind and financial resources, to motivate the population and change local policies and environment
4. At the national level, influence on policies and regulations
5. Don't forget the opposition, the active life of a politician is often short
6. Talk “politician”: welfare of voters, communication, ROI, re-election
7. Without their support there is no sustainability for the programme

Presentations can be downloaded from [here](#).
Session 2 – Implementation: walking the talk

Session 2 showcased good examples from different levels:

- **International:** Implementation of HEPA guidelines and its transfer to national level, by Rose-Marie Repond, EUPEA, Switzerland
- **National:** Public-private partnership (PPP) opportunities in sport, leisure and infrastructure, by Joze Jensterle, IASLIM, Slovenia
- **Local:** *Working together in developing campaigns*: City and Sport organization by Tony Llop, UBAE, Spain

**Implementation of HEPA guidelines and its transfer to national level**, Rose-Marie Repond, EUPEA

Timeline to remember:

- 2013 – Member States adopted Council Recommendation on HEPA across sectors
- 2015 – WHO European Region adapted the first Physical Activity Strategy for the WHO European Region (2016-2025)
- Recommended international guidelines for PA:
  - [WHO Global Recommendations on PA for Health](#)
  - [EU Physical Activity Guidelines](#)
  - [Factsheets on Health-Enhancing physical activity in the 26 European Union Member States of the WHO European Region](#)
  - [Expert Group on Health-enhancing physical education – Recommendations](#)

Factors that increase the success rate of HEPA strategies:

- Developing and communicating concrete goals, objectives and target groups;
- Identifying timeframe
- Allocating sufficient financial and human resources at all relevant levels
- Creating a policy environment with support from key actors across all relevant sectors and at all levels
- Increase the support and interest of the population or specific target groups through effective communication campaigns
- Monitoring and evaluating the implementation and outcomes of the policy in a robust and systematic way
- Planning concrete steps, timeframes and milestones for implementation
- Defining clear responsibilities for implementation
- Allocating sufficient financial and human resources at all relevant levels
- Creating a policy environment with support from key actors across all relevant sectors and at all levels
- Increase the support and interest of the population or specific target groups through effective communication campaigns
- Monitoring and evaluating the implementation and outcomes of the policy in a robust and systematic way

Baseline and ultimate objective according to RM Repond:

"Contributing to the development of close partnerships, joint objectives and communication campaigns with the municipalities and communities and the education, youth, health sectors among others, on combating sedentary lifestyles by promotion sport within and outside sport"

Public-private partnership opportunities in sport and leisure – Joze Jensterle

Funded by the European Commission, research conducted by Sport and Citizenship’s Physical Activity Serving Society (PASS) project has shown the fundamental importance of local authorities in promoting daily physical activity. This can be summarized in one sentence: active citizens in active cities. An ambitious goal that involves several competencies and several sectors.

The most obvious manifestation of PA opportunities is the creation and management of sports facilities at the local level. Public-Private Partnership (PPP) is an attractive option to engage in this and to provide private sector companies with profitable investment opportunities.

PPP is a form of financing by which a public authority uses private providers to finance and manage public-service equipment. Its implementation for the construction of sports facilities is widespread, especially with regards to stadiums for the Olympic Games. However, its existence
at the local level is more advantageous, both from the economic point of view and for the physical activity of citizens.

PPP has become one of the most widely adopted procurement strategies in both developed and developing countries. Each country has its own method for implementing a PPP, in relation to its culture, economy and justice system, and its political conditions. However, partners have a common understanding of PPP principles, procedures and structures. As well as an appreciation of the key subjects from the point of view of the public as of the private one.

The key motivators for PPP implementation are macroeconomic or budgetary, particularly in France, Germany, Slovenia and Austria. Another aim is to improve the efficiency of the implementation of public services, which is particularly evident in the United Kingdom, the Netherlands and Switzerland.

The PPP has a positive impact on the effectiveness of a project, resulting from an adequate allocation of risks and responsibilities between the public and private sectors. The former retains mainly sovereign tasks. The second is responsible for implementation.

A PPP can be implemented at three levels: national, regional and local. Long-term profits for projects at the regional and national levels are complicated or even impossible to achieve. For example, the Beijing National Stadium, built for the 2008 Olympic Games, required an investment of US $ 428 million. It does not generate enough annual income to offset its maintenance costs (US $ 11 million versus US $ 2 million). Similarly, with regard to the regional project of the Gaz Pragersko Shooting Center, which suffers from an annual deficit of EUR 50,000 (EUR 200,000 against EUR 150,000).

Projects at the local level, like the Fun Park of Soca, can realize a long-term profit, needing EUR 125,000 per year for its maintenance, but generating EUR 150,000 in revenue. This example is encouraging with regard to the promotion of Active Cities.

The realization of a long-term profit via a sports infrastructure is a motivating factor for the implementation of PPPs at the local level. All the more so considering the stability and the sharing of expertise that this type of partnership brings. Build attractive sports facilities while making a profit: an interesting strategy to combat physical inactivity.

Presentations can be downloaded from here.
Conclusion and way forward

One key question was addressed during the conclusion of this conference: are we close or far from succeeding in transmitting our message? Will it follow and keep on in the future?

Partners came together again for the conclusion and envisaged the following next steps as a common follow-up:

- Planning and creating a roadmap towards concrete steps and strategies.
- Social media campaign that we would launch at the same time?
- One simple message for everyone? Cf. Les Glorieuses campaign in France?
- A coalition with sport organisations and the sport movement?
- 100 MVPs for advocating physical activity – coalition of the willing?
LIST OF PARTICIPANTS

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Expert Group on HEPA, WHO Europe
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Elina BALTATZI | Belgium | European Cyclists' Federation
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FUNDERS AND CO-FUNDEES

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