PASS Workshop
19-20 April 2017
Frankfurt, Germany

BUILDING THE ACTIVE CITIES OF TOMORROW

Organised by TAFISA

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PROJECT Partners
TENTATIVE PROGRAMME

Wednesday, 19th April

13:00  Welcome Lunch

14:00  Welcome and Introduction to the Workshop
       Wolfgang Baumann, Secretary General, TAFISA
       Vincent Chaudel, Vice President, Sport and Citizenship

14:15  Round Table: Introduction of Participants

14:30  Presentation of the PASS Project
       Maxime Leblanc, Head of European Affairs, Sport and Citizenship

14:45  PASS Scientific Review Results
       Richard Bailey, International Council of Sport Science and Physical Education

15:15  Take Back Your Streets... Take Back Your Future!
       The Significance of the City Setting, Public and Open Spaces
       Wolfgang Baumann, Secretary General, TAFISA

15:45  Break

16:00  Sport and Active Societies – Promoting Physical Activity through Cities and the Olympic Movement (title tbc)
       Philippe Furrer, Head of YOG Engagement, Learn & Share, Olympic Games Department, IOC

16:30  What is an Active City? The Liverpool Example
       John Marsden, Head of Public Health, Liverpool City Council

17:00  The Global Active City Development (GACD) Project
       Steve Marsden, Secretary General, Evaleo

17:30  Why Becoming an Active City? Round Table / Interview Session with the GACD Pilot Cities.
       City of Buenos Aires (Argentina), City of Lillehammer (Norway), City of Lausanne (Switzerland), City of Ljubljana (Slovenia), City of Tampere (Finland).

18:30  Reception, followed by dinner
       Hosted by Prof. Heinz Zielinski, Vice President of the Landessportbund Hessen (LSBH)
       Presentation of LSBH’s “Respekt” Campaign
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Thursday, 20th April

09:00  Welcome

09:15  Urban Development and Sports - the German perspective
       Andreas Klages, Manager for Sport Development, Sport for All and Sustainability, DOSB

09:45  Sport, Health & Fitness in the 21st Century Active Cities
       John Nauright, Professor, University of Northern Texas

10:15  The French “Active and Sportive City” Label
       Virgile Caillat, Secretary General, Union Sport & Cycle

10:45  Break

11:00  The Dutch Physical Activity Friendly Environment Indicator
       Jeroen Hoyng, Senior Consultant, Knowledge Centre Sport Netherlands

11:30  Round Table: What Physical Activity Means to Cities: Challenges & Opportunities
       City of Jundiai (Brazil), District of Gangdong-gu, Seoul (Korea), City of Hamburg (Germany),
       City of Bonn (Germany), City of Santa Maria (Cape Verde), City of Ashkelon (Israel), City of La
       Havana (Cuba), City of Gaborone (Botswana), City of Glyfada/Athens (Greece)

12:30  Lunch

13:30  Interactive Session: Developing a Targeted Advocacy Strategy for Cities (1)
       Participants split into 4 working groups, each composed of a mix of stakeholders and participating cities
       • Group 1 – Physical Activity versus Sport – How to Explain What is an Active City?
       • Group 2 – Finding the Right Words & Arguments: How to Successfully Advocate Engagement in Active
         City Strategies
       • Group 3 – One Step at a Time: Quick Wins To turn Cities’ Interest into Long-Term Commitment
       • Group 4 – Aiming at the Right People and Opportunities: How to Reach Out to Cities?

14:15  Interactive Session: Developing a Targeted Advocacy Strategy for Cities (1)
       Working Groups Report on their Works

15:00  Break

15:15  PASS Project Conclusions and Communications – Plans until December 2017

17:00  End of Day
ABOUT PROJECT PASS – PHYSICAL ACTIVITY SERVING SOCIETY

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.

INTRODUCTION

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.

Physical activity is important for people of all ages. So, it is concerning that available evidence suggests that activity levels, worldwide, 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 has to be taken into account seriously.

**THE RELEVANCE OF THE CITY SETTING**

Local governmental agencies are currently underutilised. 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.