INTERNATIONAL
OLYMPIC
COMMITTEE

14th WORLD CONFERENCE ON SPORT FOR ALL

BEIJING, 20-23 SEPTEMBER 2011



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14th WORLD CONFERENCE ON SPORT FOR ALL

BEIJING, 20-23 SEPTEMBER 2011

IN COLLABORATION WITH

sportaccord
INTERNATIONAL SPORTS FEDERATIONS
UNITE & SUPPORT

HOSTED BY

ORGANISED BY

Beijing BODA

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Acknowledgements

On behalf of the IOC, the Sports Department wishes to acknowledge the contribution of the rapporteur team comprised of Leon Sher (Head Rapporteur), from the International Academy of Sports Science and Technology (AISTS) in Lausanne, and Du Yi, Li Bingjie, Liu Qiuji, Lu Ting and Pan Kaili, from the Beijing Multilingual Service Centre of the Beijing Foreign Studies University.

1. FOREWORDS

1.1. Message from the President of the International Olympic Committee, Dr Jacques Rogge



The IOC World Conference on Sport for All, under the leadership of the IOC Sport for All Commission, is an opportune moment to shine a light on all the excellent work being undertaken around the world to encourage people – irrespective of age, gender or ability – to lead healthy, active lifestyles and to enjoy all the benefits that come with this.

The 14th IOC World Conference on Sport for All in Beijing brought together 527 participants from all corners of the world and, thanks to the strong presence of the international media, our initiatives were disseminated to our largest audience yet.

The IOC is committed to getting that message across to even more people, and fully supports the initiatives outlined in the call to action that was unanimously approved at the Conference.

Our measures to promote sport and physical activity require a concerted effort by a number of different parties, including governments, International Sports Federations, National Olympic Committees and non-governmental and sports organisations. We made great strides in Beijing with respect to reaching out and strengthening our collaboration, and I look forward to seeing how all the new partnerships and inroads made at the Conference will bear fruit in the future.

I would like to thank the Chinese Olympic Committee and Beijing Municipal Government for hosting this important Conference and for showing such passion and commitment to the Sport for All ideals. My appreciation also extends to SportAccord and the IOC's Sport for All Commission, in particular Chairman Sam Ramsamy, for their great work. Finally, thank you to the Beijing Olympic City Development Association for their outstanding organisation of the Conference and their contributions and continued efforts to generate lasting legacies in Beijing following the 2008 Olympic Games.

1.2. Message from the Chairman of Beijing Olympic City Development Association, Mr Liu Qi



The International Olympic Committee's World Conference on Sport for All is an important platform to promote the Olympic spirit, spread the Sport for All concept and exchange relevant experiences. The Conference has greatly promoted Sport for All projects globally and is gaining international influence.

In September 2011, the 14th World Conference on Sport for All was held in Beijing, China. Featuring rich content, creative events, remarkable speeches and in-depth discussions, this Conference was highly productive and ended with a "Call to Action" to ensure its long-lasting influence. As the organisers, we were very pleased with the success of the event.

After this Conference, collecting and implementing its outcomes becomes an important task. We are pleased to see that the IOC has elaborately compiled the "Proceedings of the 14th World Conference on Sport for All", a detailed record of the Conference contents, including the plenary sessions, parallel sessions, workshops and panel discussions, as well as other important exchanges and communication activities. These precious records will contribute to the sustainable development of the Conference itself.

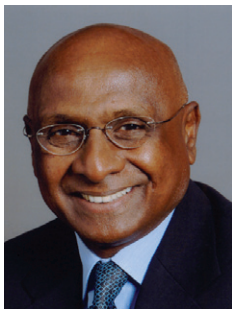
The success of the 14th World Conference on Sport for All has greatly promoted Sport for All programmes in Beijing. The public sport service system has further improved, and the fitness awareness of residents has increased. The city has been seeing more forms of physical activity and the active development of Sport for All.

During the post-Olympic period, Beijing has implemented a strategy of "Humanistic Beijing, Hi-tech Beijing, Green Beijing", and has embraced the city spirit of "Patriotism, Innovation, Inclusiveness, Virtue" with a focus on "opening up and reform" to promote comprehensive economic and social development. We will further strengthen international cooperation, promote the development and prosperity of sport, education, culture, science and other sectors, and therefore move forward with the goal of building a World City with Chinese characteristics.

We will continue to carry forward the Olympic spirit, popularise and develop the Olympic Movement, strive to build a healthy and livable city, and serve the comprehensive development of mankind.

Together, our efforts are helping to create a better life for our people and make a greater contribution to the development of society.

1.3. Message from the IOC Executive Board Member and Chairman of the IOC Sport for All Commission, Mr Sam Ramsamy



The 14th IOC World Conference on Sport for All in Beijing was, on a number of levels, a great success.

Our aim is to support efforts that promote regular physical activity in all its manifestations among all members of society, and in September 2011 we heard about many excellent initiatives that are happening around the globe.

The distinguished panel of guest speakers seemed to revel in the revamped format of the Conference, which was designed to encourage greater participation and collaboration among the 527 participants. The discussions were interactive and organic, and challenged panellists and attendees alike to look at their projects from many interesting angles.

In my opinion, this enabled all the participants to better conceptualise how they could incorporate similar methods into their own communities.

The Conference also issued an important call to action that draws attention to key areas that our Sport for All Commission identified as being crucial to increasing participation in sport and physical activity. These include the importance of cooperation and building partnerships; using and transforming tools and knowledge; reaching out using role models and social media; making sporting facilities and public spaces more accessible, and the development and implementation of Sport for All programmes and projects.

We all know the benefits of healthy lifestyles and regular exercise. It is our duty to make sure that everyone else does as well, and to deliver our message in interesting, entertaining ways that really encourage people to get active. I am pleased that all the people who attended the World Conference on Sport for All in Beijing are working so hard to do exactly that.

In closing, I would like to thank the speakers and delegates for their active participation and contribution to the success of the Conference and everyone responsible for staging this fruitful event: the Chinese Olympic Committee, Beijing Municipal Government and the Beijing Olympic City Development Association, the coordinating committee and the programme committee members.

2. PROGRAMME OF THE CONFERENCE

21 September 2011

WORKSHOP 1
Implementation of the global recommendations on physical activity for health – intersectoral cooperation

Moderator
Timothy Armstrong, World Health Organization

Physical activity on prescription as a means to reach new target groups
Walter Brehm, German Olympic Sports Confederation, Germany

Walk – The path for health and co-existence
Edna Buckshtein, Israel Sport for All Association, Israel

International Olympic Committee consensus statement on the health and fitness of young people through physical activity and sport
Patrick Schamasch, International Olympic Committee

Implementation of the global recommendations on physical activity for health – intersectoral cooperation
Timothy Armstrong, World Health Organization

WORKSHOP 2
Programmes and development: youth and social development

Moderator
Clement Chileshe, Olympic Youth Development Centre, Zambia

Sports for Hope Programme
Thierry Sprunger, International Olympic Committee

An innovative approach to using sport to increase school engagement and reduce youth violence
Scott Myers, World Sport Chicago, United States of America

Effective programme changes behind Utah's growth in youth and community uses of Olympic facilities
Colin Hilton, Utah Athletic Foundation, United States of America

21 September 2011

WORKSHOP 3
Programmes and development: engaging the target audience

Moderator
Wolfgang Baumann, Member of the IOC Sport for All Commission, Germany

Walking, worldwide, in Olympic perspective
Emile Termont, Royal Dutch Walking Association, Netherlands

Living the legacy of the Youth Olympic Games: enhancing in-school and out-of-school opportunities for sports participation
Zaid Ismail, Singapore Sports Council, Singapore

Social media Olympics – Getting people active!
Alex Huot, International Olympic Committee

Laying foundations and developing leaders in Sport for All
Wolfgang Baumann, The Association For International Sport for All (TAFISA), Germany

Sport for All in Nanjing
Shu Jianping, Vice Secretary General of the Nanjing Youth Olympic Games Organising Committee 2014 (NYOGOC) and Director of Nanjing Sports Bureau, People's Republic of China

WORKSHOP 4
Initiatives of sports federations

Moderator
Antony Scanlon, International Golf Federation, Switzerland

Schools badminton project
Ian Wright, Badminton World Federation, Malaysia

Sport for All activities for new target groups
Joerg Brokamp, International Shooting Sport Federation (ISSF), Germany

Playing (for) hard to get: How to attract 45+ men (back) to the football pitch
Peet Mercus, Royal Netherlands Football Federation, Netherlands

The IF's role as a Sport for All knowledge management resource centre
Antony Scanlon, International Golf Federation, Switzerland

21 September 2011

PLENARY SESSION 1
Follow-up of the 2010 Conference

Moderator
Phillip Walter Coles, AM, IOC Member, Australia

Physical activity guidelines to prevent childhood obesity
Juan Antonio Samaranch Jr, IOC Member, Spain

The International Ski Federation (FIS) campaign "Bring Children to the Snow"
Sarah Lewis, Secretary General of the International Ski Federation, Switzerland

Follow-up starts on site
*Marije Dippel, Director of International Affairs, Nederlands Olympisch Comité*Nederlandse Sport Federatie (NOC*NSF), Netherlands*

CASE STUDIES
A presentation of Sport for All programmes implemented in the field

Moderator
Nick Keller, Beyond Sport, Great Britain

Psycho-physical rehabilitation and social integration of mine victims and families of mine victims through water sports
Abdulah Vrselj, Eco Sports Group (ESG), Bosnia and Herzegovina

National hundred-city and thousand-village health qigong demonstration and exchange series
Huang Ling Hai, Chinese Health Qigong Association, People's Republic of China

Ethiopia – Sport builds bridges
Lilyana Ahmed Bechu and Thierry Graf, Sport – The Bridge, Ethiopia and Switzerland

OPENING CEREMONY

22 September 2011

PLENARY SESSION 2
Programmes and policies

Moderator
Julio César Maglione, IOC Member, Uruguay

Fully utilizing Olympic legacies to promote the development of Sport for All in Beijing
Liu Jingmin, Deputy Mayor of Beijing, Executive Vice-Chairman of the Beijing Olympic City Development Association (BODA), People's Republic of China

Long-term planning policy for sports facility development
Rita Subowo, IOC Member, President of the Indonesia National Olympic Committee (KOI), Indonesia

Aquatics: Sport for All, Sport for Life
Cornel Marculescu, Executive Director, International Swimming Federation (FINA), Switzerland

PARALLEL SESSION 1

Moderator
Kai Holm, Member of the IOC Sport for All Commission, Denmark

Pan American efforts to prevent obesity: the Aruba call for action on obesity – throughout life... at all ages
Richard Visser, Minister of Public Health and Sport, Aruba

The exercise guideline and effect assessment key technology for Chinese
Chi Jian, Beijing Sport University, People's Republic of China

Keeping score: Towards a "Sport for All" impact assessment tool
Kevin Young, University of Calgary, Canada

Sport for All as a medium for health promotion in Malaysia
Abdul Wahab Kosai, Malaysian Health Promotion Board, Malaysia

PARALLEL SESSION 2

Moderator
Tamás Ajan, IOC Honorary Member, Hungary

The practice of building a public sports service system in Jiangsu Province
Yin Baolin, Sport Bureau of Jiangsu Province, People's Republic of China

Mini-basketball: a team sport for all
Maurizio Mondoni, Università Cattolica del Sacro Cuore di Milano, Italy

22 September 2011

Goal – Empowering women and girls in India through netball
Urvasi Naidoo, International Federation of Netball Associations, Great Britain

Corporate-NGO partnerships for sport, gender and development: Building entrepreneurship and economic empowerment through sport
Lyndsay Hayhurst, University of Ottawa, Canada

PLENARY SESSION 3
Development and promotion

Moderator
HRH Crown Prince Frederik of Denmark, IOC Member, Denmark

3 x 3 basketball – Opening the sport up to all and more...
Patrick Baumann, IOC Member, Secretary General of the International Basketball Federation (FIBA), Switzerland

Development and promotion of mass sports in Beijing
Li Lili, Deputy Director General of the Beijing Municipal Bureau of Sport, People's Republic of China

International Inspiration: the London 2012 Sport for All legacy programme
Keith Mills, Deputy Chairman of the London Organising Committee of the Olympic Games and Paralympic Games Ltd (LOCOG), Chairman of the International Inspiration Foundation, Great Britain

PANEL DISCUSSION
Cooperation in the global Sport for All Community

Moderator
Margaret Sikkens-Ahlquist, Member of the IOC Sport for All Commission, Sweden

A guide to an active and healthy city
Shlomit Nir Toor, Member of the IOC Sport for All Commission, Israel

Cooperation in the global Sport for All community – The Kenyan experience
Paul Tergat, Paul Tergat Foundation, Kenya

Mass sport in globalisation: complementation and integration of Eastern and Western mass sports
Ren Hai, Professor of Beijing Sport University (BSU), People's Republic of China

From Agita Sao Paulo to Agita Mundo: the role of a successful partnership in promoting physical activity
Victor Matsudo, Scientific Director, Centre of Studies of the Physical Fitness Research Laboratory (CELAFISCS), Brazil

23 September 2011

PLENARY SESSION 4
Health and social benefits

Moderator
Syed Shahid Ali, IOC Member, Pakistan

Health legacy of the Olympic Games
Arne Ljungqvist, IOC Member, Chairman of the IOC Medical Commission, Sweden

Effect of Sport for All activities on facilitating social harmony and development
Tian Ye, Director of China Institute of Sport Science (CISS), General Administration of Sport of China, People's Republic of China

Physical activity and health benefits
Timothy Armstrong, Coordinator of Surveillance and Population-based Prevention Unit, Department of Chronic Diseases and Health Promotion, World Health Organization

PARALLEL SESSION 3

Moderator
Ung Chang, IOC Member, Democratic People's Republic of Korea

Living the legacy of the Youth Olympic Games: Catching them young with fundamental movement skills for preschool children
Eline Chua, Singapore Sports Council, Singapore

The story of International Inspiration: How the London 2012 international sport development legacy programme was conceived, developed and implemented
Debbie Lye, UK Sport, Great Britain

Comment on the founding and execution of China's national physical fitness surveillance system
Jiang Chongmin, Sport for All Centre, China Institute of Sport Science (CISS), General Administration of Sport of China, People's Republic of China

The Active After-School Communities programme
Tim Baker, Australian Sports Commission, Australia

23 September 2011

PARALLEL SESSION 4

Moderator
Paavo V. Komi, Member of the IOC Sport for All Commission, Finland

Sport for All development projects in Denmark
Morten Mølholm Hansen, National Olympic Committee and Sports Confederation of Denmark, Denmark

Development of Sport for All in France: an example of a sport and health event for the general public
Françoise Sauvageot, National Olympic Committee of France (CNOSF), France

Physical activity and health: strategy in Algeria
Rachid Hanifi, Algerian Olympic Committee, Algeria

Cardiovascular risk assessment in the GXT for 40-49 year-old people with different levels of physical activity
Xie Minhao, Sports Science College, Beijing Sport University (BSU), People's Republic of China

PLENARY SESSION 5
Panel discussion: Future directions

Moderator
Gilbert Felli, IOC Olympic Games Executive Director

Participants

Timothy Armstrong
Coordinator of Surveillance and Population-based Prevention Unit, Department of Chronic Diseases and Health Promotion, World Health Organization

Thomas Bach
IOC Vice-President, Germany

Stuart Biddle
Professor of Exercise and Sport Psychology, Loughborough University, Great Britain

Wilfried Lemke
Special Adviser to the United Nations Secretary-General on Sport for Development and Peace

Liu Guoyong
Deputy Director of Sport for All Department, General Administration of Sports of China, People's Republic of China

Hein Verbruggen
President of SportAccord, IOC Honorary Member, Switzerland

CLOSING CEREMONY

3. SUMMARIES

3.1. WORKSHOP 1
Implementation of the global recommendations on physical activity for health – intersectoral cooperation

The focus of the session was on how to effectively increase the participation of people in physical activity through greater cooperation between sectors and organisations. In addition, the session focused on the connection between physical activity and health, and in particular the consequences of insufficient physical activity on one's health. The work of the World Health Organization (WHO) and the International Olympic Committee (IOC) in this area provided a context for the discussion.

Physical activity on prescription as a means to reach new target groups
Walter Brehm, German Olympic Sports Confederation, Germany

Awareness must be raised of the huge risks of physical inactivity among the world's adult population, and there is an urgent need to motivate more people to participate in regular physical activity.

A system of intervention has been implemented in Germany including the "Physical Activity Prescription" – a system of physician-based counselling in which physicians identify "less active" individuals through screening and provide fixed goals and plans for activity.

In addition to this system, the Quality Seal "Sport for Health" has been implemented, a label for sports clubs awarded by the German Sports Confederation, for clubs that offer health-exercise programmes, have approved instructors and facilitate health check-ups. Aside from promoting better health, this seal has become an effective marketing tool for sports clubs and federations.

Walk – The path for health and co-existence
Edna Buckshtein, Israel Sport for All Association, Israel

Walking is the most common physical activity in Israel, and to further encourage participation in this activity, the Israeli Sport for All Association has a part in the programme in conjunction with several public and private organisations.

The benefits of walking are well-known, and in addition to the implications for physical health, there are also social benefits, including the development of better relations between communities and an enhanced appreciation for the surrounding environment.

International Olympic Committee consensus statement on the health and fitness of young people through physical activity and sport
Patrick Schamasch, International Olympic Committee

The insufficient physical activity undertaken by many of our younger generations, and the consequent implications for health and well-being, have been identified by the IOC as an area of concern. The increasing number of health problems evident in society can often be connected to a lack of participation in physical activity.

The IOC has called for the cooperation of various parties and organisations and has proposed a set of recommendations to address the issue.

Implementation of the global recommendations on physical activity for health – intersectoral cooperation

Timothy Armstrong, World Health Organization

The 57th and 61st World Health Assembly Resolutions both identify the importance of national strategies to increase physical activity levels and the promotion of physical activity through school-based interventions and the provision of suitable infrastructure.

Global recommendations are required to introduce standards of physical activity that should be promoted around the world. These recommendations will provide detailed information for people of all ages to follow in participating in physical activity.

There is a clear need for multilateral cooperation in the promotion of physical activity – for example by governments, NGOs and other private international partners.

KEY OUTCOMES

- People often consider physical activity difficult to integrate into their lives, but walking is an excellent option and also serves as a means to bring communities together. Walking is an activity which can bring cultural as well as health benefits.
- Sports clubs can also be used as a conduit to promote sports participation by sedentary adults, not just for competitive sportspeople.
- Doctors can be used to promote physical activity and should be integrated into community programmes.
- The prevention of disease should be the focus, rather than treatment. Physical inactivity could also be considered a disease that needs to be cured, and thus programmes should focus on preventing this disease rather than curing it.
- International organisations, like the IOC and WHO, have the opportunity to raise public awareness of the importance of physical activity, and should work together to deliver the message. For example, Olympic Day serves to promote physical activity across the world. These organisations are expanding their coordination in the field of Sport for All.
- The key to promoting participation in sport is to develop close ties between individuals and sport itself, for example through sports clubs where relationships and communities can be built.
- Mass participation by the population in physical activity is a huge challenge that must be faced and overcome.

3.2. WORKSHOP 2
Programmes and development: youth and social development

The focus of the session was on how participation in sport can be used as an effective tool to contribute to social development, and in particular the values and integration of young people. The discussions revolved around how sport can be used to enhance the process of social development and what programmes can be implemented to facilitate this process.

Sport for Hope Programme
Thierry Sprunger, International Olympic Committee

The Sport for Hope Programme was developed by the IOC in 2007 in conjunction with the strategy for the first Youth Olympic Games. The aim was to move young people onto the playing fields for reasons associated with education and health.

The pilot Sport for Hope Programme was undertaken in Zambia with the participation of the IOC, various International Federations and other companies.

The Olympic Youth Development Centre opened in Zambia a year ago as a multi-purpose venue to facilitate participation in sport and help teach young people sporting values that would hopefully impact their everyday lives. For example, taekwondo was a popular sport based on the perceived edge it would provide participants in gang fights; however it ended up teaching participants the values of discipline and respect and resulted in more peaceful communities.

The plan is to expand the centre in future, with a new one to be completed in Haiti by the end of 2014. The ultimate goal is to establish 10 centres in the near future.

An innovative approach to using sport to increase school engagement and reduce youth violence
Scott Myers, World Sport Chicago, United States of America

Research was undertaken as to the activities and social conditions of urban adolescents in poor areas. The results of the research demonstrated that schools had low rates of class attendance and graduation in these areas. To address the challenge of the academic engagement of youth, World Sport Chicago along with Youth Guidance, developed a programme of development known as “Becoming a Man”.

The Becoming a Man – Sports Edition programme is focused on the disengaged and disenfranchised members of society. It aims to re-engage students with their schools and to help young people to regulate their own communities. The programme pairs a 27-week Cognitive Behaviour Therapy plan along with a multi-sport after-school programme. A number of important values are consistently stressed to participants, including integrity, perseverance and accountability.

The implementation of the programme was carefully monitored and the results showed that “graduates” had a higher attendance rate in schools, the rate of violent crime in their communities dropped, and their system of values was reinforced following their participation in organised sporting activities. The students engaged in the programme were also exposed to non-traditional sports in the US, such as archery, wrestling, taekwondo, etc.

The Becoming a Man programme is still in the preliminary stages and is expected to expand in the next three years. It holds significant implications for policy-makers, and its success highlights the importance of non-academic skills and the strengthening of social values.

Effective programme changes behind Utah's growth in youth and community uses of Olympic facilities

Colin Hilton, Utah Athletic Foundation, United States of America

Following the hosting of the Salt Lake City 2002 Olympic Winter Games, Utah embarked on a programme to expand the usage of the Olympic facilities and develop the legacy of the Games.

A strategic decision was made to engage a larger percentage of the population in sport, particularly young people. The initial purpose of the facilities was to enable competition, but the focus was changed as part of a new programme to encourage participation and community enjoyment.

The programme has had positive results, and the feedback received has been that the availability and use of the facilities has given people enjoyment and helped engage communities in sporting activities.

The aim of the programme is to build life skills for participants and teach them the values of the Olympic Movement. The City of Utah is, and will continue to be, actively engaged in using the legacy of hosting the Games for the benefit of its citizens.

KEY OUTCOMES

- The Sport for Hope Programme in Zambia is an interesting model for development which highlights the social changes that can be inspired by greater participation in sport.
- Engaging all sectors of society is very important to ensure that programmes which encourage sports participation will be effective, for example communities, schools, federations, etc.
- The promotion of sport should be conducted at two levels – high-performance competition and grassroots participation.
- The use of sports facilities, particularly those built for the Olympic Games, should be shared between elite competitors and grassroots participants.
- The promotion of combat sports, such as martial arts, need not have a negative impact in that they teach people to fight, if the right cultural values are instilled as part of the training, such as peace, respect, etc. The promotion of sport should be linked to the reinforcement of certain values.
- Participation in sporting activities, particularly by young people, can lead to benefits for the whole community through social change and development.

3.3. WORKSHOP 3
Programmes and development: engaging the target audience

The focus of the session was on how engage people in the Sport for All movement, in particular young people. The presentations addressed the value of the Youth Olympic Games and the importance of social media in inspiring young people to participate in sport. The session also revolved around the role of education and how the development of well-trained leaders is an important part of successful Sport for All programmes.

Walking, worldwide, in Olympic perspective

Emile Termont, Royal Dutch Walking Association, Netherlands

To address the challenge of bringing sport to all and using sports events for a social purpose rather than a competitive one, the Walk Challenge China 2008 was implemented.

Walking is a sport that is accessible to many people. It is not expensive and it can improve health.

The Walk Challenge China 2008 was a great success, and a similar programme will be launched for the next Paralympic Games in London in 2012, and following that in Brazil in 2016.

The Walk Challenge is not only for Olympic cities, but is a programme applicable in all places, for example there was a Walk Challenge Israel in 2010. These Walk Challenges encourage participation and enthusiasm for sport.

Living the legacy of the Youth Olympic Games: enhancing in-school and out-of-school opportunities for sports participation

Zaid Ismail, Singapore Sports Council, Singapore

One of the goals of hosting the Youth Olympic Games was to motivate Singaporean children to learn sports skills and to grow up playing sports.

The Sports Education Programme was introduced to provide opportunities for young people to participate in sport in schools. The programme encourages participation and is designed to build character and improve self-esteem. This type of involvement can also lead to a boost for the sports industry and discovery of new talent. It is very important to control the quality of the programme to ensure that it is implemented correctly.

The Satellite Centres for Sports Development were created to provide opportunities for young people to use the sports facilities of schools during out-of-school hours (for example weekends and evenings). This ensures that the participants are engaged in sport in a safe and controlled environment.

The long-term development of these centres is based on collaboration between commercial partners and volunteers. The feedback from teachers and parents has been positive, and the long-term success of the project is dependent on ensuring that the courses delivered are of a high quality.

The ultimate goal is to provide opportunities for young people to engage in sport and in turn make the sports industry more vibrant.

Social media Olympics – Getting people active!

Alex Huot, International Olympic Committee

The social media platform is an effective way to connect and communicate with people. By using platforms such as Facebook, Twitter, Weibo and YouTube, people can be engaged from different parts of the world and in different languages.

Social media have been effective in engaging Olympic fans and bridging the cross-cultural gap (especially between young people) and have served to "level the playing field".

Social media can also be used to engage fans outside the sports event itself, for example the Olympic Games. In the case of the IOC, a series of contests were launched on major social media platforms asking people to share videos and photos of themselves participating in sport on Olympic Day (June 23). By using a reward to encourage sharing (for example a trip to London or the Olympic Museum in Lausanne), people were in turn encouraged to go out and be physically active.

It is not only the IOC making use of social media as a tool for communication, but also various National Olympic Committees, which can be seen on the map on the home page of olympic.org.

Laying foundations and developing leaders in Sport for All

Wolfgang Baumann, The Association For International Sport for All (TAFISA), Germany

There is still much work required to achieve the goal of "Sports for All", and to conduct this work professional people working as volunteers are required. Many grassroots supporters of the concept do not have the opportunity to attend international conferences, but rather contribute directly in their own neighbourhood.

Two years ago, TAFISA, in cooperation with the IOC, developed its Certified Leadership Course in Sport for All (CLC) to address the need for qualified and educated people capable of implementing Sport for All programmes at a national level. Certification is offered for those who may not have had a chance to go to university or who may not have any particular sporting knowledge.

In many cases, participants in the programme have in turn created such courses in their own countries.

Both women and men have participated in the course and provided positive feedback.

In the future, TAFISA hopes to develop a six-month online management course in Sport for All with the support of the IOC, and in addition to provide long-distance options for course-work. The key issue here is to ensure that there are sufficiently well trained sports leaders to teach others the importance of Sport for All.

Sport for All in Nanjing

Shu Jianping, Vice Secretary General of the Nanjing Youth Olympic Games Organising Committee 2014 (NYOGOC) and Director of Nanjing Sports Bureau, People's Republic of China

The 2nd Summer Youth Olympic Games will be held in Nanjing, China, in 2014, and will also be used to encourage mass participation in sport in Nanjing as well as in China.

Sport constitutes a significant part of people's lives. All types of institutions play an important role in promoting Sport for All, for example individuals, families, schools, medical institutions and communities.

Sports education for young people can also influence families in that they can encourage their parents to participate in sport as well. Widespread participation in sport can contribute to social interaction and development.

A number of measures have been taken in Nanjing to promote Sport for All, including the construction of new facilities, free consulting services by organised sports clubs, and the provision of various mechanisms to share resources and ensure that sports participation becomes part of people's social life. The City of Nanjing recognises the importance of physical education in schools and has sought to improve facilities and rules to facilitate participation and take into consideration the needs of different age groups and local cultures (for example through the development of folk sports activities).

The Youth Olympic Games will serve to promote the importance of Sport for All and hopefully make sport a greater part of people's lives.

KEY OUTCOMES

- In promoting Sport for All, cross-sector cooperation is important, for example in the area of social media.
- Social media are an important tool to reach out to young people. Whilst there are elements of risk associated with promoting social media (in that this could encourage sedentary behaviour), they should also be viewed as a tool to develop relationships. Only with an understanding of the technology can it be put to use to promote Sport for All and serve as a connector between fans, athletes and participants.
- The Youth Olympic Games are an excellent opportunity to promote Sport for All, and the Games should be planned with a view to ensuring that a positive legacy is left for local communities. This can be achieved by making the Olympic facilities available to the public after the Games.
- Walking can also be viewed as a form of "social media" and an outlet to promote Sport for All.
- After major events, for example the Olympic Games, it is very important to maintain the level of interest in sport. Actions should be taken tailored to different communities and undertaken through schools and local authorities.
- There is an increasing need for qualified volunteers on the national and local level to facilitate the promotion and development of Sport for All programmes, resulting in a demand for special education schemes for volunteers.

3.4. WORKSHOP 4
Initiatives of sports federations

This session was devoted to the initiatives of sports federations in promoting Sport for All and the role they can play in advancing the movement. The focus of discussions was on how federations can tailor programmes and develop their sports to increase participation, and how specific demographic groups can be targeted. The importance of knowledge-sharing was emphasised, and in particular the role International Federations can play in facilitating this.

Schools badminton project
Ian Wright, Badminton World Federation, Malaysia

The Badminton World Federation (BWF) implemented a project in 2009 aiming to equip teachers with fundamental badminton skills and knowledge about the sport so as to be able to teach badminton and provide children with a fun and meaningful sport experience.

The BWF supports the teachers delivering the badminton experience by providing sports-specific knowledge, through the medium of online video clips of exercises and techniques and the provision of textbooks.

This programme has been implemented in a number of European, American and North African locations. For example, in Morocco rackets were distributed to children with the aim of increasing engagement in sport.

Sport for All activities for new target groups
Joerg Brokamp, International Shooting Sport Federation (ISSF), Germany

The ISSF is composed of 160 national member federations. The core focus of the ISSF is the management of Olympic shooting and the promotion of the sport as a Sport for All.

In promoting shooting as a Sport for All, the ISSF has focused on two types of events. The first is “run and shoot”, which combines the traditional elements of shooting (concentration and precision) with the new component of running, which focuses on endurance and strength. The ISSF is developing a plan to introduce “run and shoot” at major international competitions and encourage participation. The second event is “rest air rifle”, which is a new discipline focused on an older age group. Research has shown that shooting, which combines tension, relaxation and concentration, is a suitable sport for older people and has a positive contribution to their health.

These programmes are intended to focus on different demographics and attract people of all ages to participate in sport, and in particular shooting.

Playing (for) hard to get: How to attract 45+ men (back) to the football pitch
Peet Mercus, Royal Netherlands Football Federation, Netherlands

The Royal Netherlands Football Federation (RNFF) has developed a 7-a-side football programme, which was introduced in 2008 and is designed to attract middle-aged Dutch men (i.e. 45+) back to the football field.

The first step was to research what the target group wanted, which was to play sport recreationally and benefit from the social aspects of playing football. The major barrier to participation was fear of injuries and the prospect of playing against younger people.

The 7-a-side football programme is designed to offer alternatives to local football clubs, for example through “drop in” football practices, medical checks and age-specific tournaments.

The programme has been a success. Adapting the game to the physical capacities of the target group (shorter games, no off-side, frequent substitutions) has enabled older people to enjoy participating. Special training sessions, along with specific fitness tests and facilities for getting into shape, have been offered to make the experience more enjoyable for older people.

The Dutch National Football Federation has also been a supporter and played a key role in the successful implementation of the project.

The IF’s role as a Sport for All knowledge management resource centre

Antony Scanlon, International Golf Federation, Switzerland

Many national sports federations have been implementing Sport for All initiatives in isolation, without consulting the International Federation or other national federations and thus not benefiting from their experience and knowledge.

The International Federation can play a pivotal role in Sport for All development by establishing a knowledge management resource centre for its membership. The knowledge management resource can reduce financial and organisational risks and maximise the outcomes of their programmes. This resource can take the form of an extranet site, for example, surveys, case studies and other detailed reports and documents.

KEY OUTCOMES

- International Federations can play a pivotal role in Sport for All development by establishing a knowledge management resource centre for their membership.
- International Federations can positively contribute to the education of young people and increase participation in sport by supporting programmes with expert knowledge, equipment and advice.
- Increasing the participation of older people in sport through tailored programmes, for example the ISSF’s new “rest air rifle” discipline, not only contributes to a healthier population but also impacts on social integration by developing communities built around sports clubs.
- International Federations can contribute to the advancement of the Sport for All movement by developing new concepts and adaptations of their sport such that it appeals to specific demographic groups and ensures greater participation by the target audience.

3.5. PLENARY SESSION 1
Follow-up of the 2010 Conference

This session focused on the initiatives taken since the last World Conference on Sport for All, in 2010 in Finland. In addition, discussions revolved around how best to transform talk into action, and the types of programmes that could be instituted to advance the Sport for All movement. The importance of integrating physical activity into the everyday lives of individuals was emphasised, as well as the need for a general change in mindset to embrace participation and exercise.

Physical activity guidelines to prevent childhood obesity

Juan Antonio Samaranch Jr, IOC Member, Spain

The focus of the last World Conference on Sport for All, in 2010 in Finland, was on the declining and inadequate levels of physical activity being undertaken by people, and how this increased the risk of contracting chronic diseases and was contributing to increasing levels of obesity in society. A number of counter-measures were proposed at the last Conference, in particular implementing direct action to address this decline, and collaboration was called for between individuals and communities, governments and NGOs and schools and workplaces.

A study was conducted at the University Camilo José Cela on obesity prevention through physical activity, targeted at school-age children and adolescents. The aim was to present a charter of physical activity guidelines and good practice.

Recommendations were made at all levels (individual, family, school, local, non-governmental and governmental) suggesting the integration of moderate physical activity into daily life. It was recommended that young people spend at least 60 minutes doing physical activity each day.

The IOC is also in the course of preparing a Sport for All Toolkit designed to be a tool for organisations across the Olympic Movement and to assist in the implementation of Sport for All projects and programmes.

The International Ski Federation (FIS) campaign "Bring Children to the Snow"

Sarah Lewis, Secretary General of the International Ski Federation, Switzerland

The mission of the International Ski Federation (FIS) is to promote and develop recreational and competitive skiing and snowboarding globally.

In 2007, the FIS initiated a campaign called "Bring Children to the Snow", designed to create a pool of lifetime snow lovers amongst young people. The campaign is designed to promote snow activities as the number-one choice in winter for kids and young people. The targeted group is children from 4 to 14 years old, since there is research that states if youngsters have not participated in snow sports by this age, then the chances they will do so are very much reduced.

This programme was instituted due to 1) a general decline in youth participation in snow sports in recent years; 2) various other activities consuming youngsters' and families' time; 3) the cost of skiing.

The vision of the programme was that all children should have the opportunity to experience the fascination of snow. This was achieved through activating snow desire, enabling snow experience and learning from experience. The SnowKidz campaign was created to promote materials that are available. Also, it provides an opportunity for the children to meet their own role models.

The World Snow Day (on 22 January, 2012) is the next step in "bringing children to the snow" and pulling kids and parents away from computers. It is an annual snow festival for children and their families, and a variety of activities will take place on a single weekend. The main goal of World Snow Day is to encourage children and their families to explore, enjoy and experience the snow, through which they can learn more about the environment.

Follow-up starts on site

*Marije Dippel, Director of International Affairs, Nederlands Olympisch Comité*Nederlandse Sport Federatie (NOC*NSF), Netherlands*

The 2010 Sport for All Congress in Jyväskylä was a great success, with participants from over 90 countries and contributions from various perspectives. The concluding declaration emphasised the need to further develop sporting opportunities and the clear societal benefits of greater participation in sport. It was a promising declaration too, as it included a call for action with a leading role for sport, to counter the declining and inadequate levels of physical activity.

Although NOCs and others are committed to promoting Sport for All projects and many pilot projects are on the way, the roadmap for lasting success is a change of mindset. Sports organisations must put themselves in the sporting shoes of the sport consumer, and they must take into account the objectives of other organisations and partner with them.

Sport is often "local" and dependent on a particular setting, but there are some general principles that can be applied to advance the implementation of Sport for All programmes. These are advocacy, local impact and exchange.

Each participant was challenged to write down, on a self-addressed postcard, actions they would take in advancing the Sport for All movement in their country of origin. This postcard would then be mailed back to them as a reminder to transform thought into action.

KEY OUTCOMES

- It is very important that physical education is integrated into the daily lifestyles of young people, one of the most effective ways to increase participation being through school curricula.
- Programmes that promote participation can also teach young people about other aspects of sport, for example sustainability.
- Programmes designed to increase participation must be inclusive and ensure that there are as few barriers to becoming involved as possible.
- The IOC and the Olympic family must devote themselves to implementing programmes and ensuring that talk is transformed into action.
- Organisers of Sport for All programmes should work with local partners as much as possible to use their resources and knowledge.

3.6. CASE STUDIES
A presentation of Sport for All programmes implemented in the field

This session provided an opportunity for participants to hear the experiences of various organisations across the world in implementing Sport for All projects. The organisers of these programmes took the opportunity to share their knowledge and provide practical advice on how to advance the Sport for All movement. In recognition of their contribution to the development of Sport for All initiatives, they received the IOC Sport for All grant during the Conference.

Psycho-physical rehabilitation and social integration of mine victims and families of mine victims through water sports

Abdulah Vrselj, Eco Sports Group (ESG), Bosnia and Herzegovina

The goal of the project was to ensure the social reintegration of, and assist in providing employment to, people with disabilities as a result of injuries suffered from landmines. There are a number of mine victims in Bosnia and Herzegovina.

The project constitutes a number of water-based activities including swimming, scuba diving and rafting, all of which are specifically adapted to the needs of the disabled persons. There are staff and instructors, themselves people with disabilities, present to assist at all times on a peer-to-peer basis.

The activities require a high level of teamwork between participants, which assists in building their confidence and enhances the construction of social networks. Participants also experience a much higher level of mobility when participating in water activities, and this facilitates much greater interaction between the participant and his/her surroundings.

National hundred-city and thousand-village health qigong demonstration and exchange series

Huang Ling Hai, Chinese Health Qigong Association, People's Republic of China

Qigong is an activity based on the importance of "harmony" in the human body, and it is increasingly popular in China.

The annual demonstration campaign is designed to raise awareness about the importance of health and fitness in the population and to promote traditional Chinese culture. It is also intended to promote the National Fitness Campaign supported by the government. The demonstration campaign is funded by governments and sponsors.

The campaign has been very successful thanks to input from the IOC, support from governments and the economic support provided by various businesses. In addition, the demonstrations have often been integrated into local cultural activities and supported by the media.

Nonetheless, more funds are still required to ensure that the demonstration reaches the maximum number of people, and it is recognised that organisers must constantly innovate to ensure that the demonstration remains interesting and different. It is also important to ensure a balanced representation from each gender, as at the moment there are a greater number of female than male participants.

Ethiopia – Sport builds bridges

Lilyana Ahmed Bechu and Thierry Graf, Sport – The Bridge, Ethiopia and Switzerland

The Sports Builds Bridges organisation was founded in 2002 in Bern, Switzerland, and is run and managed by volunteers. Their work is based on the notion that true development is possible only when there is mutual learning. The goal is to promote education through the medium of sport.

The aim of the programme in Ethiopia began at the end of 2004 with the goal of re-socialising street children through the use of sport. The idea was to empower children and use sport as a social tool with the support of staff and volunteers.

To achieve this goal, the programme offers daily sports classes to children built on modules relating to the body, rules, acceptance, fairness and teamwork. The model is designed to enable children to independently understand the social value of sport, and they are constantly guided and assisted by various coaches. Children are also offered the opportunity to participate directly in sport, for example in football, basketball and karate.

In addition, the programme aims to reintegrate children into families. Local Ethiopian employees provide food, health treatment and a literacy programme that helps children in being reintegrated into school.

On average, 80 children per year benefit from this programme, and usually 60 are well integrated after one year. Nonetheless, there is a high number of drop-outs, and some children still return to the street following the programme. A better integrated NGO network in Ethiopia is required to support the programme.

KEY OUTCOMES

- Sport for All programmes need to be adapted to reach particular target groups and therefore be effective in ensuring people of all backgrounds and conditions can participate in sport.
- Sport for All programmes can facilitate greater social interaction and positive experiences beyond simply health and physical benefits.
- Integrating sporting activities into social events and connecting them with local cultural traditions can assist in building awareness and increasing participation.
- Participating in sport can be empowering and used as a social tool.
- To best implement Sport for All programmes, the support of various stakeholders is required along with the generous time and effort of volunteers.

3.7. PLENARY SESSION 2 Programmes and policies

This session focused on the programmes and policies that have been implemented by cities and International Sports Federations to advance the Sport for All movement. The perspectives of different stakeholders were shared, including event organisers, National Olympic Committees and sports federations. The focus of discussions was on both the tangible and intangible returns of encouraging individuals to participate in sport.

Fully utilising Olympic legacies to promote the development of Sport for All in Beijing

Liu Jingmin, Deputy Mayor of Beijing, Executive Vice-Chairman of the Beijing Olympic City Development Association (BODA), People's Republic of China

Three important aims of the Sport for All movement were identified:

1) To realise the core values and goals of the Olympic Movement, these being to improve the health of individuals and promote physical exercise.
2) To spread the Olympic spirit.
3) To achieve the balanced development of both Sport for All and competitive sport.

Following the experience of the 2008 Beijing Olympic Games, it was realised how important the development of Sport for All was, and how the preparation and hosting of the Games contributed greatly to stimulating the development and application of the movement in Beijing. A number of measures were introduced after the Games, involving improvement to infrastructure, education programmes and large-scale participatory activities.

Looking to the future, the following plans were proposed to ensure the advancement of the Sport for All movement:

1) Make full use of the Olympic venues and turn them into places for mass sports activities.
2) Intensify the construction of service facilities.
3) Promote the diversification of Sport for All activities.
4) Increase emphasis on the importance of cooperation by governments, market and schools.
5) Set up organisations to provide services, funding, facilities, infrastructure, etc.
6) Formulate and improve feasible plans and policies to accelerate the establishment of a sports public service system.

Long-term planning policy for sports facility development

Rita Subowo, IOC Member, President of the Indonesian National Olympic Committee (KOI), Indonesia

The theoretical foundations of Sport for All are based on an understanding of the practice of sport as a human right. It must be provided by governments and other large organisations to ensure the mental and physical health of the community. Although governments invest substantial sums in the preparation of a small number of elite athletes, the real benefit of elite sport to society is to provide an example that encourages all people to be physically active.

It is of great importance that a long-term planning policy for sports facility development is prepared by governments. A lack of sporting facilities available for the community to use is a common problem, compounded by poor planning and development when events are held. The life-cycle of most sporting facilities is 50 years, and thus proper planning is required to make use of these venues, usually at a cost of around 1.5 to 2 per cent per year in maintenance. All large facilities when designed should

incorporate a multi-use plan for after the event or purpose for which they were built. This planning needs to be supported by governments, and can be justified on the basis that these facilities will contribute to greater health and happiness in the community.

In addition to a long-term planning policy, it is important to ensure that practical programmes are implemented to facilitate the practice of Sport for All. Elite sporting programmes can be used to inspire the population to be more active, and sports federations should develop programmes to encourage mass-participation, for example the Mass Volley programme organised by the International Volleyball Federation. Other examples of programmes include car-free bike days, organisation of large-scale corporate fitness programmes and corporate games.

Aquatics: Sport for All, Sport for Life

Cornel Marculescu, Executive Director, International Swimming Federation (FINA), Switzerland

Although sport was once the occasional pastime of the rich and idle youth, it is now a universal activity following the efforts of Baron Pierre de Coubertin. Sport was transformed from an activity of great physical activity reserved for young and healthy people into a mass participatory activity designed to improve mental health and stimulate development. In addition, since the 1970s, greater importance has been attached to physical education, leading to the creation of the Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS) within the framework of UNESCO.

Two key principles guide the Sport for All movement, namely that Sport for All is the responsibility of everyone and that sports practice is a basic human right. To ensure the advancement of this movement, it is important to have the engagement of governments, sponsors, the media, the education system and local communities.

The position of the International Swimming Federation (FINA) is that swimming and all aquatic disciplines are “sport for all” and “sport for life”. FINA works with national federations around the world, for example in the US a programme has been instituted called “Make a Splash”, which is designed to teach children to swim and ensure their safety. FINA has also introduced a Master movement to promote fitness and friendship, as well as a development programme which involves the holding of technical clinics for coaches and officials. It is only through a joint effort of stakeholders from all sectors that progress can be achieved.

KEY OUTCOMES

- The preparation and hosting of major sporting events, for example the Olympic Games, is very important in stimulating the development of programmes and policies to advance the Sport for All movement.
- Elite sporting programmes can be used to inspire the population to be more active, and programmes must be made available to facilitate this.
- Each individual has a personal responsibility to participate in regular physical activity, but governments and sports organisations should do as much as possible to facilitate this.
- Long-term planning, particularly with regard to the use of sporting facilities built for major events, is very important.
- To ensure the advancement of the Sport for All movement, it is important to have the engagement of governments, sponsors, the media, the education system and local communities.

3.8. PARALLEL SESSION 1

This session focused on the importance of promoting Sport for All and developing a clear health agenda. Discussions also revolved around assessment and monitoring and how to ensure that Sport for All programmes have the desired impact. The health of citizens is directly connected to participation in physical activities, and an important issue is how to engage governments more effectively.

Pan-American efforts to prevent obesity: the Aruba call for action on obesity – throughout life... at all ages

Richard Visser, Minister of Public Health and Sport, Aruba

Physical activity is one of the main tools in fighting against obesity, and research is now focused on organising communities to fight against this challenge. The Pan-American Conference on Obesity was held in Aruba from 8 to 11 June 2011, with participants from 22 countries.

The strategy to face the problem of obesity is based on three principles: 1) primary prevention should be the central component of national programmes; 2) a multi-level focus on all sectors to modify the environment that facilitates excess weight gain; and 3) developing self-care skills to promote one's own health and wellbeing.

New programmes must be developed to promote healthy eating regardless of social level or financial condition. These programmes must be safe, family-orientated and ensure the development of important skills.

The exercise guideline and effect assessment key technology for Chinese

Chi Jian, Beijing Sport University, People's Republic of China

An increase in sedentary lifestyles has led to a decrease in physical fitness among the general population and a higher prevalence of chronic diseases. Regular physical activity can effectively prevent and delay the onset of such chronic diseases.

The research conducted at the Beijing Sport University in conjunction with seven other sports universities aimed to build scientific guidelines and an exercise effect assessment system for healthy adults.

More than 10,000 people took part in the research, and more than 40 types of exercise and physical activity were recorded.

Following the research, exercise intervention programmes and guidelines were created on the basis that they should be well-planned, gradually developed and individually tailored to the activity. These guidelines differed depending on the age of the participant, health status, risk factors of CVD and the type of activity. In addition to the exercise intervention programmes, an exercise impact assessment system was also established.

Keeping score: Towards a "Sport for All" impact assessment tool

Kevin Young, University of Calgary, Canada

Sport has an important role to play in the community in improving the lives of individuals. Within the field of sociology, Sport for All is a relatively new topic, however.

There does appear to be an imbalance in terms of the Sport for All programmes undertaken and the evaluation of such programmes. Although there is more and more research being conducted, it is important to retain a sense of scale.

For example, Soccer for Peace, a programme organised by Right to Play, World Scouts Bureau and the University of Calgary, was designed to empower communities using sport as an instrument of peace and conflict resolution. However, it is important to consider the specific circumstances facing people there, including tribal tensions, extreme poverty, disease and class battles, and to question how and what role sport can play and how effective it can be.

Sociologists are faced with three different choices in considering the process of change: 1) shape the community through manipulation; 2) request cooperation from those on the inside; or 3) run freely through a form of self-government. The ultimate question is whether the programmes actually result in changes on the ground.

Sociologists still lack an effective tool for measuring the long-term social impact of sport.

Sport for All as a medium for health promotion in Malaysia

Abdul Wahab Kosai, Malaysian Health Promotion Board, Malaysia

The Malaysian Health Promotion Board was established in June 2006 by an Act of Parliament as a statutory body. Its main objective is to set and develop the health promotion agenda across different sectors and be a centre of excellence in health promotion regionally and globally.

As communicable diseases become more prevalent and more and more young people are obese, health promotion is particularly important.

The Board focuses on Sport for All rather than high performance, and has facilitated funding grants in a variety of areas including health promotion, sports and recreation, cultural, research and capacity-building. Various associations have received funding, including sports such as aerobics, taekwondo, canoeing, hockey, wushu, volleyball, tai chi, basketball and many others.

The Board focuses on developing a healthier and more active Malaysia and is very active in health promotion.

KEY OUTCOMES

- Increasing rates of obesity in society mean that promoting the virtues of physical activity is particularly important.
- Guidelines must be developed to help people understand the value of exercise, however these must also assist individuals to take control of their own future and ensure the development of self-care skills.
- Sociology has a role to play in assessing the value of Sport for All programmes, and a critical approach must be taken in measuring impact.
- Promotion of Sport for All is very important and often best facilitated by governments and their proxies.

3.9. PARALLEL SESSION 2

This session focused on Sport for All programmes that are tailored to the needs of young people as well as those that facilitate greater social inclusion. Discussions revolved around the importance of meeting the needs of those participating in physical activity and ensuring that it takes place in a positive environment. The importance of partnerships between governments and non-governmental organisations, as well as the private sector, was also discussed, and suggestions made as to how these relations could be improved.

The practice of building a public sports service system in Jiangsu Province

Yin Baolin, Sport Bureau of Jiangsu Province, People's Republic of China

As a relatively developed province in the southeast of China, Jiangsu has performed well not only in terms of its GDP, but also the public's participation in sport. The governments at each level in Jiangsu pay great attention to the development of public sports services and facilities.

Since 2002, Jiangsu has paid increasing attention to the development of Sport for All programmes and policies. Legal regulations have been passed to provide the foundation for ensuring that equal and beneficial public sports services are offered to citizens. Provincial governments have been responsible for the planning and policy-making as well as funding, whilst municipal and county governments provide resource support and management advice.

The province has invested CNY 16 billion (USD 2.5 billion) in sporting assets and facilities from a variety of sources, including public welfare funds and lottery funds.

A number of opportunities and problems exist in the development of the Jiangsu public sports service. One opportunity is that Jiangsu is undertaking a transition from moderate prosperity to modernisation, which is seeing the development of new economic resources. On the other hand, problems include a lack of funding and the differences between city and rural facilities.

The aim going forward is to strengthen government support for the Sport for All movement and increase the services available to citizens.

Mini-basketball: a team sport for all

Maurizio Mondoni, Università Cattolica del Sacro Cuore di Milano, Italy

Mini-basketball is not only a form of miniature basketball, but is an educational team game for children aged 5-12. Playing this can help children improve communication abilities, sensitive-perceptive abilities, motor and postural patterns, the ability to measure their own ability, and general movement skills.

Mini-basketball is usually played on a court measuring 28m by 15m, but other variations may also be used. The backboards have a different dimension from those in basketball. The baskets are placed at different heights according to the ages of players.

The rules of mini-basketball also vary depending on the age of the players, as the game is designed to be adaptable and flexible. For instance, for 5-6 year-olds, the players do not play a game but rather develop skills; the 7-8 year-olds play 3x3, and the 9-12 year-olds play 5x5. The focus for younger children is on basic motor skills, whereas for older children the focus is on coordination and mobility.

The aim of mini-basketball is to give all children, boys and girls, the opportunity to enjoy and benefit from regular sports experiences, including those who are physically or mentally impaired. It is also very important that the right environment is created so that children enjoy and can make their own discoveries in a structured fashion. In addition, to deliver such a programme it is important that teachers and leaders can implement it correctly. The National Mini-basketball Committee works to promote the project in primary schools and clubs.

Goal – Empowering women and girls in India through netball

Urvasi Naidoo, International Federation of Netball Associations, Great Britain

Goal is a collaborative, multi-stakeholder initiative set up in India and targeted towards impoverished young women, designed to increase participation in sport – netball – and provide valuable life skills to increase women's empowerment.

The programme connects commercial sponsors, the International Federation and NGOs together to implement a cheap and easy initiative.

The NGO delivers and implements the programme, coordinating across India and working directly with the young women. A global bank provides financial investment, management support and a network of employee volunteers in India to assist with the programme. The International Federation of Netball Associations (IFNA) provides netball guidance and expertise, providing training and coaches and facilitating opportunities for the future development of skilled netball players.

The educational side of the programme is the classroom-based teaching. Girls aged from 14 to 19 from low-income urban slums are taught basic skills which help to promote their self-confidence, assertiveness, sense of teamwork, communication skills, health and hygiene and financial literacy.

The programme has proved very popular with young women and helped to create a nurturing and unifying environment in which sport can be undertaken.

Corporate-NGO partnerships for sport, gender and development: Building entrepreneurship and economic empowerment through sport

Lyndsay Hayhurst, University of Ottawa, Canada

There has been a confluence of trends in international development focused on sport and gender and global corporate social responsibility programmes. There has been an increase in female-focused sports initiatives designed to improve health and increase participation in physical activity.

There are a number of benefits in encouraging the development of sport and gender programmes, for example they can lead to enhanced well-being and feelings of self-esteem, foster social inclusion, provide opportunities for leadership and challenge gender norms. However, to do this, several obstacles must be overcome, including poverty, violence and sexuality norms.

Social entrepreneurship is a process of creating social value through innovation and leveraging financial resources. For example, Sport for All can be combined with microfinance initiatives to ensure economic and social development through programming. In Uganda, a partnership was created between a corporation and an NGO to execute sport, gender and development programmes.

Sport, gender and development programmes can empower women and use sport to provide new economic opportunities. These programmes are inspired by social entrepreneurs who develop new strategies and campaigns to use sport to make a difference.

KEY OUTCOMES

- Government support, both in legal and financial terms, is very important in developing facilities to enable citizens to participate more freely and easily in physical activity.
- Sports federations have an important role to play in advancing the Sport for All movement.
- Sport for All programmes are most effective if they take place in a safe, fun, comfortable and open environment that encourages greater participation.
- Sport for All activities must be tailored to the age of the participants and be flexible enough to meet the needs of different groups, in particular young people.
- Social inclusion and development is an important goal that should guide the development of new Sport for All programmes.
- Social entrepreneurship should be encouraged with regard to developing new programmes that incorporate sport, gender and development.

3.10. PLENARY SESSION 3
Development and promotion

This session focused on the development and promotion of Sport for All activities. The discussions revolved around how new forms of sports could be used to encourage and increase participation, as well as the development of mass sport and the work of governments and sporting organisations to facilitate this. The role of foundations and the importance of cross-border work was also a topic of discussion.

3 x 3 basketball – Opening the sport up to all and more...

Patrick Baumann, IOC Member, Secretary General of the International Basketball Federation (FIBA), Switzerland

The International Basketball Federation (FIBA) has introduced a new form of the game known as 3x3 basketball. This was done to enlarge the base of future players, encourage participation in the sport and grow it globally. 3x3 basketball is a simplified version of the standard game with simpler rules. It can be played anywhere, by both sexes, and is open to all ages and backgrounds.

3x3 basketball provides opportunities for those who want to exercise through playing games rather than individual activities, and provides a chance for those who may have ambitions to play the standard game. It contributes to social integration and through the World Tour ensures participation from across the globe.

To further develop 3x3 basketball, a digital platform has been proposed to help attract grassroots support. This will provide individuals with a personalised “dashboard” providing information as to world ranking, etc., and which will help engage players even more. In addition, an elite event, the World Tour of 3x3 basketball, has been introduced to allow for participation in a competitive manner. In the future, FIBA intends to cooperate with international events such as the Youth Olympic Games to ensure the continued development of the sport.

Development and promotion of mass sports in Beijing

Li Lili, Deputy Director General of the Beijing Municipal Bureau of Sport, People’s Republic of China

There are a number of principles guiding the development and promotion of mass sport in Beijing. Firstly, a National Fitness Programme has been implemented with the aim of ultimately achieving a Nationwide Fitness Service System. Beijing, as the capital of China, has worked to encourage mass participation in sports activities through organised events, improved facilities, better measuring and monitoring of fitness and through new laws and regulations.

Secondly, work has been done to seize the opportunity of the Beijing Olympic Games and use the legacy of the Games to develop group sports. An Olympic Action plan was launched which was designed to transform the passion of the residents of Beijing for the Games into a fitness frenzy and participation in mass sporting activities. The Beijing Municipal All-People Fitness Regulation was introduced to ensure legal rights and protection for those participating in such activities.

Thirdly, a new plan for development was prepared to transform Beijing using Olympic ideals to create a “Humanistic Beijing”, a “High-tech Beijing”, and a “Green Beijing”. In conjunction with the future development of the Beijing municipal all-people fitness cause, its aim is to build awareness of sports and fitness and improve the health of Beijing residents through a better public fitness system.

International Inspiration: the London 2012 Sport for All legacy programme

Keith Mills, Deputy Chairman of the London Organising Committee of the Olympic Games and Paralympic Games Ltd (LOCOG), Chairman of the International Inspiration Foundation, Great Britain

In 2005, a promise was made by Sebastian Coe following the awarding of the Games to London, to reach young people around the world and connect them with the inspirational power of the event. The International Inspiration Foundation was created to make good on that promise.

The Foundation has developed programmes in 20 countries that operate on three levels to help policy-makers, practitioners and participants. In terms of policy, there have been concrete examples of the success of the Foundation, including legislation in Azerbaijan advocating the rights of children to take part in sport, while in Mozambique physical education (PE) training for primary school teachers was included in the 2011 Annual Plan of the Ministry of Education curriculum.

The Foundation has also engaged in mutually beneficial partnerships across the globe, collaborating in the organisation of sports festivals and campaigns as well as in the teaching and development of coaches and children. As an example, in Malaysia a scheme was introduced in which a primary school PE programme was introduced in 848 schools to engage young children in sport. In Bangladesh, 80,000 young people learned to swim through a new community swimming instruction programme to overcome the high number of drownings that occur each year.

The work of the Foundation has also resulted in increased opportunities for young people to engage in sport across the globe, with over 130,000 young leaders being trained.

The budget for the programme was GBP 42 million, of which 36 million has been raised so far. This funding has been achieved through the work of governmental, non-governmental private and individual donors and foundations.

KEY OUTCOMES

- Introducing new forms of traditional sports can encourage participation at a non-competitive level and increase the reach of sport.
- Sport can contribute not just to the health of an individual but also to social integration and interaction.
- The promotion of mass sport participation requires the support and work of national and local governments, and laws and regulations that support such events.
- The Olympic Games are an important tool in advancing national fitness movements and encouraging participation in mass sport.
- Programmes advancing the Sport for All movement require work by various institutions, including at the level of policy making, by practitioners developing programmes and by the participants enjoying them.

3.11. PANEL DISCUSSION
Cooperation in the global Sport for All community

This session focused on the importance of cooperation and developing partnerships in the implementation of Sport for All programmes. Discussions revolved around how different stakeholders working together can advance the Sport for All movement. Examples were provided from Israel, Kenya, China and Brazil.

A guide to an active and healthy city

Shlomit Nir Toor, Member of the IOC Sport for All Commission, Israel

In May 2004, the World Health Assembly adopted the Global Strategy on Diet, Physical Activity and Health, a worldwide framework to promote physical activity and healthier diets. The World Health Organization (WHO) has also identified obesity as one of the key areas for public health action.

An "Active and Healthy City" is a city which promotes health and enables all its residents to enjoy an active life. This requires the municipality to adopt and implement an overall policy of an "Active Life for Everyone" and create opportunities and facilitate a life of activity within the daily routine of all its residents.

A national programme was instituted in Israel to implement the "Active and Healthy City" policy. The programme had a number of partners, including the Ministries of Health, Culture & Sport, Education and the Environment as well as the National Olympic Committee, various sports federations and non-sporting partners.

The programme required the adoption of a general policy by the City Council and the establishment of a steering committee to manage the policy. A Task Force was appointed in coordination with the city's sports department to chart the activities that would be undertaken. An "Active City" Plan was prepared involving construction of suitable amenities and followed by a wide-reaching publicity campaign to generate awareness.

The results of the programme demonstrate that physical activity contributes to social integration as well as community health benefits. The key to success is cooperation between partners and organisations. The programme encourages local, regional and national bodies to cooperate and work together.

Cooperation in the global Sport for All community – The Kenyan experience

Paul Tergat, Paul Tergat Foundation, Kenya

Often, participating in physical activity is a necessity, due to social reasons and influences, rather than a choice. For example in Africa, the tradition of long-distance running has been influenced by the problem of hunger and a need to acquire food in remote areas. The growth of sport in Africa has thus been related to the social conditions and political environment.

Although there are health and social benefits of participating in physical activity, in Kenya there is no structured way of promoting or propagating this movement, as there are no mechanisms to make sports and social events an integral part of the community.

Partnerships between organisations and individuals are crucial to contributing to the progress of the Sport for All movement. Learning institutions are also an important mechanism for disseminating the health benefits of sport and physical activity.

Sport has been used by politicians and state institutions in Kenya to reach out to people and encourage recruitment and development.

The Paul Tergat Foundation is designed to help and inspire the disadvantaged members of society and to share the success of sports. Events are organised, including a half-marathon, to not only encourage participation but also discover new talent. The Foundation also supports a sports awards event that recognises outstanding achievement and community heroes.

Mass sport in globalisation: complementation and integration of Eastern and Western mass sports

Ren Hai, Professor of Beijing Sport University (BSU), People's Republic of China

Urbanisation has significantly changed the lifestyle of many people, but has also brought new threats to people's health due to a lack of physical activity.

Western and Eastern cultures have taken a different approach to mass sports systems. In the area of physical health, the Western focus has been on rehabilitation through exercise, whereas in the East, mass sports practice has been promoted as part of everyday life and daily routine. In the area of mental health, Western culture focuses on playing or watching sport, whilst in the East the focus is on breathing patterns and the status of one's mind. Finally, in terms of social behavioural health, in the West mass participation in sport is promoted through a favourable social environment, whereas in the East the focus is on moral self-cultivation.

The ultimate goal is to combine both approaches to achieve the most effective outcome, being a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.

From Agita Sao Paulo to Agita Mundo: the role of a successful partnership in promoting physical activity

Victor Matsudo, Scientific Director, Centre of Studies of the Physical Fitness Research Laboratory (CELAFISCS), Brazil

Agita Sao Paulo is a programme aimed at promoting an active and healthy lifestyle in a population of 40 million inhabitants. The key to the success of the programme is the development of partnerships – in particular a "two-hat approach", which refers to the support from both governments and the private sector.

In terms of cooperation, both inter-sectoral and intra-sectoral cooperation are important, for example support from the transport and medical sectors. This type of cooperation helps to incentivise participation and creates competition within sectors.

The programme has paid particular attention to improving environmental support for physical activity, for example in one location a healthy sidewalk programme was implemented to facilitate increased participation in walking by the elderly. In another city, a walking path was constructed leading to a decrease of 50 per cent in hospitalisation rates for stroke victims and a 57 per cent reduction in admissions for type 2 diabetes. Walking paths have been built in a number of other areas to complement existing parks and recreation facilities.

An evaluation found that rates of sedentarism declined about 70 per cent from 2002 to 2008 in Sao Paulo. In addition, according to the World Bank, the Agita Sao Paulo programme has saved an estimated USD 310 million in health sector costs.

KEY OUTCOMES

- Mass participation in physical activity contributes to social integration as well as community health benefits.
- The key to success is cooperation between partners from various levels of the government and community.
- Educational institutions are an important mechanism for disseminating the health benefits of sport and physical activity.
- Urbanisation in developing countries has brought new public health challenges as people's rate of participation in physical activity declines.
- The governmental and private sectors must work together to advance the Sport for All movement.

3.12. PLENARY SESSION 4
Health and social benefits

This session focused on the health and social benefits of physical activity and the impact of sporting events and exercise programmes. The focus of discussions was on the important role physical activity plays in preserving one's health and the important role of governments in promoting the virtues of such activities and cooperating with organisations to implement programmes and policies.

Health legacy of the Olympic Games

Arne Ljungqvist, IOC Member, Chairman of the IOC Medical Commission, Sweden

In the health care area, the goal of the IOC is to encourage and support measures protecting the health of athletes and to promote a positive legacy from the Olympic Games to the host cities and host countries.

Hosting the Olympic Games has the potential to leave sustainable positive health impacts on the citizens of the host country through improved services, a strengthened public health system and emergency response, improved living environment and better health awareness.

The Beijing Olympic Games in 2008 provide a good example of the impact hosting can have on the health system and a city's inhabitants. Following the Games in Beijing, over 4,000 new city regulations were introduced including smoking bans, traffic regulations and relocation of polluting industries. In addition, new venues were opened, new policies were introduced to promote physical activity and health and various environmental initiatives were taken.

If event organisers develop a long-term strategy regarding health legacy following the event, combined with effective governmental and non-governmental partnerships, then the public health of the local citizens can be better protected and improved.

Effect of Sport for All activities on facilitating social harmony and development

Tian Ye, Director of China Institute of Sport Science (CISS), General Administration of Sport of China, People's Republic of China

Sport for All activities have played an important role in enriching people's spiritual and cultural lives, improving people's fitness and helping to develop a harmonious society. Sport for All activities have contributed to the city of Beijing in a variety of ways.

Sport for All regulations have been introduced to tackle the problem of physical inactivity through the National Fitness Programme Outline 1995-2010, with the purpose of incorporating fitness for all into the national development of China.

National and local governments in China have also taken action to improve the conditions of public sports facilities. At present, there are about one million sport facilities in China, i.e. about 76 facilities or stadiums for every 100,000 people. Attention has been paid in particular to ensuring that sporting facilities are also developed in rural areas.

A National Fitness Day has been proclaimed in China to take place on 8 August each year. On this day there are various activities organised including walking, jogging, tajiquan and yangge dance. These activities are conducted in coordination with schools and in accordance with National Fitness Standards.

Sport has become an important part of life in China, and Sport for All activities have contributed to a generally healthier society. The average weight of Chinese citizens has dropped whilst physical fitness has improved. It is the Sport for All activities that have done much to contribute to these changes.

Physical activity and health benefits

Timothy Armstrong, Coordinator of Surveillance and Population-based Prevention Unit, Department of Chronic Diseases and Health Promotion, World Health Organization

The World Health Organization (WHO) is primarily responsible for providing leadership on global health matters, shaping the health research agenda, setting norms and standards, and monitoring and assessing health trends.

The WHO is working on a Global Action Plan for non-communicable diseases (NCD) with several objectives, including raising the priority accorded to NCD in development work, establishing and strengthening national policies, reducing risk factors, strengthening partnerships and monitoring progress.

NCD are an enormous public health problem with increasing socio-economic dimensions. Exposure to risk factors is the root cause of the NCD crisis, and to reduce and prevent these risk factors, the WHO is actively working on a number of programmes. As physical inactivity is the fourth leading risk factor for global mortality, and as there is a lack of national guidelines covering the subject, the WHO has prepared the Global Recommendations on Physical Activity for Health. These guidelines however must be adapted for local cultural backgrounds, social norms, security situation, availability of facilities, and issues of access and attendance. Furthermore, policies and interventions must be multi-sectoral.

KEY OUTCOMES

- Hosting the Olympic Games can have a measurable impact on the health of the host city's citizens through a strengthened public health system and emergency response developed in preparation for the Games.
- Sport for All regulations have been successfully introduced in China to both improve the facilities available to participate in physical activity and to motivate citizens to improve their health.
- National days of health or fitness, as proclaimed by the government, can have a measurable impact on the participation of citizens in physical activity.
- As physical inactivity is one of the primary causes of non-communicable diseases, it is important that governments prepare national guidelines to address the issue and take the lead in ensuring citizens become and remain physically active.
- Guidelines governing physical activity must be tailored to local conditions and require multi-sectoral cooperation in the implementation phase.

3.13. PARALLEL SESSION 3

This session focused in particular on the engagement of young people in physical activity and how to ensure that this becomes part of their education. Discussions focused on how to best ensure that young people enjoy participating in physical activity at an early age such that it encourages further participation and development as they grow older. Children are important for the future and thus attention needs to be paid to their development and education.

Living the legacy of the Youth Olympic Games: Catching them young with fundamental movement skills for preschool children

Eline Chua, Singapore Sports Council, Singapore

In Singapore there are an estimated 130,000 children in pre-schools aged from 18 months to 6, and 240,000 children in primary schools aged from 7 to 12. Motor development is particularly important for young people, however there are a number of challenges facing educators, for example lack of resources, environment, knowledge, time constraints, parental influences, etc.

The Fundamental Movement Skills Resource Guide (FMS Resource Guide) was written and prepared for use by all educators as a quick, easy reference guide for practical ideas for physical activities. The guide is designed to assist the development of young people's fundamental motor skills, including object control, stability, and movement. The guide provides information on skill development, teaching strategies, potential activities to develop motor skills, the importance of verbal cues and how to incorporate fundamental movement skills into everyday life.

From December 2010 to April 2011 a pilot project was implemented based upon which it was determined that teachers successfully gained the skills and knowledge from the guide required to organise physical activities and the students developed their motor skills in an enjoyable manner.

Moving forward, the plan is to develop a guide for parents and coaches and educate groups on the link between fundamental movement skills and sporting skills.

The story of International Inspiration: How the London 2012 international sport development legacy programme was conceived, developed and implemented

Debbie Lye, UK Sport, Great Britain

In 2005, a promise was made by the London Olympic Bid team to the IOC to reach young people all around the world and connect them to the inspirational power of the Games. International Inspiration was created to fulfil this promise and enrich young people's lives across the globe through the power of inclusive sport.

International Inspiration faces three big challenges in fulfilling its vision, namely its identity, funding and delivery of its programmes. In addressing the first challenge, partnerships have been entered into with various National Olympic Committees and organisations to safeguard the Olympic identity of International Inspiration. In terms of funding, a total of GBP 42 million was set as the goal, and already 36 million has been raised through a combination of government and private sponsors.

Delivery of the programme is based on putting the outcomes first – a set of unified goals were developed relating to policy-makers, practitioners and participants (the "3 Ps"). International Inspiration engaged with policy-makers to ensure a commitment to educational sport and development. More than 80,000 practitioners have been trained to implement inclusive sporting activities, and partnerships with schools across the world have been developed to reach 12 million children and young people.

Three big lessons have been learnt:

1) Sport needs to work with the education and civil society sectors to achieve Sport for All objectives.
2) Practitioner empowerment is crucial along with ensuring that delivery is tailored to local needs and priorities.
3) International Inspiration has proved that sport programmes can have a significant impact on social inclusion objectives – particularly with regard to issues of gender and disability.

The focus going forward is on increasing and improved engagement with young people and a renewed emphasis on policy change, professional development and continued training.

Comment on the founding and execution of China's national physical fitness surveillance system

Jiang Chongmin, Sport for All Centre, China Institute of Sport Science (CISS), General Administration of Sport of China, People's Republic of China

Following the Beijing Olympic Games, there have been changes in participation rates in sport and greater public awareness of the importance of exercise.

In addition, the China Sport for All Programme (CSAP) was implemented in conjunction with the Striving for Olympic Glory Programme (CSOGP). The core focus of the CSAP is on surveying the rate of engagement in physical activities, researching methods and activities to increase this rate, increasing the general population's knowledge of the importance of physical activity and health as well as developing the state apparatus to assist in the implementation of Sport for All Programmes.

To achieve the goals of the CSAP, emphasis has been placed on scientific and technical support to ensure the development of Sport for All activities. A National Physical Fitness Surveillance system was put in place and surveys were conducted among the general population. These surveys showed that a lack of infrastructure often contributed to an inability to participate in sport.

The main aims of the CSAP are to investigate the current situation and problems and develop solutions. Through the work of the CSAP it is hoped that more people will engage in physical activity and develop their physical and mental health.

The Active After-School Communities programme

Tim Baker, Australian Sports Commission, Australia

The Active After-School Communities programme (AASC) is an Australian Government initiative administered nationally through the Australian Sports Commission (ASC). It provides primary school-aged children with access to free sport and structured physical activity programmes during the after-school timeslot. The programme aims to engage children traditionally inactive in sport and other structured physical activities in a positive and fun environment that hopefully encourages them

to join a local sporting club. This positive introduction to physical activity is designed to transition children into more frequent participation in sport and provide a pathway for further involvement in local clubs.

The programme involves more than 190,000 children around the country each semester, and an independent market research survey commissioned by the ASC found that more than 140,000 children were more positive towards physical activity and sport following the AASC programme.

To complement this programme, an online coaching course was also introduced to assist first-time coaches to complete the theoretical components of their education in a more comfortable and convenient location.

The AASC programme has been guided by the "playing for life" philosophy, which uses an approach to coaching that uses games to introduce the skills and tactics of any particular sport or structured activity. Sessions are designed so that the games progressively introduce and develop the particular skill that is the focus of the session.

The programme has been very popular with parents, and 90 per cent of children participating were engaging in physical activity that they would otherwise not be doing.

KEY OUTCOMES

- Easy-to-read guides with practical support and information are an excellent way to assist educators to implement sporting activities and ensure that these become part of the school curriculum.
- Engaging young people in physical activity requires a structured approach, and offers the opportunity to assist them in the progressive development of the necessary motor and movement skills.
- It is important to engage with policy-makers and practitioners as well as participants in implementing Sport for All programmes.
- Organisations working to promote Sport for All need to work with the education and civil society sectors to be most effective.
- National programmes instituted by governments are an effective way of advancing the Sport for All movement and ensuring greater participation in mass-sport activities.
- After-school programmes can be a very effective way of engaging young people in physical activity outside the school system.
- It is very important that young people enjoy physical activity and undertake it in a positive and fun environment.

3.14. PARALLEL SESSION 4

This session focused on the actions undertaken by National Olympic Committees in advancing the Sport for All movement and encouraging greater participation in sporting activities. In particular, engagement with local sports clubs and federations was discussed, as well as the importance of engaging in physical activity for one's health.

Sport for All development projects in Denmark

Morten Mølholm Hansen, National Olympic Committee and Sports Confederation of Denmark, Denmark

Although sport remains popular in Denmark with young children under 12 and with adults over 45, there is a problem attracting people between those ages. In particular, sports clubs have had problems attracting teenagers and young parents who are busy and do not have an opportunity to train and play in competitions over the weekend. These individuals want flexibility in terms of the time, space and price for which they can engage in physical activity. They prefer to participate without commitment, at a time of their choice and independent of others, for example in private fitness centres, running in the streets, riding bikes, etc.

The National Olympic Committee of Denmark has set a goal for the next three years to help sports clubs attract these individuals, more specifically 100,000 new members aged between 25 and 50. The aim is to do this with the help of the biggest national sports federations and with a budget of EUR six million.

The key to this programme is flexibility, and 17 projects have been established in 17 different sports. For example in football/soccer, clubs are offering "football fitness" programmes and five-a-side competitions where people can sign up on the internet, pay less than a normal membership and participate at different times. Action has also been taken to allow for more flexibility in price when participating in golf, which traditionally has required large membership fees regardless of the number of times one plays. Golf clubs have now introduced flexibility in pricing categories and different levels of membership to facilitate more involvement.

International Federations have created new versions of their sports, which must now be implemented in Denmark to encourage greater participation in physical activity. The Sport for All message must be spread through innovations and the media, and the NOC of Denmark is working hard to do that.

Development of Sport for All in France: an example of a sport and health event for the general public

Françoise Sauvageot, National Olympic Committee of France (CNOSF), France

A new "Sport and Diversity of Practices" delegation was created in 2009 within the CNOSF. Its activities are based on the practice of sport for health, sport for all, women's sport and sport within companies. Its work has focused on promoting recreational sport as a tool for illness prevention and a development tool for the federations: the "Sentez-vous sport, Santé vous bien!" [Play sport and feel good] concept.

Taking place on one day throughout France, the goal of this operation is to make sports activity accessible to all. Its features include its local identity, free activities and the presence of sports professionals.

This partnership with the Ministry of Sport, the CNOSF and the National Association of Mayors of France aims to promote the population's involvement with local community and sporting life and to encourage them to continue physical activities in clubs. The programme includes events that are open to everyone, physical fitness tests and talks on health through sport.

The second edition took place on 10 and 11 September 2011 in more than 280 cities and venues throughout the country, and brought together some 250,000 visitors, with a global budget of three million dollars split between the public authorities (50 per cent), local communities and sports clubs and federations. Communication of the event was harmonised throughout the country.

In 2011, emphasis was placed on a) the fight against inactivity, a veritable scourge of the 21st century; and b) sports practice within companies, a guarantee of better health for employees (better balance, resistance to stress, team work, decrease in absenteeism, etc.). This "Sport-Health-Wellbeing" event allowed people to discover the practices possible; understand employees' motivation; and put the sports world in touch with the world of business.

Physical activity and health: strategy in Algeria

Rachid Hanifi, Algerian Olympic Committee, Algeria

Before independence, the Algerian population, which was principally rural, performed physical work and suffered from malnutrition, insufficient medical cover and a high mortality rate due to infectious diseases. After achieving independence, the rural exodus and the search for comfort brought about a lifestyle change. Inactivity, stress, unsuitable nutrition and pollution have been the consequences of this modernisation, which has brought about the development of non-transmittable diseases (NTD).

Algeria adopted a strategy to fight against these NTD, of which the objectives are:

- Decreasing risk factors – primary prevention
- Limiting complications – secondary and tertiary prevention
- Reduction of health costs – long-term health policy.

This involves several ministerial departments:

- The Health Ministry for defining programme coordination and strategy
- The Education Ministry for taking charge of the schoolchildren
- The Ministry of the Interior and Local Communities for promoting the sports activities
- The Agriculture Ministry for taking agricultural policy into account
- The Ministry of Youth and Sport for the promotion of large group activities
- The Communications Ministry for disseminating messages and recommendations
- The Justice Ministry for organising sport in prisons.

The following actions are planned:

- In schools: distribution of a physical activity and food hygiene guide; dissemination of the national Olympic anthem, which promotes the Olympic spirit; organisation of inter-school competitions
- In companies: distribution of a physical activity and food hygiene guide; organisation of inter-company sports events
- In local communities: organisation of inter-neighbourhood and inter-city competitions
- In the area of the environment: reforestation and creation of fitness courses; Olympic promotion.

In 2013, on the occasion of its 50th anniversary, the Algerian National Olympic Committee plans to hold a mini sport for all conference and a sport-health half-marathon, and to publish a sport-health charter.

Cardiovascular risk assessment in the GXT for 40-49 year-old people with different levels of physical activity

Xie Minhao, Sports Science College, Beijing Sport University (BSU), People's Republic of China

The Graded Exercise Testing (GXT) programme was undertaken to assess the cardiovascular accident risk for individuals who had undertaken different levels of physical activity. This was done in order to provide a reference for safe exercise at moderate intensity.

The research was conducted on 173 men around the age of 44 years (+/- 3.5 years) and 174 women of the same age. The general condition of the subjects was recorded, such as height, weight, body mass index (BMI), etc.

The subjects were grouped based on the level of their physical activities (low, medium, high). Following the GXT, the results demonstrated that the higher the level of daily physical activity the better the performance and lower the risk of cardiovascular accident.

The subjects were then grouped according to the level of their physical activities as well as their BMI. The results demonstrated that the higher the BMI the lower the performance on the GXT.

KEY OUTCOMES

- Sports clubs need to be more market-orientated, innovative and flexible to attract new members and encourage greater participation in sports activities.
- Undertaking physical activity on a consistent basis at a reasonable intensity can lower the risk of cardiovascular accident.
- To ensure widespread participation in physical activity, events must be open to and accessible by all.
- Coordination within governments between various ministries and regions is important to ensure that a coordinated approach is taken in organising Sport for All-related events.

3.15. PLENARY SESSION 5
Panel discussion: Future directions

This session was a panel discussion focused on the future directions of the Sport for All movement and the programmes and policies that need to be implemented.

Participants

Timothy Armstrong
Coordinator of Surveillance and Population-based Prevention Unit, Department of Chronic Diseases and Health Promotion, World Health Organization

Thomas Bach
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Stuart Biddle
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Wilfried Lemke
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Liu Guoyong
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President of SportAccord, IOC Honorary Member, Switzerland

Benefits of Sport for All

- The promotion of physical activity is integrally linked to the issue of public health, as physical inactivity is a leading factor in high mortality rates in many societies. However the health benefits of activity should not be connected only with physical health, but also with mental health and general wellbeing.
- Sport should be promoted within the education system so that physical exercise should be enjoyable and inclusive.
- The benefits of Sport for All extend beyond simply health into the areas of social integration and economic benefits, and thus should be promoted as such.

Partnerships

- To be most effective, organisations should work together to advance the Sport for All movement. For example, the IOC and UN could both play an important role by effectively cooperating on Sport for All activities. These bodies can also assist in the promotion of change by encouraging cooperation at various levels of the sporting pyramid (i.e. International Federations, national federations, clubs, governments, etc.).

Promotion: New media

- New media and technology have an important role to play in supporting the development and implementation of Sport for All activities.
- New technologies offer new opportunities to maximise advancing the Sport for All movement and better understand the needs and preferences of young people.

- To reach young people, it is important to do so through a medium they use and understand.
- It is important to keep in mind however that new technologies can also lead to more sedentary behaviour because of too much “screen time”, i.e. where young people spend time in front of the TV or computer screen.
- There needs to be an investment by governments in using new technologies to deliver positive messages about physical activity.
- For International Sports Federations, new technologies like social media offer new opportunities to reach consumers and attract sponsors at a lower level of cost.

Promotion: Programmes and policies

- Governments should work to engage people in physical exercise through investment, plans for development and cooperation with local organisations. They should also work with the media to ensure that the message reaches the people and public knowledge about the health benefits of physical activity is increased.
- International Federations have an important role to play in the development of Sport for All policies and programmes. Sport for All should be an integral part of many international events and promoted by the Federations. The opportunity should be taken to promote elite sport alongside general physical activity.
- To inspire people to participate in sport, role models should be used as a promotional tool and as a way to reach young people more directly.
- The IOC can play a greater role in evaluating projects and assisting local organisations in the implementation of Sport for All activities.
- To successfully promote Sport for All activities, it is necessary to have a clear understanding of the nomenclature that should be used in different countries. For example, in some places the word “sport” relates only to elite activities and not general physical activity.

KEY OUTCOMES

- An active population is a healthier population, in terms of both physical and mental wellbeing.
- Physical activity is a crucial component in ensuring a healthy population.
- To effectively implement Sport for All programmes, a range of partnerships are required between governments, non-governmental organisations, sporting organisations and local bodies.
- To advance the Sport for All movement, it must be effectively promoted, in particular to young people.
- New technologies offer new opportunities to maximise advancing the Sport for All movement and better understand the needs and preferences of young people.
- International Federations can play an important role in the development of Sport for All policies and programmes, and should incorporate the concept in the organisation of major events.
- People should be inspired to participate in physical activity, and Sport for All policies and programmes should be tailored to the local environment, culture and conditions.

4. FINAL DECLARATION

14th World Conference on Sport for All
Beijing, China, 20–23 September 2011

Hosted by the Chinese Olympic Committee and the Beijing Municipal Government, the 14th World Conference on Sport for All was organised by the International Olympic Committee (IOC) and its Sport for All Commission, together with the Beijing Olympic City Development Association (BODA), in collaboration with SportAccord. It was attended by 527 delegates from 90 countries and regions.

CALL TO ACTION

It is recognised and acknowledged that engagement of individuals of all ages in physical activity brings both health and social benefits and increases one's general well-being. The implementation of Sport for All programmes meets this end by bridging social and economic divides. It directly addresses the increasing rates of physical inactivity in society.

This Conference, therefore, issues a **call to action** to organisations (sporting and otherwise), governments and community entities to focus efforts on advancing the Sport for All movement and increasing participation of all sectors of society in sport and physical activity.

In particular, this call to action draws attention to the following key areas and goals:

The importance of cooperation and the building of partnerships

- The importance of sports organisations collaborating with governmental and non-governmental organisations, both within and outside the sports sector, in increasing the level of participation in regular physical activity.
- The importance of working closely with the education sector to ensure young people are informed as to the benefits of physical activity, namely health and well-being.
- The widespread benefits of Sport for All activities to obtain support from public and private entities.

The importance of using and transforming tools and knowledge

- The need to transform academic and scientific studies into concrete action and the implementation of Sport for All programmes.
- The need for critical evaluation of projects to maximise the effectiveness of the outcomes.
- The need to share experiences and best practices.

Reaching out

- The influence and effectiveness of role models and social media campaigns as highly effective tools to promote and encourage participation in physical activity and sport.

The accessibility of sporting facilities and public spaces

- The development of dedicated infrastructure and space, both safe and accessible, to facilitate the participation of the maximum number of individuals and organisations.
- The increase in accessibility to schools and facilities of higher education outside regular hours to the wider community.
- The allocation of resources to support innovations in sporting equipment and infrastructure that increase the desirability, both financially and technically, of participating in sports and recreation activities.

The development and implementation of Sport for All programmes and projects

- The importance of organisers of sport events incorporating Sport for All projects as part of their plans to provide sustainable legacies for their community.
- The need for governments at all levels to participate directly in the organisation and support for Sport for All projects ranging in size and structure, from local community events to major international events.
- The importance of incorporating physical education programmes, with an adequate number of hours of physical education, directly into school and college curricula.
- The desirability of sports federations and associations to modify the rules, structures and format of a sport so it is adapted to “urban” environments, and lowers entry barriers, thereby leading to increased levels of participation, particularly in public spaces.
- The important role of governments at all levels in supporting clubs, associations and volunteers to promote, encourage and organise physical activity programmes.
- The need for governments and sports federations to train and educate coaches in regard to the benefits and implementation of Sport for All activities.

5. LIST OF PARTICIPANTS

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