

move

2009

**WORLD
CONGRESS**
ON ACTIVE CITIES:
SPORT, HEALTH
& CITIZENSHIP



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JOIN MOVE2009

**World Congress on Active Cities:
Sport, Health and Citizenship -
Copenhagen 21-24 October 2009**

MOVE2009 takes great pleasure in inviting you to join its World Congress on Active Cities. The congress gathers delegates, representatives and agents both from the public and private sector involved and interested in active city projects and cooperation.

The **MOVE2009** Congress Consortium wishes to extend a warm welcome to all registered participants and launches an open call to political leaders, business representatives, city administrators, recreation-, transport-, and urban experts, sport associations and enthusiasts alike, to join us in Copenhagen, Denmark for what promises to be the most delightfully exciting and informative event in the field.

MOVE2009 SPEAKERS

The MOVE2009 Congress Consortium is pleased to you announce and promote an excerpt of confirmed keynote presenters that will address the congress. The MOVE2009 Congress Consortium has been very privileged to secure the services of some of today's most internationally respected exponents in the field of urban planning, sport and leisure architecture, social change management, health, sport, citizenship and related disciplines.



SELECTED PROFILES



Carina Christensen

Minister of Culture
Denmark

Carina Christensen



Gil Peñalosa

Executive Director, Walk
and Bike
for Life, Canada

Gil Peñalosa



Rai - Raí Souza Vieira de Oliveira

Former captain of the
national Brazilian football
team & co-founder, Gol de
Letra Foundation, Brazil

Rai



Jan Gehl

Founding Partner Gehl
Architects – Urban Quality
Consultants

Jan Gehl



Ritt Bjerregaard

Lord Mayor of
Copenhagen
Denmark

Ritt Bjerregaard



Walter Feldman

Municipal Secretary
of Sport, São Paulo
Brazil

Walter Feldman

TIME TO MAKE A MOVE

A growing number of people live in bigger cities and urban areas. This raises several challenges in the fields of citizenship, recreation, health, physical activity and sport.

Citizens in urban areas are less physically active compared to general population averages. Many cities face the challenge to provide an appropriate environment and facilities that would motivate active lifestyles. The unfortunate consequences are that citizens in urban areas are often less active in their local community, are less engaged in voluntary work and do not enjoy the health benefits of regular physical activity. On the other hand, worldwide trends such as break-dance, skateboarding, rollerblading and parkour originate and develop rapidly in urban areas. **These unconventional ways of moving show new ways to approach the city and its people.**



Cities are eager to meet these challenges. Some cities are developing their profile as **“Active Cities”, “Healthy Cities”** and **“Sport for All Cities”**.

MOVE2009 will offer genuine opportunities to discuss, evaluate and develop city profiles and create cross-sectoral links between stake holders of the urban community.

CONGRESS LOCATION

The MOVE2009 World Congress on Active Cities: Sport, Health and Citizenship will take place in Copenhagen, Denmark from 21-24 October 2009.

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Hosted in the newly built conference centre of Northern Europe’s most innovative sports meeting facility DGI-Byen (<http://www.dgi-byen.com>), the congress will provide inspiration and exchange in a tremendously inspirational setting.

CONGRESS FLOW

The congress format builds on one hand on stimulating plenary presentations and debates drawing upon the latest research, trends and best practices and on the other hand uses focused workshops and dynamic debate groups to provide a programme that will enable participants to join forcefully into the challenges of Active Cities. [Click here to read more](#) about the MOVE2009 World Congress structure.

CONGRESS PROGRAMME

The congress includes debate sessions and workshops and will feature a wide range of plenary session keynote speakers from the International Union of Architects Sports and Leisure programme, the European Citizen Action Service, various international sports organisations as well as representatives from the European Commission and Active Cities from across the World. Find the detailed MOVE2009 World Congress Programme on the next page.

MOVE2009 PROGRAMME

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Wednesday, 21 October 2009

19:00-19:45	<p>Welcome to Copenhagen, Ritt Bjerregaard, Lord Mayor of Copenhagen</p> <p>Welcome to MOVE2009, Mogens Kirkeby, International Sport and Culture Association, on behalf of Organizing Partners</p>
19:45-20:00	Active Cities: A Challenging Political Process – Prof. Dr. Hans Jürgen Schulke Vice-President – Education, Deutscher Turner Bund (DTB)
20:00-20:15	1000 Cities, 1000 Lives – Gil Penelosa , Executive Director, Walk and Bike for Life
20:15-20:45	Entertainment
20:45-	Reception

Thursday, 22 October 2009

09:30-10:15	<p>Welcome to Move2009, Organizing Partners</p> <p>Welcome speech, Carina Christensen, Minister of Culture, Denmark</p>
10:15-11:30	<p>Plenary session: Kicking off MOVE2009</p> <p>Theme 1: Urban planning</p> <p>Jan Gehl, Founding Partner, Gehl Architects – Urban Quality Consultants,</p> <p>Theme 2: City profiling</p> <p>Walking, Cycling and Public Spaces: Creating Vibrant and Healthy Cities – Gil Penelosa, Executive Director, Walk and Bike for Life</p>
11:30-12:00 <i>Coffee break</i>	
12:00-13:00	<p>Plenary session: Kicking off MOVE2009, continued</p> <p>Theme 3: Settings</p> <p>Infrastructure for leisure-time physical activity: National policies and good practice: Presentation of European research project IMPALA – Alfred Rütten, Professor, University of Erlangen-Nuremberg</p> <p>Theme 4: Target groups</p> <p>The World Village of Women Sports, Malmö, Sweden – Mårten Hedlund, Founder and CEO, World Village of Women Sports</p>
13:00-14:00 <i>Lunch</i>	

Parallel sessions

14:00-16:00	<p>SESSION 1: A Healthy, Active City What does it take to get there?</p> <ul style="list-style-type: none"> • The Policy Process - Hamburg, Germany, as an Illustrative Case – Hans Jürgen Schulke, Prof. Dr. and Vice-President – Education, Deutscher Turner Bund (DTB) • A Healthy City is an Active City: Planning for Physical Activity, speaker to be confirmed, World Health Organization • Translating policy into reality: Lessons from Mexico City and New York - Jeff Risom, architectural engineer and urban designer, Gehl Architects – Urban Quality Consultants • EU Guidelines on Physical Activity – Who Takes the Lead? – Jacob Kornbeck, European Commission, Directorate General for Education and Culture, Sport Unit 	<p>SESSION 2: Settings Meeting Citizens where they are</p> <ul style="list-style-type: none"> • Sport, Space and the City: Freedom or Constraint – John Bale, Professor Emeritus of Sports Geography, University of Keele • Streetfootball – Pitch your city - Christophe Mailliet, Executive Manager - Streetfootballworld Network, Streetfootballworld • Alternative Sport Facilities for All - Bo Vestergård Madsen, Head of Analysis, the Danish Foundation for Culture and Sports Facilities • Sports Centers – Removing the Hidden Barriers to Participation – Gar Holohan, Chairman, Aura Holohan Group, Ireland
16:00-16:30 <i>Coffee break</i>		
16:30-18:30	<p>SESSION 3: Target Groups</p> <ul style="list-style-type: none"> • The Body in the City: Facilitating Body Processes and Youth Participation – Four European Case Studies – Antonio Borgogni, Researcher, Faculty of Sports Sciences, University of Cassino, Italy • Engaging Youth - Street Sport as a Democratic Resource - Frederik Von Sperling, Project manager, Underground, Copenhagen 	<p>SESSION 4: City Profiling: What Are the Net Gains for Cities?</p> <ul style="list-style-type: none"> • Vancouver: A City in Tune with Its Natural Assets – Conrad Boychuk, Executive Board Member, International Association for Sports and Leisure Facilities and Canadian Representative, UIA Sports and Leisure Working Programme • São Paulo as a Sport for All City – the 15 Million Inhabitant Challenge - Walter Feldman, Municipal Secretary of Sport, São Paulo • Elderly people and Sport Structures – the Experience of Bologna – The Italian Network of Healthy Cities and the Municipality of Bologna • South Lanarkshire Leisure – Gerry Campbell, Sport Director, South Lanarkshire, Scotland

Friday, 23 October 2009

09:00-10:30	<p>Plenary session: Tackling the Challenges of Health and Active Citizenship</p> <ul style="list-style-type: none"> • Gol de Letra Foundation and Athletes for Citizenship – Raí Souza Vieira de Oliveira, Former captain of the national Brazilian football team and co-founder, Gol de Letra Foundation, Brazil • Streetfootball for Social Change: Is it Possible? – Vladimir Borkovic, Director – Network and Research, Streetfootballworld • Promoting Volunteer Work and Active Citizenship in Urban Areas – Lone Leth Larsen, Board member of European Citizen Action Service and Director of the Danish Cultural Institute, Benelux, Brussels
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10:30-11:00

Coffee break

Parallel sessions

11:00-13:00	<p>SESSION 1: Urban Planning Facilitating Active Living through Physical Environment and Urban Design</p> <ul style="list-style-type: none"> • Innovative facility design . What is the future challenge ? - Ian Mckenzie, Director, International Union of Architects Sport and Leisure Programme • The Creative City: Taking Sports to the Streets – Rene Kural, Director, Danish Architecture Centre • Thinking Culturally About Place and People: The Cultural Planning Approach - Lia Ghilardi, Director, Noema Research and Planning Ltd. • Sport and Urban Planning: What Does Research Show? – Bianca Hermansen, Architect, Danish Architecture Centre 	<p>SESSION 2: Cities on Two Wheels</p> <ul style="list-style-type: none"> • Cyclists and Citizenship: More Cycling = Better Quality of Life – Bernhard Ensink, Director, European Cyclists Federation • Marketing the Bicycle to the Subconscious Environmentalists – Mikael Colville-Andersen, Director, Copenhagen Cycle Chic • Cycling and Public Health: Win, Win, Win – Randy Rzewnicki, Project Manager, European Cyclists Federation
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13:00-14:00

Lunch

Parallel sessions

14:00-15:00	<p>SESSION 3:</p> <p>Call for paper session</p>	<p>SESSION 4:</p> <p>Call for paper session</p>
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15:00-15:30

Coffee break

15:30-17:00	<p>Plenary closing session: Conclusions, perspectives and next steps</p> <ul style="list-style-type: none"> • Ian Mckenzie, Director, International Union of Architects Sport and Leisure Programme • Rene Kural, Director, Danish Architecture Centre • Walter Feldman, Municipal Secretary of Sport, São Paulo • Mogens Kirkeby, President, International Sport and Culture Association <p>Introduction to programme and sights on guided tour, Saturday 24 October</p>
17:30-18:30	<p>Press conference</p>

Saturday, 24 October 2009

10:00-14:00	Guided tour to projects and facilities in Copenhagen
14:00-19:00	No scheduled activities
19:00-	Closing dinner

MAKE YOUR MOVE

Register now and benefit from the preferential congress fee. Registrations can be made online at the MOVE2009 website. [Click here to proceed with your registration.](#)

Further information on the congress practicalities and hotel bookings can be found on the [MOVE2009 website](#) or by sending an email to the congress secretariat at info@move2009.org.

PARTICIPANT PROFILE

MOVE2009 invites diverse target groups from sport associations to city administrations, from political actors to urban architects, from private businesses to international interest groups and federations. The diversity of stakeholders is crucial to the creation of a vibrant working atmosphere.

This diversity is also a reflection of the potential for cooperation between grassroots sports organisations, the public and the corporate sector.

Practical cooperation between these sectors enables cities to be identified and internationally profiled as physically active, healthy and civic minded. Participants will consequently expand their networks, create valuable alliances and thereby benefit from joint participation in MOVE2009, World Congress on Active Cities: Sport, Health and Citizenship.

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CONGRESS FEE

	Payment before 07/09/2009	Payment after 07/09/2009
Student package	160 €	190 €
Full package	190 €	250 €
2 - Day package Restricted to Thursday & Friday programme	170 €	200 €
1 - Day package Restricted to Thursday or Friday programme	100 €	120 €
If you are accompanying a participant but will just be present at the lunches and dinners	100 €	160 €

The congress fee for the four day congress includes: admission to all presentations, congress materials, congress program, welcome reception, lunches, coffee breaks and the closing dinner on Saturday night. The congress fee does not include travel and accommodation.

MOVE2009 WORLD CONGRESS CONSORTIUM

The MOVE2009 World Congress on Active Cities: Sport, Health and Citizenship is organized by a broad partnership of organisations and stakeholders engaged in the endeavor to inspire creative urban development processes.

INTERNATIONAL PARTNERS



| International Sport and Culture Association – ISCA | European Confederation Sport and Health – CESS | European Cyclists' Federation – ECF | Streetfootballworld | International Union of Architects Sport and Leisure Programme – UIAS&L |

NATIONAL PARTNERS



Det Kongelige Danske Kunstakademi
Kunstakademiets Arkitektskole
Center for Idræt og Arkitektur



| Danish Foundation for Culture and Sports Facilities – LOA | Center for Sports Architecture – CIA |

THEMES

Overarching themes

Urban planning

The urban environment is seen as one of the most important factors for daily physical activity and sport. City infrastructure and facilities that promote active citizenship are central when it comes to increasing physical activity. But urban planning and construction are long-term projects with long-term perspectives.

What are the best practices in urban planning, and can we wait for its results? Are there any short cuts?

Settings

Mobilizing citizens at local level is the key to success. Citizen based and citizen driven activities have their starting point in the local community.

The so-called 'Setting Approach' calls for integrating the local settings, where the

activity is performed, both in the planning and the implementation of campaigns and initiatives.

How do local settings, such as clubs, schools, community centres and public administrations cooperate successfully? Where are the pitfalls and what are the good examples?

Target groups

Targeting specific population groups is essential to ensuring that all citizens have access to opportunities for physical activity and an active living. Vulnerable population groups include children and youth, older people, lower income families and ethnic minority groups, among others. How do we reach these groups in innovative ways? How can we work successfully with the multitude of cultures and religions that are present in urban communities? And how do we

generate positive attention to specific population groups in comprehensive approaches to combat physical inactivity?

City profiling

In recent years there has been a surge of cities developing distinct profiles as 'Active Cities', 'Healthy Cities' and 'Sport for All Cities' as viable strategies for tackling problems of physical inactivity and other health and citizenship related issues in urban settings. But what does it mean to be a healthy or active city? What elements are essential for action and which barriers must be overcome in order for cities to succeed in promoting physical activity in the day-to-day life of their citizens? How can cities use labels such as "Active City" to promote healthy lifestyles and generate brand value for the city? Finally, what are the net benefits to cities and their citizens in the longer run?

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Cross-cutting themes

Sport and physical activity

Health Enhancing Physical Activity has long been viewed as separate from Sport. Some have focused narrowly on walking or biking as uniquely relevant forms of health enhancing physical activity. At the same time, Sport has been viewed mostly in the light of recurring tournaments and events in standardized disciplines. The trends in urban areas however show a complex variety of activities and physical movement that transcends traditional borders. Overcoming city obstacles as in trendy Parkour is just one example of such tendencies. In which ways will the urban setting and new trends in physical movement force stakeholders to re-think their strategies? And what will be the sport and physical activity trends of the future?

Health

The health of urban populations can be negatively influenced by many factors, not least sedentary lifestyles. International and national stakeholders such as the EU, WHO and national Ministries of Health are placing more focus on promoting healthier lifestyles through physical activity. The EU "Health Strategy White Paper" and WHO "Global Strategy on Diet, Physical Activity and Health" both point to health enhancing physical activity as a means to achieving healthier societies. Can cooperation between sport NGOs, municipalities and other sectors lead to improved health for urban citizens? How can individual behaviour and social associations be used in preventing sedentary lifestyles?

Citizenship

Cities around the world are facing increased individualism as well as serious challenges with respect to the social integration of immigrants, less privileged groups and social minorities in civil society activities. At the same time, the concept of citizenship is changing: Active participation in civic life takes new forms and involves new organisations and sectors.

How will urban dwellers be able to contribute to truly active civil societies through physical activity and sport in the future? What is the future of voluntary engagement in citizenship activities in increasingly individualised societies? What are the new roles of city administrations and civil society organisations in challenges related to integration and social inclusion?

MOVE2009 DONORS



The MOVE2009 World Congress would like to thank its donors and sponsors for their commitment and support.



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MOVE2009 AMBITIONS



MOVE2009 will

① **provide a platform** for debate, experience sharing and inspiration for all stakeholders involved in sport, health and citizenship activities in urban areas.

② **initiate cross-sectoral cooperation** and partnerships in this area, especially between sport associations, city managers, architects, urban planners, political decision makers and business representatives.

③ **supply** a wide audience with **inspiration** and role models for participation, knowledge sharing and innovation in sport in urban areas

④ **lay the foundation for** international networks to enhance **continuous exchanges and cooperation** between practitioners and organisational leaders from the different sectors working with health, citizenship, physical activity and sport.

CONGRESS SECRETARIAT



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For further information please do not hesitate to contact the congress secretariat:

MOVE2009 SECRETARIAT

c/o International Sport and Culture Association

Tietgensgade 65,
DK-1704 Copenhagen V
Denmark

Tel: +45 3329 8026

Fax: +45 3329 8028

E-mail: info@move2009.org

Web: <http://www.move2009.org>

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