

## **PROGRAM**

### **CONTEXT**

#### ***The European Week of Sport***

For the second time, the European Week of Sport will be held in September 2016. The official campaign will be launched on September 10<sup>th</sup> 2016 and will last throughout the month. This initiative, implemented by the European Commission for the first time in 2015 aims at promoting sport and physical activity across Europe. 31 National Coordinating Bodies, supported by 30 European partners fostered the organization of 7000 events across Europe, mobilizing 6 million participants.

#### ***The House of Sport***

Building on the momentum of the first EWoS, the House of Sport was created in September 2015 as a joint initiative of now 20 leading organizations<sup>1</sup> in the sport and active leisure sector. The main objective of this platform is to benefit from stakeholders' synergies and join efforts in an organized cross-sectorial approach to raise awareness on the benefits of sport and physical activity.

## **RATIONALE AND OBJECTIVES**

#### ***A "State of the Art" Conference***

Physical activity is an important contributor to human health and well-being, and the full extent of its benefit is only now becoming acknowledged by researchers and policy makers. The physical health outcomes of regular physical activity are compelling and pressing.

Physical activity is important for people of all ages. However, evidence suggests that activity levels, in Europe and elsewhere, are often low and overall declining.

As our knowledge of the importance of physical activity grows, so does our awareness of the concerning rates of inactivity across Europe, for all ages and social groups. In a majority of countries in Europe, large proportions of the population are so inactive that their health is at risk. In case of children, sedentary lifestyles place them at an increased risk of chronic and/or non-communicable diseases in both the short- and long-term.

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<sup>1</sup>ACES, EPSI, EFCS, FESI, EuropeActive, ICSS, Sport and Citizenship, EHLA, Sporsora, FEDAS, EMCA, EC-OE, EFSMA, ENOS, IJF, FIM, ESSNA, EOG, Play International and ENAS

Ironically enough, the physical health outcomes of regular exercise are so compelling and urgent that they are in danger of excluding other outcomes by their dominance. This would be unfortunate, as the cases for the wider benefits of physical activity suggest that it can make distinctive contributions to a wide range of domains, including educational achievement, the development of life skills and social skills, as well as psychological well-being and collective economic health.

The 20 House of Sport partners share these observations.

This document presents a concept to join efforts in supporting the European Week of Sport by organizing a “State of the Art” Symposium on the following topic:

### “PHYSICAL ACTIVITY: TOMMORROW’S CURE”

#### **General Objectives**

- **DELIVER** a consolidated a common message on the need to raise the profile of sport, leisure and physical activity;
- **IDENTIFY** and **HIGHLIGHT** several good practices in Europe, whilst singling out factors of success;
- **BENEFIT** from the EWoS momentum to showcase positive health-enhancing physical activity examples and practices;
- **DRAW** concrete and operational recommendations directed at European institutions, the sport sector and the general public.

## PROVISIONAL PROGRAM

### **10:00 OPENING PROTOCOLE**

- Welcome speech by Alain COURTOIS – First Alderman, City of Brussels
- Opening speech by Tibor NAVRACSICS, Commissioner for Education, Culture, Youth and Sport and Ms. Gitte LAMBRECHTS-COURTOIS, Physiotherapist and mother of Belgium football goalkeeper Thibaut Courtois
- Presentation of the House of Sport (mission, composition, objectives): Alberto BICHI, Secretary General of FESI and Executive Director of EPSI

### **10:30 ROUNDTABLE 1: HEALTHY BODIES**

- Moderator : Jean-Claude Coubard, Founder and Chairman of EHLA
- Pr. Willem van Mechelen, VU University Medical Center Amsterdam
- Dr. Martine Duclos, Head of Service at University Hospital Clermont-Ferrand, France
- Jean-François Toussaint, Director of IRMES at INSEP
- Sir Graham Watson, President of EuropeActive

\*FESI: Federation of European Sporting Goods Industry, EPSI: European Platform for Sport Innovation, EHLA: European Healthy Lifestyle Alliance, IRMES: Institut de Recherche bio-Médicale et d'Epidémiologie du Sport, INSEP: National Institute of Sport and Physical Education

## **12:15 LUNCH**

## **13:30 ROUNDTABLE 2: HEALTHY ECONOMIES**

- Moderator: Alberto Bichi, Secretary General of FESI and Executive Director of EPSI
- Luca Businaro, President of FESI
- Joe Cummiskey, former President of EFSMA – Sport as a medicine: prescribing physical activity as a new model?
- Federico EICHBERG, President and Founder of EMCA
- Olivier DULAC, President of Sporsora.
- Carlo CORAZZA, Head of Unit F4 at DG GROW, European Commission
- Didier Besseyre, President of FFSE, EFCS and WFCS

## **15:15 ROUNDTABLE 3: HEALTHY SOCIETIES**

- Moderator: Laurent Thieule, President of Sport and Citizenship, Think Tank
- Piara POWAR, Executive Director of FARE Network
- Thierry Zintz, Catholic University of Leuven, Member of Sport and Citizenship's Board
- A representative from the UEFA Foundation for Children (name TBC)
- A representative from the Kraainem Football Club or a local sports club (name TBC)
- Ignacio PACKER – Secretary General, Terre des Hommes International Federation (TBC)

## **17:15 CLOSING PROTOCOLE**

- Closing address by an ambassador (cf. athletes proposed by Alain Courtois)
- Closing speech by TBC

## **17:45 5KM WALK**

- Introduction of Energy Lab by Sanne Stegen, Project Manager at Energy Lab, Gent

## **19:00 COCKTAIL RECEPTION**

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\*EFSMA: European Federation of Sports Medicine Associations, EMCA: European Multisport Club Association, FARE: Football Against Racism in Europe, FFSE: Fédération Française du Sport d'Entreprise, EFCS : European Federation for Company Sport, WFCS: World Federation for Company Sport

PARTNERS

