

ANNEX I

1. NAME OF THE BENEFICIARY:

Landeshauptstadt Stuttgart, Sportamt

2. NUMBER AND NAME OF THE PROJECT

EAC/21/2009/126 – YOU NEED EXERCISE! Introducing every day Culture of Sports for Children in European Cities

3. AREA OF INTERVENTION:

Health and physical activity

4. SPECIFIC OBJECTIVE(S):

- Strategic planning and the implementation of measures to promote the health of young European citizens
- Consideration of educational dimensions of sports for shaping one's life by programmes in kindergartens and primary schools
- Reduction of adiposity, overweight and chronic illnesses such as juvenile-onset diabetes by regular activity for children
- Impact of best practices on the curricula of the national vocational training systems for sports clubs, schools, kindergartens
- Sustainable exchange of best practices and experience via open online communication. The results of the project can be used at all times by other European municipalities.
- Drawing up policy recommendations for players by developing a guideline for the promotion of physical activity of children in everyday life: based on the existing EU directives for physical activity
- By integrating voluntary structures into sports clubs and sports associations the project also consolidates a civic commitment. Active citizens get recognition, which is important, and also new competencies to continue their work
- The health, education and sports sectors within the cities Athens, Copenhagen, Innsbruck, Rotterdam, Stuttgart are strengthened.

5. DETAILED DESCRIPTION OF THE PROJECT:

The objective of the project is to identify, use and provide all project partners with the most successful approaches to promote a culture of human motion for children in the various European municipalities. This project will be realized with the partner cities working together with the various measures already in place and tried and tested networks in the individual partner cities, providing all institutions involved with knowledge and practice transfer. This practice-oriented approach considering important empirical values of all institutions allows all partners to participate. In addition the parties involved will gain a new insight into the further development of their work.

With effective networks already in place in the municipalities the work on a local basis is strengthened and all existing process and implementation knowledge can be accessed.

6. ACTIVITIES TO BE COMPLETED AS PART OF THE PROJECT:

- LEVEL 1: orientation to important sports political targets of the EU
- LEVEL 2: identification of approved methods, development of innovative proposals, knowledge transfer among cities, development of common directives to encourage children to take exercise
- LEVEL 3: higher number of network partners, comprehensive introduction of tried and tested methods within the EU, intensified utilisation of approved methods, inter-institutional knowledge transfer and within the institutions, orientation towards default 60 minutes exercise per day

7. PARTNERS OF THE NETWORK:

- Dimotiko Vrefomio Athinon, Athens Municipal Creches and Childhood (GR)
- City of Copenhagen (DK)
- Innsbruck Stadt (AT)
- City of Rotterdam (NL)
- Landeshauptstadt Stuttgart (DE)

8. ARRANGEMENTS FOR EVALUATION / SUPERVISION DURING THE OPERATION:

- Number of the succesful approaches identified and the documentation on the online platform
- Concept of new innovative practical approaches in the European partner municipalities
- Number of networks partners on a municipal level dedicated to the idea of establishing a European culture of human motion for children-60 minutes' exercise a day fro every child
- Evaluation is planned before, during, and after the project. The criteria will be defined around the first partner meeting in Stuttgart

9. EXPECTED RESULTS AND THEIR USE:

For the EU and every municipality involved the added value is achieved by an exchange of experience and successful procedures. The municipalities can play a part, benefit and learn from one another. The approach is very much hands-on and feasibility is a prerequisite even in the planning phase. All approaches can be accepted, adapted and implemented by the municipalities involved. The course of the project will be documented on the Internet, accessible for everyone. All approaches are traceable. This includes all the European municipalities involved. Besides strengthening the institutions involved, the external effect strived for the development of a positive culture of human motion in Europe. Due to the open approach every municipality, institution can access the results and use them for their further development. Everybody can utilise the findings without registration.

10. EXPECTED DURATION OF THE PROJECT ACCORDING TO THE PRELIMINARY WORK PLAN:

01/01/2010 to 31/01/2011

11. BUDGET:

Total budget of the project:	263.311,00 €
Of which EU grant:	210.649,00 €
Rate of EU funding:	80,00 %

12. CONTACT:

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