Sustainable Sport for All for a Sustainable Active World

Sustainability is at the very core of Sport for All and physical activity (SAPA). It is a key element and cornerstone of any successful and enduring Sport for All program or policy. However, in the rush to deliver programs and the fight to create popular policy and maintain power, sustainability is often overlooked by short-sighted governments and SAPA organisations alike. The time is ripe for us all, as leaders of the Global SAPA Movement, to recognise and reinforce the critical importance of sustainability in Sport for All and physical activity.

Sustainability is a ‘buzz word’ tossed around as a key value by governments and organisations across the world, however with little understanding of its true meaning and consequences. Sustainability is more than the preservation of its natural environment and use of renewable resources. Of course, environmental sustainability is critical, however it is but a small piece of a global puzzle with many faces and complexities, including Sport for All and physical activity. We must explore and promote both sustainable participation in SAPA, and also how SAPA can impact and aid global sustainability in a broader context.

So what does sustainability mean? How does this affect SAPA? How can we use sustainability to benefit SAPA, and in turn create a more active, sustainable world? More than 400 participants in the TAFISA 23rd World Congress 2013 responded to these critical questions in Enschede, the Netherlands.

Themes in Brief

TAFISA Programs & Events
2013 saw longstanding TAFISA programs, including the CLGs, World Challenge Day and World Walking Day, have another fantastic year, alongside the successful development and kick-off of new programs, TAFISA Triple-AC and SportCityNet.

23rd TAFISA World Congress
With engaging and inspiring conversations and presentations between participants from more than 60 countries, the 23rd TAFISA World Congress brought to the fore the important triple bottom line of Sport for All and Sustainability – People, Planet, Profit.

TAFISA Cooperations & Networks
The growth of the global Sport for All network is a top priority for TAFISA. More than twenty new members joined the TAFISA family in 2013, while new cooperations were established or strengthened with regional and international Sport for All bodies.
The 23rd edition of the TAFISA World Challenge Day was once again a success. In 2013, on the 29th of May, more than 50 million people from 340 cities and communities in 31 different countries participated in this friendly, global competition, motivating their cities to be physically active for at least 15 minutes. Numerous activities and events took place all over the world, especially in America, Asia and Europe.

Congratulations to all the participants, and especially to the Fortaleza, Macau/China, Tacna and Puerto la Cruz communities, which won the World Challenge Day Cup in their respective category.

Promoting physical activity in urban space is a great commitment, and TAFISA encourages all cities and communities around the globe to continue their efforts towards more Active World.

**World Challenge Day Cup Winners**

<table>
<thead>
<tr>
<th>City</th>
<th>Country</th>
<th>Population</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cat. 5 (&gt; 100.000)</td>
<td>Peru</td>
<td>3,000,000</td>
<td>1,440</td>
</tr>
<tr>
<td>Cat. 4 (100.000 - 250.000)</td>
<td>China</td>
<td>642,000</td>
<td>53,198</td>
</tr>
<tr>
<td>Cat. 3 (20.000 - 10.000)</td>
<td>Peru</td>
<td>322,000</td>
<td>1,440</td>
</tr>
<tr>
<td>Cat. 2 (2.000 - 1.000)</td>
<td>Venezuela</td>
<td>2,000</td>
<td>1,440</td>
</tr>
<tr>
<td>Cat. 1 (&lt; 1.000)</td>
<td>Peru</td>
<td>1,040</td>
<td>1,440</td>
</tr>
</tbody>
</table>

Please contact the TAFISA office for more information about future events.

**TAFISA Programs & Events**

**50 Million People Moving for the World Challenge Day 2013**

The preparation for the upcoming TAFISA World Sport for All Games is well on its way. TAFISA, under the presidency of Hayapo Imazu, as is the case, the event will be supported by the Ministry of Sport and Youth, the Ministry of Health as well as the Jakarta Governor. Also, the National Olympic Committee has joined the Organising Committee. Some 100 countries are expected to present their traditional sports and games in a country that is itself a wealth of movements and cultures to offer. The national motto of Indonesia, Unity in Diversity, has been chosen to be the theme of this Games.

TAFISA welcomes all participants to the 2016 Games.

**Exciting 2016 Games to Come**

As every year, the first weekend of October since 1991, the TAFISA World Walking Day gathered millions of people taking to the streets all over the continents. In 2013, on the 5th and 6th of October, they were again more than twelve million from more than 30 countries participating in walking events organized by TAFISA members. Walking is an activity open to citizens of all ages, backgrounds, abilities and genders, and TAFISA encourages everyone to incorporate this physical activity in their daily routine. For TAFISA members, organizing a walking event is not only cost-effective, but it is also a simple way to make citizens active using the already existing environment.

For more information about TAFISA World Walking Day 2014, please contact the TAFISA office.

**TAFISA World Walking Day**

TAFISA is proud to announce that the “1st TAFISA Europe Sport for All Games” will be hosted by the city of Leeuwarden, the Netherlands. The week-end event will be supported by the Ministry of Sport, Youth and Family, and the Ministry of Education, Culture and Science. Leeuwarden is the capital of the Frysland province in northern Netherlands, a region which is recognised as a centre of Traditional Sports and Games in this country. TAFISA thanks former board member Wim Florijn and Leeuwarden representative Anne Jochum de Vries for their good work and daily commitment in promoting Sport for All and physical activity.

For the first time, and at the occasion of the Closing Ceremony of the 2nd TAFISA World Congress in Enschede, the Netherlands, the TAFISA World Stamford League, one of the two 2018 European Capitals of Culture – a privilege that Leeuwarden shares with Le Valletta, Malta – Leeuwarden is expected to host the first “Virtual Olympics” of Traditional Sport for All.

TAFISA Europe partners are encouraged to take part to this unique event.

**Leeuwarden to host 1st TAFISA Europe Sport for All Games 2018**

As part of its Triple AC program, “Active Cities – Active Communities – Active Citizens”, TAFISA has been working to identify potential TAFISA Active Cities around the world to act as pilot cities. Those cities would take on a holistic Active City program under the umbrella of the TAFISA Triple AC program to increase the participation in Sport for All and physical activity amongst their citizens.

For more information about TAFISA World Walking Day 2014, please contact the TAFISA office.

**Triple AC Builds Momentum**

Launched in 2012, the TAFISA Triple AC (Active Cities, Active Communities, Active Citizens) program, developed in cooperation with the IOC, already gathers more than a hundred best practices. Triple AC aims to encourage cities and communities to develop active programs and events for their citizens. It recognises and rewards their good work in the key success areas:

- Knowledge & Awareness
- Cooperation & Partnership
- Programs & Events
- Sports & Places
- Monitoring, Evaluation & Continuous Improvement

All cities and communities are encouraged to join the global TAFISA AC network. For more information, see www.triple-ac.net.

**Casting a Wider SportCityNet**

Supported by the European Commission as part of the 2012 Preparatory Action: European Partnerships on Sport, the TAFISA SportCityNet Project was launched in January 2013.

It brings together 11 municipalities and 11 partner organisations, with the aim to increase levels of physical activity by raising awareness of its benefits and sharing knowledge and experience within the city and municipality setting.

Two successful workshops were already held in the City of Wiesbaden (Germany; 5 – 7 March 2013) and the City of Eindhoven (Netherlands, 22 – 23 October 2013). The last event will take place in Guiyang, China (23 – 24 March 2014). This network and all the best practices will be integrated into the Triple AC program in June 2014.

**Four Triple-Active Cities Rewarded**

For the first time, a country will be supported by the Ministry of Sport and Tourism, the Polish Ministry of Sport and Tourism, the City of Warsaw (Poland), the City of Macau (China), and the Cities of Busan and Iksan (Korea). For their good work and daily commitment in promoting Sport for All and physical activity.

**Your City – A TAFISA Active City?**

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TAFISA encourages other cities from around the world to contact us with expressions of interest in becoming TAFISA Active Cities.

**TAFISA and UPC host Triple AC Satellite Workshop to the 15th IOC World Sport for All Conference**

On 8th and 9th May 2014, UPC hosted a successful satellite workshop to the 15th IOC World Sport for All Conference in Wiesbaden, Germany. With keynote speeches from Rodolfo Valgoni, Jorma Savola of TAFISA, Margit Budde of Sport and Culture and Dr George Koehler, UPC hosted a workshop on the Triple AC and SportCityNet projects.

With an audience of more than 100 participants, the workshop focused on the key success areas of the Triple AC program: Knowledge & Awareness, Cooperation & Partnership, Programs & Events, and Monitoring, Evaluation & Continuous Improvement.

For more information, see www.triple-ac.net.

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**TAFISA Programs & Events**

**TAFISA World Walking Day**

TAFISA is proud to announce that its existingMemorandum of Understanding, signed in 2010 with the International Olympic Committee (IOC), has recently been extended until June 2015. Under this agreement, which includes trials to enhance sport participation and promoting healthy lifestyles worldwide, support the development of the TAFISA Triple AC and Certified Leadership Course programs.

The next “Reach Out”, Program, or Sport for All Development Workshop, will also be designed to respond to a growing demand from national bodies for better tools for building cooperation and strategic development of Sport for All.

**TAFISA Extends its Memorandum of Understanding with the IOC**

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23rd TAFISA World Congress Opens a New Chapter in Global Sport for All

23rd TAFISA World Congress
2013 - Enschede - The Netherlands

People, Planet, Profit

Some 400 participants from 60 countries worldwide met from the 23rd to the 27th of October 2013 in Enschede, the Netherlands, for the 23rd TAFISA World Congress. Under the theme “Sustainability and Sport for All”, the participants debated, discussed and shared future strategies and experiences. They explored the concept of sustainability in terms of the triple bottom line - people, planet and profit - and sharpened their understanding of the intrinsic relationship between sustainability and Sport for All and physical activity (SAPA). They investigated how to encourage sustainability in SAPA and also how SAPA can impact and aid global sustainability in a broader concept.

TAFISA thanks Congress host, the City of Enschede, and Congress organizers, the Netherlands Institute for Sport and Physical Activity (NISB), for having made such an interesting and unique Congress format which encouraged interaction and was a new experience for participants. TAFISA is also extremely grateful to all participants, speakers, organizers and sponsors that helped to make the 23rd TAFISA World Congress an outstanding success. The Enschede Congress has set a standard of quality for future TAFISA events.

For a full version of the 23rd TAFISA World Congress, please consult the Congress Magazine (November 2013) at the following website: http://congress.tafisa.net

A New Sustainability Awards Scheme

As a result of the Congress and in line with its theme, TAFISA launched, during the Closing Ceremony, the new “TAFISA Sustainability Award”. Supported by our partner Ball Packaging Europe, it aims to stress people or organisations that have developed good “people”, “planet” or “profit” practices in the field of “Sustainability and Sport for All”.

This year’s awardees were:

• People: the City of Enschede, for successfully implementing the program “Greenest in Ganzen” (Healthy Environments in Healthy Communities).

• Planet: the Chinese Mountaineering Association, for its National Mountain Mountaineering festival.

• Profit: Social Service of Commerce Sao Paulo, for its program SESC Summer.

The Closing Ceremony was also the occasion to present the TAFISA Friends for Life Award to Mr. Ronco Holt, CEO of NISB and Mr. Peter de Oudekerk, Mayor of Enschede.

Walk the Talk

A TAFISA Pilot Event in Partnership with Ball Packaging

Beautiful weather for an exceptional event: on Saturday 26 October, Congress participants got the opportunity to meet with the local population along a running “fun route” in the streets and park trails of Enschede. In total, more than 400 people gathered on the City Hall Square and started the cultural and scenic walk that took them through different physical activities at several checkpoints installed along the way. TAFISA thanks the City of Enschede for organizing such a successful event.

TAFISA Honorary Members

Congratulations to the winner Anna Braskamp! 8 years old, from G.B.S. de Fontein school.

As part of Walk the Talk, TAFISA and its sponsor Ball Packaging Europe organized a huge competition involving five primary schools of Enschede. Children were encouraged to draw what “sustainability and Sport for All” meant to them, and the winning picture was printed onto 1500 juice drink cans offered by Ball Packaging to all participants of the Walk the Talk.

Kids Can Design Competition

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A Wonderful Opening Ceremony

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We are Designed To Move

The world has stopped moving. In less than two generations, physical activity has dropped by 20% in the U.S. and 32% in the U.K. Children are the deep in debt to less than one generation. The economic costs are unacceptable, the human costs are uncalculable.

TAFISA recognises that no one can fix this alone. We aim to start a movement and combine expertise. Urgent priority must be given to dramatically increasing the world’s commitment to physical activity. Designed To Move offers a framework for action and cooperation – projects, companies, institutions and governments with the resources to turn this situation around. TAFISA has a new initiative Designed To Move at its physical activity platforms.

Kicking-Off the Global Coalition for an Active World

With the aim to increase worldwide participation in TAFISA, including grassroots sports, some 12 international organisations working in the field sat together for the first time on the occasion of the 2nd TAFISA World Congress. These organisations hope to create a Community of Action to help create a platform of discussion and cooperation with a broader and deeper reach than ever before. Three kickoff meetings gathered representatives from:

- American College of Sports Medicine (ACSM),
- International Federation of Adapted Physical Activity (IFAPA),
- International Military Sports Council (CISM),
- International Council of Sport Science and Physical Education (ICSEPE),
- International Federation of Popular Sports (IFPV),
- International Working Group on Women and Sport (IFWS),
- Special Olympics Europe – Eurasia (SOE) and TAFISA

The International Paralympic Committee (IPC), the International Committee for Sports of the Deaf (ICSI) and the International Physical Education Association (IEPFA) also expressed their interest and support for this initiative launched jointly by TAFISA and ICSEPE.

Following this encouraging meeting and in order to establish a regular connection between all these entities, TAFISA is now working on the next steps for the Coalition.

TAFISA Family Grants Patronage

The goal of TAFISA’s Patronage Programme is to support members in good standing, who are providing a platform for all people in their particular sport or physical activity to develop, compete in, demonstrate and/or participate – a platform for all people. TAFISA acknowledges that its leading position in the global Sport for All movement, represents a platform for all people and is open for adoption by any individual and organisation.

The TAFISA Family Grants Patronage has been created to offer financial support for the following purposes:

- To aid the development of grassroots activities
- To assist with the development of new projects
- To meet additional costs

The TAFISA Family Grants Patronage provides a chance for TAFISA members to contribute financially to new projects or initiatives that benefit grassroots development and support grassroots activities.

TAFISA Members Have Their Say

To offer its members a voice in the direction and operation of the organisation, TAFISA released the TAFISA Member Survey 2013. This survey was the outcome of the TAFISA Board’s strategic review and was designed by TAFISA to get feedback from its members, and to identify future direction and key areas of focus.

The survey was distributed to all members in November 2013 and was completed by 45% of members.

The survey sought feedback on a wide range of issues, including:

- TAFISA’s mission
- TAFISA’s role
- TAFISA’s strategic plan
- TAFISA’s financial position
- TAFISA’s的形象

The survey also asked for feedback on specific projects and initiatives, such as TAFISA’s Patronage Programme, TAFISA’s World Congress and TAFISA’s World Games.

The survey results have been used to inform TAFISA’s strategic plan for the next five years.

A New Open Doors

TAFISA is excited to announce that it has entered into a partnership with ASIAN, the Association of Southeast Asian Nations, which comprises 11 countries in the region. The agreement was signed on 6 September 2013 between TAFISA and ASIAN, with the aim to promote and support the global Sport for All and physical activity movement.

The initial focus of the partnership will be on the development of a regional network of representatives for TAFISA in the region, and on the promotion of TAFISA’s work in the Southeast Asian region.

For more information, please contact info@tafisa.net.
People.

Sport for All and physical activity is both a basic human right and a need. Participation in Sport for All and physical activity plays a role in promoting social inclusion, empowerment and community development. It provides opportunities for social interaction and cohesion, fun, building self esteem and fitness. We need to address:

- Under what conditions does sport participation lead to social inclusion, empowerment and participation?
- How do we achieve long-term changes in individuals’ behavior and attitudes toward Sport for All and physical activity?
- Planet. The natural and built environments offer many opportunities to promote sport and physical activity in a sustainable way. By definition sport uses the environment. But we should ask ourselves:
  - How can we use nature and our environment to stimulate physical activity and Sport for All?
  - How can we maximize use and enjoyment of the environment and minimize environmental impact, or better yet, aid the environment
- Profit. We must consider profit in a broader context, including social and environmental factors, as well as the pure economics. We should ask ourselves:
  - How do we maximize profit for both individuals and the community through Sport for All?
  - How can we make the best use of technology and social media to increase sustainable Sport for All participation?

If we can manage to combine these three elements of Sport for All and physical activity, we can contribute to not only increasing sustainable participation in SAPA, but developing a more liveable, a more just, and a more viable world.

TAFISA Outlook for 2014 & Beyond

A sneak preview of TAFISA programs, events and services includes the following:

**TAFISA Certified Leadership Courses in Sport for All, Worldwide**

With the success of both international and national CLCs since 2007, with the support of the IOC, TAFISA is planning several events for 2014 and beyond. This year’s CLCs will, among others, take place in Kuala Lumpur, Malaysia (May), Guam (date TBC), Turkey (May) and Mongolia (June). TAFISA CLCs are aimed at educating and training Sport for All leaders, managers and volunteers to strengthen and spread the global Sport for All movement, and allow easier access to Sport for All for all people. Be sure to register for a course near you or to contact the TAFISA office if you would like to organize either a National or International CLC.

**TAFISA World Challenge Day, Worldwide, 28th May 2014**

The TAFISA World Challenge Day aims at millions of participants from around the world in a friendly, international Sport for All competition. World Challenge Day allows cities and communities from anywhere in the world to challenge each other, similar sized, cities and communities to see who can encourage the most people to be active for just 15 minutes in one day. With the World Challenge Day app up for grabs, it’s a fun and innovating way to bring Sport for All to your local people!

**TAFISA World Walking Day and new event launch, Worldwide, 4th – 5th October 2014**

Held every October, the TAFISA World Walking Day is another signature event designed to easily attract as many people as possible to participate in Sport for All. In 2014, based on the pilot events tried out by the SportCityNet cities a few months before, a new format will be launched and proposed to all TAFISA members. Stay tuned for more developments in ‘World Walking Day for All’

**TAFISA Timeline 2014**

January

- Launch of EU funded TAFISA "Recall: Games of the Past – Sports for Today" project

February

- First Meeting of project "Recall: Games of the Past – Sports for Today", Cologne, Germany, 18th – 19th

April

- TAFISA Forum – Designed To Move, Savia, Korea, 23rd
- TAFISA Board Meeting, Seoul, Korea, 23rd – 24th

May

- TAFISA International CLC, Kuala Lumpur, Malaysia, 4th – 10th
- Final Meeting of SportCityNet Project, Guimaraes, Portugal, 7th – 9th
- TAFISA National CLC, Antalya, Turkey, 19th – 22nd
- TAFISA World Challenge Day, Worldwide, 28th
- TAFISA WCD – Kids’ Bike Event in SportCityNet cities, 28th

June

- 6th PVG World Conference on Women and Sport, Helsinki, Finland, 12th – 15th
- TAFISA Certified Leadership Course, Ulan Bator, Mongolia
- Second meeting of project "Recall: Games of the Past – Sports for Today"

September

- 1st TAFISA World Martial Arts Games, Richmond, Canada, 3rd – 7th

October

- TAFISA World Walking Day / New TAFISA event launch, Worldwide, 4th – 5th
- Third Meeting of project "Recall: Games of the Past – Sports for Today"

1st TAFISA World Martial Arts Games, Richmond, Canada, 3rd to 7th September 2014

TAFISA is delighted to invite you to the 1st TAFISA World Martial Arts Games to be held at the beautiful Richmond Olympic Oval in Vancouver, Canada, from 3rd to 7th September 2014. As the first of its kind, the Games will encompass a martial arts festival that combines interactive demonstrations followed by a competition event that will showcase the community of Sport for All martial arts athletes from around the world. More details on the event will be released on www.tafisa.net soon. Stay tuned!

24th TAFISA World Congress, Budapest, Hungary, 15th – 18th October 2015

The Hungarian Leisure Sport Association and the City of Budapest, Hungary, will host the 24th TAFISA World Congress from 15th to 18th October 2015. Building on the successes of Enschede, this Congress promises to be more thrilling than ever. Save the date! More information will be unveiled in the coming months on www.tafisa.net.

6th TAFISA World Sport for All Games, Jakarta, Indonesia, 6th – 12th October 2016

The next TAFISA Sport for All Games will take place in Jakarta, Indonesia, October 6th to 12th, 2016. The Games will be hosted by TAFISA’s Indonesian member organization, the Indonesia Sport for All Federation (FORMID), and the City of Jakarta. The main theme of the Games will be “Unity in Diversity” and will reflect Indonesia’s and capital city Jakarta’s unique diversity of tribes, language, culture, customs and religions. The venue for the event will be “Ancol Jakarta Dreamland”, a popular fun park with entertainment facilities and accommodations in very close proximity. Please find more information under the Games website www.tafisa-jakarta2016.com.

1st TAFISA Europe Sport for All Games, Leeuwarden, the Netherlands, 2016

The 1st TAFISA Europe Sport for All Games will be hosted by the City of Leeuwarden, the Netherlands, as part of their year-long program in 2016 European Capital of Culture. The capital of the northern Netherlands Friesland region has a strong history in Traditional Sports and Games and will be an ideal place to launch the new TAFISA Europe event.

Sustainable Sport for All for a Sustainable Active World

(continued from Page 1) The World Commission on Environment and Development, in its Bruntland Report, famously defined sustainable development as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. John Elkington further developed this concept by recommending that profit should be measured not only by financial value, but other social and environmental factors, and introduced the concept of sustainability’s Triple Bottom Line, or 3Ps: People, Planet Profit.