

How to  
**Designed To Move**

**A TAFISA Toolbox  
for Members**



**TAFISA**  
The Association For International Sport for All



**The leading global Sport for All organisation**

**To learn more, please visit [www.tafisa.net](http://www.tafisa.net)**

**Designed To Move is a global physical activity action agenda, and TAFISA's primary physical activity platform. It is open, and all TAFISA members are invited to access and use its contents. However, many members are not sure just how to do this.**

**In response to this demand, TAFISA has created this 'How To 'Designed To Move'' Toolbox for its members as a guide to understanding and aligning with Designed To Move, spreading the message and celebrating their successes.**

**Remember, Designed To Move is not a new program, but a framework for aligning the good work you are already doing, and strengthening your local, and the global, physical activity movement.**

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# 1 What is DTM, and Why?

**Designed To Move is...**

- ...a global movement**
- ...a physical activity action agenda**
- ...a framework for action**
- ...TAFISA's physical activity platform**
- ...founded on evidence**
- ...open to all**

*Designed To Move* is what you need to get your people moving again, and this toolkit will help you do that.

*Designed To Move* is not another program, but a framework around which you can align the good work you, and others, are already doing, and encourage and promote new programs and activities. It is not something you must ‘join,’ but a global platform from which you can create your own local Sport for All and physical activity movement, and strengthen the good initiatives and activities you already have.

Designed To Move has two asks of the world:

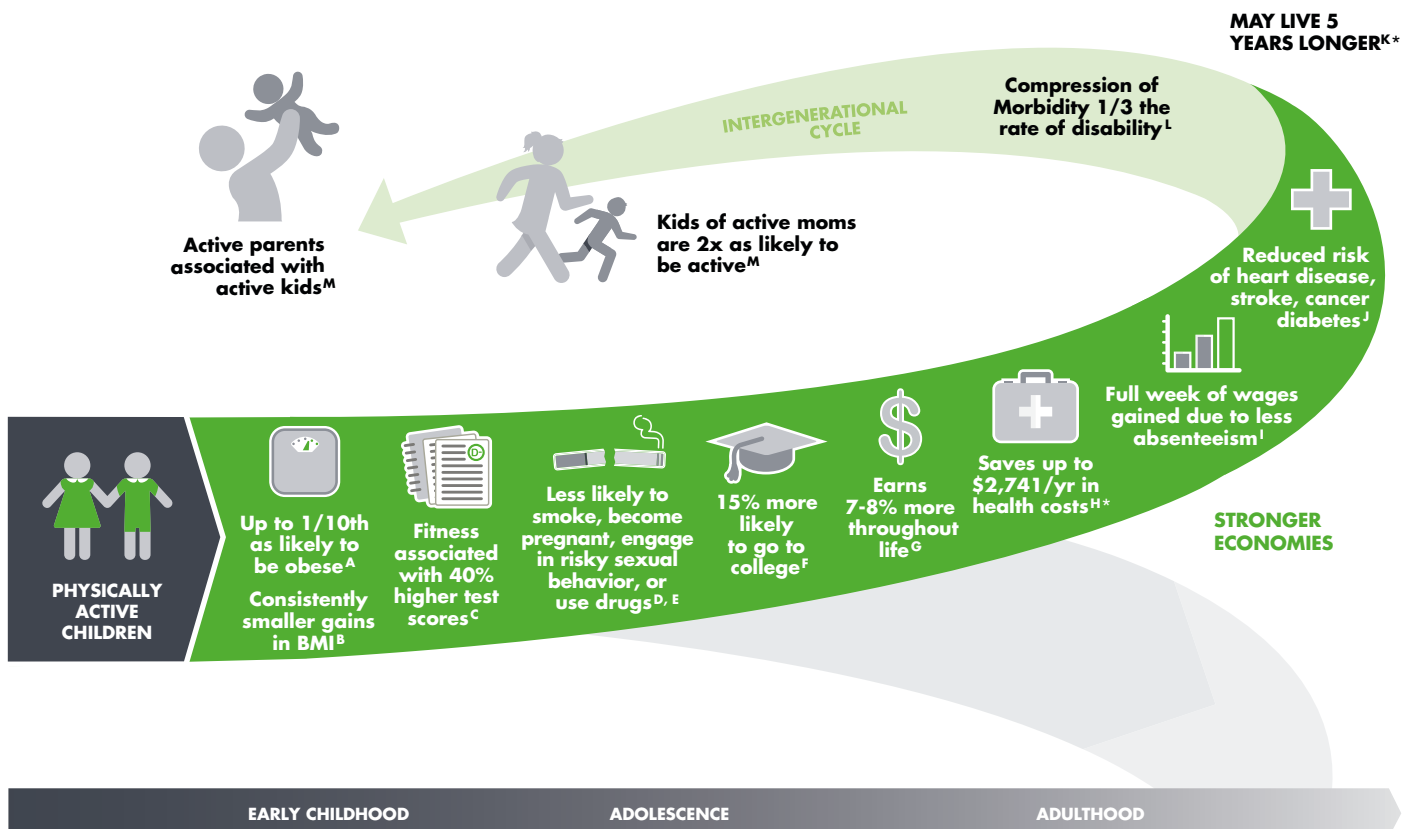
**Ask 1:**  
**Create early positive experiences in physical activity**

**Ask 2:**  
**Integrate physical activity into everyday life**

**Ask 1** focuses on children in the first 10 years of life, and the role models that influence them, as these years are game-changing. Brain research shows preferences and motivations are shaped for life by about age 10. When children are positively exposed to music, sports or academics, those preferences stick. Unfortunately, the same can be said for sedentary activities

such as video games or watching TV. The long-term payoff of being habitually active is endless:

- Physical rewards: Far beyond weight management, a lifetime of physical activity reduces the risks of cancer, osteoporosis and cardiovascular disease.
- Emotional rewards: Increased physical activity reduces anxiety, stress, rates of dementia and depression.
- Academic rewards: Research shows increased PE correlates to higher Math and Science grades.
- Sport and active play enhance leadership skills, creativity, teamwork, and have proven links to higher income levels later in life.



Source: Designed To Move - A Physical Activity Action Agenda

## Did you know...?

No country has less than 70% of children who are inactive, and the world average is an astounding 84% of inactive kids. This is unacceptable.\*

5.3 million deaths per year are attributed to physical inactivity. This is more than smoking.

In 2010, the global cost of the five leading non-communicable diseases – cancer, diabetes, mental illness, heart disease, and respiratory disease - totaled \$6.2 trillion. All of these can be linked to physical inactivity.

Today's children are the first generation to have a shorter life expectancy than their parents...by 5 years.

**Ask 2** recognises that it isn't just children who need to be active. Every person needs to be active, for his or her own benefit, and to be a role model for children in those critical, formative years. We've engineered movement out of life, threatening our social and economic prosperity, and short-changing our kids' futures. We need to come together to find solutions that bring physical activity back in to our everyday lives. No one can fix this alone.

In 2013, TAFISA adopted *Designed To Move* as its primary physical activity platform. TAFISA believes *Designed To Move* contains all the information and evidence necessary to start the conversation, spread the word, and change the way we think and act when it comes to physical activity. As the leaders of Sport for All and physical activity, in each of our countries and globally, it is our duty to act. The world has stopped moving, and it is our turn to make a change. This is how we can do it.

## Why is Designed To Move Important?

That physical inactivity is an issue just for developing countries, or for any one particular region, is a myth. Physical inactivity is killing us, in every country, all over the world.

Call it a framework, or a platform, or an agenda, or a movement. Whatever you call it, *Designed To Move* is a singular source of information and inspiration to help us act on the absolutely critical status of physical inactivity globally. It brings together research from around the world, and is supported by hundreds of international organisations related to the field of Sport for All and physical activity. *Designed To Move* is open to all who wish to utilise it, and in itself has no racial, political or social bias. Its only agenda is to ultimately increase physical activity and create a better world for future generations. It can, and must, be taken seriously.

*Designed To Move* is the political collateral you need to make people listen, come together, and change. It is not a new program in itself, but is a framework with which you can align your current activities. *Designed To Move* can also be your inspiration for new programs and activities, and show you how to implement them. It can connect you with the global Sport for All and physical activity movement. *Designed To Move* can be the impetus for your own physical activity movement in your local city, state, country or region. *Designed To Move* will be as powerful as you make it.

## Benefits of Designed To Move

- Be a part of a global movement
- Give a face and name to your work
- Add value to your existing programs, and inspire new action
- Connect with others around the world
- Easy access to relevant and evidence-based data and research
- Create opportunities for future generations
- A complete package ready for your use
- It's free!

# 2

## About this Handbook

TAFISA has created this handbook as a special service for its members to introduce **Designed To Move**, assist them in aligning their activities with this global movement, bringing others on board and celebrating their successes. **Designed To Move** is all the information and collateral you need to spearhead your own movement, and this handbook will guide you through how to do it.

# 3 How to DTM – 5 Steps to Success

Designed To Move can be used as both a strategic tool and practical framework to get people thinking about physical activity, and ultimately doing physical activity. Here's how.

- Step 1** Understand Your Situation,  
Understand Designed To Move
- Step 2** Be a Role Model: Align with DTM
- Step 3** Build a Network:  
No One Can Fix This Alone
- Step 4** Spread the Message
- Step 5** Celebrate Your Success

**#dtmtoolbox**



## Step 1

# Understand Your Situation, Understand Designed To Move

## Understand Your Situation

Physical inactivity is an issue everywhere, and it's important to understand just how much of an issue it is for your country or region. At the very least, consult the tables of data in the appendix to this handbook, to see the levels of inactivity amongst children in your country. Even better, if you have the means and resources, conduct a physical activity survey within your country, assessing three things:

- I Current levels of physical activity
- II Access to physical activity, both programs and facilities – for children, for adults, within schools, within the community, etc.
- III Attitudes toward physical activity – amongst the public, both children and adults, within policy and amongst policy-makers

## Understand Designed To Move

*Designed To Move* has one vision and two asks:

### Vision:

**Future generations running, jumping and kicking to reach their greatest potential.**

### Ask 1:

**Create early positive experiences in physical activity**

### Ask 2:

**Integrate physical activity into everyday life**

*Designed To Move* provides critical insight into the benefits of physical activity, for example via the Human Capital Model, as well as solutions for responding to the two asks, such as aligning your activities with the 7 Design Filters.

Be sure to familiarise yourself with *Designed To Move*, what it has to offer and how it can help you by reading the material available with this handbook, and online resources at [www.designedtomove.org](http://www.designedtomove.org). Decide which elements are most relevant for you, and what you will focus on when engaging others. See the attached 'one-pagers' on some key elements that are a good place to start.

## Tip 1:

See the Appendix to understand just how inactive your country is.

### Additional Resources:

Ask TAFISA for help in designing a physical activity survey for your country.

## Tip 2:

See the attached 'one-pagers' on some critical DTM elements.

### Additional Resources:

See all *Designed To Move* has to offer at [www.designedtomove.org](http://www.designedtomove.org)

## Step 2

# Be a Role Model:

### Tip:

Review your portfolio of activities and how they align with *Designed To Move* using the matrix in the Appendix.

Align your current activities with the 2 Asks:

**Ask 1:**  
Create early positive experiences in physical activity.

**Ask 2:**  
Integrate physical activity into everyday life.

#### Additional Opportunity:

Additional Opportunities: Avoid recreating the wheel, and access already existing events and programs, such as TAFISA World Challenge Day, Take Back Your Streets!, TAFISA World Walking Day, and Project Recall.

*Designed To Move's* goal is to create a world where sports and physical activity are not only highly valued, but an expected and enjoyable part of life. To do this, we need to align our efforts and focus. *Designed To Move* has two asks for the world, and gives suggestions as to how to meet these asks, including:

**Ask 1:**  
Create early positive experiences in physical activity

- Special emphasis on childhood: Before Age 10
- Design for early positive experiences in physical education, sports and physical play using the 7 Design Filters:
  - Universal access
  - Age appropriate
  - Dosage and duration
  - Fun
  - Incentives and motivation
  - Feedback
  - Teach, coach and mentor

**Ask 2:**  
Integrate physical activity into everyday life

- Design physical activity into the built environment in:
  - Open spaces and parks
  - Urban design and land use
  - Transportation
  - Schools
  - Buildings and workplaces
- Encourage physical activity and play in everyday life

Activity Title	Activity Type	Ask 1	Ask 2	Ask 1	Ask 2	Comments
Name of event/program/initiative	Type activity, e.g. physical activity program, educational program, marketing campaign, etc.	Give a rating out of 5	Give a rating out of 5	Give a rating out of 5	Give a rating out of 5	Provide comments and suggestions for how to move from current alignment score to potential alignment score.
<b>Example:</b> TAFISA World Challenge Day	Physical activity event	3	2	5	3	In future, modify messaging to: <ul style="list-style-type: none"> <li>• target children and families.</li> <li>• use WCD as an example of how everyday can be an active day.</li> </ul>

# Align with DTM

Review your portfolio of activities to see how well they align with *Designed To Move* and respond to the two asks, as well as their potential to. Use a simple matrix similar to the one shown as a tool to review your portfolio, or a more detailed version similar to the one in the Appendix. Use the comments column to give suggestions for how to increase alignment with *Designed To Move*. Don't limit your review to just direct physical activity programs, but include educational programs, marketing campaigns, and all other activities related to Sport for All and physical activity. After your portfolio review is complete, work toward

aligning your activities with *Designed To Move* wherever possible, with consistent messaging and positive reinforcement of the two asks. When looking to improve your current activities, or in developing new ones, consider the following:

- Physical education is key – assess and improve this, and attitudes towards it, within the education system
- Aim for universal access – research which parts of your society aren't currently active and design programs and opportunities that will appeal to them

- Don't reinvent the wheel – look for opportunities that already exist in which you can take part, or copy in your communities. TAFISA offers many opportunities to be a part of large physical activity programs and events, such as TAFISA World Challenge Day, World Walking Day, Take Back Your Streets! and Project Recall.

- Design physical activity into the built environment – encourage the use of active transport, outdoor spaces and create multi-use spaces, for example playgrounds on rooftops or modified sports courts on tight spaces.

- Discourage discouraging signals – whenever possible, allow and even promote play and activity in open spaces and pathways. Discourage use of signage prohibiting play and activity.

- Look to others for inspiration – Chapter 5 of *Designed To Move* has many great case studies of others who are doing great work. Take a leaf from their book!



Taking physical activity to the streets as part of TAFISA World Walking Day in Korea.

## Key Action:

Be a Role Model: Align with *Designed To Move*

**Designed To Move is not a new program, but a framework or platform with which to align your current activities, and spread the message about the importance of physical activity. Use Designed To Move to add value to your existing programs and events by aligning them with Designed To Move messaging and the 2 Asks.**

## Step 3

### Build a Network: No One Can Fix This Alone

#### Tip:

Use the customisable 'Physical Inactivity Factsheet' to help you state your case.

Refer to Chapter 2 Item 8 of the Designed To Move report for tips on aligning sectors that share goals.

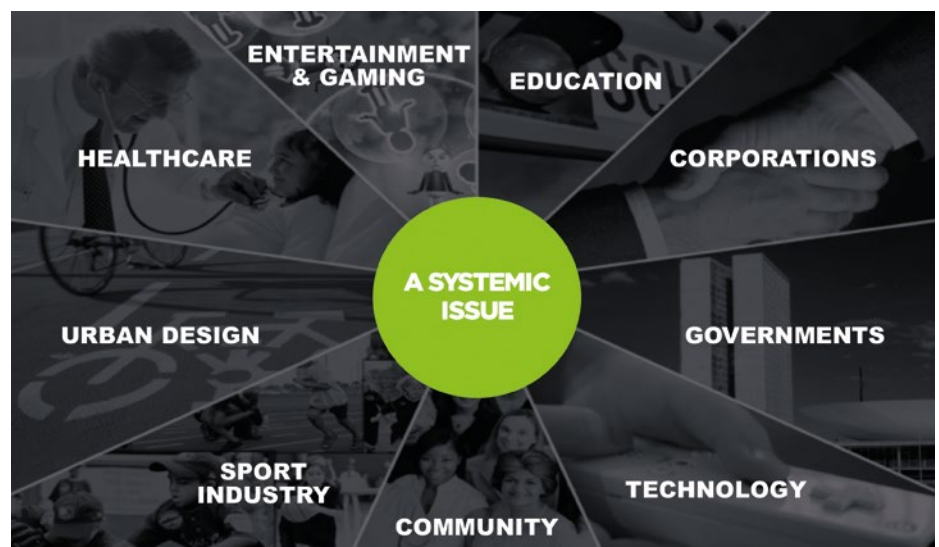
#### Additional Opportunity:

Host a TAFISA Reach Out Program to bring together all relevant sectors, change-makers, and practitioners.

Now it's time to get others on board. Use the information you have gathered in Step 1, and the alignment you have brought to your own work in Step 2 to really make a splash and build positive partnerships with others. Consider the following when building your network:

- Approach those within fields related to Sport for All and physical activity, and policy-makers from all fields which can influence participation in Sport for All and physical activity – sport, education, health, transport, finance, urban design, media and entertainment, the private sector, municipalities and communities.
- Target a few people or organisations whom you know to have influence within your country, and whose voices you know will be heard.
- Choose a diverse range of role models who will appeal to different target groups – children, parents, teachers, employers, etc.
- Use and customise the attached Physical Inactivity Factsheet to state your case plainly and clearly, and ask them to familiarise themselves with the information you have gathered about your situation, and what *Designed To Move* is and has to offer.
- Host a TAFISA Reach Out program to bring together movement leaders and kick-start your own *Designed To Move* movement.

Ask your network partners to commit to helping you **make physical inactivity an issue of focus at the highest levels**, and commence your own *Designed To Move* physical activity movement. These important people will be your movement leaders, and it is critical they have the ability to act.



Source: Designed To Move - A Physical Activity Action Agenda

## Step 4

# Spread the Message

Now you have aligned your own work with *Designed To Move*, and have a network of movement leaders doing the same, it's time to spread the message, and a consistent message. There are three key target groups you should consider:

### 1. Change Makers:

These are the policy makers and practitioners with the power to directly influence the activity levels of others – those in sports, education, healthcare, community leadership, urban design, media and entertainment, etc.

### 2. Role Models:

These include parents and families, teachers, celebrities and community ambassadors. Remember that parents are often the most influential role models for children – inactive parents are six times more likely to have inactive children!

### 3. Kids:

Today's children are the first to have a shorter life expectancy than their parents. Let's give them back those 5 years.

Remember to keep your messaging simple, and aligned with *Designed To Move*. Focus on:

1. How critical physical inactivity is - we have engineered movement out of life, and it is bankrupting economies and short-changing our kids' futures.
2. No one can fix this alone.
3. We must unite to:
  - a. Create early positive experiences for children in sports, physical activity and physical play.
  - b. Integrate physical activity into every-day life.

To get your message out there, consider the following:

- Develop marketing collateral specifically for the three target groups – change makers, role models and kids
- Develop a visual identity – use *Designed To Move* presentations and graphics where you can
- Develop media partnerships, with TV, radio, written press, making use of positive local stories and the example press release attached to this handbook
- Leverage digital platforms and social media, particularly to access younger generations, as well as traditional marketing media, such as banners, billboards, brochures, etc.
- Recruit diverse role models to appeal to different parts of society
- Target specific audiences for further education, for example you might consider hosting a TAFISA *Designed To Move* Forum for change makers or a TAFISA Certified Leadership Course for role models.

## Tip:

Use the attached press release template as part of your marketing campaign.

Keep your messaging simple – 1 Vision, 2 Asks, 3 Target Groups.

### Additional Opportunity:

Host a TAFISA *Designed To Move* Forum targeting change makers or a Certified Leadership Course targeting role models.



A billboard advertising the very successful 2014 TAFISA-Designed To Move Forum in Guimaraes, Portugal

## Step 5 Celebrate Your Success

### Tip:

Celebrate your success and share with others by posting photos and comments with #dtmtoolbox and @TafisaOffice.

### Additional Opportunity:

The best DTM Toolbox photos and stories will be published in the annual TAFISA Bulletin and given the spotlight at the 2017 TAFISA World Congress in Korea!

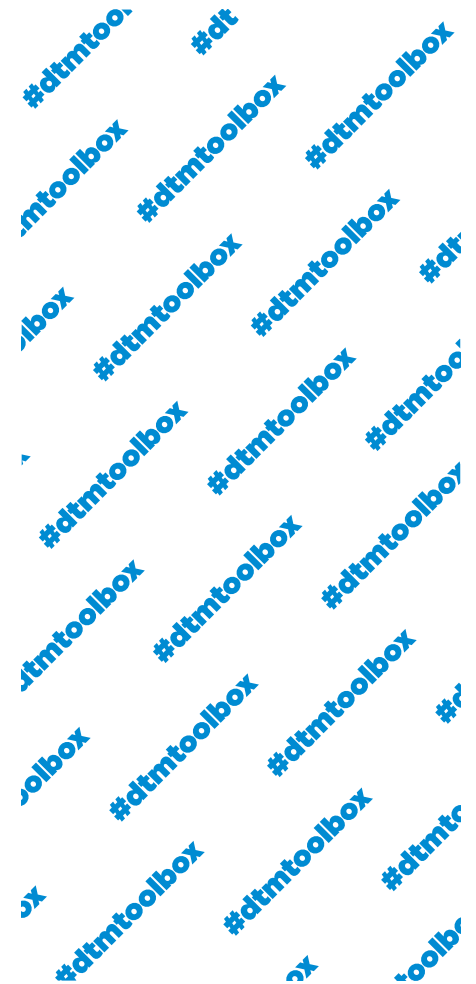
Let us know what you think of the TAFISA How To Designed To Move Toolbox by completing and returning the attached Feedback form.

Congratulations! Your *Designed To Move* movement is well on its way, and you should celebrate. Let TAFISA and others all around the world know what you've been up to by:

- Posting photos and comments on Instagram, Facebook and Twitter using #dtmtoolbox and @TafisaOffice.
- Sending TAFISA your photos and stories for us to include in the TAFISA website and eNewsletter.

TAFISA will select the best photos and stories posted by our members for inclusion in the annual **TAFISA Bulletin**, and give those members an opportunity to present their stories at the **25th TAFISA World Congress** in Korea, 2017. Don't miss this opportunity to showcase your good work!

You can also let us know what you think of the TAFISA How To *Designed To Move* Toolbox by completing and returning the attached Feedback form.



Celebrating their success – Macau participants in TAFISA World Challenge Day 2014

# 4 Additional Resources

## **DTM**

Designed To Move: A Physical Activity Action Agenda

## **EU**

EU Physical Activity Guidelines – Recommended Policy Actions in Support of Health-Enhancing Physical Activity

## **IOC**

Get Moving

## **TAFISA**

Recall: Games of the Past – Sports for Today

## **TAFISA**

SportCityNet

## **UNESCO**

Quality Physical Education Policy Toolbox

## **UNICEF**

International Safeguards for Children in Sport

## **WHO**

A guide for population-based approaches to increasing levels of Physical Activity

## **WHO**

Global recommendations on physical activity for health

# 5 Appendix

## Global Physical Inactivity Data

How inactive is your country? The following data is a sample taken from a World Health Organisation survey in 2010 for kids under 14, and shows just how big an issue physical inactivity amongst children and youth is;

- No country has less than 70% of children who are inactive, and
- The world average is an astounding 84% of inactive kids!

COUNTRY*	% Children 11-17 Years Who Are Inactive**	Number of Children Under 14 Years Who Are Inactive***
Algeria	85	9,473,295
Antigua and Barbuda	78	17,480
Argentina	83	8,347,662
Armenia	77	462,297
Australia	84	3,767,148
Austria	75	930,205
Bahamas	85	68,233
Barbados	82	43,923
Belgium	83	1,580,749
Belize	79	89,402
Benin	74	3,336,068
Bolivia	86	3,215,648
Botswana	88	597,417
Brazil	87	41,389,704
Brunei Darussalam	88	92,923
Bulgaria	74	741,160
Cambodia	93	4,472,519
Canada	77	4,522,802
Chile	85	3,151,375
China	84	206,935,144
Colombia	85	11,395,209
Costa Rica	82	934,198
Croatia	79	493,464
Czech Republic	77	1,223,256
Denmark	88	867,743
Djibouti	85	252,234
Ecuador	90	4,251,468
Egypt	87	22,556,449
El Salvador	87	1,621,337
Estonia	86	180,395
Fiji	87	221,249
Finland	77	692,536
France	88	10,592,088
Germany	83	8,746,979
Ghana	88	8,891,902
Greece	86	1,379,048
Grenada	85	24,021
Guatemala	85	5,387,887
Guyana	85	239,917
Honduras	84	2,408,970
Hungary	81	1,174,388
Iceland	84	56,609
India	71	256,853,022
Indonesia	84	60,221,806
Iraq	85	11,565,618
Ireland	72	713,752
Israel	85	1,937,570
Italy	92	7,911,684
Jordan	85	1,895,996
Kenya	87	16,733,662
Kiribati	82	26,791
Korea, Rep.	95	6,931,405
Kuwait	85	728,210
Latvia	80	240,778
Lebanon	77	696,688

COUNTRY*	% Children 11-17 Years Who Are Inactive**	Number of Children Under 14 Years Who Are Inactive***
Libya	84	1,545,777
Lithuania	83	373,015
Luxembourg	78	75,239
Malaysia	86	6,656,211
Maldives	80	79,972
Malta	81	49,971
Mauritania	88	1,399,008
Mauritius	81	198,028
Mongolia	75	590,447
Morocco	87	8,100,400
Myanmar	84	11,042,110
Namibia	86	716,817
Netherlands	81	2,320,769
Norway	85	812,036
Oman	85	752,846
Pakistan	88	54,318,945
Peru	85	7,414,126
Philippines	91	30,709,158
Poland	80	4,540,714
Portugal	87	1,318,472
Qatar	90	278,874
Romania	81	2,427,236
Russian Federation	88	20,309,743
Samoa	88	63,154
Senegal	89	5,636,490
Seychelles	82	16,688
Singapore	90	771,031
Slovakia	77	633,564
Slovenia	80	236,167
Solomon Islands	83	190,105
Spain	77	5,535,576
Sri Lanka	86	4,460,431
Sudan	92	14,553,145
Suriname	81	118,437
Sweden	86	1,430,006
Switzerland	88	1,060,035
Syrian Arab Republic	90	7,264,919
Tanzania	80	18,276,727
Thailand	84	10,100,424
Tonga	86	33,729
Trinidad and Tobago	82	227,896
Tunisia	81	2,075,763
Turkey	82	15,770,294
Uganda	86	16,020,787
Ukraine	77	5,141,446
United Arab Emirates	83	1,227,699
United Kingdom	79	8,955,987
United States of America	73	45,078,955
Uruguay	84	623,182
Vanuatu	89	84,083
Venezuela	92	7,996,104
Vietnam	87	17,760,250
Yemen	84	8,345,939
Zambia	90	6,290,737
Zimbabwe	87	4,959,851

\* Data is self-reported and varies in quality. Countries not listed did not report.

\*\* "In-active" is taken to mean those not meeting WHO's recommendations for physical activity

\*\*\* Data is an estimate based on the average percentage of children 11 to 17 years who are inactive and population under 14 years.



## Designed To Move Portfolio Alignment Matrix

Use this matrix as a guide to reviewing your current portfolio of activities for their alignment, current and potential, with *Designed To Move*. Use the comments column to give suggestions for how to increase alignment with *Designed To Move*. Don't limit your review to just direct physical activity programs, but include educational programs, marketing campaigns, and all other activities related to Sport for All and physical activity. Give a rating out of 5 for how each activity aligns with Ask 1, the 7 Design Filters, and Ask 2. Add other categories as you like!

			7 Design Filters										
Activity Title	Activity Type		Ask 1	Universal access	Age Appropriate	Dosage & Duration	Fun	Incentives & Motivation	Feedback	Teach, Coach, Mentor	Ask 2		
Name of event / program / initiative	Type of activity, e.g. physical activity program, educational program, marketing campaign, etc.	Current DTM Alignment:	/5	/5	/5	/5	/5	/5	/5	/5	/5	/5	Provide comments and suggestions for how to move from current alignment score to potential alignment score.
		Potential DTM Alignment:	/5	/5	/5	/5	/5	/5	/5	/5	/5	/5	
		Current DTM Alignment:	/5	/5	/5	/5	/5	/5	/5	/5	/5	/5	
		Potential DTM Alignment:	/5	/5	/5	/5	/5	/5	/5	/5	/5	/5	

## TAFISA – For An Active World

TAFISA (The Association For International Sport for All) is the leading international Sport for All and physical activity umbrella organisation with more than 270 members in 160 countries.

TAFISA works in close cooperation with international organisations such as the IOC, UN, UNESCO and ICSSPE and is a Champion of *Designed To Move*.

TAFISA's vision is for an Active World. Its mission is to mobilise our members to reintroduce sustainable Sport for All and physical activity practices into everyday lives using *Designed To Move* as its physical activity platform.

TAFISA's Focus Areas include to:

- Provide networking and experience sharing opportunities for our members
- Support sustainable Sport for All and physical activity practices
- Support member development
- Lobby internationally for Sport for All and physical activity

TAFISA is an inclusive organisation and welcomes members from all corners of the globe. Members benefit from access to TAFISA programs, events, development aid and international networks.

Learn more about TAFISA and how to become a member at [www.tafisa.net](http://www.tafisa.net)



A series of horizontal dashed lines for writing notes, set against a background of light gray wavy shapes.



Champion of

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**DESIGNED TO MOVE**

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**#dtmtoolbox**