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From Local Action to Lasting Policy

Recommendations for more active and inclusive communities across Europe

Surpass Sport Systems · UISP sportpertutti · Kinetic Analysis · İstanbul Büyükşehir Belediyesi · Gençlik ve Spor Hizmetleri Daireşi Başkanlığı · Spor İstanbul · SportDrenthe

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Three Pilot Contexts
One Shared Ambition



Dynamic School Day

Integrated active learning into primary school routines.
Reached 900+ children by empowering teachers with resources



Parchi in Movimento

Connecting primary schools, public parks and coaches in Verona.
Reached 600+ children using municipal outdoor assets



Sport & Life Skills

Combining organized youth sport with education and child protection.
Reached 1100+ children across two successive terms

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Surpass Sport Systems

UISP sportpertutti

Kinetic Analysis

İSTANBUL BÜYÜKŞEHİR BELEDİYESİ

GENÇLİK VE SPOR HİZMETLERİ DAİRESİ BAŞKANLIĞI

SPOR İSTANBUL

SportDrenthe

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- ↘ **Awareness Campaigns**: Individual change demands
- ↘ **Isolated Pilots**: short-term standalone actions
- ↘ **Rigid Replication**: One-size-fits-all rollouts
- ↘ **Sector Silos**: Sole sport-sector ownership

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- ↗ **Active Environments**: Everyday structural choices
- ↗ **Systemic Routines**: Long-term embedded practice
- ↗ **Local Adoption**: Shared principles with flexible design
- ↗ **Cross-sector Action**: Shared responsibility and budget

Stop treating physical activity as an extra activity. Start designing it into everyday life.

Schools as Community Anchors

Schools reach almost every child!

Sustainable change requires dedicated leadership rather than relying on informal teacher passion.

Active Travel & Local Public Space

School Coordinator

Active Classroom Learning

Community Sport & Family Engagement

Named Ownership: Formal mandate with protected time

Cross-sector Bridge: Connects school, health and sports

Systemic Delivery: Whole-school active eco-system

Coordinator integrates into existing roles with protected capacity

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Life-long Activity

Children (6 - 12)
Schools as universal anchors: integrate movement into learning, active travel and family play.

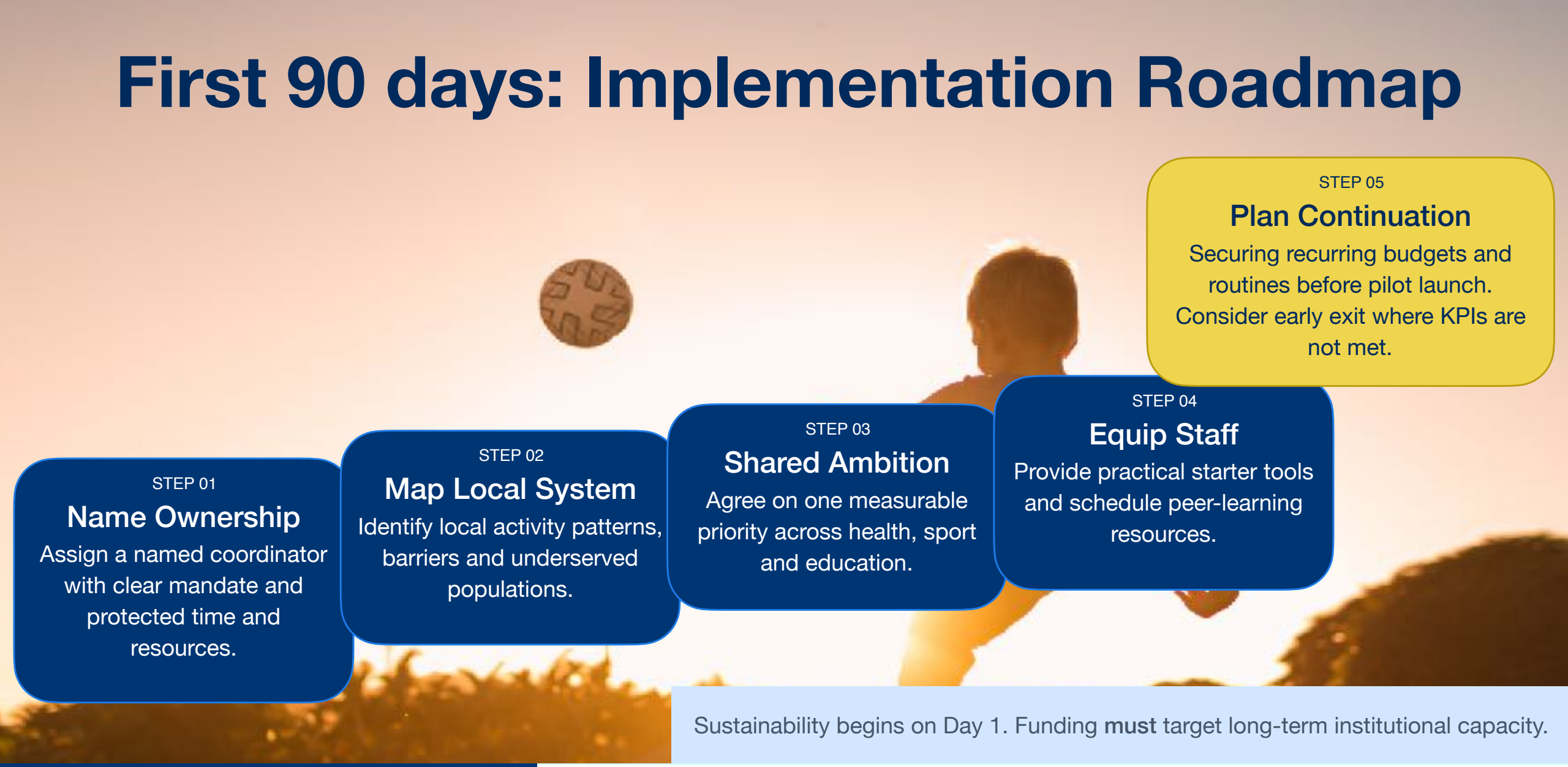
Adolescents
Maintain inclusive, low-threshold options. Connect school with sports clubs and life skills.

Adults
Enable active choices via community spaces, active transport and workplace routines.

Older Adults
Priority for functional independence, social connection, accessible transport and health links.

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First 90 days: Implementation Roadmap



STEP 01

Name Ownership

Assign a named coordinator with clear mandate and protected time and resources.

STEP 02

Map Local System

Identify local activity patterns, barriers and underserved populations.

STEP 03

Shared Ambition

Agree on one measurable priority across health, sport and education.

STEP 04

Equip Staff

Provide practical starter tools and schedule peer-learning resources.

STEP 05

Plan Continuation

Securing recurring budgets and routines before pilot launch. Consider early exit where KPIs are not met.

Sustainability begins on Day 1. Funding **must** target long-term institutional capacity.

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Make Movement

Easier to choose

and

Harder for systems to ignore.

Every movement counts.

Every stakeholder matters.

Every policy choice helps to create normal, inclusive and sustainable active environments.

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Thank you

Project Website

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Project resources and newsletter.

Always welcome **your** initiatives.

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