

PROGRAM



#BEACTIVE

European Week of Sport

7 - 13 September 2015

ACTIVE CITIES

AND URBAN AGENDA

*“Creating the conditions
for physically active citizens”*

*Committee of the Regions,
Rue Belliard 99-101 / Room JDE 52 Brussels,
Belgium*

11/09/2015 – 12.00 – 14.00

Organized by

**Sport and
Citizenship**  **Sport et
Citoyenneté**

Hosted by



With the support of



INCLUDING PHYSICAL ACTIVITY AS PART OF THE EU URBAN AGENDA

European institutions have already proved their will to tackle the physical inactivity crisis, notably by funding several projects in the framework of the Erasmus+ Programme Sport Chapter such as the “PASS (Physical Activity Serving Society) project” led by ***Sport and Citizenship***.

This initiative will provide a strategic framework for action to promote PA in Europe and includes a dimension on “Cities and Municipal level”. Consequently, including PA as a sub-heading of the EU urban agenda would be a strong input to engage changes and promote a better and healthier lifestyle.

In the framework of the first EWoS and in order to include physical activity as part of the EU Urban Agenda, ***Sport and Citizenship*** organize a public roundtable at the Committee of the Regions.

Our objectives, **multiple**, match those of the EWoS.

- IDENTIFY** and **HIGHLIGHT** several good practices in Europe, whilst singling out factors of success;
- BENEFIT** from the EWoS momentum to show how active cities can be an asset for the population and the city itself;
- EXPLORE** opportunities to integrate physical activity as part of the “EU Urban Agenda”;
- DRAW** concrete and operational recommendations directed at: European institutions, national governments and cities.

AGENDA – 12:00-14:00***Official Welcome***

- **Roberto PELLA**, Vice-President of the National Association of Italian Municipalities (ANCI), Member of the Committee of the Regions
- **Jonathan HILL**, Head of Cabinet of European Commissioner for Education, Culture, Youth and Sport, European Commission

Introduction

- **Will NORMAN**, Global Partnerships Director, Global Community Impact, Nike (*TBC*)

Roundtable “Active Cities and Urban Agenda”,

Moderated by **Alexandre MESTRE**, ***Sport and Citizenship*** Board Member, Former Secretary of State for Sport, Government of Portugal:

- **Roberto PELLA**, Vice-President of the National Association of Italian Municipalities (ANCI), Member of the Committee of the Regions
- **Johanna ROLLAND**, President, EUROCITIES (*TBC*)
- **Anton ROMBOUITS**, Mayor of 's-Hertogenbosch (The Netherlands) and Member of Sport and Citizenship's Board
- **Wolfgang BAUMANN**, TAFISA Secretary General
- **Emmanuel FOULON**, Spokesperson for the European Parliament's Sport Intergroup
- **Renaud LAVILLENIE**, 2012 London Olympics Gold medallist, Pole Vault World Record Holder (*TBC*)

Conclusion

- **Alexandre MESTRE**, Board Member, Former Secretary of State for Sport, Government of Portugal