

**Cities for Sports**

# **The European Network of Cities for Sport and Physical Activity**

**STUTTGART**



# The European Network of Cities for Sport and Physical Activity “Cities for Sports”

Our cities are subjected to social changes. These are being driven by globalisation and an increasingly international population, by demographic change and a rising number of older citizens, by changing values with a greater individualisation of lifestyles, and by technical progress and growing media consumption. The genuine co-existence of generations and nationalities is a central building block for a city to be a fully functioning community.

Sport and exercise have many positive qualities that can contribute greatly to a urban society and social cohesion. At the same time, for many people in our cities everyday life incorporates increasingly little exercise. Yet a healthy life calls for physical activity. The foundations of an exercise culture must be laid in children’s lives if healthy growth and development are to be ensured. Learning to enjoy exercise and acquiring a variety of physical skills in the early years can also make up for periods of inactivity during the course of life.

The challenges and requirements show that it is worthwhile to learn from one another. It is not widely known, but there is a treasure trove of knowledge in cities, universities, sports clubs and sports organisations. A greater exchange of ideas of European sports development among local authorities and closer interaction between levels of government – European, federal, state and local – are essential.

## Importance of local authorities in the promotion of exercise

The importance of local authorities in terms of promoting exercise is wide-ranging. The following five central planks of community activities are unique to the organisational structure of local authorities and are essential if long-term programmes are to be established:

- 1. Ability to govern:** Local government promotes sport and exercise by means of investment and financial subsidies.
- 2. Professional structures:** The various key departments have staff who work to promote exercise.
- 3. Funding resources:** Year on year, direct funding is provided for the promotion of exercise.
- 4. Feasibility of concepts:** Many departments have opportunities to exert direct influence on the implementation of programmes, particularly in key settings (e.g. children’s day care facilities and schools).
- 5. Intersector collaboration:** Organisational structures facilitate an intersectoral approach as the basis of sustained exercise promotion.

## Routes to exchange in Europe

The Lisbon Treaty made sport a policy area of the European Union. The first programme for the promotion of sport is expected in 2014. EU funds were allocated directly to sport for the first time in 2009. There was an opportunity to submit projects in response to the European Commission call for proposals on “Preparatory Actions in the Field of Sport”. Together with their partners from the cities of Athens, Innsbruck, Copenhagen and Rotterdam, the state capital Stuttgart was awarded funding for its “You need exercise!” project, designed to promote physical activity among children, which it implemented in 2010.

The “You need exercise!” project came up with concrete recommendations for how the promotion of exercise among children can be implemented within a local authority. The practical guidelines on the “Promotion of an exercise culture among children” define 28 relevant fields. Local authorities and interested parties can use the online platform [www.citiesforsports.eu](http://www.citiesforsports.eu) to view the best ideas.

The project showed how useful it is to exchange ideas on approaches, particularly among European local authorities. Specially the exchange of concepts and their implementation as well as the mutual advice are valuable. For this purpose the developed online platform of the EU project “You need exercise!” [www.citiesforsports.eu](http://www.citiesforsports.eu) should be extended to the network “Cities for Sports”.

The state capital, Stuttgart, would like to use the “Cities for Sports” network to promote these exchanges and invites all interested cities to become involved.



## Contents

The “Cities for Sports” network ensures that existing and proven projects and programmes in the individual partner cities are brought together and that the concepts and measures for the transfer of knowledge and practice are made available to local authorities. The concepts for successful approaches are made completely available via the network. New programmes are initiated by local networking. Recommendations on a European sport promotion are elaborated together.

Based on the developed practical guidelines, the “Cities for Sports” distinguish between the following areas that play a role in the promotion of exercise within a local authority and in the authority itself:

### 1. Policy making

### 2. Town planning and urban regeneration

### 3. Networks and partnerships

### 4. Education and knowledge

### 5. Communications

### 6. Key institutions

### 7. Key settings

The wide diversity of sport and exercise culture must be divided into different key activities for the work done in the “Cities for Sports” network. Members of the network will give priority to the spheres of activity of the sports development (non-exhaustive):

- Children’s physical activity promotion
- Promotion of exercise among the elderly
- Integration through sport
- Sport and exercise for minorities
- Health-related promotion of exercise
- Education and exercise
- Sport and exercise in an urban environment

The basis of the network approach are those relevant spheres of activity of sports development in the municipalities.

## Tools and events

The network’s **database** is fully available to all members (with a protected member area, including access to complete concepts). This is seen as a (communication) platform to facilitate the effective exchange and presentation of examples of best practice, problems and solutions, and current developments and findings.

The quarterly “Cities for Sports” **Newsletter** tells members about current developments in relation to key issues and news concerning the network.

Every two years a **central network meeting** is organised, where members and partners have the opportunity to find out about current developments in relation to key issues, to exchange knowledge and experience, and to describe and develop concrete project proposals.

Under “Cities for Sports”, there are plans to set up an **award scheme in the form of** gold, silver and bronze stars that take account of the current key activity.

**A working group** is to be set up for each of the key activities in the long term and a city will be assigned to take charge of this. This includes the chairperson and management team for each working group. The working groups meet prior to the central network meeting, where they present their findings.

### Links with other national and local networks

Findings from existing networks and working groups relating to specific issues are linked with the network. Models that have already been developed and lessons learned are shared and utilised.



## Invitation to become a member

Membership facilitates cooperation and exchange, which means that exercise and sport in European cities can be systematically promoted.

- Any city and, more especially, national and international sports associations and educational establishments (e.g. colleges, universities) in Europe may become a member.

Members are welcomed to be **actively involved** in the network. This means first and foremost taking part in exchanges via their own methods and programmes and in discussions on the issue.

## Advantages of member ship

### Exchange of concepts

- Innovative ideas and strategies
- Alternative and efficient approaches for solutions
- Labour saving through adaptation of elaborated concepts

### Network partners

- Partnerships and contacts
- Project experience
- Mutual advice

### Practical service (Presentation and learning)

- Internet platform
- Newsletter
- Network meetings

### Sports development in Europe

- For oneself
- For others
- Communal voice towards European institutions

## Requirements

- Make existing programme concepts available (including data acquisition)
- Cooperation with sport experts, universities and sports facilities
- Appointment of a contact person
- Participation in meetings and events

**Membership and participation in the network are free of charge. The working languages are German and English.**

## Contact

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[www.citiesforsports.eu](http://www.citiesforsports.eu)





## membership form

please type in directly or fill in block letters.

Name

First name

Function

The subscriber (name, first name, function) declares that the city/institution participates in the city network "Cities for Sports" coordinated by the state capital Stuttgart.

(date and signature)  
(Stamp)

### City/Institution

Name

Address

Country

### Contact person

The contact person named by the city/institution will be authorised to participate in the activities of the network. The communication within the frame of the network will be handled via this designated person.

Name

First name

Function

Address

Phone/Fax

E-Mail

Homepage

Please send the completed form back to

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**Sports Department**  
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Further space for a summary of focus areas of the city/institution with regard to sport and exercise: