

Kazan Action Plan

- Action Plan or Platform for Advocacy !



MOVING PEOPLE

Mogens Kirkeby, President

**HUMAN
RIGHT
TO
MOVE**



MINEPS VI - Kazan 2017

Sixth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS VI) - Kazan, Russian Federation - 13-15 July 2017



Kazan Action Plan

The Kazan Action Plan was adopted on 15 July 2017 by UNESCO's Sixth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport, MINEPS VI.

MINEPS VI
KAZAN 2017

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Appreciate inter-ministerial collaboration

Inspiration is good but hard to estimate

UNESCO has a profile

But it's the individual countries task/duty

Human Rights perspective:

Citizens are 'right holder'

States are 'duty-bearer'

NGO's are 'moral duty-bearer'

ISCA is a 'moral duty-bearer' and we act on Action 1 of the Kazan Action plan.

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Advocacy

Advocacy is an activity by an individual or group which aims to influence decisions within political, economic, and social systems and institutions. Advocacy can include many activities that a person or organization undertakes including media campaigns, public speaking, commissioning and publishing research or conducting exit poll or the filing of an amicus brief.

Lobbying is a form of advocacy where a direct approach is made to legislators on an issue which plays a significant role in modern politics.



Kazan Action Plan - A Platform for Advocacy !

Action 1: Elaborate an advocacy tool presenting evidence-based arguments for investments in physical education, physical activity and sport

Action 2: Develop common indicators for measuring the contribution of physical education, physical activity and sport to prioritized SDGs and targets

Action 3: Unify and further develop international standards supporting sport ministers' interventions in the field of sport integrity (in correlation with the International Convention against Doping in Sport)

Action 4: Conduct a feasibility study on the establishment of a Global Observatory for Women, Sport, Physical Education and Physical Activity

Action 5: Develop a clearinghouse for sharing information according to the sport policy follow-up framework developed for MINEPS VI

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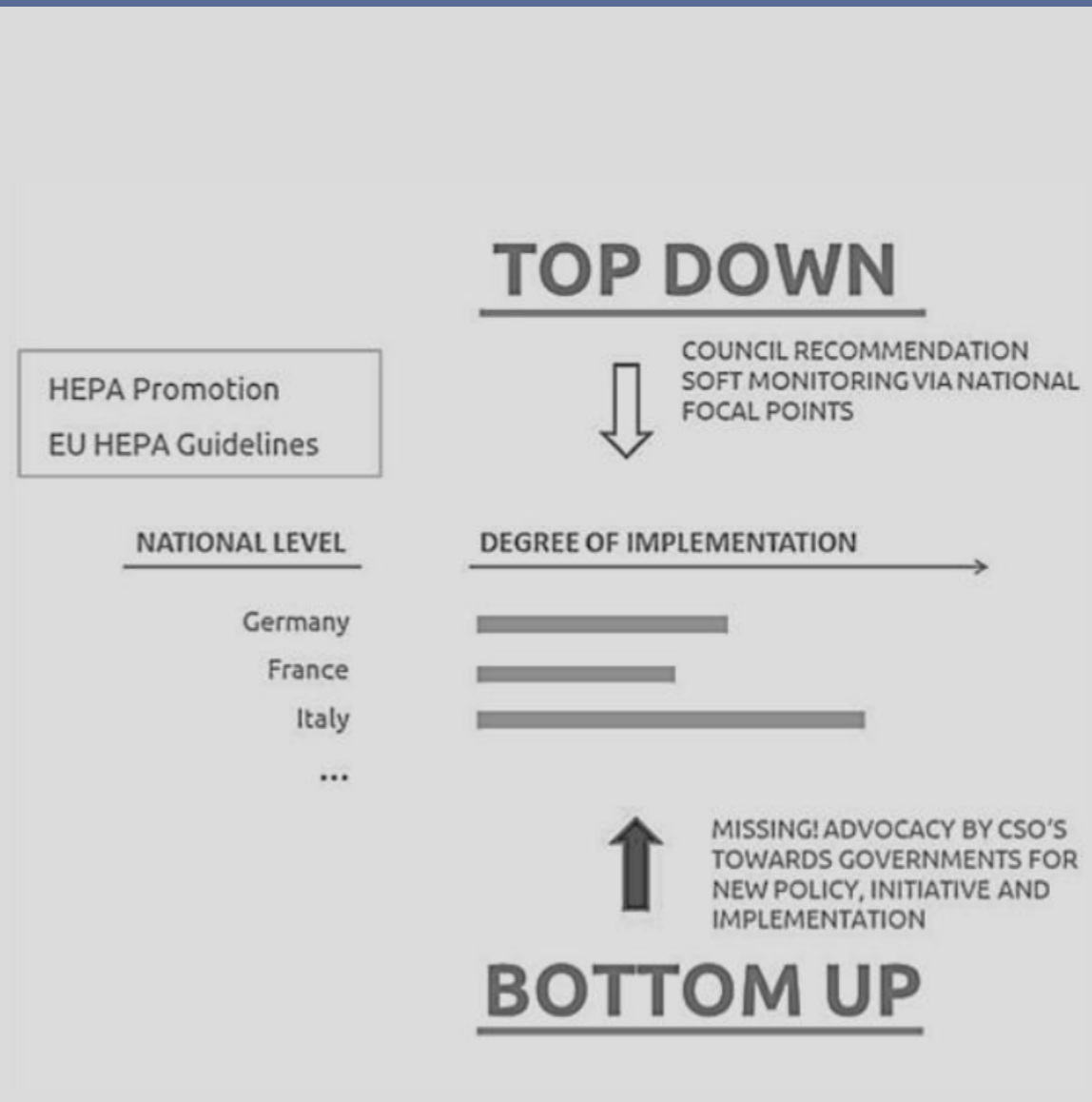


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KEY THEMATIC AREAS

- Physical activity and Health.
- Cycling, Transportation and Active Travel.
- Sport facility management and Urban Planning.
- Education and Active school.
- Obesity and behaviour change.



Kazan Action Plan - A Platform for Advocacy !



INTERNATIONAL PARTNERS



NATIONAL PARTNERS



International Association of
Sport and Leisure
Infrastructure



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OBJECTIVE

To build capacity in civil society organisations to engage in active, cross-sector advocacy for the implementation of the EU Physical Activity Guidelines.

PROJECT PERIOD

2016-2018

BUDGET

€ 625.510

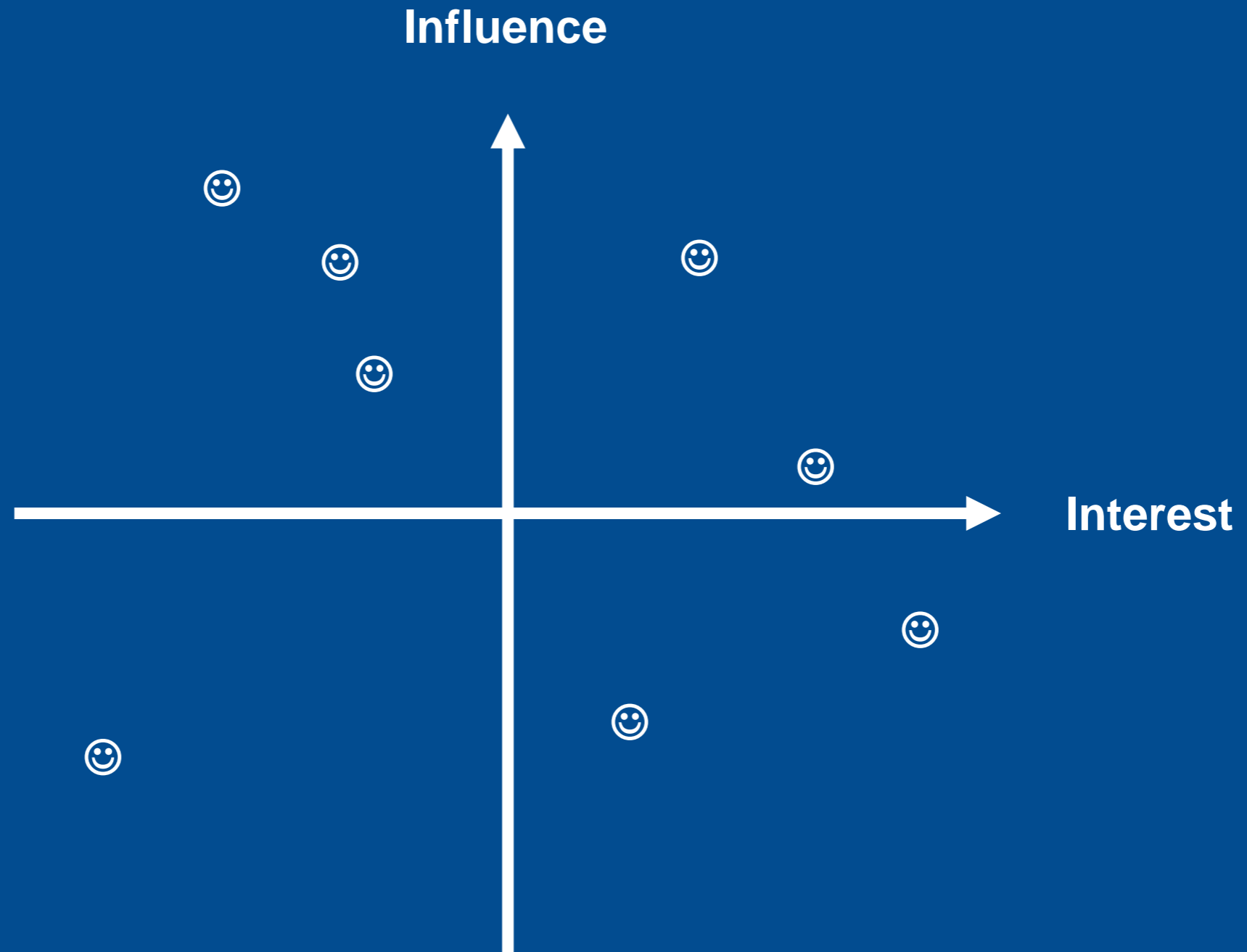


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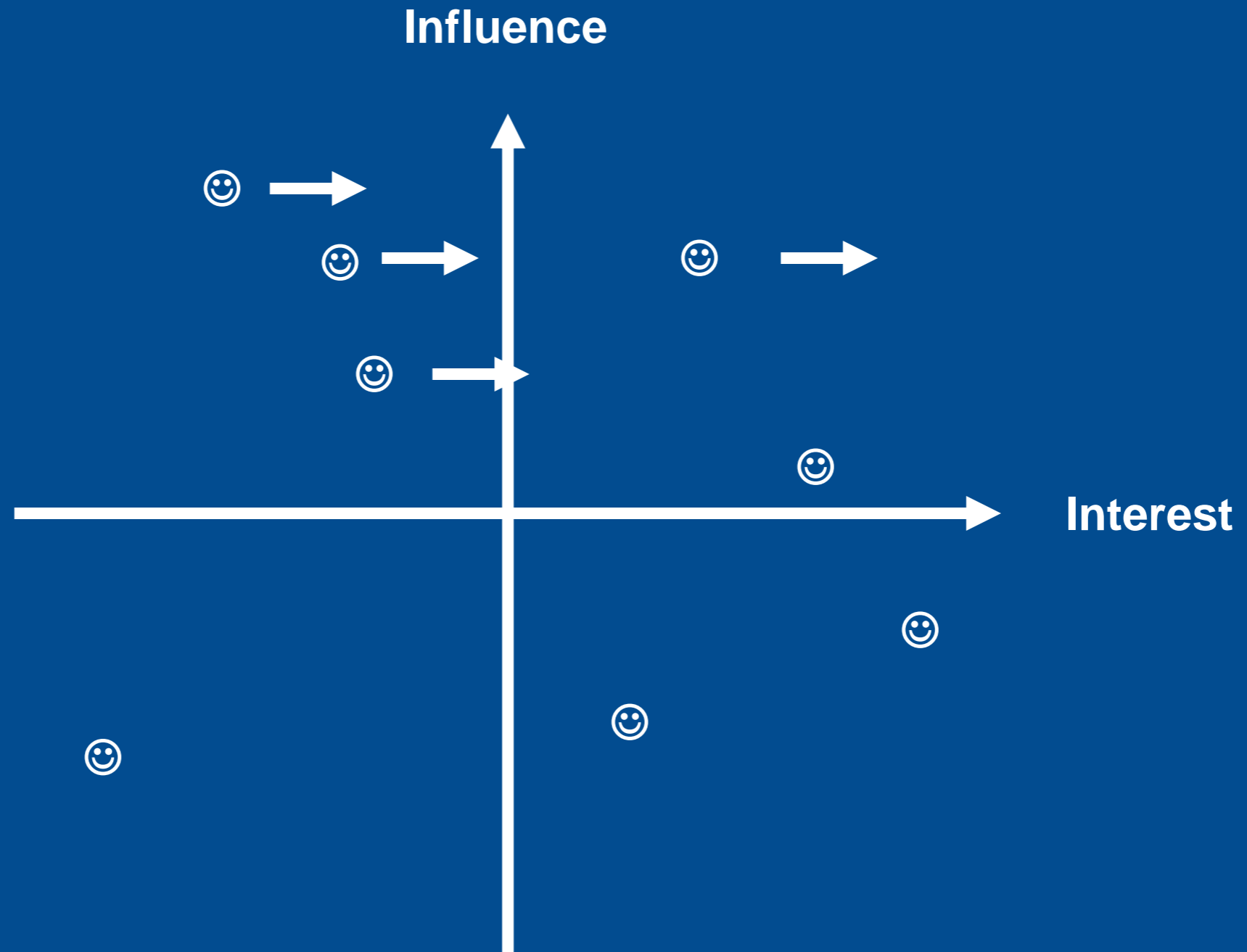
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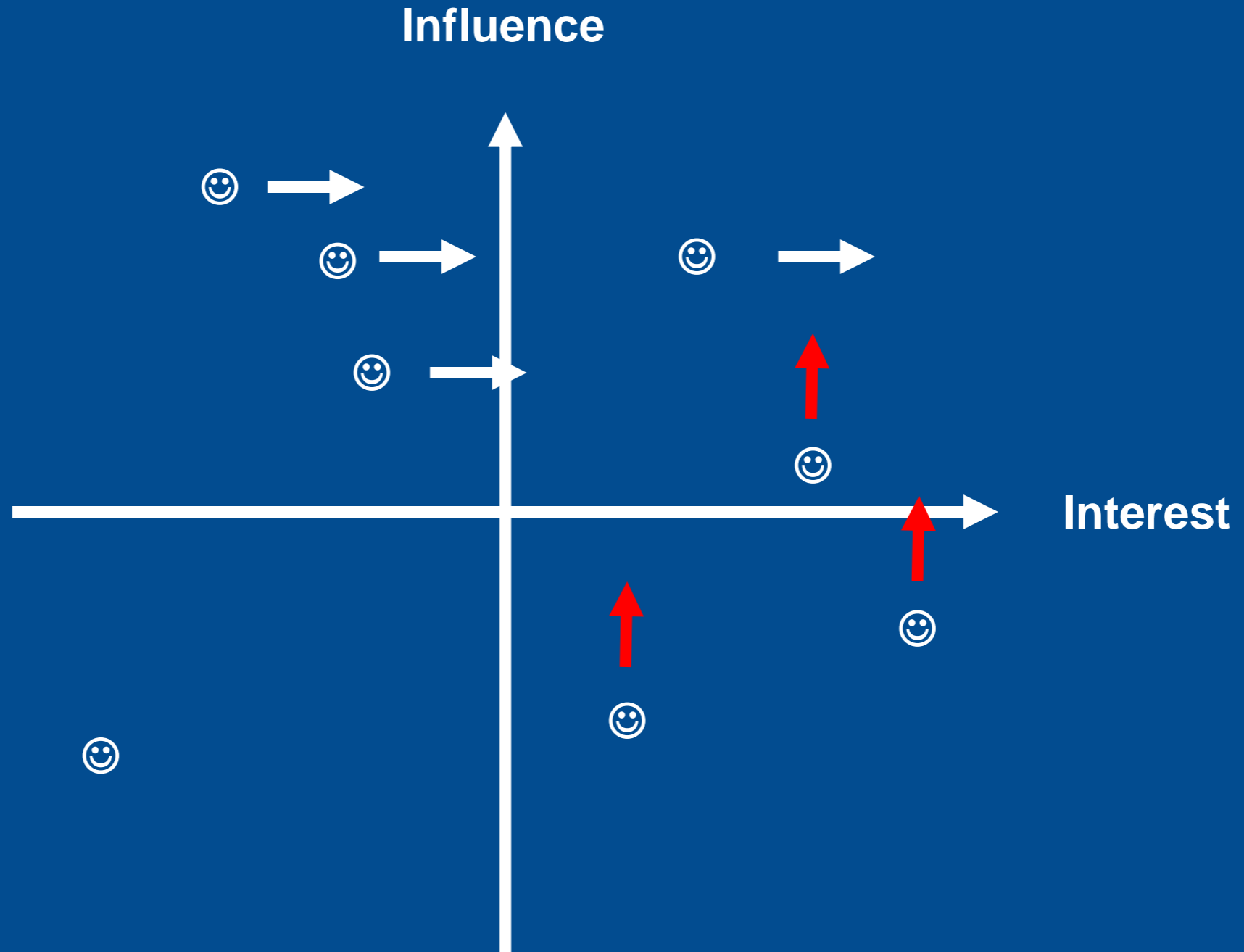
Advocacy



Advocacy



Advocacy



Advocacy – getting into the right agenda!

In this room we believe the movement/physical activity agenda is one of the most important things!

But outside this room the ranking is different.



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Economy
Employment
Public Health
Peace/terror
Climate/environment
Culture
-
-
Physical activity/recreational sport

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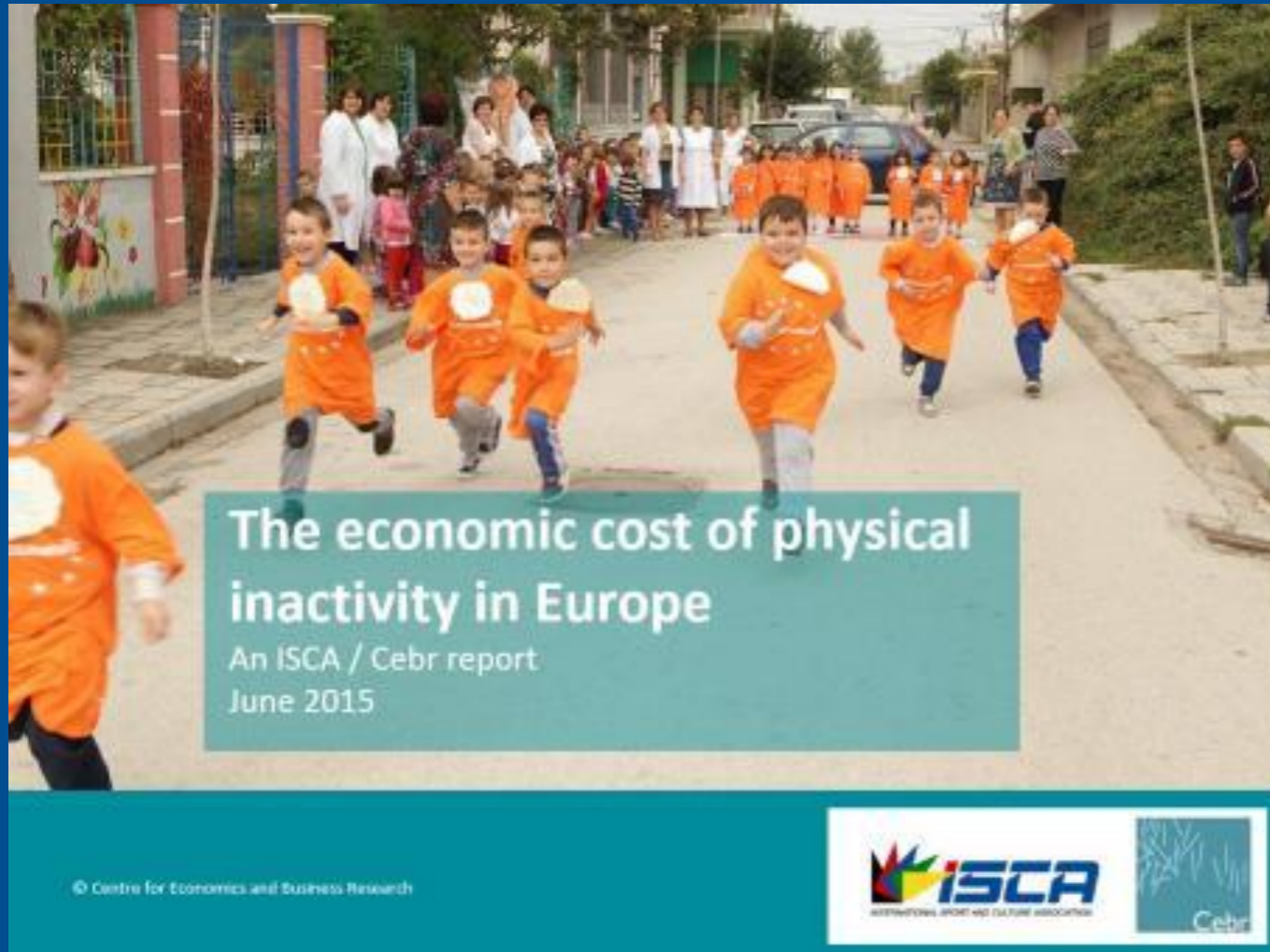
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Action 1: Elaborate an advocacy tool presenting evidence-based arguments for investments in physical education, physical activity and sport





There is a high cost to doing nothing

Lack of exercise contributes to diseases that cost Europe over 80 billion Euros every year



Total: €80.4bn

which is more than:



The Problem: Europe's not moving



1 in 4 adults & **4 in 5** adolescents across Europe are **not active enough**

ADULTS are advised to take part in 150 minutes per week (just over 20 mins per day) of moderate intensity physical activity

ADOLESCENTS are recommended to exercise for 60 mins per day at a moderate to vigorous level of intensity

Inactivity kills, and we're sitting on a ticking time bomb

Deaths caused in Europe every year by not moving enough:







CONTENT



SUPPORTERS

This initiative by ISCA is part of the NowWeMOVE campaign

AMPLIFICATION

EU POLICY DEBATE

EU MEDIA PLAN & PARTNERSHIPS

ACTIVATING NETWORKS AND PARTNERS

SOCIAL MEDIA CAMPAIGN, ALSO THROUGH NETWORK (paid/ non paid)

OUTREACH & AMPLIFICATION IN MARKETS





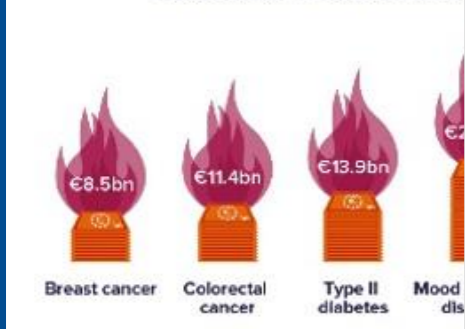
The Problem: Europe's not moving

INACTIVITY TIME BOMB

There is a high cost to doing nothing

The 80 bn euro cost of physical inactivity in Europe is equivalent to what the entire world spends on cancer drugs each year!

Lack of exercise contributes to diseases that cost Europe 80 billion Euros every year



NowWeMOVE Inactivity Time Bomb (Subtitles in 6 languages)

0:13 / 1:56

Total: €80.4bn

A quarter of European adults are insufficiently active, six focus countries in Europe, 2010

45%

https://twitter.com/intent/user?screen_name=@ISCA_tweet

which is more than:



Follow #InactivityTimeBomb

ISCA @ISCA_tweet
ISCA meets @MagnusScheving Sportacus at Creative Business Cup #lazytown
18 Nov



4 in 5 adolescents in Europe are not active enough

Adolescents are recommended to exercise for 60 mins per day at a moderate to vigorous level of intensity

Physical inactivity kills, we're sitting on a ticking time bomb

500,000 people die in Europe every year by not moving enough:



<https://www.youtube.com/watch?v=ZL8MpZRBO98>

