



Active Well-being
INITIATIVE

Partner City Charter of Commitment

The Active Well-being Initiative's Charter of Commitment, for cities
aiming to become more active and healthy places for all

The Challenge

The world is becoming more urban and its people less physically active. This modern-day reality is a major healthcare and social issue for many city leaders. The related challenges include growing levels of ill health and associated costs, increased traffic and pollution, crime, poverty and a scarcity of resources to reverse this trend.

Solutions

Solutions to these challenges do exist. The Active Well-being Initiative (AWI) has worked with a diverse panel of pilot cities to develop its Global Active City (GAC) Standard and its team of experts has witnessed a number of successful and promising measures and actions in very different contexts. The AWI sets out a joined up and road-tested system of management, as well as highlighting requirements and good practices which enable physical activity interventions in the city setting, whilst at the same time ensuring that resources (financial and staffing) are used efficiently and results are monitored and documented. Through the implementation of the GAC Standard, city leaders can define a multi-sectoral strategic action plan to involve a number of key ministries/departments such as health, education, sport, urban planning, and transportation.

The Pledge

In joining the Initiative and becoming an AWI Partner City the city commits to the following:

- Implement the AWI model city-wide
- Follow the guidance as contained in the GAC Standard
- Reach out to the active and inactive parts of the population, following the GAC Standard guidance
- Develop a joined-up, “bottom-up, top-down” approach to the delivery of physical activity and sport for all
- Ensure that the impact of sport and physical activity interventions is evidenced, monitored and documented
- Establish sustainable youth and well-being legacy as a priority from the delivery of local, national and international sporting events
- Highlight and communicate the many benefits of the GAC Standard across the city, the country and beyond

Services the Partner City will receive

Access to the GAC Standard and Guidelines

The Standard, which was developed according to an ISO-compatible process, will help provide the framework on how to implement the AWI model. A set of user friendly guidelines will also be provided to increase the city's understanding of the overall AWI process.

Annual event

An AWI event will take place annually and Partner City Lead Officers will be invited to attend. The event, which will bring together the Global Active City network of world leading cities, will be delivered by international experts will include conferences, round-table discussions and workshops, together with networking and sharing opportunities.

Platform

The Partner City's Lead Officer will have access to the AWI web platform, which includes an E-learning centre where additional training can be obtained if necessary. The platform also acts as a communication tool between Lead Officer and the AWI team as well as between the Partner Cities themselves.

Workshops, diagnostics and ongoing support

Introductory Workshops are available to Partner Cities who would like to find out more information about the AWI. These are delivered by members of the AWI team and include details about the Standard, together with the different parts of the AWI model. This one-day workshop also provides examples of existing Active Cities including the process those cities followed when developing their model, together with details of the challenges and the results from this.

Partner cities will be provided with the opportunity to host a diagnostic visit where members of the AWI team will fully explain the initiative to all the key stakeholders in the city. Following the two-day visit, the team will provide the host city with a report containing a number of bespoke recommendations on how the city might be able to further strengthen its AWI work.

Lead Officer Workshops will also be offered. These will be delivered by a team of international experts who specialise in the key components of the AWI model. This interactive three-day workshop provides in-depth information about the standard, together with each of the main elements of how a city can get certified.



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Ongoing external support delivered by international experts will also be available to the Partner Cities.

The Outcome

More empowered, active, healthy and productive citizens, who take a pride in their city including its growing positive reputation around the world as being an officially certified Global Active City.

By signing this Charter of Commitment, the city agrees to become an AWI Partner City. The city mayor symbolically confirms his/her commitment to act on the well-being of all its citizens by leveraging physical activity, sport and other determinants of good physical and mental health, under the framework of the Active Well-being Initiative standards, tools and services.

Name of Partner City and Country

Name of Mayor / Lead Politician

Name of Lead Officer / coordinator

Signature, date

Signature, date
