Words of welcome
Introduction & presentation of participants
The AWI and GAC Label
A Global Active City: Liverpool
How to participate in the AWI: Next steps
Testimony from a pilot city: the Lillehammer experience
Active Well-being INITIATIVE
Introductory Workshop

Words of welcome
Words of Welcome

Philippe Furrer, IOC
Wolfgang Baumann, TAFISA
Gabriel Messmer, Evaleo
Keith George, LJMU
Active Well-being INITIATIVE
Introductory Workshop

Introduction & Presentation of participants
The AWI Team

John Marsden

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Steve Marsden
The AWI Team

Rachel Beacher

Michael Gross
50% of Citizens exercising enough
Who we are

The Active Well-being Initiative, a non-profit, non-governmental organisation, promotes physical activity, Sport for All, health and well-being.

Founders:

Development partners:
What we do

The AWI provides you with:

• An organic and inclusive **MODEL**
• An innovative international **STANDARD**
• A world-recognised **LABEL**
• Field-based **SUPPORT** and **EXPERTS**
The challenge
The world is getting increasingly urban

Urban Population

Source 1: UN World Urbanization Prospects: The 2014 Revision
Source 2: The World Bank, Urban population (% of total)
(https://data.worldbank.org/indicator/SP.URB.TOTL.IN.ZS)
Levels of physical activity are dropping

- **USA**: -32% in 2 generations
- **UK**: -20% in 2 generations
- **CHINA**: -45% in 1/2 generation
- **BRAZIL**: -6% in 1/5 generation

Source: Designed to Move

Urban life → Sedentary lifestyles
The prevalence of NCDs

Proportion of global deaths under the age 70 years
by cause of death, comparable estimates, 2012

NCDs 52%
- Cardiovascular diseases 37%
- Cancers 27%
- Other NCDs 23%
- Diabetes 4%
- Respiratory diseases 8%
- Injuries 14%
- Communicable maternal, perinatal and nutritional conditions 34%

Source: WHO, Global status report on non-communicable diseases 2014

Urban life ➔ Sedentary lifestyle ➔ Non-communicable diseases
Solutions exist

Physical activity and sport are known to bring many benefits in improving well-being and enhancing social and mental health. More active people means more healthy people. More walkable and cyclable cities means safer, cleaner and more inclusive environments.
Prevention is better than cure

Lifestyle and diseases

sedentary habits

good health → appearance of chronic diseases

active habits

good health

The significance of the city setting

- Cities are the setting in which people live

Activities: What people spend the majority of their time doing

- **LEISURE**: Recreation/Entertainment
- **HOME**: Domestic Activities
- **TRANSPORTATION**: Commuting
- **OCCUPATION**: Working or Studying

Source: Designed to Move
The significance of the city setting

• Cities are the major providers of Sport for All and physical activity opportunities in our societies.
• They are the setting for activity programmes, parks, trails, paths, public spaces, schools, mass events, competitions, etc.
• They have the established infrastructure, systems, budget, reach, structures, and sectors needed for the solution.
Barriers to overcome
Our answer
Towards a new active world

The Active Well-being Initiative (AWI) empowers cities and people to take healthy steps.
The AWI model

- Inclusive
- Organic
- Empowering
- Life-centric
- Action-based
- Road-tested
- An open partnership
- An innovative standard
- Supported by experts
- A world-recognised label
The Global Active City Label

The GAC label is awarded to cities having implemented the GAC Standard (a Physical Activity and Sport for All (PASA) management system), improving governance and efficiency.
Develop structured governance

- Build alliances
- Analyse context
- Secure leadership commitment
- Define strategy
- Allocate resources
- Communicate
- Deliver concrete actions
- Evaluate your performance
- Improve
- Plan
The result
What does a GAC look like?

A city with more active, healthier and happier citizens
- Increased participation in sport and physical activity for all citizens
- Increased accessibility to well-being facilities and healthy lifestyles
- Lower prevalence of NCDs and mental disorders
- Citizens adopt active, healthy lifestyles
- A great place to live with positive communication

A smarter city fit for the future
- Prevention is better than cure
- Re-engineered, sustainable and safer urban environment
- Enhanced social inclusion
- A positive legacy for future generations
- Empowered youth, citizens and communities
- More pride in the city and what it has to offer

A successful and more attractive city
- Evidence-based practice with regular monitoring and reporting
- Efficiency savings in key budget areas
- Increased international attractiveness
- Long-term planning and cross-party political support
- Stronger long-term social legacy of sporting events
- More productive workforce
- Reduced public health and welfare costs
A field-tested solution: the GAC pilot project

Port Moresby, Papua New Guinea

Liverpool, United Kingdom

Buenos Aires, Argentina
AWI Partner City network
What they say about us

“What the AWI has designed is a unique model that helps us to capture and meet the complexity of our task, with a focus on action, impact and continual improvement.”

Horacio Rodriguez Larreta
Mayor of Buenos Aires, Argentina

“It’s exciting to witness how members of our alliance see the benefits of working together and how the framework promoted by the AWI acted as a catalyst for a number of a new integrated actions”

Espen Johnsen
Mayor of Lillehammer, Norway

“Coordinated and cross-sectorial action is needed everywhere, WHO welcomes and supports innovated approaches such as the IOC-supported AWI and GAC Label”

Dr. Fiona Bull
NCD Prevention, WHO

“I encourage every city in the world to consider the proposed model to improve accessibility to a healthy and active lifestyle for all”

Thomas Bach
President, IOC
“We are determined to work with the AWI team to create a Global Active City model in Port Moresby that the citizens can be proud of. Our overall goal is to have more active, healthier and happier citizens and also to fulfil the UN Sustainable Developmental Goals of building a more inclusive, resilient, sustainable, safe and prosperous city using sports and other initiatives currently in place. It is our firm belief that the AWI will help us to achieve that goal.”

Powes Parkop,
Governor of Port Moresby, Papua New Guinea

“We are committed to learning more about creating and implementing a Global Active City approach and toward sharing our experiences with other cities. We are confident that with the support and guidance from the AWI team we can achieve our goal of making the people of Karşıyaka more active and healthier, whilst at the same time attaining global recognition for our efforts.”

Hüseyin Mutlu Akpinar
Mayor of Karşıyaka, Turkey
Join in
Once you have become a Partner City, you can start implementing the Global Active City Standard. We and our partners can work with you to create a personalised management system for your city and your population. This system is at the centre of the certification process.
AWI support and services

Platform
Annual event
Standard and Guidelines
Diagnostic visit
Lead Officer Workshop
Additional external support
• The GAC Standard has been developed and peer-reviewed in collaboration with over 70 experts worldwide.

• Partner Cities can access support as required from a team of international experts who can help to provide solutions in a number of key areas.
The Global Active City approach / The Liverpool experience

- Initial Developments
- Alliance approach and benefits
- Liverpool Active City Partners (examples)
- Liverpool Active City Programmes
- Events
- Evaluation Partnership
- Benefits of the Liverpool example of the Global Active City approach
Liverpool population is 469,700
Liverpool is the most deprived Local Authority in England
Initial Developments

- Lead Officer appointed 2005
- First Liverpool Active City Strategy 2005
- Sport and Physical Activity Alliance Group (SPAA) created in 2006
Alliance approach and benefits

- Cross sector
- Shared priorities and pooled resources
- Reduced duplication
- Joint bids for additional resources
- Neighbourhood teams
- Communication plan
Liverpool Active City Partners (examples)

- There are numerous partners of Active City from the public, private and voluntary sectors
- These include both of the professional football clubs in the City (Liverpool and Everton)
- The Fire and Rescue Service (Fire Fit)
- NHS Clinical Commissioning Groups
Liverpool Active City Programmes

- Active Schools/Colleges/Universities
- Active Lifestyles
- Active Workplaces
- Active Parks
- Active Travel
- Active Living

Ironman Triathlon (2012)
Events

- GB Judo World Cup
- European Amateur Boxing Championships
- European Singles Badminton Championships
- World Netball Series
- Davis Cup Tennis
- British Gymnastics Championships 2018
- Bid to host 2026 Commonwealth Games
- Legacy is at the core of all events in Liverpool
Evaluation Partnership

Evaluation of Active City is undertaken by Liverpool John Moores University and has led to a Research – Policy – Delivery approach.
Benefits of the Liverpool example of the Global Active City approach

▪ Around 50% of adults now achieving at least 1 x 30 minutes of physical activity, an increase of 19%

▪ 56,000 people now use the 12 x Lifestyles Leisure Centres (located in the most deprived communities in the City) an increase of 43%

▪ 91% of children are participating in regular sport and physical activity in schools, an increase of 35%

▪ 89% of children able to swim at least 25 meters by the age of 11, an increase of 49%

▪ New target is to make Liverpool the most active city in England by 2021

World Firefighter Games (2008)
Active Well-being INITIATIVE
Introductory Workshop

Lunch break
Interactive session
Sharing experience

Participants present initiatives and work currently implemented, at the city level, in their municipalities.

This may include Sport for All & physical activity programs & events, Active schools, Active workplace and/or Active transportation initiatives, examples on how you cooperate with various stakeholders for the promotion of Sport for All & physical activity in your city, etc.
Discussion

What does the term “Global Active City” mean to you? What is the “Global Active City” vision you have for your municipality/country?

Does your city/country have the equivalent of a Physical Activity and Sport for All Alliance?

Who are your external partners?

Analysis of Strengths, Weaknesses, Opportunities and Threats

How could the Active Well-being Initiative and its model be of help to you?
How to participate in the AWI: Next steps
The Global Active City pathway

STEP 1: Join in

STEP 2: Pathway to certification

STEP 3: Activation

Support/Services

Platform

Annual event

Standard and Guidelines

Diagnostic visit

Lead Officer Workshop

Additional external support

Certification

Personalised implementation of the Global Active City Standard

Independent evaluation
1. Join in
Become a Partner City

Sign the “Partner City Charter of Commitment”

• Receive the official “Partner City“ status and use the logo

Gain access to the GAC standard and guidelines

• The standard, developed by the AWI according to an ISO-compatible process, provides the framework for the Global Active City approach. It contains the requirements that must be followed, plus a list of over 100 good practices that may be used.
• Our user-friendly guidelines will help your lead officer to understand how to create a personalised model and how to achieve certification.
Become a Partner City

Gain preferential access to an annual AWI/GAC event, which includes conferences, round-tables and workshops, as well as networking and sharing opportunities.

In the future, you will receive access to the AWI web platform, which will include an e-learning centre where additional training can be obtained if necessary.

The platform will also act as a communication tool between your lead officer and the AWI team, as well as for communication and sharing between AWI Partner Cities and Organisations.

Finally, the platform provides news regarding programmes and initiatives from around the world.
2. Pathway to certification
A personalised implementation of the GAC standard

• Commit to a process & implement the AWI model to meet with the standard requirements
• An individual pathway to last 1 to 3 years
• Nominate a lead officer
• Implement your own, unique vision and objectives that feed into...
• ... the establishment of a management system with clear roles and responsibilities among members of the city’s alliance of stakeholders
The AWI/GAC management system

Good Practices

- Build alliances
- Analyse context
- Secure leadership commitment
- Define strategy
- Allocate resources
- Communicate
- Deliver concrete actions
- Evaluate your performance
- Improve

Requirements

PLAN

DO

CHECK

ACT
AWI support (recommended)

Diagnostic Visit

Members of the AWI team visit the partner city to:

• Fully explain the project to all the key stakeholders
• Put in place the initial building blocks of the alliance
• Get an initial insight as to where the partner city is positioned in regards to sport, physical activity and the standard’s requirements

The partner city completes a pre-diagnostic questionnaire that is analysed by the team.

Following the visit the AWI team provides a report with a number of bespoke recommendations.
Lead Officer Workshop

A 3-day workshop delivered by a team of international experts who specialise in the key components of the AWI model

• Organised several times a year around the world
• Cities delegate their AWI lead officer
• In-depth information about the standard and its requirements, together with each of the main elements of how to get certified
• Bespoke meetings with experts, in relation to their own cities
• Networking, experience and good practices sharing
Certification

• When ready, partner cities are subject to an independent evaluation before securing certification.

• Receive the internationally recognized Global Active City Label, as a recognition of the progress made and of the improvements brought to its citizens and communities.

• Review your progress on an annual basis and maintain certification.
3. Activation
Activation

- Combine the GAC label with your various active city initiatives or programmes
- Ensure continuous monitoring, evaluation and improvement of your management system and GAC strategy
- Reap the many benefits of your investments and of being a Global Active City:
  - A Global Active City for healthier and happier citizens
  - A Smart City fit for the future
  - A successful and more attractive city
Testimony from a pilot city: the experience from Lillehammer, Norway
Active Well-being INITIATIVE
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End of day
## AWI Services - Pricing

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Partner City annual fee</td>
<td>€ 1,500</td>
</tr>
<tr>
<td>Diagnostic Visit</td>
<td>€ 11,000 + experts’ travel &amp; accommodation</td>
</tr>
<tr>
<td>Lead Officer Workshop</td>
<td>€ 1,500</td>
</tr>
<tr>
<td>Per delegate, travel and accommodation costs at city’s expense</td>
<td></td>
</tr>
<tr>
<td>Certification</td>
<td></td>
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<tr>
<td>Population &lt; 50’000</td>
<td>Initial Evaluation</td>
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<tr>
<td></td>
<td>Annual Re-Certification</td>
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<tr>
<td>Population &gt; 50’000</td>
<td>Initial Evaluation</td>
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<td></td>
<td>Annual</td>
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Physical Activity and Sport for All
Lead Officer

• Appointed official of the city, possessing the relevant skills and experience and whose primary role is to coordinate all GAC Governance related activity.

• This individual has a key role in liaising between city leaders, professionals, internal and external stakeholders and, where appropriate, citizens.

Source: AWI 26102 Standard, chp 3.9, PASA Lead Officer definition
Physical Activity and Sport for All Alliance

• Established partnership between the key internal and external stakeholders.

• The alliance represents a multi-disciplinary group of individuals and organisations sharing a common vision and possessing the expertise and capability to deliver effective “Physical Activity and Sport for All” opportunities.

Source: AWI 26102 Standard, chp 3.5, PASA Alliance definition
Physical Activity and Sport for All Network

• Network of professionals and stakeholders that provides support and services to address the needs of beneficiaries.

• This network includes those organisations and individuals who are not necessarily a part of the Alliance, but who still have a key role to play toward the realisation of the shared vision of increasing participation in Physical Activity and Sport for All.

Source: AWI 26102 Standard, chp 3.9, PASA Network definition
AWI 26102 Guidelines
Physical Activity and Sport for All Centres

• Site and organisation that brings together multidisciplinary professionals and stakeholders in order to:
  a) provide PASA services;
  b) allow a general analysis of the individual needs of beneficiaries;
  c) cater to the specific needs of particular groups (e.g. people with disabilities, refugees, single mothers);
  d) orientate beneficiaries towards adequate measures.

Source: AWI 26102 Standard, chp 3.7, PASA Centre definition
Physical Activity and Sport for All Events

• A social gathering which brings together the target audience arising from the analysis of the needs and expectations of interested parties and beneficiaries performed by the city as well as from the strategy subsequently adopted.

• The PASA event acts as a catalyst for the creation of a cross-sector alliance and the implementation of a strategy and action plans in the lead up to the event (“pregacy”) and beyond the event (“legacy”). Additionally, it is used as one of the ways to positively affect behaviour change in participants.

Source: AWI 26102 Standard, chp 3.8, PASA Event definition
Outcomes and impact measurement

• One of the core Global Active City philosophies is the constant appraisal of activities and processes that allows an evidence-based approach to take hold in a city.

• Provide feedback loops to the alliance and networks who have a constantly evolving portfolio of plans and activities that must be underpinned by evidence-based decision making.

Source: AWI 26102 Guidelines