



Active Well-being  
INITIATIVE

INTRODUCTORY WORKSHOP



7 – 9 MARCH 2018, LIVERPOOL, UK



Active. **Healthy. Happy.**



Active Well-being  
INITIATIVE

## INTRODUCTORY WORKSHOP



7 – 9 MARCH 2018, LIVERPOOL, UK

## PROGRAMME

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



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**Words of welcome**



# Words of Welcome



Philippe Furrer, IOC



Wolfgang Baumann,  
TAFISA



Gabriel Messmer,  
Evaleo



Keith George, LJMU



**Active Well-being  
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**Introductory Workshop**

# **Introduction & Presentation of participants**



# The AWI Team



John Marsden



Jean-Francois Laurent



Steve Marsden



# The AWI Team



Rachel Beacher



Michael Gross



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# **The AWI and GAC Label**







# 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:



With the support of the



INTERNATIONAL  
OLYMPIC  
COMMITTEE



## 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**



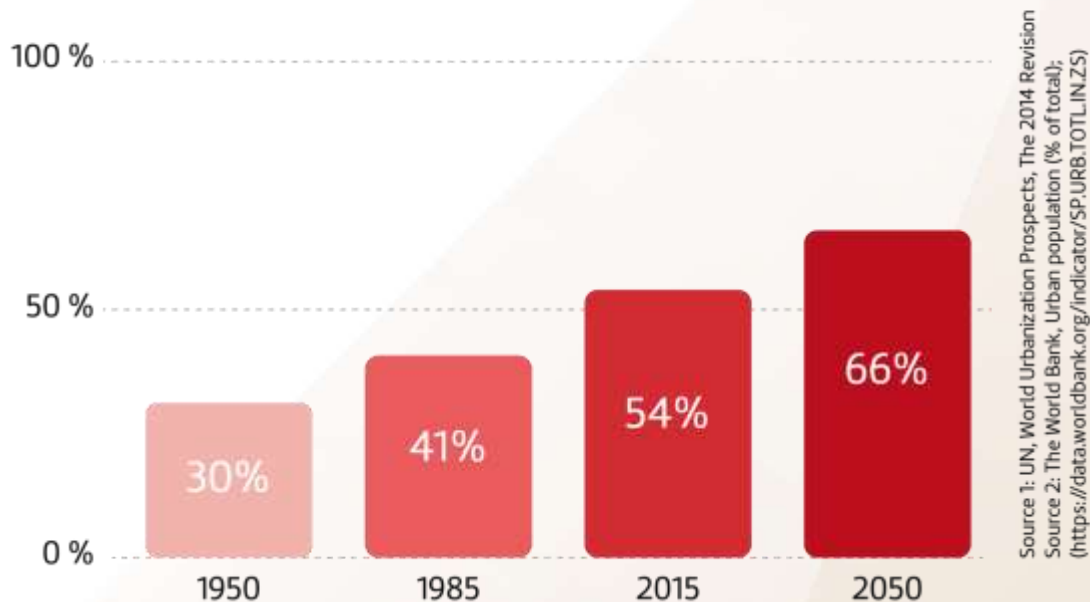


# The challenge



# The world is getting increasingly urban

## Urban Population





# Levels of physical activity are dropping

USA



-32%  
IN  $\frac{1}{2}$   
GENERATIONS

UK



-20%  
IN  $\frac{1}{2}$   
GENERATIONS

CHINA



-45%  
IN  $\frac{1}{2}$   
GENERATION

BRAZIL



-6%  
IN  $\frac{1}{6}$   
GENERATION

Source: Designed to Move

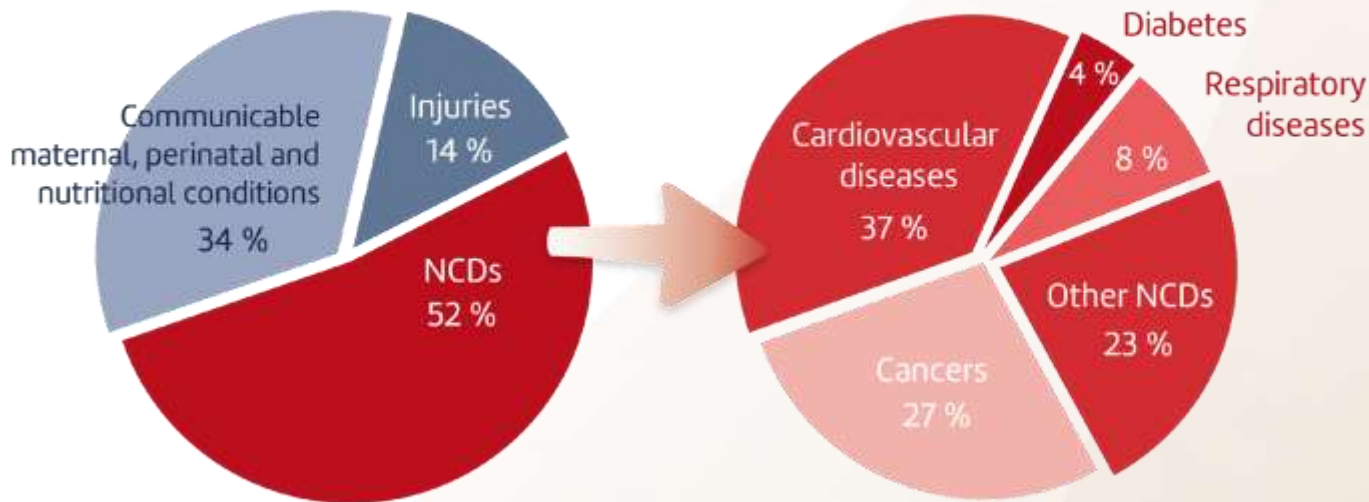
Urban life  Sedentary lifestyles



# The prevalence of NCDs

## Proportion of global deaths under the age 70 years

by cause of death, comparable estimates, 2012



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.

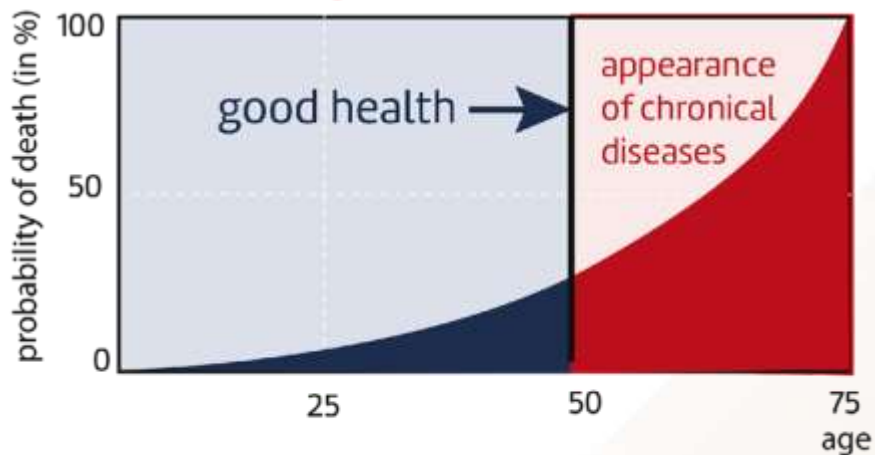




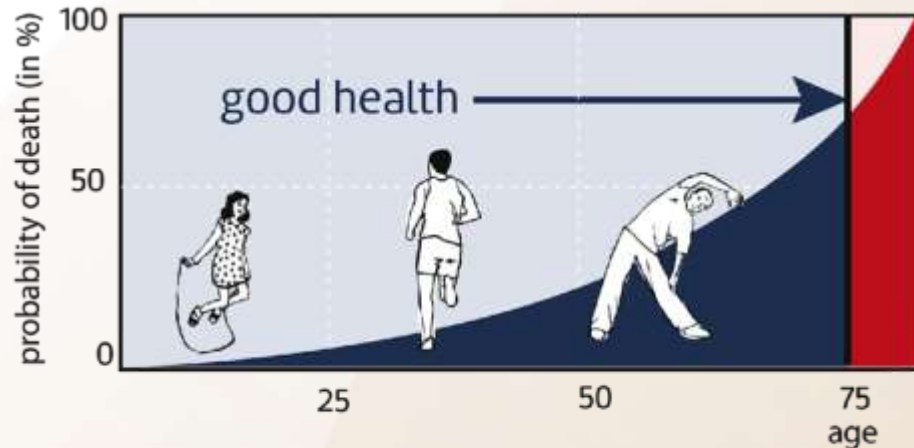
# Prevention is better than cure

## Lifestyle and diseases

### **sedentary** habits



### **active** habits



Source : R.Béliveau, D.Gingras, L'Alimentation anti-âge, Le Livre de poche, 2011



# 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





## 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.

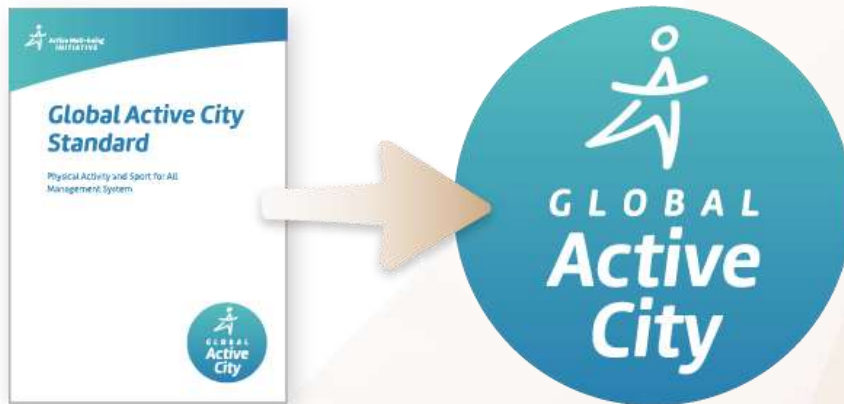


# The AWI model





# 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

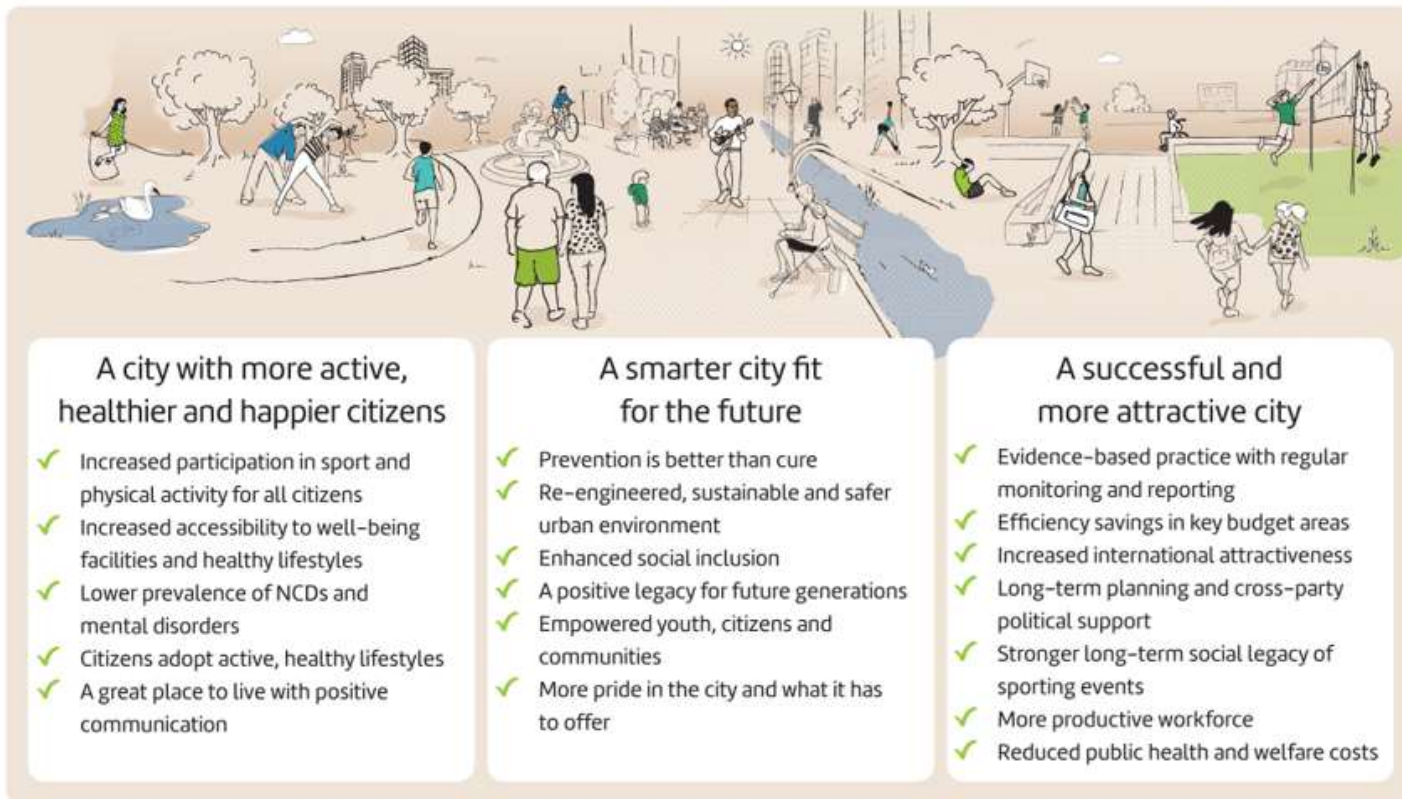




# The result



# What does a GAC look like?





# 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



## What they say about us



*"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 Akpınar  
Mayor of Karsiyaka, Turkey



**Join in**





# How to become a Global Active City?



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**



## AWI experts

- 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.



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**Coffee break**



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**A Global Active City:  
Liverpool**



# 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





# Background Information



- 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

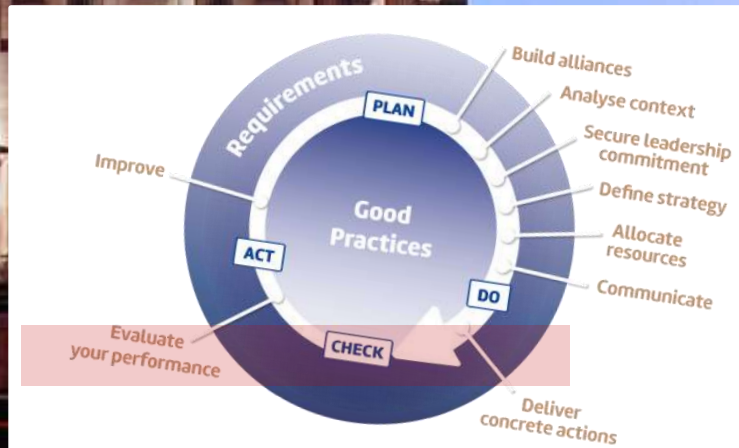
- GB Judo World Cup
- European Amateur Boxing Championships
- European Singles Badminton Championships
- World Netball Series
- Davis Cup Tennis
- British Gymnastics Championships 2018
- Bid to host 2026 Commonwealth Games
- Legacy is at the core of all events in Liverpool



# 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)



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**Lunch break**



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**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?



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**How to participate in the AWI:  
Next steps**



# The Global Active City pathway





**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





# 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.



# AWI support (recommended)



## 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

*Active. Healthy. Happy.*



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**Testimony from a pilot city:  
the experience from  
Lillehammer, Norway**





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**End of day**



[www.activewellbeing.org](http://www.activewellbeing.org)



@AWBInitiative



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Founding members



Development partners



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# AWI Services - Pricing

Service		Price	
Partner City annual fee		€ 1,500	
Diagnostic Visit		€ 11,000 + experts' travel & accommodation	
Lead Officer Workshop		€ 1,500 Per delegate, travel and accommodation costs at city's expense	
Certification	Population < 50'000	Initial Evaluation	€ 8,200
		Annual Re-Certification	€ 3,800
	Population > 50'000	Initial Evaluation	€ 12,300
		Annual	€ 5,000



# 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.





# 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.





# 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



# 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.





# 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.







# 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.

