



Promoting physically active lifestyle

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13.3.2019



For a Better Day

Active Lifestyle

Organized Sport



Values:

Together – Joy – Respect – Accountability – Excellence

Why Sport for All?



Sport Skills

Learning

Community

Health

Wellbeing

Performance

Basic Motoric Skills

INDIVIDUAL BENEFITS

Success in Sports

Productivity

Social Capital

Inclusion

Health Savings

Wellbeing

Public Health

SOCIETAL BENEFITS

Physical Activity in Finland



Active relative to National Recommendations

33 %

Elementary
school children

20 %

Adults
(endurance exercise)

60-70 %

Children active
in sport clubs





TÄHTISEURA



LAJILIITOT
LAPSET JA NUORET
AIKUISET
HUIPPU-URHEILU



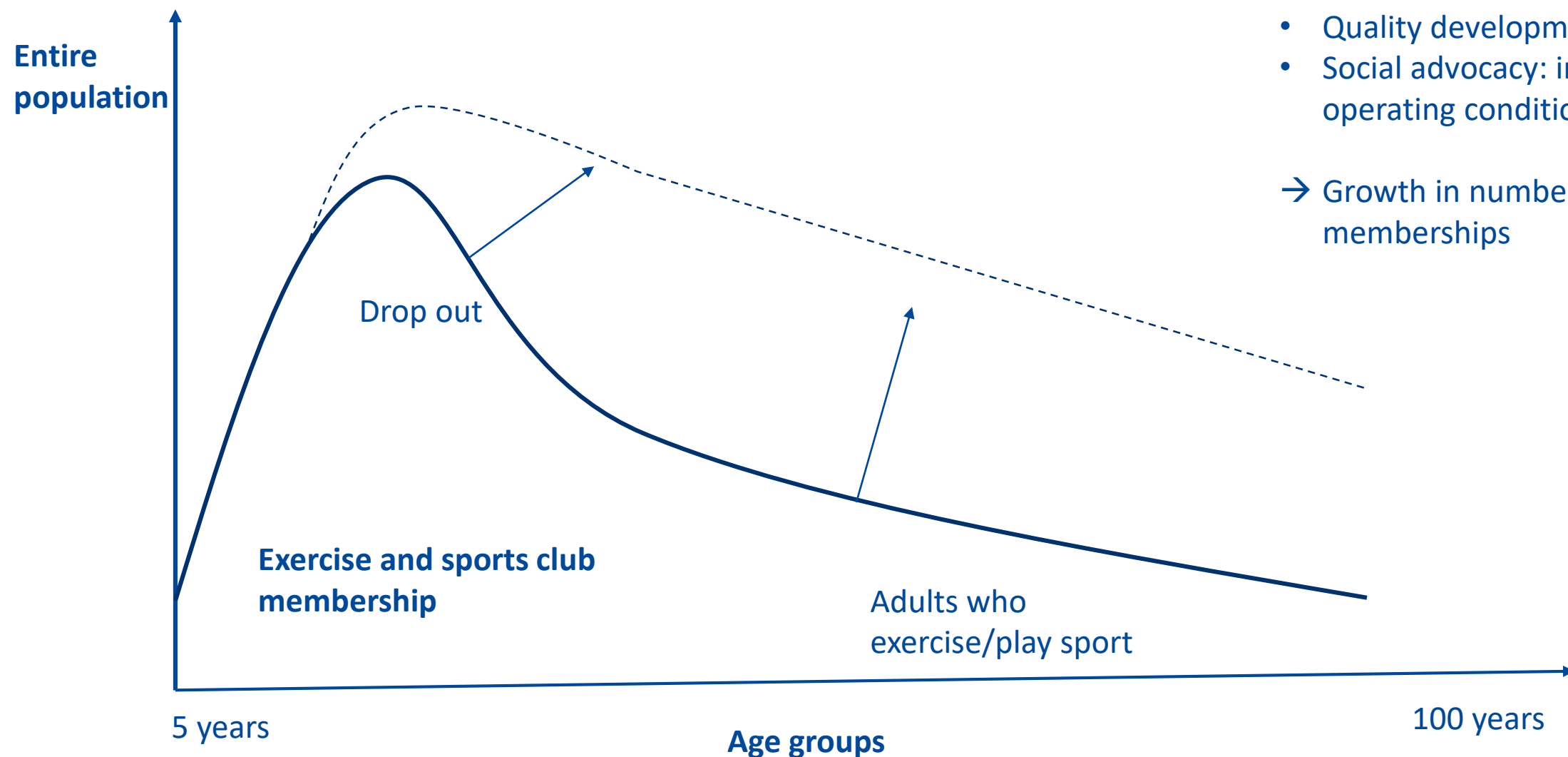
Sport Clubs

Star Clubs Program

Children and Youth Sports Development



Focus: Vital sports clubs



- Quality development
- Social advocacy: improving operating conditions for clubs

→ Growth in number of club memberships

Active Lifestyle



**Active Lifestyle Pop-up Day 10.5.
National Active Lifestyle Network
Political Advocacy**





The Active Lifestyle network – a bridge builder among different actors

- + For individuals and organisations that think that all forms of exercise are good
 - + An open meeting place for everyone who wants to promote exercise and achieve more through cooperation
 - + Almost 200 members represent about 120 organisations: sports federations, health associations, research and learning institutions, municipalities...
- + Aim: provide practical solutions and influence the exercise environment to help as many people as possible find the exercise that's best for them to boost welfare
- + The Finnish Olympic Committee coordinates the network and is responsible for the network's operating conditions
- + The network consists of thematic groups, and in addition to the shared work of the network, the thematic groups choose topics of their own to focus on
- + For more information about the network: <https://www.olympiakomitea.fi/aktiivinen-arki/liikkujan-polku-verkosto/>

The project is ending... How and with whom can it continue?

You do this, I do that... Could we combine what we do and achieve bigger results?

A great idea...
Where are the skilled people, resources and communications channels?

Working hard alone... Where can we find sparring and cooperation partners?

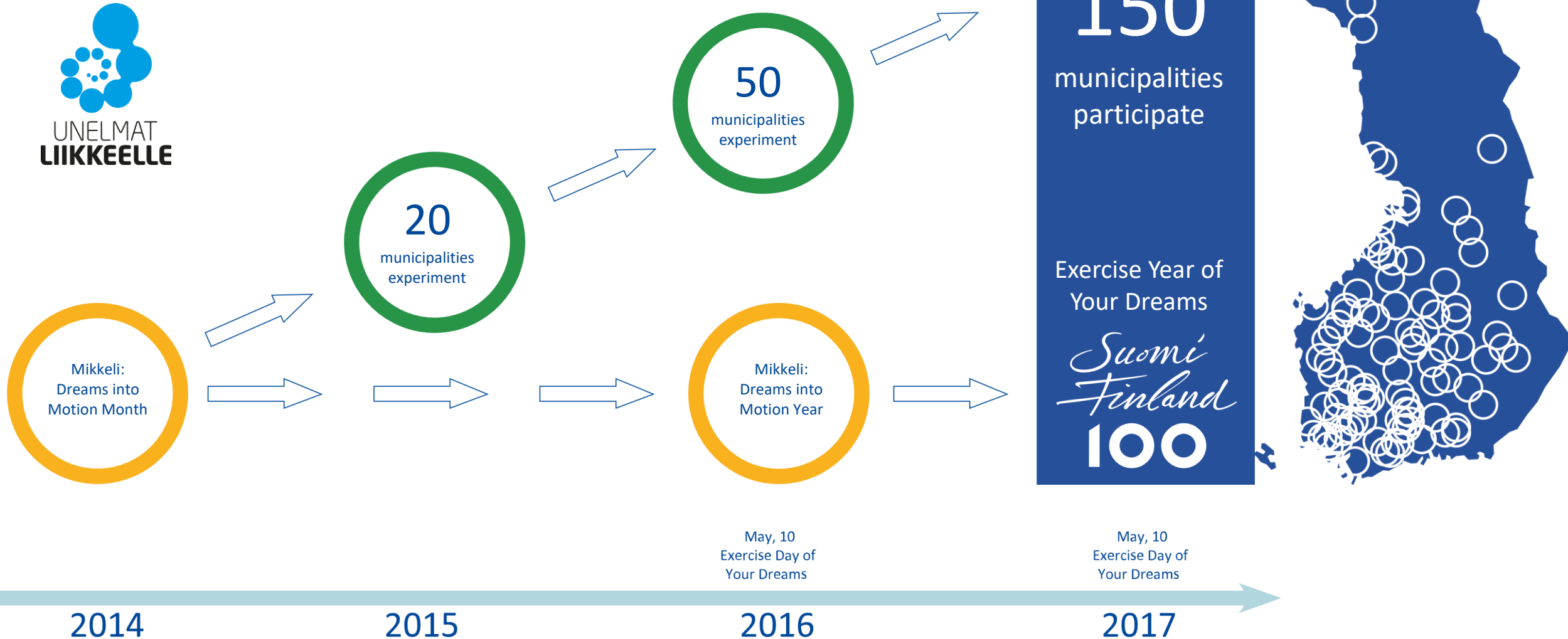


Exercise Day
of Your Dreams
May, 10



A pop-up day when everyone is welcome to organise their own exercise events! <https://www.unelmienliikuntapaiva.fi/en/>

Dreams into Motion - How it started and grew



R&D – communications – training – experiment with and learning from those involved

Lisää suosikkeja suosikkipalkkiin valitsemalla ☆ tai tuomalla suosikit toisesta selaimesta. [Tuo suosikit](#)



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CONTACT

Info

Welcome to Exercise Day of Your Dreams!

The Exercise Day of Your Dreams is a day when everyone is welcome to organise their own exercise events: from open trainings to tournaments, from gym open days to dodgeball, culture walks and bike rides. We want to encourage everyone, regardless of their age, gender or location to get active and find their own thing. All ways to participate are equally good!



Thank you!

