



Become an Active City!

*Unveiling the PACTE
project's Matrix for
Change*

26th November 2020



opening



Laurent THIEULE

PRESIDENT, SPORT AND CITIZENSHIP
@SportandCitizen

#ActiveCities | #Matrixforchange
@Pacteproject



spread the word !



@PacteProject



@SportandCitizen

#MatrixforChange | #ActiveCities | #ActiveCity



@cityofturku



@EUPEA_tweet



@CompanysportEU



Liverpool City Council

@lpoolcouncil



@ICSSPE



@TafisaOffice



@anciurbanhealth



@EuCyclistsFed

Webinar Agenda

14:00 – 14:35 Opening

Introduction to the PACTE project

PACTE Survey

Matrix for Change

14:35 – 15:55 Panel Discussion

15:55 – 16:15 SHARE Initiative- Raising the profile of sport in policy agendas from European to local level

16:15 – 16:30 Keynote

16:30 – 16:40 Closing

#ActiveCities | #Matrixforchange @Pacteproject



Housekeeping

- Please use the chat to react and ask questions
- Participant microphones have been disabled
- Feel free to open your cameras, it's nice to see who is here 😊
- Speakers are invited to mute their microphones when not talking
- All presentations, and webinar report, will be shared with participants after the event



The PACTE project

Promoting Active Cities Throughout Europe

- 210 million Europeans are physically inactive
- Costing € 80 billion a year to the EU28
- 66% of local decision makers in Europe are unaware of this situation

PACTE defined local level physical activity policies as a key area of focus since:

- It has virtually been ignored by physical activity research
- Local level administration has a much stronger impact on individuals than national policies have

The PACTE project:



- A transversal and cross-sectorial initiative that responds to an actual need of European cities
- A timely response to Europe's needs and fast-growing interest in the topic
- A guiding hand to help municipalities realise their role in public health, notably by promoting and enabling sport and physical activity



project partners



Liverpool City Council



Co-funded by the Erasmus+ Programme of the European Union

PACTE ACTIVITIES



- A **Europe wide survey** to evaluate the state of physical activity promotion at municipal level
- Ongoing **European campaign** to raise-awareness about Active Cities and PACTE
- **4 Topical Workshops**, focused on 4 environments for action:
 - Active Leisure in Liverpool (TAFISA/ Liverpool)
 - Active Education in Berlin (EUPEA)
 - Active Workplaces in Brussels, with EMoCS project (EFCS)
 - Active Mobility in Brussels (ECF)
- We created the **Active City Matrix for Change** to support cities develop their Active City strategy

key numbers

Over 200 people participated
in our 4 workshops



**20 'active city of
the month'** profiles &
complementary interviews

Pool of 60 municipalities, local
or regional authorities



Our survey received **over 650 answers**

pacte survey



Detlef DUMON

EXECUTIVE DIRECTOR, ICSSPE
@ICSSPE

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@Pacteproject



PACTE Survey and Findings

presented by Detlef Dumon
ICSSPE Executive Director

Based on the written report prepared
by Richard Bailey, Iva Glibo and Katrin
Koenen in cooperation with the entire
PACTE Partnership





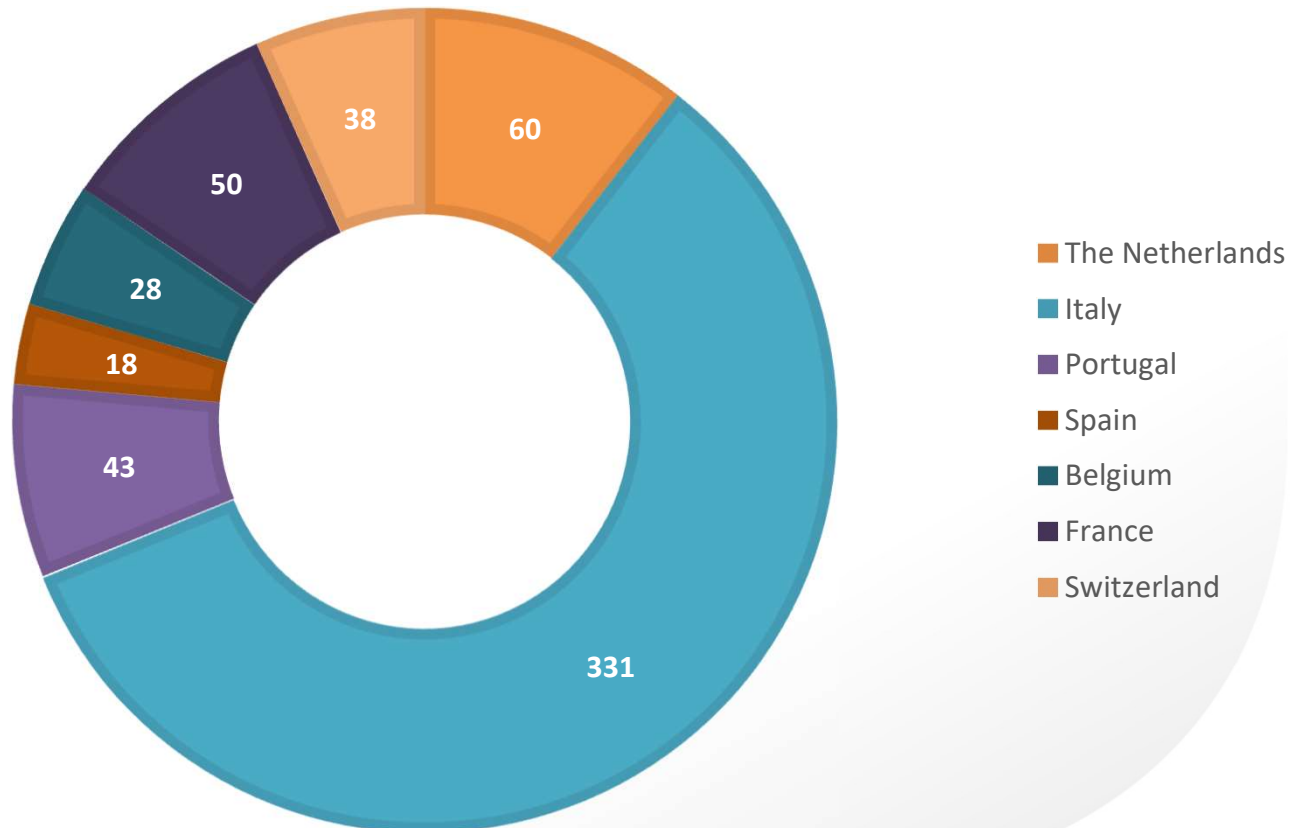
PURPOSE OF THE PASSPORT SURVEY AND ITS OUTREACH

PASSPORT survey designed to provide an accurate account of physical activity policies in European cities and municipalities

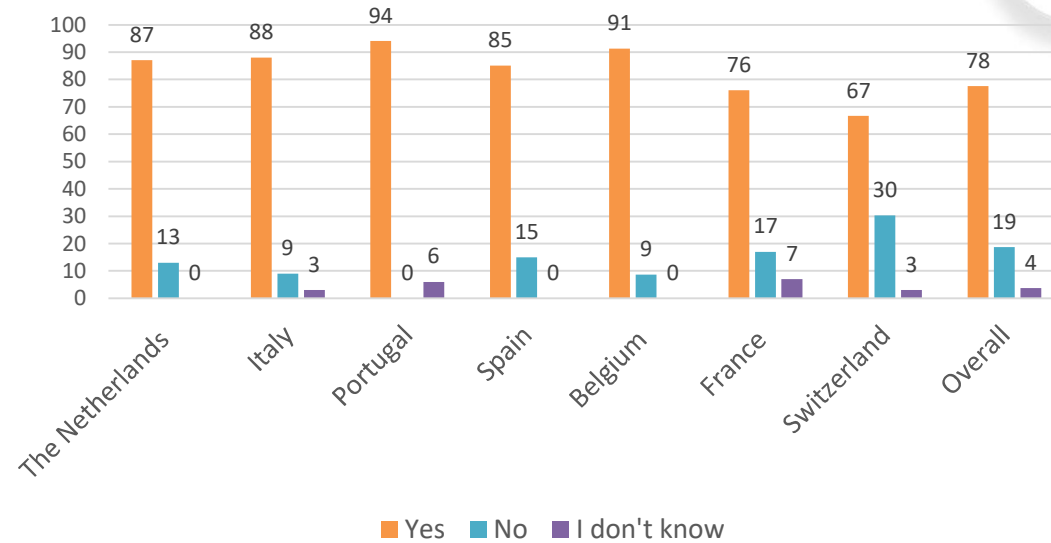
PASSPORT covered the following:

- Background information;
 - Content and development of local policy;
 - Implementation of the physical activity policy/action plan;
 - Importance of the elements of a physical activity policy.
-
- **PASSPORT was translated into 7 languages:** Dutch, English, French, German, Italian, Portuguese and Spanish
 - Data was collected from **April 2018 to the beginning of August 2018**
 - In total, **663 complete responses** were received.

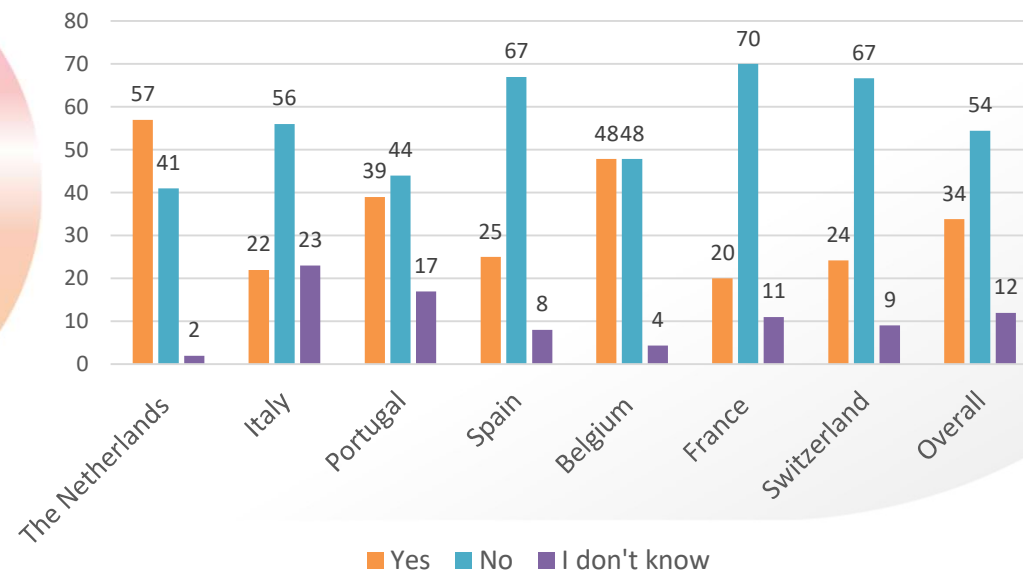
NUMBER OF RESPONDENTS FROM PACTE PARTNERSHIP COUNTRIES SELECTED FOR SPECIAL ANALYSIS



Does your municipality or city have a physical activity policy?



Is this physical activity policy part of a national programme?



BACKGROUND

Most of the municipalities surveyed reported:



Having a physical activity policy



Having local recommendations



Target for the population to be physically active

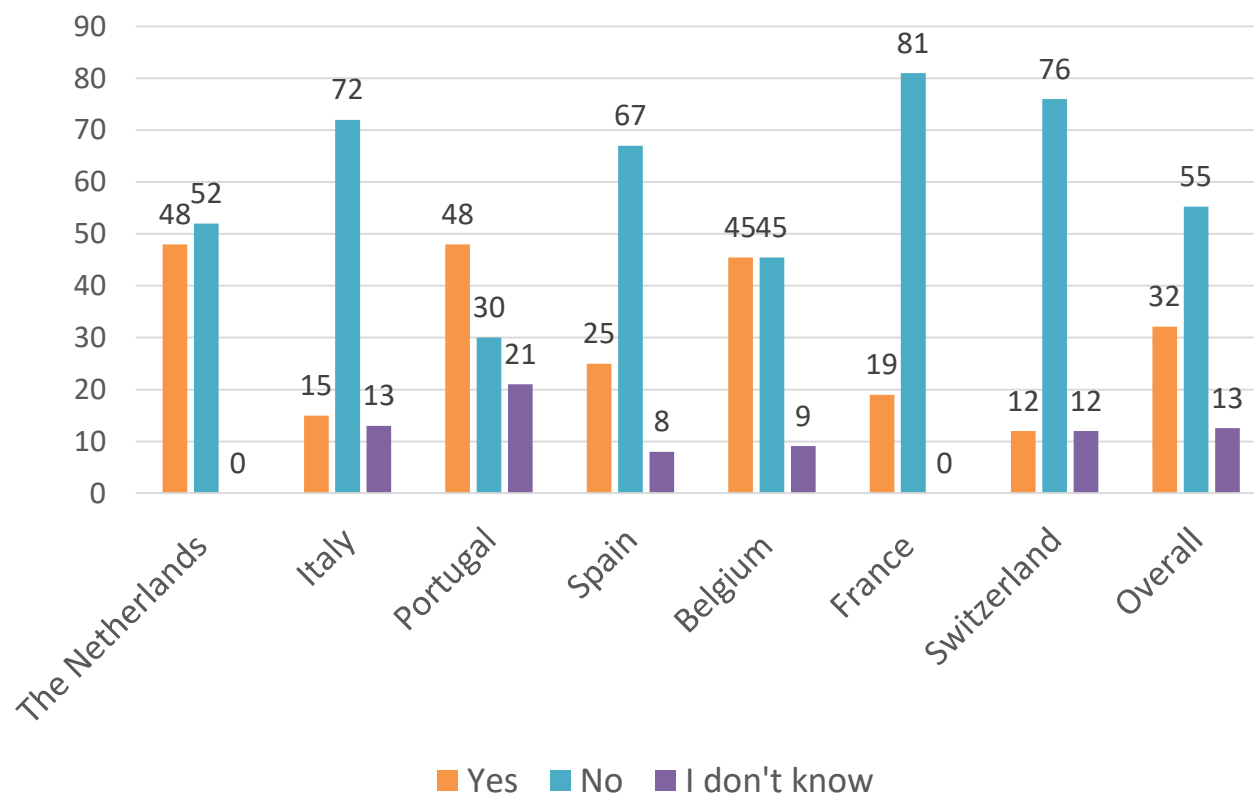


Reported that their physical activity policy was a part of a national programme



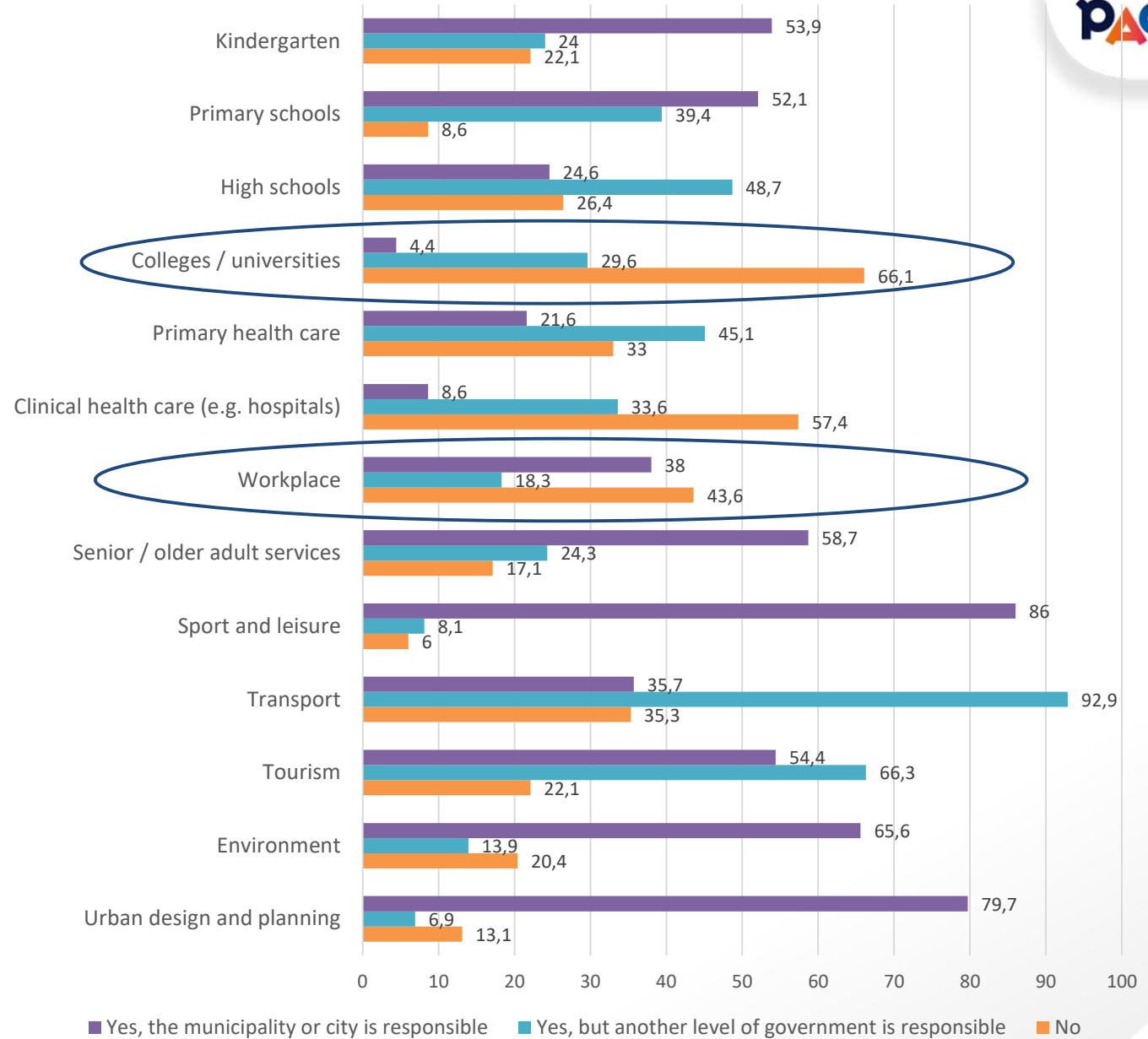
CONTENT AND DEVELOPMENT OF LOCAL POLICY

Does your municipality or city have a specific plan for the monitoring and evaluation of the policy implementation?

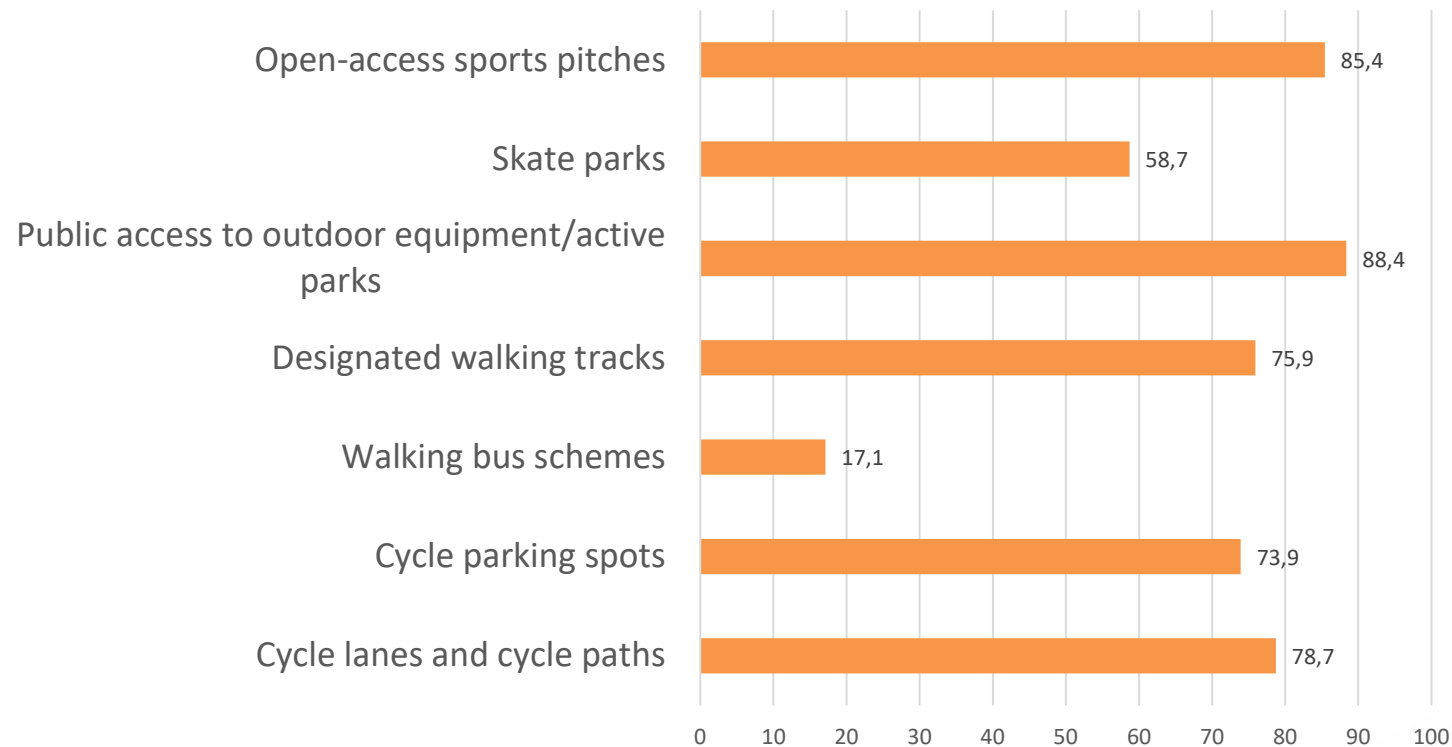




Looking across the relevant policy documents that relate to the promotion of physical activity in your municipality, please indicate which settings are identified for the delivery of the physical activity action plans.



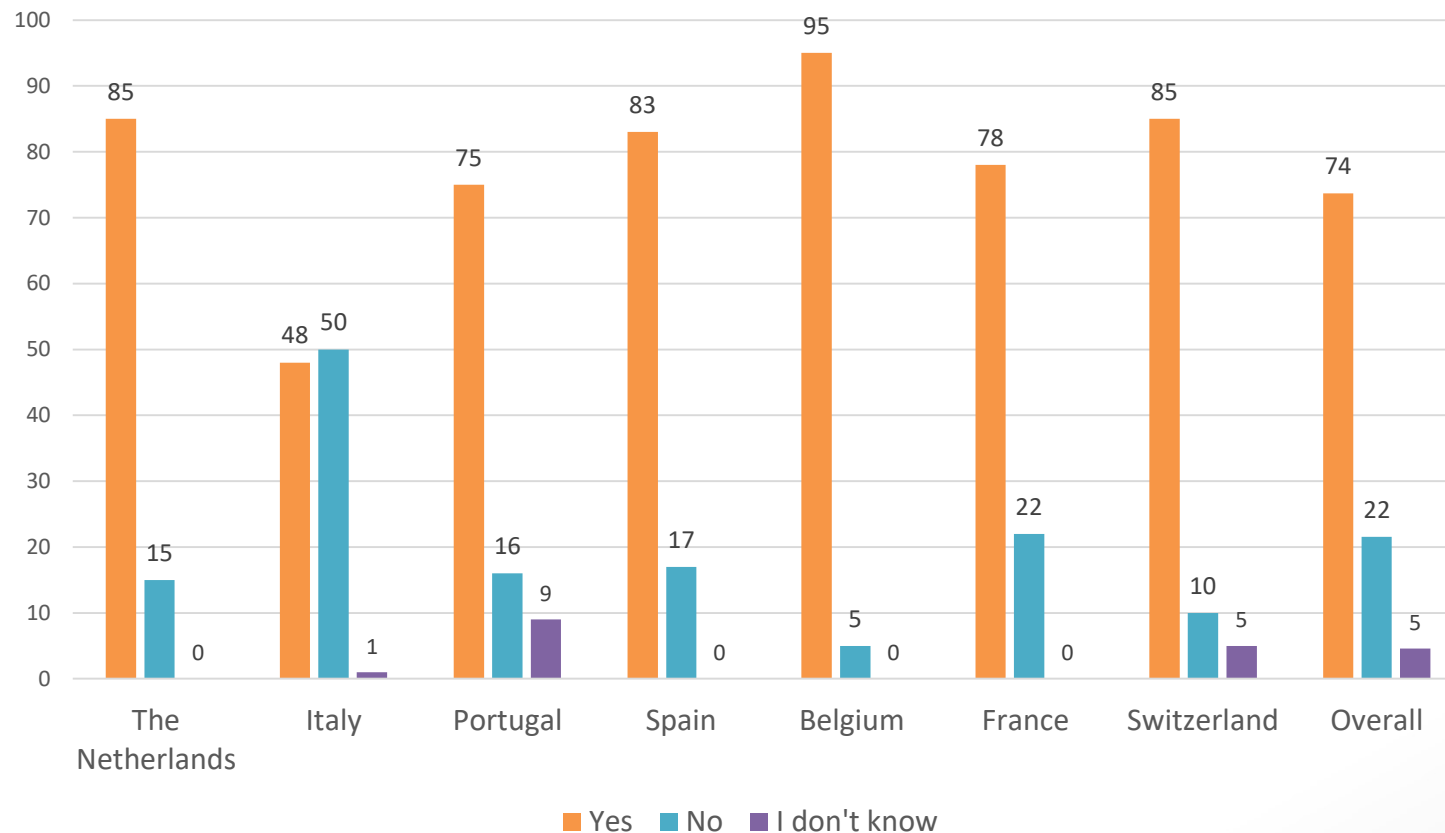
Does your city / municipality currently have any of the following (overall)?





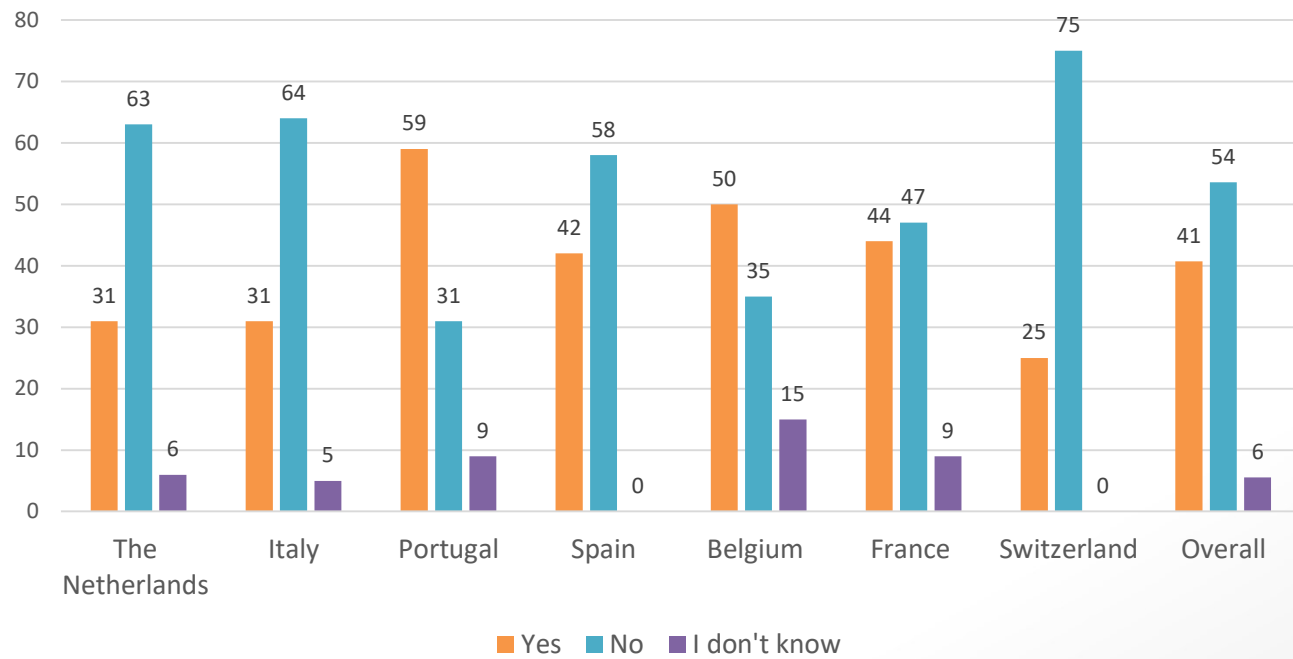
IMPLEMENTATION OF THE PHYSICAL ACTIVITY POLICY/ACTION PLAN

Is there a political leader/designated department, nongovernment group or individual with overall responsibility for physical activity in your municipality or city?

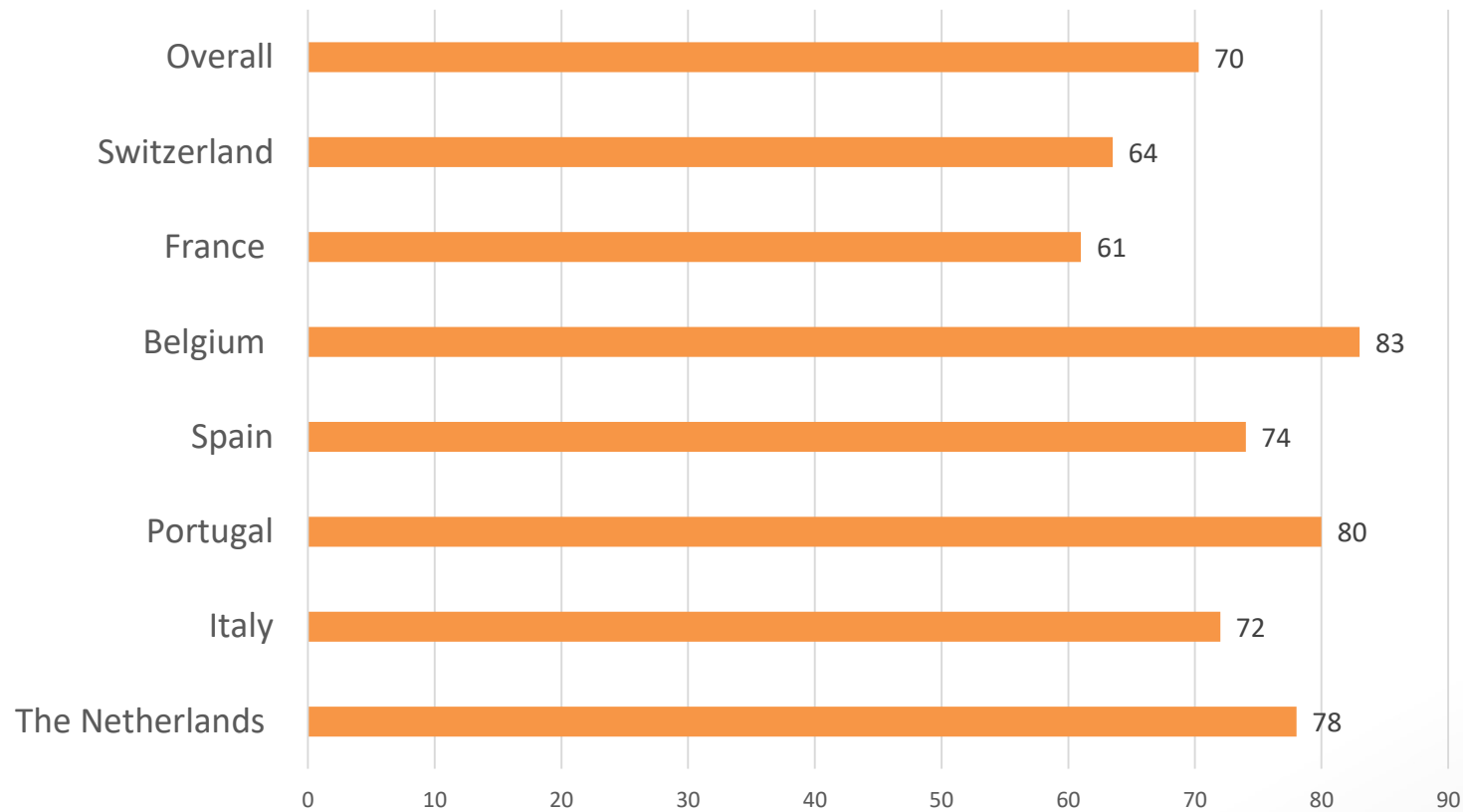




Does your municipality have a local level communication or mass media strategy aimed at raising awareness and promoting the benefits of physical activity?



Overall, what is your judgement of the importance of increasing the levels of physical activity in your municipality or city, compared with other areas of work?



CONCLUSION



The survey has revealed a wide range of information necessary **to inform an evidence-based intervention in cities and municipalities.**

The findings broadly **support the importance of cities and municipalities.** There is little doubt that local governments fulfil a vital role in ensuring that all citizens have access to a variety of physical activity opportunities.

Areas for further research include:

- the **distribution of responsibilities** with regard to physical activity policies,
- the **nature of the leadership** and its political location in local governments,
- the **decision-making processes** behind the adoption of local-level communication strategies in support of physical activity.



Special thanks to Silke Küstner and Nizar Taktak, ICSSPE, for assisting with the preparation of the presentation.

Email: ddumon@icsspe.org



pacte

PROMOTING **ACTIVE CITIES**
THROUGHOUT EUROPE

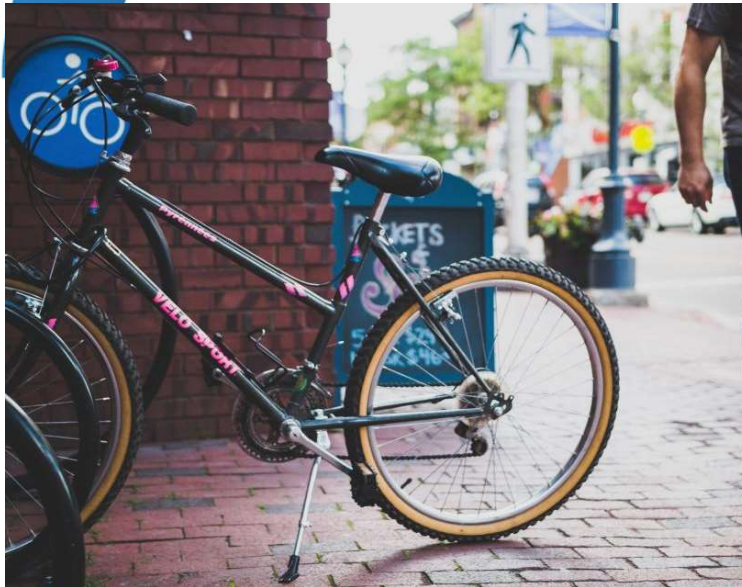
pacte's Matrix for change



Laurent THIEULE

PRESIDENT, SPORT AND CITIZENSHIP
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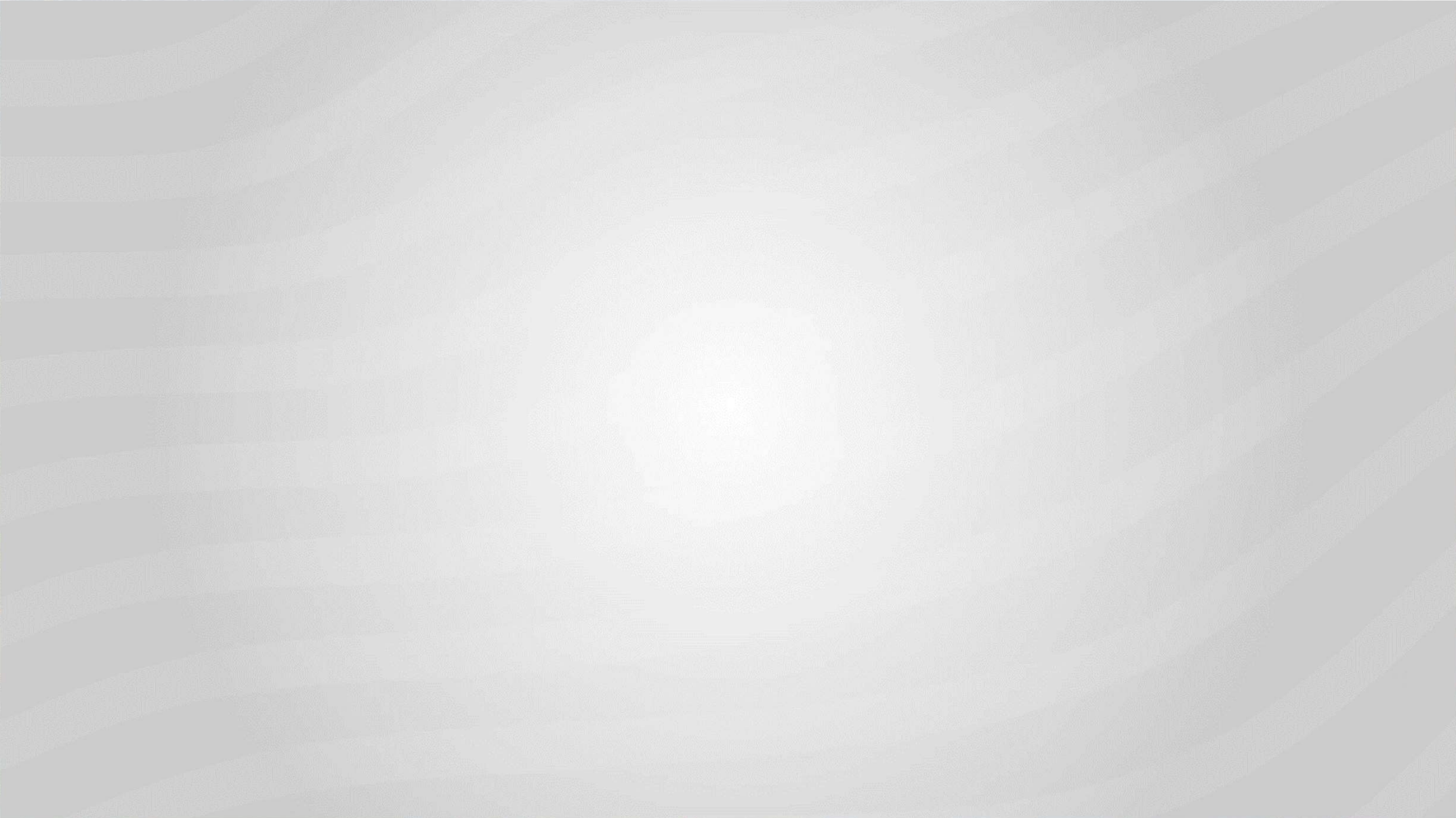
#ActiveCities | #Matrixforchange
@Pacteproject



MATRIX FOR CHANGE

- The PACTE survey enabled us to **consolidate our understanding of the perception and approach to physical activity** at municipal level
- The **Matrix for Change** is by far the most ambitious deliverable of the project, and the one that earned the most debates in the early stages, as we discussed what was most important and how to best present this to users
- Lets take a look at the **promotional video for the Matrix for Change ...**

#ActiveCities | #Matrixforchange
@Pacteproject



The Matrix for Change was created to assist and guide local **authorities** who are curious about starting their journey to becoming an Active City, but who are not sure how get started

- An **interactive tool**, user-friendly, based on a check-box system
 - Users can go through all 4 settings, or just 1 or 2. Each includes **quick wins, good practices, cases studies**, etc
 - **Help map the ready-existing** stakeholders and initiatives
 - Results will immediately concentrated into a **mind-map- a tailored Action Plan** ready to be implemented!
 - Possible to **complete the Matrix in several times**
 - **Help municipalities realise their potential as providers of sport and physical activity, and of a healthy way of living**
- Access the Matrix from today at:

www.pacteproject.com/matrix



panel discussion

**The need for a
cross-sectoral
promotion of
Sport and
physical
activity at local
level**

panel discussion



Paula NOGUEIRA

GUIMARÃES MUNICIPALITY



Jean-François LAURENT

TAFISA | @TafisaOffice



Froso CHRISTOFIDES

EUROPEAN CYCLISTS' FEDERATION
@EuCyclistsFed



Michael GROSS

EVALEO | @MichaelGross_Ev



Nicky YATES

LIVERPOOL CITY COUNCIL | @lpoolcouncil - @yatesLCC

share initiative raising the profile of sport in policy agendas from european to Local Level



Roland FARKAS

Policy Assistant, Sport Unit- Directorat General
for Education, Youth, Sport and Culture
EUROPEAN COMMISSION

@EuSport



SportHub: Alliance for Regional development in Europe (SHARE)

*Presentation by Roland Farkas
Sport Unit, DG EAC
European Commission*



SHARE
initiative

Sport's major societal and economic contributions



❖ Sport is an important economic sector

- By 2012 the overall sport sector accounted for **2.12% of the total EU GDP (EUR 279.7 billion)**, an increase from 1.76% out of the total EU GDP in 2005
- In 2012 the total employment generated by sport activities amounted to **5.6 million persons (2.72% of the total EU employment)**, an increase from 4.5 million in 2005 (2.12% of EU employment)

❖ Health is a major societal challenge in the EU

- Physical inactivity is the fourth leading risk factor for global mortality and a main cause in the incidence of non-communicable diseases
- According to the 2018 Eurobarometer on sport and physical activity, the proportion of those who say they **never exercise or play sport** has slightly increased from 42% to **46%** Europe-wide, and this is a continuation of a gradual trend since 2009.
- Physical inactivity is estimated to attribute to **1 million deaths** (about 10% of the total deaths) per year in Europe and accounts for **8.3 million disability-adjusted-years** (about 5% of the total) in Europe
- The total cost to Europe's economy from physical inactivity is **EUR 80 billion per year** (EUR 5 billion more than the world spends on cancer drugs each year)



Supporting legislation



- ❖ **White Paper on Sport 2007**
 - identified the importance of specific EU programmes and funds to support actions in the field of sport
- ❖ **Lisbon Treaty 2009 – Art. 165**
 - mobilisation of EU programmes and funding for sport and physical activity
- ❖ **EC Communication on Sport 2011**
 - points out that the ESIF can support investments in the field of sport
- ❖ **EU Work Plan for Sport 2011-2014 / Expert Group on Sustainable Financing**
 - highlighting the value of sport as a tool for local and regional development
- ❖ **Council Conclusions on the economic dimension of sport and its socio-economic benefits 2018**
 - strengthen the role of sport in modern economies and society, in particular in view of its contribution to regional development
- ❖ **Council Conclusions on the impact of the COVID-19 pandemic and the recovery of the sport sector**
 - promote the role of sport and physical activity as a tool for economic and social development towards healthier and more active communities (for example within the SHARE initiative)



What is SHARE?



The manifold impacts of sport to regional development and contribution to the five policy objectives of the Cohesion Policy 2021-2027



To learn more on how to join the **SHARE initiative**, contact **KEA European Affairs – the public affairs and scientific coordinator of SHARE: share@keanet.eu**



Study on the contribution of sport to regional development through the Structural Funds 2016



SportHub: Alliance for Regional development in Europe

launched in 2018 by the EC - A platform gathering the sport movement, cities, regions, universities, SMEs and business support organisations (such as clusters) to promote the role of sport and physical activity in regional development

Objectives:

- Ensure sport and physical activity are better taken into account for EU, national, regional and local policy-making
- Strengthen the cross-sectoral approach of sport in view of the new Cohesion Policy main objectives
- Unlock different funding streams for sport and physical activity so that it can deliver its full potential for territorial development (especially the following funds: ERDF, ESF+, EAFRD)

The SHARE Vision

Organisations that support the SHARE initiative have produced a document which sets out a common vision on the contribution of sport to regional development and establishes several targeted actions to strengthen this contribution.

The SHARE Vision was translated into all EU languages:
<https://keanet.eu/projects/share/>

Main activities



1. Support evidence-based policy-making

Studies, data, statistics

2. Capacity-building programme

Addressed to national, regional and local stakeholders to help them shape sport-driven development strategies and unlock EU funding streams for sport (especially ERDF, ESF+, EAFRD) – also involving a peer-learning dimension

3. Awareness raising

Through dissemination of knowledge and good practices at national, regional and local levels

SHARE Research papers

SHARE database of projects

Through organisation of *high-level events*

Through *communication activities (website, newsletter, twitter: @EUSport, #SHAREinitiative)*

Capacity-building programme



2018-2019

Country/Region	Host organisation	Focus (key words)	Status
Cyprus	Cyprus Sport Organisation	new sustainable sport infrastructures and rehabilitation of the old ones; improve sport education; knowledge on how to access ESIF;	Carried out
Italy/Lombardia	Lombardy Region	knowledge on sport's contribution to economic and social growth; knowledge on EU funding opportunities for the sport sector;	Carried out
Latvia	Latvian Football Federation	sport infrastructure development and rehabilitation of existing one; knowledge on how to access ESIF for sport projects; increased collaboration between the different stakeholders;	Carried out
Finland	Football Association of Finland	Lack of modern and sustainable sport infrastructure; strategy on societal development through sport in collaboration with regional authorities;	Carried out
Finland	Finnish Olympic Committee	Raise the profile of sport as a significant contribution to economic and social development; develop partnerships with related sectors (culture, creative industries, tourism);	Carried out
Spain/Andalucia	Spanish Badminton Association/ University of Granada	develop opportunities for citizens to practice physical activity; look into ways of financing of a concrete project idea providing sport practices as test beds for digital technologies development;	Carried out
Portugal/Fundao	Municipality of Fundao	develop a strategy to attract young people to the region and create jobs, including through sport practices; use sport and physical activity to increase the touristic flow in the region;	Carried out
Italy	Torino Municipality	Innovative approach to sport facilities' management; develop public-private partnership around sport;	Carried out
FESI webinar	Federation of European Sport Industry	Knowledge on different EU funding opportunities for the sport sector; strategic approach to unlocking EU funding (especially for SMEs in the sport sector)	Carried out (online)

2019-2020

Country/Region	Host organisation	Focus (key words)	Status
Poland/ Świętokrzyskie	Municipality of Kielce	new sport infrastructures and rehabilitation of the old ones; knowledge on how to access ESIF;	Carried out
France/Alsace	Municipality of Strasbourg	knowledge on how to access ESIF; measuring impacts of sport and physical activity; organisation of major events;	Carried out
Ireland	Sport Ireland	sport infrastructure development; strategic partnerships for sport & recreation infrastructure;	Carried out (online)
Finland/Lapland	Regional Council of Lapland	increase knowledge on funding opportunities for sport; find new practices for multi-sectorial collaboration;	Carried out (online)
Finland/Kainuu	Regional Council of Kainuu	test concrete project idea – opportunities for new initiatives to be financed with EU funds;	Carried out (online)
The Netherlands/South	Cluster Sport & Technology	strengthen regional agenda on sport, link it to the EU policy on sport; formulate a roadmap for the upcoming period (step in developing a cross-regional innovation hub network for sport & vitality);	Carried out (online)
Sweden	Football Association of Sweden	knowledge on how to access ESIF; sport for social cohesion; integration of migrants;	Postponed
Slovenia	Football Association of Slovenia	improve knowledge on EU funds, identify funding opportunities; build strategic partnerships; sport infrastructure development;	Postponed
Romania/Bucharest	Romanian Football Federation / Club for Romania XXI NGO	develop strategic partnerships for the sport sector; improve knowledge on how to access ESIF; good governance; development of a hub for sport and education;	Preparatory webinar carried out; finalisation postponed;
Greece	Ministry of Culture and Sport	upgrading of sport infrastructure, develop strategic partnerships for the sport sector, seek specific EU funds opportunities;	Postponed

SHARE Research papers & Position papers by sport stakeholder



SHARE Research papers

- [*The contribution of sport to regional development through Cohesion Policy 2021-2027*](#) (translated into FR, DE)
- [*Mapping Smart Specialisation Strategies for sport*](#) (translated into FR, DE)
- [*Active Development: An integrated contribution from sport and physical activity to economic and social development*](#) (available in EN)

Position papers by sport stakeholders from SHARE

- [*Position paper on the impact of the COVID-19 crisis on the sport sector*](#)
- [*Position paper on the mainstreaming of sport in the Recovery mechanisms and Cohesion Policy funds*](#)

Active Development: An integrated contribution from sport and physical activity to economic and social development

The concept of 'Active Development' = the process of integrating the promotion of sport and physical activity into economic and social development strategies and practice →

A smarter vision – which not only promotes health and wellbeing but also a Greener Economy, social integration, innovation, growth and jobs

Active Development help to make the Cohesion Policy funds more effective

Active Development – argues for support for sport innovation, synergies with tourism development and both urban and rural development

Active Development – explains the role of sport and physical activity in the promotion of a Green Economy (as a positive motivation) and connectivity (green transport)

Active Development - facilitates the transition from responding to health problems to anticipating and preventing them

SHARE database of projects

SHARE database of projects

- A pool of good-practice examples of sport initiatives developed with the European Structural and Investment Funds from the current and past financing periods across Europe;
- Provides information on type of funding used, period of development, budget, main actions, main results, main policy priorities used;
- Provides a useful tool for researchers, policy makers, project managers at EU, national, regional and local levels;
- Currently 220 projects (coming mainly from the 2016 study);

Launch online questionnaire (Google) to continue to map, collect and analyse best practices of sport initiatives

Past high-level events

1. [Smart specialisation through sport – workshop at the European Week of Regions and Cities – 10 October 2017](#)

Discussion on the contribution that sport can make to regional development through smart specialisation strategies

2. [UEFA – Committee of the Regions high-level conference – 28 November 2018](#)

UEFA and CoR join forces to improve accessibility to EU funding for sport

3. [The future of sport in European cities – seminar at the European Parliament \(jointly organized by Urban and Sport Intergroups\) – 6 March 2019](#)

Presented various ways in which sport could contribute to regional development

4. [Sport for active & healthy communities – workshop at the European Week for Region and Cities – 9 October 2019](#)

Featured a political perspective on sport and the public policy agenda and a project perspective

5. [Seminar on sport and regional development – 13 February 2020](#)

In collaboration with the Croatian Presidency of the Council – informed and exchanged with EU MS representatives on the role sport plays in the socio-economic development of cities and regions

6. [Promoting greener sport in our regions – workshop at the European Week for Region and Cities – 7 October 2020](#)

Looked into the different ways in which sport and physical activity can deliver on the second objective of the Cohesion Policy: a Greener, low-carbon Europe

Final remarks

- New MFF 2021-2027
 - New Cohesion Policy Regulation package + EU4Health / Recovery mechanisms
 - New EU Work Plan for Sport 2021-2024
 - New SHARE phase 2020-2022
- = Momentum for sport and physical activity and its role to a post-pandemic Europe
- To be taken into account: economic impact of COVID-19 on the sport sector in the EU (see new study results to be published soon)
 - SHARE platform acting as a knowledge hub for projects such as PACTE which is a great example for promoting physical activity at the urban level thereby contributing to a Europe closer to citizens – city, workplace, mobility, schools



THANK YOU FOR YOUR ATTENTION!

https://ec.europa.eu/sport/share-initiative_en
@EUSport
#SHAREinitiative

*To learn more on how to join the SHARE initiative,
contact KEA European Affairs – the public affairs and
scientific coordinator of SHARE: share@keanet.eu*



SHARE

initiative

keynote



Will NORMAN

MAYOR'S WALKING & CYLCING COMMISSIONER
CITY OF LONDON
@willnorman

LONDON: ACTIVE TRAVEL IN THE CITY

Will Norman

Walking & Cycling Commissioner

MAYOR OF LONDON

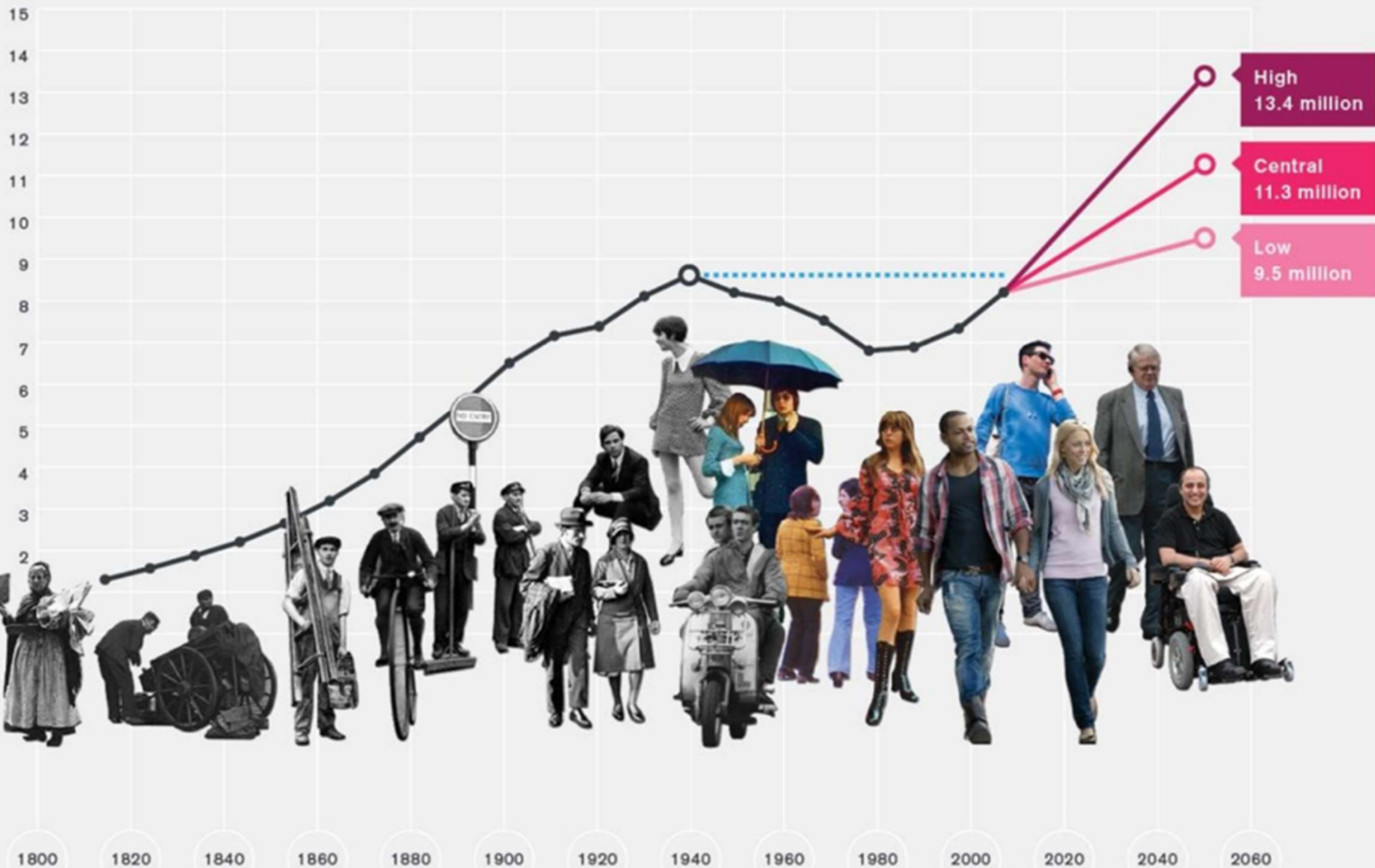








POPULATION (MILLIONS)





MAYOR OF LONDON

Mayor's Transport Strategy

MARCH 2018



Source: Lucy Saunders

EAT17.CO.UK

SPAR

R

20%
For you
5am - 10pm
7 days a week

Free Click
and Collect

X646 DYB

FJ63 UHY

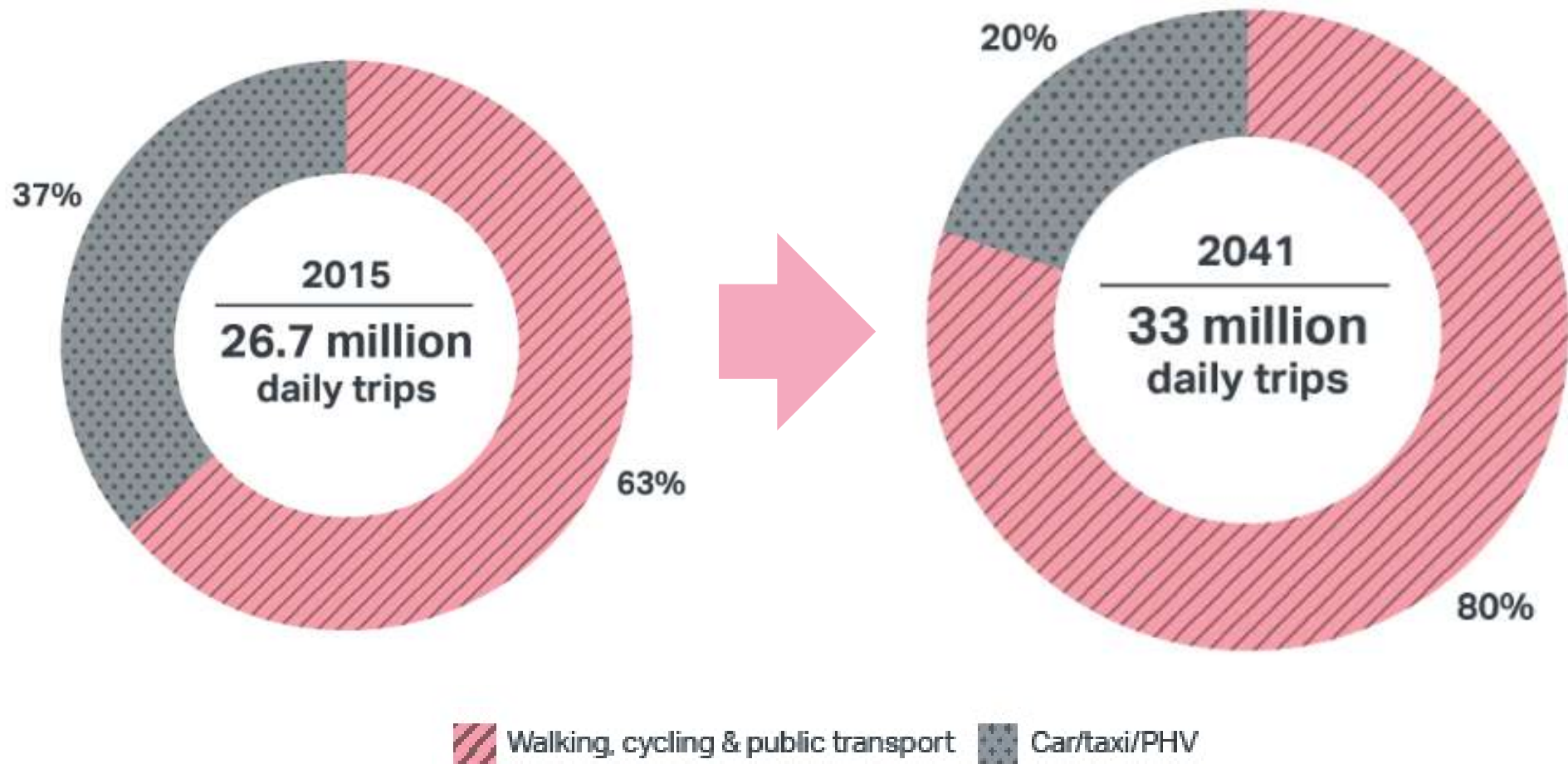
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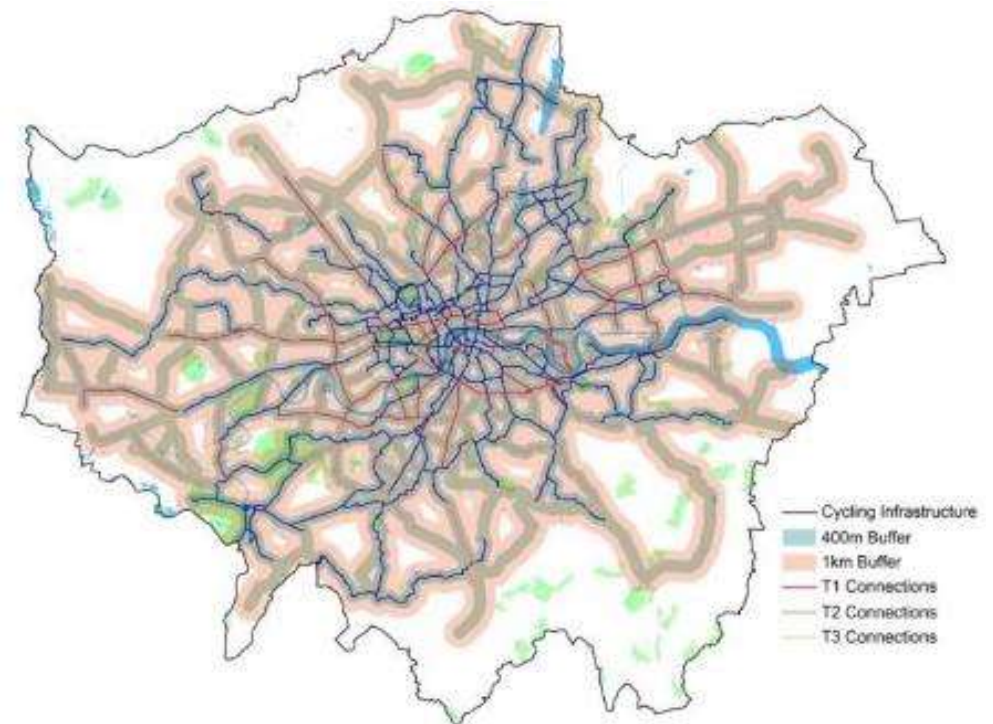
By 2041 the aim is for 80% of trips in London to be on foot, by cycle or using public transport...



...support all Londoners to do 20 minutes of walking or cycling a day...



...and 70 per cent of Londoners living near the strategic cycling network...







CYCLE SUPERHIGHWAY  CSH

↑  **Elephant & Castle 10 mins**

Westminster 8 mins
Tower Hill 9 mins
Lancaster Gate 25 mins →

 CSH 



WALK CYCLE ENJOY CYCLE PARK & GO

WALK CYCLE ENJOY

cycle boots

cycle boots



WHEN THE INFRASTRUCTURE IS ONLY COMFORTABLE FOR A SMALL GROUP OF PEOPLE...

THIS ISN'T SO BAD.

NOPE. NOT A CHANCE!

ONLY A FEW WILL USE IT.

WITH INFRASTRUCTURE THAT IS COMFORTABLE AND SAFE FOR MOST PEOPLE...

HMM, THIS ISN'T SO BAD, EITHER

AHH, MUCH BETTER...

FEWER PEOPLE ARE EXCLUDED FROM USING IT.



Strategic Cycling Analysis

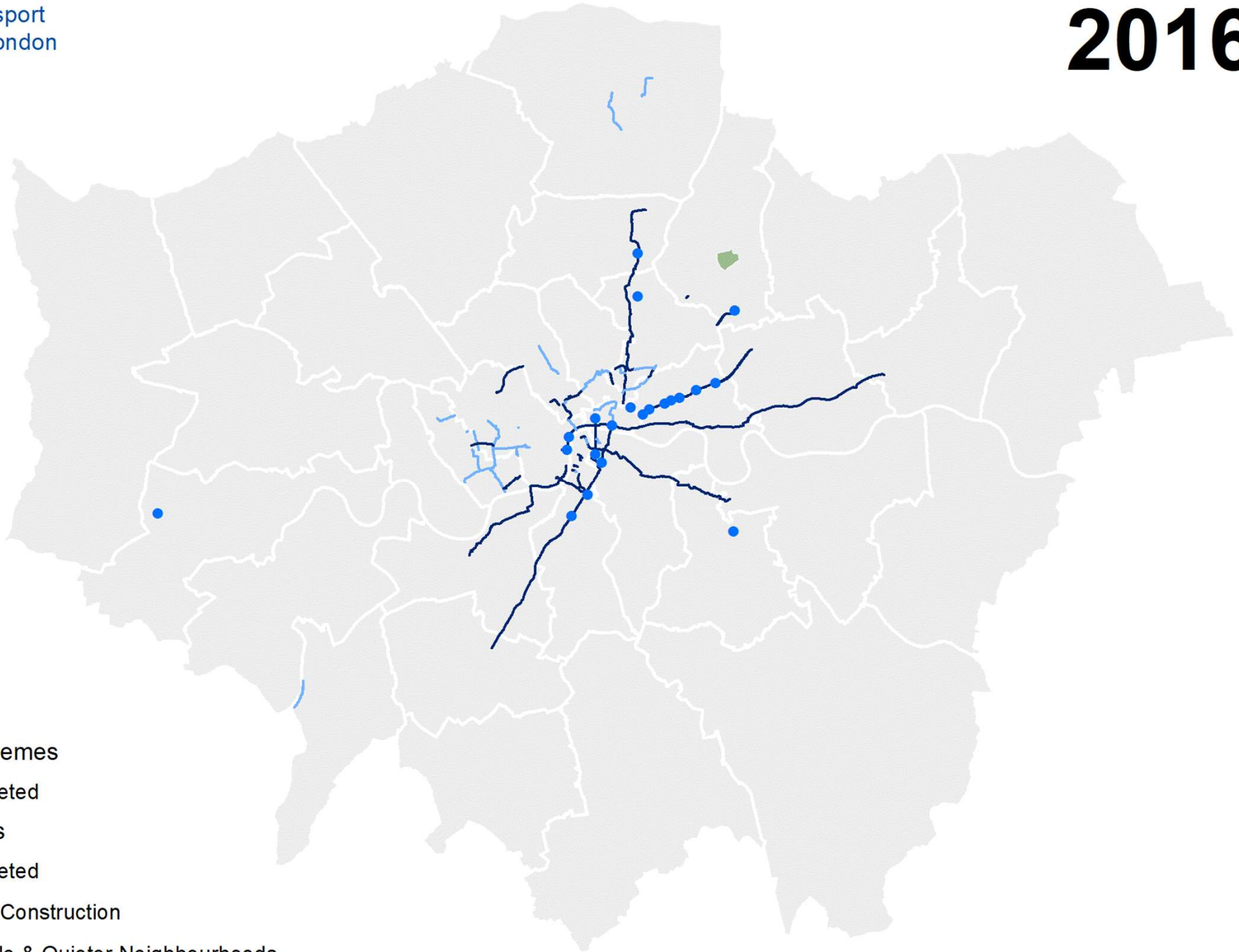
Top Potential Connections

- 1 Kentish Town to Wood Green
- 2 Camden Town to Tottenham Hale
- 3 Dalston to Lea Bridge Road
- 4 Hackney Mare Street to Shadwell
- 5 Greenwich foot tunnel to Hackney
- 6 Stratford to Ilford
- 7 Leyton to Barking Road
- 8 Canning Town to Barking
- 9 Manor Park to Woolwich Ferry
- 10 Ilford to Dagenham Dock
- 11 Greenwich to Woolwich
- 12 Rotherhithe Crossing to Peckham
- 13 Old Kent Road to New Cross Gate
- 14 Deptford to Oval
- 15 Oval to Streatham
- 16 Vauxhall to Clapham Common
- 17 Chelsea Embankment to Clapham Common
- 18 Pimlico to Putney
- 19 Clapham Common to Mortlake
- 20 Teddington to Twickenham
- 21 Hounslow to Heathrow
- 22 Shepherd's Bush to Southall
- 23 Fulham to Wembley
- 24 Kilburn to Edgware
- 25 Highgate to North Finchley

Strategic Cycle Connections

- Top potential connections
- High potential connections
- Medium potential connections
- Existing and planned Cycle Superhighways, Quietways and Mini-Holland routes
- Central London Grid area
- Town centres
- River & water features
- Parks





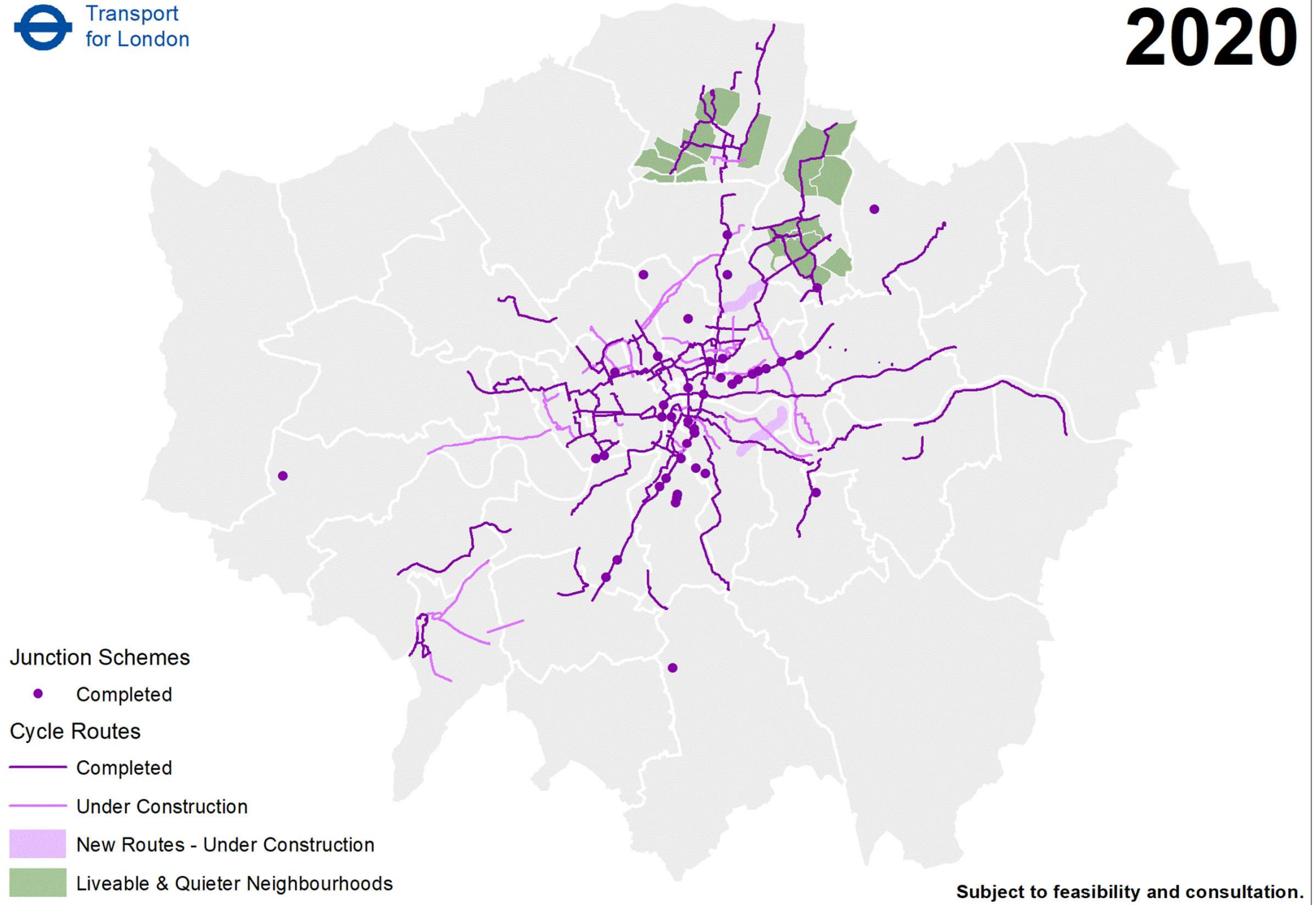
Junction Schemes

- Completed

Cycle Routes



- Completed
- Under Construction

- Liveable & Quieter Neighbourhoods





Subject to feasibility and consultation.

Junction Schemes

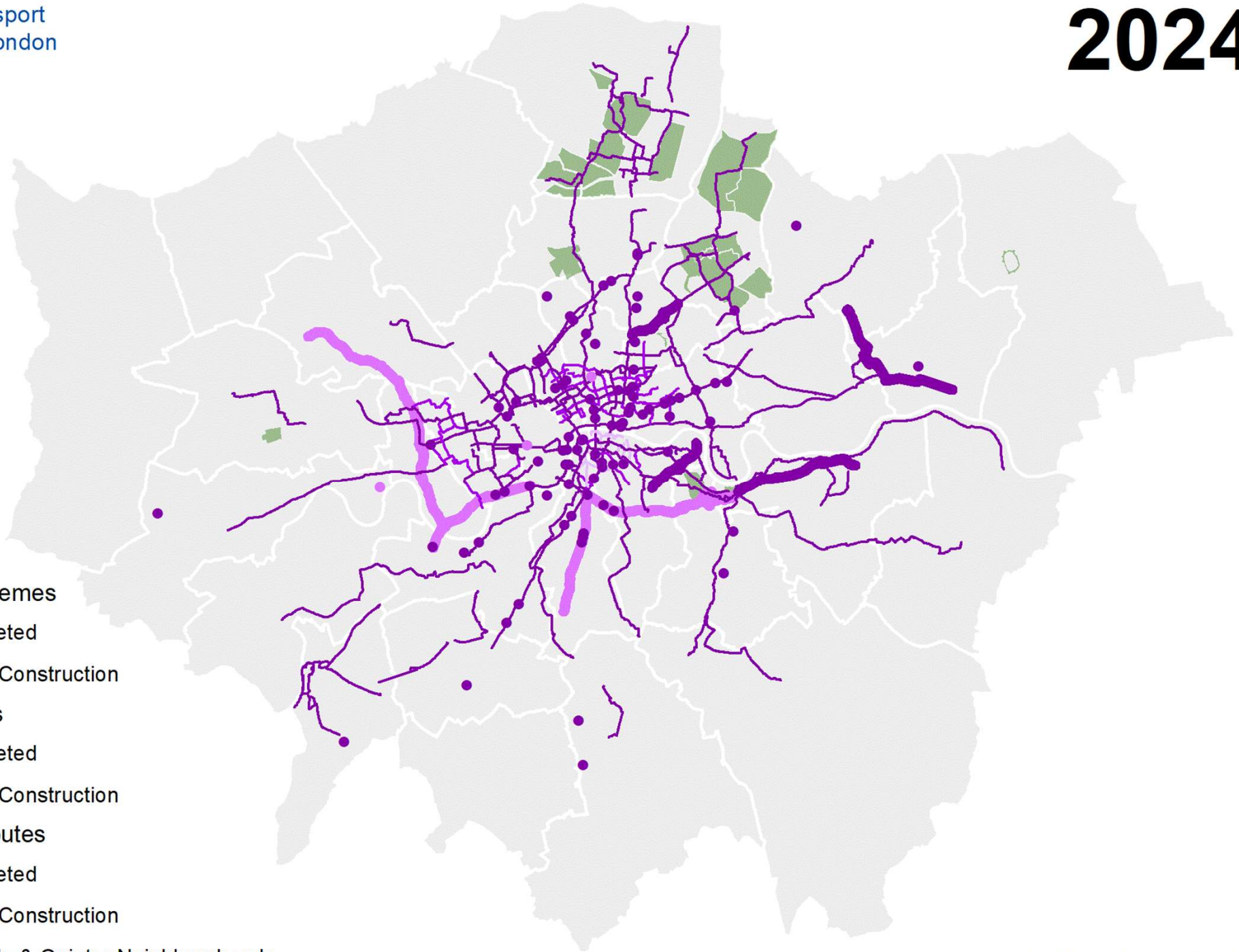
-  Completed
-  Under Construction

Cycle Routes

-  Completed
-  Under Construction

Proposed Routes

-  Completed
-  Under Construction
-  Liveable & Quieter Neighbourhoods



Ownership: Channel 4/Network, Data & Spatial Analysis, City Planning, Transport for London

Subject to feasibility and consultation.







SOUTHMARK
BRIDGE ROAD



SOL
BRIDG.

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54

300
B

LOOK RIGHT

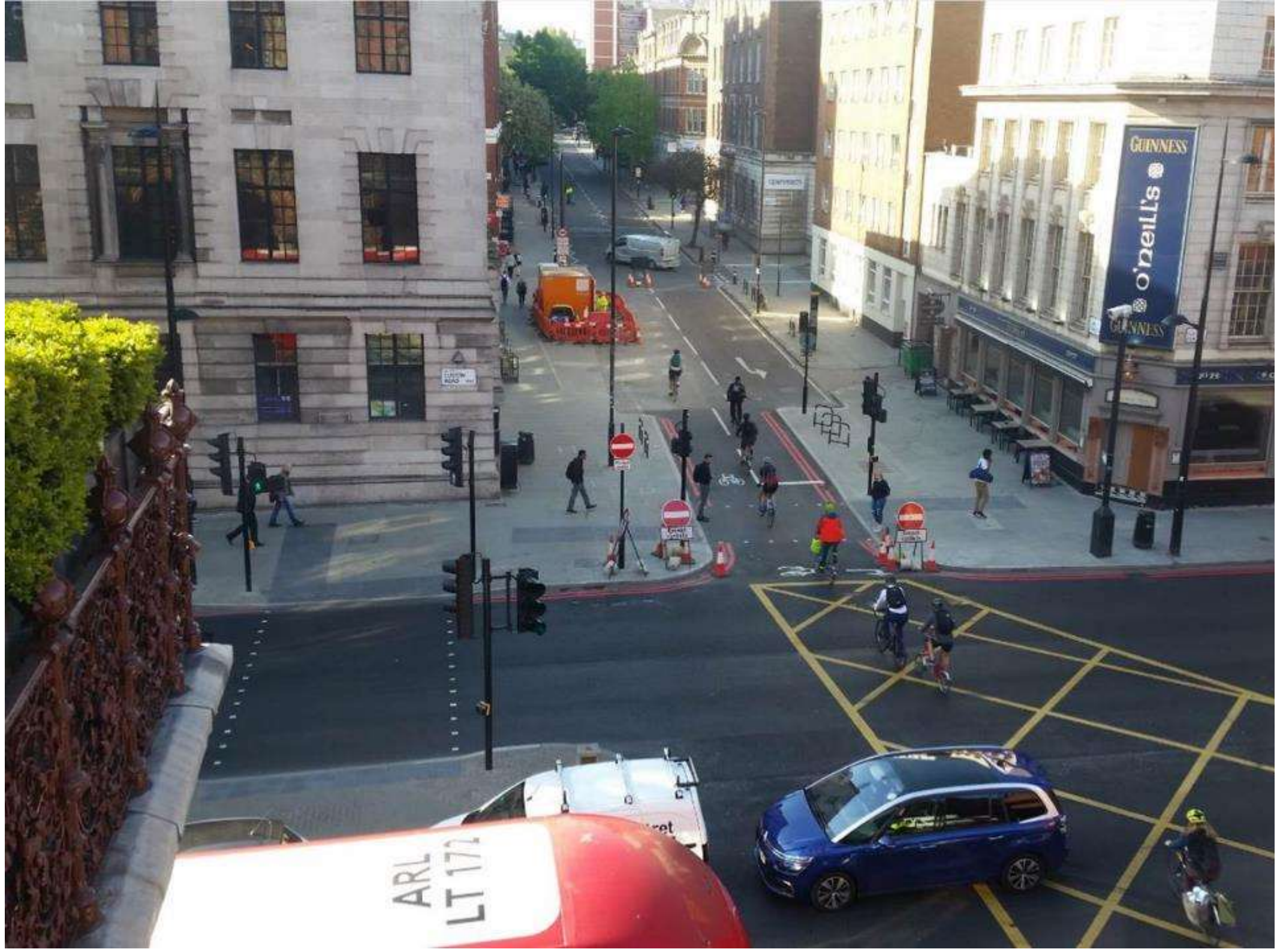


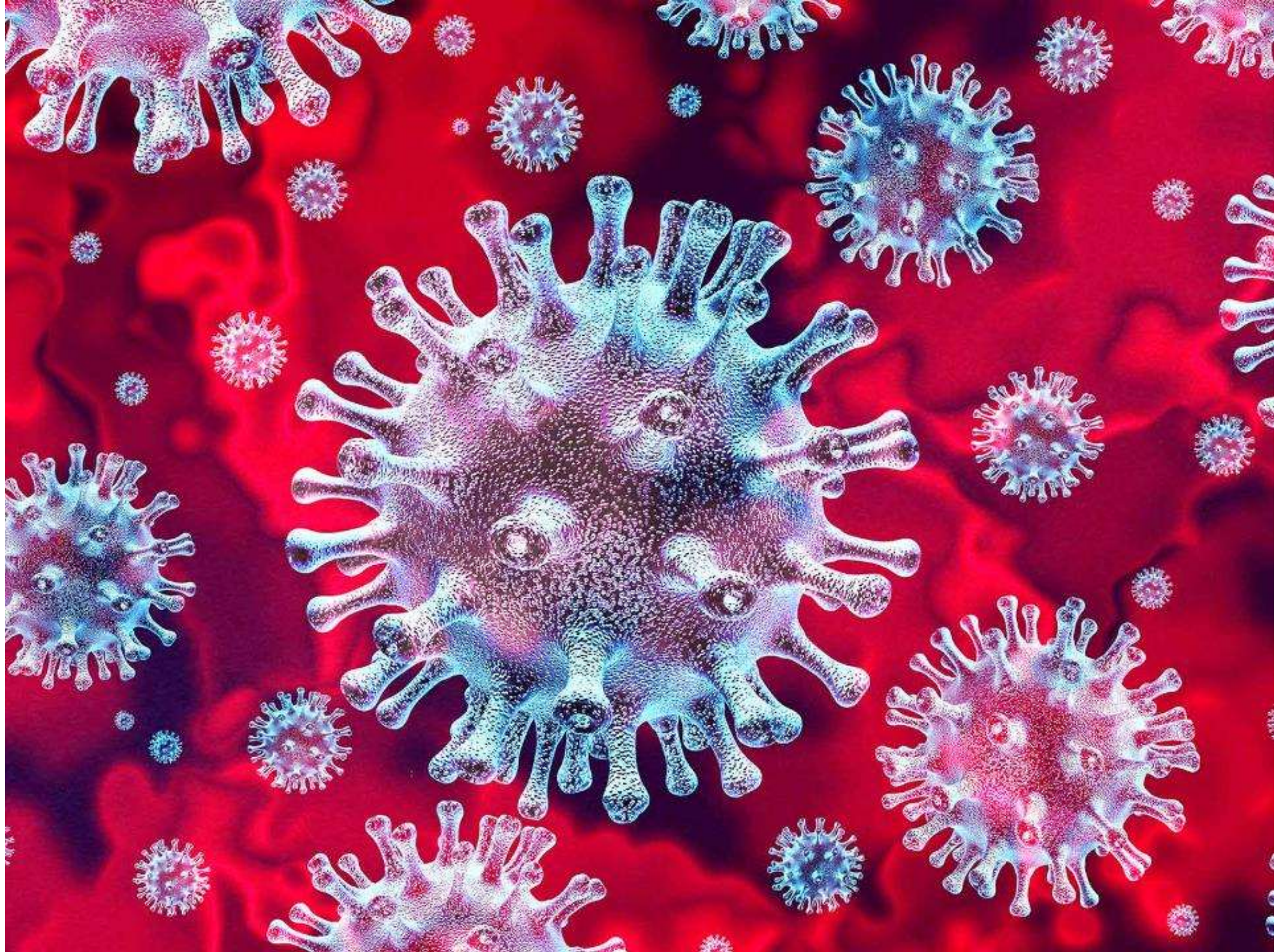
















ParkLn

MULLE

GREWAL
SCAFFOLDING
078 7793 7827
078 1410 6715



NO ENTRY



ROAD
OPEN TO

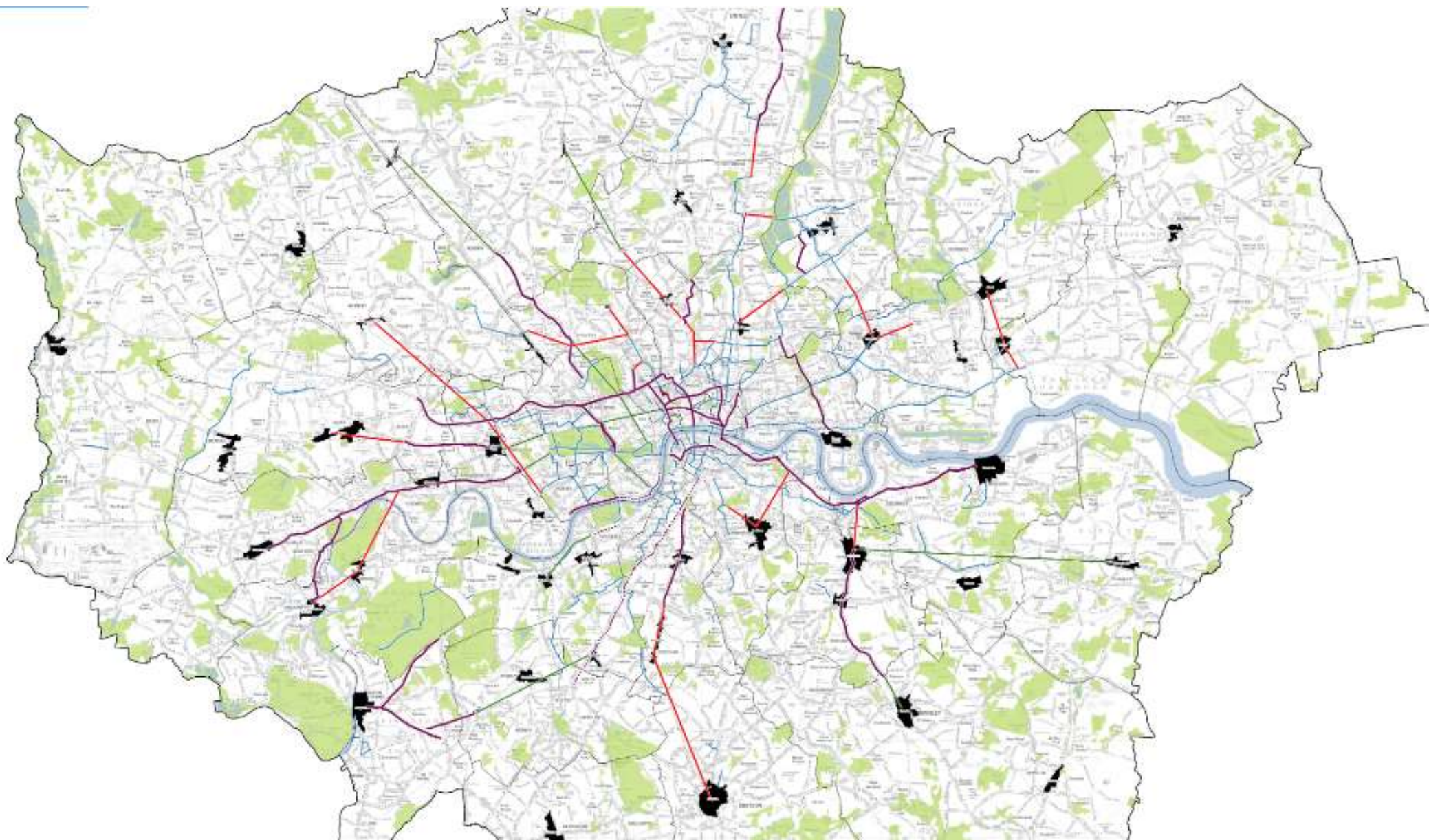


ROAD
CLOSED









ISLINGTON RESIDENTS
SAY NO TO
FORCED ROAD CLOSURE
WE DEMAND TO BE
HEARD!!!!!!

idicrous
oad
losures





The health benefits of physical activity

Reduction in cognitive function by up to

40%

Type 2 diabetes by up to

35%

Hypertension by up to

30%

Depression by up to

50%



All-cause mortality by up to

30%

Bone fractures by up to

66%

Breast cancer by up to

20%

Coronary heart disease and stroke by up to

30%

Colorectal cancer by up to

20%

HIGHER SPENDS



High street walking, cycling and public realm improvements

increase retail sales
by up to **30%**

Source: Lawlor, 2013

Cycle parking delivers



5x

the retail spend per square metre than the same area of car parking

Source: Raje and Saffrey, 2016

People who walk and cycle take more trips to the high street over the course of a month

Average number of visits to local town centre each month, by mode



16 visits



12 visits



8 visits

Source: TfL, 2014

Over a month, people who walk to the high street spend up to

40% more



than people who drive to the high street

Source: TfL, 2013





PRUDENTIAL
RIDE LONDON

O.R.S.

SKODA

Buxton

O.R.S.

SKODA

Buxton

PRUDENTIAL
RIDE LONDON

400m

Continental 5

PRUDENTIAL
RIDE LONDON

PRUDENTIAL
RIDE LONDON

400m











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pacte project

PROMOTING ACTIVE CITIES
THROUGHOUT EUROPE





THANK YOU

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closing words

3 main take-aways:

- **‘Active city’** is not a final destination or result, it is a continuous process of evolution and progress
- **Cross-sector collaboration**, creation of alliances and including multiple levels of governance are key
- **The Matrix for Change** is now freely available for your use. Spread the word, give the tool a try, and do not hesitate to contact us !

THANK YOU !

Meet us on

www.pacteproject.com

To know more about the project and build your active city action plan thanks to the Matrix !

