



Good practices in Promoting Physical Activity in Schools; San Donà di Piave, Italy

Education

San Donà di Piave, Italy

Socio-demographic indicators:

Municipality/City Population: 41.843

Gender ratio: men 48% women 52%

Age distribution: 0-14 (14%), 15-64 (65%), +66 (21%)

GDP per capita: 21.836 euro

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Health and Physical Activity Issues:

- Active aging and aging index
- Urban regeneration and co-design of public spaces
- Sustainable infrastructures system

Why did you start an activity / a project?

Why did you start a strategy / an activity / a project?

The reason fundamentally lies with the social and economic costs of inactivity.

We wanted to raise awareness and civic responsibility among young generations, teachers, and parents. We also wanted to tackle health and physical (in-)activity issues, such as:

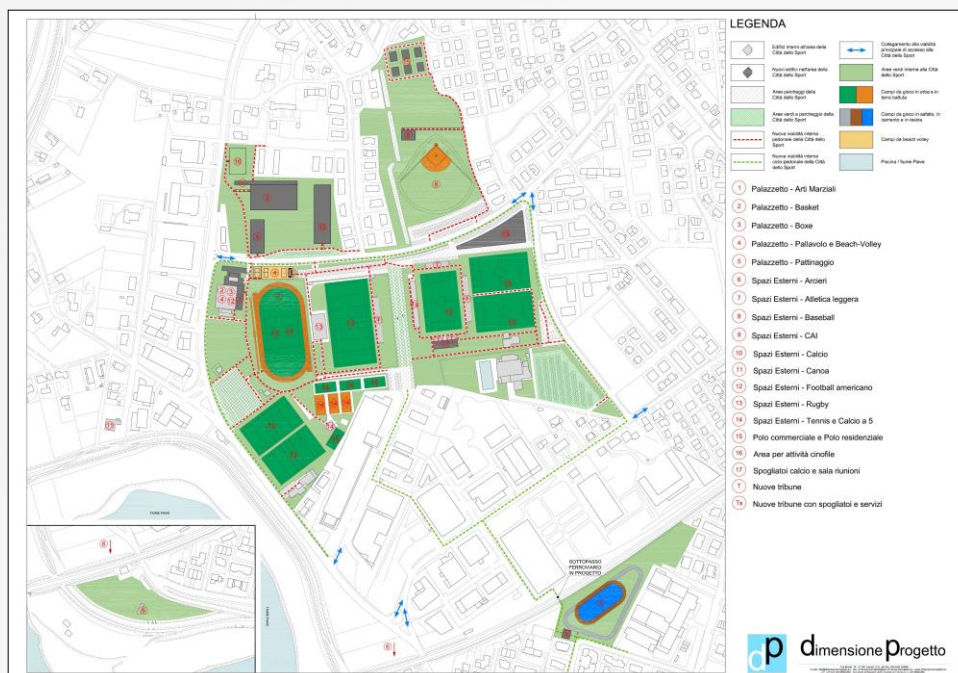
- (under)use of outdoor public spaces; and
- enhancement of nature-based and social innovation solutions for the youngest.

We began with students of all ages, moving to intergenerational activities and projects.

How do you do it?

The activities and outputs include:

- 1) Adventure River Festival (www.adventureriver.it, English version)
- 2) Sport in the Square (in front of the Town Hall), together with 25 sport associations for 1 month
- 3) Multifunctional Outdoor and Indoor Sport Centre, involving 140 sport associations



About 2,000 people are involved as participants, as managers, as trainers/coaches per event; the Sport Centre has a capacity of thousands of athletes/citizens. The budget is about 10,000€ per event; the Sport Centre, in 3 years, will cost between 30 and 40 mil investment. Events are financed by the Municipality Budget, together with private sponsorships, such as the local public transport company, and other public entities joint participation. The new Sport Centre will benefit regional, national and EU funding together with private investments.

The Adventure River Festival is part of a network promoting festivals at regional level under the patronage of a number of surrounding municipalities. The building up of the Sport Centre takes into account existing demand for sport facilities and infrastructures coming from a wider range of territories. All initiatives involve the local level, both institutionally and socially meant. The Municipality has general responsibility for these projects, primarily through the departments for public works, culture and Urban local group (ULG), sport and quality of life. It is supported by a range of partners, such as Sport and Culture Associations, private partners and experts, public local transport company, Slow Food, Consortium for the care of the River Piave, ULG.

The projects have accomplished a number of things: re-launching and development of under-exploited public places, perceived as degraded; re-discovering of local elements of value, such as the River Piave that was previously perceived relevant by citizens only for historical reasons (IWW); increasing the awareness of the importance of protecting and preserving local environmental resources; increasing the number of sport and PA events combined with health, culture and sustainability factors. There were also some challenges. Participatory process need to be improved

and widened more and more; the intergenerational factor should to be stressed; and there needs to be an increase in the attractiveness of the Municipality and in the effectiveness of its public services. These were mitigated by surveys and direct involvement in the planning phase of all the sport associations for the Sport Centre. Free access for participating during the one-month sport in the square event was made available. Planning of for all activities throughout the Adventure River Festival, in terms of level of ability and age was an important factor.

What are your expected outcomes?

- increase in the number of athletes, especially the young, and in the multiplicity of sports;
- increase in the level of involvement of citizens in participating and designing activities;
- increase in the awareness of the link between PA/education and health/wellbeing;
- increase in the awareness of the link between PA/sport and sustainable tourism at local level;
- promotion of health and wellbeing at local level.

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