

Move Week Croatia

Move the “inactive” to become more “active” through community activities

The aim of the programme is to have 600,000 more Croats moving by 2020.



Location	Croatia
Organisation	DRITE – Association of Kinesiology Students in Scholarly Work
Start-end date	7-13 October 2013
Target group	All age groups
Reach	Over 5,500 participants in 2013
Partners	The Institute of Public Health County of Medimurje, Association for Sport Recreation City of Zagreb “Sport for All” in Croatia, International Sport and Culture Association, European Cyclists Federation, Eurosport, European Union
Key facts	During MOVE Week 2013 Croatia, a total of 97 events was held across the country, for over 5,500 participants and 2,600 spectators, organised by 110 volunteers.
For inspiration	moveweekcroatia.wix.com/moveweekcroatia croatia.moveweek.eu www.nowwemove.com

Summary

MOVE Week 2013 Croatia was the part of MOVE Week, an annual European-wide event with more than 1,200 events in over 30 countries, which is an integral part of the NowWeMove Campaign (2012-2020). MOVE Week is an annual week of movement and sport organised throughout Europe to encourage citizens to engage in physical activity or sport. The vision of the campaign is to have 100 million more Europeans active in sport and physical activity by 2020. The three overall goals of the programme are to raise awareness of the benefits of sport and physical activity among Europeans; encourage broader participation in sport and physical activity; and increase accessible opportunities to be active in sport and physical activity by developing new initiatives. 2013 was the second year Croatia was part of MOVE Week.

Keys to success

Move agents at the centre

MOVE Week depends heavily on the involvement of its MOVE Agents. MOVE Agents are individuals, non-governmental organisations, schools, clubs, companies and municipalities who have registered as event organisers to organise community events that promote the benefits of being physically active during MOVE Week. Becoming a MOVE Agent is very easy: one only has to provide some details about the organiser and the activity/event on the programme's international website. All MOVE Agents receive professional tools to help spread the word and attract as many event participants and supporters as possible. MOVE Agents who register early receive a MOVE Week Minimum Package, including NowWeMove T-shirts, a banner, stickers and bracelets.

A wide range of activities to choose from

The programme is about having fun and for participants to find their MOVE. As long as the event gets people active it is eligible to be part of MOVE Week. To promote MOVE Week, a flashmob was held simultaneously in 34 different cities in Europe with a special MOVE Week choreography that was later used in a promotional video. During MOVE Week 2013, a total of 96 events were organised throughout Croatia. The events ranged from a 20km bike ride and 5km fun run to swimming, karate, Nordic walking, zumba and quadro (a four-ball sports tournament).





Sport for All objectives

Promote sport and physical activity

The mission of the NowWeMove campaign is to promote the benefits of being active and participating regularly in sport and physical activity.

Improve public health and well-being

Lack of physical activity is a bigger threat to public health than smoking. Two-thirds of the adult population aged over 15 in Europe do not reach the recommended level of activity. To tackle this, the NowWeMove campaign was launched with the vision of having 100 million more Europeans active in sport and physical activity by 2020.

How is the programme communicated?

MOVE Week 2013 Croatia was communicated through a wide variety of channels, including a website, social media platforms, radio and television and physical promotion materials such as banners and posters. Furthermore, the international NowWeMove campaign is communicated via a dedicated international website, social media and on Eurosport.

How is the programme evaluated?

An evaluation of MOVE Week Croatia was carried out by the coordinating organisation, measuring the number of events held, participants, spectators, volunteers, partners and media publications. Furthermore, an international evaluation was published by the International Sport and Culture Association.

“MOVE Week is a privilege for the human body that anyone needs.”

Nenad Borkovic – President –
DRITE (Association of Kinesiology
Students in Scholarly Work)





Join the sporting society!

Globally, 1 in 4 adults is not active enough and more than 80% of the world's adolescent population is insufficiently physically active (World Health Organization). Let's reverse the trend and get moving.



Promote sport and physical activity

Recent changes in leisure and work practices, diet and a host of other trends has led to an increasingly sedentary lifestyle amongst the world's population. Sport for all programmes aim to promote sport and physical activity to mitigate the negative effects associated with these developments.



Improve public health and well-being

Sport and physical activity plays an important role in making societies healthier, happier and safer into the future. Successful sport for all projects help to stimulate these common benefits across entire communities.



Support active societies

Active societies involve many stakeholders such as parents, coaches, schools, local clubs, sports organisations, event organisers and grassroots activities, to name but a few. They can all be hugely influential in promoting healthier lifestyles within a community. Programmes that support and reinforce their efforts are vital for the encouragement and promotion of active societies around the world.



Provide equal access to sport

Every member within a community should have equal opportunity to live an active and healthy lifestyle. Effective grassroots programmes place a heavy emphasis on ensuring that all of their participants can enjoy this opportunity regardless of physical condition, race, gender, social conditions, geographical location or otherwise.



Foster Olympic legacy

The Olympic Games provide a source of inspiration and a vibrant expression of the Olympic values of excellence, friendship and respect. This unique power can energise communities to develop projects enabling and inspiring people to become and stay physically active into the future.

Become a key player in your community

A useful platform has been designed for organisations across the Olympic Movement that are managing Sport for All programmes, providing them with the knowledge, understanding and tools needed to improve existing programmes worldwide, as well as to create new ones.

Get inspired by more than 45 projects around the world

Learn more about best practices with our toolkit

Create your project based on proven academic research and experience of organisations

Share your experience and lead the way to inspire more projects

Connect with a vast network fueled by inspired partners

Find more information

- Sports and Active Society Programmes
- A Guide to Implementation
- www.olympic.org
- activesociety@olympic.org