

2012 Preparatory Action: European Partnership on Sports
(Open call EAC/S06/2012)

WAP-WALKING PEOPLE

IT IS NEVER TO LATE TO START

1. Basic data of programme under which the project is funded	
1.1 Name of programme	2012 Preparatory Action: European Partnership on Sports (Open call EAC/S06/2012)
1.2 Deadline for submission of proposal	31/07/2012
1.3 Start of project	Between 1 January 2013 and 31 March 2013
1.4 Duration of project	Maximum 18 months
1.5 Guideline	http://ec.europa.eu/sport/preparatory_actions/eac-s06-2012_en.htm
1.6 Financial conditions	Financial contribution cannot exceed 60% of total eligible costs. A minimum of 20% of the total eligible costs of the action must be provided by third-party private funding.
1.7 Partnership	Minimum 5 from 5 different country - Municipality of Florence as lead partner

2.1 PREMISES

As widely demonstrated, regular physical activity, health and quality of life are closely related. Moreover as recognised by 2007 White Paper on Sport and 2008 Eu Physical activity guidelines, sport and physical movement play a crucial role in European society in terms of education, social integration and culture. On the other hand lack of physical activity reinforces the occurrence of overweight, obesity and a number of chronic conditions such as cardio-vascular diseases and diabetes which put individuals autonomy at risk and are a burden on health budgets and the economy.

In 2002 WHO (World Health Organisation) recommended to practice at least 30 minutes of daily physical activity. To support active ageing local authorities are increasingly involved in taking pro-active steps as promoting healthy and active styles of life, providing sport facilities with low entry barriers and supervision for beginners and raising awareness on movement's benefits by "grassroots marketing" campaigns.

2.2 CONTENT AND MAIN ACTIVITIES OF THE PROJECT

According to all sector inquiries, one of the crucial step to promote active ageing is to provide non-organised or self-organised sport facilities. In many countries sport without competitions or clubs (such as swimming, sailing, walking, jogging, cycling etc) are particularly spreading. Partners strongly believe that learning from public administrators and stakeholders that have implemented successful policy actions in this field could greatly improve and enhance policy measures and plans that are still either ineffective or non-existent in several European areas.

WAP project aims to contribute effectively to the European Year for active ageing 2012 by supporting the following facilities:

- development and implementation of walking and jogging paths (sports equipment, signs, technical information, tourist guide, maps, app for smartphone)
- tutoring of professional trainers, walking guide, instructors to improve performance and ensure safety in collaboration with local sport organisations
- To organise a wide promotional campaigns to motivate all people to find in their leisure time the most suitable types of physical activity.
- Sharing good practices between partners involved about effective policies to improve sport for all
- Improve exchanges between generations

WAP project intends to address to different target:

- children and young people
- adults (18-60 years old)
- aged people (+60 years old)
- sedentary people
- disabled people
- minority group
- tourist people

WAP project's outcomes:

- n. 15 (minimum 3 for partner) walking paths equipped by low-barriers facilities
- n. 1 Smartphone application in 5 European languages to download to see map, to get technical information, to know about historical, artistic and environmental context, to receive data about the heart rate, speed, etc.
- n. 50 sport professionals involved
- n. 5 sport organisation involved
- n. 1 Promotional campaigns developed in each country'partner.

The expected results of WAP project are:

- Increase in attendance of outdoor physical activities (particularly in public space, such us parks, green areas, urban spaces)
- Increase of awareness about physical activities benefits
- Enlargement of skills and competencies of professional staff involved in providing sport guidance
- Exchange of experiences in policy issues concerning the not-organised sport facilities
- Monitoring and evaluation from users. A statistical and qualitative analysis.

3.1 CONTACT PERSON

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