Kazan Action Plan

- Action Plan or Platform for Advocacy!
Kazan Action Plan

The Kazan Action Plan was adopted on 15 July 2017 by UNESCO’s Sixth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport, MINEPS VI.
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MINEPS VI - Kazan 2017
Sixth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS VI) - Kazan, Russian Federation - 13-15 July 2017

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Appreciate inter-ministerial collaboration

Inspiration is good but hard to estimate

UNESCO has a profile

But it’s the individual countries task/duty

Human Rights perspective:

# Citizens are ‘right holder’
# States are ‘duty-bearer’
# NGO’s are ‘moral duty-bearer’

ISCA is a ‘moral duty-bearer’ and we act on Action 1 of the Kazan Action plan.
Advocacy

Advocacy is an activity by an individual or group which aims to influence decisions within political, economic, and social systems and institutions. Advocacy can include many activities that a person or organization undertakes including media campaigns, public speaking, commissioning and publishing research or conducting exit poll or the filing of an amicus brief.

Lobbying is a form of advocacy where a direct approach is made to legislators on an issue which plays a significant role in modern politics.
Kazan Action Plan - A Platform for Advocacy!

<table>
<thead>
<tr>
<th>Action</th>
<th>Description</th>
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<td>1</td>
<td>Elaborate an advocacy tool presenting evidence-based arguments for investments in physical education, physical activity and sport</td>
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<td>2</td>
<td>Develop common indicators for measuring the contribution of physical education, physical activity and sport to prioritized SDGs and targets</td>
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<td>3</td>
<td>Unify and further develop international standards supporting sport ministers’ interventions in the field of sport integrity (in correlation with the International Convention against Doping in Sport)</td>
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<td>4</td>
<td>Conduct a feasibility study on the establishment of a Global Observatory for Women, Sport, Physical Education and Physical Activity</td>
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<td>5</td>
<td>Develop a clearinghouse for sharing information according to the sport policy follow-up framework developed for MINEPS VI</td>
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ACTIVEVOICE

KEY THEMATIC AREAS

- Physical activity and Health.
- Cycling, Transportation and Active Travel.
- Sport facility management and Urban Planning.
- Education and Active school.
- Obesity and behaviour change.
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ACTIVEVOICE

INTERNATIONAL PARTNERS

ISCA
ECF
EUPEA
en network
Healthy Stadia
Healthy Stadia

NATIONAL PARTNERS

UISP
sportpertutti
ufolep
TOUS LES SPORTS AUTREMENT
BG
BE ACTIVE
V4YSPORT FOUNDATION

International Association of Sport and Leisure Infrastructure

ISCA

MOVING PEOPLE

HUMAN RIGHT TO MOVE
OBJECTIVE
To build capacity in civil society organisations to engage in active, cross-sector advocacy for the implementation of the EU Physical Activity Guidelines.

PROJECT PERIOD
2016-2018

BUDGET
€ 625,510
Advocacy

Influence

Interest

Mogens Kirkeby, President

MoVING PEOPLE

International Campaign

Income in 2014

International Congresses

Days worked towards one goal:

Advocacy

Influence

Interest

Human Right to Move

International Sport and Culture Association

MOVING PEOPLE
Advocacy

Influence

Interest

MEMBER ORGANISATIONS
COUNTRIES
REPRESENTING PEOPLE
STAFF MEMBERS FROM COUNTRIES
INTERNATIONAL CAMPAIGN DEPLOYMENT ON CONTINENTS
EU GRANTS
INCOME IN 2014
INTERNATIONAL CONGRESSES
DAYS WORKED TOWARDS ONE GOAL:
Mogens Kirkeby, President

Advocacy

Influence

Interest

MOVING PEOPLE

HUMAN RIGHT TO MOVE
Advocacy

Influence

Interest

Mogens Kirkeby, President

Advocacy

Interest

Influence

International Campaign Deployment on Continents

EU Grants

Income in 2014

International Congresses

Days Worked Towards One Goal:

MOVING PEOPLE
Advocacy – getting into the right agenda!

In this room we believe the movement/physical activity agenda is one of the most important things!

But outside this room the ranking is different.
Advocacy – getting into the right agenda!

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- Economy
- Employment
- Public Health
- Peace/terror
- Climate/environment
- Culture
- Physical activity/recreational sport
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- Physical activity/recreational sport
Action 1: Elaborate an advocacy tool presenting evidence-based arguments for investments in physical education, physical activity and sport.
There is a high cost to doing nothing

Lack of exercise contributes to diseases that cost Europe over 80 billion Euros every year

- Breast cancer: €3.5bn
- Colorectal cancer: €11.4bn
- Type II diabetes: €13.9bn
- Mood & anxiety disorders: €23.8bn
- Coronary heart disease: €23.9bn

Total: €80.4bn

which is more than:

- Global spending on cancer drugs: €79.3bn
- Spanish healthcare budget: €64.9bn
- Overseas development aid from EU countries: €55.1bn

Inactivity kills, and we're sitting on a ticking time bomb

Deaths caused in Europe every year by not moving enough:

500,000

(over 1 in 10 deaths)
There is a high cost to doing nothing

Lack of exercise contributes to diseases that cost Europe over 80 billion Euros every year

- Breast cancer: €9.5bn
- Prostate cancer: €11.4bn
- Type I diabetes: €13.9bn
- Type II diabetes: €23.9bn
- Mental disorders: €23.9bn
- Coronary disease: €23.5bn

Total: €80.4bn

which is more than:

- Global spending on cancer drugs: €75.3bn
- Spanish healthcare budget: €64.9bn
- Overseas development aid from EU countries: €55.1bn

Inactivity kills, and we're sitting on a ticking time bomb

Deaths caused in Europe every year by not moving enough:

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(over 1 in 10 deaths)
There is a huge cost to not moving:

Lack of exercise contributes to diseases that cost Europe 80 billion Euros every year:

Breast cancer: €9.5bn
Colorectal cancer: €7.4bn
Type 2 diabetes: €6.9bn
Mood disorders: €8.5bn

Total: €80.4bn

which is more than:

Global spending on cancer drugs: €75.3bn
Spanish healthcare budget: €54.5bn
Average development budget in 12 EU countries: €55.1bn

The 80 bn euro cost of physical inactivity in Europe is equivalent to what the entire world spends on cancer drugs each year!

A quarter of European adults are insufficiently active, six focus countries in Europe, 2010

Proportion of men and women (18+) who are insufficiently active, six focus countries in Europe, 2010

Download full report

Follow #InactivityTimeBomb
https://www.youtube.com/watch?v=ZL8MpZRBO98