

SPORT FOR ALL MOBILITY FOR ALL HEALTH FOR ALL

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A JOINT (AD)VENTURE FOR MORE QUALITY IN LIFE WORLD-WIDE



MOBILITY FOR ALL particularly means to increase the share of active mobility, in which physical movement is part of the transportation drive (like cycling, inline-skating, etc.). This is not only extremely beneficial for sustainable development and quality of life, but by being inexpensive also offers a democratic access to mobility, and hence movement, especially in developing countries.

OUR EXAMPLE FOR ACTION:

The Global Ride to Rio, a world-wide campaign fostering bicycle mobility that culminated in the Earth Summit in Rio in June 2012 (www.global-ride-to-rio.org).

HEALTH FOR ALL is best achieved by preventive health promotion; apart from better alimentation this especially means an increase in health-enhancing physical activity. This is a core interest and need in all, particularly developed, countries, as obesity and related diseases are wide-spread – and it is much cheaper, wiser, more enjoyable and economically sustainable to avoid sickness than to cure it.

OUR EXAMPLE FOR ACTION:

The alliance “Fit and active at every age” to foster exercise especially for the elderly.

The Conclusion: **Sport for all aligns perfectly with other hugely important topics of global sustainable development.** By joining forces with related institutions and activities, the IOC drive for sport for all could multiply its practical effect; reversely other sustainability initiatives could benefit from IOC endorsement.

OUR SUGGESTIONS:

- **Support active mobility and related initiatives:** Active mobility solutions should be demanded as part of future Olympic Games mobility concepts. Sport festivals should include bicycling and other forms of active mobility. And much more...
- **Support initiatives that foster preventive health promotion.** Develop a “Sport for All” label for equipment, clothes and accessories, part of the turnover again supporting the IOC campaigns. Help multiply the ISPO Health Style activities. And much more...
- **Support athletes as ambassadors to leverage initiatives in active mobility and preventive health promotion.** Team up with the UN Habitat Messengers of Truth and City Changer initiatives. Help nationally and regionally successful athletes to engage in socially meaningful activities, also easing later career developments. And much more...

LET'S DO FUTURE