Mondaymorning

norden Nordic Innovation Centre

norden Nordic Council of Ministers

Danish Cancer Society

Nordic Movement Solutions

– the way to encourage play and movement among children and young people

Project description

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Background

Something dramatic has to happen if we are to win the war on inactivity.

"The obesity epidemic is the most serious threat to public health in the western world".

"Children and young people in the Nordic countries are less physically active than the recommended minimum".

Headlines like these are part of the daily news. Many measures are being taken to change the picture, but the trend of the overall state of health clearly shows that the battle is still being lost. There is a huge challenge, particularly amongst children and young people, to counteract and prevent physical inactivity. This is especially true because an inactive lifestyle brings with it a number of very negative health consequences for both the individual and for the rest of society in general. Up to one third of all children do not manage the recommended minimum level for physical activity on a daily basis, and the slightly older children, in particular, take far too little exercise.

Recent research shows that children should be physically active for one and a half hours every day to prevent the escalation of disease. It is recognised, for example, that a passive lifestyle in childhood will continue for the rest of the child's life.

Why the Nordic countries
Their common history and cultural heritage have created a solid tradition for co-operation between the Nordic countries. In 2006 the Nordic ministers for food and health took the initiative for a Nordic Action Plan to promote better health and quality of life through diet and physical activity. (http://www.norden.org/da/publikationer/publikationer/2006-747). In the first instance, children and young people were selected as the highest priority, which created a natural collaboration with NordBuk (Nordic Committee for Children and Young People) and the Nordic Innovation Centre with the programme "Healthier Choices". (http://www.nordicinnovation.net/focus.cfm?id=1-4416-16). Children and young people in the Nordic countries are very similar in many ways. They play the same games, for example, and they have grown up with the same books and films. They share the same challenge – growing obesity and inactivity with the risk of developing serious diseases. The Nordic countries may take on a pioneering role if they are able to exchange experiences and solutions for better conditions for play and movement amongst children and young people.

Physical activity helps to prevent the early development of obesity, cardio-vascular disease, cancer, type 2 diabetes, osteoporosis as well as depression and dementia. Physical activity also strengthens children's motor skills, endurance, muscles, bones and tissue as well as their reactions.

Purpose

The Nordic Council of Ministers, Nordic Innovation Centre and Monday Morning have taken the initiative to "Nordic Movement Solutions", because there is a need for completely new innovative solutions if today's generation of children and young people is not going to have to struggle with overweight and other consequences of inactivity for the rest of their lives. The current offerings appeal to some groups, but by no means all. For example, not all children are interested in organised sport - but they naturally still have the same need for physical activity and exercise.

If we are to deal with this challenge, there is a need for the development and spread of a diversity of new offerings which will encourage all children and young people to move much more.

There must be new thinking if the solutions of the future are to be developed and implemented. There is a need to challenge the usual ideas and habitual thinking. The keys to what will get children and young people exercising must be open to debate.

However, with "Nordic Movement Solutions" we will do more than just create debate. We will organise a conference that will gather and present new exciting solutions that can support movement amongst children and young people. We will also encourage more innovation and motivate closer co-operation between the Nordic sectors that focus on play, movement and health.

The project will provide the framework for an idea – an exchange of experience of both existing and completely new initiatives to encourage children and young people to exercise for the fun of it, and to curb and counteract the increasing problems that may arise from physical inactivity.

The goal is to create a platform where key stakeholders can gain new insight, create networks, establish new collaborations and take tangible tools home with them.

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- New meeting place for knowledge, ideas, solutions and decision makers.

To boost development 500 decision makers will meet in the autumn 2010. The participants will consist of manufacturers and suppliers of play and movement solutions, mayors, local authority directors, politicians, town planners, architects, health experts, professors and lifestyle, sports and movement experts, as well as the press and media.

Everyone agrees that there is a need for new solutions to counteract and prevent physical inactivity in children.

The different stakeholders will find the way forward at the conference. New insight from experts, demonstration of advanced solutions and goal-orientated networking will be the first step on the road to creating new offerings which will trigger movement.

Policy instruments – presentations, debate and demonstration

The aim of the conference is to give the participants new understanding and motivation to initiate, develop and implement new facilities for movement.

This will consist of a combination of presentations, panel debates and activities on the challenges and opportunities for the future. The keynote speakers will set the agenda during the joint sessions, but specific challenges and opportunities will be taken up in parallel sessions with room for debate amongst the participants. All the sessions will be moderated by Monday Morning's journalists and analysts.

In the exhibition area enterprising companies will demonstrate their latest solutions for play and movement. In parallel sessions, and in the exhibition area, there will be the chance to meet new partners and to network. In addition, various other initiatives are being developed which will break with the traditional conference form.

It is the intention that Nordic Movement Solutions will be a recurring annual event.

Nordic Movement Solutions

Tuesday 30 November 9-17
Slagthuset Conference Center, Malmö, Sweden

Monday Morning has considerable experience with organising large conferences and events, e.g.:

Welfare Innovation Day 2010 with the participation of more than 500 public and private managers and developers.

World Climate Solutions – in September 2010 Monday Morning hosted the largest clean tech conference in the Nordic countries.

Monday Morning has implemented numerous projects on health and prevention for children and young people, e.g.:

Is health a personal choice? An introduction to a debate asking questions about the way we think about prevention, i.e. that people choose individually how healthily – or unhealthily - they want to live.

Insight into play – Children's play today is more physically passive. Danish children are not physically active for 60 minutes daily, as recommended by the National Board of Health. If this is to change, there is a need for new initiatives and collaboration across disciplines and sectors. Monday Morning is launching a report "Insight into play" which will, for the first time, communicate knowledge on play and how to promote it.

Prevention in the future – according to the Danes, is the first in-depth and co-ordinated national study on Danish attitudes to policies promoting health and prevention. On behalf of the Tryg Foundation, Monday Morning has investigated a number of common prejudices and customary notions regarding the attitude of Danes that often characterize the debate.

The Nordic Region as a Global Health Lab – the Nordic region has the potential to be a global role model for the development of innovative solutions for the prevention of chronic disease. In the report, drawn up for NordForsk, Monday Morning presents a vision for how scientific research contributes to improving the state of health through new ways of thinking, partnerships and platforms.

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Become a steering group partner of Nordic Movement Solutions

A steering group member is a co-investor and dispatcher of the agenda.

A steering group member reinforces the content quality of the project.

To ensure a broad impact amongst stakeholders and a high professional standard of the agenda, Monday Morning is looking for collaboration partners to develop and support the project, as well as to sit on the steering group until 30 November. The project secretariat will be made up of team from Monday Morning, but we seek co-developers for the actual event.

We want to put together a broad and resourceful steering group with strategic collaboration partners, especially representatives from private companies and public organizations.

Nordic Movement Solutions´ three co-hosts, the Nordic Council of Ministers, Nordic Innovation Centre and Monday Morning, as well as the Danish Cancer Society, will sit on the steering group.

Membership involves:

1. Participation in the development and planning of the conference.

2. Marketing within a broad sphere of prevention stakeholders across the whole Nordic region, with a logo in the invitation material, PR material, advertising, conference programme and at the actual conference.

3. A stand in the exhibition area at the conference with the opportunity of marketing your own company or organisation.

4. Ten free tickets for the actual conference worth 15,000 DKK (2,015 Euro)

Price for membership is 100,000 DKK (13,500 Euro) ex VAT.

There are a number of other possibilities for collaboration in Nordic Movement Solutions. Contact Stine Carsten Kendal sck@mm.dk or Asger Daugbjerg ada@mm.dk on +45 3393 9323 for further information.

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Become an exhibitor at Nordic Movement Solutions

Nordic Movement Solutions covers a large exhibition area, centrally placed in the conference rooms.

Suppliers of movement solutions, new knowledge or the like can market themselves during the whole day.

Part of the day's sessions will take place in the exhibition area to ensure maximum exposure for the exhibitors.

The exhibitor's package includes:

1. An area where the exhibitor can market themselves.

2. Marketing with logo in the conference programme and relevant marketing materials.

3. A café table and two chairs on loan to the stand.

4. Free internet access and electricity.

5. All other stand material, including signage should be brought by the exhibitor.

6. Five free tickets for the actual conference worth 7,500 DKK (1,000 Euro)

Price for each exhibitor is 35,000 DKK (4,700 Euro) ex VAT.

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