

SECOND
ANNOUNCEMENT
EUROPEAN CONFERENCE



DANISH PRESIDENCY
OF THE COUNCIL OF THE
EUROPEAN UNION 2012



SPORTVISION2012: VOLUNTEERING, FITNESS DOPING, FINANCING & HEALTH



CHALLENGES AND SOLUTIONS
IN SPORT FOR ALL IN EUROPE
COPENHAGEN, DENMARK,
19 – 20 MARCH 2012

REGISTER NOW!



Make your reservation today!
200 people already booked
their place, and registration
will close at 350 participants!

JOIN THE EUROPEAN SPORTVISION2012 CONFERENCE

The incoming Danish Presidency of the European Union is delighted to invite you to its ambitious and wide-ranging conference addressing the most pressing challenges in Sport for All.

The conference will be your opportunity to benefit from state-of-the-art examples of promotion of volunteering in sport for all, novel ini-

tiatives in the fight against fitness doping, creative samples on financing and health in sport for all, high-level political debate and agenda-setting, and excellent networking and partnership opportunities, and unique study tours.

► *Continued on page 2*

Conference Consortium:



DANISH PRESIDENCY
OF THE COUNCIL OF THE
EUROPEAN UNION 2012



Danish National
Anti-Doping Agency



Danish Gymnastics and
Sports Associations



Danish Ministry of Culture



National Olympic
Committee and Sports
Confederation of Denmark



Danish Federation for
Company Sports



International Sport and
Culture Association

Associated Conference Partners:



The Danish Foundation
for Culture and Sport
Facilities



Sport Event Denmark

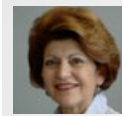


The SPORTVISION2012
conference has received
funding from the European
Union in the framework of
the Preparatory Actions in
Sport.



Speakers

We are pleased to announce an excerpt of confirmed keynote speakers



> **Androulla Vassiliou**

EU Commissioner for Education, Culture, Multilingualism and Youth
• SPORTVISION2012 opening address



> **Uffe Elbæk**

Danish Minister for Culture
• Denmark and the European dimension of Sport

Fitness Doping Track



> **Harrison G. Pope Jr.**

Harvard Medical School
• The Adonis Complex



> **Cliff Collins**

European Health and Fitness Association
• Doping and social responsibility in the fitness sector



> **Maria Renström**

ANDT-secretariat – the Swedish Social Ministry
• The strategy for a doping free society

▶ *Continued from page 1*

Key EU stakeholders, such as Members of the European Parliament and the European Commission, are invited to join the debates, and to engage with sport organizations in order to openly address common challenges. Cross-sector cooperation, learning and innovation are some of the main drivers for the development of the physical activity sector. In that spirit further stakeholders such as academics, ministry and city officials, businesses, community organizers, and medical experts will also join the conference and be part of the active forum of 350 people.

If you are interested in meeting the challenges in Sport for All, **join us in Copenhagen on March 19-20, 2012!**

On behalf of the Congress Consortium,

Yours sincerely

Uffe Elbæk
Danish Minister for Culture



Finance & Health track



> Alfred Rütten

Friedrich-Alexander-University
Erlangen-Nuremberg
* EU guidelines for improving
physical activity in the local
arena



> Prof. Stefan Szymanski

University of Michigan
* Economic relevance of sport
for all, when it comes to the
European growth and economy



> Hannu Takkula

Member of European Parliament
* The role of sport in the
EU2020 strategy



Photo: Rune Johansen

Volunteering Track



> Jean Camy

European Observatoire of Sport
and Employment
* Validation and recognition of
sport volunteers' competences



> Prof. Dr. Sebastian Braun

Humboldt-Universität zu Berlin,
Germany
* Recent developments in
sport volunteering, with a
starting point in the German
context

Visit www.sportvision2012.eu to find the full list of invited speakers (to be confirmed), including amongst others:

> Mr Santiago Fisas

Member of the European Parliament and Rap-
porteur on the European Commission Commu-
nication on Sport
* European Parliament priorities in sport

> Fredrik Nikolajeff

Uppsala University
* Methods for the identification of doping
substance

> Kelly Murumets

CEO ParticipAction, Canada
* Prove your worth. Work in partnership.
Get your cash.

> Bjørn Barlands

Norwegian Police University College
* Use of Anabolic Steroids and correlation
with use of drugs, alcohol and smoking
and risk behavior in general

> Jeroen Scheerder

University of Leuven
* Differences in sport participation and phys-
ical activity in Europe and possible causes

> Mercedes Bresso

President, EU Committee of the Regions
* EU regions – a driver for healthy sport

About SPORTVISION2012

The European SPORTVISION2012 Conference will take place in Copen-
hagen, Denmark from 19 – 20 March 2012.

Hosted at Bella Center, the leading conference venue in Scandinavia,
the conference offers a professional and inspiring set-up. With its own
metro station from where you can travel to the center of Copenhagen
in only 10 minutes, there is ample opportunity to enjoy the city during
the evening after an intense conference day.

See more at www.bellacenter.dk/English

STUDY TOURS

Copenhagen boasts a wide range of innovative sport facilities and set-
tings for promotion of physical activity. With the expertise of the Danish
Foundation for Culture and Sport Facilities, SPORTVISION2012 is happy
to invite you to join one of the three optional study tours.

You will, amongst others, have a chance to see

- > The Copenhagen Harbour Bath
- > Street Mekka – Indoor street sport facility
- > SuperWedge – Physical Activity promotion in the urban setting
- > Tagensbo School – Integrated sport architecture
- > The Chapel – From a church annex to a dance studio





PARALLEL CONFERENCE TRACKS

Financing & Health

HOW CAN SPORT FOR ALL CONTRIBUTE TO THE EU 2020 STRATEGY OF SMART, SUSTAINABLE AND INCLUSIVE GROWTH?

If 'Sport for All' is to become more than a slogan in the EU and be a positive contributor to the EU Sport Policy and EU 2020 strategy of smart, sustainable and inclusive growth, a series of challenges and developments need to be addressed.

These challenges include securing adequate financial and structural support for grassroots sport and the real health and social inclusion potential in grassroots sport. Therefore, we need to identify and develop the roles of both well-known and new actors in the field of public and private, commercial and non-profit spheres of sport for all.

The track themes include:

- > broader participation in sport and physical activity in Europe
- > the economic importance of sport for all in the European societies
- > funding of sport for all from local to national level
- > sport for all and social inclusion
- > developing and maintaining facilities for sport for all
- > sport for all and health
- > sport for all and the commercial sport offers

Fitness Doping

STRATEGY FOR STOPPING STEROIDS

The 'Strategy for Stopping Steroids' track will be a unique opportunity to share knowledge and experience on the current European effort regarding the abuse of steroids in fitness centres and in sport for all in general. The track will outline good practices and give valuable insight in how to start and to carry out efforts on the matter of preventing and stopping the use of steroids. The track will be based on the co-European report "Strategy for Stopping Steroids", a report that will be released in connection to the

conference. This report is a result of the partnership of Anti-doping organizations and drug prevention units in The Netherlands, Sweden, Poland, Cyprus and Denmark.

The main topics will be:

- > legislation
- > doping control models
- > preventive work
- > financial structure of initiatives towards doping free fitness centres
- > youth culture and risk behaviour
- > trafficking of doping substances to and within Europe
- > medical focus on the abuse of steroids

The track will address participation of decision makers, European national anti-doping organizations (NADO's), scientists and authorities working with the fight against doping.

Volunteering

VOLUNTEERS MAKE A DIFFERENCE!

The 'Volunteers make a difference' track will be an opportunity to discuss recent strategic challenges in volunteering and to outline recommendations for the European policy makers. This will be a timely follow-up on the 2011 European Year of Volunteering and the Aarhus Declaration on volunteering of the EU Sport Ministers from 2002 (http://ec.europa.eu/sport/white-paper/swd-the-societal-role-of-sport_en.htm).

The conference will in particular address challenges in volunteering for sport for all, notably the

- > education
- > recognition
- > legal frameworks
- > recruitment
- > retention
- > and funding

of volunteers.

The track is also the closing conference of the International Sport and Culture Association's EU supported EuroVolNet project (www.eurovolnet.info), and will as such present project results and launch the EuroVolNet Online Tutorial.

Participant Profile

The European SPORTVISION2012 Conference addresses diverse target groups – from political decision makers to club coaches, from medical doctors to local activists, from private businesses to international institutions, from sport organisations to city administrators. The diversity of the attending stakeholders is one of the strengths of the conference and it will ensure the creation of a vibrant atmosphere at SPORTVISION2012.

The conference will provide a platform for attending participants and stakeholders to discuss and align strategies in order to reap the full benefits of active European societies.

Expand your networks, get the latest knowledge and best practises, and create valuable alliances at one of the most important sport political events of 2012.

Draft Programme

The programme will be packed with inspiring speakers, best practice stories and interactive seminars. We also strive to offer a well planned social programme that gives you the opportunity to not only see the city of Copenhagen but also to have informal meetings and talks with peers from other countries with a view to promoting new networks and collaborations.

DAY 1 - MONDAY, 19 MARCH 2012

Morning Arrival of participants.
First Optional Study Tour

12:00-13:00 Lunch

13:00-13:50 Opening of the conference

14:00-18:30 Parallel thematic sessions

19:00-22:00 Dinner

DAY 2 - TUESDAY, 20 MARCH 2012

9:00-13:00 Parallel thematic sessions

13:00-14:30 Lunch at the conference venue

14:30-16:00 Parallel thematic sessions

16:00-17:00 Conclusions and closing of conference

Evening Second Optional Study Tour

On Wednesday, 21 March, participants can join the Third Optional Study Tour.

Call for Open Market and Poster Fair!

It is our pleasure to invite you to submit **Fair presentation** for the "SPORTVISION2012 – OPEN MARKET and POSTER FAIR".

The OPEN MARKET and POSTER FAIR is an open exhibition showcasing one or more of the SPORTVISION2012 thematic fields as good examples. The exhibition will run throughout the Conference with the possibility for presenters to present their project/programs/activities or/and research-based presentations during the coffee breaks and lunches on 19 - 20 March 2012.

We welcome both scientific research and good practice on local, national and international level.

To achieve an alternative way of sharing information about projects/programs/activities and research we suggest the following presentation styles:

- > Poster presentations
- > Leaflets, Brochures and other printed materials
- > DVD presentations
- > Games, Plays and/or Sport activities.

Presented materials must be in English.

The evaluation committee will send a response to applicants on a running basis. You will get an answer within 2 weeks after submission. Organizers will cover one night simple accommodation for accepted fair presenters (19. - 20.3.2012).

For further information, please refer to www.sportvision2012.eu/programme/programme/openmarketandposterfair

Photo: Rune Johansen





Accreditation and Accommodation

The European SPORTVISION2012 Conference will take place in Copenhagen, Denmark from 19 – 20 March 2012.

The conference registration is open on the conference website:

> www.sportvision2012.eu

On the same website you can chose among recommended hotels that provide good rates and are located a short distance from the conference facilities. The hotels may be booked in connection with your registration, or at a later stage.

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Conference Fee

The SPORTVISION2012 Partners are pleased to offer you **free** participation in the programme!

You are kindly requested to book and pay your own transportation and hotel.

Sportvision2012 Conference Secretariat



For more information please contact SPORTVISION2012 Conference Secretariat

SPORTVISION2012 Conference Secretariat
ISCA International Sport and Culture Association
Tietgensgade 65
DK-1704 Copenhagen V
Denmark

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contact@sportvision2012.eu
www.sportvision2012.eu

Conference Consortium:

 DANISH PRESIDENCY OF THE COUNCIL OF THE EUROPEAN UNION 2012	 Danish Ministry of Culture
 Danish National Anti-Doping Agency	 National Olympic Committee and Sports Confederation of Denmark
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