

**TAKE BACK YOUR STREETS... TAKE BACK YOUR FUTURE!**

IS A NEW TAFISA PROGRAM FUNDED BY THE COCA-COLA FOUNDATION AND LAUNCHED DURING THE 24TH TAFISA WORLD CONGRESS 2015 IN BUDAPEST.

**TAKE BACK  
YOUR STREETS  
TAKE BACK YOUR FUTURE**

IMPLEMENTATION WORKBOOK



**TAFISA**

The Association  
For International  
Sport for All

**PROMOTING SPORT FOR ALL**

AND PHYSICAL ACTIVITY FOR A SUSTAINABLE ACTIVE WORLD

# INTRO WORDS



**TAFISA President**  
Prof. Ju-Ho Chang

“TAKE BACK YOUR STREETS... TAKE BACK YOUR FUTURE! BUILDS ON TAFISA’S EXPERIENCE IN THE FIELD OF ACTIVE CITIES, AND THE CONTINUATION OF PROGRAMS LIKE SPORTCITYNET, TRIPLE AC AND OUR GLOBAL ACTIVE CITIES PROJECT. THESE PROGRAMS HIGHLIGHT THE KEY ROLE OF THE URBAN SETTING IN MAKING CITIZENS ACTIVE IN EVERYDAY LIFE.

#TAKEBACKYOURSTREETS HAS THUS BECOME A CORNERSTONE AMONG TAFISA’S PROGRAMS, EMPHASIZING THE IMPORTANCE OF CITIES AND THE URBAN SETTING IN THE GLOBAL FIGHT AGAINST PHYSICAL INACTIVITY.”



**THE COCA-COLA COMPANY IS COMMITTED TO GIVING BACK ONE PERCENT OF ITS PRIOR YEAR’S OPERATING INCOME ANNUALLY.**

This commitment is made through The **COCA-COLA FOUNDATION** and company donations. In 2015, The Coca-Cola Company and The Coca-Cola Foundation gave back more than **\$117 MILLION TO DIRECTLY BENEFIT NEARLY 300 ORGANIZATIONS ACROSS MORE THAN 70 COUNTRIES AND TERRITORIES.** Beside other challenges The Coca-Cola Foundation supports initiatives that strengthen and enrich communities, including education, youth development and other community and civic initiatives.

**The Coca-Cola Foundation**

# HOW IT ALL BEGAN

THE TAKE BACK YOUR STREETS... TAKE BACK YOUR FUTURE! PROGRAM WAS FIRST INTRODUCED IN OCTOBER 2015 DURING THE 24TH TAFISA WORLD CONGRESS IN BUDAPEST, HUNGARY.

**OVER 500 PARTICIPANTS FROM 71 COUNTRIES**



WERE PRESENT AND THEIR ENTHUSIASM SHOWED THAT THE PROGRAM EVOKED KEEN INTEREST FROM SPORT ORGANIZATIONS AND STAKEHOLDERS. THE TAFISA EUROPE STEERING COMMITTEE ADOPTED #TAKEBACKYOURSTREETS AS THE FIRST PROGRAM THEY WOULD SUPPORT AND KICK-OFF ACROSS EUROPE, THROUGH SELECT FLAGSHIP CITIES AND ORGANIZATIONS BUT ALSO AS A NEW FRAMEWORK ENCOMPASSING TAFISA EVENTS LIKE THE WORLD CHALLENGE DAY AND WORLD WALKING DAY.

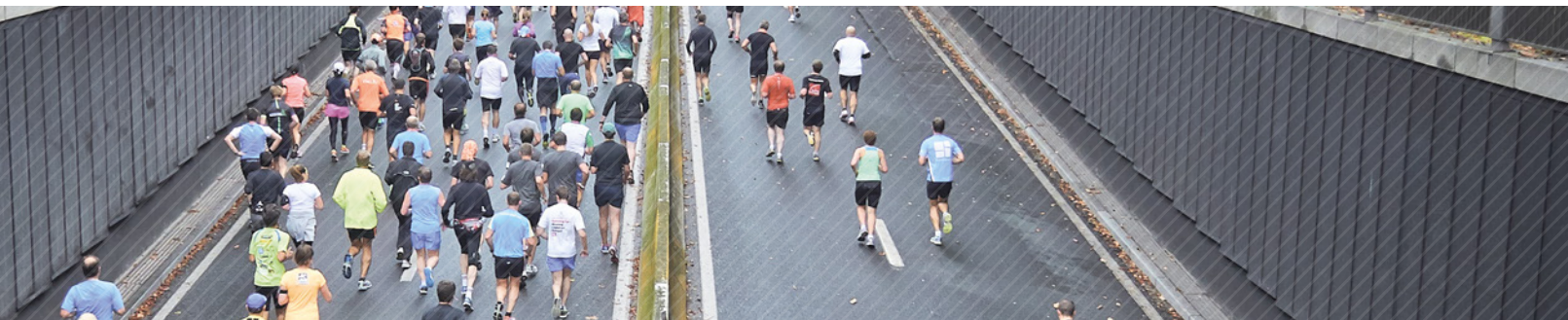
## **THE PROGRAM IS BUILT TO ANSWER THE TWO ASKS OF DESIGNED TO MOVE\***

ASK 1: CREATE EARLY POSITIVE EXPERIENCES FOR CHILDREN

ASK 2: INTEGRATE PHYSICAL ACTIVITY INTO EVERYDAY LIFE

The success of this first year was highlighted at the TAFISA Europe Conference – Take Back Your Streets... Take Back Your Future! in Ljubljana, Slovenia in September 2016, with the signing of the Ljubljana “Take Back Your Streets... Take Back Your Future! Call to Action” (see p. 30).

\*For more information on Designed to Move, please consult <http://www.designedtomove.org/> and TAFISA's Designed to Move Toolbox at [www.tafisa.org](http://www.tafisa.org)



# THE IMPORTANCE OF THE CITY SETTING

THE WORLD IS FACING AN EPIDEMIC OF PHYSICAL INACTIVITY. THE WORLD HEALTH ORGANIZATION CONSIDERS THAT “PHYSICAL INACTIVITY (LACK OF PHYSICAL ACTIVITY) HAS BEEN IDENTIFIED AS THE FOURTH LEADING RISK FACTOR FOR GLOBAL MORTALITY”. FOR THE FIRST TIME, THE LIFE EXPECTANCY OF OUR CHILDREN COULD BE FIVE YEARS SHORTER THAN OURS BECAUSE OF PHYSICAL INACTIVITY.<sup>1</sup>

WE MUST ACT. WE MUST REVERSE THE TREND.

Historically, most people worldwide lived in rural areas, but recently a historic milestone was reached:<sup>2</sup>

WORLDS  
POPULATION  
LIVING  
IN CITIES



54

PERCENT IN  
2014

66

PERCENT BY  
2050

**THIS IS EVEN CLEARER IN THE EUROPEAN UNION WITH CLOSE TO 75% OF PEOPLE LIVING IN URBAN AREAS (2015).**

Common reasons of physical inactivity cited by city dwellers include the lack of time, motivation and money.<sup>4</sup> This highlights the importance of building physical activity into the everyday life.

THE CASE FOR PHYSICAL ACTIVITY IS NOW MADE AND CITIES HAVE A DETERMINING ROLE TO PLAY BY GIVING CITIZENS **EASY, ACCESSIBLE AND FREE OPPORTUNITIES TO ENGAGE IN PHYSICAL ACTIVITY** IN PUBLIC AND OPEN SPACES, AND ENCOURAGING ACTIVE COMMUTING.



MAKING THE STREETS SAFER AND MORE WELCOMING FOR WALKING, CYCLING, IN-LINE SKATING, SKATEBOARDING AND OTHER MEANS OF ACTIVE TRANSPORTATION, WILL PROMPT PEOPLE TO **BE ACTIVE WHILE COMMUTING.**

NOT ONLY DOES THIS PROMOTE A GREEN AND SUSTAINABLE URBAN ENVIRONMENT, DECREASE TRAFFIC AND BRING ABOUT POSITIVE SOCIAL CHANGE WITHIN THE CITY, IT IS ECONOMICALLY BENEFICIAL!

CURRENT ESTIMATES OF THE ANNUAL COST OF PHYSICAL INACTIVITY IN EUROPE ARE **80 BILLION EUROS PER YEAR.<sup>3</sup>**

**IT IS TIME TO ACT.**  
**JOIN #TAKEBACKYOURSTREETS**  
AND BECOME AN ACTIVE CITY.

<sup>1</sup> Designed to Move: A Physical Activity Action Agenda, [www.designedtomove.org](http://www.designedtomove.org).

<sup>2</sup> United Nations, Department of Economic and Social Affairs, Population Division (2014). World Urbanization Prospects: The 2014 Revision, Highlights (ST/ESA/SER.A/352).

<sup>3</sup> ISCA/Cebr., The economic cost of physical inactivity in Europe, June 2015

<sup>4</sup> European Commission: Special Eurobarometer 412 – “Sport and Physical Activity”, March 2014

# TAKE BACK YOUR STREETS

# TAKE BACK YOUR FUTURE

## WAS LAUNCHED TO FIGHT THE CRISIS OF PHYSICAL INACTIVITY IN CITIES.

The program aims to bring physical activity back to open spaces for the use of all citizens – in festivals, events, games, play and everyday life – and educate community leaders to build a brighter future through physical activity. It is designed for national and local organizations, municipalities, communities and citizens who wish to tackle the epidemic of inactivity by combining their local effort with a global commitment, thus striving to build a common voice for the benefit of the generations of tomorrow. **The program is twofold:**

### 1. TAKE BACK YOUR STREETS

#TakeBackYourStreets encompasses any grassroots sport or activity event that makes use of urban open spaces such as squares, streets, etc. and is open for all to actively participate. Existing events that are making use of public and open spaces are encouraged to join the program and promote the inclusion of physical activity into everyday life.

### 2. TAKE BACK YOUR FUTURE

is a workshop to train key local stakeholders, decision makers, managers and community leaders to foster their understanding of the untapped potential and benefits of Active Cities.

> **2016**

7 CITIES & 3 COUNTRIES INITIATED THE MOVEMENT,

leading by example by hosting Take Back Your Future workshops to train their civil servants and local stakeholders to have an Active City approach, and organizing #TakeBackYourStreets events encouraging people to use public and open spaces as free and easily accessible spots for physical activity, sports and fun.

Building on this great success, the program is now open to all cities that are motivated and enthusiastic about tackling the crisis of physical inactivity among their citizens and improving their city by becoming an Active City.

# THE BENEFITS ARE BIGGER THAN YOU THINK

More foot traffic **boosts employment & visitors 300%**

Every public transportation job is **linked to 4 other jobs**

\$70M investment in a river greenway yields a **\$2.5B in private investment**



Marked bike lanes **reduce vehicle-bike collisions up to 50%**

**Crime drops 74%** when a street goes car-free on weekends

Safe Routes to School **decreases pedestrian injuries 33%**



Every 10 minutes of commuting **cuts community involvement by 10%**

Nearly 9 in 10 people say **cycling events make them look more positively** on their city

Going car free 1x/week **brings 2.7 million more visitors/year** to Golden Gate Park



Living near green space **decreases the odds of stress by 30%**

A 20-minute walk proved **as effective as medication** for treating depression

Stair use can result in a **12-20% reduction in all-cause mortality** (the death rate from any cause)



Investments in sidewalks **return health & air quality** benefits valued at nearly twice the construction cost

Public transportation **produces 95% less carbon monoxide** than cars

Bogota, Johannesburg, Mexico City: **massive reductions in pollutants** associated with bus rapid transit investments



SOURCE: NIKE Commissioned U.S.-based Active Living Research (ALR) to compile the available evidence on the benefits of physical activity in the built environment. The full report of findings and all citations can be accessed at [designedtomove.org/resources](https://designedtomove.org/resources).

# QUICK WINS - BECOME AN ACTIVE CITY

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## 01 TURN THE LIGHTS ON

Keep outdoor parks, squares, street basketball pitches and other public and open spaces well-lit to allow people to use them to be active before and after school, university or work.

## 02 OPEN SCHOOLS AFTER SCHOOL HOURS

Enable people to use school grounds and other facilities for physical activity outside of school hours.

## 03 ENCOURAGE ACTIVE MEANS OF TRANSPORT

Reduce speed limit – Open new car-free zones – Add a walking and cycling routes map to your website and city apps.

## 04 INFORM CITIZENS ABOUT THE BENEFITS OF SPORT FOR ALL AND PHYSICAL ACTIVITY

Publicly promote being physically active and inquire to understand what your citizens need to be more active.

## 05 ALLOW PEOPLE TO EASILY APPLY FOR STREET-CLOSING PERMITS TO ORGANIZE OUTDOORS EVENTS

Facilitate the organization of events taking place in the streets, squares and public spaces to incite passersby to join and have fun being active.



# QUICK WINS - BECOME AN ACTIVE CITY

## **06 ENGAGE CROSS-SECTORAL COOPERATION BETWEEN YOUR RELEVANT MUNICIPAL SERVICES AND LOCAL STAKEHOLDERS**

Start the discussion with all relevant sectors (sport, health, community, transport, education, etc.) and people to think about the urban setting as a free and easy-to-access place to be physically active.

## **07 BE A ROLE MODEL, INSPIRE CITIZENS TO FOLLOW THE EXAMPLE AND BE ACTIVE**

Publicize you and your team being physically active, by demonstrating it on the streets during events and publishing on social media.

## **08 CREATE AN ACTIVE CITY BRAND – INFORM YOUR CITIZENS ABOUT YOUR GOOD WORK**

This will also improve the attractiveness of your city both within your country and internationally.

## **09 REFERENCE OPPORTUNITIES TO BE ACTIVE ON YOUR WEBSITE**

Publish a list of sports clubs and associations, a calendar of events, information on infrastructures and facilities, open and public spaces, etc.

## **10 FIND MORE INFORMATION ABOUT HOW TO BECOME AN ACTIVE CITY**

Consult resources available for Active Cities on the TAFISA website ( [www.tafisa.org/activecities](http://www.tafisa.org/activecities) )

More detailed information and references are available in  
Designed to Move: Active Cities at [designedtomove.org/resources](http://designedtomove.org/resources)

# JOIN THE MOVEMENT

#TakeBackYourStreets is a global movement led by cities who are promoting an active lifestyle in the urban setting using open and public spaces. These active cities also share their experience and good practices through the network, spreading the word and inviting more cities to join.

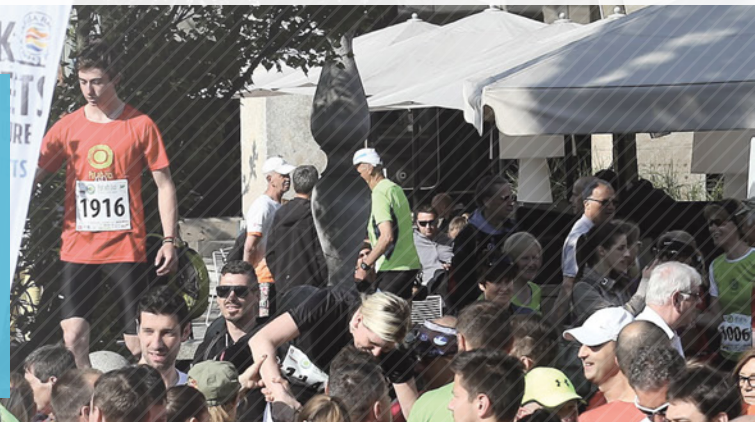
## SHARE YOUR EVENTS WITH US



Are you organizing national or local Sport for All events taking place in open and public spaces as part of your activities? Let us know and register them on [www.tafisa.org](http://www.tafisa.org)! They will receive a #TakeBackYourStreets label and TAFISA patronage.

## > WHY JOIN

- > SHARE YOUR GOOD WORK WITH THE WORLD
- > BE A PART OF A GLOBAL NETWORK
- > BECOME A #TAKEBACKYOURSTREETS LABELLED EVENT
- > SHARE YOUR GOOD WORK WITH THE WORLD
- > BE A PART OF A GLOBAL NETWORK
- > BECOME A #TAKEBACKYOURSTREETS LABELLED EVENT



JOINING IS EASY AND OPEN TO ALL!

**SIMPLY REGISTER YOUR EVENT ON [WWW.TAFISA.ORG](http://WWW.TAFISA.ORG)**



After your event is approved, it will be added to the #TakeBackYourStreets calendar of events. You will also receive TAFISA patronage for your event.

## TYPICAL EVENTS TO REGISTER

*Car-free events, Sport for All festivals, Urban walks, runs and cycling events, Street sports and dance events, Night skating or sports events*

# TAKE BACK YOUR STREETS FLAGSHIP CITIES

Take Back Your Streets... Take Back Your Future was designed to use the experience and expertise of TAFISA in the field of Sport for All, aiming to emphasize the importance of the urban setting to foster developing a culture of physical activity in the everyday life. The program was tested through select pioneer cities and countries who became the Take Back Your Streets Flagships and implemented events and strategies in the spirit of the program, also hosting Take Back Your Future Workshops to train and educate local stakeholders to efficiently tackle the challenge of physical inactivity in their community.

The Take Back Your Future workshops were set up as two-day courses in strategy building, whereby experts from the Liverpool John Moore University assisted local stakeholders in each city to assess the issues they are facing and work towards tackling these challenges using the Active Cities approach. The participants were enthusiastic about the results and more workshops are scheduled for 2017.

## THE PILOT PROGRAM WAS A BIG SUCCESS, WITH OVER 1.5 MILLION PARTICIPANTS



This pilot program was a success, with over 1.5 million participants involved in the various events throughout Europe in 2016, and encouragingly positive feedback from both hosts and participants in each city and country. TAFISA's iconic World Challenge Day and World Walking Day also joined the movement, encouraging the participants to draw inspiration from the event to be active yearlong. The World Walking Day is now open to bikers, skateboarders, in-line skaters and anyone using active means of transport.

CITY / COUNTRY

**BUDAPEST / HUNGARY**

CITY POPULATION

2 million

EVENT NAME

TAFISA World Challenge Day

EVENT DESCRIPTION

Various events, animations and activities are offered to the citizens on the Erzsébet square in the center of Budapest.

DATE

25 May 2016

PLACE

Erzsébet square, Budapest

EVENT OBJECTIVE

The event venue is one of the most popular meeting points of the youth in Budapest, but it does not have a strong sport profile. Our aim was to change this and create different kind of sport opportunities for the people around the square.

TARGET GROUP

Young citizens of Budapest

TOTAL NO. OF PARTICIPANTS

1000, mainly young citizens and tourists

WEBSITE

[www.masport.hu](http://www.masport.hu) ; [www.kihivasnapja.hu](http://www.kihivasnapja.hu)

CONTACT PERSON AND DETAILS

Robert Benyhe  
[info@masport.hu](mailto:info@masport.hu)  
(+36 1) 460-6815





*“ONE OF THE MOST IMPORTANT TOOLS FOR COMMUNITY BUILDING IS SPORT AND PUBLIC SPACES ARE EASILY ACCESSIBLE PLACES TO BE ACTIVE FOR ALL CITIZENS. TAFISA RECOGNIZED THIS OPPORTUNITY AND THE HUNGARIAN LEISURE SPORT ASSOCIATION HAPPILY JOINED TO BE PART OF THE TAKE BACK YOUR STREETS MOVEMENT.”*

**President of the Hungarian Leisure Sport Association**  
Attila Czene



**HOW TO USE THIS GOOD PRACTICE IN YOUR CITY:**

Identify a well-frequented public square within the city and organize activities during the weekend to invite passersby – both locals and tourists – to join and have fun being physically active in the city center.

CITY / COUNTRY

**KARŞIYAKA / TURKEY**

CITY POPULATION

333,250

EVENT NAME

Walking for Health

EVENT DESCRIPTION

A walking event led by the Karşıyaka Municipality for the citizens of Karşıyaka, aiming to emphasize the importance of streets and open spaces for being physically active.

DATE

27/05/2016

PLACE

Karşıyaka City Center, Shopping Street and Constitutional Square

EVENT OBJECTIVE

Citizens can choose to be more active, more often in the streets and open spaces with their friends and family.

TARGET GROUP

Citizens of Karşıyaka

TOTAL NO. OF PARTICIPANTS

950

WEBSITE

[www.karsiyaka.bel.tr](http://www.karsiyaka.bel.tr)

CONTACT PERSON AND DETAILS

Eylem Başar Kaplan  
[eylemkaplan@gmail.com](mailto:eylemkaplan@gmail.com)  
+90232 3994343



**Mayor of Karşıyaka Municipality**  
Hüseyin Mutlu Akpınar

“STREETS ARE HOPE AND PEACE. STREETS ARE THE LIFE ITSELF. WE ORGANIZE EVENTS AND INVITE ALL RESIDENTS TO CHERISH THE LOVELY STREETS AND SQUARES OF OUR BEAUTIFUL TOWN, KARSIYAKA.”



#### HOW TO USE THIS GOOD PRACTICE IN YOUR CITY:

Promote your city's culture and history by closing streets to organize an event for walking and active means of transport in the city center. You can invite local artists and sport clubs or associations to join in and perform on the streets for a festive atmosphere.

## COUNTRY / ORGANIZATION

**POLAND** / Foundation for Recovery of Aluminium Beverage Cans - RECAL

## POPULATION

38.5 million

## EVENT NAME

Sustainable Sport for All events

## EVENT DESCRIPTION

RECAL Foundation supports sport events organizers' with free of charge, limited edition of cans filled with isotonic drink for the participants of sport events. During supported events, it is obligatory to collect empty cans in containers provided by RECAL and ensure they will be recycled. Recycling is also promoted by banners and flags delivered by RECAL and used in all events.

## DATE

Whole year

## PLACE

Poland

## EVENT OBJECTIVE

Promotion of sport activities and aluminium cans recycling

## TARGET GROUP

Sports players and fans

## TOTAL NO. OF PARTICIPANTS

65,000 people throughout 120 events organized as part of Take Back Your Streets.

## WEBSITE

[www.recal.pl](http://www.recal.pl)

## CONTACT PERSON AND DETAILS

Artur Łobocki - Member of the Management Board  
[artur.lobocki@recal.pl](mailto:artur.lobocki@recal.pl)  
tel. +48 605 591 865





“RECAL HAS BEEN COOPERATING WITH TAFISA FOR SEVERAL YEARS. IMPLEMENTING TAKE BACK YOUR STREETS IN POLAND AS A FLAGSHIP COUNTRY WAS FOR US A GREAT, BUT INTERESTING CHALLENGE. LOOKING AT THE RESULTS, I ALREADY KNOW THAT WE MADE AN IMPORTANT PROGRAM, WHICH MET WITH GREAT COMMITMENT AMONG OUR PARTNERS AND SPORT EVENTS PARTICIPANTS.”



**RECAL President**  
Jacek Wodzisławski



#### HOW TO USE THIS GOOD PRACTICE IN YOUR CITY:

You can use outdoors events to link environment with physical activity and promote both. Public and open spaces are more welcoming when they are clean!

CITY / COUNTRY

**WIESBADEN / GERMANY**

CITY POPULATION

288,000

EVENT NAME

“Mach Dein Ding!” &amp; “Flutlicht 2016”

EVENT DESCRIPTION

Throughout the year, sport facilities are lit up at night to invite children to play street soccer and street basketball under the supervision of a trained coach. In the Summer, public squares are turned into giant playgrounds to provide fun to children and families who cannot afford going on holidays.

DATE

Throughout the year, every year

PLACE

Wiesbaden public places and squares

EVENT OBJECTIVE

Providing children regular opportunities to go outside and have fun being physically active.

TARGET GROUP

Children and Teenagers

TOTAL NO. OF PARTICIPANTS

2,000

WEBSITE

<https://www.wiesbaden.de/en/>

CONTACT PERSON AND DETAILS

MOJA e.V.  
info@moja-wiesbaden.de



*“WIESBADEN CARES ABOUT THE CHILDREN AND IT IS IMPORTANT TO GIVE THEM OPPORTUNITIES TO GO OUTSIDE AND BE PHYSICALLY ACTIVE, THANKS TO THE MANY LOCAL SPORTS CLUBS AND ORGANIZATIONS. TAKE BACK YOUR STREETS REFLECTS THIS PHILOSOPHY AND EMPHASIZES THE IMPORTANCE OF THE URBAN SETTING.”*

**Wiesbaden Lord Mayor**  
Sven Gerich



**HOW TO USE THIS GOOD PRACTICE IN YOUR CITY:**

Make schools and sport facilities open and available to all in the evening and on holidays, and keep them well-lit for people to play.

CITY / COUNTRY

**TAMPERE / FINLAND**

CITY POPULATION

227,832

EVENT NAME

Rantatunnelipäivä – Walking in the Tunnel

EVENT DESCRIPTION

The Take Back Your Streets- Take Back Your Future- event was held on Tampere Day in a newly built tunnel that was kept car-free to organize a walking event.

DATE

2 October, 2016

PLACE

City centre

EVENT OBJECTIVE

To take space that is used only by cars and make it available for pedestrians, cyclists etc. To promote physical activity in the city atmosphere.

TARGET GROUP

Everyone

TOTAL NO. OF PARTICIPANTS

50,000

WEBSITE

[www.rantatunnelipaiva.fi](http://www.rantatunnelipaiva.fi), <http://www.tampere.fi/en/index.html>

CONTACT PERSON AND DETAILS

Johanna Riippi  
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+358408062736





**Mayor of Tampere**  
Anna-Kaisa Ikonen

*"TAMPERE IS A CITY SURROUNDED WITH LAKES AND PARKS. WE ENCOURAGE OUR CITIZENS TO USE OUR PATHS, PARKS AND OTHER PUBLIC SPACES FOR PHYSICAL ACTIVITY. TAKE BACK OUR STREETS... TAKE BACK OUR FUTURE IS ONE WAY TO MAKE THIS HAPPEN!"*



**HOW TO USE THIS GOOD PRACTICE IN YOUR CITY:**

Organize a closed-streets day in a tunnel, an avenue or a section of highway to promote physical activity and sustainability, encouraging the use of active means of transport within the city.

CITY / COUNTRY

**LJUBLJANA / SLOVENIA**

FLAGSHIP

CITY POPULATION

279,756

EVENT NAME

March along the barbed wire

EVENT DESCRIPTION

A 35km-long walk in memory of a fence erected by the occupiers during WWII, the event is organized over several days as Ljubljana celebrates the Day of Peace. On the last days participants have to walk or run their distance of choice (up to 35km) in teams of three, promoting the values of friendship and helping each other.

DATE

May 2016 – Every year in May since 1957

PLACE

A 35km-path starting in front of the City Hall and crossing through the car-free city center towards the green outskirts.

EVENT OBJECTIVE

Encourage being active outdoors and training yearlong to complete the walk or run with your team, commemorate the history of Ljubljana and celebrate values of peace and friendship.

TARGET GROUP

Citizens of Ljubljana across age groups, from kindergarten children to seniors

TOTAL NO. OF PARTICIPANTS

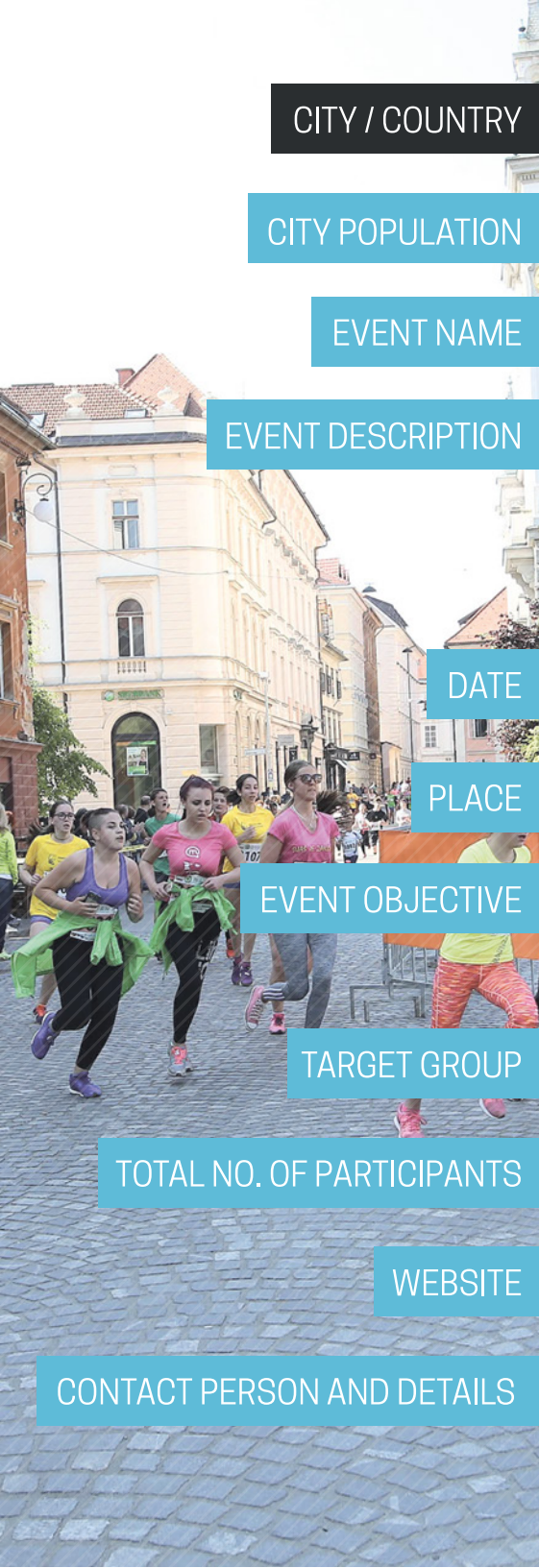
42,680 participants, including 24,000 children

WEBSITE

<http://www.pohod.si/>

CONTACT PERSON AND DETAILS

Olympic Committee of Slovenia  
[info@olympic.si](mailto:info@olympic.si)





**Vice Mayor of Ljubljana**  
Dejan Crnek

*„IT WAS A GREAT OPPORTUNITY AND CHALLENGE FOR LJUBLJANA TO PARTICIPATE IN TAFISA PROJECT “TAKE BACK YOUR STREETS – TAKE BACK YOUR FUTURE” AND JOIN A RISING FAMILY OF GLOBAL ACTIVE CITIES. BY ASSURING BETTER CONDITIONS FOR PHYSICAL ACTIVITY AND SPORT WE CAN SIGNIFICANTLY IMPROVE QUALITY OF LIFE OF OUR CITIZENS “*



**HOW TO USE THIS GOOD PRACTICE IN YOUR CITY:**

Build on a tradition or start one celebrating the city and its culture, to gather citizens in a regular event – for instance in the form of a friendly competition – and encourage them to enjoy the city together by being active.

CITY / COUNTRY

**RIESA / GERMANY**

FLAGSHIP

CITY POPULATION

30,000

EVENT NAME

Riesa is dancing

EVENT DESCRIPTION

“Riesa is dancing” starts as a stage performance by dancers from „Tanzstudio Live e.V.“ who then invite the audience to repeat their moves and participate, encouraging everyone to stand up and join the impromptu flash mob. It was organized as part of the annual city festival “Stadtfest Riesa”.

DATE

20 August 2016, every year (Stadtfest Riesa)

PLACE

Rathausplatz, Riesa

EVENT OBJECTIVE

Inviting the citizens to take pride for being part of a “sport city” and for the international reputation of Riesa in dancing events by encouraging them to be active and dance.

TARGET GROUP

Citizens of Riesa

TOTAL NO. OF PARTICIPANTS

400, including 70 % women (15-25-year-old)

WEBSITE

[www.sachsenarena.de](http://www.sachsenarena.de) ; [www.riesa.de](http://www.riesa.de)

CONTACT PERSON AND DETAILS

Stadtverwaltung Riesa / Manuela Langer  
[manuela.langer@stadt-riesa.de](mailto:manuela.langer@stadt-riesa.de)  
03525 700204

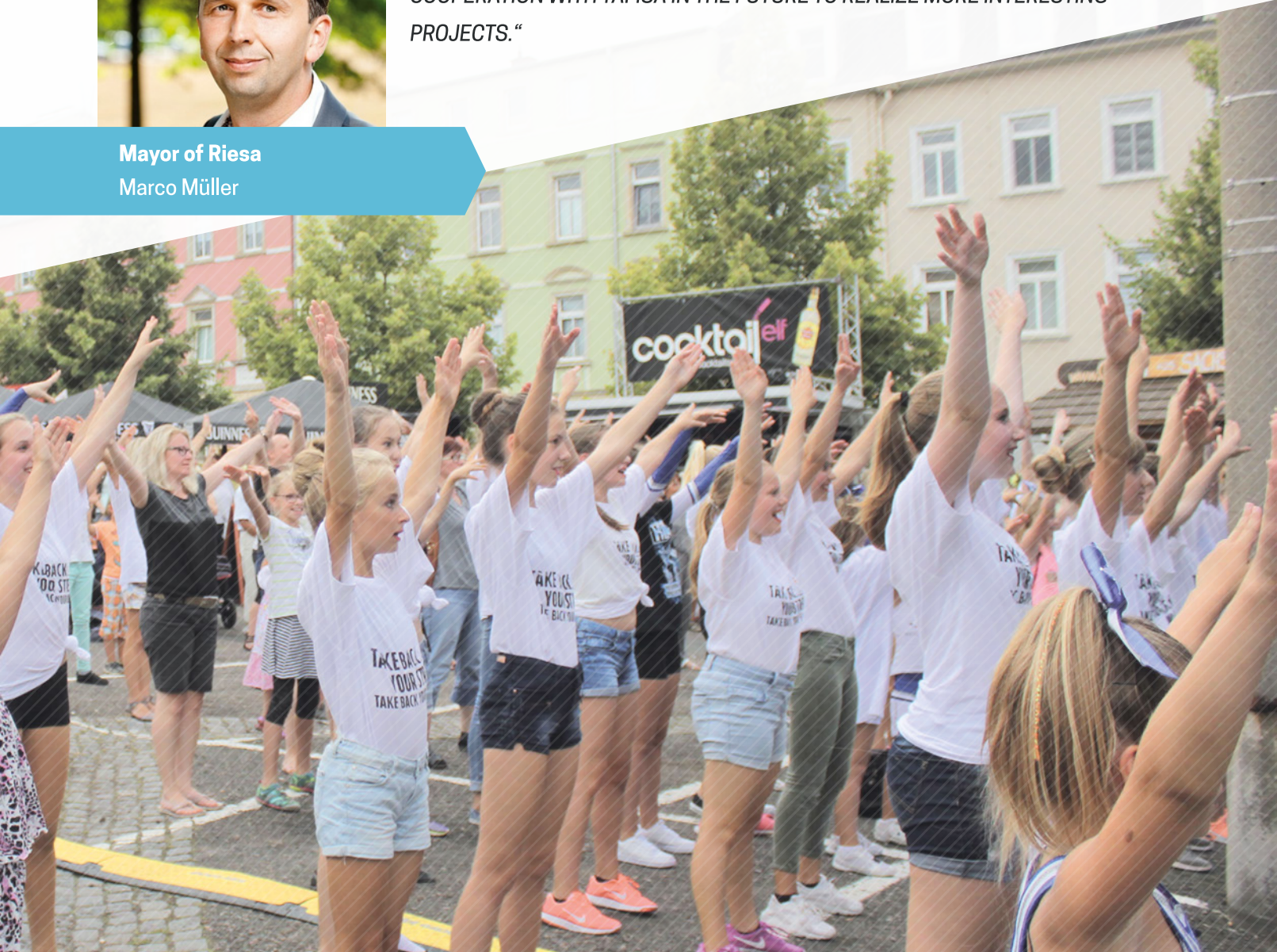






**Mayor of Riesa**  
Marco Müller

*“I’M GLAD THAT THE RIESAER SUPPORTED OUR FIRST JOINT PROJECT WITH THE ASSOCIATION IN A GREAT WAY. OF COURSE, WE WOULD LIKE TO INTENSIFY THE COOPERATION WITH TAFISA IN THE FUTURE TO REALIZE MORE INTERESTING PROJECTS.”*



**HOW TO USE THIS GOOD PRACTICE IN YOUR CITY:**

Impromptu flash mobs or Zumba events can be organized as part of any event with a stage and an audience, all that is required is a good instructor to encourage the crowd to join in and dance together.

COUNTRY

**SERBIA**

POPULATION

7,164,000

EVENT NAME

TAFISA World Challenge Day

EVENT DESCRIPTION

While the Serbian capital of Belgrade welcomes the biggest number of events (runs, aerobic events, parades, tournaments, etc.) some 96 cities across Serbia also participate in the TAFISA World Challenge Day through various events.

DATE

Last Wednesday of May every year since 1994

PLACE

Kindergartens, schools, gyms, sport centres, public spaces, squares, parks, open gyms, etc.

EVENT OBJECTIVE

The goal is to encourage people to be active by attracting as many people that day through the one-day program aiming to reach at least fifteen minutes of physical activity. The objective is to promote sports and the use of recreational facilities for the everyday needs of all citizens, regardless of gender, age, social status, economic or other differences.

TARGET GROUP

Everyone

TOTAL NO. OF PARTICIPANTS

452,203, among which 60% kids

WEBSITE

<http://www.sportforallserbia.org.rs/>

CONTACT PERSON AND DETAILS

Marina Ivanović  
asfaserbia@gmail.com  
+381 11 32 32 986





*“TAKE BACK YOUR STREETS IS THE BEST WAY TO PROMOTE PHYSICAL ACTIVITY IN DIFFERENT WAYS TO EACH CITIZEN”*

**Secretary General of ASFAS**  
Jezdimir Marsenić



**HOW TO USE THIS GOOD PRACTICE IN YOUR CITY:**

Talk and work together with local sports clubs and associations to raise a common voice and promote physical activity in the city. Joint events are a good way to raise awareness and bring physical activity to the people!

# TAKE BACK YOUR FUTURE WORKSHOPS

**TAFISA AND THE LIVERPOOL JOHN MOORE UNIVERSITY COOPERATE TO DELIVER TAKE BACK YOUR FUTURE WORKSHOPS**, AN ESSENTIAL FOUNDATION OF THE PROGRAM, TO TRAIN CIVIL SERVANTS AND LOCAL STAKEHOLDERS AT THE CITY LEVEL TO MAKE USE OF THE URBAN SETTING TO PROMOTE PHYSICAL ACTIVITY.



**MORE THAN A COURSE**, THE PROGRAM IS AN ACTIVE CITIES TRAINING WORKSHOP ON STRATEGY BUILDING, ENABLING THE PARTICIPANTS TO **ANALYSE THEIR SITUATION AND MAKE USE OF THEIR AVAILABLE RESOURCES TO FIGHT THE CRISIS OF PHYSICAL INACTIVITY** AND SPREAD THE BENEFITS OF AN ACTIVE LIFESTYLE TO THEIR COMMUNITIES AND CITIZENS.

**SZEGED, HUNGARY**



These Workshops were delivered in Flagship cities and countries and more Workshops are already scheduled for 2017.

## WARSAW, POLAND



## KARSIYAKA, TURKEY



# TAKE BACK YOUR FUTURE WORKSHOP PROGRAM

THE TAKE BACK YOUR FUTURE WORKSHOPS ARE SET AS INTERACTIVE SESSIONS INCLUDING ROUNDS OF QUESTIONS AND GROUP WORK. THEIR CROSS-SECTORAL APPROACH IS DESIGNED FOR CIVIL SERVANTS, SCHOOLS, HOSPITALS, SPORTS CLUBS, ASSOCIATIONS AND OTHER LOCAL STAKEHOLDERS. THE PROGRAM IS FLEXIBLE TO ADAPT TO THE NEEDS OF THE HOST CITY.

01. THE GLOBAL CHALLENGE
02. IMPORTANCE OF INSIGHT AND EVALUATION
03. THE ACTIVE CITY APPROACH (LIVERPOOL EXAMPLE)
04. ACTIVE CAMPUS (LIVERPOOL)
05. HOW TO GET THE MOST FROM AN EVENT
06. INSIGHT AND EVALUATION OF THE IMPACT OF AN EVENT
07. PAST EVENTS IN THE HOST CITY (HISTORY AND SUCCESSES)
08. FUTURE EVENT PLANS IN THE HOST CITY (IDEAS AND INSIGHT)
09. QUESTIONS AND GROUP WORK WITH FOCUS ON KEY QUESTIONS AND CONCERNS
10. PROBLEM-SOLVING: KEY ISSUES RAISED IN THE PREVIOUS SESSION, CHALLENGES AND SOLUTIONS
11. STRATEGY-BUILDING SESSION: THE HOST CITY'S VISION, PRIORITIES AND ACTION PLAN FOR THEIR EVENT AND COMMUNITY
12. ROUND-UP, REFLECTION, ACTION PLAN AND FINAL QUESTIONS

# HOW TO GET STARTED WITH **TAKE BACK YOUR STREETS**

- READ THIS WORKBOOK
- TALK WITH YOUR COLLEAGUES
- REVIEW EXISTING INITIATIVES IN YOUR CITY'S PUBLIC AND OPEN SPACES
- IDENTIFY PROGRAMS/EVENTS THAT CAN FIT IN TAKE BACK YOUR STREETS
- JOIN THE GLOBAL MOVEMENT: CONTACT THE TAFISA OFFICE AND REGISTER YOUR PROGRAMS/EVENTS ON [WWW.TAFISA.ORG](http://WWW.TAFISA.ORG)
- RECEIVE THE TBYS LABEL AND ADVERTISE #TAKEBACKYOURSTREETS IN COMMUNICATIONS AND SOCIAL MEDIA
- INFORM LOCAL STAKEHOLDERS (SCHOOLS, SPORTS CLUBS, ASSOCIATIONS, ETC.) ON HOW THEY CAN JOIN
- ORGANIZE A TAKE BACK YOUR FUTURE WORKSHOP IN YOUR CITY

ARE YOU INTERESTED IN PARTICIPATING IN TAKE BACK YOUR STREETS OR HOSTING A TAKE BACK YOUR FUTURE WORKSHOP IN YOUR CITY? **CONTACT US AT [INFO@TAFISA.ORG](mailto:INFO@TAFISA.ORG).**

Besides the Flagships, numerous other events and initiatives were registered as part of #TakeBackYourStreets, among which the following received the **Take Back Your Streets! Best Practice Award**.

## ÚJPEST, HUNGARY



### **Giant Sandbox, Sports and Community Programs - 10 June 2016 – 14 August 2016**

Every year throughout the Summer the Municipality of Újpest sets up a giant sandbox on the Szent István Square and organizes activities for children to meet together and have fun outdoors. In Winter the sandbox is replaced by a big rink for ice-skating.

## LARNACA, CYPRUS



The Cyprus Sport Organization organized a Beach Sports Festival on July 13, 2016, inviting children to participate in various sports activities for free.



TAFISA's traditional programs – the **WORLD CHALLENGE DAY** and **WORLD WALKING DAY** – are now part of **#TakeBackYourStreets** and saw millions from all over the globe participating in 2016.

## TAFISA WORLD CHALLENGE DAY IN GUIMARAES, PORTUGAL



Held the last Wednesday of May every year, the TAFISA World Challenge Day is a friendly competition encouraging communities all over the world to get as many people active for at least 15 minutes on one day to raise awareness on the benefits of physical activity.

## TAFISA WORLD WALKING DAY IN WARSAW, POLAND



The TAFISA World Walking Day is traditionally held in early October and sees millions walking together, but now also biking, skating or using active means of transport to promote being active in everyday life.

# LJUBLJANA

## CALL TO ACTION

The world today is challenged by the reduction of physical activity in daily life and growing levels of inactivity, often associated with an urban lifestyle. The latest projections estimate that

THE WORLD'S URBAN POPULATION WILL INCREASE  
BY AN ADDITIONAL 2.5 BILLION PEOPLE



dictating that the city setting has an increasingly important role to play in tackling inactivity and fostering sustainable participation in Sport for All and physical activity.

The goal of increasing participation in physical activity must focus on a range of settings, including travel, workplaces, leisure amenities, education establishments and the natural environment. Using the public and open spaces for Sport and Physical Activity in the daily lives of people has been the goal of the “**Take Back Your Streets... Take Back Your Future!**” program.

This **Call to Action** is addressed to all governments, organisations, educational and research institutions, city and public authorities and individuals who directly or indirectly influence opportunities for people in and around cities to be physically active, particularly for youth and generations to come. It aims to develop a culture of Active Cities for the betterment of all people, improving health and wellbeing, and fostering peace and a sense of community.

By working together to make the public and open spaces safe for all to be physically active, enabling and promoting the urban setting to welcome the citizens to walk, run, ride their bikes and use active means of transport, we can bring about a change in the habits and behaviour of the people.

We strongly believe that this is a part of the solution to **tackle the challenge of rising physical inactivity in today's world.**



# NOTES

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## IMPRESSUM

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# INTERESTED IN #TAKEBACKYOURSTREETS?

You can find more information on [www.tafisa.org](http://www.tafisa.org) or contact us at [info@tafisa.org](mailto:info@tafisa.org)!  
Joining is free and we will share resources to help you make use of the urban setting and promote physical activity.



WITH THE SUPPORT OF



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