

Nanjing Fitness for All and Go With YOG

Promoting the practice of sport within the city by leveraging the legacy of the 2014 Nanjing Youth Olympic Games

To enhance the long-term development of sport and physical activity in Nanjing.



Location	Nanjing, China
Organisation	Nanjing 2014 YOG Local Organising Committee
Start-end date	2010 - ongoing
Target group	All residents of the greater Nanjing area
Reach	3.2 million participants since launch
Partners	The Nanjing 2014 Local Organising Committee, Municipal and district level sports departments, The International Roller Sport Federation
Key facts	The programme has seen all 100 communities in and around the city develop specified sports and fitness facilities. The City has initiated 3,212 fitness-for-all projects, built 845 kilometers of paths and tracks for fitness use and created 5,393 training stations for public exercise. These facilities have been organised into “sports and fitness circles” which are never more than a 1km for residents of downtown Nanjing.



Summary

The Nanjing Fitness for All and Go With YOG programme integrates a huge array of programmes and investments in physical sporting infrastructure with the legacy of the 2014 Youth Olympic Games in order to promote active lifestyle amongst its citizens.

The programme builds and maintains extensive public sport facility installations across the entire city as well as adapting many of the venues used in 2014 for public use. It also employs the use of a huge number of coaches and technical staff responsible for the delivery of fitness-based initiatives to the attending public. The public is engaged to use these facilities through a number of activations linked to the 2014 Games. This has included specific initiatives linked to the Nanjing 2014 Sport Lab and the Nanjing Olympic Museum.

Keys to success

Combing hard and soft legacy

The programme focuses on activating the energy of Nanjing 2014 as well as adapting the venues used during the Games for public use. Many elements of the YOG Olympic Sports Park complex have been opened to the public and have been marketed as key cultural and leisure activity hubs. The Nanjing 2014 Sports Lab is open to the public free of charge which allows visitors to interact and experiment with new sports.

Strategic sport focus

Part of the broader strategy of promoting the practice of sport and healthy lifestyles within the City of Nanjing has been to partner with the International Federation of Roller Sports to in a long-term collaboration. The aim of this collaboration is to make Nanjing the “the Capital of Roller Sports”. This has been incorporated into many of the various initiatives and facilities developed as part of the programme. The City will also host a number of international roller sport events as well as house the first roller sport museum anywhere in the world. The idea behind this development is to promote roller sport across a number of fronts to make it a strong healthy lifestyle choice for the residents of Nanjing.

Continued interaction

Every day, residents can use the facilities in accordance with their own personal needs and abilities. What is more, the programme has a huge pool of over 22,000 public instructors who provide free fitness advice to residents on a daily basis. Each of these instructors is an expert in guiding participants in how to live a healthier, more active lifestyle. Regular fitness tests are offered for free to willing residents, each of which is followed up by the delivery of a fitness report and training advice.



Sport for All objectives

Promoting sport and physical activity

The fundamental goal of the programme is to get as many citizens of Nanjing active and engaging in physical activity as possible. This has been approached through a combination of investment in facilities, fitness initiatives that engage with these facilities and hosting sporting events that can inspire the public to become more involved in sport. All these factors combine to cultivate a culture of physically active living. Since the inception of the programme, organisers have seen a large increase in the number of active citizens.

Provide equal access to sport

One of the cornerstones of the programme is ensuring that there are few barriers in terms of cost or effort to residents engaging in sport and physical activity. Each of the 100 communities within the city have been equipped with free-to-use sports and fitness centres. These consist of two fitness rooms, a sport court area and a lane for running, cycling or roller sport. Each of these fitness centres are never more than a 1 kilometer walk for any downtown Nanjing resident. Access to all the programme venues is free of charge and all professional and technical staff provide their services for nothing.

Foster Olympic legacy

The programme harnesses many aspects of the Nanjing Olympics in order to increase its impact. The Nanjing Games served as a large and high profile platform from which to launch the programme while the physical infrastructure from the Games has also been adapted to needs of the Nanjing public in a sustainable and accessible fashion.

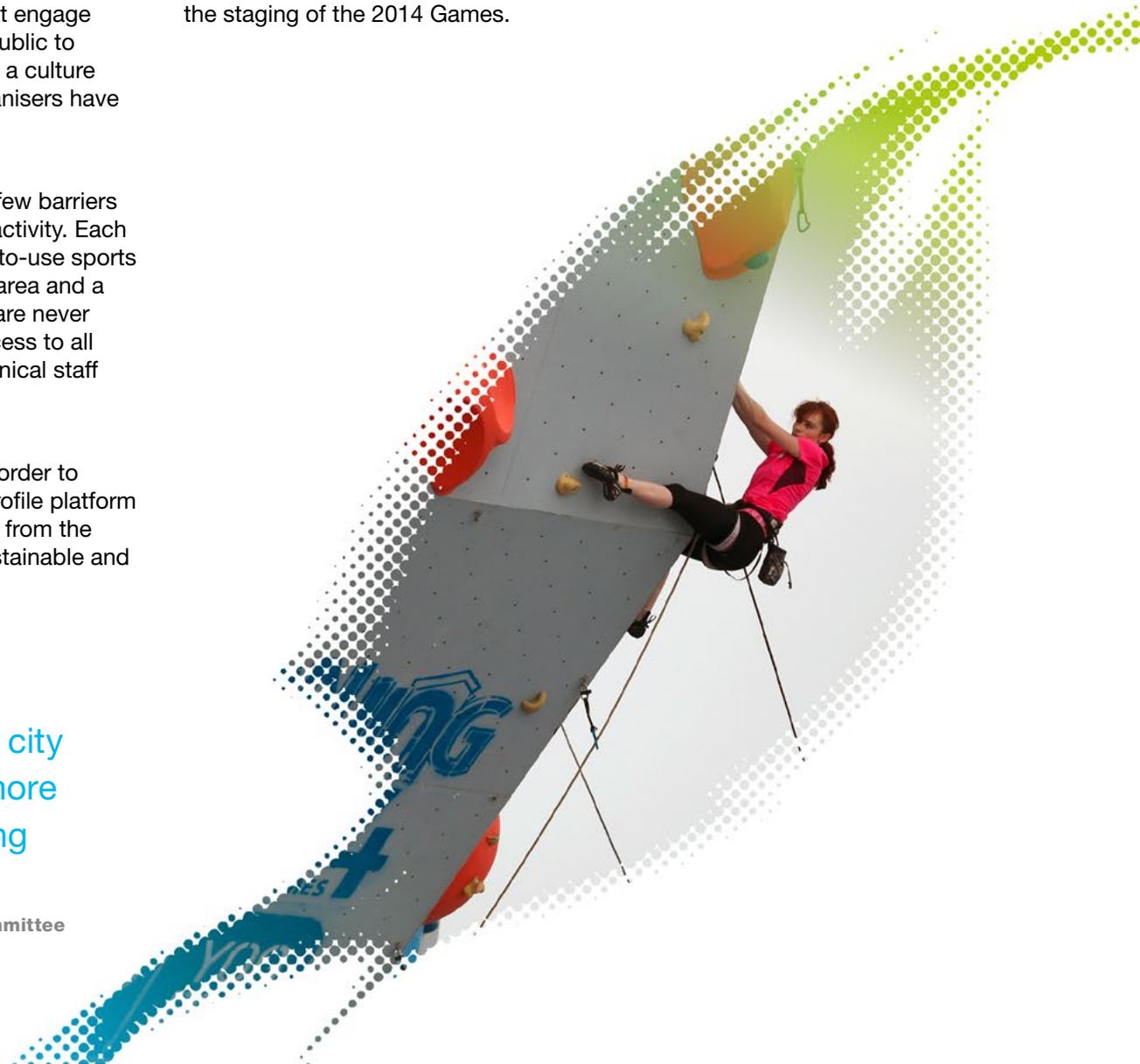
“The YOG had a significant influence on the lives of young people throughout the city of Nanjing and the surrounding region; more of them are now doing sport and adopting an active and healthy lifestyle.”

Thomas Bach – President of the International Olympic Committee

How is the programme communicated?

Sports departments of municipalities and districts promote initiatives through their links with public bodies and citizens.

Many of the programmes were also promoted before, during and after the staging of the 2014 Games.





Join the sporting society!

Globally, 1 in 4 adults is not active enough and more than 80% of the world's adolescent population is insufficiently physically active (World Health Organization). Let's reverse the trend and get moving.



Promote sport and physical activity

Recent changes in leisure and work practices, diet and a host of other trends has led to an increasingly sedentary lifestyle amongst the world's population. Sport for all programmes aim to promote sport and physical activity to mitigate the negative effects associated with these developments.



Improve public health and well-being

Sport and physical activity plays an important role in making societies healthier, happier and safer into the future. Successful sport for all projects help to stimulate these common benefits across entire communities.



Support active societies

Active societies involve many stakeholders such as parents, coaches, schools, local clubs, sports organisations, event organisers and grassroots activities, to name but a few. They can all be hugely influential in promoting healthier lifestyles within a community. Programmes that support and reinforce their efforts are vital for the encouragement and promotion of active societies around the world.



Provide equal access to sport

Every member within a community should have equal opportunity to live an active and healthy lifestyle. Effective grassroots programmes place a heavy emphasis on ensuring that all of their participants can enjoy this opportunity regardless of physical condition, race, gender, social conditions, geographical location or otherwise.



Foster Olympic legacy

The Olympic Games provide a source of inspiration and a vibrant expression of the Olympic values of excellence, friendship and respect. This unique power can energise communities to develop projects enabling and inspiring people to become and stay physically active into the future.

Become a key player in your community

A useful platform has been designed for organisations across the Olympic Movement that are managing Sport for All programmes, providing them with the knowledge, understanding and tools needed to improve existing programmes worldwide, as well as to create new ones.

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-  Sports and Active Society Programmes
-  A Guide to Implementation
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