

Report to the
International Olympic Committee
Sport for All Commission
on the
Content Analysis
of
World Sport for All Congress Declarations (1994 – 2008)

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Content Analysis

World Sport for All Congress Declarations 1994 - 2008

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Abbreviations used

GAISF	=	General Association of International Sports Federations, its membership consists of 104 International Sport Federations, Olympic and Non-Olympic. Renamed SportAccord in 2009.
IF	=	International Sport Federation(s), the international non-governmental organisations administering their respective sport at a world level and encompassing organisations administering sport at a national level.
IOC	=	International Olympic Committee, the supreme authority of the Olympic Movement. The IOC is an international nongovernmental non-profit organisation whose mission is to lead the Olympic Movement and the promotion of Olympism in accordance with the Olympic Charter.
LOC	=	Local Organising Committee.
NOC	=	National Olympic Committee, the IOC recognised organisations, which develop and protect the Olympic Movement in their respective countries in accordance with the Olympic Charter.
NGO	=	Non-governmental organisation.
SfA	=	Sport for All.
SportAccord	=	GAISF renamed SportAccord in 2009.
UN	=	United Nations.
UNESCO	=	United Nations Educational, Scientific, and Cultural Organisation.
WHO	=	World Health Organization.

1. Introduction

The International Olympic Committee Sport for All Commission assigned the *LIKES Research Center for Sport and Health Sciences* to conduct a content analysis of eight (8) World Sport for All Congress declarations published so far.

The declarations were put through detailed content analysis. During the first stage, the authorising process of the declarations was recognised. At the second stage, the themes, trends, and the moods of the declarations were studied. The third stage of the analysis was a closer look at the textual structure of the declarations. Finally, conclusions were drawn.

This content analysis of the declarations was done exclusively on the basis of the declaration texts. This Analysis Report answers the questions needed in order to further develop the direction and efficacy of the Sport for All movement. It also contributes to the preparation of the future World Sport for All Congress declarations.

The analysis was conducted in 2009-2010 at LIKES Research Center in Jyväskylä, Finland.

This report on the content analysis is extensive. The most central findings can be found under chapters *Headline Findings* and *Summary and Conclusions*.

2. Headline Findings

I Authorisation for giving the Congress declarations should be described better

This was not described in any of the papers. This may be self-evident and explained with the Congress background and the status of Sport for All within IOC. However, describing the authorisation for giving the declaration should be considered. The power behind the statement should be easy to identify for the reader. The latest four declarations were given in the name of the Congress, and this development may have given added value to the declarations.

II Sport for All and integration is an ascending aspect

Integration seems to be an ascending and important aspect in the whole area of Sport for All. Sport can contribute to the amicable resolution of pervasive political, racial, and religious confrontations in the world. Sport for All should be guaranteed to everyone regardless of age, sex, race, religion, ethnicity, socio-economic status, and physical or mental capability. Sport and recreation, including traditional games, are vital for the socio-cultural integration and equity, harmony, and cohesion, particularly among immigrants and people with disabilities.

III Sport for All and community and humanitarian development is highlighted

This relationship was referred to many times in the declarations. The most frequently highlighted areas were education, environment, disabled persons, economic consequences, and Sport for All policies. The topics found most frequently in the latest declarations indirectly reflect the most important sections on the Sport for All work at present. Those were disabled persons, developing countries, economic consequences, education, environment, school, and community unity.

IV Sport for All and health is an investment

The health aspect came up in every declaration discussed in this analysis. In short, sport provides the ideal answer to improving physical, mental, and social health. Public authorities must not consider Sport for All a cost, but an investment, as it provides significant individual and collective benefits to communities, and economic benefits to countries. Public health is a new social challenge that the sports community is facing. Lifestyle is a factor closely connected with health. The changes in lifestyle taking place around the world should be taken into account when developing and implementing sport and recreation policies.

V Congress themes should emerge more clearly in the declarations

At present, it is not easy to identify the various Congress declarations. A uniform naming practice should be introduced for the declarations.

VI Certain main themes and issues appear in the declarations

The connection between Sport for All and health was highlighted in every declaration.

Physical activity is a key element of health policy, and sport can provide the ideal answer to improving physical, mental, and social health.

Comprehensive multi-sector Sport for All and health policies and actions should be implemented at international, national, and community level and they also require the creation of supporting environment.

The need for partnerships was emphasised.

Financial, administrative, and policy support and incentives for Sport for All and lifelong physical education should be increased.

Sport is an important cultural factor in improving the quality of human life, and it is a human right, which the society is responsible for.

Sport for All and elite sport are complementary elements within the whole area of sport and physical activity.

VII Proper mission statements are rare

Proper mission statements could be found only in two of the eight declarations discussed in this analysis. In order to be effective and affect the situation, clear future indications and proposals should be given.

VIII Guidelines and recommendations are mainly directed to the public sector

The calls for actions to initiate and support comprehensive Sport for All policies were mainly directed to the public sector, including: 1) cooperation between the stakeholders, establishing and strengthening partnerships; 2) initiating and supporting comprehensive Sport for All policies; 3) establishing, expanding, and promoting physical activity programmes; 4) education through sport, culture, and environment; and 5) the development of accessible and low cost programmes to suit local needs and conditions. In the three latest declarations, there were also recommendations for the follow-up of the Congresses.

IX Consensus paper: WHO health policy

In the 1994 declaration the UN 1994 “International Year of Sport and the Olympic Ideal” was highlighted. It was stated in 2004 that the UN 2005 “International Year of Sport and Physical Education” would provide an opportunity to make a real difference and challenge the UN and its affiliated organisations to move to real action and to focus on the delivery of results.

In the three latest declarations, great expectations are loaded towards WHO when the Congresses expressed their support to the implementation of the WHO “Global Strategy on Diet, Physical Activity, and Health”.

X Target audiences are national governments and public authorities

There was a call on national governments and/or public authorities in all declarations apart from the first one.

XI Main policy changes and new directions implied in the declarations:

1994: A strong opening towards WHO (*IOC/WHO Joint Statement*).

1996: A very strong socio-political opening: “As an ideal which transcends group differences, sport can contribute to the amicable resolution of pervasive political, racial, and religious confrontations in the world.”

1998: The Congress recalled the crisis in physical education, which had declined dramatically as the primary base of Sport for All, thus presenting a global challenge. The Congress also bore in mind that Sport for All is a human right and that the society has collective responsibility to ensure that the quantity and quality of physical education are adequate for all children and youth.

2000: The Congress emphasised the urgent need for the development and implementation of comprehensive and multi-sector Sport for All policies and actions. Sport for All should not be considered a cost, but an investment.

2002: It was stated that the sports community was facing new social challenges such as public health, equity, tolerance, and environmental sustainability, which call for a sensible response from both Sport for All and elite sport.

2004: The importance of communities in the Sport for All work was emphasised. This declaration represented a new policy expressing strong criticism because of the lack of action since the 1998 Congress six years earlier.

2006: The declaration included a first very concrete call on action to develop or expand Sport for All campaigns, with a deadline. Another new kind of political opening was the encouragement to sports and other organisations to lobby and support governments and other organisations, particularly in developing countries, to develop campaigns.

2008: The Congress recognised the benefits of increasing levels of sports and physical activity from some unconventional socio-political angles, as the increased socio-cultural and social integration, and the benefits derived from the inherent spirit and values of sport and physical activity.

XII Target groups for the proposed actions are young people

There seems to be a tendency that the actions directed to children, adolescents, and youth, are becoming more and more important, as well as actions directed to schools and to community and society as a whole. In the communities, inclusive Sport for All programmes should be developed, targeting all population groups. This fits well with the idea of Sport for All as a human right and with the general development needs in communities and in the society. The requests for action were mainly directed to the governments and to the public sector authorities.

XIII Only weak plans to follow up and evaluate the proposed actions can be found

In general, the follow-up of the proposed actions is described weakly in the declarations discussed in this analysis. In the first five declarations, no plans to follow up and/or to evaluate the proposed actions were mentioned. The plan to follow up the Congress declaration should be included in every declaration and the proposed actions should be better measurable.

XIV Recommendations for further considerations

Finally, the authors of this content analysis report suggest the following questions to be further considered by the International Olympic Committee Sport for All Commission:

- i. For what different purposes are the Congresses going to be used in the future, in order to make an impact?
- ii. Which actions should be taken, in order to effectively achieve the goals?
- iii. Can these actions be supported by improving the declaration process and the declarations?
- iv. Is the Congress, as such, powerful enough to launch an effective declaration?
- v. Could the readability in the Congress declarations be improved, and could the main signals be expressed more clearly?

3. Sport for All at the International Olympic Committee

Sport for All Commission is one of more than twenty International Olympic Committee's Olympic Movement Commissions. Sport for All is one of the means which enable the goal of Olympism to be achieved. This is stated in the Olympic Charter (2007), Fundamental Principles of Olympism¹: *The goal of Olympism is to place sport at the service of the harmonious development of man, with a view to promoting a peaceful society concerned with the preservation of human dignity.*

It is also mentioned in the Fundamental Principles of Olympism that *the practice of sport is a human right*. The mission of the International Olympic Committee (IOC) is to promote Olympism throughout the world and to lead the Olympic Movement. One of IOC's roles is *to encourage and support the development of Sport for All*.²

3.1 Sport for All within the International Olympic Committee³

Created by IOC in 1983 in response to the growing public interest in sports practice and the development in the trend in health/fitness and physical activity, the most important aim of the Sport for All Commission is to encourage and support the efforts and developments disseminating the health and social benefits to be gained by all members of society through regular physical activity. This goal can be achieved through cooperation via International Sports Federations (IF's), National Olympic Committees (NOC's), and national sports organisations.

The Sports Department works with the Sport for All Commission and organises the Commission meeting once a year. This Commission is the expert consultative body on this subject. Its role is to establish guidelines for Sport for All (SfA) strategy. By following the guidelines and recommendations made at each Congress, the Commission must also ensure that all the means available are employed.

Sport: a human right for all individuals

SfA is a movement promoting the Olympic ideal that sport is a human right for all individuals regardless of race, social class, and sex. The movement encourages sports activities that can be exercised by people of all ages, both sexes, and different social and economic conditions.

Health and social benefits

The Commission, applying the Fundamental Principles and Rules of the Olympic Charter, will encourage and support the efforts and development of other organisations already involved in SfA, thereby further disseminating the health and social benefits to be gained by all members of society through regular physical activity. SfA helps to put the Olympic Movement's values into practice in terms of promoting health, education, and well-being through sports activities practised by all categories of the population without distinction. Sport is also a means to achieve development objectives in terms of both establishing policy and organising local sports events.

3.2 Facets of Sport for All within the International Olympic Committee⁴

There are various facets of Sport for All within IOC:

- The development of sports activities, with the Olympic Day Run, patronage of events organised by the NOC's and encouragement for the IF's to develop their sport through SfA activities.
- Sport for All and integration.
- Sport for All and community and humanitarian development.
- Sport for All and health.

¹ International Olympic Committee (2007): *Olympic Charter; Fundamental Principles of Olympism*.

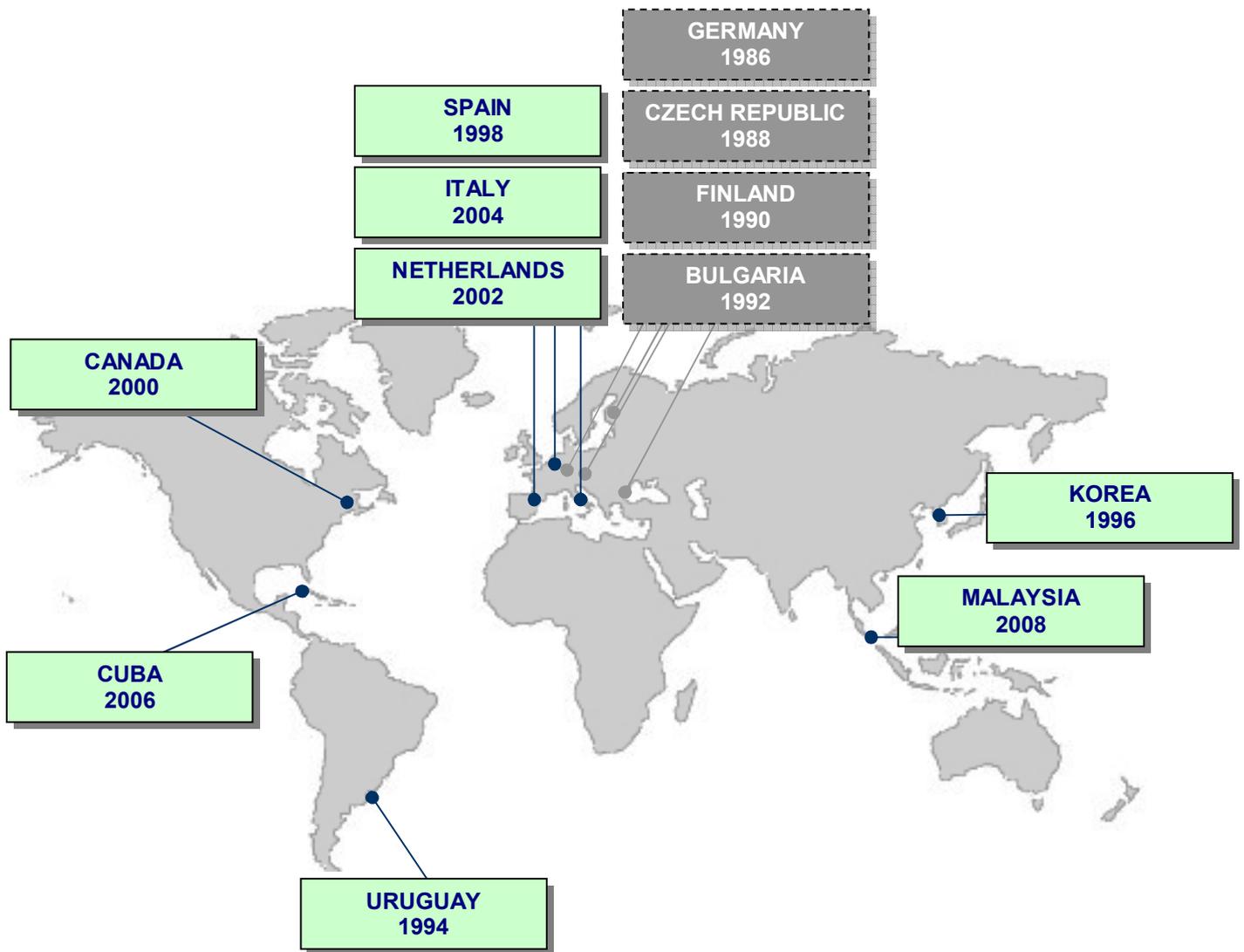
² International Olympic Committee (2007): *Olympic Charter; Mission and Role of the IOC*.

³ International Olympic Committee. www.olympic.org/en/content/The-IOC/Commissions/Sport-for-All

⁴ International Olympic Committee (2009): *Paper on Sport for All at the IOC*.

4. World Sport for All Congresses

4.1 Congress venues 1986-2008



4.2 Congress themes and participants 1986 - 2008

CONGRESS DECLARATION, THEME, VENUE, AND TIME		PARTICIPANTS	COUNTRIES
I 1986	N/A Fundamental Principles of Sport for All Frankfurt, Germany: 1986	N/A	N/A
II 1988	N/A World Solidarity in Favour of the Development of Sport for All Prague, Czech Republic: 1988	N/A	N/A
III 1990	N/A Sport for All by the Year 2000 Tampere, Finland: 1990	N/A	N/A
IV 1992	N/A Sport for All in Contemporary Society Varna, Bulgaria: 1992	N/A	N/A
V 1994	IOC/WHO JOINT STATEMENT Sport for All - Health for All Punta del Este, Uruguay: 10-13 March 1994	N/A	N/A
VI 1996	SEOUL DECLARATION Global Family and Sport in the 21st Century Seoul, Korea: 21-24 April 1996	N/A	N/A
VII 1998	BARCELONA DECLARATION 1998 Sport for All and the Global Educational Challenges Barcelona, Spain: 19-22 November 1998	N/A	N/A
VIII 2000	QUÉBEC DÉCLARATION Sport for All and Governmental Policies Quebec City, Canada: 18-21 May 2000	close to 700	104
IX 2002	DECLARATION Sport for All and Elite Sport: Rivals or Partners? Arnhem, Netherlands: 27-30 October 2002	close to 450	95
X 2004	DECLARATION Sport for All as a Tool for Education and Development Rome, Italy: 11-14 November 2004	approximately 1200	112
XI 2006	THE 2006 HAVANA SPORT FOR ALL DECLARATION Physical Activity: Benefits and Challenges Havana, Cuba: 31 October - 02 November 2006	1011	106
XII 2008	FINAL DECLARATION Sport for All – Sport for Life Genting Highlands, Malaysia: 3-6 November 2008	505	96
XIII 2010	N/A N/A Jyväskylä, Finland: 14-17 June 2010.	N/A	N/A

5. Research Methods and Analysis Strategy

Twelve (12) World Sport for All Congresses have been organised so far. The main documents of the Congresses are the Final Declarations, where the goals of the SfA movement and the methods to achieve them are formulated and communicated.

In order to begin to evaluate the importance and success of Sport for All Congresses, the declarations were put through detailed content analysis. The declarations are texts written in unique historical and political settings. They reflect the past and current ideological trends, discussions, and agendas in sport and SfA. In addition, the declarations have been tools in the process of creating new sports policies.

During the first stage of the analysis, the authoring process of the declarations was recognised. The declarations were read in order to determine how the Congresses have defined and described their role in the Olympic Movement and what methods have been used in order to clarify and strengthen the position of the Congresses. Several changes have emerged since the 1980's.

During the second stage, the themes, trends, and the moods of the declarations were studied. These vary according to what issues have been considered, or recognised as important or suitable, for the Congresses at different times. The selection of the themes also reflects the power structure behind the declarations.

The third stage of the analysis focused on the textual structure of the declarations. The declarations are to some extent consensus papers — descriptions of mutual understanding. They also have the features of guidelines, recommendations, or imperatives of varying degrees of binding. The target audiences of the text differ even within the declarations. Some parts are directed at governments, National Olympic Committees, other sports organisations, or participants of the Congresses. These differences describe the self-reflection and perception of what the authors of the text are aiming to do, who they suggest to use as agents in the mission, and what possibilities they realistically have in accomplishing the selected goals.

A simple statistical text analysis of the declaration texts was performed and the readability was measured with a Gunning fog index calculator.

This content analysis of the declarations was conducted at LIKES Research Center in Jyväskylä, Finland. This Analysis Report provides information in order to further develop the direction and efficacy of the Sport for All movement.

6. Authorisation and Justification for Giving the Declarations

6.1 Authorisation for giving the declarations

Authorisation means the power or right to give orders or make decisions. In other words, it is the process of giving someone permission to do something. Describing the authorisation can make the given formal public statements, as the World Sport for All Congress declarations, stronger.

The formal authorisation for giving the Congress declarations was not described in any of the papers. This may be self-evident and explained with the Congress background: 1) the World Sport for All Congress is one of the two activities linked to the development and promotion of SfA within IOC; and 2) the IOC Sport for All Commission has 25 years of activities and an established status under IOC.

6.1.1 Description of Congress patronage and participants

The first three declarations (declarations D94 ... D98) began directly with the statements, without any introductory preface chapter. Since 2000, a brief introduction has been included.

In this preface, the patronage and cooperation of the Congress is described. In every declaration, the World Health Organization (WHO), and the General Association of International Sports Federations (GAISF) were mentioned. Additionally, the United Nations Educational, Scientific and Cultural Organisation (UNESCO) was mentioned in D00 and D06, and the IOC Sport for All Commission in D06 and D08

The organising body for the Congress was mentioned in every declaration since 2002, but not before.

Furthermore, the number of participants and participating countries was given in this preface since the year 2000. A summary of the number of participants and participating countries in the Congresses 2000 – 2008 is presented in chapter 4.2.

6.1.2 Power behind the declarations

In public statements the power behind the statement should be easy to identify for the reader. This is an important element in addressing and justifying the launched statements, and in increasing the impetus to the implementation.

The first declaration in 1994 discussed in this analysis was an exception, being a joint statement. Since then, there was a clear tendency for defining the power behind the declarations: the first three of these declarations were given in the name of the participants, while the four latest declarations were given in the name of the Congress.

As mentioned above, the D94 was an exception because it was the only joint statement among these declarations, given in the name of IOC and WHO.

The next three declarations (D96 ... D00) were given strongly in the name of the Congress participants. In D96, the origin of the declaration was addressed very clearly at the beginning of each of the five partial statements given in this declaration: "We, ..." (the participants). In D98 and D00, wordings like "*The participants...*", "*We iterate...*", and "*...we call on...*" were used.

The latest four declarations were given with increasing force in the name of the actual Congress. D02 began with a description of what the participants had achieved during the Congress, and the power behind the declaration was only mentioned in the last paragraph: "*The congress agreed...*". The D04 was written in two different parts, firstly as a statement of consensus given in the name of the Congress participants, and secondly as additional statements given very clearly in the name of the Congress. The two latest declarations (D06 and D08) were given in the name of the respective Congress.

6.2 Justification for giving the declarations

In public statements, justification shows the adequate grounds for doing something. In other words, justification shows an action to be reasonable or necessary. In a declaration, justification means the process validating the statement with positive evidence.

6.2.1 General justification

In general, the justification for giving the declarations was not particularly clearly documented in the declarations. Instead, some indicative references gave justification for releasing the declarations.

In the *IOC/WHO Joint Statement (D94)* the UN *International Year of Sport and the Olympic Ideal (1994)* was mentioned, and IOC and WHO invited all their constituents to encourage and promote the practise of sport and physical exercise with a view to a healthier lifestyle.

The next declaration D96 gave no justification, whatsoever, for its release. It was written in a very strong declarative style, where all argumentation for authorisation and justification was missing. This is remarkable, because this declaration was dealing with large scale universal topics. The participants very briefly declared the role of sport in the 21st century to be an important cultural factor in improving the quality of human life. Furthermore, there was a statement of sport as an ideal, which can transcend group differences and contribute to the amicable resolution of pervasive political, racial, and religious confrontations in the world.

D98 gave a broad description of the worldwide development of SFA, the declining trend in physical education, SFA as a human right, and sport as a valuable educational tool.

In D00 the Congress theme, *Sport for All and Governmental Policies*, gave indirect justification for giving the declaration. It was mentioned, in the preface, that the participants addressed the important Congress theme and agreed on the resolution. The evidence presented at the Congress showed, that there was an urgent need for SFA policies and actions presented in the declaration. Similarly, the Congress theme, *Sport for All and the Elite Sport: Rivals or Partners?*, gave indirect justification for D02.

In the declaration D04, both the Congress theme, *Sport for All as a Tool for Education and development*, and references to previous Congresses (D08, D00, and D02) were used for justifying the declaration.

The 2006 Congress declared that, particularly for the sake of the youth of the world, it was time for urgent, real, and targeted multi-sector action.

In the latest Congress declaration (D08) there was no justification for giving the declaration as such. The declaration included a description of the global problems of decreasing physical activity and the increasing incidence of obesity, which gave strong indirect justification for releasing the declaration.

6.2.2 Justification for Sport for All

SFA is one of the means that enable the goal of Olympism to be achieved. This is stated in the Olympic Charter (2007), Fundamental Principles of Olympism⁵: *The goal of Olympism is to place sport at the service of the harmonious development of man, with a view to promoting a peaceful society concerned with the preservation of human dignity.* It is also mentioned in these Fundamental Principles of Olympism that *the practice of sport is a human right.*

The mission of IOC is to promote Olympism throughout the world and to lead the Olympic Movement. One of IOC's roles is *to encourage and support the development of Sport for All.*⁶

⁵ International Olympic Committee (2007): Olympic Charter; Fundamental Principles of Olympism.

⁶ International Olympic Committee (2007): Olympic Charter; Mission and Role of the IOC.

As it could be expected, SfA was mentioned in all declarations, which are discussed in this analysis. The justification for SfA was described very well in some of the documents while in some documents this aspect was not approached. This aspect in the documents is discussed below.

In D94 the existence of SfA was not directly justified, but the health aspect came out from the theme of the Congress: *Sport for All – Health for All*. There was also a strong statement that SfA and Health for All policies developed by IOC and WHO respectively, can only be effective if they are implemented at international, national, and community levels.

The 1996 declaration included a very strong universal statement, declaring the role of sport in the 21st century to be an important cultural factor in improving the quality of human life. Furthermore, it was stated that as an ideal which transcends group differences, sport can contribute to the amicable resolution of pervasive political, racial, and religious confrontations in the world. Finally, according to D96, sport can also provide the ideal answer to improving physical, mental, and social health. These statements were followed by a list of qualitative definitions, defining what SfA is, and how the participants believe SfA should be functioning.

Even D98 gave an excellent justification for SfA. The participants: 1) recognised that SfA is a recent and extensive world-wide development as it relates to health, culture, the economy, and particularly to education; 2) recalled that there is a crisis in physical education, which has declined dramatically as the primary base of SfA, thus presenting a global challenge; 3) bore in mind that SfA is a human right and that society has a collective responsibility to ensure that the quantity and quality of physical education are adequate for all children and youth; 4) took into consideration that sport is a valuable educational tool, which must be acquired in childhood through physical education, in order to help young people develop patterns of regular participation in lifelong physical activity; and 5) emphasised that children and youth must learn through physical education programmes the value of physical activity as a key component of physical, mental, emotional, and social well-being,

In D00 the Congress participants reiterated that SfA is an essential element for the wellbeing of individuals, communities, and societies.

Despite the theme of the 2002 Congress, *Sport for All and Elite Sport: Rivals or Partners?*, SfA was only mentioned in the declaration a few times and written in lower case.

In D04 SfA was discussed as a tool for education and development. The importance of SfA was highlighted. The participants urged governments and relevant public and private sector sport, health, education, and environment organisations to recognise that the need for SfA programmes, and the need for delivering real actions – particularly through partnerships – in, and for, communities across the world was greater than ever. There was a list of major considerations to take into account when developing and implementing sport and recreation policies, but there was no real justification for SfA.

Neither D06 nor D08 included any justification for SfA

6.2.3 Relationship between Sport for All and elite sport

Elite sport and its relationship to SfA was mentioned in four of the eight declarations (D96, D00, D02, and D08).

In D96 there was a short expression that SfA is no contradiction to elite sport. The positive relationship between SfA and elite sport was also discussed in D00 with a statement that SfA policies should be complementary to elite sport, with the support of sports organisations and elite athletes, who can significantly contribute to the promotion of SfA programmes and act as role models.

Elite sport was the partial theme of the 2002 Congress: *Sport for All and Elite Sport: Rivals or Partners?* The Congress studied the relationship between elite sport and SfA based on scientific evidence and practical experience presented in the sessions, with the aim of setting directions for future policies of the voluntary, governmental and private organisations involved in the promotion of sport and physical activity. The widely-accepted conventional wisdom that there is a positive synergy between SfA and elite sport was both supported and challenged by the evidence presented.

The main statements concerning SfA and elite sport in D02 were: 1) to use elite sport as encouragement to SfA, as SfA is a basis for elite sport; 2) to consider SfA and elite sport as a single entity, since both can benefit from each other; 3) for elite sport to remain a role model for innovation by creating new rules, training methods, practice, and products, which then can be implemented broadly; and 4) for SfA to be supported by elite sport, as elite sport relies on the support of SfA. The final statement about SfA and elite sport was that it is important to take action to secure the continuation of this partnership and prevent the possibility of SfA and elite sport becoming rivals. Moreover, SfA and elite sport are complementary elements within the whole area of sport and physical activity.

Finally, D08 underlined the importance of harnessing the impetus, encouragement, and role model assistance available through elite sport for community sport and physical activity.

6.2.4 Connections between Sport for All and community

Development of sports activities

Development of sports activities is one of the facets of SfA within IOC, with the Olympic Day Run, the patronage of events organised by the NOC's, and encouragement to the International (Sport) Federations (IF's) to develop their sport through SfA activities. In the World Sport for All Congress declarations 1994-2008 this facet was not directly visible. This could be explained by the fact, that the Congress agendas mainly cover SfA programmes and actions related to physical activity in general, and not so much to the development of sports activities.

Sport for All and integration

Sport for All and integration is another facet of SfA within IOC, and it was mentioned in four World Sport for All Congress declarations.

(1996) Global Family and Sport in the 21st Century

- As an ideal which transcends group differences, sport can contribute to the amicable resolution of pervasive political, racial, and religious confrontations in the world.
- SfA should be guaranteed to everyone regardless of age, sex, race, religion, ethnicity, socio-economic status, and physical or mental capability.
- SfA contributes to the integration of all people and prevents isolation and alienation

(2000) Sport for All and Governmental Policies

- Access to community participation programmes, education, facilities, and services should be non-discriminatory. There should be equality of encouragement and opportunity across gender, race, colour, and socioeconomic levels.

(2006) Physical Activity: Benefits and Challenges

- The Congress recognised that sport and recreation, including traditional games, are vital for socio-cultural integration and equity, harmony, and cohesion, particularly among immigrants and people with disabilities.

(2008) Sport for All – Sport for Life

- The Congress recognised the benefits of increasing levels of sports and physical activity, among them increased socio-cultural integration, equity, harmony, and unity in communities, particularly integration of ethnic groups, people with perceived disabilities, and immigrants.
- The Congress also recognised the benefits of increased social interaction, social inclusion and involvement skills, and the benefits derived from the inherent spirit and values of sport and physical activity.
- Further, the Congress reaffirmed that socio-economic factors, including poverty, are key factors in the incidence of obesity.
- Finally, the Congress highlighted the integral involvement of community clubs, sports clubs, and other community organisations.

Sport for All and community and humanitarian development

Sport for All and community and humanitarian development is the third facet of SfA within IOC.

As expected, there were many references to the community and humanitarian development in the declarations. The most frequently discussed topics in the declarations were categorized.

As shown in Table 1, the most frequently highlighted topics were:

- education,
- environment,
- people with disabilities,
- economic consequences, and
- SfA policies.

COMMUNITY DEVELOPMENT								
TOPIC	94	96	98	00	02	04	06	08
Economic consequences			✓	✓		✓	✓	✓
Education	✓	✓	✓	✓		✓	✓	✓
Environment	✓	✓	✓			✓	✓	✓
Sport for All Policies	✓			✓	✓	✓		✓
Socio-economic factors		✓		✓			✓	✓
School		✓				✓	✓	✓
Youth			✓				✓	✓
Elderly populations	✓			✓				
People with disabilities	✓			✓	✓	✓	✓	✓
Technology, communication				✓	✓		✓	✓
Urbanization				✓			✓	✓
HUMANITARIAN DEVELOPMENT								
TOPIC	94	96	98	00	02	04	06	08
Community unity						✓	✓	✓
Developing countries					✓	✓	✓	✓
Equality		✓		✓	✓			✓

TABLE 1. SPORT FOR ALL AND COMMUNITY; MAIN TOPICS DISCUSSED IN THE CONGRESS DECLARATIONS

The Table1 shows that topics found most frequently discussed in the latest declarations indirectly reflect the most important areas in the SfA work at present. These areas were:

- people with disabilities,
- developing countries,
- economic consequences,
- education, environment,
- school, and
- community unity.

The other frequently discussed topics were:

- socio-economic factors,
- equality,
- youth,
- technology and communication,
- urbanization, and
- elderly populations.

Table 2 shows a summary of the main topics and statements discussed in the declarations, related to SfA and community and humanitarian development. The statements in the declarations were classified in 1) "status" and 2) proposed "response/action" categories.

CHANGING COMMUNITY		
TOPIC	STATUS	RESPONSE / ACTION
Technology, communication	D06, D08: Variety of lifestyle factors, including the nature and use of technology, are contributing to declining levels of physical activity.	D02: Modern communication tools and networks between all forms of sport and with society at large. D08: To use modern technology to educate, inspire, and encourage the community, especially young people, and for training, instruction, organisation, and other support for sport and physical activity providers and professionals.
Urbanization	D00, D06: Increase in sedentary and unhealthy lifestyles, and lack of adequate physical activity.	
COMMUNITY CHALLENGES		
TOPIC	STATUS	RESPONSE / ACTION
Economic consequences	D98: SfA relates to economy. D00, D04: Economic costs/benefits related to physical activity. D06: Economic factors → obesity.	D08: When formulating policies, take into account the economic benefits of increased participation in sport and physical activity.
Education	All except D02: SfA relates to education (tool for education). D98: Crisis in physical education. D04, D06: Need for education and information programmes.	D96: Education and training programmes for the encouragement of qualified professionals to enhance the SfA movement. D98, D00, D06: Education → corrective actions to reverse declining trend and promote SfA.
Environment	D94: Need for creation of a supporting environment. D96: SfA should be an educational tool to preserve the environment. D02: Sport community faces the challenge of environmental sustainability. D04: Need for environmental policies and conditions.	C98, D04: Call for creating an environment where physical education is valued. D08: To develop, expand, or adapt environmental conditions.
Sport for All Policies	D94: Must be implemented at international, national, and community levels. D00: Urgent need for policies and actions, not a cost but an investment. D04: Need for policies for particular cultures and economies.	D00, D02: Call on public authorities/all stakeholders to initiate and support comprehensive SFA policies. D02: Policies and programmes aimed at lifetime. D04: To increase financial, administrative, and policy support. D08: Focus on sport and physical activity key as a element of health policy.
Socio-economic factors	D06, D08: Key factor in the incidence of obesity.	D96, D00: SfA opportunity to everyone regardless of socio-economic status.
School	D96: SfA encourages physical education in schools.	D04, D06, D08: To implement actions to reverse the declining trend, especially in schools.
Youth	D98: Society has a collective responsibility to ensure adequate physical education for all children and youth.	D06: Particularly for the sake of the youth of the world, it is time for urgent, real, and targeted multi-sector action in regard to physical activity. D06: Call for a community sport and recreation programme. D08: To develop, expand, or adapt school and youth-based programmes.
Elderly populations	D94: Creation of supportive and easily accessible environment.	D00: To place special emphasis on the needs of growing elderly populations.
People with disabilities	D94: Physical activity and sport: prevention of disease and disability. D02: Demand and supply of sports opportunities and services. D06, D08: Sport and recreation is vital for socio-cultural integration and equity, harmony, and cohesion.	D00: To place special emphasis on the needs of people with disabilities. D04, D08: Necessity to meet the particular needs of people with perceived disabilities.

TABLE 2. SPORT FOR ALL AND COMMUNITY AND HUMANITARIAN DEVELOPMENT; MAIN TOPICS DISCUSSED IN THE CONGRESS DECLARATIONS, STATUS AND RESPONSE (THE TABLE CONTINUES ON NEXT PAGE).

HUMANITARIAN DEVELOPMENT		
TOPIC	STATUS	RESPONSE / ACTION
Community unity	D04: Social benefits of community sport and recreation, including social cohesion and social skills, and increased sense of well-being.	D04: Opportunity to community sport and recreation. D06: To ensure the provision of community sport and recreation facilities. D08: To recognise the importance of community sport and physical activity. D08: Integral involvement of community clubs, sports clubs, and other community organisations.
Developing countries	D02: WHO initiative, global burden on non-communicable disease in both the developed and developing worlds. D04, D06, D08: Higher proportion of death by non-communicable diseases in developing countries D04: Lack of resources and opportunities in developing countries.	D06: Need for different solutions in developing countries. D06: Encourages the NOC's, the IF's, and other Olympic Movement organisations to lobby and support governments and other organisations, particularly in developing countries to develop campaigns.
Equality	D96: SfA should be guaranteed for everyone regardless of age, sex, race, religion, ethnicity, socio-economic status, and physical or mental capability. D00: SfA should target all population groups, and there should be equality of encouragement and opportunity across gender, race, colour, and socioeconomic levels.	D02: Call for action to guarantee equal access to sports programmes and services to all levels of society throughout the world. D08: Community-based, non-discriminatory, low-cost, accessible programmes; sports and physical activity facilities (including open space), and suitable neighbourhood and environmental conditions, for all ages and performance levels.

TABLE 2. (CONTINUES) SPORT FOR ALL AND COMMUNITY AND HUMANITARIAN DEVELOPMENT; MAIN TOPICS DISCUSSED IN THE CONGRESS DECLARATIONS, STATUS AND RESPONSE

Sport for All and health

Sport for All and health is the fourth facet of SfA within IOC. The connection between SfA and health came up in every declaration.

(1994) Sport for All - Health for All

IOC and WHO share the common objective of health promotion through sport and physical exercise in the physical, mental, and social well-being of all individuals.

- Policies can only be effective if they are implemented at international, national, and community levels, and they also require the creation of a supporting environment including facilities easily accessible to all individuals: children, adolescents and youth, adults, and the elderly of the entire world.
- IOC and WHO invite all their constituents to take appropriate measures to encourage and promote the practice of sport and physical exercise with a view to a healthier lifestyle.

(1996) Global Family and Sport in the 21st Century

Sport can provide the ideal answer to improving physical, mental, and social health. SfA is of prime importance for physical and mental health.

(1998) Sport for All and the Global Educational Challenges

SfA is a recent and extensive world-wide development as it relates to health, culture, the economy, and particularly to education.

(2000) Sport for All and Governmental Policies

Many factors, including electronic entertainment, motorized transport, lack of physical education programmes, and urbanization are contributing to an increase in sedentary and unhealthy lifestyles, which are a major cause of health problems and disease in the world.

- Public authorities must not consider SfA a cost, but an investment, as it provides significant individual and collective health and social benefits to communities, and economic benefits to countries.

- Sport, recreation, education, and health organisations should work closely together in implementing SfA programmes, with coordination and support from public authorities.

(2002) Sport for All and Elite Sport: Rivals or Partners?

The sports community is facing new social challenges such as public health, equity, tolerance, and environmental sustainability, which call for a sensible response from both SfA and elite sport. This is a new challenge, and at the same time, a tremendous opportunity for the sports movement as a whole, and SfA in particular.

- An active role in this area can contribute uniquely and importantly to the promotion of public health and at the same time strengthen the social credibility and accountability of sport.

(2004) Sport for All as a Tool for Education and Development

In the declaration, the following health-related factors were mentioned to be taken into account, when developing and implementing sport and recreation policies: the disease burden and health costs of physical inactivity: 1) the significant public health benefits of increased physical activity and lifelong physical education programmes and 2) the economic costs of poor public health and physical inactivity, including increased administration and infrastructure costs.

(2006) Physical Activity: Benefits and Challenges

In the declaration, the following health-related factors were mentioned: the health benefits of physical activity, financial cost of physical inactivity and its effects, and integration of SfA programmes.

- Particularly for the sake of the youth of the world, it is time for urgent, real, targeted multi-sector action – in health, education, and sport sectors - at all levels of society and government in regard to physical activity.
- The Congress called on governments and public authorities at all levels, in consultation with non-governmental organisations (NGO's) and other organisations, recognise that SfA actions are a good investment, significantly reducing public health costs and having major social benefits.
- The Congress called on Olympic Movement organisations to develop at least one major SfA campaign, concentrating (among other things) on physical education and promotion of healthy lifestyle in schools.

(2008) Sport for All – Sport for Life

The Congress recognised the benefits of increasing levels of sports and physical activity, including improved levels of health – mental and physical, and a reduction in the costs of health and welfare to governments and communities. The Congress called on governments and public authorities at all levels:

- To focus on the importance of sport and physical activity as a key element of health policy.
- When formulating policies, to take into account the public health and the social and economic benefits of increased participation in sport and physical activity.

Sport for All and lifestyle

Lifestyle is another factor very closely connected with health and it was discussed in some of the declarations:

(1994) Sport for All - Health for All

IOC and WHO are committed to fostering physical exercise and sport as an integral part of a lifestyle conducive to the protection and promotion of health and the prevention of disease and disability.

- IOC and WHO invite all their constituents to take appropriate measures to encourage and promote the practice of sport and physical exercise with a view to a healthier lifestyle.

(2000) Sport for All and Governmental Policies

Many factors, including electronic entertainment, motorized transport, lack of physical education programmes, and urbanization are contributing to an increase in sedentary and unhealthy lifestyles, which are a major cause of health problems and disease in the world.

(2004) Sport for All as a Tool for Education and Development

When developing and implementing sport and recreation policies, lifestyle changes taking place around the world should be taken into account.

(2006) Physical Activity: Benefits and Challenges

The Congress recognised that a variety of lifestyle factors, such as urbanization and changes in technology, transport, and the workplace are all contributing to the lack of adequate physical activity.

- The Congress called on organisations to develop or expand the physical education and promotion of healthy lifestyle in schools.

(2008) Sport for All – Sport for Life

D08: A variety of lifestyle factors, including eating habits, urbanisation, and changes in the nature and use of technology (especially “screen-based activities”), transport, and the workplace are all contributing to increased sedentary lifestyle and to declining levels of physical activity.

6.3 Olympism in the declarations

*Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example and respect for universal fundamental ethical principles.*⁷

6.3.1 Role of the International Olympic Committee

The role of IOC was not very clearly defined in the declarations. In most of them, IOC was only mentioned as a patron for the Congress.

Naturally, IOC had a strong role as one part for the *IOC/WHO Joint Statement D94*. In D96, IOC was only mentioned in the paragraph, where the Congress participants emphasised the need for cooperation between the various international SfA organisations and asked IOC to lead the SfA movement in cooperation with WHO, UNESCO, and GAISF.

In the remaining six declarations, the role of IOC came up as patron, and in some of them it was mentioned in the section where there was called for, or urged to, action.

6.3.2 Role of the International Olympic Committee Sport for All Commission

The *IOC Sport for All Commission* is one of the five IOC commissions involved in SfA activities. The others are *the International Relations Commission*, the *Women and Sport Commission*, the *Commission for Culture and Olympic Education*, and the *Olympic Solidarity Commission*. The Sports Department and the Sport for All Commission coordinate the World SfA Congresses. The coordination of the Congress and its content should be covered by IOC in collaboration with the Local Organising Committee (LOC), which is responsible for logistical and cultural aspects.

It is noteworthy that, in the declarations, the IOC Sport for All Commission was first mentioned only in 2006. In that declaration, the 11th World SfA Congress was described being organised under the patronage of IOC and the IOC SfA Commission. The SfA Commission was mentioned in a similar way in D08.

6.3.3 Role of the National Olympic Committees

The IOC Executive Board decides to which city the World SfA Congress is awarded. The organisation of the Congress is entrusted to the corresponding NOC, which can task the LOC with this organisation.

NOC's are important bodies involved in the area of SfA at a national level.

⁷ *International Olympic Committee (2007): Olympic Charter; Fundamental Principles of Olympism.*

6.3.4 Role of the Olympic Movement

*The Olympic Movement is the concerted, organized, universal and permanent action, carried out under the supreme authority of the IOC, of all individuals and entities who are inspired by the values of Olympism. It covers the five continents. It reaches its peak with the bringing together of the world's athletes at the great sports festival, the Olympic Games. Its symbol is five interlaced rings.*⁷

There was no mention of the Olympic Movement in the 1994-2000 declarations. However, the Olympic Ideal was mentioned in D94.

The Olympic Movement was first mentioned in D02 preface. There was a statement that the theme of the Congress, *Sport for all and elite sport: rivals or partners?*, continued to be of particular interest to sport organisations and to the Olympic Movement.

The declaration D04 highlighted the Olympic Movement, when the Congress recognised that the Olympic Movement, in acknowledging the importance of SfA actions, can play an important role in encouraging, supporting, and promoting sport and recreation programmes in the community.

Finally, the Olympic Movement was mentioned in D06. The Congress: 1) called on NOC's, International Federations, and other Olympic Movement organisations, to develop or expand at least one major SfA campaign each; 2) encouraged the NOC's, the IF's, and other Olympic Movement organisations to lobby and support governments and other organisations, particularly in developing countries to develop campaigns; and 3) asked NOC's, IF's, and other Olympic Movement organisations to create such campaigns by the next World SfA Congress in 2008.

In the latest declaration in 2008 the Olympic Movement was not mentioned.

6.4 Other organisations in the declarations

WHO is a strong body behind the declarations and it was one part in the *IOC/WHO Joint Statement D94*. In this declaration, the General Assembly of the United Nations (UN) was mentioned, having proclaimed 1994 as *International Year of Sport and the Olympic Ideal*.

WHO and GAISF were mentioned as cooperative partners in the D00 onwards while UNESCO was mentioned in the D00 and D06. WHO was also mentioned when the 2008 Congress gave full support to the implementation of the *WHO Global Strategy on Diet, Physical Activity and Health*, the *2008 Action Plan*, and the recommendations on prevention and control of non-communicable diseases.

7. Thematic Analysis of the Congress Declarations 1994 – 2008

7.1 Congress themes

7.1.1 Thematic titles in the Congresses

Every Congress had a thematic title. The themes covered a wide area of life. Education was the only theme included in the Congress theme twice. The Congress themes 1994-2008 were following:

- (1994) Sport for All - Health for All
- (1996) Global Family and Sport in the 21st Century
- (1998) Sport for All and the Global Educational Challenges
- (2000) Sport for All and Governmental Policies
- (2002) Sport for All and Elite Sport: Rivals or Partners?
- (2004) Sport for All as a Tool for Education and Development
- (2006) Physical Activity: Benefits and Challenges
- (2008) Sport for All – Sport for Life

Additionally, some Congresses named their declaration after the host city: D94 *IOC/WHO Joint Statement*; D96 *Seoul Declaration*; D98 *Barcelona Declaration 1998*; D00 *Québec Déclaration*; and D06 *The 2006 Havana Declaration*.

7.1.2 Emergence of the Congress themes from the declarations

In general, the various Congress themes were discussed sufficiently or well in the declarations, and from a number of different angles.

(1994) Sport for All - Health for All

In this short *IOC/WHO Joint Statement*, the core idea in the Congress theme was present. In words, however, it did not emerge strongly. It was mentioned only once: “*Sport for All and Health for All policies developed by the IOC and WHO respectively, ...*”. Some recommendations were given, and IOC and WHO invited all their constituents to take appropriate measures to encourage and promote the practice of sport and physical exercise with a view to a healthier lifestyle.

(1996) Global Family and Sport in the 21st Century

The theme did not emerge strongly. Indirectly, global family came up in expressions “human life” and “world”. The 21st century was mentioned only in the opening sentence. Furthermore, the declaration included a list of issues, how the participants believed SfA was or should be in the future.

(1998) Sport for All and the Global Educational Challenges

(2000) Sport for All and Governmental Policies

(2002) Sport for All and Elite Sport: Rivals or Partners?

(2004) Sport for All as a Tool for Education and Development

In these four declarations (1998 – 2004) the Congress theme emerged sufficiently or well from the declarations.

(2006) Physical Activity: Benefits and Challenges

The Congress theme did not emerge very clearly from the declaration. Except in the heading, the word “challenge” did not appear at all in the declaration though the physical activity challenges were listed as “tasks” in the declaration.

(2008) Sport for All – Sport for Life

The importance of lifelong physical activity was not directly mentioned, but the declaration discussed this issue indirectly from many different angles.

7.1.3 Main themes and issues in the declarations

Some key words are frequently repeated in the declarations discussed in this analysis. The connection between SfA and health came up in every declaration. Physical activity is a key element of health policy and sport can provide the ideal answer to improving physical, mental, and social health.

(1994) Sport for All - Health for All, IOC/WHO Joint Statement.

- IOC and WHO declared that they share the common objective of health promotion through sport and physical exercise in the physical, mental, and social well-being of all individuals.
- IOC and WHO declared their commitment to this work. The need for education and information programmes was emphasised.
- In order to be effective, SfA and Health for All policies should be implemented at international, national, and community levels. They also require the creation of supporting environment.
- IOC and WHO invited all their constituents to take appropriate measures.

(1996) Global Family and Sport in the 21st Century

- The Congress participants declared the role of sport in the 21st century to be an important cultural factor in improving the quality of human life.
- The participants stated, that as an ideal which transcends group differences, sport can contribute to the amicable resolution of political, racial, and religious confrontations in the world. Only following this socio-political aspect, it was mentioned that sport can also provide the ideal answer to improving physical, mental, and social health.
- The need for cooperation was emphasised. Governmental agencies were called upon to support the SfA development work.

(1998) Sport for All and the Global Educational Challenges

- The Congress participants expressed the foundation for SfA work: 1) SfA relates worldwide to health, culture, economy, and education; 2) there is a crisis in physical education (decline); 3) SfA is a human right which society is responsible for; 4) sport is a valuable educational tool; and 5) children and youth must learn the comprehensive value of physical activity through physical education programmes.
- The participants called upon public and private sector organisations to establish and strengthen partnerships (in support of physical education and to create an environment where it is valued).
- The participants urged all organisations involved in education to take action to reverse the declining trend and to promote physical education and SfA.
- The participants urged the SfA organisations and all other participants of the Congress to undertake concrete actions based on the declaration.

(2000) Sport for All and Governmental Policies

- The Congress participants agreed about urgent need for the development and implementation of comprehensive and multi-sector SfA policies and actions. The participants called on public authorities to act urgently to initiate and support these policies.
- Public authorities must not consider SfA as a cost, but an investment.
- SfA policies should be developed by public authorities, bringing together, and in collaboration with, all stakeholders in society.
- Access to the programmes, education, facilities, and services should be non-discriminatory and there should be an equality of encouragement and opportunity.

(2002) Sport for All and Elite Sport: Rivals or Partners?

- The Congress stated, in the Call for Action, that there is need for all stakeholders to take action, followed by a list of ten essential issues to focus on.
- The synergy between SfA and elite sport was discussed (which is noteworthy and exceptional in a declaration). In conclusion, it was stated that SfA and elite sport are complementary elements within the whole area of sport and physical activity, and it is important to prevent them becoming rivals.
- It was stated that the sports community is facing new social challenges such as public health, equity, tolerance, and environmental sustainability, which call for a sensible response from both sport and elite sport.
- It was highlighted that WHO initiative taking physical activity as an integral part of its agenda to combat the increasing global burden of non-communicable diseases in both developed and developing worlds, represents a new challenge and at the same time a tremendous opportunity for the sports movement as a whole, and SfA in particular.

(2004) Sport for All as a Tool for Education and Development

- The Congress participants urged public and private organisations (broadly) to recognise the need for SfA programmes and to deliver real actions.
- Furthermore, some major considerations should be taken into account, when developing and implementing sport and recreation policies. There was a list of considerations in the areas of health, social benefits, economic aspects, and environment.
- Financial, administrative, and policy support and incentives for SfA and lifelong physical education should be increased, in order to maximise the benefits to the population. This should include the social and economic development engendered by sport and recreation in the community.
- The Congress expressed its concern at the lack of action since the 1998 Congress and subsequent Congresses 2000 and 2002, particularly in regard to the promotion and development of SfA policies.
- The Congress recognised that the Olympic Movement, acknowledging the importance of SfA actions, can play an important role in SfA work.
- Finally, the Congress also stated that the UN 2005 International Year of Sport and Physical Activity challenges the UN and provides an opportunity to make a real difference.

(2006) Physical Activity: Benefits and Challenges

- The declaration began with a list of twelve facts and considerations related to physical activity and inactivity.
- The Congress declared that, particularly for the sake of the youth of the world, it is time for urgent, real, targeted multi-sector action – in health, education, and sport sectors - at all levels of society and government in regard to physical activity.
- The Congress called on governments and public authorities at all levels, in consultation with NGO's and other organisations, to development and promotion work, to action, and to recognise that such actions are a good investment.
- The Congress called on sport and other Olympic Movement organisations, working with education, health, and sport authorities, NGO's, and private sector organisations to action: to develop or expand at least one major SfA campaign each.
- The Congress encouraged the NOC's, the IF's, and other Olympic Movement organisations to lobby and support governments and other organisations, particularly in developing countries to develop campaigns.
- Finally, the Congress asked NOC's, IF's, and other Olympic Movement organisations to create such campaigns by the next World SfA Congress in 2008, with that Congress to hear, review, and build on the results of those efforts, in particular in regard to the youth of the world.

(2008) Sport for All – Sport for Life

- The Congress called on governments and public authorities at all levels: 1) to focus on the importance of sport and physical activity as a key element of health policy; 2) to take into account the public health, social, and economic benefits of increased participation in sport and physical activity when formulating policies; 3) to recognise the importance of community sport and physical activity; and 4) to consider SfA as an investment, not a cost and burden.

- Furthermore, the declaration included six considerations by the Congress: 1) a recognition of the benefits of increased physical activity; 2) full support to the implementation of WHO strategies, actions, and recommendations; 3) an affirmation of facts behind physical inactivity; 4) recommendations to sports organisations, together with government agencies for health, education, and sport, to develop, expand or adapt sport and physical activity and education programmes; 5) a proposal that the 2009 IOC Congress Commission considers the recommendations made at this World SfA Congress; and 6) a recommendation to include reports on progress in the development of community sport and physical education programmes, as well as follow-up actions from this World SfA Congress, in the next Congress agenda.

7.1.4 Connections between the themes and the political and historical situation

(1994) Sport for All - Health for All

- Obviously, there was a natural connection between this joint statement and the International Year of Sport and the Olympic Ideal (1994), which the General Assembly of the UN had proclaimed.
- In the declaration, SfA and Health for All policies, developed by IOC and WHO respectively, were mentioned. This referred to the fact that these organisations had already earlier worked in this area.

(1996) Global Family and Sport in the 21st Century

- The need for cooperation was emphasised, and WHO, UNESCO, and GAISF were named. This could be a follow-up from the preceding declaration, where WHO was one of the parts in the joint declaration. Two years previously there was the IOC/WHO Joint Statement, and 1996 there was the call for cooperation. Was this a sign that cooperation had not been working properly since 1994?
- This declaration was written in a strong socio-political tone. It could be questioned if there were some global political trends and/or development behind this.

(1998) Sport for All and the Global Educational Challenges

- There was a statement that *“there is a crisis in physical education, which has declined dramatically as the primary base of SfA, thus presenting a global challenge”*. There was no argumentation about this; and no evidence base was presented in the two preceding Congress declarations either.

(2000) Sport for All and Governmental Policies

- No mention.

(2002) Sport for All and Elite Sport: Rivals or Partners?

- The relationship between SfA and elite sport was discussed. This relationship may be in a state of change and imbalance, and the synergy between SfA and elite sport may be diminishing. Equal access to sports programmes should be guaranteed throughout the world.
- The critical evidence suggested that SfA and elite sport constitute two distinct domains which discrete aims and working procedures. At the end of the declaration there is, though, a strong statement about the partnership of SfA and elite sport; they are complementary elements within the whole area of sport and physical activity. Corrective actions are presented.
- One of the central themes in this declaration was the statement about new social challenges such as public health, equity, tolerance, and environmental sustainability, which call for a sensible response from both SfA and elite sport. Of particular importance the WHO initiative of that time was mentioned: taking physical activity as an integral part of its agenda to combat the increasing burden of non-communicable diseases, “in both the developed and developing worlds”. This initiative would represent, at the same time, a tremendous opportunity for the sports movement as a whole, and SfA in particular.

(2004) Sport for All as a Tool for Education and Development

- The Congress participants urged governments and relevant public and private sector sport, health, education, and environment organisations to recognise that the need for SfA programmes, and need to deliver real actions – particularly through partnerships – in, and for, communities across the world was greater than ever.
- There was a list of changes taking place around the world, in the areas of health, social benefits, economic aspects, and environment.
- The WHO Global Strategy on Diet, Physical Activity and Health by the World Health Assembly in 2004 and the WHO recommendation for Move for Health should be adopted by the member states.
- Further, the Congress strongly reaffirmed the Barcelona 1998 Declaration, calling upon all governments and voluntary organisations to actions. The Congress expressed its concern at the lack of action since the 1998 Congress in response to the Barcelona declaration, and since the subsequent congresses in 2000 and 2002, particularly in regard to the promotion and development of SfA policies.
- The Congress stated that the declaration by the UN of 2005 as the International Year of Sport and Physical Education provided an opportunity to all to make a real difference. This initiative challenged the UN and all affiliated organisations to move to real action and to focus on delivery of results.
- Finally, the Congress noted that the next World SfA Congress would review progress in the development of SfA policies and actions.

(2006) Physical Activity: Benefits and Challenges

- The Congress expressed its concern about the global situation. It declared that, particularly for the sake of the youth of the world, it was time for urgent, real, targeted multi-sector action – in health, education, and sport sectors - at all levels of society and government in regard to physical activity.
- The Congress called on governments and public authorities at all levels, in consultation with NGO's and other organisations, to action.
- In general, the declaration emphasised the urgent need for cooperation between organisations, and included proposals for action.
- Finally, the Congress asked NOC's, IF's and other Olympic Movement organisations to create such campaigns by the next World SfA Congress in 2008, with that Congress to hear, review, and build on the results of those efforts, in particular in regard to the youth of the world.

(2008) Sport for All – Sport for Life

- The Congress fully supported the implementation of the WHO Global Strategy on Diet, Physical Activity and Health, the 2008 Action Plan, and the recommendations on the prevention and control of non-communicable disease.
- The Congress proposed that the 2009 IOC Congress Commission considers the recommendations made at this World SfA Congress. In particular, the initiatives and research, which address the IOC 2009 Congress theme – Moving towards an active society – should be considered. This was one of the 2009 Olympic Congress themes (4.1).
- The Congress recommended that reports on progress in the development of community sport and physical education programmes, as well as follow-up actions from this Congress (particularly the adoption and adaptation of best practice models and case studies), should be included in the next Congress in 2010. This will *be one of the themes for the 2010 Congress (Plenary Session 1.)*.

7.2 Elements of the texts

7.2.1 General mood and formulation in the declarations

The D04 was written in declarative style and in very compact format. In this declaration, the commitment of IOC and WHO was very strongly present, but the invitation to appropriate measures did not emerge very strongly.

There was a very strong spirit written in the D96. The text was written in collectively shared format and the sentences began with “We...” (meaning the participants). The text formulation was extremely clear and precise.

The D98 got directly to the point. It was written as one long sentence, separated with commas and semi-colons (284 words). However, this did not make the text difficult to understand, thanks to some key words and expressions shown in bold text.

It is important that the declaration is finished properly. The D00 appeared to be “hanging”, without any proper final point. In this declaration, even the use of bold text appeared to be rather confusing, and the structure of the text was not well built. In general, the D00 may have been the least powerful and striking of the eight declarations discussed in this analysis.

The D02 included long explaining text parts. This made it somewhat blurry. Because of the analysing writing style, the major considerations neither did emerge properly, and it was not easy for the reader to find the concrete and most important issues.

In contrast to the preceding declaration, the D04 was concise and straight to the point. The main issues were presented promptly. This declaration differed from the others in that it was critical at the lack of action since earlier Congresses.

The structure in the D06 was strong and very logical. The weak point was the extensive use of bullets and bold text, which weakened the readability of the text. The good idea of emphasising some major issues in the text disappeared when it was used too much.

The D08 was the only declaration written in past tense (“*the Congress called on...*”, “*the Congress affirmed...*” etc.). This weakened the power of the statements. There was a very good summary of proposed approaches in the beginning (call on governments and public authorities at all levels). Even in this declaration, the list of bulleted items under sub-headings was too long.

7.2.2 Mission statements

There were proper mission statements only in two of the eight declarations discussed in this analysis:

(2002) Sport for All and Elite Sport: Rivals or Partners?

The declaration (named as *Call for Action*) began with a mission statement. “*There is a need for all stakeholders – organized sport, the public and private sectors, and society at large – to take action*”. This was followed by a list of ten specific areas of action.

(2006) Physical Activity: Benefits and Challenges

The Congress declared that, “*particularly for the sake of the youth of the world, it is time for urgent, real, targeted multi-sector action – in health, education, and sport sectors - at all levels of society and government in regard to physical activity*”. This was followed by proposed actions which should be taken on by the governments and public authorities at all levels, in consultation with NGO’s and other organisations, the sport organisations like the NOC’s, the IF’s, and other Olympic Movement organisations.

In the remaining six declarations there were no clear mission statements included in the text. Even in these declarations some parts in the text referred indirectly to missions which should be accomplished:

(1994) Sport for All - Health for All

- IOC and WHO shared the common objective of health promotion through sport and physical exercise in the physical, mental, and social well-being of all individuals.
- IOC and WHO were committed to fostering physical exercise and sport as an integral part of a lifestyle conducive to the protection and promotion of health, and the prevention of disease and disability, and they were also aware of the need for appropriate education and information programmes to avoid any possible negative effects that could result from sport and physical exercise.

(1996) Global Family and Sport in the 21st Century

- The Congress participants declared the role of sport in the 21st century to be an important cultural factor in improving the quality of human life, and the participants emphasised the need for cooperation between the various international SfA organisations and asked IOC to lead the SfA movement in cooperation with WHO, UNESCO, and GAISF.

(1998) Sport for All and the Global Educational Challenges

- The Congress participants recalled the crisis in physical education, which had declined dramatically as the primary base of SfA, thus presenting a global challenge.
- The Congress participants also bore in mind that SfA is a human right and that society has a collective responsibility to ensure that the quantity and quality of physical education are adequate for all children and youth.
- The Congress participants took into consideration that sport is a valuable educational tool which must be acquired in childhood through physical education, in order to help young people develop the patterns of regular participation in lifelong physical activity. The Congress participants also emphasised that children and youth must learn through physical education programmes the value of physical activity as a key component of physical, mental, emotional, and social well-being.

(2000) Sport for All and Governmental Policies

- The declarations began with a statement about an urgent need for the development and implementation of comprehensive and multi-sector SfA policies and actions, to improve life quality through increased physical activity and fitness.

(2004) Sport for All as a Tool for Education and Development

- The participants of the Congress urged governments and relevant public and private sector sport, health, education, and environment organisations: 1) to recognise that the need for SfA programmes, and to deliver real actions – particularly through partnerships – in, and for, communities across the world is now greater than ever; 2) to take into account a number of considerations when developing and implementing sport and recreation policies; and 3) to increase financial, administrative, and policy support and incentives for SfA and lifelong physical education in order to maximise the benefits to the population, including the social and economic development engendered by sport and recreation in the community.

(2008) Sport for All – Sport for Life

- The Congress called on governments to act urgently to counter the global problems of decreasing physical activity and the increasing incidence of obesity.

7.2.3 Guidelines and recommendations

In the following declarations, distinct guidelines and/or recommendations were found:

(1998) Sport for All and the Global Educational Challenges

- The Congress participants called upon governments, and namely upon the Ministries of Education, Health, Youth, and Sport, as well as voluntary organisations, and public and private sectors, to establish and to strengthen their partnerships in support of physical education and to create an environment where it is valued.

(2000) Sport for All and Governmental Policies

- The Congress participants called on public authorities to act urgently to initiate and support comprehensive SfA policies, to be implemented at regional and local levels to ensure maximum access to regular sport and recreation.
- Public authorities must not consider SfA a cost, but an investment, as it provides significant individual and collective health and social benefits to communities, and economic benefits to countries.
- There was also a list of four recommendations about how and by whom the SfA policies should be developed.
- Sport, recreation, education, and health organisations should work closely together in implementing SfA programmes, with coordination a support from public authorities.
- There was a list of four considerations that should form the basis of SfA policies.
- Finally, there was a statement that the access to community participation programmes, education, facilities, and services should be non-discriminatory and that there should be equality of encouragement and opportunity across gender, race, colour, and socioeconomic levels.

(2002) Sport for All and Elite Sport: Rivals or Partners?

- The declaration began with a list of ten guidelines concerning the need for all stakeholders to take action. The main areas are: 1) to establish and promote sports and physical activity policies and programmes aimed at the lifetime; 2) to guarantee equal access to them; 3) to provide specific services and programmes for diverse target groups; 4) to promote professional support; 5) to initiate quality policies and instruments to measure the efficacy; 6) to create modern communication tools; 7) to use elite sport as encouragement; and 8) to consider SfA and elite sport as a single entity where both can benefit from each other.
- The Congress agreed that all organisations involved should provide an offer of lifetime sport and physical activity that encourages every individual to be physically active and participate in sport at their own level of "need", from recreational to elite. This can be accomplished only in a coherent system of supply of sporting activities at all levels.
- SfA and elite sport are complementary elements within the whole area of sport and physical activity, and working together rather than separately is the best approach for the well-being of sport and communities.

(2006) Physical Activity: Benefits and Challenges

- The Congress called on governments and public authorities at all levels, in consultation with NGO's and other organisations, to:
 - Develop national physical activity guidelines and targets.
 - Ensure the provision of community sport and recreation facilities, including accessible, clean open space.
 - Actively promote the need for personal physical activity through commitment, support, and leadership, to increase participation in physical activity and SfA programmes.
 - Ensure increased provision of physical education.
 - Recognise that such actions are a good investment, significantly reducing public health costs and having major social benefits.

- Furthermore, and in particular, the Congress called on NOC's, IF's, and other Olympic Movement organisations, working with education, health and sport authorities, NGO's and private sector organisations, and taking into account local factors and considerations, to develop or expand at least one major SfA campaign each, taking into consideration local factors and needs, concentrating on the following:
 - A community sport and recreation programme, in particular through clubs.
 - Education and public awareness, including promotion at all levels of sport, including major events, of the benefits of physical activity.
 - Support for facilities and clean open spaces for the SfA.
 - Physical education and promotion of healthy lifestyle in schools.
 - Ensuring that such a campaign or programme is sustainable.
- The Congress encouraged NOC's, IF's, and other Olympic Movement organisations to lobby and support governments and other organisations, particularly in developing countries to develop campaigns.
- Finally, the Congress asked NOC's, IF's, and other Olympic Movement organisations to create such campaigns by the next World SfA Congress in 2008, with that Congress to hear, review, and build on the results of those efforts, in particular in regard to the youth of the world.

(2008) Sport for All – Sport for Life

- The Congress strongly recommended that NOC's, IF's, and other sports organisations, together with government agencies for health, education, and sport, develop, expand or adapt (to suit local needs and conditions) sport and physical activity and education programmes. There is a list of nine issues, for which the importance and benefits should be considered:
 - Education through sport, and on culture and environment.
 - Community-based, non-discriminatory, low-cost, accessible programmes; sport and physical activity facilities (including open space); and suitable neighbourhood and environmental conditions, for all ages and performance levels.
 - School and youth-based programmes, including after-school programmes.
 - The integral involvement of community clubs, sports clubs, and other community organisations.
 - Meeting the specific needs of people with perceived disabilities.
 - Using modern technology, including information technology, to educate, inspire, and encourage the community, especially young people, in regard to the values and benefits of sport; to motivate and encourage participation at all levels; and use modern technology for training, instruction, organisation and other support for sport and physical activity providers and professionals.
 - Expanding or establishing low and moderate level intensity sport and physical activity programmes, with low "threshold to start" criteria.
 - Maximum transfer of knowledge between organisations to facilitate widespread use and adoption of best practice models and case studies of sport and physical activity programmes.
 - Harnessing the impetus, encouragement, and role model assistance available through the elite sport for community sport and physical activity.
- The Congress proposed that the 2009 IOC Congress Commission considers the recommendations made at this World SfA Congress, in particular the initiatives and research which address the IOC 2009 Congress theme – *Moving towards an active society. This was one of the 2009 Olympic Congress themes (4.1).*
- The Congress recommended that reports on progress in the development of community sport and physical education programmes, as well as follow-up actions from this World SfA Congress (particularly the adoption and adaptation of best practice models and case studies), be included in the Congress in 2010. *This will be one of the themes for the 2010 Congress (Plenary Session 1.).*

In the following three declarations, some parts in the text could be seen as guidelines and/or recommendations:

(1994) Sport for All - Health for All

- SfA and Health for All policies, developed by IOC and WHO respectively, can only be effective if they are implemented at international, national, and community levels. They also require the creation of a supporting environment including facilities easily accessible to all individuals, children, adolescents and youth, adults, and the elderly of the entire world.

(1996) Global Family and Sport in the 21st Century

- The Congress participants emphasised the need for cooperation between the various international SfA organisations, and they ask IOC to lead the SfA movement in cooperation with WHO, UNESCO, and GAISF.
- The Congress participants called upon all governmental agencies to support the development of SfA facilities as well as education and training programmes for the encouragement of qualified professionals to enhance the SfA movement.

(2004) Sport for All as a Tool for Education and Development

- The Congress strongly called upon all governments and voluntary organisations to: 1) establish and strengthen partnerships in support of physical education; 2) create an environment where it is valued; and 3) implement actions to reverse the declining trend in physical education, especially in schools.

7.2.4 Consensus papers

(1994) Sport for All - Health for All

This whole *IOC/WHO Joint Statement* was entirely a consensus paper. IOC and WHO expressed their consensus and commitment throughout the declaration, and the opening sentence portrayed that: *“The International Olympic Committee and the World Health Organization share the common objective of health promotion through sport and physical exercise in the physical, mental, and social well-being of all individuals.”*

The UN 1994 *International Year of Sport and the Olympic Ideal* was highlighted, and IOC and WHO invited all their constituents to take appropriate measures to encourage and promote the practice of sport and physical exercise with a view to a healthier lifestyle.

(1996) Global Family and Sport in the 21st Century

The declaration was written in the name of the participants of the Congress. “We” was used repeatedly at the beginning of each sentence. The first sentence reflected the strong consensus: *“The Congress participants (“we”) declare the role of sport in the 21st century to be an important cultural factor in improving the quality of human life.”*

(1998) Sport for All and the Global Educational Challenges

This well formulated declaration was written in the name of the participants, beginning with *“The participants, ...”*.

This was followed by a definition of the angle from which the participants considered the situation:

- Recognising SfA as recent and extensive world-wide development and it relates to health, culture, the economy, and particularly to education.
- Recalling that there is a crisis in physical education, which has declined dramatically as the primary base of SfA, thus presenting a global challenge.
- Bearing in mind that SfA is a human right, and that society has collective responsibility to ensure that the quantity and quality of physical education are adequate for all children and youth.
- Taking into consideration that sport is a valuable educational tool which must be acquired in childhood through physical education, in order to help young people develop the patterns of regular participation in lifelong physical activity.
- Emphasising that children and the youth must learn through physical education programmes the value of physical activity as a key component of physical, mental, emotional, and social well-being.

(2000) Sport for All and Governmental Policies

Written in the name of the participants, this declaration (*Call for Action on Sport for All Policies*) was a strong consensus paper. The participants agreed on the resolution, and the core content in the declaration was expressed in the first sentence: *“Evidence presented at the congress clearly shows that there is an urgent need for the development and implementation of comprehensive and multi-sector SfA policies and actions, to improve the quality of life through increased physical activity and fitness.”*

Another important consensus issue, emerging strongly from the declaration, was the statement that public authorities must not consider SfA a cost, but an investment, as it provides significant individual and collective health and social benefits to communities, and economic benefits to countries.

(2002) Sport for All and Elite Sport: Rivals or Partners?

This declaration (*Call for Action*) was written in the name of the Congress. However, it was not until the last paragraph, beginning *“The Congress agreed...”* where this became known.

The formulation was very careful and this declaration was not very convincing. It was noteworthy that, during the Congress, the positive synergy between SfA and elite sport was both supported and challenged by the evidence presented. This may reflect a missing consensus around the most central question in the whole Congress. However, in the final paragraph some general conclusions were presented, but the consensus still remained to be weak.

(2004) Sport for All as a Tool for Education and Development

The first part of the declaration was written in the name of the participants of the Congress.

- The participants urged governments and relevant public and private sector sport, health, education, and environment organisations to recognise that the need for SfA programmes, and to deliver real actions – particularly through partnerships – in, and for, communities across the world is now greater than ever.
- Further, a number of major considerations were listed to take into account, when developing and implementing sport and recreation policies, including a demand for increasing financial, administrative, and policy support and incentives for SfA and lifelong physical education.

The last and very strong part of the declaration was written in the name of the Congress.

- This criticism began with a view to the past, when the Congress strongly reaffirmed the 1998 Congress declaration and expressed its concern at the lack of action since the 1998 Congress, particularly in regard to the promotion and development of SfA policies.
- Furthermore, the Congress recognised the important role of the Olympic movement in SfA work, and stated the opportunity to make a real difference during the UN *International Year of Sport and Physical Education* 2005.

(2006) Physical Activity: Benefits and Challenges

This strong declaration was written in the name of the Congress. In the beginning, the Congress recognised twelve facts and/or opinions, mostly connected with physical activity. Subsequently, the Congress declared that, particularly for the sake of the youth of the world, it was time for urgent, real, targeted multi-sector action – in health, education, and sport sectors – at all levels of society and government in regard to physical activity.

(2008) Sport for All – Sport for Life

The declaration was written in the name of the Congress. This was the only declaration written in past tense and this weakened the power of the statements. The Congress called on governments to act urgently to counter the global problems of decreasing physical activity and the increasing incidence of obesity, but no evidence base on this statement was presented.

7.2.5 References to preceding and future Congresses

Only a few references to the preceding or future Congresses or declarations were found. The only references were included in the three latest declarations:

- 2004: There was a reference to the 1998 Congress declaration, which was strongly affirmed. The critical reference was directed the lack of action since the 1998 Congress, and the subsequent Congresses in 2000 and 2002, particularly in regard to the promotion and development of SfA policies. Finally, the Congress noted that the next Congress will review progress in the development of SfA policies and actions.
- 2006: The Congress asked NOC's, IF's, and other Olympic Movement organisations to create such campaigns by the next World SfA Congress in 2008, with that Congress to hear, review, and build on the results of those efforts, in particular in regard to the youth of the world.
- 2008: The Congress recommended that reports on progress in the development of community sport and physical education programmes, as well as follow-up actions from the 2008 World SfA Congress (particularly the adoption and adaptation of best practice models and case studies), be included in the next Congress in 2010. *This will be one of the themes for the 2010 Congress (Plenary Session 1).*

7.2.6 Compliments

Only in two of the eight declarations, compliments to the Congress organisers were given:

- 1996: As the last words in the declaration, the participants were grateful to the Organizing Committee for their excellent preparations.
- 2006: In the preface to the declaration, the participants thanked the Cuban Olympic Committee and the Congress Organising Committee for their planning and operations.

7.3 Target audiences

7.3.1 Participants of the Congresses

The participants of the respective Congress were mentioned as a target audience for the declaration only in one declaration. This was in 1998, in the last sentence of the declaration: *"Urge the IOC, the UNESCO, the WHO, the GAISF, the international Sport for All organizations, and all other participants in the 7th World SfA Congress to undertake concrete actions based on this declaration."*

7.3.2 The Olympic Movement and the sports movement

The Olympic Movement and/or the sports movement were mentioned directly or indirectly as target audiences in all declarations but one (D00). The Olympic Movement was only mentioned in three declarations (D02, D04, and D06).

(1994) Sport for All - Health for All

IOC and WHO invited all their constituents to take appropriate measures to encourage and promote the practice of sport and physical exercise with a view to a healthier lifestyle.

(1996) Global Family and Sport in the 21st Century

The participants emphasised the need for cooperation between the various international SfA organisations and asked the International Olympic Committee to lead the SfA movement in cooperation with WHO, UNESCO, and GAISF.

(1998) Sport for All and the Global Educational Challenges

The participants urged IOC, UNESCO, WHO, GAISF, the international SfA organisations, and all other participants in the Congress to undertake concrete actions based on this declaration.

(2000) Sport for All and Governmental Policies

No mention.

(2002) Sport for All and Elite Sport: Rivals or Partners?

The Olympic Movement was mentioned in the preface:

- The theme of the Congress, *Sport for All and Elite Sport: Rivals or Partners?*, continues to be of particular interest to sport organisations and to the Olympic Movement.

In the preface there was a broad definition of indirectly targeted sports organisations:

- The Congress studied the relationship between elite sport and SFA based on the scientific evidence and practical experience presented in the sessions, with the aim of setting directions for the future policies of the voluntary, governmental, and private organisations involved in the promotion of sport and physical activity.

Later, the wide concept of “sports community” was used:

- In addition to these intra-sport developments, the sports community is facing new social challenges such as public health, equity, tolerance, and environmental sustainability, which call for a sensible response from both SFA and elite sport.

(2004) Sport for All as a Tool for Education and Development

The Olympic Movement was mentioned, but not as a target audience for the declaration:

- The Congress also recognised that the Olympic Movement, in acknowledging the importance of SFA actions, can play an important role in encouraging, supporting, and promoting sport and recreation programmes in the community.

(2006) Physical Activity: Benefits and Challenges

In this declaration, the Olympic Movement and the sports movement were mentioned three times:

- There was a call from the Congress on the NOC's, the IF's, and other Olympic Movement organisations, working with education, health and sport authorities, NGO's and private sector organisations, and taking into account local factors and considerations, to develop or expand at least one major SFA campaign each, taking into consideration local factors and needs.
- The Congress encouraged NOC's, IF's, and other Olympic Movement organisations to lobby and support governments and other organisations, particularly in developing countries to develop campaigns.
- The Congress asked NOC's, IF's, and other Olympic Movement organisations to create such campaigns by the next World SFA Congress in 2008, with that Congress to hear, review, and build on the results of those efforts, in particular in regard to the youth of the world.

(2008) Sport for All – Sport for Life

- The Congress strongly recommended that NOC's, the IF's, and other sports organisations, together with government agencies for health, education, and sport, develop, expand, or adapt (to suit local needs and conditions) sport and physical activity and education programmes, and consider the importance and benefits of a number of issues.
- The Congress also proposed that the 2009 IOC Congress Commission considers the recommendations made at this World SFA Congress, in particular the initiatives and research, which address the IOC 2009 Congress theme – *Moving towards an active society*.
- Finally, the Congress recommended that reports on progress in the development of community sport and physical education programmes, as well as follow-up actions from this World SFA Congress (particularly the adoption and adaptation of best practice models and case studies), should be included in the agenda of the next Congress in 2010.

7.3.3 National governments

(1994) Sport for All - Health for All

No mention.

(1996) Global Family and Sport in the 21st Century

The participants called upon all governmental agencies to support the development of SfA facilities as well as education and training programmes for the encouragement of qualified professionals to enhance the SfA movement.

(1998) Sport for All and the Global Educational Challenges

The participants called upon governments, and namely upon the Ministries of Education, Health, Youth, and Sport, as well as voluntary organisations, and public and private sectors, to establish and to strengthen their partnerships in support of physical education and to create an environment where it is valued.

The participants also urged all governments, and all inter- and non-governmental organisations involved in education to take corrective action to reverse the declining trend in physical education and to promote physical education and SfA.

(2000) Sport for All and Governmental Policies

The whole declaration was, according to its theme, directed to public authorities. The participants called on public authorities to act urgently to initiate and support comprehensive SfA policies to be implemented at regional and local levels to ensure maximum access to regular sport and recreation.

(2002) Sport for All and Elite Sport: Rivals or Partners?

The Congress studied the relationship between elite sport and SfA based on scientific evidence and practical experience presented in the sessions, with the aim of setting directions for future policies of the voluntary, governmental, and private organisations involved in the promotion of sport and physical activity.

In the *Call for Action*, it was mentioned that there is a need for all stakeholders – organised sport, public and private sectors, and society at large – to take action.

(2004) Sport for All as a Tool for Education and Development

The participants urged governments and relevant public and private sector sport, health, education, and environment organisations to recognise that the need for SfA programmes, and to deliver real actions – particularly through partnerships – in, and for, communities across the world is now greater than ever. Further, this Congress strongly reaffirmed the 1998 declaration, calling upon all governments and voluntary organisations.

(2006) Physical Activity: Benefits and Challenges

There was a strong call on governments and public authorities at all levels, in consultation with NGO's and other organisations, to:

- Develop national physical activity guidelines and targets.
- Ensure the provision of community sport and recreation facilities, including accessible, clean open space.
- Actively promote the need for personal physical activity through commitment, support, and leadership, to increase participation in physical activity and SfA programmes.
- Ensure increased provision of physical education.
- Recognise that such actions are a good investment, significantly reducing public health costs and having major social benefits.

(2008) Sport for All – Sport for Life

In the opening sentence, the Congress called on governments to act urgently to counter the global problems of decreasing physical activity and the increasing incidence of obesity.

7.3.4 Other relevant actors

(1994) Sport for All - Health for All

IOC and WHO invited all their constituents to take appropriate measures to encourage and promote the practice of sport and physical exercise with a view to a healthier lifestyle.

(1996) Global Family and Sport in the 21st Century

It is interesting that WHO was mentioned, because it was one of the organisations behind the previous declaration. The participants emphasised the need for cooperation between the various international SfA organisations and asked IOC to lead the SfA movement in cooperation with WHO, UNESCO, and GAISF.

(1998) Sport for All and the Global Educational Challenges

Other relevant actors were named as target audience for the declaration in following paragraphs:

- The participants called upon, among others, voluntary organisations, and public and private sectors, to establish and to strengthen their partnerships in support of physical education and to create an environment where it is valued.
- The participants urged all governments, and all inter- and non-governmental organisations involved in education to take corrective action to reverse the declining trend in physical education and to promote physical education and SfA.
- The participants urged, among others, UNESCO, WHO, GAISF, the international SfA organisations, and all other participants in the Congress to undertake concrete actions based on this declaration.

(2000) Sport for All and Governmental Policies

Other relevant actors were only mentioned as target audience where SfA policies were described: SfA policies should be developed by public authorities, bringing together, and in collaboration with, all stakeholders in society, and sport, recreation, education, and health organisations should work closely together in implementing SfA programmes, with coordination and support from public authorities.

(2002) Sport for All and Elite Sport: Rivals or Partners?

In the preface, it was explained that the aim of the Congress was setting directions for future policies of the voluntary, governmental, and private organisations involved in the promotion of sport and physical activity. WHO is mentioned: taking physical activity as an integral part of its agenda to combat the increasing global burden of non-communicable diseases, in both the developed and developing worlds. It represents a new challenge, and at the same time, a tremendous opportunity to the sports movement as a whole, and SfA in particular. The Congress agreed that all organisations involved should provide an offer of lifetime sport and physical activity that encourages every individual to be physically active and participate in sport at their own level of "need", from recreational to elite.

(2004) Sport for All as a Tool for Education and Development

The participants urged governments and relevant public and private sector sport, health, education, and environment organisations to take action. The declaration highlighted that the UN 2005 *International Year of Sport and Physical Education* provided an opportunity to all to make a real difference. This initiative challenged the UN and all affiliated organisations to move to real action and to focus on delivery of results.

(2006) Physical Activity: Benefits and Challenges

Other relevant actors were the target audience for the declaration in two calls:

- The Congress called on governments and public authorities at all levels, in consultation with NGO's and other organisations, to take action.
- The Congress called on NOC's, IFs, and other Olympic Movement organisations, working with education, health and sport authorities, NGO's and private sector organisations, and taking into account local factors and considerations, to take action.

(2008) Sport for All – Sport for Life

The Congress fully supported the implementation of the *WHO Global Strategy on Diet, Physical Activity and Health*, the *2008 Action Plan* and the recommendations on prevention and control of non-communicable disease.

7.4 Aims and intentions

7.4.1 Policy changes and new directions implied in the declarations

(1994) Sport for All - Health for All

- IOC/WHO Joint Statement.
- Broad approach.
- All IOC/WHO constituents were invited to take appropriate measures.
- The strong involvement of the partner: the UN 1994 *International Year of Sport and the Olympic Ideal*.

(1996) Global Family and Sport in the 21st Century

- Declaration was written with a view of one century ahead.
- There was a very ambitious statement about sport: "As an ideal which transcends group differences, sport can contribute to the amicable resolution of pervasive political, racial, and religious confrontations in the world."
- Equality was mentioned.
- IOC was asked to lead the SfA movement in cooperation with WHO, UNESCO, and GAISF.

(1998) Sport for All and the Global Educational Challenges

- Crisis in physical education.
- SfA is a human right and the society has a collective responsibility to ensure that the quantity and quality of physical education are adequate for all children and youth.

(2000) Sport for All and Governmental Policies

- Urgent need for the development and implementation of comprehensive and multi-sector SfA policies and actions, to improve the quality of life through increased physical activity and fitness.
- SfA must not be considered a cost, but an investment, with significant individual and collective health and social benefits to communities, and economic benefits to countries.
- Special emphasis on the needs of growing elderly populations, minorities, and people with disabilities.

(2002) Sport for All and Elite Sport: Rivals or Partners?

- The relationship between elite sport and SfA was discussed.
- The sports community is facing new social challenges such as public health, equity, tolerance, and environmental sustainability. This challenge is at the same time a tremendous opportunity.
- Developed and developing worlds were mentioned.

(2004) Sport for All as a Tool for Education and Development

- The importance of communities in the SfA work was highlighted.
- In the last part of the declaration there slightly critical tone was present, when the Congress expressed concern of the lack of action since the three previous Congresses.
- The Olympic Movement was recognised.
- The UN and all affiliated organisations were challenged to move to real action and to focus on the delivery of results.
- The Congress noted that the next Congress will review progress in the development of SfA policies and actions.

(2006) Physical Activity: Benefits and Challenges

- Very concrete and specific calls on action.
- The NOC's, the IF's, and other Olympic Movement organisations should lobby and support governments and other organisations, particularly in developing countries to develop campaigns.
- A concrete deadline was mentioned when the Congress asked the stakeholders to create campaigns by the next World SfA Congress in 2008, with that Congress to hear, review, and build on the results of those efforts, in particular in regard to the youth of the world.

(2008) Sport for All – Sport for Life

- The benefits of physical activity were discussed widely also from some unconventional socio-political angles, as 1) the increased socio-cultural integration, equity, harmony, and unity in communities, particularly the integration of ethnic groups, people with perceived disabilities, and immigrants and 2) the increased social interaction, social inclusion and involvement skills, and the benefits derived from the inherent spirit and values of sport and physical activity.
- Proposal to the 2009 IOC Congress Commission to consider the recommendations made at this World SFA Congress, in particular the initiatives and research which address the IOC 2009 Congress theme – Moving towards *an active society*.

7.4.2 Target groups for the proposed actions

TARGET GROUP	94	96	98	00	02	04	06	08
Community, society			✓		✓		✓	✓
All individuals, all ages	✓	✓		✓	✓			✓
Children	✓		✓					✓
Adolescents, youth	✓		✓			✓	✓	✓
Adults	✓							
Elderly people	✓			✓				
People with disabilities						✓		✓
Schools						✓		✓
Ethnic groups, immigrants				✓				✓
Elite sport					✓			✓

TABLE 3. TARGET GROUPS FOR THE ACTIONS MENTIONED IN THE DECLARATIONS.

(1994) Sport for All - Health for All

The IOC and WHO common objective is health promotion through sport and physical exercise in the physical, mental, and social well-being of all individuals. They also require creation of a supporting environment including facilities easily accessible to all individuals, children, adolescents and youth, adults, and the elderly of the entire world.

(1996) Global Family and Sport in the 21st Century

SfA should be guaranteed to everyone regardless of age, sex, race, religion, ethnicity, socio-economic status, and physical or mental capability.

(1998) Sport for All and the Global Educational Challenges

SfA is a human right and that society has a collective responsibility to ensure that the quantity and quality of physical education are adequate for all children and youth.

(2000) Sport for All and Governmental Policies

SfA policies should be inclusive, targeting all population groups, men and women, from childhood and through the whole life span. These policies should also place a special emphasis on the needs of growing elderly populations, minorities, and people with disabilities. There should be equality of encouragement and opportunity for physical activity across gender, race, colour, and socioeconomic levels.

(2002) Sport for All and Elite Sport: Rivals or Partners?

All stakeholders should take action to guarantee equal access to sports programmes and services to all levels of society throughout the world, and to provide specific services and programmes for diverse target groups in order to secure the loyalty and participation of these groups in the development process. The Congress agreed that all organisations involved should provide an offer of lifetime sport and physical activity that encourages every individual to be physically active and participate in sport at their own level of need, from recreational to elite.

(2004) Sport for All as a Tool for Education and Development

The need for SfA programmes, and to deliver real actions – particularly through partnerships – in, and for, communities across the world is now greater than ever. It is necessary to meet the particular needs of people with perceived disabilities. Actions should be implemented to reverse the declining trend in physical education, especially in schools.

(2006) Physical Activity: Benefits and Challenges

Particularly for the sake of the youth of the world, it is time for urgent, real, targeted multi-sector action – in health, education, and sport sectors - at all levels of society and government in regard to physical activity.

(2008) Sport for All – Sport for Life

The Congress called on governments and public authorities at all levels to recognise the importance of community sport and physical activity. Furthermore, diverse target groups were mentioned: ethnic groups, people with disabilities, immigrants, children, young people, schools, all ages, and elite sport.

7.4.3 Requests for actions

(1994) Sport for All - Health for All

IOC and WHO invited all their constituents to take appropriate measures to encourage and promote the practice of sport and physical exercise with a view to a healthier lifestyle.

(1996) Global Family and Sport in the 21st Century

The Congress participants called upon all governmental agencies to support the development of SfA facilities as well as education and training programmes for the encouragement of qualified professionals to enhance the SfA movement.

(1998) Sport for All and the Global Educational Challenges

The Congress participants:

- Called upon governments, and namely upon the Ministries of Education, Health, Youth, and Sport, as well as voluntary organisations, and public and private sectors, to establish and to strengthen their partnerships in support of physical education and to create an environment where it is valued.
- Urged all governments, and all inter- and non-governmental organisations involved in education to take corrective action to reverse the declining trend in physical education and to promote physical education and SfA.
- Urged IOC, UNESCO, WHO, GAISF, the international SfA organisations, and all other participants in the Congress to undertake **concrete actions based on this declaration**.

(2000) Sport for All and Governmental Policies

The participants of the Congress called on public authorities to act urgently to initiate and support comprehensive SfA policies, to be implemented at regional and local levels to ensure maximum access to regular sport and recreation.

(2002) Sport for All and Elite Sport: Rivals or Partners?

There is a need for all stakeholders – organised sport, the public and private sectors, and society at large – to take action. There is a need for: policies and programmes; equal access to the programmes and services; specific services and programmes for diverse target groups; professional support to the programmes and activities; quality policy and management practices; modern communication tools; elite sport as encouragement; SfA and elite sport as a single entity and elite sport as a role model; and SfA to be supported by elite sport. The organisations involved should provide an offer of lifetime sport and physical activity that encourages every individual to be physically active and participate in sport at their own level of need, from recreational to elite.

(2004) Sport for All as a Tool for Education and Development

The participants of the Congress urged governments and relevant public and private sector sport, health, education, and environment organisations to:

- Recognise that the need for SfA programmes, and to deliver real actions– particularly through partnerships – in, and for, communities across the world is now greater than ever.
- Take into account, when developing and implementing sport and recreation policies, a number of major considerations.
- Increase financial, administrative, and policy support and incentives for SfA and lifelong physical education in order to maximise the benefits to the population, including the social and economic development engendered by sport and recreation in the community.

(2006) Physical Activity: Benefits and Challenges

The Congress called on governments and public authorities at all levels, in consultation with NGO's and other organisations, to:

- Develop national physical activity guidelines and targets.
- Ensure the provision of community sport and recreation facilities, including accessible, clean, open spaces.
- Actively promote the need for personal physical activity through commitment, support, and leadership, to increase participation in physical activity and SfA programmes.
- Ensure increased provision of physical education.
- Recognise that such actions are a good investment, significantly reducing public health costs and having major social benefits

Furthermore, and in particular, the Congress called on NOC's, IF's, and other Olympic Movement organisations, working with education, health, and sport authorities, NGO's and private sector organisations, and taking into account local factors and considerations, to develop or expand at least one major SfA campaign each.

(2008) Sport for All – Sport for Life

No real request for action was included in this declaration. The Congress gave some recommendations and a proposal and it called on governments and public authorities at all levels to:

- Focus on the importance of sport and physical activity as a key element of health policy.
- When formulating policies, take into account the public health, social, and economic benefits of increased participation in sport and physical activity.
- Recognise the importance of community sport and physical activity.
- Consider SfA as an investment, not a cost and burden.

7.4.4 Means and methods addressed to achieve the goals

(1994) Sport for All - Health for All

- SfA and Health for All policies developed by IOC and WHO respectively can only be effective if they are implemented at international, national, and community levels. They also require the creation of a supporting environment including facilities easily accessible to all individuals, children, adolescents and the youth, adults, and the elderly of the entire world.

(1996) Global Family and Sport in the 21st Century

- There is need for cooperation between the various international SfA organisations and the participants asked IOC to lead the SfA movement in cooperation with WHO, UNESCO, and GAISF.
- Governmental agencies should support the development of SfA facilities as well as education and training programmes for the encouragement of qualified professionals to enhance the SfA movement.

(1998) Sport for All and the Global Educational Challenges

- The Ministries of Education, Health, Youth, and Sport, as well as voluntary organisations, and public and private sectors, should establish and strengthen their partnerships in support of physical education and to create an environment where it is valued.

(2000) Sport for All and Governmental Policies

- Public authorities should act urgently to initiate and support comprehensive SfA policies, to be implemented at regional and local level, to ensure maximum access to regular sport and recreation.

(2002) Sport for All and Elite Sport: Rivals or Partners?

- All stakeholders – organised sport, the public and private sectors, and society at large – should take action to establish and promote sports and physical activity policies and programmes aimed at lifetime. This can be accomplished only in a coherent system of supply of sporting activities at all levels.
- Working together rather than separately is the best approach for the well-being of sport and communities, and it is important to take action to secure the continuation of this partnership and prevent the possibility of SfA and elite sport becoming rivals.

(2004) Sport for All as a Tool for Education and Development

- Financial, administrative, and policy support and incentives for SfA and lifelong physical education should be increased.
- The Olympic Movement, in acknowledging the importance of SfA actions, can play an important role in encouraging, supporting, and promoting sport and recreation programmes in the community.
- The UN 2005 *International Year of Sport and Physical Education* provides an opportunity to all to make a real difference, and this initiative challenges the UN and all affiliated organisations to move to real action and to focus on delivery of results.
- The next World SfA Congress in 2006 will review the progress in the development of SfA policies and actions.

(2006) Physical Activity: Benefits and Challenges

- National physical activity guidelines and targets should be developed.
- The provision of community sport and recreation facilities, including accessible, clean, open spaces should be ensured.
- The need for personal physical activity should be promoted through commitment, support, and leadership.
- The increased provision of physical education should be promoted.
- It should be recognised that such actions are a good investment, significantly reducing public health costs and having major social benefits.
- NOC's, IF's, and other Olympic Movement organisations, working with education, health and sport authorities, NGO's, and private sector organisations, and taking into account local factors and considerations, should develop or expand at least one major SfA campaign each before the next Congress in 2008.
- NOC's, IF's, and other Olympic Movement organisations should lobby and support governments and other organisations, particularly in developing countries to develop campaigns.
- The next 2008 Congress should hear, review, and build on the results of those efforts, in particular in regard to the youth of the world.

(2008) Sport for All – Sport for Life

- The governments and public authorities at all levels should:
 - Focus on the importance of sport and physical activity as a key element of health policy
 - When formulating policies, take into account the public health, social, and economic benefits of increased participation in sport and physical activity
 - Recognise the importance of community sport and physical activity
 - Consider SfA as an investment, not a cost and burden.
- NOC's, IF's, and other sports organisations, together with government agencies for health, education and sport, should develop, expand, or adapt sport and physical activity and education programmes, and consider the importance and benefits of a number of factors, e.g. using modern technology, including information technology, to educate, inspire, and encourage the community, especially young people, in regard to the values and benefits of sport.
- The 2009 IOC Congress Commission should consider the recommendations made at this World SfA Congress, in particular the initiatives and research which address the IOC 2009 Congress theme – *Moving towards an active society*.

- Reports on progress in the development of community sport and physical education programmes, as well as follow-up actions from this World SfA Congress (particularly the adoption and adaptation of best practice models and case studies), should be included in the agenda of the next Congress in 2010.

7.4.5 Plans to follow up and evaluate the proposed actions

In the first five declarations discussed in this analysis, no plans to follow up and/or evaluate the proposed actions were mentioned.

(2004) Sport for All as a Tool for Education and Development

- The Congress noted in the last sentence of the declaration that the next Congress in 2006 will review the progress in the development of SfA policies and actions.

(2006) Physical Activity: Benefits and Challenges

- In the last sentence of the declaration, the Congress asked NOC's, IF's, and other Olympic Movement organisations to create new campaigns by the next World SfA Congress in 2008, with that Congress to hear, review, and build on the results of those efforts, in particular in regard to the youth of the world.

(2008) Sport for All – Sport for Life

- The Congress proposed that the 2009 IOC Congress Commission considers the recommendations made at this World SfA Congress, in particular the initiatives and research which address the IOC 2009 Congress theme – Moving towards an active society. *This was one of the 2009 Olympic Congress themes (4.1).*
- The Congress recommended that reports on progress in the development of community sport and physical education programmes, as well as follow-up actions from this World SfA Congress (particularly the adoption and adaptation of best practice models and case studies), be included in the agenda of the Congress in 2010. *This will be one of the themes for the 2010 Congress (Plenary Session 1.).*

8. SUMMARY: Main Signals in the Declarations

(1994) Sport for All - Health for All

IOC and WHO share a common objective to promote health and physical, social, and mental well-being through sport and physical exercise for all individuals of the entire world. Appropriate education, the implementation of policies at international, national, and community levels, and the creation of a supporting environment are key elements in this work.

(1996) Global Family and Sport in the 21st Century

Sport will be an important cultural factor in improving the quality of human life in the 21st century. Sport as an ideal can contribute to the resolution of political, racial, and religious confrontations. Cooperation between the stakeholders, the development of facilities, and education and training of qualified professionals are some highlighted issues.

(1998) Sport for All and the Global Educational Challenges

Call for broad-based cooperation in establishing and strengthening partnerships in physical education and in creating environments where it is valued. The organisations involved in education must reverse the declining trend in physical education. Concrete actions should be taken to promote physical education and SfA.

(2000) Sport for All and Governmental Policies

There is an urgent need for the development and implementation of multi-sector SfA policies and actions to improve the quality of life through physical activity. SfA is not a cost, but an investment, with significant social and economic benefits.

(2002) Sport for All and Elite Sport: Rivals or Partners?

SfA and elite sport are complementary elements within the whole area of sport and physical activity. The sports community is facing new social challenges such as public health, equity, tolerance, and environmental sustainability, which call for a sensible response from both SfA and elite sport. Of particular importance is the recent WHO initiative in taking physical activity as an integral part of its agenda to combat the increasing global burden of non-communicable diseases, in both the developed and developing worlds. This initiative represents a new challenge, and at the same time a tremendous opportunity, for the sports movement as a whole, and SfA in particular. An active role in this area can contribute uniquely and importantly to the promotion of public health and at the same time strengthen the social credibility and accountability of sport.

(2004) Sport for All as a Tool for Education and Development

The participants urge governments and relevant public and private sector sport, health, education, and environment organisations to recognise that the need for SfA programmes, and to deliver real actions – particularly through partnerships – in, and for, communities across the world is now greater than ever. A number of major considerations are presented; to take into account when developing and implementing sport and recreation policies (health, social benefits, economic aspects, and environment). Financial, administrative, and policy support and incentives for SfA and lifelong physical education should be increased. The Congress expresses its concern at the lack of action since the 1998 World SfA Congress in response to the Barcelona declaration, particularly in regard to the promotion and development of SfA policies. The UN initiative, the 2005 *International Year of Sport and Physical Education*, challenges the UN and all affiliated organisations to move to real action and to focus on the delivery of results.

(2006) Physical Activity: Benefits and Challenges

Particularly for the sake of the youth of the world, it is time for urgent, real, targeted multi-sector action – in health, education, and sport sectors - at all levels of society and government in regard to physical activity. The Congress calls on governments and public authorities at all levels, in consultation with NGO's and other organisations, to take action. Further, and in particular, the Congress calls on NOC's, IF's, and other Olympic Movement organisations, working with education, health and sport authorities, NGO's and private sector organisations, and taking into account local factors and considerations, to develop or expand at least one major SfA campaign each by the next World SfA Congress in 2008, with that Congress to hear, review, and build on the results of those efforts, in particular in regard to the youth of the world. The Congress also encourages NOC's, IF's, and other Olympic

Movement organisations to lobby and support governments and other organisations, particularly in developing countries to develop campaigns.

(2008) Sport for All – Sport for Life

The Congress called on governments and public authorities at all levels to: 1) focus on the importance of sport and physical activity as a key element of health policy; 2) when formulating policies, take into account the public health, the social and economic benefits of increased participation in sport and physical activity; 3) recognise the importance of community sport and physical activity; and 4) consider SfA as an investment, not a cost and burden. The Congress recognised the benefits of increasing levels of sports and physical activity, and fully supported the implementation of the *WHO Global Strategy on Diet, Physical Activity and Health*, the 2008 *Action Plan* and the recommendations on the prevention and control of non-communicable diseases. The Congress strongly recommended that NOC's, IF's, and other sports organisations, together with government agencies for health, education and sport, develop, expand, or adapt (to suit local needs and conditions) sport and physical activity and education programmes, and consider the importance and benefits of a number of factors listed. The Congress proposed that the 2009 IOC Congress Commission considers the recommendations made at this World SfA Congress, in particular the initiatives and research which address the IOC 2009 Congress theme – *Moving towards an active society*, and recommended that reports on progress in the development of community sport and physical education programmes, as well as follow-up actions from this Congress (particularly the adoption and adaptation of best practice models and case studies), be included in the agenda of the next World SfA Congress in 2010.

9. Readability Analysis

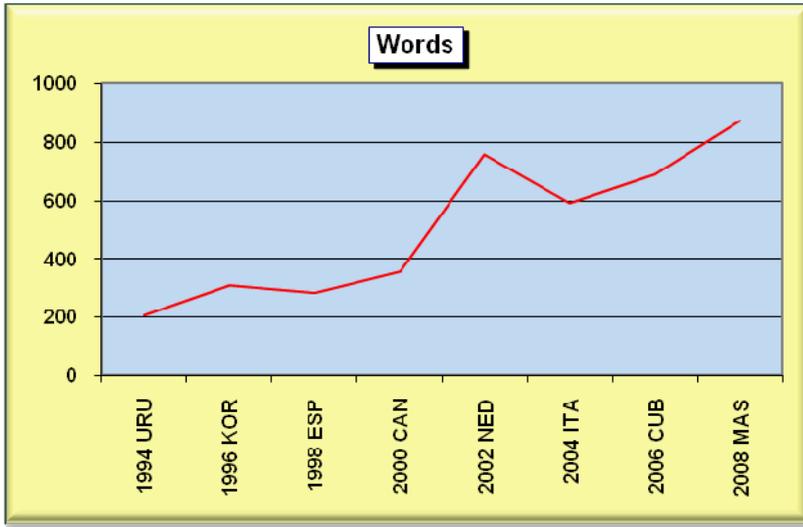
A simple statistical text analysis of the declaration texts was performed: counting the words, sentences, and number of words per sentence (the average). The results are shown in Table 4 and Graph 1.

The readability of the declaration texts was measured with a Gunning fog index calculator. The Gunning fog index is a tool measuring the readability of English writing. Texts that are designed for a wide audience generally require an index of less than 12. Texts that require a close-to-universal understanding generally require an index of less than 8. The results are shown in Table 4 and Graph 2.

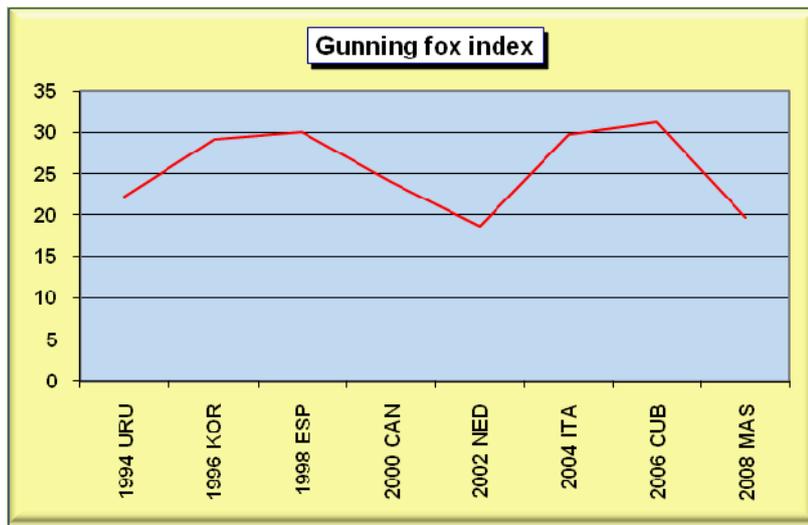
This simple test reveals that the texts in the Congress declarations are not easily understandable for a wide audience. This may decrease the penetration power of the messages in the declarations.

CONGRESS DECLARATION		WORDS	SENTENCES	W/S	GUNNING FOG
V	IOC/WHO JOINT STATEMENT Sport for All — Health for All Punta del Este, Uruguay: 10-13 March, 1994	206	7	29	22,3
VI	SEOUL DECLARATION Global Family and Sport in the 21st Century Seoul, Korea: 21-24 April, 1996	308	7	44	29,2
VII	BARCELONA DECLARATION 1998 Sport for All and the Global Educational Challenges Barcelona, Spain: 19-22 November, 1998	284	1	284	30,1
VIII	QUÉBEC DÉCLARATION Sport for All and Governmental Policies Quebec City, Canada: 18-21 May, 2000	356	11	32	24,1
IX	DECLARATION Sport for All and Elite Sport: Rivals or Partners? Arnhem, Netherlands: 27-30 October, 2002	757	32	24	18,7
X	DECLARATION Sport for All as a Tool for Education and Development Rome, Italy: 11-14 November, 2004	589	9	65	29,8
XI	THE 2006 HAVANA SPORT FOR ALL DECLARATION Physical Activity: Benefits and Challenges Havana, Cuba: 31 October - 02 November, 2006	689	8	86	31,3
XII	FINAL DECLARATION Sport for All — Sport for Life Genting Highlands, Malaysia: 3-6 November, 2008	872	32	27	19,8

TABLE 4. NUMBER OF WORDS, NUMBER OF SENTENCES, WORDS PER SENTENCE (THE AVERAGE), AND THE GUNNING FOG INDEX (NOT INCLUDING THE INTRODUCTORY PART IN THE DECLARATIONS VIII AND IX).



GRAPH 1. WORDS IN THE CONGRESS DECLARATIONS (NOT INCLUDING THE INTRODUCTORY PART).



GRAPH 2. GUNNING FOG INDEX (NOT INCLUDING THE INTRODUCTORY PART).

10. Summary and Conclusions

Authorisation for giving the declarations

In formal public statements, as in the World SfA Congress declarations discussed in this analysis, describing the authorisation to give the declaration can make the given statements stronger. The formal authorisation to give the Congress declarations was not described in any of the papers. In this case, this may be self-evident and explained with the Congress background and the status of SfA within IOC.

The power behind the statement should be easy to identify for the reader. This is an important element in addressing and justifying the launched statements, and increasing the impetus for the implementation of the proposed actions. The first declaration discussed in this analysis was an exception, being a joint statement. Since the 1994 *IOC/WHO Joint Statement* there was a clear tendency for defining the power behind the declarations: the first three declarations were given in the name of the participants while the latest four declarations were given in the name of the Congress. This development may have given added value to the declarations.

Justification for giving the declarations

In public statements, justification shows the adequate grounds for doing something. In other words, justification shows an action to be reasonable or necessary. In a declaration, justification means the process validating the statement with positive evidence. In general, the justification for giving the declarations was not particularly clearly documented in the papers. Instead, some indicative references gave justification for releasing the declarations. This does not mean absolute justification, but a broader description of the situation, and argumentation for the policies and actions needed and proposed.

The argumentation and justification for the existence of SfA were presented in a very fluctuating way throughout the declarations; they were described very well in some of the documents while in some documents this aspect was not approached.

An excellent justification for SfA was given in the 1998 declaration. The key areas noted were: 1) SfA is a recent and extensive world-wide development as it relates to health, culture, economy, and particularly to education; 2) there is a crisis in physical education, which has declined dramatically as the primary base of SfA, thus presenting a global challenge; 3) SfA is a human right and the society has collective responsibility to ensure that the quantity and quality of physical education are adequate for all children and youth; 4) sport is a valuable educational tool which must be acquired in childhood through physical education, in order to help young people develop the patterns of regular participation in lifelong physical activity; and 5) children and youth must learn through physical education programmes the value of physical activity as a key component of physical, mental, emotional, and social well-being.

The relationship between SfA and elite sport could justify the declarations. It was mentioned in four of the eight declarations discussed in this analysis and it was the theme for the 2002 Congress. The general conclusion is that the SfA policies should be complementary to elite sport.

Connections between Sport for All and community

There are four facets of SfA within IOC. The first facet is *Development of sports activities*. This aspect was not directly visible in the declarations. This could be explained by the fact, that the World SfA Congress agendas mainly cover SfA programmes and actions related to physical activity in general, and not so much to the development of sports activities.

Sport for All and integration is the second facet of SfA within IOC, and it was mentioned in four declarations.

It was stated in the 1996 declaration that sport can contribute to the amicable resolution of pervasive political, racial, and religious confrontations in the world. This is a very ambitious vision and description of sport and it could be questioned if the sport movement really has the necessary power for that.

According to the Olympic Charter, the practice of sport is a human right. SfA should be guaranteed to everyone regardless of age, sex, race, religion, ethnicity, socio-economic status, and physical or mental capability. As it is stated in the 2002 declaration, access to community participation programmes, education, facilities, and services should be non-discriminatory and there should be equality of encouragement and opportunity across gender, race, colour, and socioeconomic levels.

The 2006 Congress recognised that sport and recreation, including traditional games, are vital for socio-cultural integration and equity, harmony, and cohesion, particularly among immigrants and people with disabilities.

The 2008 Congress recognised the benefits of increasing levels of sports and physical activity, among them increased socio-cultural integration, equity, harmony, and unity in communities, particularly the integration of ethnic groups, people with perceived disabilities, and immigrants. The Congress also recognised the benefits of increased social interaction, social inclusion, and involvement skills, and the benefits derived from the inherent spirit and values of sport and physical activity. Further, the Congress reaffirmed that socio-economic factors, including poverty, are key factors in the incidence of obesity. Finally, the Congress highlighted the integral involvement of community clubs, sports clubs, and other community organisations.

SfA and integration seems to be an ascending and important aspect in the whole area of SfA.

Sport for All and community and humanitarian development is the third facet of SfA within IOC.

SfA enables the goal of Olympism to be achieved. The *Olympic Charter* describes, in the *Fundamental Principles of Olympism*⁸, that *the goal of Olympism is to place sport at the service of the harmonious development of man with a view to promoting a peaceful society concerned with the preservation of human dignity.*

As expected, there were many references to the community and humanitarian development in the declarations. The most frequently discussed topics in the declarations were categorized. The most frequently highlighted topics were:

- education,
- environment,
- people with disabilities,
- economic consequences, and
- SfA policies.

The topics, found most frequently in the latest declarations (at least in the three latest), indirectly reflect the most important areas in the SfA work at present:

- people with disabilities,
- developing countries,
- economic consequences,
- education,
- environment,
- school, and
- community unity.

Other frequently discussed topics were:

- socio-economic factors,
- equality,
- youth,
- technology and communication,
- urbanization, and
- elderly populations.

⁸ *International Olympic Committee (2007): Olympic Charter; Fundamental Principles of Olympism.*

In the declarations there were statements, which were classified as “status category” and, respectively, suggestions for “responses and actions”.

Sport for All and health is the fourth facet of SfA within IOC. The connection between SfA and health came up in every declaration discussed in this analysis.

In short, sport can provide the ideal answer to improving physical, mental, and social health. Public authorities must not consider SfA a cost, but an investment, as it provides significant individual and collective benefits to communities, and economic benefits to countries. Public health is a new social challenge, the sports community is facing. An active role in this area can contribute uniquely and importantly to the promotion of public health, and at the same time strengthen the social credibility and accountability of sport.

Lifestyle is a factor closely connected with health and it was discussed in some of the declarations. Many factors, including electronic entertainment, motorized transport, lack of physical education programmes, and urbanization are contributing to an increase in sedentary and unhealthy lifestyles, which are a major cause of health problems and disease in the world. When developing and implementing sport and recreation policies these lifestyle changes taking place around the world should be taken into account.

Olympism in the declarations

The role of IOC does not emerge clearly from the declarations. In most of them, IOC was only mentioned as a patron for the Congress.

The IOC Sport for All Commission is one of the five commissions involved in SfA activities. It is noteworthy that the SfA Commission was first mentioned in the declarations in 2006. As the Congress coordinating IOC body and as the most important link towards IOC, the role of the SfA Commission should emerge more clearly from the declarations.

The World SfA Congress is a tool used to strengthen and disseminate the values of the Olympic Movement. It is slightly surprising that the Olympic Movement only appears in three of the eight declarations discussed in this analysis (2002, 2004, and 2006). This may be explained by the fact, that the many underlying elements of the Olympic Movement form the core content in the declarations.

Congress themes

Every Congress had a thematic title and the themes covered a wide area of life. Education has been the only theme included in the Congress themes twice. At present, it is not easy to identify the various declarations. For the Congress declarations, a uniform naming practice should be introduced.

The Congress themes should emerge clearly from the declarations. In some declarations, this was slightly diffuse. In the D06 *Physical Activity: Benefits and Challenges* for instance, the word “challenge” was not mentioned at all. In general, the various Congress themes were discussed sufficiently or well in the declarations, and from a number of different angles.

Main themes and issues in the declarations

The connection between SfA and health came up in every declaration. Physical activity is a key element of health policy, and sport can provide the ideal answer to improving physical, mental, and social health.

Comprehensive multi-sector SfA and health policies and actions should be implemented at international, national, and community levels, and they also require the creation of a supporting environment. SfA policies should be developed by public authorities, bringing together, and in collaboration with, all stakeholders in the society.

The need for partnerships was emphasised. All organisations involved should take action to reverse the declining trend and to promote physical education and SfA. SfA programmes and actions are a good investment and not a cost and burden.

Financial, administrative, and policy support and incentives for SfA and lifelong physical education should be increased. Sport is a valuable education tool and the importance of education and information programmes was emphasised.

Sport is an important cultural factor in improving the quality of human life. SfA is a human right, for which society is responsible. The sports community is facing new social challenges such as public health, equity, tolerance, and environmental sustainability, which call for a sensible response from both sport and elite sport. SfA and elite sport are complementary elements within the whole area of sport and physical activity.

Connections between the themes and the political and historical situation

Obviously, there was a natural connection between the 1994 *IOC/WHO Joint Statement* and the UN *International Year of Sport and the Olympic Ideal* (1994), which the General Assembly of the UN had proclaimed.

The 1996 declaration was written in a strong socio-political tone. It could be questioned if there were some global political trends and/or development behind this.

In the 1998 declaration, there was a statement “there is a crisis in physical education, which has declined dramatically as the primary base of SfA, thus presenting a global challenge”. There was no justification about this and no evidence base for this statement was presented in two preceding Congress declarations either.

One of the central themes in the 2002 declaration was the statement about new social challenges, such as public health, equity, tolerance, and environmental sustainability, which call for a sensible response from both SfA and elite sport. Of particular importance the (at that time recent) WHO initiative was mentioned: taking physical activity as an integral part of its agenda to combat the increasing burden of non-communicable diseases, in both the developed and developing worlds. This initiative would represent, at the same time, a tremendous opportunity for the sports movement as a whole, and SfA in particular.

In the 2004 declaration, there was a list of changes taking place around the world in the areas of health, social benefits, economic aspects, and environment. The *WHO Global Strategy on Diet, Physical Activity and Health* and the WHO recommendation for *Move for Health* should be adopted by the member states. Further, this Congress strongly reaffirmed the *Barcelona 1998 Declaration*, calling upon all governments and voluntary organisations to actions. The Congress expressed its concern at the lack of action since the 1998 Congress in response to the Barcelona declaration, and since then, particularly in regard to the promotion and development of SfA policies. This was done in a critical tone. Finally, the Congress stated that the declaration by the UN of 2005 as the *International Year of Sport and Physical Education* provided an opportunity to all to make a real difference. This initiative challenged the UN and all affiliated organisations to move to real action and to focus on the delivery of results.

The 2006 Congress expressed its concern about the global situation. It was declared that, particularly for the sake of the youth of the world, it was time for urgent, real, targeted multi-sector action – in health, education, and sport sectors - at all levels of society and government in regard to physical activity.

General mood and formulation in the declarations

There was a large variation in the writing style, format, and tone in the declarations. It is important to write the declaration with a clear and logical structure, where the major considerations emerge properly. Too long sentences may confuse the reader. It may be a good idea to emphasise some major issues in the text, but this effect disappears if it is used too much. Extensive use of bullets and bold text weakens the readability of the text. In a short declaration, it may be recommended to get directly to the point. Also, writing the declaration in past tense (“*the Congress called on...*”) may weaken the power of the statements.

Mission statements

There were proper mission statements in only two of the eight declarations discussed in this analysis. In the remaining six declarations there were no definitive mission statements included. Even in these declarations, indirectly, some parts in the text referred to missions that should be accomplished. In order to be effective and affect the situation, clear future indications and proposals should be given, i.e. what should be done, by whom, and how.

Guidelines and recommendations

The important role of the national governments and the public sector is emphasised in all declarations. Distinct guidelines and/or recommendations were given in five of the declarations.

The calls for actions to initiate and support comprehensive SfA policies were mainly directed to the public sector:

- Cooperation between the stakeholders, establishing and strengthening partnerships.
- Initiating and supporting comprehensive SfA policies.
- Establishing, expanding, and promoting physical activity programmes.
- Education through sport, culture, and environment.
- Development of accessible and low cost programmes to suit local needs and conditions.

In the three latest declarations, there were also recommendations for the following Congresses to re-address some of the issues discussed. However, the declarations (D06 and D08) did not mention the previous Congresses' recommendation.

Consensus papers

IOC, WHO, and GAISF (renamed SportAccord in 2009) were mentioned in all declarations.

In the 1994 declaration the UN 1994 *International Year of Sport and the Olympic Ideal* was highlighted and IOC and WHO invited all their constituents to take appropriate measures to encourage and promote the practice of sport and physical exercise with a view to a healthier lifestyle.

It was stated in 2004 that the UN 2005 *International Year of Sport and Physical Education* would provide an opportunity to make a real difference and challenge the UN and its affiliated organisations to move to real action and to focus on the delivery of results. The following 2006 declaration only stated the "historical importance" of that UN initiative, without analyzing it more closely.

In general, great expectations were loaded towards WHO. The three latest Congresses (2004 – 2008) expressed their support to the implementation of the *WHO Global Strategy on Diet, Physical Activity and Health*.

References to preceding and future Congresses

The only references to other World SfA Congresses were found in the three latest declarations (2004 – 2008). In the 2004 declaration, strong criticism was directed to the lack of action since the 1998 Congress, particularly in regard to the promotion and development of SfA policies. The 2004 Congress also noted that the 2006 Congress will review progress in the development of SfA policies and actions.

In the 2006 Congress declaration, there is, however, no reference to this. Instead, it was stated that the next (this time 2008) Congress should hear, review, and build on the results of those efforts, in particular in regard to the youth of the world.

The 2008 Congress recommended, respectively, that reports on progress in the development of community sport and physical education programmes, as well as follow-up actions from the 2008 World SfA Congress (particularly the adoption and adaptation of best practice models and case studies), should be included in the next 2010 Congress. This will be one of the themes for the 2010 Congress (Plenary Session 1.).

Target audiences

The participants of the respective Congress were mentioned as target audience for the declaration only in one declaration.

The Olympic Movement and/or the sports movement were mentioned directly or indirectly as target audiences in all declarations but one (2000). The Olympic Movement was only mentioned in three declarations (2002, 2004, and 2006).

There was a call on national governments and/or public authorities in all declarations but the first one (1994). This reflects the major role of the public sector actors in the SfA work.

Policy changes and new directions implied in the declarations

No declarations exist from the first four World SfA Congresses (1986 – 1992), so it remains unknown what was discussed at those Congresses.

The 1994 *IOC/WHO Joint Statement* seems to be a strong opening towards WHO. All IOC/WHO constituents were invited to take appropriate measures.

There was a very strong socio-political opening in the 1996 declaration, stating: "As an ideal which transcends group differences, sport can contribute to the amicable resolution of pervasive political, racial, and religious confrontations in the world." No evidence for the statement was presented, and it remains to be proved if this humane depiction of the potential in sport is appropriate.

The 1998 Congress recalled the crisis in physical education, which had declined dramatically as the primary base of SfA, thus presenting a global challenge. There was no evidence for this statement. This might reflect the historical development. That was, perhaps, the time the declining trend was broadly observed. This Congress also bore in mind that SfA is a human right, and that the society has collective responsibility to ensure that the quantity and quality of physical education are adequate for all children and the youth.

According to its theme, the 2000 Congress emphasised the urgent need for the development and implementation of comprehensive and multi-sector SfA policies and actions, to improve the quality of life through increased physical activity and fitness. SfA should not be considered a cost, but an investment.

In 2002, it was stated that the sports community was facing new social challenges such as public health, equity, tolerance and environmental sustainability, which called for a sensible response from both SfA and elite sport.

The importance of communities in the SfA work was emphasised in the 2004 declaration. This declaration represented a new policy expressing strong criticism because of the lack of action since the Congress six years earlier. There was also a reference to the next Congress to review the progress in the development of SfA policies and actions.

The next 2006 declaration included the first very concrete call on action to develop or expand SfA campaigns, with a deadline. Another new kind of political opening was the encouragement to sports organisations and other Olympic Movement organisations to lobby and support governments and other organisations, particularly in developing countries, to develop campaigns.

The 2008 Congress recognised the benefits of increasing levels of sports and physical activity also from some unconventional socio-political angles:

- the increased socio-cultural integration, equity, harmony, and unity in communities, particularly integration of ethnic groups, people with perceived disabilities, and immigrants, and
- the increased social interaction, social inclusion and involvement skills, and the benefits derived from the inherent spirit and values of sport and physical activity.

Target groups for the proposed actions

As shown in Table 3, the target groups for the proposed actions were wide. There seems to be a tendency that the actions directed to children, adolescents, and the youth is becoming more and more important, as well as actions directed to schools and to community and society as a whole. All individuals and all ages have been mentioned, but no special mentioning of adults or elderly can be found in the latest declarations.

In the communities, inclusive SfA programmes should be developed, targeting all population groups. It is the general tone in the declarations that groups as immigrants and people with disabilities should be prioritized target groups in the future. This fits well with the idea of SfA as a human right and with the general development needs in communities and society.

Requests for actions

The requests for action were mainly directed to the governments and to the public sector authorities. The requested concrete main actions in the declarations were:

- All IOC/WHO constituents to take appropriate measures to encourage and promote the practice of sport and physical exercise. (1994)
- Governmental agencies to support the SfA facilities, education, and training programmes (1996).
- Governments as well as voluntary organisations to establish and to strengthen their partnerships in support of physical education and to create environments where it is valued. All organisations to take corrective action to reverse the declining trend in physical education and to promote physical education and SfA. The SfA organisations and all other participants in the Congress to undertake concrete actions based on this declaration. (1998)
- The public authorities to act urgently to initiate and support comprehensive SfA policies to be implemented at regional and local levels to ensure maximum access to regular sport and recreation. (2000)
- All stakeholders – organised sport, the public and private sectors, and the society at large – to take action: policies and programmes, equal access to the programmes and services, specific services and programmes for diverse target groups, professional support to the programmes and activities, quality policy and management practices, modern communication tools, elite sport as encouragement, SfA and elite sport as a single entity and elite sport as a role model, and SfA to be supported by elite sport. (2002)
- Governments and relevant public and private sector sport, health, education, and environment organisations to recognise the need for SfA programmes, and increase financial, administrative, and policy support and incentives for SfA and lifelong physical education. (2004)
- Governments and public authorities at all levels, in consultation with NGO's and other organisations, to develop national physical activity guidelines and targets, ensure the provision of community sport and recreation facilities, actively promote the need for personal physical activity, ensure increased provision of physical education, and recognise that such actions are a good investment. Further, and in particular, the Congress called on the sports organisations and other Olympic Movement organisations, working with education, health and sport authorities, NGO's and private sector organisations, to develop or expand at least one major SfA campaign each. (2006)
- No real request for action was included in the latest declaration. The Congress only gave some recommendations and a proposal. (2008)

Means and methods addressed to achieve the goals

- SfA and Health for All policies can only be effective if they are implemented at international, national, and community levels. They also require the creation of a supporting environment. (1994)
- Cooperation between the various international SfA organisations. The participants asked IOC to lead the SfA movement in cooperation with WHO, UNESCO, and GAISF. Governmental agencies should support the development of SfA facilities as well as education and training programmes for the encouragement of qualified professionals to enhance the SfA movement. (1996)
- The Ministries of Education, Health, Youth, and Sport, as well as voluntary organisations, and public and private sectors, should establish and strengthen their partnerships in support of physical education and to create an environment where it is valued. (1998)

- Public authorities should act urgently to initiate and support comprehensive SfA policies, to be implemented at regional and local levels to ensure maximum access to regular sport and recreation (2000).
- All stakeholders – organised sport, the public and private sectors, and society at large – should take action to establish and promote sports and physical activity policies and programmes. This can be accomplished only in a coherent system of supply of sporting activities at all levels. Working together is the best approach. It is important to take action to secure the continuation of this partnership and prevent the possibility of SfA and elite sport becoming rivals. (2002)
- Financial, administrative, and policy support and incentives for SfA and lifelong physical education should be increased. The UN 2005 *International Year of Sport and Physical Education* provides an opportunity to all parts to make a real difference, and this initiative challenges the UN and all affiliated organisations to move to real action and to focus on the delivery of results. The World SfA Congress in 2006 will review the progress in the development of SfA policies and actions. (2004)
- National physical activity guidelines and targets should be developed. The provision of community sport and recreation facilities, including accessible, clean open space should be ensured. The need for personal physical activity should be promoted through commitment, support, and leadership. The increased provision of physical education should be promoted. It should be recognised that such actions are a good investment, significantly reducing public health costs and having major social benefits. The sports organisations and other Olympic Movement organisations, working with education, health and sport authorities, NGO's and private sector organisations, and taking into account local factors and considerations, should develop or expand at least one major SfA campaign each before the next 2008 Congress. The sports organisations and other Olympic Movement organisations should lobby and support governments and other organisations, particularly in developing countries to develop campaigns. The 2008 Congress should hear, review, and build on the results of those efforts, in particular in regard to the youth of the world. (2006)
- The governments and public authorities at all levels should focus on the importance of sport and physical activity as a key element of health policy, when formulating policies, take into account the public health, the social and economic benefits of increased participation in sport and physical activity, recognise the importance of community sport and physical activity, and consider SfA as an investment, not a cost and burden. NOC's, IF's, and other sports organisations, together with government agencies for health, education, and sport, should develop, expand, or adapt sport and physical activity and education programmes, and consider the importance and benefits of a number of factors, e.g. using modern technology including information technology to educate, inspire, and encourage the community, especially young people, in regard to the values and benefits of sport. The 2009 IOC Congress Commission should consider the recommendations made at this World SfA Congress, in particular the initiatives and research which address the IOC 2009 Congress theme – *Moving towards an active society*. Reports on progress in the development of community sport and physical education programmes, as well as follow-up actions from this World SfA Congress (particularly the adoption and adaptation of best practice models and case studies), should be included in the agenda of the next Congress in 2010.

Plans to follow up and evaluate the proposed actions

In general, the follow-up of the proposed actions represent the weakest point in the declarations discussed in this analysis. In the first five declarations discussed in this analysis, no plans to follow up and/or evaluate the proposed actions were mentioned.

The 2004 declaration differed from the others being the was the first one with a critical view to the development after and between the Congresses.

The three latest declarations included references to incoming World SfA Congresses, and even to the 2009 Olympic Congress. Does it have any effect? It is not enough to use the next Congress as a backrest. The plan to follow up the Congress declaration should be included in every declaration. Furthermore, the proposed actions should be better quantifiable in order to allow evaluation.

Recommendations for further considerations

In conclusion, and on the basis of this content analysis of the World Sport for All Congress Declarations (1994 – 2009), the authors of this analysis report suggest the following questions to be further considered by the International Olympic Committee Sport for All Commission:

- i. For what different purposes are the Congresses going to be used in the future, in order to make an impact?
- ii. Which actions should be taken, in order to effectively achieve the goals?
- iii. Can these actions be supported by improving the declaration process and the declarations?
- iv. Is the Congress, as such, powerful enough to launch an effective declaration?
- v. Could the readability in the Congress declarations be improved, and could the main signals be expressed more clearly?

Annexes

Fundamental Principles of Olympism

International Olympic Committee, 2007.⁹

1. Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example and respect for universal fundamental ethical principles.
2. The goal of Olympism is to place sport at the service of the harmonious development of man, with a view to promoting a peaceful society concerned with the preservation of human dignity.
3. The Olympic Movement is the concerted, organised, universal and permanent action, carried out under the supreme authority of the IOC, of all individuals and entities who are inspired by the values of Olympism. It covers the five continents. It reaches its peak with the bringing together of the world's athletes at the great sports festival, the Olympic Games. Its symbol is five interlaced rings.
4. The practice of sport is a human right. Every individual must have the possibility of practising sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play. The organisation, administration and management of sport must be controlled by independent sports organisations.
5. Any form of discrimination with regard to a country or a person on grounds of race, religion, politics, gender or otherwise is incompatible with belonging to the Olympic Movement.
6. Belonging to the Olympic Movement requires compliance with the Olympic Charter and recognition by the IOC.

⁹ *International Olympic Committee (2007): Olympic Charter.*

Congress Declarations 1994-2008

1994, V Congress, IOC/WHO Joint Statement

Sport for All - Health for All

Punta del Este, Uruguay
10-13 March 1994

The International Olympic Committee and the World Health Organization share the common objective of health promotion through sport and physical exercise on the physical, mental and social well-being of all individuals.

The IOC and WHO are committed to fostering physical exercise and sport as an integral part of a lifestyle conducive to the protection and promotion of health and the prevention of disease and disability. Both organizations are also aware of the need for appropriate education and information programmes to avoid any possible negative effects that could result from sport and physical exercise.

Sport for All and Health for All policies developed by the IOC and WHO respectively, can only be effective if they are implemented at international, national and community levels. They also require the creation of a supporting environment including facilities easily accessible to all individuals, children, adolescents and youth, adults and the elderly of the entire world.

The General Assembly of the United Nations, at its 48th session of 25th October 1993 proclaimed 1994 as International Year of Sport and the Olympic Ideal. IOC and WHO invite all their constituents to take appropriate measures to encourage and promote the practice of sport and physical exercise with a view to a more healthy lifestyle.

1996, VI Congress, Seoul Declaration

Global Family and Sport in the 21st Century

Seoul, Korea

21-24 April, 1996

We, the participants of the 6th World Sport for All Congress, hereby **declare** the role of sport in the 21st century to be an important cultural factor in improving the quality of human life.

As an ideal which transcends group differences, sport can contribute to the amicable resolution of pervasive political, racial and religious confrontations in the world.

Sport can also provide the ideal answer to improving physical, mental and social health.

We, the participants, **believe** that Sport for All

- should be guaranteed for everyone regardless of age, sex, race, religion, ethnicity, socio-economic status and physical or mental capability
- is of prime importance for physical and mental health
- is not a contradiction to elite sport
- is a family unit, serves as a social net and is the foundation for constructive human behaviour
- encourages family unity
- is a movement that encourages quality physical education and activities in schools, clubs, associations, professional bodies and the promotion of ethical and moral values
- contributes to the positive utilization of free time
- contributes to the integration of all people and prevents isolation and alienation
- serves as a preventive measure to combat anti-social behaviour
- should be an educational tool to preserve the environment and to reserve sufficient open space in urban development.

We emphasize the need for cooperation between the various international Sport for All organizations and **ask** the International Olympic Committee to lead the Sport for All movement in cooperation with the WHO, UNESCO and the GAISF.

We call upon all governmental agencies to support the development of Sport for All facilities as well as education and training programmes for the encouragement of qualified professionals to enhance the sport for all movement.

We are grateful to the Organizing Committee for their excellent preparations of the 6th World Sport for All Congress, held in Seoul (Korea) from 21st to 24th April 1996.

1998, VII Congress, Barcelona Declaration 1998

Sport for All and the Global Educational Challenges

Barcelona, Spain
19-22 November, 1998

The participants,

Recognizing that Sport for All is a recent and extensive world-wide development as it relates to health, culture, the economy and particularly to education,

Recalling that there is a crisis in physical education, which has declined dramatically as the primary base of Sport for All, thus presenting a global challenge,

Bearing in mind that Sport for All is a human right and that society has a collective responsibility to ensure that the quantity and quality of physical education are adequate for all children and youth,

Taking into consideration that sport is a valuable educational tool which must be acquired in childhood through physical education, in order to help young people develop patterns of regular participation in lifelong physical activity,

Emphasizing that children and youth must learn through physical education programmes the value of physical activity as a key component of physical, mental, emotional and social well-being,

1. **Call upon** governments, and namely upon the Ministries of Education, Health, Youth and Sport, as well as voluntary organizations, and public and private sectors, to establish and to strengthen their partnerships in support of physical education and to create an environment in which it is valued;
2. **Urge** all governments, and all inter- and non-governmental organizations involved in education to take corrective action to reverse the declining trend in physical education and to promote physical education and Sport for All;
3. **Urge** the International Olympic Committee (IOC), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the World Health Organization (WHO), the General Association of International Sports Federations (GAISF), the international Sport for All organizations and all other participants in the 7th World Sport for All Congress to undertake concrete actions based on this declaration.

2000, VIII Congress, Québec Déclaration

Sport for All and Governmental Policies

Quebec City, Canada
18-21 May, 2000

Close to 700 participants from 104 countries, representing sports organizations, governments at all levels (local, regional, national), academic and community organizations, and international agencies attended the 8th World Sport for All Congress held in Quebec City, Canada, under the patronage of the International Olympic Committee (IOC) in cooperation with the United Nations Educational, Scientific and Cultural Organization (UNESCO), the World Health Organization (WHO) and the General Association of International Sports Federations (GAISF).

The participants addressed the important theme “Sport for All and Governmental Policies” and agreed on the following resolution:

Call for Action on Sport for All Policies

Evidence presented at this congress shows clearly **that there is an urgent need for the development and implementation of comprehensive and multi-sector Sport for All policies and actions, to improve quality of life through increased physical activity and fitness.**

We reiterate that Sport for All is an essential element for the wellbeing of individuals, communities and societies. Many factors, including electronic entertainment, motorized transport, lack of physical education programmes and urbanization are contributing to an increase in sedentary and unhealthy lifestyles, which are a major cause of health problems and disease in the world.

Accordingly, **we call on public authorities to act urgently to initiate and support comprehensive Sport for All policies**, to be implemented at regional and local levels to ensure maximum access to regular sport and recreation.

Public authorities must not consider Sport for All a cost, but an investment, as it provides significant individual and collective health and social benefits to communities, and economic benefits to countries.

Sport for All policies should be developed

- by public authorities, bringing together and in collaboration with all stakeholders in society
- with support across and within authorities at all levels of government
- with clear objectives and achievable goals
- with accompanying promotional measures.

Sport, recreation, education and health organizations should work closely together in implementing Sport for All programmes, with coordination and support from public authorities.

Sport for All policies should

- be inclusive, targeting all population groups, men and women, from childhood and throughout life spans
- also place special emphasis on the needs of growing elderly populations, minorities and people with disabilities
- be adapted to local and regional conditions, and to the level of the individual capacities of each citizen; it is recognised that there cannot be a single world-wide policy
- be complementary to elite sport, with the support of sports organizations and elite athletes, who can contribute significantly to the promotion of Sport for All programmes and act as role models.

Access to community participation programmes, education, facilities and services should be non-discriminatory. There should be equality of encouragement and opportunity across gender, race, colour and socioeconomic levels.

2002, IX Congress, Declaration

Sport for All and Elite Sport: Rivals or Partners?

Arnhem, Netherlands

27-30 October, 2002

Close to 450 participants from 95 countries, representing sports organisations - with a strong delegation of International Federations -, governments and the academic community gathered together under the patronage of the International Olympic Committee (IOC), the World Health Organization (WHO) and the General Association of International Sports Federations (GAISF). The 9th World Sport for All Congress was organised by the Netherlands Olympic Committee / Netherlands Sports Confederation (NOC/NSF).

The theme of the Congress "Sport for all and elite sport: rivals or partners?" continues to be of particular interest to sport organisations and to the Olympic Movement.

The Congress studied the relationship between elite sport and sport for all based on the scientific evidence and practical experience presented in the sessions, with the aim of setting directions for future policies of the voluntary, governmental and private organisations involved in the promotion of sport and physical activity.

Call for Action

There is a need for all stakeholders – organised sport, the public and private sectors and society at large – to take action:

- To establish and promote sports and physical activity policies and programmes aimed at lifetime, enjoyable sport and physical activity participation according to people's individual needs, capabilities and motivation;
- To guarantee equal access to sports programmes and services to all levels of society throughout the world;
- To provide specific services and programmes for diverse target groups so as to secure the loyalty and participation of these groups in the development process;
- To promote professional support to programmes, services and other activities;
- To initiate quality policy and management practices within sports provision and services, and develop instruments to measure their efficacy;
- To create modern communication tools and networks between all forms of sport and with society at large;
- To use elite sport as an encouragement for sport for all as sport for all is a basis for elite sport;
- To consider sport for all and elite sport as a single entity, since both can benefit from each other;
- For elite sport to remain a role model for innovation by creating new rules, training methods, practice and products which then can be implemented broadly;
- For sport for all to be supported by elite sport, as elite sport relies on the support of sport for all.

The widely-accepted conventional wisdom that there is a positive synergy between sport for all and elite sport, i.e. successful performance in elite sport requires a strong foundation of sport for all and vice versa, was both supported and challenged by the evidence presented. The critical evidence suggested that sport for all and elite sport constitute two distinct domains with discrete aims and working procedures; that people's personal movement behaviour is increasingly independent of the services of organised sports; and that the role model concept of sporting idols may have, at best, only a marginal impact. Participation in sports continues to show striking gradients according to age, disability, ethnicity and social class in particular, indicating an ongoing imbalance between the demand and supply of sports opportunities and services.

In addition to these intra-sport developments, the sports community is facing new social challenges such as public health, equity, tolerance and environmental sustainability, which call for a sensible response from both sport for all and elite sport. Of particular importance currently is the recent WHO initiative in taking physical activity as an integral part of its agenda to combat the increasing global burden of non-communicable diseases, in both the developed and developing worlds. This initiative represents a new challenge and at the same time a tremendous opportunity for the sports movement as a whole, and sport for all in particular. An active role in this area can contribute uniquely and importantly to the promotion of public health and at the same time strengthen the social credibility and accountability of sport.

The Congress agreed that all organisations involved should provide an offer of lifetime sport and physical activity that encourages every individual to be physically active and participate in sport at their own level of "need", from recreational to elite. This can be accomplished only in a coherent system of supply of sporting activities at all levels. For this reason, the Congress is convinced that working together rather than separately is the best approach for the well-being of sport and communities, and that it is important to take action to secure the continuation of this partnership and prevent the possibility of sport for all and elite sport becoming rivals. Moreover, sport for all and elite sport are complementary elements within the whole area of sport and physical activity.

2004, X Congress, Declaration

Sport for All as a Tool for Education and Development

Rome, Italy

11-14 November, 2004

Approximately 1,200 participants from 112 countries, representing sports organisations, governments at all levels, academic and community organisations, and United Nations agencies attended the Congress, organised by the Italian National Olympic Committee (CONI), under the patronage of the International Olympic Committee (IOC), in cooperation with the World Health Organization (WHO) and the General Association of International Sports Federations (GAISF).

DECLARATION

The participants of this Congress, in accordance with its theme of ***Sport for All as a tool for education and development*** urge governments and relevant public and private sector sport, health, education and environment organisations:

1. to recognise that the need for Sport for All programmes, and to deliver real actions – particularly through partnerships – in, and for, communities across the world is now greater than ever
2. to take into account, when developing and implementing sport and recreation policies, the following major considerations:

Health

- lifestyle changes taking place around the world
- the fact that chronic diseases, particularly cardio-vascular diseases and diabetes, are now overriding infectious diseases as a cause of illness and death
- the higher proportion of death by non-communicable diseases in developing countries
- the increasing incidence of unhealthy and nutritionally inadequate diets around the world, due to either a lack of choice or the making of wrong choices
- the disease burden and health costs of physical inactivity, and global risk factors
- the adoption of the *WHO Global Strategy on Diet, Physical Activity and Health* by the World Health Assembly in May 2004 and the WHO recommendation for *Move for Health* by member States
- the significant public health benefits of increased physical activity and lifelong physical education programmes

Social benefits

- the social benefits of community sport and recreation, including social cohesion and social skills, and increased sense of well-being
- the necessity to meet the particular needs of people with perceived disabilities

Economic aspects

- the economic costs of poor public health and physical inactivity, including increased administration and infrastructure costs
- the need for special, appropriate programmes and policies for particular cultures and economies, particularly taking into account the lack of resources and opportunities in developing countries

Environment

- the need for appropriate environmental policies and conditions, and for adequate indoor and outdoor space, to maximise the safety of, and opportunity for, community sport and recreation, and daily lifestyle physical activity

3. and, accordingly, to increase financial, administrative and policy support and incentives for Sport for All and lifelong physical education in order to maximise the benefits to the population, including the social and economic development engendered by sport and recreation in the community.

Further, this Congress strongly reaffirms the Barcelona 1998 Sport for All Congress declaration, calling upon all governments and voluntary organisations:

- to establish and strengthen partnerships in support of physical education
- to create an environment in which it is valued, and
- to implement actions to reverse the declining trend in physical education, especially in schools

and expresses its concern at the lack of action since the 1998 Congress in response to the Barcelona declaration, and since the subsequent congresses in 2000 and 2002, particularly in regard to the promotion and development of Sport for All policies.

This Congress also recognises that the Olympic movement, in acknowledging the importance of Sport for All actions, can play an important role in encouraging, supporting and promoting sport and recreation programmes in the community.

The declaration by the United Nations of 2005 as the *International Year of Sport and Physical Education* provides an opportunity to all to make a real difference. This initiative challenges the United Nations and all affiliated organisations to move to real action and to focus on delivery of results.

Finally, the Congress notes that the next World Sport for All Congress will be held in Havana, Cuba and will review progress in the development of Sport for All policies and actions.

2006, XI Congress, The 2006 Havana Sport for All Declaration

Physical Activity: Benefits and Challenges

Havana, Cuba

31 October - 02 November, 2006

The 11th World Sport for All Congress was organised by the Cuban Olympic Committee, under the patronage of the International Olympic Committee (IOC) and its Sport for All Commission, and in collaboration with the World Health Organization (WHO), the General Association of International Sports Federations (GAISF) and the United Nations Educational, Scientific and Cultural Organization (UNESCO). It was attended by 1011 delegates from 106 countries.

The participants thank the Cuban Olympic Committee and the Congress Organizing Committee for their planning and operations.

The 2006 Havana Sport for All Declaration

The 11th World Sport for All Congress, recognizing:

- That physical inactivity (along with unhealthy diet and tobacco use) is a major preventable risk factor in chronic non communicable disease (NCD) around the world
- That at least 60 % of the global population is not active enough to gain health benefits and less than a third of young people are sufficiently active to ensure a healthy lifestyle
- The heavy and growing global burden of obesity and unhealthy lifestyle
- That at least 1 in 6 of the world's population is overweight (including 22 million children under 5 years old, and 155 million i.e. 1 in 10 of the world's school age (5-17) children, including 30-45 million obese), with physical activity and physical education declining in schools; and that over 300 million adults are obese
- That socio economic factors, including poverty, are a key factor in the incidence of obesity; that women and disadvantaged are most at risk; that two-thirds of NCD deaths occur in developing countries and the overall inactivity trend is worst in poor urban areas
- That a variety of lifestyle factors, such as urbanization and changes in technology, transport and the workplace are all contributing to the lack of adequate physical activity
- That different, though overlapping, sets of causes and contexts apply in developing and developed countries in regard to physical inactivity and its effects , so different solutions (such as low cost recreation) may be appropriate for particular locations
- That sport and recreation, including traditional games, is vital for socio-cultural integration and equity, harmony and cohesion, particularly among immigrants and people with disabilities
- The importance of the *WHO Global Strategy on Diet, Physical Activity and Health*
- The historical importance of 2005 being the "International Year of Sport and Physical Education"
- That physical inactivity and its effects constitute an enormous financial cost to governments, communities and public health systems
- The importance of integration of Sport for All programmes with the broad education system, health, culture, science, social welfare, environment and tourism,

Declares that, particularly for the sake of the youth of the world, it is time for urgent, real, targeted multi-sectoral action – in health, education and sport sectors - at all levels of society and government in regard to physical activity, and therefore

Calls on governments and public authorities at all levels, in consultation with NGOs and other organisations, to

- **Develop national physical activity guidelines and targets**
- **Ensure the provision of community sport and recreation facilities, including accessible, clean open space**
- **Actively promote the need for personal physical activity through commitment, support and leadership, to increase participation in physical activity and Sport for All programmes**
- **Ensure increased provision of physical education**

- **Recognise that such actions are a good investment, significantly reducing public health costs and having major social benefits**

And, further and in particular, as it is under the patronage of the IOC and the Sport for All Commission,

1. Calls on National Olympic Committees (NOC's), International Federations (IFs) and other Olympic Movement organisations, working with education, health and sport authorities, NGOs and private sector organisations, and taking into account local factors and considerations, to:

Develop or expand at least one major Sport for All campaign each, taking into consideration local factors and needs, concentrating on the following:

- **A community sport and recreation programme, in particular through clubs**
- **Education and public awareness, including promotion at all levels of sport, including major events, of the benefits of physical activity**
- **Support for facilities and clean open spaces for SFA**
- **Physical Education and promotion of healthy lifestyle in schools**
- **Ensuring such a campaign or programme is sustainable**

and

2. Encourages NOC's, IFs and other Olympic Movement organisations to lobby and support governments and other organisations, particularly in developing countries to develop campaigns.

3. Asks NOC's, IFs and other Olympic Movement organisations to make as a deadline for the creation of such campaigns the 12th Sport for All Congress to be held in Malaysia in November 2008, with that Congress to hear, review and build on the results of those efforts, in particular in regard to the youth of the world.

2008, XII Congress, Final Declaration

Sport for All – Sport for Life

Genting Highlands, Malaysia

3-6 November, 2008

FINAL DECLARATION

The 12th World Sport for All Congress was organised by the Olympic Council of Malaysia under the patronage of the International Olympic Committee (IOC) and its Sport for All Commission, in collaboration with the World Health Organization (WHO) and the General Association of International Sports Federations (GAISF). It was attended by 505 delegates from 96 countries.

The 12th World Sport for All Congress called on governments to act urgently to counter the global problems of decreasing physical activity and the increasing incidence of obesity.

Congress called on governments and public authorities at all levels to:

- Focus on the importance of sport and physical activity as a key element of health policy
- When formulating policies, take into account the public health, social and economic benefits of increased participation in sport and physical activity
- Recognise the importance of community sport and physical activity
- Consider Sport for All as an investment, not a cost and burden.

1. The Congress recognised the benefits of increasing levels of sports and physical activity, including:

- Improved levels of health – mental and physical
- Increased socio-cultural integration, equity, harmony and unity in communities, particularly integration of ethnic groups, people with perceived disabilities, and immigrants
- Increased social interaction, social inclusion and involvement skills, and the benefits derived from the inherent spirit and values of sport and physical activity
- The educational role of sport and physical activity
- A reduction in costs of health and welfare to governments and communities.

2. The Congress fully supported the implementation of the *WHO Global Strategy on Diet, Physical Activity and Health*, the 2008 Action Plan and the recommendations on prevention and control of noncommunicable disease.

3. The Congress affirmed that:

- Physical inactivity is a major independent risk factor for Non-communicable Disease (NCD) – including cardiovascular diseases, diabetes, obesity and certain types of cancers – around the world, and alone accounts for almost two million deaths each year.
- NCD deaths constitute approximately 60% of all deaths around the world each year, and 66% of the 35 million NCD deaths occur in developing countries, with the overall physical inactivity trend worst in poor urban areas.
- Childhood obesity - which also leads to increased adult obesity levels - is an increasing problem, with almost 22 million children under five years old and 155 million (1 in 10) of school age (5-17 years-old) overweight, with an estimated 30-45 million people obese.
- Socio-economic factors, including poverty, are a key factor in the incidence of obesity.
- A variety of lifestyle factors, including eating habits, urbanisation and changes in the nature and use of technology (especially “screen-based activities”), transport and the workplace are all contributing to an increased sedentary lifestyle and declining levels of physical activity.

4. The Congress strongly recommended that National Olympic Committees, International Federations and other sports organisations, together with government agencies for health, education and sport, develop, expand or adapt (to suit local needs and conditions) sport and physical activity and education programmes, and consider the importance and benefits of:

- The IOC focus on education through sport – and on culture and environment – which provides a unique platform for promoting the values of Sport for All and attracting young people to sport and physical activity, particularly through the Olympic Games and the hosting of the Youth Olympic Games.
- Community-based, non-discriminatory, low-cost, accessible programmes; sports and physical activity facilities (including open space) and suitable neighbourhood and environmental conditions, for all ages and performance levels.
- School and youth-based programmes, including after-school programmes; “physical education and health” programmes with quality time, inclusive curricula and a significant fun element; and education systems which feature and allow a satisfactory study /physical activity balance.
- Integral involvement of community clubs, sports clubs and other community organisations.
- Meeting the specific needs of people with perceived disabilities.
- Using modern technology, including information technology, to educate, inspire and encourage the community, especially young people, in regard to the values and benefits of sport; to motivate and encourage participation at all levels; and use modern technology for training, instruction, organisation and other support for sport and physical activity providers and professionals.
- Expanding or establishing low and moderate level intensity sport and physical activity programmes, with low “threshold to start” criteria; popularising, where appropriate, sports programmes to attract and maintain interest amongst young people.
- Maximum transfer of knowledge between organisations to facilitate widespread use and adoption of best-practice models and case studies of sport and physical activity programmes.
- Harnessing the impetus, encouragement and role-model assistance available through elite sport for community sport and physical activity.

5. The Congress proposed that the 2009 IOC Congress Commission considers the recommendations made at this 12th World Sport for All Congress, in particular the initiatives and research which address the IOC 2009 Congress theme – “Moving towards an active society”.

6. The Congress recommended that reports on progress in the development of community sport and physical education programmes, as well as follow-up actions from this Congress (particularly the adoption and adaptation of best-practice models and case studies), be included in the next World Sport for All Congress to be held in Jyväskylä, Finland from 14 to 17 June 2010.