

# Physical activity program





JYVÄSKYLÄ



200 sports clubs  
70 different sports  
>300 sports venues







**95%** **FEEL  
THAT  
PHYSICAL  
ACTIVITY IS  
IMPORTANT**

**Only a fraction moves  
enough**





# There are many reasons and obstacles



**CAPITAL OF SPORT  
IN FINLAND**

JYVÄSKYLÄ 







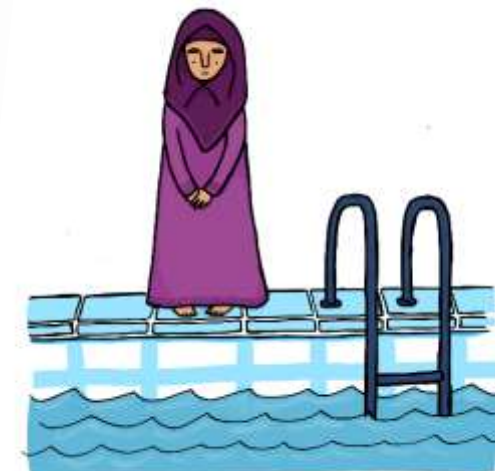
**Distance**



**Motivations**



**Barriers**



**Culture**



**Skills**



**Time**



**Costs**



**Communication**



**Bans**

# BARRIERS FOR THE INACTIVE



Feeling blue or generally  
tired 63%



Personal illness or injury  
48%



Lack of time  
48%



Lack of a friend  
44%



Access to suitable  
sports facilities 33%



Lack of money  
37%



A photograph of two young children, a boy in a blue and white striped shirt and a girl in a pink shirt, pushing a large, round hay bale in a grassy field. The text 'We need cooperation' is overlaid in a bold, purple font in the upper right corner. On the left side of the image, there are several vertical, wavy purple lines of varying heights.

# We need cooperation





# PHYSICAL ACTIVITY PROGRAM

~~Sports program~~



## MISSIO

Edistämme kuntalaisten  
hyvinvointia, osallisuutta  
ja yhteisöllisyyttä

## VISIO

Jyväskylä on kasvava  
ja kansainvälinen  
sivistyskaupunki

# JYVÄSKYLÄN KAUPUNKISTRATEGIA

JYVÄSKYLÄ 

KOULUTUS- JA  
KULTTUURIKAUPUNKI

RESURSSIVIISAS KAUPUNKI

LIIKUNTA-  
PÄÄKAUPUNKI

ELINVOIMAN KAUPUNKI



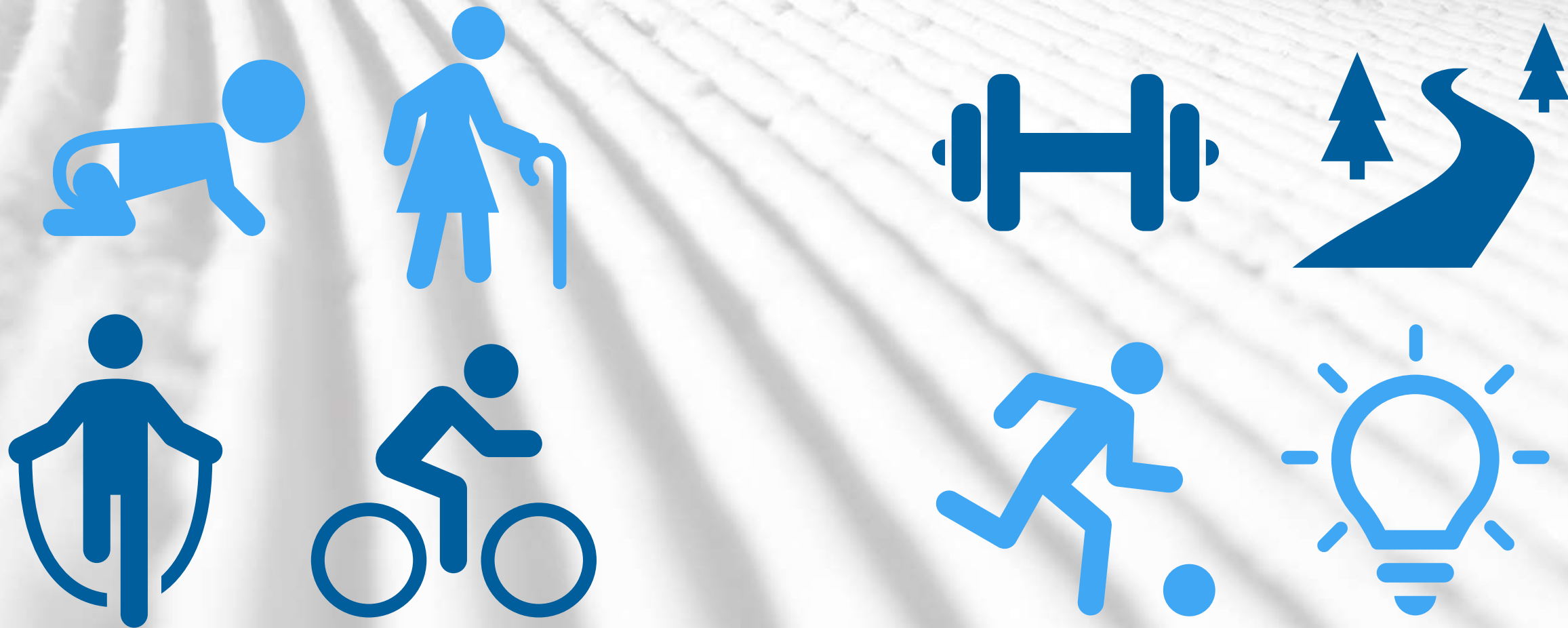




LIIKUNTA-  
PÄÄKAUPUNKI



# PHYSICAL ACTIVITY PROGRAM?



CAPITAL OF SPORT  
IN FINLAND

JYVÄSKYLÄ 





Lack of activity  
80 M€/y

JYVÄSKYLÄ

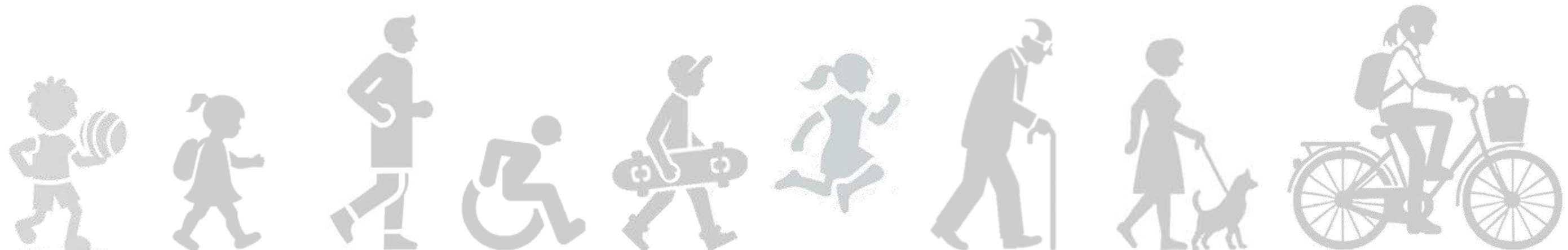




# GOAL

**More physical  
activity to  
Jyväskylä**

**More physically  
active inhabitants  
in Jyväskylä**



**CAPITAL OF SPORT  
IN FINLAND**

**JYVÄSKYLÄ** 



# GOAL

Removing  
obstacles



Igniting the joy  
of movement



CAPITAL OF SPORT  
IN FINLAND

JYVÄSKYLÄ 



# THE 18 TRIGGERS OF JOY OF MOVEMENT

**PLAYFULNESS**



**INTERACTION**



**FUN**



**DISCOVERY**



**ACHIEVEMENT**



**FULFILLMENT**



**COMPETENCE**



**CONFIDENCE**



**IMMERSION**



**ENCOURAGEMENT**



**CHALLENGE**



**INTENSITY**



**GROOVE**



**ME-TIME**



**BEAUTY**



**WELLBEING**



**FREEDOM**



**EXPRESSION**





# GROUNDWORK


**85**  
**Workshops**

**700**  
**People**

**2700**  
**Answers**




# QUESTIONS

A rectangular green sticky note with a slightly torn bottom edge.

What  
motivates  
you to Move?

A rectangular pink sticky note with a silver pushpin at the top center and a slightly torn bottom edge.

What  
prevents or  
reduces  
movement

A rectangular blue sticky note with a gold pushpin at the top center and a slightly torn bottom edge.

Ideas and  
solutions?

# GROUNDWORK

Queries **2500** answers

Workshops **2700** answers



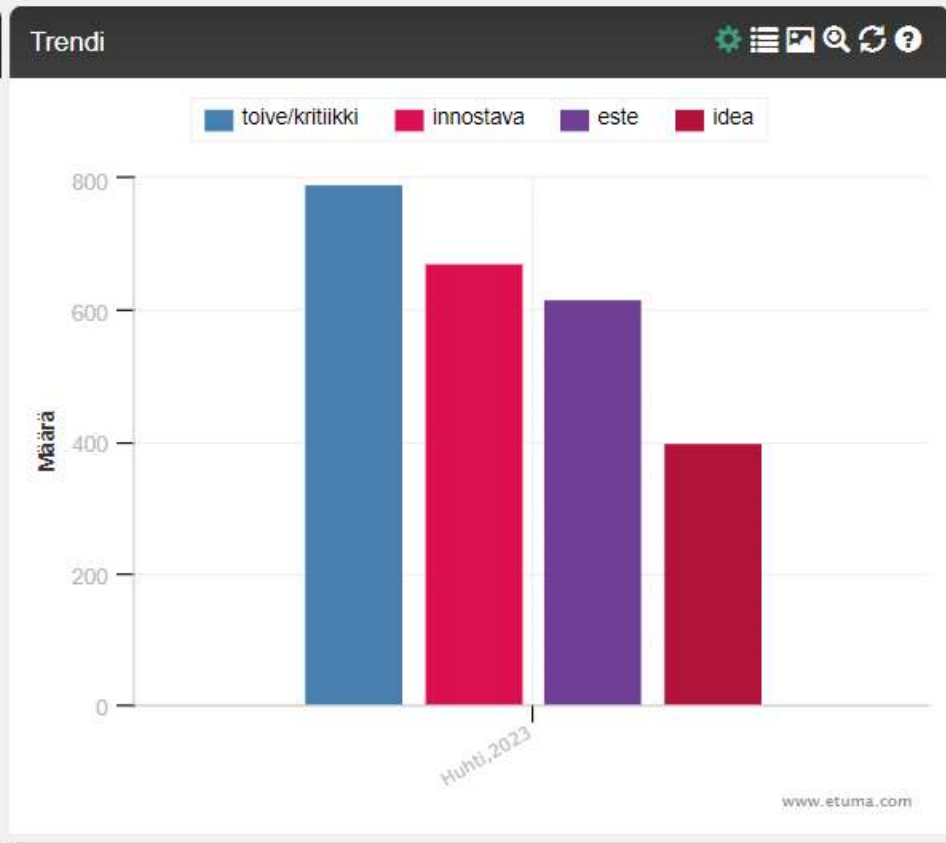
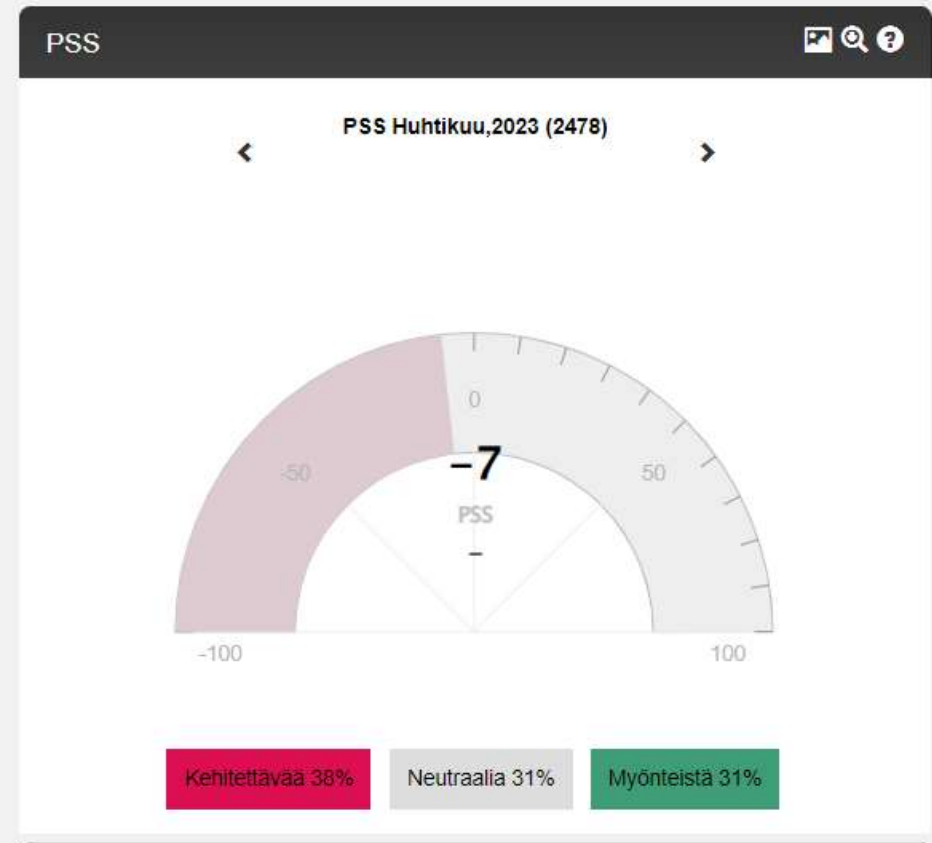
# ANALYSIS

## Lapset ja nuoret - kysymyksittäin

Näytä: Kaikki arvot

Sanastonmuokkaus

☐ Dynaaminen



Puheenaihelista

		Määrä	Kehitettävää	Neutraalia	Myönteistä
1.	ystävät	202	37.1%		57.9%
2.	säätila	121	63.6%	10.7%	25.6%
3.	siisteys	77	80.5%		19.5%
4.	liikunta	60	20.0%	33.3%	46.7%
5.	liikuntavälineet	57	43.9%	21.1%	35.1%
6.	hinnoittelu	52	67.3%	7.7%	25.0%
7.	reitit	52	19.2%	59.6%	21.2%
8.	liikuntatilat	48	37.5%	29.2%	33.3%
9.	jalkapallo	47	14.9%	53.2%	31.9%
10.	oppilaitos	43	32.6%	48.8%	18.6%



Viestit

10%

1. Maanantai 17.4.2023

10.22

Uuseisiin luontopolkuihin on haastavaa päästä rattaiden kanssa

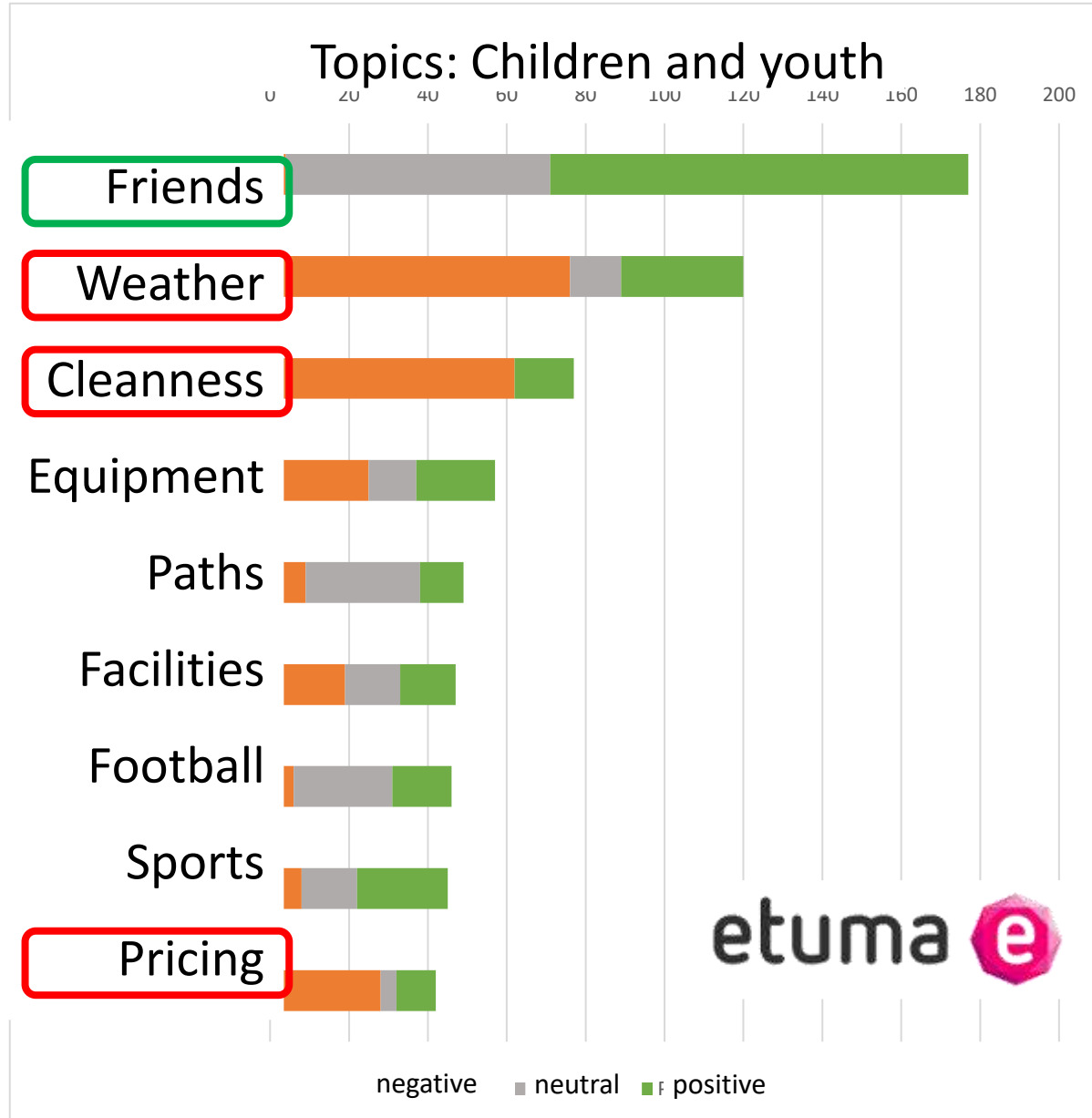
Käännä

lue lisää

# PHYSICAL ACTIVITY BAROMETER

Ball-games Ski-tracks  
Low threshold price upkeeping  
Co-creation  
pensioners  
swimming  
nature kids neighbourhood sites Disc golf  
accessibility Special groups  
Cycling and walking





Friends and then  
also when you  
get more 😊

You get to be with  
your friends and  
learn new things

Exercising with  
friends

Bad weather, eg.  
Ice on equipment

If there is  
bad  
weather or  
too much  
garbage

The fact that there  
aren't enough  
equipment

The high cost of gyms  
is the main reason  
why I don't go to gyms  
even if I want to



# Development program







103 actions



## cooperation

Liikuntapalvelut	73
City planning	24
Education	21
Communication	12

Youth services	15
Facilities	6
Culture	20
Others	14



# Themes

1. Town plan that encourages activity
2. Nature sports facilities
3. Local PA facilities
4. Active preschool/school days
5. Bike paths and parking
6. Healthcare service paths
7. Applied sports, financial support, immigrants
9. Non-competitive sports
10. Communication and marketing
11. Active employees
12. Digital solutions
13. Culture as a motivator
14. Cooperation with the private sector
15. Cooperation with JYU & Jamk
16. Involving residents
17. International cooperation

# THE YOUTH MARATHON

4.2km





# THE EVENT



5<sup>th</sup>–7<sup>th</sup> graders  
4 700 pupils



1/3 walked or  
cycled to the site



Training in  
schools



Co-operation with:



# THE IMPACT



8/10 pupils' grade

64% trained for the event

77% more interested in endurance training









# NUORTEN MARATHON

## 15.9.2023

[Watch the video](#)

23/03/2021

Jyväskylän kaupunki





**Aitäh!**