

WELCOME



***Suomen Työväen
Urheiluliitto***



**SUOMEN
OLYMPIAKOMITEA**

AGENDA

9:45-9:50	Official welcoming words and the agenda
9:50-10:00	Introduction of TUL and Olympic Committees Physical Activity Section
10:00-10:15	Tackling the 4.700.000.000 € problem and the political situation – short insight
10:15-10:45	Planning, organizing, and coordinating the physical activity – different programs for the same target
10:45-11:00	Coffee break
11:00-11:30	From planning to actions – what have we done and what have we learned?
11:30-11:40	Discussion on how we can learn from each other in the future and collaborate

AGENDA

~~9:45-9:50~~ Official welcoming words and the agenda

9:50-10:00 Introduction of TUL and Olympic Committees Physical Activity Section



TUL

APPROX

700

MEMBER CLUBS

OVER

150 000

MEMBERS

OVER

80

SPORTS

 Vision

**EVERYONE HAS THE POSSIBILITY TO
EXPERIENCE THE JOY OF MOVEMENT**



Mission

**TOGETHER MOVING COMMUNITY AND
MEMBER CLUBS' VITALITY SUPPORTER**

A person is shown from the waist down, performing a deadlift. They are wearing black shorts, black sneakers with red accents, and black wristbands. They are lifting a barbell with large black weights. The floor is made of dark grey tiles. The text "STRATEGIC CHOICES" is overlaid in white, bold, sans-serif font.

STRATEGIC CHOICES

— Physical lifestyle and experiences

We promote physical lifestyle. Physical activity should be possible for everyone no matter what their age, origin, ethnic background, nationality, language, sex, sexual orientation, income level or any other person related background is.

Together with our member clubs we promote and execute low threshold physical activity and sports. We offer experiences that carry through individuals' life. Lifetime friends or once in a lifetime experiences, all unforgettable and important.

— Supporting the member clubs' lifecycle

We work together and for our member sports clubs. We help them to focus on their main task: moving people.

No matter whether the club is to be established or is having its last song, we will help them with their issues. Vital clubs are the foundation for Finnish sports.

— Working for equality

We are a sound carrier for equality in sports. Sustainable development and equal society and sports are our driving forces.

L I I K U N T A

U R H E I L U

KAUPALLINEN URHEILU

AMMATTIURHEILU

LIIKUNTA/URHEILU ON ITSETARKOITUS

URHEILU ON VÄLINE

Kansanterveyttä

Kiinnostavuutta/viestintävoimaa

Kävely

Nuorten urheilu

Salikuntoilu

Hurrikaani-Loimaa

Hiihtolenkki

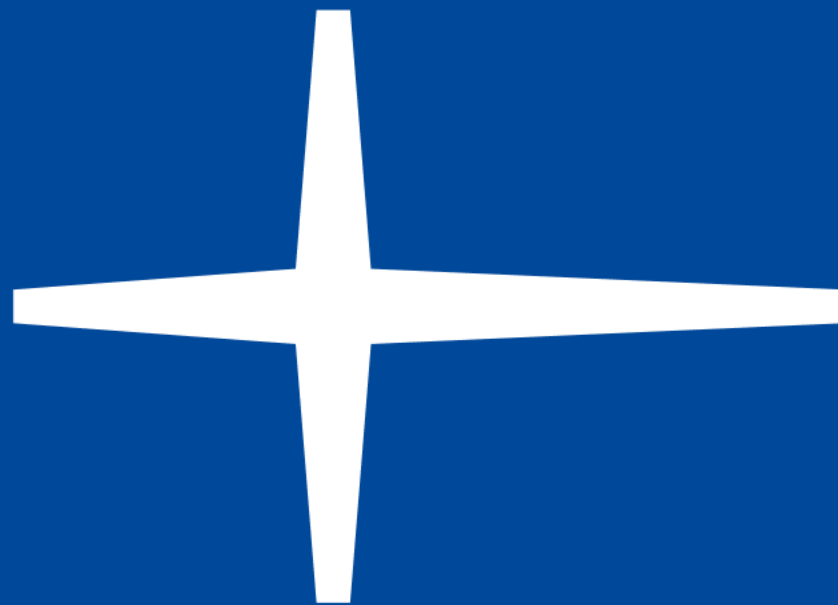
Lentopallon miesten 2-sarja

HCTPS

Cross training -harjoittelu

Cross training -kilpailu

Show-paini (professional show wrestling) – Mitä se on?



The Finnish Olympic Committee is a national organisation for sport and physical activity. The task of the organization is to promote movement and a physically active lifestyle among Finns and build preconditions for renewable club and organisation activities of high quality and generate elite sports success.

Together with our member organisations and partners we build vitality for Finland through physical activity and sports.



The Olympic Committee's mission, vision and values





SUOMEN
OLYMPIAKOMITEA

INCREASING THE VITALITY OF CLUBS AND SPORTS ORGANIZATIONS

• 5.11.2020



INCREASING THE VITALITY OF CLUBS AND SPORTS ORGANISATIONS

We build preconditions for a renewable club and member activity of high quality.

Goals

- The management of club and organisation activities become stronger and the quality improves.
- Club activities enable growth into an athlete and an active lifestyle.
- Club activities are valued, professional, community oriented and appealing.



PACKAGE OF MEASURES FOR CLUB AND ORGANISATION ACTIVITIES

- **Strengthening management**
 - The quality programme's of the star federations (Tähtiseurat)
 - Training for the leadership of the member organisations and elected representatives
- **Promotion of digitalisation**
 - Suomisport services for clubs and organisations
 - Web-based education (oppimisareena.fi)
- **Support for member organisations**
 - Responsibility programme's
 - Good governance, legislation and consultation and lobbying on international issues.
 - Sporttitalo's services



GENERATING ELITE SPORTS SUCCESS

We lead the Finnish elite sports and help athletes and teams to succeed, together with the federations and the elite sports network.

Goals

- Professional athleticism in elite sports grows
- We achieve 10 medals in the Olympics in Peking and Paris and 10 medals in the Paralympics.
- We compete regularly for medals in the Ice Hockey and Floorball World Championships and participate in Euro and World Cups of international team sports.
- Finland reaches the top 20 in the world ranking lists (GSN/WRCES) and is among the top nations in relation to population.



THE OLYMPIC COMMITTEE'S BROAD PLAYING FIELD



AGENDA

~~9:45-9:50~~ — ~~Official welcoming words and the agenda~~

~~9:50-10:00~~ — ~~Introduction of TUL and Olympic Committees Physical Activity Section~~

10:00-10:15 Tackling the 4.700.000.000 € problem and the political situation – short insight

BRIEF INSIGHT

BASED ON THE CALCULATIONS

- Low physical activity is costing us yearly 3.200.000.000 €
 - Lost of tax income 1.843.000.000 €
 - Health services and medicines 270.000.000 €
 - Premature deaths/ All-cause mortality 300.000.000 €
 - Disability pensions 325.000.000 € etc.
- Sedentary behavior (>8h/16h) is costing us yearly 1.500.000.000 €
 - Use of healthcare services 346.000.000 €
 - Medications 122.000.000 €
 - Disability pensions 691.000.000 €
 - Premature deaths/ All-cause mortality 298.000.000 €

Source: <https://jech.bmj.com/content/jech/76/7/677.full.pdf>

4.700.000.000 € VS. 150.000.000 €

PARADOX OF TACKLING THE PROBLEM

- Inactivity and sedentary behavior is costing us yearly 4.700.000.000 €.
 - Trend of growth could have been seen for decades.
- Governmental support for sport is yearly less than 150.000.000 € and is decreasing for more than 20 % in the next few years.
 - Trend of decrease of support is new.



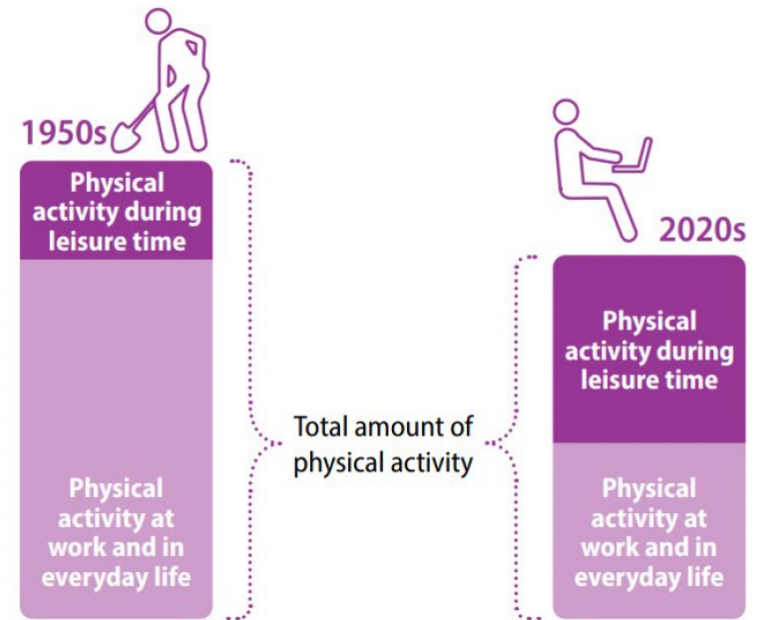
LAST CHANCE FOR RAISE OF AWARENESS

RAISE OF AWARENESS

- Even though Finland is still doing pretty well, when it comes to physical activity, the trend is wrong.
- The awareness of importance for physical activity is raising.

THE LAST MINUTE CALL

- Our soldiers have never been in such a bad shape.
- Never have we ever had so many overweight persons.
- Never have we ever took so less steps in our daily life.



CO-OPERATION IS NEEDED

WORK TOGETHER

- Promoting physical activity is not one organizations show.
- It does not make any sense to leave the task for only sport organizations as we need more to cover all age groups, and everyone even not involved in sport clubs.

AGENDA

~~9:45-9:50~~ — Official welcoming words and the agenda

~~9:50-10:00~~ — Introduction of TUL and Olympic Committees Physical Activity Section

~~10:00-10:15~~ — Tackling the 4.700.000.000 € problem and the political situation – short
— insight

10:15-10:45 Planning, organizing, and coordinating the physical activity – different programs for the same target

AFTER THE WAKE-UP CALL

DIFFERENT PROGRAMS FOR THE SAME TARGET

- Since the wake-up call, there has been several different new openings for different programs aiming to tackle the problem of inactivity.
- 2020 The Finnish model for leisure activities
- 2021 Finnish Olympic Committee establishes the third function for the strategy
- 2022 Finland – An active nation and people
- 2023 The first minister of sport and physical activity
- 2024 Governmental program: Get Finland Moving

The Finnish model for leisure activities

The purpose of the Finnish model for leisure activities is to increase the wellbeing of children and young people by allowing them to engage in fun and free hobbies during the school day.



**THE FINNISH MODEL FOR
LEISURE ACTIVITIES**

Finnish Olympic Committee
establishes the third function
for the strategy





The first minister of sport and physical activity





VALTIONEUVOSTO
STATSRÅDET



Suomi liikkeelle -ohjelma
Programmet Finland i rörelse

Get Finland Moving programme

Objective

- The Government's aim is to increase physical activity in every age group.
- To achieve this, a cross-administrative Get Finland Moving programme will be drawn up to promote physically active lifestyles and functional capacity



Get Finland Moving programme

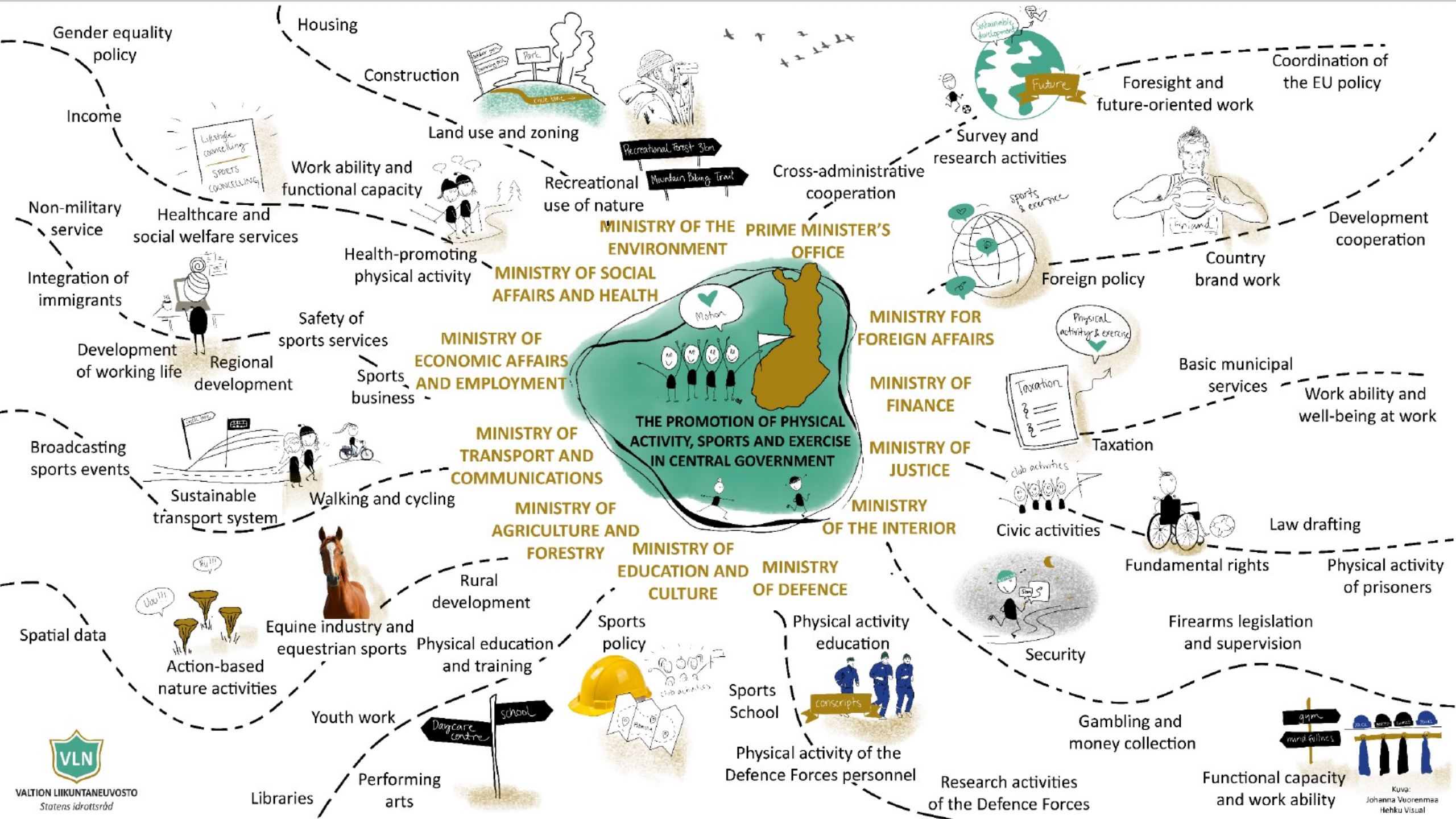
- 16 actions in the Government Programme which contain a total of 35 separate measures. The measures are targeted at the administrative branches of different ministries.
- The programme is implemented and monitored by a ministerial working group on physically active lifestyles and functional capacity, which is one of the seven ministerial working groups of the Government.
- The programme shall have a full-time secretariat.
- The Coordination body for sport policy (LIPOKO) works in the preparation and implementation of the programme.
- An annual appropriation of EUR 20 million will be allocated for the implementation (v. 2024–2027).





Structures create the prerequisites for physical activity

Individuals and communities choose physical activity
Organisations choose to promote physical activity



FINLAND – AN ACTIVE NATION AND PEOPLE

PICK UP THE BATON



1.1 WHAT IS THIS **CONCEPT** ABOUT?

A LOT OF GOOD WORK IS DONE IN FINLAND TO IMPROVE PEOPLE'S PHYSICAL, MENTAL AND SOCIAL ABILITY TO FUNCTION. HOWEVER, RESULTS HAVE STILL GOTTEN WORSE. THE LIMITS OF DIMINISHED ABILITY TO FUNCTION HAVE NOW BEEN CROSSED.

It's not just about sports or exercise but changing habits and practices. Change requires the efforts of all the operators in Finland. We need a way to introduce the topic of ability to function to social discourse alongside climate change and the economy.



1.2 WHAT IS THIS **CONCEPT** ABOUT?

EVERYONE HAS THE RIGHT TO THE ABILITY TO FUNCTION. LOSING THIS ABILITY IS A MASSIVE PROBLEM FOR BOTH THE INDIVIDUAL AND SOCIETY AT LARGE.

THERE ARE NO QUICK FIXES TO THIS.

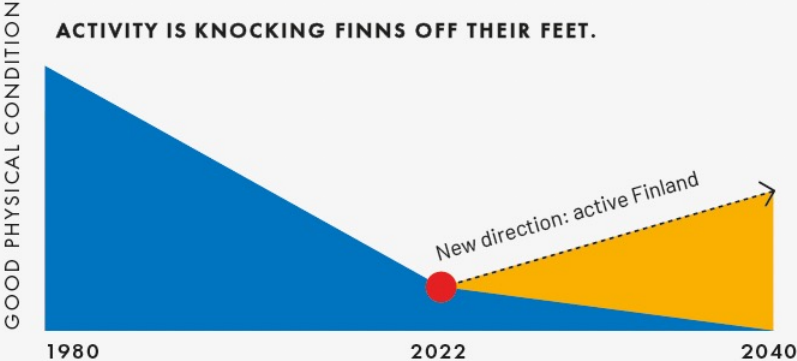
Ability to function is a goal in and of itself, and movement is the way to reach it. Before people can be activated to move, we must change the way they think. Our task is to bring ability to function into social discourse and make moving around about something more than just exercise. We wish to make all kinds of movement a desirable and appreciated part of people's everyday lives. We do not place blame but motivate, inspire and strive to create joy of success. We have a solution-oriented message. **We are talking about everyone's right to the ability to function.**



2.1 WHY ACTION IS NEEDED NOW?

The physical condition of people living in Finland – and thus their ability to function – has already been trending down for 40 years now. Inactivity is already costing us 4.7 billion euros annually.

Inactivity is knocking Finns off their feet. At this rate we will no longer have a Finnish welfare society in the 2040s.

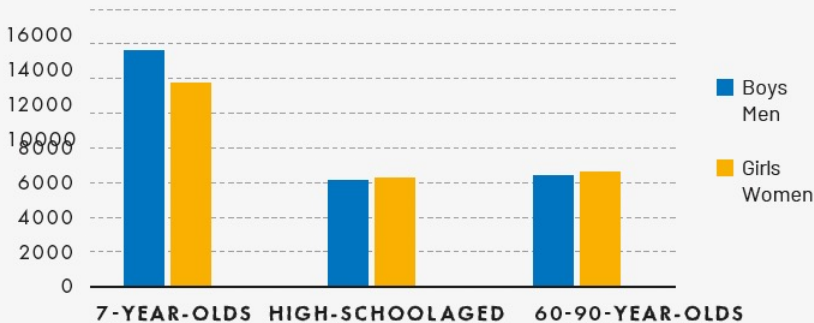


2022
The physical condition of the population is diminishing in nearly all age groups. The cost of inactivity to society is €3.2 billion per year and immobility costs €1.5 billion.

2040
On the current path the endurance of men will have collapsed so that only 2 % of 50-year-old men are in good shape.

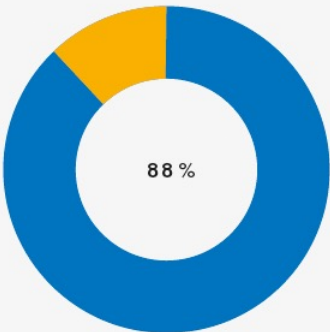
NUMBER OF DAILY STEPS COLLAPSES AS PEOPLE REACH ADULTHOOD

Youths beginning their studies, work life or military service take the same number of daily steps as those moving on to retirement.



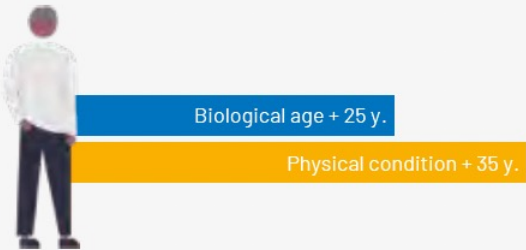
AVERAGE WEIGHT IS RISING

88 % of 44-year-old men will be overweight by the year 2050.



WE ARE AGEING BEYOND OUR YEARS

In terms of physical condition, men will age 35 years in the next 25 years.



4.1 HOW CAN WE JOIN UP?

MAKE A PROMISE TO FINLAND

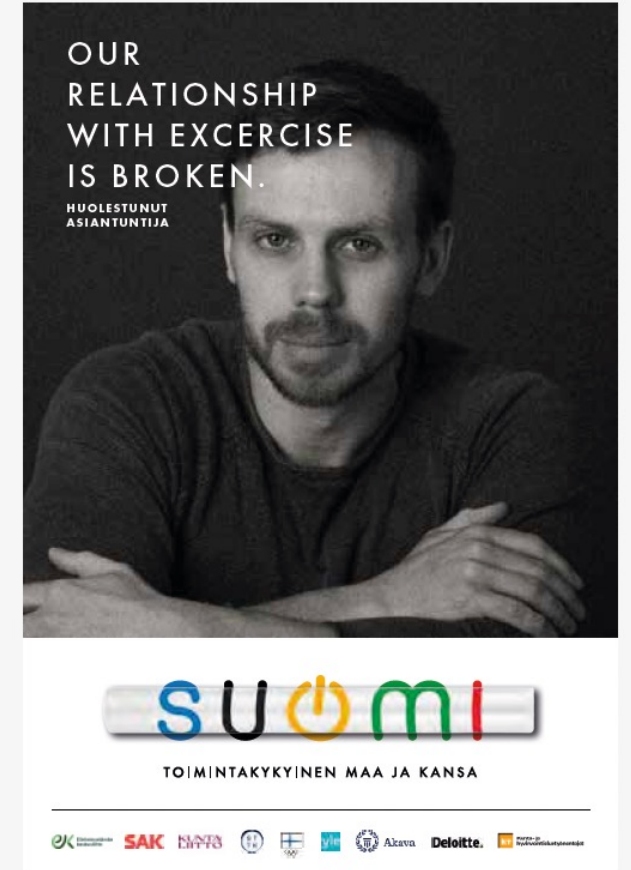
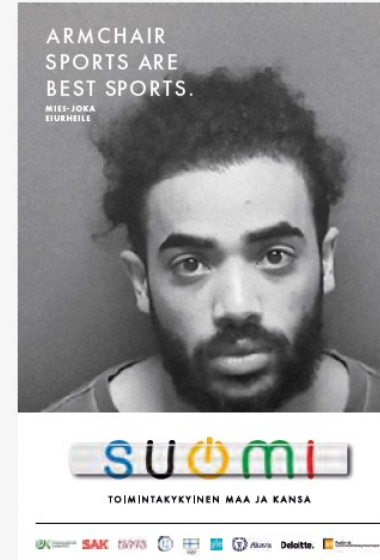
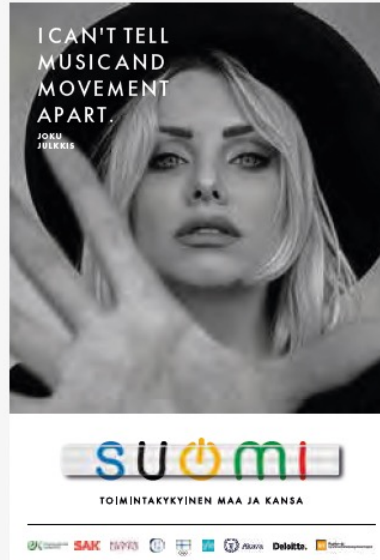
Introduction of the concept is a sustainable act for both our nation and our people. By joining up you will be one of the facilitators of the concept through your own example.

As part of the concept we will be collecting promises that lead to concrete, practical measures to increase movement in the different organisations.

- ① Think about what your practical promise would be.
- ② Post your promise on social media using #LupausSuomelle and/or #LöftetillFinland
- ③ Communicate with your staff and make use of the concept's logo while doing so.

Through the promises we wish to inspire the adding of new tools to society's toolbox concerning the ability to function.

The concept's umbrella can fit millions of promises under it. Together we will start a snowball that grows and grows while inspiring actions and communication to improve ability to function.



4.2 INSPIRATION AND TIPS FOR MAKING MOVING PROMISES

PROMISES CAN BE MADE ON THE STRATEGIC OR OPERATIONAL LEVEL, AND WHY NOT ON THE PERSONAL LEVEL AS WELL.



AGENDA

~~9:45-9:50~~ — Official welcoming words and the agenda

~~9:50-10:00~~ — Introduction of TUL and Olympic Committees Physical Activity Section

~~10:00-10:15~~ — Tackling the 4.700.000.000 € problem and the political situation – short
insight

~~10:15-10:45~~ — Planning, organizing, and coordinating the physical activity – different
programs for the same target

10:45-11:00 Coffee break

AGENDA

~~9:45-9:50~~ Official welcoming words and the agenda

~~9:50-10:00~~ Introduction of TUL and Olympic Committees Physical Activity Section

~~10:00-10:15~~ Tackling the 4.700.000.000 € problem and the political situation – short insight

~~10:15-10:45~~ Planning, organizing, and coordinating the physical activity – different programs for the same target

~~10:45-11:00~~ Coffee break

11:00-11:30 From planning to actions – what have we done and what have we learned?

TOWARDS THE ACTIONS

VERY FINNISH WAY IS TO FOCUS ON THE STRUCTURES

- We are a promised land of engineering and everything is about the structures. So, now we have more structures: Olympic Committee, Minister, different programs.
- We need to focus on getting the action plan into action.

OUR EVENTS AND EDUCATION

- We organized more than 2000 different events in 2023. Almost 100.000 participants joined those events.
- We organized almost 300 educational events in 2023. 4.000 participants joined the sessions.
- Most of the events were done together with our member clubs.

VARIATION OF DIFFERENT EVENTS

LARGE VARIATION OF DIFFERENT ACTIONS

- Sport camps, multisport camps, competitions, competition series, running events, biking events, tournaments, you name it.

AIM IS ALWAYS THE SAME

- Whatever is done, the aim is always to promote the physical activity.
- Some promote sports and some stop the sedentary behavior.

KIDS EVENT

FOR SCHOOLS TOGETHER WITH SPORT CLUBS

- We organize the event together with Turku region sport clubs.
- The event is for Turku schools. Five schools are to be chosen every year.
- Dream Sports day is held in Turku in early May.

SIMPLE SOLUTION AND EASY TO JOIN

- It is easy to join and very simple for schools.
- Local sport clubs get to attract new kids to their clubs while promoting their functions and operations.



PROMOTIONAL EVENT

STEP COLLECTING WEEKS

- Everyone can join, no matter how active you are.
- It is a "competition", but it is based on everyone's own given info.

EASY TO JOIN AND CHALLENGE OTHERS

- Just click and join.
- You can challenge your colleagues, friends, other organizations.



SEMINARS AND EDUCATION

IMPORTANT WAY OF SPREADING THE KNOWLEDGE

- We organize multiple seminars every year.
- Slow but important way of spreading the knowledge.

NOT ONLY ABOUT PHYSICAL ACTIVITY

- Supporting the clubs to work more effectively and on a sustainable way.
- Equal and safe sport is one of our main targets.
- We also offer free online educational environment.

WHAT HAVE WE LEARNED?

STRUCTURES AND JOINT PROMOTION ARE NEEDED

- Before Olympic Committees strategic choice, we tend to be alone on this topic.
- Now it is easier to be heard, when talking about physical activity, rather than sports.

ON-GOING AND ENDLESS ROAD

- There is absolutely no ending point for this work.
- We need more fact-related information.
- We need schools, defense forces, municipalities, cities to join the work to be able to succeed.
- If it would be easy, it would have been done already.

AGENDA

~~9:45-9:50~~ Official welcoming words and the agenda

~~9:50-10:00~~ Introduction of TUL and Olympic Committees Physical Activity Section

~~10:00-10:15~~ Tackling the 4.700.000.000 € problem and the political situation – short insight

~~10:15-10:45~~ Planning, organizing, and coordinating the physical activity – different programs for the same target

~~10:45-11:00~~ Coffee break

~~11:00-11:30~~ From planning to actions – what have we done and what have we learned?

~~11:30-11:40~~ Discussion on how we can learn from each other in the future and collaborate

A person is in a starting crouch on a track, wearing a Brooks running shoe and a dark athletic top. Their hand is on the ground, and a starting block is visible. The text "OPEN DISCUSSION" is overlaid in the center.

OPEN DISCUSSION

THANK YOU



***Suomen Työväen
Urheiluliitto***



**SUOMEN
OLYMPIAKOMITEA**