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**NEXT**  
Neighbourhood sport.  
Get healthy Get closer  
Conferenza finale

# NEXT FINAL CONFERENCE

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Promoting good health for all and for all age groups through the culture of movement, according to everyone's skills, is the goal that Uisp has been pursuing for some time in combining physical activity, education, environment, well-being and citizenship rights.

**Italians** are, even today, **among the most sedentary in Europe**, with a very wide gap between the north and south of the continent. This data provided by Eurobarometer research undoubtedly requires a change of pace, taking into account that the years of the pandemic and the ongoing war have already brought a heavy impact on the economic and social level and widened the gap of inequalities in opportunities. of motor practice with consequent unfairness in the relationship with the health and well-being of all people.



It is a fact that for Uisp represents a point of reference, the lens through which to read what the society we live in tells us, to interpret it and from which to relaunch our commitment.

A commitment that has always been a guiding principle for us: physical activity is a fundamental tool for the psychophysical well-being of citizens and the whole community in which we live, capable of building real paths of social emancipation.



In fact, physical activity generates positive relationships and is a factor of cohesion and eco-sustainability.

Uisp, which promotes social sport and for all, makes its history, knowledge and expertise available to affirm a new culture of healthy and active lifestyles in society. To do this, however, one must never feel self-sufficient, one must shy away from self-referentiality and promote a great and fundamental team game.

To succeed and be effective, we need to do so with intersectoral initiatives that involve social networks that are a wealth of Italy in the subsidiary relationship with public policies. It is necessary to do it together with all those subjects, with their precious experiences that make up the variegated framework of social bodies, of active citizenship organizations.



**Civil society**, organizations for the social promotion of sport, institutions at all levels, from the territorial level of the **Municipalities** and **Regions**, up to the national and European level

In the **guidelines on physical activity** for the different age groups, the General Directorate of Health Prevention of the Ministry of Health recognized Uisp, the only one among all the Sports Promotion Bodies, a role of "facilitator" in the construction of networks and alliances with various subjects in order to favor social inclusion policies, community interventions and actions, in a systemic logic in the context of health promotion strategies.



And it continues stating that "**in line with the vision of the National Prevention Plan**, Uisp pursues the affirmation of citizenship rights and the fight against inequalities and, through the signing of memoranda of understanding with numerous Regions, contributes as a qualified partner the development of regional prevention plans, sharing scenarios and objectives, making available the experience of **validated good practices** (national and local), replicable in different contexts and aimed at all age groups, also participating with their own trainers in initiatives regional training courses on **intersectoriality** and participatory programming **connected to the PRPs**, the **Regional Prevention Plans**, according to an approach that puts the person at the center in promoting healthy lifestyles in the population ".



**After the long period of the pandemic**, which has had a tremendous impact on the entire supply chain of sport and grassroots sports associations in particular with the consequent closure of many realities, a **strategic approach is needed to relaunch and enhance** the role of sport and physical activity in **building a more resilient and sustainable society**. Such a choice must be placed within the broader process of economic and **social recovery**, trying to identify objectives to strengthen the ability of the sport sector to react to the crises that increasingly afflict us.

The **health emergency from covid-19** has focused on how necessary it is to **reprogram local and neighborhood welfare policies** and interventions to **ensure proximity services** such as responses to social fragility, vulnerability, loneliness and territorial marginalization. **Public policies must therefore put the value of the person** back at the center if we want to learn from the various crises, health, war, social, economic, food that afflict us in this complicated historical moment.



Sport and physical activity represent an extraordinary factor of particular attention to the person, his well-being, his health. For this reason, they will have to be integrated into the economic and social development strategies of **Italy** and the **European Union**, weaving wider intersectoral links, in particular with public health, education and social inclusion. Equally it will be important to **promote social dialogue** on the issue of **well-being and physical activity in the workplace**, involving the social partners and to relaunch new forms of corporate welfare.

In the **relationship with the school**, another sector that has experienced considerable problems during the pandemic emergency, with **psychophysical consequences** on a large part of adolescents, there is a clear need to resume teaching as regards motorial literacy, overturning however the paradigm.





That is by **relaunching body education**, according to a perspective of play, fun and multidisciplinary in kindergartens, primary schools, as well as lower secondary schools, which means creating an unparalleled tool in producing results, serenity, coexistence and also academic success and the promotion of healthy lifestyles, as demonstrated by various research on the subject. Avoiding, especially in these age groups, an early approach to the specificity of sports disciplines with the consequent risk of abandoning the practice.

This means **recognizing the value of sport and physical activity on a par** with other subjects, in particular in the training course of the younger generations, with particular attention to internal and territorially disadvantaged areas.



There is no doubt that in its **social dimension**, sport is characterized by the **ability to interact** with a wide range of social groups, **bridge differences** and **bring local communities together**, as well as **involve fragile and vulnerable social groups** in the life of the community. Sports projects such as NEXTE can contribute to **generating social revitalization** in territorial areas characterized by "disadvantages" such as urban suburbs, rural and inland areas of European regions.

However, despite the fact that in all the main supranational strategies (Agenda 2030; Cohesion Policy 2021-2027; WHO Global Action Plan on Physical Activity for the years 2018-2030) sport is identified as a priority tool for achievement of the objectives of development, sustainability and cohesion, unfortunately it is detectable that in many Member States this approach has not yet been fully implemented, relegating, in many cases, sport activity and practice still to a playful and recreational function



For some years now, an awaited process of **legislative reforms has begun** in our country, not yet fully completed, which we hope will be accompanied by a new convinced vision of the culture of movement to expand the right to physical and sporting activity and to the well-being of all. The qualitative leap towards which public policies in Italy will have to aim is to overcome the approach through which "social interventions based on sport" are carried out, which define a broad scope of integration of policies concerning the promotion of health and psychophysical well-being , educational processes, support for social inclusion practices, prevention and contrast to social discrimination.

In these areas sport takes on an instrumental value in support of policies that integrate social ones and introduce innovations in the practice of social work. However, this is an area of contradictory social activity in which, too often, the power of sport is rhetorically emphasized, while underestimating the intrinsic ambivalences.



On the other hand, the social significance and cultural representations of sports and physical activity also open up the redefinition of the meaning of social policies and the boundaries of social citizenship, on a national and European scale. Through sporting activity, in fact, it is possible to take a perspective that aims at creating the conditions that generate an improvement in the quality of life: not only to cope with situations of need, but also to promote the daily well-being of the citizen.

These are policies for life that adopt the generative logic of opportunities for the improvement of living conditions to which, among other things, Italian and European citizens are increasingly sensitive.



It is this **theoretical framework**, this **vision**, that has led us to make our effective contribution in the elaboration, recently, of the **Manifesto "Towards a new welfare system"**, of the **Welfare Consultation of the National Third Sector Forum**, in which it is stated that the new welfare system, especially after these years of severe crisis at all levels, cannot and must not limit itself to responding to the multiple and varied needs that these conditions bring with them to the extent that they emerge from time to time, but must also take charge of the whole large area linked to prevention.

This starts from the **promotion of correct lifestyles**, in the meaning indicated by the **World Health Organization**, also through actions to combat sedentary lifestyle, dietary education campaigns, creation of opportunities to live actively the youth age, that adulthood and also old age or the condition of disability, as a resource for the whole community and not as recipients of merely assistance activities or supports.



Therefore, the whole issue related to **sports and physical activity becomes strategic** and central for this purpose and can only be rethought as a primary axis in the pursuit of the best conditions of individual and community well-being. On the one hand as a preventive tool, on the other as an extraordinary means of promoting opportunities for socializing, and inclusion, as well as contrasting forms of deviance, especially among young people.

The recent research "**The social and health cost of a sedentary lifestyle**", carried out by **Uisp and Svimez** (from December 2020 to September 2021), with the support of Sport e Salute SpA, highlighted the clear correlation between the phenomena of physical activity and sedentary lifestyle compared to the supply and demand conditions of the various Italian regions, with particular reference to the South, and estimated the economic impact on the National Health System. Results to be considered in close relation to the path of the NEXT project.



Almost half of the citizens of **Southern Italy** do **not practice any sport**, compared to **30%** in the Center and North. Furthermore, **barely 20%** of people in the South do sport continuously. The consequences of this state of affairs are evident: **12.08%** of southern adults are obese compared to about 10% in the Center North, almost one in 3 in the 6 to 17 age group is overweight in the South, compared to to one in five boys in the Center and North.

On average, those who practice sport regularly see their health expenditure reduced by 97 euros while those who do not practice sports see their health expenditure increase by 52 euros. Habits and lifestyles are also important in explaining the health expenditure of families: a smoker spends 87 euros more per year. The Covid crisis has aggravated the situation, public sports facilities penalize users in the South, which is why structural interventions are needed.

In the South, **life expectancy decreases** and remains **3 years lower** than those of **central-northern adults**.



Among the **further differences highlighted**, there are those concerning the **type of sports facilities**: in the northern regions more than one sportsman out of two uses a publicly owned and / or managed sports facility; in the South only 37.5% practice sports in a public facility, while 62.5% can only practice sports in a private facility.

A gap inevitably **generated by a lower diffusion of public sports facilities** in the southern and island regions, which on the one hand highlights how investments in sports facilities appear to be very important in favoring sports, in particular for **categories of fragile individuals at risk of social exclusion**, and to encourage and support the sporting practice of the younger target of children and teenagers, on the other hand it emphasizes the **strategic nature of the NEXT project idea**, that is to bring physical activity to the **nearby places** where they live sedentary people (the common areas of condominiums and the surrounding public gardens, the streets and squares, or the neighborhood), rather than promoting activities in the traditional places where sedentary or people with difficulties should go.





A concrete commitment, that of **UISP, Sports Promotion Body and Social Promotion Association National** associative network, which is expressed every day, with conviction, in the national and supranational paths, of **advocacy with institutions at various levels**, the sports system, social networks of the third sector and international networks, starting with ISCA and EPSI.

Consistent with its mission, **Uisp, together with the Third Sector Forum**, has started the process for the definition of an initiative opinion of the **EESC - European Economic and Social Committee**, adopted on 24 March last **during the 568th plenary session**, through which the **European Union** is urged to make the community policy on sport and physical activity more visible and incisive, including, among other things, the **sports deprivation rate in the list of Eurostat indices to measure material deprivation**.



Let us therefore continue to **strengthen networking** and the **exchange of good practices**, through **programming** and **co-planning** between **social networks** of active citizenship and **institutions**, enhancing the experiences of shared administration and **circular subsidiarity**, with a path of true **emancipation**, that is the vision of a real sporting transition that significantly enhances the impact produced on **people's well-being** and **quality of life**, and which contributes to **reducing the inequalities** existing between citizens and territories.



**THANK YOU!**



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