



# Join the movement

and see your efforts certified  
with the label



[www.activewellbeing.org](http://www.activewellbeing.org)



**Active. Healthy. Happy.**



*“What the Active Well-being Initiative has designed is a unique model that helps us to capture and meet the complexity of our task, with a focus on action, impact and continual improvement.”*

Horacio Rodríguez Larreta  
Mayor of Buenos Aires, Argentina



*“It’s exciting to witness how members of our alliance see the benefits of working together and how the framework promoted by the Active Well-being Initiative acted as a catalyst for a number of new integrated actions.”*

Espen Johnsen  
Mayor of Lillehammer, Norway



*“Coordinated and cross-sectorial action is needed everywhere. WHO welcomes and supports innovative approaches such as the IOC-supported Active Well-being Initiative and its Global Active City label.”*

Dr Fiona Bull  
Programme Manager,  
Non-communicable Diseases (NCD)  
Prevention,  
World Health Organisation



*“I encourage every city in the world to consider the proposed model to improve accessibility to a healthy and active lifestyle for all.”*

Thomas Bach  
President of the  
International Olympic Committee

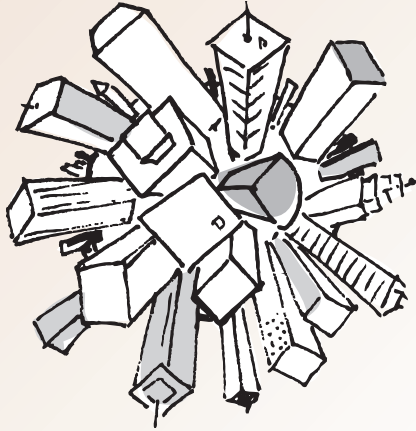
The Active Well-being Initiative (AWI) empowers cities and people to take healthy steps.

It provides you with :

- ✓ an organic and inclusive **MODEL**
- ✓ an innovative international **STANDARD**
- ✓ a world-recognised **LABEL**
- ✓ field-based **SUPPORT** and **EXPERTS**

*Active. Healthy. Happy.*

# Towards a new active world



## The challenge

The world continues to urbanise at breath-taking speed. Simultaneously, it suffers from a growing epidemic of inactivity and related non-communicable diseases (NCDs). Cities must re-think the way they address their urban planning and growth, how they design infrastructure and mobility, how they operate and integrate their diverse communities, in order to enable their citizens and communities to be more active and healthy. But where should cities start?

## The Active Well-being Initiative model is our answer

The AWI model provides a systemic, flexible, evolutive approach and tools that can be adapted to each city's local context. It links decision-makers, key stakeholders and agencies in areas of health, sports, education, urban planning and social development in a cross-sectoral alliance, around a shared vision and a framework of integrated initiatives.

The Active Well-being Initiative is a not-for-profit, non-governmental association, founded in 2017 by EVALEO and TAFISA. It is based in Lausanne (Switzerland) and operates under Swiss law.



# Benefits for your city : enhanced well-being for all

The Active Well-being Initiative model can deliver significant benefits in fighting some of the key drivers of non-communicable diseases, while promoting mental health for all and social inclusion. Are you ready to be part of the solution?



## A city with more active, healthier and happier citizens

- ✓ Increased participation in sport and physical activity for all citizens
- ✓ Increased accessibility to well-being facilities and healthy lifestyles
- ✓ Lower prevalence of NCDs and mental disorders
- ✓ Citizens adopt active, healthy lifestyles
- ✓ A great place to live with positive communication

## A smarter city fit for the future

- ✓ Prevention is better than cure
- ✓ Re-engineered, sustainable and safer urban environment
- ✓ Enhanced social inclusion
- ✓ A positive legacy for future generations
- ✓ Empowered youth, citizens and communities
- ✓ More pride in the city and what it has to offer

## A successful and more attractive city

- ✓ Evidence-based practice with regular monitoring and reporting
- ✓ Efficiency savings in key budget areas
- ✓ Increased international attractiveness
- ✓ Long-term planning and cross-party political support
- ✓ Stronger long-term social legacy of sporting events
- ✓ More productive workforce
- ✓ Reduced public health and welfare costs

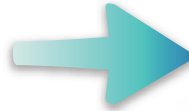
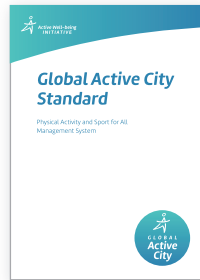
# The Active Well-being Initiative model

The following principles and core elements define the DNA of those who developed the AWI approach and the nature of the proposed solution.



# Implement the model

with the  
Global Active City Standard



# and see your efforts certified

with the  
Global Active City label



The Global Active City standard enables leaders to embrace a governance model that meets today's and tomorrow's challenges, promoting active well-being for all, through physical activity, sports, healthy lifestyles and sustainable urban living. Each Partner City which joins the movement will define its own vision, pathway and specific objectives. When ready, a Partner City may apply to become a certified Global Active City.

As a sign of recognition, the city will then be allowed to use the Global Active City label and combine it with its various active city initiatives or programmes.

The world-recognised label increases visibility and attractiveness locally, regionally and internationally. In addition, certification will result in more active, healthy, happy and productive citizens. Global Active Cities are leaders in the fight against inactivity and NCDs.

# How to become a Global Active City?



## STEP 1

By joining in, your city accesses the Global Active City Standard and Guidelines. As a Partner City, you are also invited to use the AWI “Partner City” logo and to access the platform of information and news, to participate in an annual meeting and to share best practices with other cities. A Partner City also commits to a process so that it can meet the standard and, if it wishes, eventually become a certified Global Active City.

## STEP 2

Your city’s own individual pathway will see the implementation of its unique vision and set of objectives. This will translate into the establishment of a management system with clear roles and responsibilities among members of your city’s alliance of stakeholder organisations. When ready, your city will be subject to an independent evaluation before securing certification.

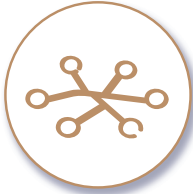
## STEP 3

As a recognition of the progress made and of the improvements brought to its citizens and communities, your city will then be allowed to use the Global Active City label and combine it with your various active city initiatives or programmes.

AWI experts and external partners are available to assist and advise at every step along your pathway to becoming a Global Active City.

# Services

Cities joining the Active Well-being Initiative gain access to



## Platform

A news platform, user community and knowledge base for Active Well-being Initiative Partner Cities.



## Annual event

Including networking, conferences, round-tables and workshops.



## Standard and Guidelines

In order to allow your Lead Officer to know where to begin implementing a personalised AWI model.

Services available to support progress towards certification



## Diagnostic visit

During which members of the AWI team fully explain the model, answer questions and conduct an initial assessment.



## Lead Officer Workshop

Which increases understanding and helps your Lead Officer to get started implementing a personalised model.



## Additional external support

To facilitate the implementation of the model and provide additional bespoke support as required.

# Be part of the movement

By joining the Active Well-being Initiative, cities will be able to learn from each other.



# Want to discover more?

## Join in and attend an **Introductory Workshop**.

This one-day workshop, open to all interested participants, is delivered by members of the AWI team.

It involves initial discussions and engagement with a few key members of your city's leadership in order to initiate the process and help build a solid case for the implementation of the AWI model.

It provides introductory information about the Active Well-being Initiative, including the standard, together with actual examples of successful implementations in various pilot cities.

It will also enable participants to fully understand the numerous benefits of becoming certified.

For details, or for any other information, contact us : [info@activewellbeing.org](mailto:info@activewellbeing.org) or visit : [www.activewellbeing.org](http://www.activewellbeing.org)





[www.activewellbeing.org](http://www.activewellbeing.org)



[info@activewellbeing.org](mailto:info@activewellbeing.org)

Maison du Sport International – Avenue de Rhodanie 54 – 1007 Lausanne – Switzerland

Founding members



Development partners



With the support of the



INTERNATIONAL  
OLYMPIC  
COMMITTEE