

Creating early positive experiences with sport and play advance social and economic development

Nike and GIZ support schools in Brazil and South Africa by integrating physical activity into childrens' everyday lives

The challenge

Physical inactivity is a global public health problem. Just a few generations ago, physical activity was an integral part of daily life. Nowadays, in the name of progress, vehicles, machines and technology do our moving for us. According to the World Health Organisation, worldwide, around 31 per cent of young people are insufficiently active. Emerging markets, like South Africa and Brazil, are affected at an alarming rate. By 2030 the decline of physical activity in Brazil alone is estimated to reach 34 per cent.

Physical inactivity is a systemic issue: children of inactive parents are 6 times more likely to become inactive. Physical inactivity contributes to lower test scores in school, increased periods of ill-health and morbidity, and ultimately results in increased healthcare budgets and a higher burden on economies. If this negative trend cannot be corrected, nations will likely experience huge human costs and economic consequences for their societies.

The approach

As a global innovation leader in sport and physical activity, Nike believes that greater attention needs to be directed towards physical activity as a cross-cutting solution to facilitate positive change. Together with over 70 expert organizations, Nike launched Designed to Move (www.designedtomove.org) dedicated to ending the growing epidemic of physical inactivity.

Since October 2013 the movement has expanded to include the German development organisation GIZ. GIZ and Designed to Move share a common goal: to integrate activity into schools in South Africa and Brazil and recognize the importance of moving. Indeed, sport and daily physical activity are essential for the social, physical and mental development of children, as well as the health of economies. The approach is supported by evidence that when kids are inspired and provided with the opportunity to play before, during, and after classes they develop valuable life skills, such as personal development and societal integration.

We are redefining how a company supports social development. We are building a new approach so it's important not to think about this in a traditional way.

Mandy Ayres, Senior Director Access to Sport, Nike UK Ltd.

This concept can become a powerful vehicle for sustainable human capital development and social inclusion, and can be used as an educational tool.

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Outreaching activities

Through the joint partnership, Nike and GIZ want to achieve systemic change at different levels. First of all, they will put the concept into practice. Together with 20 pilot schools in Brazil and South Africa, they will create scalable examples for physical activity as part of children's education – primarily disadvantaged children between 7 and 12 years old, but also older youth. Physical education teachers, coaches and peers will be trained and supported in their work.

By recruiting other partners and practitioners, Nike and GIZ want to benchmark successful implementation of the school programs. A global network of Designed to Move supporters will make sure that the best practice examples will be rolled out on a regional and global level. Finally, Nike and GIZ will cooperate with public institutions in order to improve the policy framework for physical education programs in schools by advocating for the unique impact that physical activity has on all individuals.

Expected benefits

- The students in participating pilot schools understand the importance of sport and physical activity for health and make regular use of the opportunities provided.
- By using schools as a hub for promoting positive physical experiences, disadvantaged children and young people will be reached who might otherwise be excluded from physical activity and play.

- The Designed to Move initiative will widen its strategic scope and create measurable best practices. Additional supporters will roll out the concepts on a global level so that an even larger number of children will be able to benefit from physical activity.
- Nike and GIZ will work towards influencing sport and education policies, thereby enabling an environment that integrates physical activity in the daily life of society.

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- **Project timeline:** November 2013 until October 2016
- **Countries:** Brazil and South Africa, global level
- **Goal:** To enhance recognition of the improvement of sport and physical activity among school children in selected communities in South Africa and Brazil.
- **Partners:** Nike and GIZ
- **Impacts:**
 - Children have positive experiences with physical activity and develop valuable life skills.
 - Physically active children become the drivers for future social and economic development.
 - Schools integrate physical activity education and foster human capital development.
 - Designed to Move reaches practitioners on a global level.

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