

Charter for Sports and Play

- Searching for the keys to movement

It is the vision of the Consortium for Sports and Play Landscapes of the Future to get people to play and move more.

The goal is that new types of experiences, play and sports create more movement in more people's everyday life. We wish to create an innovation platform, which identifies what makes people play and move on a daily basis. We will by means of the latest methods of user-driven innovation, the newest knowledge about play culture along with experiences from the computer game industry and from digital technologies develop new play types in both virtual and physical landscapes.

We don't move enough

THE THREAT: Society is arranged to accommodate as little movement as possible. It has severe consequences for our health. In the industrial world there is an increase in the number of sedentary and obese people. We are faced with what the World Health Organization labels an obesity epidemic.

More movement

THE AMBITION: The Consortium for Sports and Play Landscapes of the Future wants to do something about this disturbing development. We share a common vision of getting people to play and move more.

More knowledge about the drivers behind movement

THE PREREQUISITE: The partners in the consortium possess great knowledge in different areas about ways to create more movement. It is knowledge about how we design our spaces to create more movement. It is knowledge about how you can use play and the growing demand for experiences to create more movement. And it is knowledge about how sports and games make us healthier and happier.

But we recognize that the present solutions are insufficient. We need more knowledge about the drivers behind movement. That is why we have started out by mapping what encourages selected groups to move. The next step is – along with the users – to develop and test new movement solutions.

Growing market for experiences

THE OPPORTUNITIES: The consortium is open to a range of means to realize our vision. However, our starting point is a powerful trend: The high increase in the market for experiences. We use a lot of money and a lot of time on experiences. We expect a lot from them and they give us quality of life. Unfortunately, a lot of the experiences make us passive in front of televisions and computer monitors.

There is already a wide range of experiences, which offer people the possibility to move. The general health trend, however, clearly shows that the existing options are not sufficient – at least not for all groups in society.

The record shows that if the settings are easy to access, motivating, and flexible, the vast majority – children as well as adults – do like to play and move. The success of the public skating rinks is a good example of this.

We realize that we cannot and should not try to turn back time to before the invention of television and computer games. On the contrary, we will explore how virtual worlds can interplay with the physical world. For instance by bringing the computer game into the real world by having the user move through a real-world landscape to perform/finish the game.

Movement will get the billions rolling

BUSINESS DEVELOPMENT: Knowledge about the drivers behind more movement will support the development of new products and services within the play, sports, experience, and gaming industry. It is our intention to influence the way we design our city spaces in the future. Future-proof will in the future mean movement-proof design and architecture.

If we are capable of translating the knowledge into new movement solutions, there is a great potential to create new and exciting movement products – physical as well as virtual. Products which have potential to be in demand all over the world and to create a future billion-dollar industry.

Need for innovation on several levels

THE EFFORT: There is a need to take action on several areas and levels. We have to develop new landscapes, products, and services, we have to spread them, and we have to change the

attitude of the authorities and the public towards movement. The consortium is an alliance crossing sectors and professions, which is a prerequisite for spreading knowledge and the solutions, which create more play and movement.

Crossed competencies

THE COLLABORATION: The Consortium for the Sports and Play Landscape of the Future was established in 2006 by the Innovation Council / Monday Morning. The consortium consists of partners from the authorities, science, business, and users. There are partners who design and build playgrounds, sports landscapes, and facilities, companies, which produce sports and play equipment, as well as researchers and communicators.

THE ORIGINATORS: Odense Municipality, Gerlev Sports Academy/Gerlev Play Park, Henning Larsen Architects, Euman/LifePilot, Kompan, Triple Design, Center for Playware/SDU, Center for Research in Sports, Health & Civic Society from University of Southern Denmark, Park and Urban Landscapes, University of Copenhagen and Monday Morning.

To insure the qualification and diffusion of our knowledge and results the consortium is open to new players, who want to contribute to realize our vision about creating more play and movement. If you want to know more, we invite you to contact the secretary of the consortium at Monday Morning:

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Read more:

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