

TEMPLATE FOR REPORTING ON RECENT INITIATIVES ON SPORT FOR DEVELOPMENT AND PEACE

Title of Initiative

HEALTHY LIFESTYLES TO BOOST SUSTAINABLE GROWTH (STYLE)

(www.styletutkimus.fi/en)

Provide a summary of the initiative, including a brief overview, proposed/actual outcomes and an assessment of any lessons learned and the way forward.

The STYLE project promotes healthy lifestyles combining physical activity and active transport (i.e. walking and cycling) to boost sustainable growth. The project addresses two complex challenges of modern lifestyles - increased use of passenger cars and reduced physical activity. Increased car traffic is congesting cities, taking up space for other activities, and generating high CO2 emissions compared to active transport and public transport. At the same time, people are physically less active, which causes expensive healthcare costs. Increasing everyday physical activity and active transport is a convenient way to reduce the use of passenger cars and increase physical activity at the same time. The idea behind the STYLE project is to explore efficient ways of health promotion, mobility management and urban planning that will increase everyday physical activity and the share of active transport. By combining interdisciplinary knowledge on trends in transport and physical activity, and interpreting them through infrastructure and service designs and changing lifestyles, we generate insight on novel solutions that induce everyday physical activity. The results will be used to design urban interventions in four Finnish cities. Together with the stakeholders of public, private, and third sector actors, we look for hindering factors to active lifestyles and find solutions to increase physical activity and active transport.

Please provide more details on the initiative below:		
Objective(s):	<i>Please indicate which, if any, of the following fell among the main objectives of the initiative:</i>	
	<ul style="list-style-type: none"> Ensuring that no one is left behind 	<ul style="list-style-type: none"> Eradicating poverty and promoting prosperity in a changing world
	<ul style="list-style-type: none"> <u>Transformation towards sustainable and resilient societies</u> 	<ul style="list-style-type: none"> Empowering people and ensuring inclusiveness and equality
	<ul style="list-style-type: none"> <u>Research development, data collection and/or data dissemination</u> 	<ul style="list-style-type: none"> Preventing and fighting corruption in sport
	<ul style="list-style-type: none"> Conflict prevention/peace building 	<ul style="list-style-type: none"> Strengthened global framework on sport for development and peace
	<ul style="list-style-type: none"> Policy development for mainstreaming and integrating sport for development and peace in development programmes and policies 	<ul style="list-style-type: none"> Resource mobilization, programming and implementation
	<ul style="list-style-type: none"> Research, monitoring and evaluation 	<ul style="list-style-type: none"> Other (please specify) Supporting businesses boosting healthy lifestyles
Implementation mechanisms:	<i>What are the means/processes of implementation of the initiative?</i>	
	Disciplinary and interdisciplinary research:	

- *Trends in active transport:* Analyse trends in transport (most importantly walking and cycling) and mobility patterns in Finnish urban environments and study means and actions to increase active transport and promote related business activities
- *Physical activity and health promotion:* Study trends in physical activity of children, adolescents and adults, and analyse how to promote physical activity among different age groups.
- *Infrastructure changes enabling physical activity:* Goal of the research is to deepen the understanding of lifestyles and functions related to physical activity as well as the elements of connectivity to services, green space and sport venues. This knowledge helps us to understand better what enables the increase of physical activity in urban areas.
- *Data mining:* study links between mobility behaviour related data and physical activity data with the approach of three urban fabrics. This way we create an integrated spatial representation of travel behaviour and service accessibility with regard to increased physical activity to better support planning and policy decisions.
- *Lifestyle changes.* Study emotional and cognitive factors that either inhibit or advance consumers' propensity to engage in physical activity and active transport on a habitual basis, and collect qualitative data on individuals' behavioural changes, emotions, and fundamental motives. The qualitative behaviour data supports the interpretation of e.g., quantitative mobility data and data mining.

Transdisciplinary research and co-production together with stakeholders:

- *Urban interventions:* Four different urban interventions are implemented in Helsinki, Tampere, Turku and Jyväskylä. The interventions are linked with, e.g., environmental planning, service provision, as well as communication and social planning. The interventions are carried out through local co-creation processes. We use accelerometer in the interventions in order to gain objective pre- and post-data on physical activity, sedentary and active travel behaviour.
- *Business opportunities:* Study new, sustainable business opportunities arising from lifestyle changes towards healthy and sustainable lifestyles. The ability of active transport and healthy lifestyles to operate as a business driver requires cooperation between businesses, cities and municipalities, as well as various associations. We facilitate the co-operation and the search for synergies between different actors.

What are the main deliverables/activities involved?

Interdisciplinary research

Data integration:

- *Deliverable:* By combining dataset related to transport, physical activity, urban structure and consumer lifestyles, we provide information on barriers to physical activity and sustainable mobility, and on potentials for solutions to increase physical activity and sustainable mobility. Previously, there has been no similar studies where these different dataset have been integrated simultaneously.
- *Measures:* We use data mining and integration of mixing quantitative and qualitative methods – so called mixed methods strategy.

Interdisciplinary dialogue:

- Deliverable: We promote interdisciplinary dialogue within the consortium (scholars from transport engineering, health and physical activity promotion, environmental planning, consumer research, futures studies) and between stakeholders from different fields.
- Measures: We promote opening the terminology of different disciplines and agreeing on the usage of key concepts. We organise interdisciplinary events such as face-to-face meetings, workshops, seminars and conferences.

Transdisciplinary co-production

Interventions bringing evidence

- Deliverable: We co-design and co-produce urban interventions, in cooperation with different actors: municipal sectors (transportation, urban planning, education and social & healthcare) and NGOs (i.e. sports clubs). These local interventions aim at promoting physical activity and active transport in Finnish cities. Each intervention have their own goals: a) implementing physical activity strategy (city of Helsinki), b) promoting sustainable transport infrastructure (city of Tampere), c) supporting physical activity for marginalized children and adolescents (city of Turku), d) increasing the use of active transport and overall physical activity in sports club activities (city of Jyväskylä).
- Measures: We use accelerometer in the interventions to gain objective pre- and post-data on physical activity, sedentary and active travel behaviour. In addition, questionnaires, interviews, diaries and observation are used to evaluate the interventions and their impact.

Boosting multisectoral partnerships and ecosystem creation

- Deliverable: Boosting physical activity and active transport requires spaces of cooperation between businesses, cities and municipalities, as well as various associations, such as sports clubs. To strengthen the culture of co-operation, we carry out transdisciplinary co-production events, such as workshops promoting cooperation and facilitate dialogue between physical activity, sports and active transport ecosystems.
- Measures: The project facilitates co-operation and the search for synergies between different actors in Finland and in Finnish cities in the context of healthy lifestyles. To support transdisciplinary co-production we use multi-stakeholder workshops and business workshops.

Strengthening capacities and knowledge management

- Deliverable: To create opportunities for active societies we need to strengthen national and institutional research and evaluation capacity to find effective policy solutions increasing physical activity and active transport. This way, we increase knowledge and understanding on the hindering factors of physical activity and active transport, and on solutions to promote everyday physical activity at all ages. This knowledge can be used in evidence based public sector decision-making enabling active and sustainable lifestyles.
- Measures: We use data integration and mixed methods strategy to find factors hindering physical activity and active transport, and to find factors promoting active lifestyles. We increase dialogue between research and public sector policy-makers (national and local levels) by organising several stakeholder events (i.e. workshops, seminars, face-to-face meetings).

	<p><i>What is the time frame of implementation?</i></p> <p>Years 2019-2023</p>
Target Audience(s):	<p><i>Who are the beneficiaries of the proposed/implemented initiative?</i></p> <p>The key beneficiaries are national level and municipal level policymakers who will better understand the mechanisms, solutions and policies supporting lifestyle changes towards healthy, sustainable lifestyles. This will support policies, strategies and programmes targeting on CO2 emission reduction, increasing healthy mobility and decreasing public health costs. In addition, new knowledge related to customer lifestyle changes of different generations boost the creation of competitive services and products and new business models to promote physical activity and active transport. The results of the initiative will be widely applicable throughout the society and relevant for different target groups ranging from workplaces to households and sports clubs.</p>
Partners/Funding:	<p><i>Who are the main organizations/entities involved in the initiative and what are their roles in development and/or implementation?</i></p> <p>The organisations involved in the initiative is the research consortium of Healthy lifestyles to boost sustainable growth (STYLE) project (www.styletutkimus.fi/en):</p> <ul style="list-style-type: none"> • Finland Futures Research Centre, University of Turku, Finland: Consortium leader and Workpackage leader of <i>Business opportunities</i> arising from lifestyle changes • VTT Technical Research Centre of Finland Ltd: Workpackage leader of <i>Trends in active transport</i> • Research Centre for Health Promotion, University of Jyväskylä, Finland: Workpackage leader of <i>Physical activity and health promotion</i>, and involved in the <i>intervention in Jyväskylä</i> • Department of Marketing and International Business, Turku School of Economics, Finland: Workpackage leader of <i>Lifestyle changes</i> • Finnish Environment Institute (SYKE): Workpackage leader of <i>Infrastructure changes enabling physical activity</i> • UKK Institute for Health Promotion Research, Finland: Workpackage leader of <i>Urban interventions</i> <p><i>What are the main sources of funding of the initiative?</i></p> <p>The funder of the project is Strategic Research Council – Academy of Finland</p>
SDG Alignment:	<p><i>To what SDG goal/target/indicator is this initiative targeted?</i></p> <p>The initiative has a cross-disciplinary focus on several SDGs, including</p>

	<ul style="list-style-type: none"> • SDG3 Good health and well-being: Active lifestyles, especially cycling and walking, create significant health benefits and decrease health costs. • SDG9 Industry, innovation and infrastructure: Especially the role of infrastructure for enhancing or forestalling physical activity. Innovations supporting physical activity. • SDG10 Reduced inequalities: Particularly, supporting physical activity and motoric skills of marginalised children and empowering elderly to be physically active. • SDG11 Sustainable cities and communities: Promoting sustainable transport systems • SDG 12 Responsible production and consumption: The ability of healthy lifestyles and active transport operate as a driver for sustainable businesses. Businesses that support active lifestyle are, i.e., construction of public transport hubs, well-being at work, sustainable sports tourism, and various research, education and communication services. • SDG13 Climate action: Reducing the need for and use of motorized transportation relying on fossil fuels • SDG15 Life on land: especially the role of urban green areas for enhancing physical activity and human health and simultaneously advancing the protection of biodiversity <p>Importantly, the initiative focuses on the interactions of different SDGs in order to find win-win solutions and to identify and minimize the trade-offs.</p> <p><i>Please indicate any other national or internationally agreed goals/commitments to which this initiative is aligned.</i></p> <ul style="list-style-type: none"> • The national Programme (Finland) for the promotion of walking and cycling by the Ministry of Transport and Communications sets a target of increasing cycling and walking by 30% from the current level (2018) by 2030.
<p>Alignment with global frameworks:</p>	<p><i>How does this initiative align with/contribute to the objectives of the Kazan Action Plan, WHO Global Action Plan on Physical Activity or other related internationally agreed frameworks on sport and/or physical activity?</i></p> <p><i>Kazan Action Plan</i> By considering active and sustainable transport as a part of physical education, the study fosters the quality and scope of physical education. The aim is to widen the concept of sport practice to include active and sustainable transport. This means targeting children and youth but also their families as transport practices are often coordinated within the family. This enables us to promote sustainable and resilient cities where improved urban mobility fosters empowerment and inclusive participation. In addition to research, the study creates measurable and concrete change through local co-creation processes based on multi-stake holder partnerships from different sectors. Through these processes, we create data and knowledge on how policymaking can facilitate transitions sustainable and healthy lifestyles.</p> <p><i>WHO Global Action Plan</i> STYLE embraces the wide concept of physical activity outlined in the WHO Global Action Plan and through research seeks to promote the paradigm shift to achieve more regular physical activity in all age groups. Active and sustainable transport is all about integrating physical activity in the everyday settings on life. We need system-based information on our concrete, physical and digital environments but also on the cultural and social domain. STYLE is addressing all these levels to gain insight on their interplay and connections, as this understanding is vital when trying to establish how and</p>

	<i>why different individuals in different contexts get to choose the daily physical activity habits best suited for their individual needs.</i>
Alignment with United Nations Action Plan on SDP:	<p><i>Which of the four thematic areas of the UN Action Plan on Sport for Development and Peace is this initiative designed to align?</i></p> <p><i>To which action area(s) of the Plan is this initiative designed to contribute?</i></p>
Outcomes:	<p><i>What are the expected/actual outcomes of the initiative?</i></p> <ul style="list-style-type: none"> • Physical activity and sustainable mobility in all policies. More evidence-based decision making on how to increase active lifestyles for all ages in the society. • Stronger culture of transdisciplinary co-production and new partnerships (municipal and national level policymakers, NGOs, businesses and research institutes) to tackle the complex challenge of decreased physical activity and increased use of passenger cars. • More interdisciplinary research and integration of data systems to find efficient solutions to increase active lifestyles. • Proposals for new, sustainable business ecosystems arising from lifestyle changes towards healthy lifestyles.
Mechanism for monitoring and evaluating implementation:	<p><i>What are the mechanisms for monitoring and evaluating the implementation, outcomes and impact of the initiative?</i> <i>What are the specific monitoring and evaluation tools involved?</i></p> <p>For monitoring and evaluating the implementation, the project uses two specific tools:</p> <ul style="list-style-type: none"> • <i>Monitoring urban interventions:</i> We use accelerometer in the interventions to gain objective pre- and post-data on physical activity, sedentary and active travel behavior. In addition, questionnaires, interviews, diaries and observation are used to evaluate the interventions and their impact. • <i>Monitoring the impact of the whole project:</i> We use the evaluation tool called “Impact Narratives” that the funder, Strategic Research Council at the Academy of Finland, requires the project to use. The Impact Narratives monitor and evaluate several project aspects twice a year for the duration of the project. These aspects are: <ul style="list-style-type: none"> ○ What measures have been used to achieve impact? ○ Key research to create impact? ○ Concrete observations of the societal impact? ○ Unintended outcomes and possible changes in the consortium's activities? • <i>Stakeholder meetings:</i> We organise regular meetings with key stakeholders to ensure that our research processes produce valuable information for decision-makers.

<p>Challenges/Lessons learned</p>	<p><i>What have been/were the main challenges to implementation?</i></p> <p>At first, the new <i>General Data Protection Regulation</i> (GDPR) of the EU on data protection and privacy posed challenges. There have been challenges in interpreting the Regulation and finding right solutions, but the issue has been solved by using the expertise of the lawyers specialized in GDPR regulation.</p> <p>Some sports cluster stakeholders have objected promoting everyday physical activity.</p> <p><i>What lessons learned have been/can be utilized in the planning of future initiatives?</i></p>
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