

MOVE WEEK CONGRESS

5-7 November in Copenhagen



**MOVE Week in Iceland brings social
responsibility in municipalities**



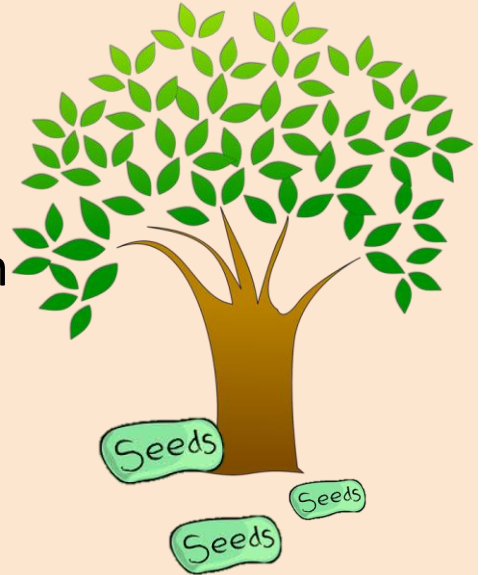
BACKGROUND

- STRONG CULTURE
 - MEETING POINT
 - DATING
- CURRICULUM
 - MANDATORY 6 TO 16
 - OPTIONAL IN COLLEGE AS
- 100 POOLS
 - OPEN ALL YEAR AROUND
 - EVEN CHRISTMAS



WHAT

- Two municipalities of Northern Iceland started the event when they decided to competing against each other.
- Followed by invitations and requesters for participation from all over the country.
- The competition itself was very easy one: each municipality sent their results and information about the number of participants and the total distance they've covered. The information were used to determine the winner – the municipality that swam the greatest distance.



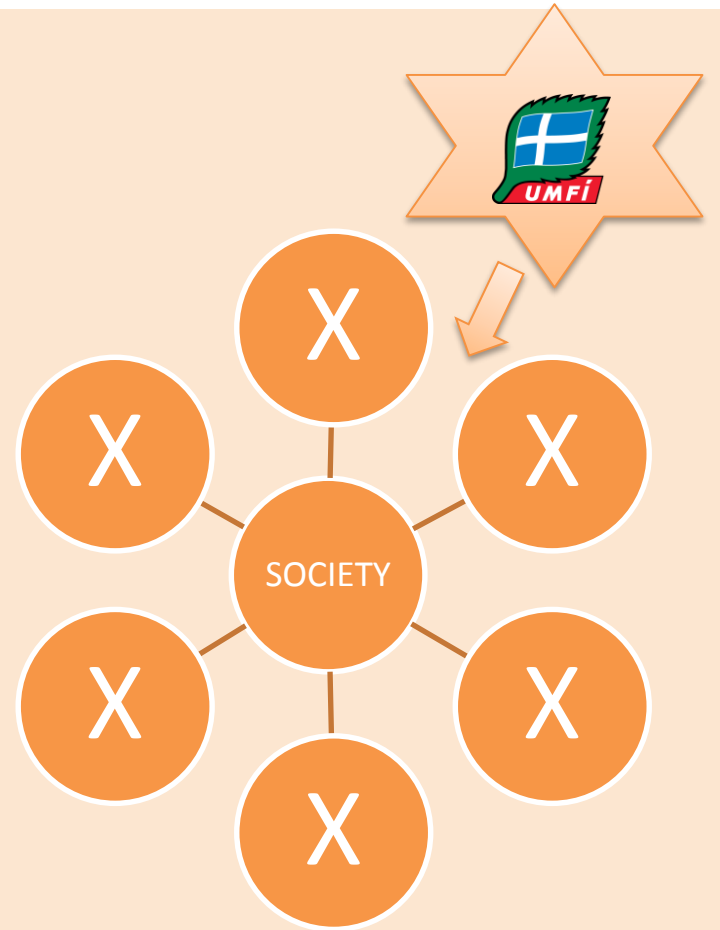
WHEN



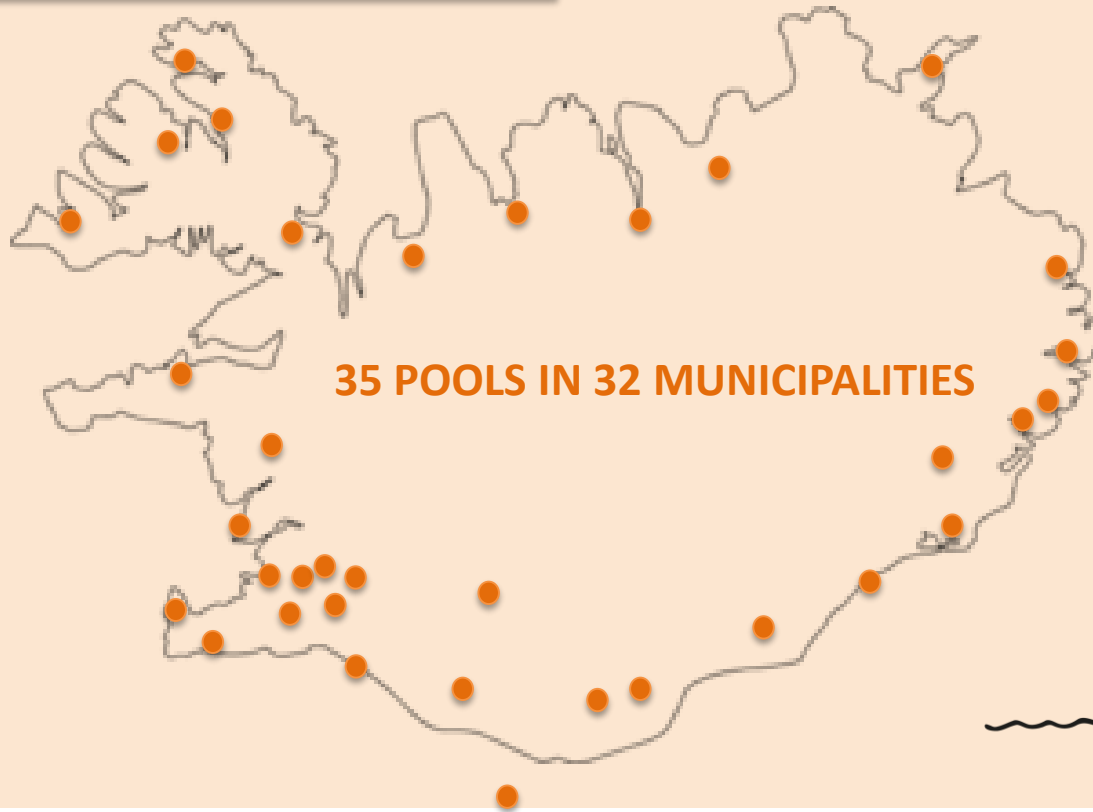
- DURING MOVE WEEK – FROM MONDAY TO SUNDAY 21.-27.SEPTEMBER
- OPENING HOURS IN SWIMMING POOLS
 - 6:45 AM – 22:00 PM
- NOT TRAININGS
- NOT OBLIGATED SWIMMING IN SCHOOLS

HOW

- SOCIETY APPROACH
- WITH GOOD AND STRONG MUNICIPALITIES
 - FREE ADMISSION
 - LONGER OPENING HOURS
- WITH GOOD PEOPLE
 - STAFF IN MUNICIPALITIES
 - STAFF IN SWIMMING POOLS
- CORPORATE SOCIAL APPROACH
 - BELONGING TO SOMETHING BIGGER
 - PART OF TEAM
 - SMALL STORIES*
 - AKUREYRI – HEALTH BANK!
 - PEOPLE WHO USED TO SWIM!
 - TWICE A DAY



WHERE

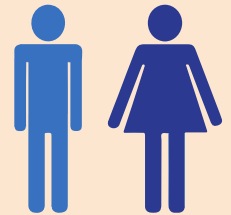


35 POOLS IN 32 MUNICIPALITIES




RESULTS

- 35 SWIMMING POOLS – IN 33 MUNICIPALITIES
- OVER 4000 PEOPLE
- OVER 4000 KM
 - Rangárþing ytra (Hella) 375m per inhabitants. = 311,5km.
 - Rangárþing eystra (Hvolsvöllur) per inhabitants. = 260,5km.
 - Hrísey 250,5m per inhabitants. = 43km.
 - Skútustaðarhreppur 189m per inhabitants. = 74.6km.
 - Dalvíkurbyggð 179m per inhabitants. = 245km.



FUTURE - THOUGHTS – ADDS - COMMENTS



- HEALTH – CIRCLE OF HEALTH – PHYSICAL – MENTAL – SOCIAL
 - DIFFERENT NEEDS 
 - DIFFERENT AGE
- GET MORE MUNICIPALITIES TO PARTICIPATE NEXT YEAR
 - OVER 100 POOLS – 1/3 TOOK PART
- MORE INTRODUCTION
- IMPLEMENT WITH OTHER ACTIVITIES – WHAT?
- HOW DO YOU SEE THIS WORK WITH OTHER ACTIVITIES ?

