

# How Can International and European Sport Organisations Activate Citizens

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INTERACT Opening Conference

26 January 2022

13:00 – 14:30 UTC+1

Online



**INCLUSIVE.  
INSPIRING.  
SPORT FOR ALL.**

The partners of INTERACT Project, “International and European Sport Organisations Activate Citizens”, are proud to invite you to the INTERACT Opening Conference scheduled to take place online on 26 January 2022 at 13:00–14:30 UTC+1.

The world is changing. As levels of participation in sport and physical activity are dropping and social, economic, and health issues are on the rise, **International Sport Organisations (ISOs)** can play a crucial role to inspire more people to be active and contribute to sustainable development, leaving a positive legacy to the next generations. The INTERACT Project develops a sustainable and socially responsible approach to sport, which places the human, citizens, and their needs and expectations at the centre of Sport for All and physical activity delivery. The INTERACT opening conference will showcase this approach in an open exchange with participants.

## PROGRAMME

- 13:00**      **Opening Words**  
Catherine Forde, Vice-President, TAFISA
- 13:05**      **Keynote: Beyond the Gold Medal – Sport for All as a Key to the Future of ISOs**  
Wiebke Scheffler, Head of Operations, International Table Tennis Federation Foundation
- 13:25**      **Mobilising ISOs for the Promotion of #HealthyLifestyle4All:  
The European Union’s Perspective**  
Maria Luisa Fernandez Esteban, Deputy-Head, European Commission Sport Unit
- 13:40**      **Study Report on ISOs Opportunities, Challenges, Needs & Expectations to Promote Sport for All**  
Christoph Oberlehner, Secretary General, International Fistball Association
- 13:55**      **The INTERACT Project: Engaging ISOs in Sport for All**  
Jean-Francois Laurent, Junior Director, TAFISA
- 14:10**      **Questions & Answers**
- 14:30**      **Closing Words**  
Wolfgang Baumann, TAFISA Secretary General

## REGISTER

Registration is free of charge at <https://www.eventbrite.com/e/interact-opening-conference-tickets-226790796377>.

The INTERACT project aims to support International and European Sport Organisations in developing and promoting Sport for All and physical activity. Discover our first outputs and more about the project at [www.interact-sport.com](http://www.interact-sport.com).

### CONTACT

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