

MOVE FOR
JOYFUL GROWTH

kinder.

+ SPORT





Kinder+Sport Contents

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The starting point

Physical activity is vital to the holistic development of young people, fostering their physical, social and emotional growth.

The benefits of sport reach beyond the impact of physical well-being and the value of the educational benefits of sport should be supported, in order to guide future generations to lead a positive lifestyle.

Creating early exciting experiences for young people in sport can be important for their development and a useful support to families and communities.

Play and sport are rights for children*.

*Article 31 of the Convention on the Rights of the Child (1989):
"States Parties recognize the right of the child to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural life and the arts."





Kinder+Sport Project

Kinder+Sport is a project designed to **promote active lifestyles by engaging the younger generations in sport and dynamic games.**

The project comes from the awareness that active living is training not only for the body but also for spirit and emotions and it represents a **moment of fundamental education** in child development.

Kinder+Sport's goal is to **foster the improvement of physical activity around the world** encouraging young people to practice sport and to make it part of their lives.

We promote active living.





Kinder+Sport Values

Kinder+Sport takes its commitment extremely seriously and consistently acts with:

RESPONSIBILITY - assuming that physical activities and sport have an educational impact.

RELEVANCE - collaborating with sport Federations and Associations, proficient in youth sport management.

RESPECT - moving with regard of children's development stages and families' needs.

We foster true sport spirit.



Growth

For every individual, one of the central moments of development is through a sporting activity.

Socialization

Sport educates people to live in a social and group context.

Education

Sport helps to develop respect for others, for fairness, understanding rules and strengthening life skills.





Kinder+Sport Belief

We think that active children are more likely to grow into active adults.





Kinder+Sport Vision

To inspire future generations to the culture of physical exercise to lead a joyful life.





Kinder+Sport Mission

Make possible access to physical activity, as an easy and daily practice, for children worldwide.





Kinder+Sport Decalogue

To be effective, we set clear rules:

- + RESPONSIBLE**
Kinder+Sport is a social responsible project that acts with respect for children, families and communities.
- + GLOBAL**
Pro-active throughout the world, always partnered with National and International Sport Federations and Associations.
- + CONSISTENT**
A specific and coherent project aimed to encourage young people to adopt active lifestyles.
- + EDUCATIONAL**
An educational moment for all children to learn inclusion, socialization and self-esteem.
- + MULTIDISCIPLINARY**
Based on many activities: popular sports and active plays, not violent, not gender exclusive, closely followed by families.



- + ON THE FIELD**
Acting locally with the purpose to integrate physical exercise into everyday families' lives.
- + FULL VALUE**
Bringing true sporting values embodied by athletes ambassadors.
- + NOT-COMMERCIAL**
Never influenced by promotional objectives.
- + RECOGNIZABLE**
With a defined unique identity and approach.
- + CLOSE TO THE PEOPLE**
Able to create participation and involve a large number of people





Strategy

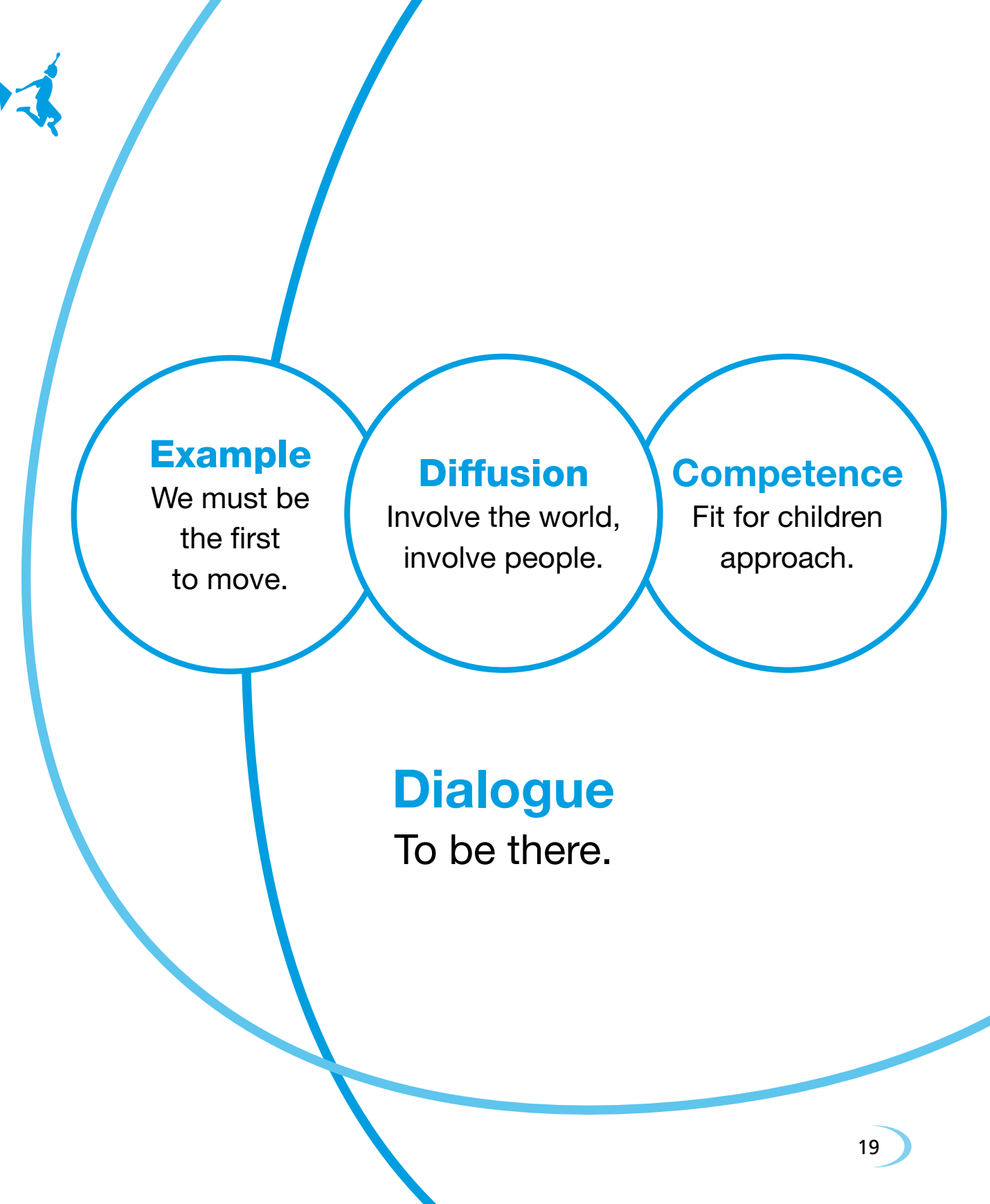
Kinder+Sport strategy focuses on 3 areas:

EXAMPLE - Pushing ourselves to adopt active lifestyles forwarding a non-static culture.

DIFFUSION - Spreading the project worldwide with local Federation partnerships, in order to sustain official and effective sports youth programs.

COMPETENCE - Improving the project by introducing activities specifically designed for children.

... Creating a continuous dialogue with participants through a widespread presence and a two-way relationship.



Partnerships with Federations and Associations



The core of Kinder+Sport's activity is developed in **partnership with national and international Sport Federations**, reliable and competent in sports promotion projects, organization and audience contact.

In each country we activate partnerships with Federations related to **sport with high local value**.

We establish with them a **close collaboration relationship with precise activity programs**.

We also evaluate the possibility to advocate, with their support, **activities in schools**, in the framework of local generation.

The cooperation with Federations guarantees:

- QUALITY OF PROGRAMS
- WIDESPREAD DIFFUSION OF PROJECTS
- MULTIDISCIPLINARY APPROACH
- TECHNICAL PROFICIENCY



Actions

Kinder+Sport support of youth physical activities takes place throughout **specific actions**:

- sponsoring sporting events
- supporting physical education programs
- supplying schools with technical equipment
- promoting youth championships
- fostering international student sporting events
- organizing multidisciplinary camps to introduce kids to sport
- cooperating with athletes and champions as “ambassadors” of active lifestyles.





Worldwide development

Kinder+Sport started in 2005 in Italy, where the project has already achieved high levels of impact and awareness.

The project is **quickly expanding throughout the world.**

In 2012 Kinder+Sport was active in 20 countries, **moving 2.5 million children in:**

- SPORT PROMOTION
- COMPETITIVE SPORTS
- SPORT CAMPS

Today we are working to reach the **highest possible number of children involved in sports globally.**





Numbers in 2012

12 million boys and girls involved in the events.

More than 14 sports practiced, covering: Volleyball, Basketball, Athletics, Swimming, Fencing, Tennis, Skiing, Water Polo, Golf, Sailing, Orienteering.

Over 30 athletes, champions and ex-champions, to promote sport events and active lifestyle.

20 National Federations, including Italian Volleyball Federation, Italian Fencing Federation, Spanish and Portuguese Athletics Federations, Polish Volleyball Federation, Belgian Tennis Federation.

2 Olympic Committees (CONI - Italy, DOSB - Germany).



Today's worldwide presence

We are present and we are activating the project in:

ITALY	CROATIA
GERMANY	RUSSIA
FRANCE	TURKEY
SPAIN	ISRAEL
PORTUGAL	MIDDLE EAST
UK	MEXICO
BELGIUM	BRAZIL
SWITZERLAND	ARGENTINA
AUSTRIA	SOUTH AFRICA
POLAND	CANADA
CZECH REPUBLIC	CHINA
SLOVAKIA	KOREA
ROMANIA	INDIA
HUNGARY	



Future challenges

Experts teach us that in order to achieve broader goals in education, sports programs must focus on the growth of the individual besides the development of technical sports.

This is why Kinder+Sport **continually explores** new action areas:

- Collaborating with experts of children's motor development from IUSM (Italian University of Sport and Movement) to study the **effects of physical activity on kids' learning skills.**
- **Experimenting** with motor sciences specialists new connections between play and physical activity.
- Testing in Italy a **multi-disciplinary Camp dedicated to children 5-12 y.o** to introduce kids to sport.
- Trying out new tools able to **develop child motor skills.**





How we evaluate success

We proudly support initiatives that encourage physical activity and we feel satisfied **when we are able to:**

- “Move” very high numbers of children
- Make the sport a positive experience
- Involve families (first of all parents)
- Communicate the values of sport
- Motivate young people to adopt an active lifestyle.





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