



Organisers and sponsors



- A **publishing conglomerate**: **Groupe Moniteur**
- A **trade association**: **fifas**, French federation of the sporting goods Industry
- A **previous common experience**, the “capital of play awards” (2005 to 2008)
- 5 **sponsors** from the play and sport industry





The national Background



- Increasing demand for facilities for sport and play from **various population subgroups**
- These facilities have a **social function** in the city
- Many different factors influence their **acceptance and actual use by the population**
- **No guidelines** on planning, conception and management of free access facilities
- **No platform** where local policy makers can exchange experiences and share good practice



The concept of the label "City of Play and Sport"



- A **sign of recognition** for communities which have developed a **structured policy**
- A way to **highlight and share good practice**
- A **communication tool** for communities
- A label based on **clear criteria** and granted by an independent technical commission





The 7 criteria

- **Structured policy**
 - based on **needs assessment**
 - integrated or related to **other policy fields**
- **Quantitative and qualitative factors**
- **Consultation and evaluation** procedures involving interested parties
- Measures to **foster actual use of the facilities**
- Due consideration is given to **social integration**
- Consideration of the architectural, environmental and cultural **specificities of the community**,
- **Mid/long term management policy** of the infrastructures



THANK YOU FOR YOUR ATTENTION !

For more informations:

Catherine TRACHTENBERG

catherine.trachtenberg@fifas.com