



International Sport and  
Culture Association

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**Mogens:** My name is Mogens Kirkeby and I'm the president of the International Sport and Culture Association. All of us would like to have a healthy and happy life. Children enjoy the fun and happiness of doing sport and physical activity together with friends in schools or in their local community. When we get older, we enjoy maybe more the social, mental and health aspects of being physically active. They become more important to us. But wherever we are in life, we all benefit from the very positive side effects of being physically active, namely the healthy side effects. There is massive evidence showing that one of the best things we can do to preserve our health throughout life is to be physically active. It supports our social, mental and physical health.

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**Mogens:** We have a strong case in the sports sector and sport organisations are doing a lot to promote physical activity and recreational sport to many citizens. But unfortunately, many of our fellow citizens are not active enough to enjoy the health benefits. They are even inactive.

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**Mogens:** We can do more. We can do more in promoting sport and physical activity in general. We can also do more in making specific health-enhancing physical activity programmes, targeting special target groups or special diseases. But we also need assistance from other sectors in the promotion of physical activity. We need assistance and we need other sectors to chip in on our primary agenda. We need assistance from the health sector, education sector, maybe transportation sector, who all can promote physical activity and thereby inspire more citizens to be physically active. But when connecting to these other sectors, we should be aware that this is not easy. It's not easy for them to chip in on our primary agenda. And we should understand that this is not their priority number one. But I feel sure that we can connect better between sectors and altogether promote physical activity stronger to get more people to enjoy the health benefits of being physically active, whether you are young or old.

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**Mogens:** We have given our children a huge task to restore the planet's wellbeing. Planet, wellbeing and personal wellbeing are actually strongly connected. Therefore, we should at least give our children, with this huge task in front of them, a chance to have a personal wellbeing. A good start in life means a physically active start in life.