



2030

NUNARSUARMITIMIMIK AALATITSINERPAAQ

THE WORLD'S MOST PHYSICALLY ACTIVE COUNTRY

#Aalasa

PERIUSISSAQ 2023 -NUNAATAATSIMOORUSSAMIK ANGUNIAGALIK

STRATEGY 2023 - A COUNTRY UNITED AROUND THE VISION

TIMERSOQATIGIIT KATTUFFIAT
THE SPORTS CONFEDERATION OF GREENLAND (GIF)



BUILDING STRONGER PEOPLE

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VISION 2030

THE WORLD'S MOST PHYSICALLY ACTIVE COUNTRY

GIF has a vision that Greenland will be the World's Most Physically Active Country by 2030. This strategy describes how we will work with the vision for the first four years.



Our mission: To strengthen the mental and physical condition of the entire community through physical activity.

THE DREAM: PHYSICAL ACTIVITY FROM THE CRADLE TO THE GRAVE

Although we live in a society in positive development in many areas, we are unfortunately also part of a global trend where statistics show an increase in the number of severely overweight people combined with a decrease in physical activity in children and adults. Not only does this increase the costs for lifestyle diseases and other comorbidities, but we lose the many great effects that physical activity and the social communities around the activities give both the individual and society as a whole.

Our ambition is a population that is physically active from the cradle to the grave. Therefore, we must focus on all aspects of people's lives from nursery, kindergarten, schools, workplaces, leisure to old age. This means we must look at how we facilitate exercise for all people, regardless of starting point and living conditions. We believe that increased exercise, physical activity and community can help strengthen society and the individual's prerequisites and opportunities for living a good life.

THE STRATEGIC OBJECTIVES FOR VISION 2030

- More people must be physically active in Greenland
- More people participating in active communities
- More active collaborations across civil society, business and the public sector must contribute to creating sustainable development.

With the vision of being the *World's Most Physically Active Country*, the Sports Confederation of Greenland wants to set a major societal change in motion, and we believe that sports and exercise are an excellent tool for creating this change. Strategy 2023 describes how we will work for the first four years.

Together with our partners, we will implement Strategy 2023 in specific objectives, action plans and campaigns and work together to make Greenland the *World's Most Physically Active Country*.





"The community and meeting new friends is a huge motivation to go to senior sports. I didn't play sports until I retired - now I can't stop!"

Else Kleist, retired.

STRATEGY 2023

WE UNITE THE COUNTRY AROUND THE VISION

Strategy 2023 is the Sports Confederation of Greenland's offer to set a sports policy direction and create the best conditions for success with the vision of being the *World's Most Physically Active Country.*

The strategy results from a long process that has lasted for a year and a half and has involved a wide range of stakeholders from associations, the business community, municipal and state institutions and organisations.

The strategy is based on the recommendations made by a broad representation of stakeholders in connection with the World's Most Physically Active Country conference in 2019 and is supported by dialogue and conversations with many different people from associations, municipalities and organisations on the Sports Confederation of Greenland's strategy caravan in 2019.

Furthermore, the Sports Confederation of Greenland has collaborated with the Danish Institute for Sports Studies to analyse Greenland's sports habits, development and trends. Their results and analyses further strengthen the basis for the strategy and our prerequisites for making relevant and ambitious decisions.

The strategy must set a direction for the development activities in which the Sports Confederation of Greenland is engaged, but at the same time, we must maintain and develop the activities with associations and national sports associations that already work well and create value for sportspersons and volunteers.

STRATEGIC OBJECTIVES FOR STRATEGY 2023

*A country that is united in the vision
“The World’s Most Physically Active
Country”*



OUR APPROACH

At the Sports Confederation of Greenland, we are aware that it requires a joint effort across society as a whole if we are to succeed with the vision. We are inspired by the UN's Global Goals for Sustainable Development. In particular, Goal 3 Good Health and Well-being, 4 Quality education and 17 Partnerships for the goals are central to our strategic focus.

In collaboration with stakeholders and partners, we have developed some basic working principles that apply to all our efforts.



*“If everyone contributes a little, together
we can make a big difference.”*

*Jonas Jensen, Secretary General of the Sports
Confederation of Greenland*

WE MUST ACCOMPLISH IT TOGETHER

We work actively to find the best partners. We will take our share of responsibility for strengthening physical and mental health and contributing to more people's opportunity to live a good life in Greenland.

With this strategy, we will move beyond our usual core area. Not only do we deal with areas that lie outside the world of sports, but we also deal with physical activity in a broader sense than traditional organised sports, based on a desire to contribute to social change in Greenland. That is why we need partners who will help us and society, as many as possible contribute, and we accomplish it together.

VISIBILITY

A prerequisite for uniting the country around the vision is that we increase knowledge of the vision among both partners and citizens in Greenland and make it relevant and applicable to as many people as possible. We will work in a structured way to convey efforts and opportunities so that even more people see the opportunities to be physically active.

ORGANISED EFFORT

We want to be aware of our role and responsibility to create the best possible framework for the vision. We will coordinate and structure the joint work towards the vision and ensure involvement and communication with relevant parties. We are interested in creating long-term solutions that can be implemented in the operation and on a daily basis. It requires that we prioritise our efforts and sometimes start small to implement gradually.

INVOLVEMENT AND PARTNERSHIPS

Through establishing partnerships or strategic collaborations with municipalities, relevant ministries and other partners such as foundations and business partners, we will explore and try out new opportunities and initiatives. Everyone must have the opportunity to get involved in the vision, and with skills development programmes, local activity development and local collaboration projects, we will invite citizens throughout the country to take part in the movement towards a more active Greenland.

LOCAL ANCHORING

Furthermore, we are aware that efforts, campaigns and communication must be adapted to the needs and culture of the respective town/settlement or target group. This means that we will continuously develop and adapt our activities in accordance with the reality that associations, citizens and employees experience locally.

RESEARCH AND EXPERIENCES

Our efforts and projects must, as far as possible, be experience- and research-based. Physical inactivity is an international issue, and many countries and organisations have experience in organising programmes and projects targeted at more physical activity. We will lean on and learn from those experiences. However, at the same time, we will have the courage to take new paths if required.

GIF'S MODEL FOR CHANGE

CHALLENGES

1. CHALLENGES

- INACTIVITY IN ADULTS
- GET ACTIVE MEMBERS
- SEVERELY OVERWEIGHT
- INACTIVITY IN WINTER
- CHILDREN AND YOUNG PEOPLE DO NOT THRIVE
- GET VOLUNTEERS
- OUTDATED FACILITIES

2. PHYSICAL ACTIVITY



3. BENEFITS

INDIVIDUAL

- ENERGY AND JOY
- LESS STRESS
- INCREASED LEARNING
- SOCIAL SKILLS
- COMMUNITIES
- PHYSICAL STRENGTH
- MANY GOOD YEARS OF LIFE

SOCIETY

- STRENGTHENED COMMUNITY
- STRENGTHENED ASSOCIATION LIFE
- FEWER COSTS FOR THE HEALTHCARE SYSTEM
- INCREASED PRODUCTIVITY
- EDUCATIONAL PERFORMANCE
- STRONG POPULATION

INDIVIDUAL

BENEFITS

COMMUNITY





"We know that physical activity has a positive impact on us as human beings. That is why we want to work purposefully with the use of physical activity as a means of creating positive change in the country."

Nuka Kleemann, chairman of the board of the Sports Confederation of Greenland

CHALLENGES

The motivations for uniting the country in a joint effort and strengthening the opportunities to be physically active are many. Greenland faces some challenges as a society, some of which limit the opportunities and motivation to be physically active. However, Greenland also has some cultural and natural preconditions that create opportunities and optimism regarding making Greenland the *World's Most Physically Active Country*.

Living conditions have changed markedly over the past 50 years, and the physical activity previously associated with providing food is no longer relevant. At the same time, there are some general societal trends towards more sedentary work, transport habits, digitalisation and urbanisation that mean changed living conditions compared to previous generations.

1. PHYSICAL INACTIVITY IN ADULTS

Many citizens are inactive in their spare time. Only 36% of adults play sports and exercise in Greenland. In comparison, the figure in Finland is 69%. Every year, physical inactivity burdens the economy and the health system with additional costs for treatment, care, reduced ability to work and lost production. The least active demand activities that exercise the body and can be adapted to a busy everyday life.

2. MEMBERS OF THE ORGANISED COMMUNITIES

Fewer than one in six adults is an active member of a sports association (15%). Men are more active members of a sports association than women, while the oldest age group (over 55) are less likely to be active members.

3. HEALTH IS UNDER PRESSURE

Over 1/4 of the population (27%) are severely overweight and at risk of developing a wide range of lifestyle-related diseases.

At the same time, dietary habits are becoming more and more unhealthy. For example, studies from the retail trade indicate that soft drinks are in the top three best-selling goods - along with beer and tobacco. Figures from health studies from 2010 to 2018 show that people who drink squash or fizzy drinks every day have increased from 24.4% to 43.9%.

The population survey, which measures indicators for public health, points to the proportion of people who have good self-assessed health is declining, which is a challenge regarding physical and mental health.



4. DIFFERENCE IN THE LEVEL OF PHYSICAL ACTIVITY IN SUMMER AND WINTER

There is a marked difference in the level of physical activity in summer and winter. In summer, 15% are inactive, while this figure is 36% in winter. So, there may be benefits to strengthening the opportunities to be physically active in the winter – both outdoors and indoors.

5. CHILDREN AND YOUNG PEOPLE IN VULNERABLE SITUATIONS

Not all children get the security, healthy values and positive community from home that they need.

By focusing on creating healthy, safe and inclusive communities in sports environments, as well as providing coaches, volunteers, hall supervisors and other resource persons with tools to include children who have difficult conditions, we can help provide a safe environment for children in vulnerable situations.

6. GET VOLUNTEERS IN THE ASSOCIATIONS

Both sports associations and other organisations are struggling to get volunteers. Only 4% are permanent volunteers in sports associations, which puts a lot of pressure on the few who are. It is difficult to get permanent coaches, and it affects both the continuity in terms of members and the quality of the training.

A lack of volunteers is not a new problem, and there is a need for new thinking in our way of solving the challenge.

7. MANY SPORTS FACILITIES ARE IN DISREPAIR AND OUTDATED

There is a huge backlog in renovating and developing existing facilities for meeting places that invite physical activity and healthy communities.

It is expensive to build and not sustainable in the long-term to build sports facilities that only cater for one or a few sports. Therefore, the focus should be on developing sports facilities that can accommodate many different sports and other activities, such as cultural events.

At the same time, halls and other facilities have potential as meeting places for children, young people and adults, and can be considered in different local contexts that bring the residents of the local area together. Preferably with physical activity as a focal point.

JOINT EFFORT

Fortunately, at the Sports Confederation of Greenland, we are not alone in wanting to create positive changes in society. Every day, volunteers in the country's many associations work to create opportunities for physical activity for young people and adults. And every day, employees at municipalities, organisations and companies contribute to the objective of creating better living conditions and opportunities for citizens in Greenland.

Strategy 2023 has been developed based on input from volunteers, organisations, companies and public institutions that support the vision and want to contribute. The intention of strategy 2023 is to unite the country around the vision.

And based on the reactions and expressions we have received so far, we have an excellent starting point for future work.

"Not so many years ago, it was only our body that we put our trust in when we had to live hand-to-mouth. That's not the case anymore – we're too lazy. I would strongly urge you to support the Sports Confederation of Greenland's ambitious objectives for the entire country!"

Premier of Greenland Kim Kielsen, New Year's speech 2020



"We support the Sports Confederation of Greenland's vision and would like to enter into a collaboration with GIF, as health is one of the most important prerequisites to have a good and independent life."

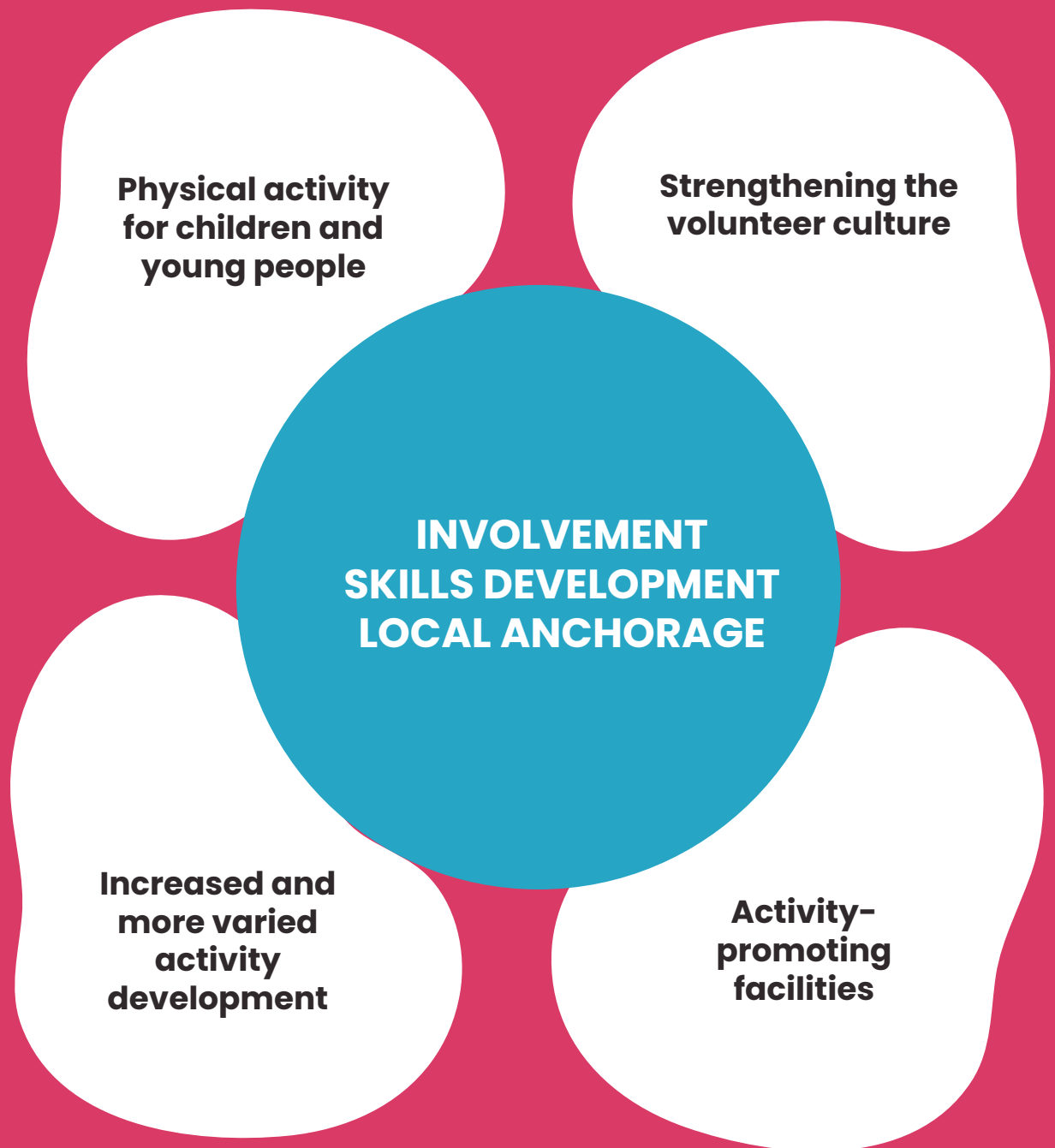
*Mayor Malik Berthelsen,
Qeqqata Municipality*

FOUR FOCUS AREAS

The strategy contains four priority focus areas, all of which must help form the vision's foundation.

- **Physical activity for children and young people**
- **Strengthening the volunteer culture**
- **Increased and more varied activity development**
- **Activity-promoting facilities**

The efforts support the overall strategic objective for 2023 and vision 2030. Furthermore, we see involvement, skills development and local anchoring as key elements across the four focus areas.



PHYSICAL ACTIVITY FOR CHILDREN AND YOUNG PEOPLE

How does the focus area contribute to the “World’s Most Physically Active Country” vision?

We know that physical activity is essential for children’s learning, health and well-being. Therefore, we want to work for a more physically active everyday life for our school and daycare children and help to ensure that physical activity becomes an entirely natural part of their lives from an early age.

Children learn through movement. Movement in children’s daily lives strengthens motor skills and builds social skills. It can increase the child’s self-esteem, strengthen the child’s relationships and help to improve mental health – something that can equip them to master the challenges that life may offer.

Physical activity also improves concentration, increases learning and can promote academic performance in school.

Right now, more than one in three children (37%) say that they are physically active less than once a week during their school day. We see potential here and would like to contribute to improving the well-being of our children and raise the level of education – through more physical activity and community for all children and young people, as well as through safe and inclusive sports environments where children and young people have the best environment to evolve.

“We work for all children to live a life with good health and well-being, and we would very much like to work with GIF to achieve our common objectives.”

Helene Broberg Berthelsen, Head of the Agency for Prevention and Social Affairs.



STRATEGY OBJECTIVE #1

More children and young people participating in active communities

EVALUATION OBJECTIVES

- More children and young people say that they are more physically active during their school day
- More schools and daycare institutions to have a strategy for implementing physical activity in everyday life
- More staff in schools and daycare institutions to have the skills to conduct activities with physical activity
- More associations and parent networks working to strengthen the participation of children and young people in active communities

STRENGTHENING THE VOLUNTEER CULTURE

How does the focus area contribute to the “World’s Most Physically Active Country” vision?

Volunteers play a crucial role every day in the world of sports and our society. They create community, joy and great experiences for the sport’s members and many others. Without volunteers, there is no organised sport.

Today, volunteering is under pressure. The sports associations need volunteers – coaches, team leaders, board members. Only 4% of the population make a voluntary contribution to sports, which puts a lot of pressure on the few who do. Individual fireballs cannot bear sustainable volunteering – it must be a culture.

We will work to strengthen and rethink the culture. We will work for better conditions for the volunteers by strengthening the network around the volunteers. A network that helps create an environment that makes it attractive to volunteer and recognises and highlights the value of the volunteers’ efforts. A network that creates the environment and incentive for more volunteers to be included in skills development programmes that strengthen their skills for the benefit of sports clubs, the business community and society in general.

It must be easy, fun and rewarding to be a volunteer.





STRATEGY OBJECTIVE #2

It must be attractive to be a volunteer in Greenland

EVALUATION OBJECTIVES

- More associations to have a strategy for working with volunteers
- More people to volunteer in associations and networks and feel recognised for their efforts as volunteers
- More volunteers to participate in association courses targeted at volunteering and association leadership
- More collaborations that support and improve the environment for associations and volunteers

INCREASED AND MORE VARIED ACTIVITY DEVELOPMENT

A lack of time – and prioritising time for work, family and friends over physical activity – is one of the biggest barriers to being physically active

Imagine if everyone in Greenland was active “from the cradle to the grave”. If physical activity was a natural part of all phases of life – at nursery, at school, at work, with the family and what it would mean for our well-being, social relationships and health.

Today it is only approx. every third (36%) of adults who play sports and exercise and half (52%) of children. As many as 46% of children (and 36% of adults) say that their activity level in winter falls into the ‘reading, watching television or having other sedentary activities’ category, i.e. no physical activity of any kind (as opposed to 34% and 15% in summer). Our activity level drops significantly over the winter.

We know that a lack of time and prioritisation of time for work, family and friends over physical activity are some of the biggest barriers to being physically active. We also know that there is not enough hall time to accommodate everything.

We believe it is important that activity offers are developed that are adapted to the needs of the ordinary citizen regardless of age, level of ambition, resources, season, etc. Activities that both include competition, but also activities that have exercise and community at the centre. Flexible activities that can fit into a busy everyday life.

Therefore, we will support the excellent work already being put into national sports associations and in association life and together develop new offers, etc., which help ensure healthy and active communities and good safe bases for our children and young people. We will also work to increase the range of activities outside the established association life – in the self-organised sports, as well as in the workplace.



“We know that a lack of time and prioritisation of time for work, family and friends over physical activity are some of the biggest barriers to being physically active.”

STRATEGY OBJECTIVE #3

More new activities should introduce more people to physical activity

EVALUATION OBJECTIVES

- More clubs offering customised activities for new target groups
- More companies offering physical activity at the workplace
- Establishing locally anchored networks with a focus on initiatives targeted at increased physical activity
- More public institutions to incorporate physical activity into their efforts

ACTIVITY- PROMOTING FACILITIES

How does the focus area contribute to the “World’s Most Physically Active Country” vision?

Sports facilities are not necessarily a prerequisite for being physically active. We live in a country where nature is easily accessible, where the opportunities for physical activity in beautiful and more or less challenging surroundings are right outside our door.

Nevertheless, good, varied, and inviting sports facilities are significant factors that make people want to be physically active. Today, we see many sports facilities in the country that are in disrepair and outdated. Good, clean and inviting facilities are in demand. It makes people feel welcome and motivated to exercise. We are talking here about facilities in a broad sense and so not only halls but also outdoor facilities, as well as facilities that invite more exercise in daily life, such as the layout of urban spaces.

The fact that facilities are easily accessible is crucial to the desire to be physically active. Can you easily walk, cycle or take public transport there? Is it easy to see when there is free time in the hall? Are there several different opportunities to be physically active, for example, for both children and adults? Are pavements and cycle paths cleared of snow? Safety is a significant factor in the desire to be physically active.

We want to focus on how we can modernise and adapt our facilities to invite more physical activity in the population.



"It is very important to us that we have a place where you can unite across local society and experience a sense of community."

*Kiista P. Isaksen on their
'Modernising Qaqortoq Hall' project.*

STRATEGY OBJECTIVE #4

We want to improve the physical setting for physical activity and community

EVALUATION OBJECTIVES

- More municipalities to actively work on a facility strategy
- More associations and facilities to collaborate on optimising access to sports facilities
- Establish collaborations focusing on activating and adapting new and existing facilities to get new target groups engaged in physical activity.

THIS IS HOW WE GET STARTED

We have a vision. We must be the *World's Most Physically Active Country* by 2030. Strategy 2023 sets out a common direction for how this can be done in close collaboration with citizens, associations, companies and public institutions. The strategy's four focus areas

are based on the common challenges or particular strengths that exist locally and nationally in Greenland. However, the dialogue about the strategy does not stop here. It continues regarding the design of specific efforts and projects, where we turn strategy into action.

WHAT DOES THE SPORTS CONFEDERATION OF GREENLAND DO AND HOW CAN YOU CONTRIBUTE?



DO

UDDANNELSE
FORÆLDRE
FRIVILLIGE
HALINSPEKTØRER
KLUBBER
SKOLELEDERE
FRTIDSKONSULENTER
FORSKNINGSINSTITUTTER
FONDE
SOCIALE ORG.
KULTURELLE FORENINGER
SPONSORER
ERHVERVSLIVET
ELITE SPORT GREENLAND
PÆDAGOGER
TRÆNERE
MANU
GRØNLANDS POLITI
DIG
SELVSTYRET
LÆRERE
VIRKSOMHEDSLEDERE
KOMMUNER
LIVSSTILSGRUPPEN
SPECIALFORBUND
ERNÆRINGS OG MOTIONSRADET

DO

- Seek out collaboration and partnerships
- Work for local anchoring and capacity building
- Prioritise efforts and create long-term solutions
- Inspire and provide new knowledge
- Contribute with communication and marketing

1. Take ownership

- Work together with us on the vision

2. Expand awareness

- Become a vision ambassador

3. See the possibilities

- Bring new ideas into play



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