

# INTERNATIONAL CONFERENCE SPORT AND URBAN DEVELOPMENT 9-11 NOVEMBER 2005

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ABSTRACTS

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## Preliminary Programme

### WEDNESDAY

#### Wednesday, 9 November 2005

16.00 hours - 18.00 hours

Pre-registration participants

18.00 hours - 19.30 hours

Welcome reception in the City Hall (Coolingsingel 40) with an opening speech by the Mayor of the City of Rotterdam, Mr. Ivo Opstelten and a word of welcome by the organising committee.

### THURSDAY

#### Thursday, 10 November 2005

08.00 hours - 09.00 hours

Registration participants

09.00 hours - 09.20 hours

Word of welcome and opening by the Alderman of Sports, Mr. Nico Janssens.

09.20 hours - 09.50 hours

On behalf of Mr. Ján Figel', European Commissioner responsible for Education, Training, Culture and Multilingualism, Mr. Pedro Velázquez (Deputy Head of the Sports Unit, Directorate General for Education and Culture) will present the first plenary session of the conference on Sport and Policy. He will present the European policy on sport in the coming years.

09.50 hours - 10.20 hours

Mr. Winy Maas, a dutch well-known architect and one of the founders of the office for architecture MVRDV in Rotterdam, will present the second plenary session. Their architectural research projects are published on an international basis. Mr. Maas will give his vision on Sport City, as part of which sports locations are integrated in the city.

10.20 hours - 10.45 hours

Coffee/tea break

10.45 hours - 12.30 hours

Plenary session three will start with a presentation of Mr. Roy Bahat, Director of International Strategy NYC2012, on Planning for the 2012 Olympics, followed by Mr. Alexandros Tsiatsiamis, Chief Executive Officer of AEDA, who will give a presentation about Athens, the Olympic City of 2004.

This presentation will be followed by a panel discussion on Sports Events and the City (economy) with Prof. Chris Gratton, professor at the Sport Industry Research Centre (SIRC), Sheffield University, United Kingdom, Mr. Marcel Sturkenboom, Director of Sports from Netherlands Olympic Committee-Netherlands Sport Confederation (NOC/NSF), Mr. Alexandros Tsiatsiamis, Chief Executive Officer of AEDA, Mr. Bart Zijlstra, deputy director and head of the top-class sport department of the Dutch Ministry of Health, Welfare and Sport and Mr. Hans den Oudendammer, director of Rotterdam Topsport. They will discuss the (economical) impact of major sport events on the city.

12.30 hours - 13.45 hours

Lunch

13.45 hours - 15.15 hours

Parallel sessions on Sport & City Marketing, Local Sports Participation & Urban Diversity, Good Practices of Local Sports Policies I, Impact of Major Sports Events on the City, Olympic Games & the City (economy) I, INTA SportUrban Policy Forum.

For overview of the preliminary program of the parallel sessions click [here](#)

15.15 hours - 16.00 hours

Transport to sessions on location

16.00 hours - 17.00 hours

Sessions on location (including coffee/tea break)

There are various locations to choose from:

The first location would be recommended to participants who are interested in

## Programme at a glance

Conference themes

Keynote speakers

Social programme

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Sports and Social Cohesion. Participants will visit the Orange Court Schuttersveld in the Crooswijk area, the first Johan Cruyff Court built. Mrs. Carole Thate, director of the Johan Cruyff Foundation will present the initiative. Crooswijk is one of the oldest neighbourhoods in Rotterdam. There are many families with children and many of them have a Moroccan or Turkish background. The Orange Court will be a positive development for the Crooswijk area and will provide young people with a beautiful and above all safe location to play sports. The Johan Cruyff Foundation has developed the Cruyff Courts project to stimulate young people in The Netherlands and the rest of the world to participate in sports. Sport is the means and end to raise issues such as social responsibility, integration, playing together, moral values etc. The initiative has to lead to hundred similar courts within the next three years.

David Lloyd Leisure is one of Europe's leading racquets, health and fitness club operators, with a total of 61 clubs and some 340,000 members in Holland, the UK and Ireland. More clubs are currently under construction in Holland, Belgium, Spain and the UK and further clubs are planned. The company was founded in 1983 by British tennis player David Lloyd. Since the opening of its first club, the goal has been to suit the local community and its sports, improve lives, offering solutions and options to promote fitness, good health and general well being. Participants can bring a visit to The David Lloyd Sports and Health Club in Rotterdam to hear all about its urban planning strategies.

The Zuiderpark is a large city park in the centre of Rotterdam-Zuid. Amongst other organisations, Municipal Works and the Department of Sport and Recreation of the City of Rotterdam play an important role in reconstructing this area. Sports accommodations, the water system, allotments, walks and bridges are being made more attractive to the public in the coming years. There will be a strong focus on sports in the new park. Participants who want to know everything about sport and urban development in the city should visit this location.

Rotterdam has a large skate park downtown at the Westblaak, surrounded by motorways. It is a fine example of sport and urban architecture. The park is developed in co-operation with the skaters themselves. The skaters will tell how you can develop such a venue. They will tell about the difference in culture, techniques and preferences for obstacles. They will show some videos with places in Rotterdam where skateboarders like to go and tell more about some of the large skateboard, BMX and urban sports events of this year that took place in Rotterdam. If possible, there will be demos of skateboarding and BMX.

*19.00 hours - 22.30 hours*  
Conference dinner

Stands can be visited during the day.

## FRIDAY

### Friday, 11 November 2005

*09.00 hours - 09.30 hours*

Mr. Fred Coalter, professor at the Department of Sport Studies at the University of Stirling in Scotland, will give a keynote speech about Sport and Social Cohesion. His research focuses on the role of sport in regenerating deprived urban areas, the social role and benefits of sport and sport and community development.

*09.30 hours - 10.00 hours*

Dr. Michel Sudarskis, Secretary General of the International Urban Development Association (INTA) will give a presentation on the European Sport Urban Project, Sport & Leisure in the City. Twenty-four partners from the European Union have joined efforts to address a common issue: how to make sports facilities contribute to economic development, urban regeneration, social inclusion and the image of towns and cities.

*10.00 hours - 10.30 hours*  
Coffee/tea break

*10.30 hours - 11.00 hours*

Maria Bobenrieth, CR Director EMEA (Europe, Middle East and Africa) of Nike will give a presentation about Community Development. Nike has taken the initiative to several projects regarding community development, e.g. Zone Park and the Nike Town concept. Nike will illustrate these projects in a keynote speech.

*11.00 hours - 12.30 hours*

Parallel sessions on Sport Stadiums in an Urban Context, Sport & Local Identity I, Sport & Social Cohesion, Getting Youth in Action, Good Practices of Local Sports Policies II, INTA SportUrban Policy Forum.  
For overview of the preliminary program of the parallel sessions click [here](#)

*12.30 hours - 13.45 hours*  
Lunch



# INTA

**13.45 hours - 15.15 hours**

Parallel sessions on BOS-Impetus (Neighbourhood, Education and Sport), Sport & Regeneration in Cities, Sport & Urban Planning, Sport & Local Identity II, Racism & Racial Equality in and through Urban Sport, Olympic Games & the City (Economy) II, INTA conference SportUrban Steering Committee Meeting (private session).

For overview of the preliminary program of the parallel sessions click [here](#)

**15.15 hours - 15.45 hours**

Coffee/tea break

**15.45 hours - 17.00 hours**

For the conference closing session Mr. Johann Olav Koss, founder of the Right to Play foundation, will give a speech on [Sport in Deprived Areas](#).

Stands can be visited during the day.

\* To be confirmed

