TEAM 1

CIVISport: “Actively integrated”
→ **ISSUE:** Physical inactivity among university stakeholders

-- **Key element:**
A lack of motivation

-- **Groups:**
* Disability
* Gender
* Religion
* Sexual orientation
* Race
* Age
* Economic status
The CIVISport Program

- How does it improve this motivation?
- How can it achieve a fully inclusive physical activity?
- Is it feasible?
The CIVISport Program

**SENSITIZATION**
- Social media platform
- On campus E-Board

**LOYALTY PROGRAM**
- Included in university enrollment
- Personal CIVISport ID card
- CIVISport insurance
- “Starter kit”

**MONTHLY EVENTS**
- 10 CIVIS Universities
- 10 monthly events
- Social media follow-up
OUTCOME and IMPACT:

AN ACTIVE UNIVERSITY FOR ALL