

# TEAM I

**CIVISport: “Actively integrated”**



→ **ISSUE:** *Physical inactivity among university stakeholders*

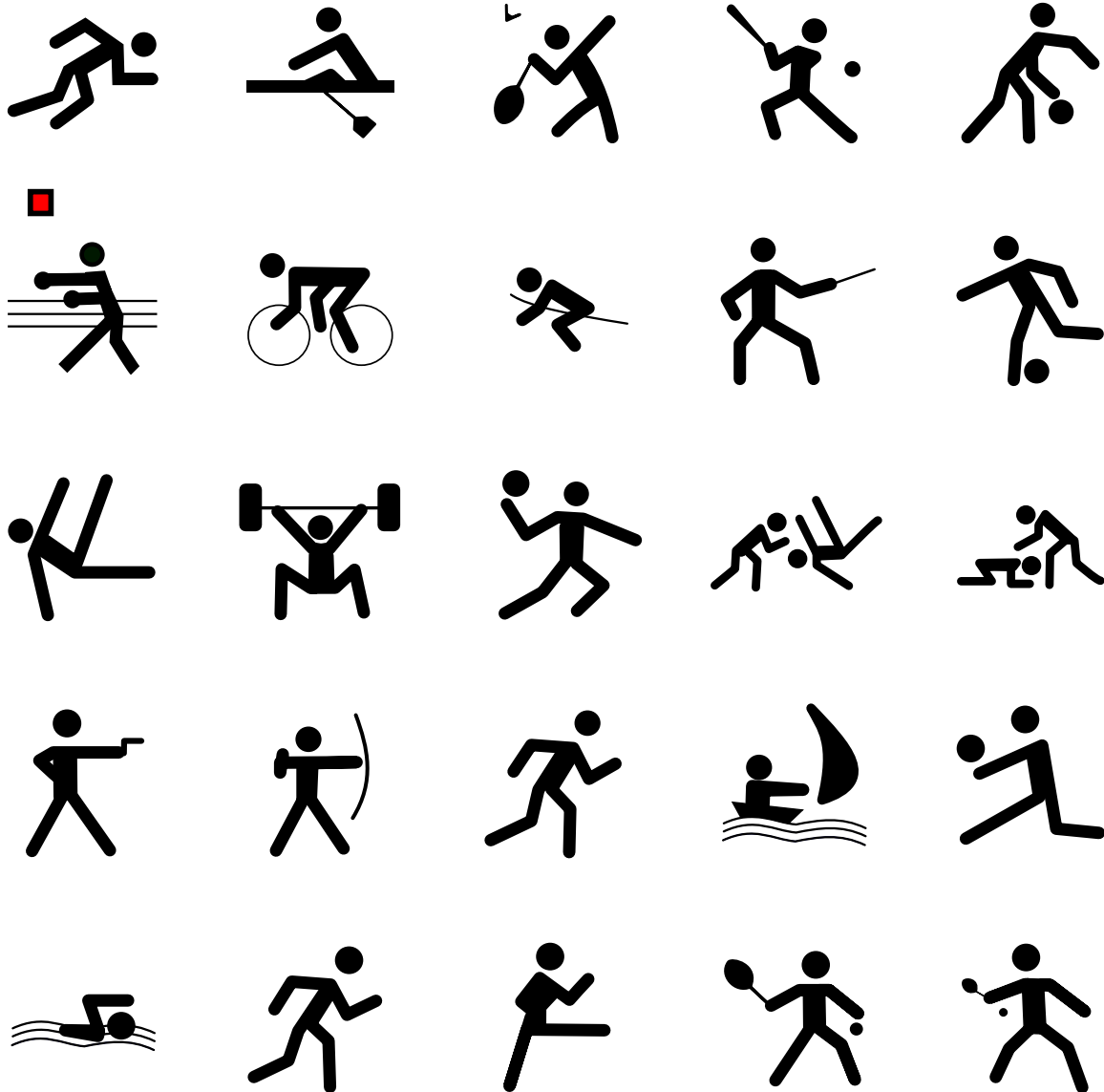
-- **Key element:**  
*A lack of motivation*

-- **Groups:**

- \* *Disability*
- \* *Gender*
- \* *Religion*
- \* *Sexual orientation*
- \* *Race*
- \* *Age*
- \* *Economic status*



→ SOLUTION...



## ***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**