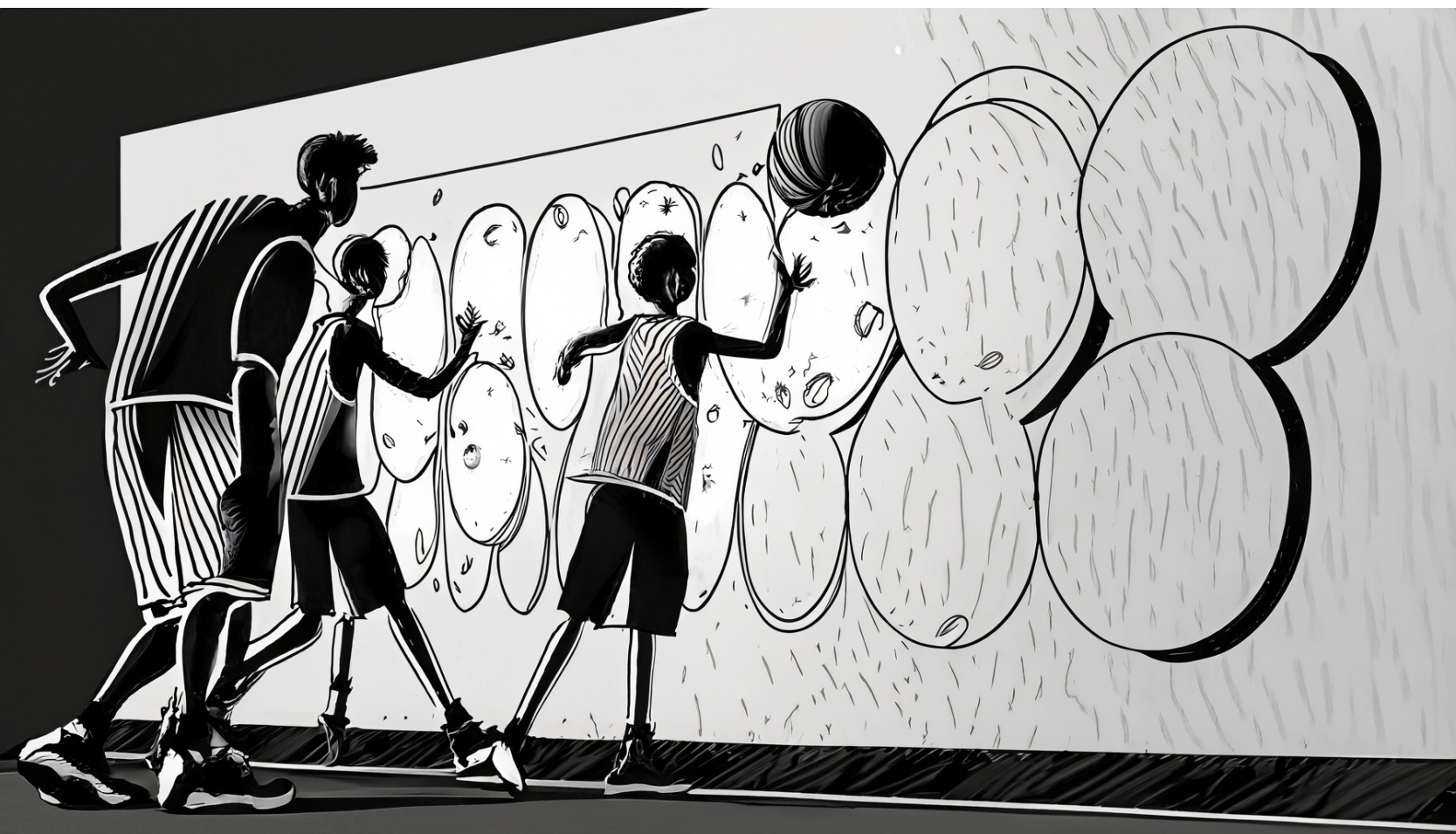


# ATHLETES FOR JOY OF MOVEMENT WEEK



## Proposal for a Paris 2024 legacy event to bridge from elite sport spectacle to an active and healthy world

First concept paper by Prof. Dr. Eckeard Fozzy Moritz; German Innovation Hub Elite Sports and Innovationsmanufaktur, supported by a growing number of (former) athletes and institutions

For interest in cooperation or any other suggestion, please contact Fozzy at [efm@innovationsmanufaktur.com](mailto:efm@innovationsmanufaktur.com)

# WHAT?

Right after the end of Paris 2024 we propose to organize an “Athletes for Joy of Movement” week.

Participating elite athletes from around the world will be invited to choose their time slot and their specific approach to encourage their fan base to enjoy physical activity:

*“We gave our best, now we want to inspire you to move more.  
Let us start together”.*



The world will benefit from more vitality and quality of life, less obesity and savings in the huge related costs. A global cooperative action truly moving mankind.

## ATHLETES

will benefit from broad positive visibility and a new quality of addressing their fan base



## FANS

will benefit from a unique bonding with their idols, and a great motivation to get moving



# WHY?

Whereas elite sports is a great spectacle, entertainment, and business, in sustainability considerations it is rather vulnerable: Infrastructures often use up lots of space and resources for building, operating, and maintenance. Traffic streams around the world produce huge CO2 traces. So, would the planet not do better without elite sports?

**It would not.**

Certainly, ecological issues in elite sports can and must be addressed, solutions to save resources, move towards a circular economy, and possibly contribute to regeneration must be found.

But in all of sustainability discussions the positive impact of sports on social sustainability must not be forgotten:

Sports stands for virtues and values, fairness and performance, identity and social bonding – but most of all for emotions and motivations. All of this is what is dearly needed on our planet.

First and foremost, sports and physical activity are the most essential remedies to cope with the pandemic of physical inactivity. Making more people move more is becoming ever more essential in today's sedentary world. Especially the yet rather inactive people need to be addressed. And at least for those interested in sports as a spectator: Who is better positioned than elite athletes to try convert the identification and enthusiasm of their fan base into activation towards physical activity and Joy of Movement.



# How?

First, the most suitable dates for that week will need to be identified and a website for promotion and scheduling set up. This will best happen right after the Olympic Games, as then the aura of sports-related emotions and motivation are still omnipresent.

In parallel, athletes will be approached to take part: Current Olympic athletes, but also former Olympic and Paralympic athletes, athletes from winter sports, and famous athletes and artists from beyond the Olympic sphere. Especially for current Olympic athletes it is important to reduce their involvement to the pure activity itself, as in the mix of exhaustion, regeneration and “cash-in” after the games huge organizational efforts cannot be expected.

With respect to the week identified, athletes **will choose their times slot, their activity, and their format**; possibly linking to activities and formats they are anyway pursuing like existing charity programs with similar goals. Activities can be a real event at a certain location, a virtual activation, a social media campaign, or whatever else: As the purpose of this week is especially to activate the yet rather inactive, it is desirable to focus this activity on Joy of Movement rather than competitive sports action.

All activities will be represented and structured in the calendar of events on the website: As a result, people from around the globe will have a lot of activation excitement to choose from, athletes a great positively perceived public exposure, and elite sports will need much less of justification why it is essential to this world.

PARIS 2024 & worldwide legacy

ATHLETES FOR JOY OF MOVEMENT SCHEDULE

### After Games Events

Filter By: LocationAthleteSport TypeAge Group

Paris 2024

Watersports held by Athlete 1 →

Movement held by Athlete 2 →

Ball Games held by Athlete 3 →

See Worldwide Events here ↗