

# Lifelong Physical Activity – Increased Happiness for All?

Tuesday 22nd of February 2011, 9.00-13.00, Lunch Reception 13.00-15.00

Committee of the Regions, 99-101 Rue Belliard, 1040 Brussels

## Programme

**8.30 Registration**

**9.00 Welcome and opening of the seminar**

**Jaana Simola, Project Director, Senior Adviser**, The Regional Council of Päijät-Häme

**9.10 Role of health related sport in Europe**

9.10-9.30 Health enhancing physical activity - individual and organizational aspects, facts, issues and evidence

**Harri Helajärvi, M.D., spec. in Sports & Exercise Medicine**, Paavo Nurmi Centre

9.30-9.50 Health enhancing physical activity as an innovation

**Vesa Harmaakorpi, Professor for Innovation**, Lappeenranta University of Technology, Lahti School of Innovation

9.50-10.10 Current issues in the DG Research and Innovation regarding health enhancing physical activity

**Kevin McCarthy, Head of Sector**, DG Research and Innovation

10.10-10.30 What real difference in economic terms does cycling and walking make?

**Charlie Foster, University research lecturer, vice-chairman of HEPA Europe**, University of Oxford

10.30-11.00 Panel discussion, Q+A

**11.00 Coffee Break**

**11.20 Regional approaches to health related sport**

11.20-11.35 Countering diet related diseases through competitive regional food and physical activities clusters

**Marcus Zinsmeister, PhD cand, workpackage leader**, University of Stuttgart, AFRESH -project

11.35-11.50 Implementing and disseminating good practices for local infrastructures

**Alfred Rütten, Professor, Project coordinator**, Erlangen Nürnberg University, IMPALA -project

11.50-12.05 Strategy of health related sport in Päijät-Häme region, Project for reforming public services (PAKETTI)

**Lauri Kuukasjärvi, Project leader**, The Regional Council of Päijät-Häme, PAKETTI -project

12.05-12.20 Good Ageing in Lahti Region (GOAL), Research project on ageing and well-being

**Raisa Valve, Head of Development**, University of Helsinki, Palmenia Centre for Continuing Education

12.20-12.50 Panel discussion, Q+A

**12.50 Conclusions and next steps**

**Tuula Loikkanen, Head of office**, South Finland EU-Office

**13.00-15.00 Lunch Reception, Atrium 5**

