



The European House
Ambrosetti

In collaborazione con:



Forum Osservatorio Valore Sport

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PRESENTAZIONE DI TIINA KIVISAARI



MATRIX



**A STRONG AND COMMITTED FINLAND –
SPORT AND PHYSICAL ACTIVITY IN
PROGRAMME OF PRIME MINISTER
PETTERI ORPO’S GOVERNMENT**



On the Move - Family

- In Finland we have **six national programs** covering the **entire lifespan**, from early childhood to the elderly.
- The goals of "Active Early Childhood," "Active School," and "Active Study" programs are to develop a physically active culture in early childhood education, schools, and higher education institutions.
- The "Active Adult" program integrates physical activity into the workplace and promotes physical activity service chains in municipalities.
- The "Ever Mover" program aims to maintain and improve the functional capacity of older people living at home.
- The "Active Family" program focuses on increasing the daily activity of families.
- These programs have done excellent work, and such a comprehensive approach spanning the entire lifespan is exceptional even internationally

Get Finland Moving 2023-2027

- The objective of Prime Minister Petteri Orpo's Government is to turn mobility to growth in every age group.
- Decreasing levels of daily physical activity present a growing problem. The action plan seeks solutions for increasing daily physical activity, including identifying opportunities offered by the digital transformation in promoting physically active lifestyles.
- This is implemented **Get Finland Moving programme**, which is a cross-administrative programme for a physically active lifestyle and functional capacity. The programme is at Government level and it is implemented and monitored by a ministerial working group. The effectiveness of the measures will be assessed regularly and the most effective operating models will be established. The programme has a full-time Secretary General and a public-service secretariat.

Get Finland Moving 2023-2027

- Get Finland Moving Programme includes 16 measures that include a total of 35 separate measures. The measures are targeted at the administrative branches of different ministries. The measures can be divided into the following categories: active operating cultures, physical activity counselling, conditions for physical activity, sports competence, taxation that encourages mobility
- An appropriation of EUR 80 million, or **EUR 20 million per year**, will be allocated to the implementation of the programme during this government term. In 2024, the appropriation will be used as follows:
 - expanding the On Move –family by EUR 6 million
 - strengthening physical activity counselling EUR 5 million
 - government grants, innovations, pilots EUR 3.7 million
 - EUR 3.7 million for measures taken by different ministries (Ministry of the Environment EUR 2.5 million, Ministry of Defence EUR 1 million. Ministry of Social Affairs and Health EUR 0.2 million)
 - management of the programme, general implementation, communication, studies EUR 1.6 million

Physical activity throughout life

The national promotion programmes for physical activity and physical exercise, i.e. On the Move programmes, promote a physically active lifestyle for different age groups and demographic groups.



Thank you!

