



COMMISSION ON SPORT ACTION PLAN 2011

The general objective of the UBC Commission on Sport is to promote sport and sporting activities as tools for making the Baltic Sea Region more attractive and accessible as well as for increasing fitness, health and social integration of the Baltic Sea citizens.

The UBC Commission on Sport objectives for the years 2010-2011 are as follows:

- to implement “Sport is cool” Campaign targeted at youngsters and intended to stimulate them to do sports and treat physical activity as an attractive way of spending leisure time (2011 grant session, a multimedia competition and sports workshops)
- to develop cooperation with international organizations and other UBC Commissions within the area of sport
- to strengthen links among sports clubs, associations and institutions in order to create the Baltic Sport Network
- to promote sports events and sports exchange in and outside the Baltic Sea Region
- to increase the involvement of UBC member cities in actions promoting sport and healthy lifestyle on the national and international levels
- to encourage UBC member cities to actively promote active lifestyle habits especially among young people
- to stimulate UBC member cities, especially those engaged in the works of UBC Commission on Sport, to formulate policies stressing the importance of sport and recommending physical activity at all stages of life
- to raise awareness of the physical activity as an important element of healthy lifestyle among all age groups

Joanna Leman
Coordinator
UBC Commission on Sport
City of Gdynia

Beata Łęgowska
Chairperson
UBC Commission on Sport
City of Gdynia