

HORIZON-HLTH-2024-STAYHLTH-01-02-two-stage: Towards an holistic support to children and adolescents' health and care provisions in an increasingly digital society



Proposed Approach

What is your understanding of the part of the problem you can solve?

The need for fun, physical activity from a young age, to be at the core of a new holistic approach to lifelong, all-round well-being and prevent major cost and demand on global healthcare systems in the future.

What part of the Scope do you want to address?

Provide the tools to educate, empower and engage children, adolescents, their parents/carers to be able to lead themselves and others to be physically active, at school and in their communities, as a foundation for a healthy life.

If you are looking for partners, what type of partners are you looking for?

Education – major universities to monitor, research and evaluate outcomes

Public sector – national/regional authorities with legislative powers and resource/appetite for implementation at scale

Private sector – marketing, value in kind support, communication

Organisational Capabilities

What skills, capabilities, facilities does your organisation have that will be vital for this project?

Hands on delivery experience, strict budget/financial controls; ability to implement across regions, geographics and at scale; sub-contractor management; design, marketing, communication; Quality Assurance; strict administrative procedures; strong partnership working experience

Experience

What previous, relevant, work or track record can you bring to the team?

Global development of the sports business and creation and implementation of major events in new territories; direct contact at global level with World Governing Body of Athletics

Development, implementation and impact evaluation of national grass roots activity leadership programme from inception to national chartered accreditation, implementation and adaptation; direct contact with major women's football leadership in the UK;

Support and engagement of business leaders in major sports marketing companies

Personal experience of developing, launching and implementing a major new product in the activity sector with proven, sustainable outcomes for better health, well-being and activity levels.

Administrative Information

Are you planning on being the Coordinator or a Partner?

Happy to be either

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