Communities of Practice for Healthy Lifestyle
CoP4HL

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Background


Warm up

Physical inactivity: the biggest public health problem of the 21st century
- Steven N Blair
- Professor Steven N Blair, Department of Exercise Science and Epidemiology/Biostatistics, Arnold School of Public Health, University of South Carolina, South Carolina, USA; sblair@gwm.sc.edu

Effect of physical inactivity on major non-communicable diseases worldwide: an analysis of burden of disease and life expectancy

1-Min Lee, Eric J Shiroma, Felipe Lobelo, Pekka Puska, Steven N Blair, Peter T Katzmarzyk, for the Lancet Physical Activity Series Working Group

The need for a complex systems model of evidence for public health

Harry Rutter, Natalie Savona, Ketevan Glonti, Jo Bibby, Steven Cummins, Diane T Finegood, Felix Greaves, Laura Harper, Penelope Hawe, Laurence Moore, Mark Petticrew, Eva Rehfuess, Alan Shiell, James Thomas, Martin White

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Erasmus+/Knowledge Alliances

Aim call:
Knowledge Alliances are **transnational**, structured and result-driven projects, notably between **higher education** and **business**. Knowledge Alliances are open to any discipline, sector and to cross-sectoral cooperation. The partners share **common goals** and work together towards mutually beneficial results and outcomes.

Aim project
- Healthy Ageing → Healthy Lifestyle
- Multi sectoral approach (Sport - Health - Well-being)
- Development CoPs

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**Definition of Community of Practice**

**Learning partnership** among people who find it useful to learn from and with each other about a **particular domain**. They use each other’s **experience of practice** as a **learning resource**. And they join forces in making sense of and addressing challenges they face individually or collectively.

*General definition of a Community of Practice Wenger 2011, 2015*
Consortium

- 7 countries (NL, BEL, DEN, ESP, GER, LIT, POR)
- 5 local CoPs (combi university + other partners: Odense, Kaunas, Malaga, Lisbon and Groningen)
- 5 Universities
- 6 Companies (Sport & Health)
- 4 Public partners
- 2 Associate partners
INCREASING THE IMPACT OF COMMUNITY BASED INTERVENTIONS IN HEALTHY AGEING IN EUROPE

Knowledge Partners

Knowledge support lab:
- Entrepreneurship
- Education and learning
- Impact methodology

WP 3, 6-8 and 10

European Community of Practices (COP)
WP 4 and 10

Project management CoP4HL
WP 1-2

European Community (Erasmus+)

Local COPS (WP 5)

Local COP
Groningen (NL)

Local COP
Odense (DK)

Local COP
Cascais (PT)

Local COP
Malaga (ES)

Local COP
Kaunas (LT)

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Unique elements

• Challenge biggest EU problem (economy, health)

• Social innovation

• Multi-sectoral and mix of private and public (Health, Sport, Well-being, Education, Entrepreneurship)

• Community-based

• Multi-level

• Co-creation of knowledge
Main deliverables

• Guiding principles for CoPs
• Development EU CoP
• Knowledge support lab
• Education & learning material
• Development impact methodology
Groningen COP

- Municipality of Groningen
- Plaza Sportiva
- Sweco

- Connection with existing policies Healthy City & Moving City
- Focus: exercise friendly physical & social environment
- Neighbourhood ‘Europa park’
Groningen COP

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Groningen COP
Groningen COP

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## Partners in COP4HL

<table>
<thead>
<tr>
<th>Hanze University of Applied Sciences</th>
<th>University of Southern Denmark</th>
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<tbody>
<tr>
<td>SWECO Nederland BV</td>
<td>Fit &amp; Sund Danmark</td>
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<tr>
<td>Plaza Sportiva Euroborg BV</td>
<td></td>
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<tr>
<td>Municipality of Groningen</td>
<td></td>
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<tr>
<td><strong>Santa Casa da Misericordia de Lisboa- Alcoitã of Health Sciences</strong></td>
<td><strong>Lietuvos Sporto Universitetas</strong></td>
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<tr>
<td>Physioclem</td>
<td><strong>Public Health Bureau of Kaunas Region Municipality</strong></td>
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<td><strong>Universidad de Malaga</strong></td>
<td><strong>Active training</strong></td>
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<td>Malaga County Council</td>
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Thank you for your attention!

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Hanze University of Applied Sciences Groningen, School of Sport Studies
the Netherlands
## COP Vs Project Teams

<table>
<thead>
<tr>
<th>Category</th>
<th>PURPOSE</th>
<th>MEMBER</th>
<th>UNIFIER</th>
<th>HOW LONG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communities of Practice</td>
<td>Create, expand and exchange knowledge and develop individual capabilities</td>
<td>Self-Selection based on expertise or passion for a topic/ area</td>
<td>Passion, commitment and identification with the group and its expertise</td>
<td>As long as relevance to the topic and value and interest in learning together</td>
</tr>
<tr>
<td>Project Teams</td>
<td>Accomplish a specified task</td>
<td>Have a direct role in accomplishing the task</td>
<td>Project’s goals and milestones</td>
<td>Predetermined – when project has been completed</td>
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Source: Etienne Wenger, *Cultivating Communities of Practices*, HBS, 2002
Uncovering networks in an organization

Formal organization    Informal organization

Leveraging Networks for Tangible Results
Dr. Robin Teigland, Stockholm School of Economics
robin.teigland@hhs.se, www.knowledgenetworking.org

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