People Olympics for Healthy Living
International Organizing Committee
2015 PO Spring Games Launch Workshop

People Olympics: The 10.000s strong teams competing for their City Well Being Fun and Social Transformation
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NH Leonardo da Vinci Hotel – 30 November 2014 - Rome
Roberto Santoro, ESoCE Net President, ENoLL President Emeritus - rsantoro@esoce.net
People Olympics for Healthy and Active Living a People Driven Social Innovation Initiative

Author Roberto Santoro
Founder and Chair of the People Olympics Organizing Committee

Co-authors and members of the People Olympics International Organizing Committee
Cecilia Vera, UPM-Madrid;
Christophe Billebaud, Montrealcouture-Montreal;
Gerald Comtet, I-Cluster-Lyon,
Jokin Garatea, GAIA-Bilbao;
Isabelle Verilhac, Cite` du Design-Saint Etienne;
Alberto Sanna, City of the Future-Milan;
Tuija Hirvikoski, Laurea-Helsinki;
Belinda Chen, Institute for Information Industry (III)-Taipei
“People Olympics is a People Driven Social Innovation Ecosystem with the objective of raising the AVERAGE physical activity of the general population. It operates as the first Global Living Lab for the People Wellbeing.

It provides the largest like-minded community of the planet for the co-creation of wellbeing innovations by individuals and companies (large and small).

Registration Fees, Sponsorship and Co-creation Services will provide the resources for the self-sustainability of People Olympics.”

the founding members will carry out the first PO competition in 2015 with a team of 1,000 people in each local community, reflecting the local demographics (3 age groups: up to 24 years old; from 25 to 54; above 54). The first game will start on 21st March 2015 and last for the whole spring until 21st June 2015. We will measure an overall index to declare the winning team.
PO Committee meeting in Amsterdam Sep 1-3 2014

Value Propositions:
1. Global recognition
2. Collective action vs individual public
3. Public vs influence
4. International market channel opportunity
5. We forgot the value of the average

To Do for 2015:
1. Agreed measurements
2. Protocol

Value Creation:
- 2015 market
- Research/Dissemination space
- Healthy city

P.O. Committee:
- Project Bud
- Governance studies
- Business Model
People Olympics

2014 EARLY TRIALS – CONCEPT VALIDATION
Roberto Santoro
18 November at 11:13
People Olympics for Social Innovation newsletter is out
www.peopleolympics.org

The protagonist of 2014 Trials will tell their stories at ESoCE Net i-Forum on 1st December in Rome. www.esoce.net

There is a need to raise the consciousness of the citizens of the world of their power to activate their collective creative intelligence, and to drive systemic solutions for today Societal Challenges: wellbeing for ALL in an aging society while preserving and improving the planet!
On 27 March 2014 the first People Olympics events was held in Bilbao. The event took place in the framework of an International Conference on Technology, Sports and Wellbeing held at the University of Deusto and organized by GAIA, the Association of Electronic and Information Technologies in the Basque Country, and Bilbao Ekintza, the municipal entity that drives the generation of social and economic wealth for Bilbao.

http://www.youtube.com/watch?v=dl_gudVayfU
Rome - Stadio dei Marmi Multicity Multifun Games
BASAKSEHIR LIVING LAB ISTANBUL

OPENING DAY PROGRAM

8 May 2014 Thursday 10:00

Melvut Uysal, Mayor Basaksehir, Istanbul

Jumping of Joy at Basaksehir LLAB
Co-creating PO events

- Eating and Walking
- Culture and Fiestas
- Sport Games in the City

Eat and Walk Event
Istanbul – 8 June 2014
SAINT ETIENNE Trial 2014

11 activités :
• Bubble-foot: PRO
• Capoeira: PRO
• Slackline: ESADSE, ENSADSE
• Street golf: PRO
• Gym artistique: STAPS
• Basket: STAPS
• Foot: STAPS
• Bike polo: ESADSE
• Badminton: STAPS
• Parcours santé: IRAM
• Souplesse: CHU

Saint Etienne - physical and collective sport activities in the frame of "Une Ville en partage" initiative. "Tous champions" the initiative proposed in collaboration with People Olympics and Laboratoire de Physiologie de l'Exercice (Université Jean Monnet), Saint-Étienne Métropole, Mixeur, Cité du design
Saint Etienne – measuring emotions
Taiwan & Italy：People Olympics

• People Olympics is conceived by Roberto Santoro, President of ESoCE-Net (the European Society of Concurrent Engineering, non profit association focusing on Collaborative Social Innovation)

• Purpose:
  – It’s based on competing cities. Each city has a team of 10,000 participants, which reflect that city demographics.
  – Track their physical activity through portable devices, which provide all the physiological data.
  – A system collects all data and updates the real time cumulative fitness activities at city level, and compares it with the value of the other competing cities
  – A collective action promises to change the behavior of people, and is also an extraordinary motivating factor influencing people ability to change

• 41 cities have participated in the People Olympics, including Asia area Taipei, Tokyo, Singapore, Shanghai, and etc; European area Rome, Milan, Brussels, Bremen, Paris, Birmingham, and etc.
321 Healthy Weight Loss Program

- For the project of People Olympics for healthy and acting living, we stared an opening event on **July 8**, and made plans for 10 daily health promotion activities in the following three months.

- The purpose of this event is to deliver the health concept, and to inspire people to value their health. We also hope to arouse people’s enthusiasm in exercise.

**Targets**: 
Staffs in ITeS Building

**Copartner & App provider**: 
FinelyMe CO., LTD.

**Instruction**: 
1. Download the “腰瘦心機” app to record your daily exercise and food
2. Join “finely.me健康享瘦美一天” FB
3. Share your exercise photos to FB

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3 months
2 kg loss
1% BMI reduction
## 10 Activities

<table>
<thead>
<tr>
<th>No.</th>
<th>Item</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Health lectures I</td>
<td>11 Jul.</td>
</tr>
<tr>
<td>2</td>
<td>Health lectures II</td>
<td>15 Jul.</td>
</tr>
<tr>
<td>3</td>
<td>Phase 1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Task 1: Easy walk</td>
<td>21 Jul. – 4 Aug.</td>
</tr>
<tr>
<td>5</td>
<td>Task 3: Biking</td>
<td>20 Aug. – 3 Sep.</td>
</tr>
<tr>
<td>6</td>
<td>Health lectures III</td>
<td>12 Sep.</td>
</tr>
<tr>
<td>7</td>
<td>Phase 2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Task 4: Brisk walking</td>
<td>4 Sep. – 18 Sep.</td>
</tr>
<tr>
<td>8</td>
<td>Task 5: Running</td>
<td>19 Sep. – 3 Oct.</td>
</tr>
<tr>
<td>10</td>
<td>Awards and Bubble Ball game</td>
<td>25 or 26 Oct.</td>
</tr>
</tbody>
</table>
RHO Trial 20 Sep 2014

Giocalinsieme... Nessuno Escluso!

20 Settembre 2019
dalle 15.30 alle 18.00
Notte Bianca dei Bambini

All’interno del Parco de Vecchi troverete:
LABORATORIO DI MANIPOLAZIONE a cura dell’ass. La Torre e della Biblioteca Popolare
DANZA PER OGNI ABILITA’ a cura dell’ass. Il Cortile con musica dal vivo
BASKIN E VOLLEY IN a cura della Polisportiva Oratorio S. Carlo e dell’ass. Baskin
PASSEGGIATA CON GLI ASINELLI a cura dell’ass. Passi e Crinali

COORDINAMENTO PER LA CULTURA INCLUSIVA

IN OCCASIONE DEL LANCIO INTERNAZIONALE DI

People Olympics
Trials 2014

Roberto Santoro, Founder of People Olympics, ESoCE Net President

ALL’INTERNO DELL’iniziativa

NUTRIAMOCI TUTTI... DI CULTURA INCLUSIVA

Quando il TERRITORIO si mette al servizio dell’INCLUSIONE, l’INCLUSIONE si mette a servizio del TERRITORIO
RHO Trial 20 Sep 2014

https://drive.google.com/file/d/0B__ojFKax2UveTRzWFBRcUxTLUk/edit?usp=sharing
BILBAO Trial 20 Sep 2014

WAVING PEOPLE OLYMPICS' FLAG IN BILBAO

Last 20th of September, GAIA and Bilbao Ekintza ran Bilbao’s second trial with the participation of more than 500 people of all ages. People Olympics' trials were organized trough different activities like canoeing, paddle surf, pedal karts and pedal buggy.
People Olympics

2015 SPRING PEOPLE OLYMPICS
PO-team – T shirt

001

PEOPLE
OLYMPICS
Wellbeing
Fun
Transformation

001
2015 Spring PO Games Flag
2015 Spring People Olympics

The People Olympics participating organizations will carry out the first PO competition in 2015 with a team of 1,000 people in each local community. The composition of the team should reflect the local demographics (3 age groups: up to 24 years old; from 25 to 54; above 54).

The first game will start on 21st March 2015 and last for the whole spring until 21st June 2015.

Participant Organizations will have to register for the 2015 Spring Olympics.

We will measure an overall Healthy Index for each team. The index is based on the number of events and of participants, the level of physical activities (light, medium, intense). We will promote, through a bonus multiplication factor, especially “collective events” that facilitate socialization, and “creative events” that are innovative and provide more fun and enable lasting behavior change.

People Olympics Awards
The team of the month that improves the most
The team more active
The team more social
The team more creative
The team with the Highest Healthy Index
The team that...
### 2015 Spring People Olympics- Teams Candidatures

Local Organizer wishing to form a team of 1,000 people to participating to the 2015 People Olympics Games should complete the template provided in this appendix. The template is composed of 2 parts: part a) is for **Local Organizer and its Ecosystem Identification**; the b) part is for **Local Organizer Infrastructure and Community Readiness**

# People Olympics Local Organizer and its Ecosystem Identification

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization-Living Lab/City Team full name</td>
<td></td>
</tr>
<tr>
<td>Host organisation (legal name)</td>
<td></td>
</tr>
<tr>
<td>Host organisation type (association, university/research/SME/public/other)</td>
<td></td>
</tr>
<tr>
<td>Territorial scale (city, region, ...)</td>
<td></td>
</tr>
<tr>
<td>Main domains of activities (well-being / health / inclusion, media/creativity, government / public services, etc)</td>
<td></td>
</tr>
<tr>
<td>Postal address</td>
<td></td>
</tr>
<tr>
<td>Contact person:</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td></td>
</tr>
<tr>
<td>Phone number</td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td></td>
</tr>
<tr>
<td>Access to local ecosystem relevant actors (such as: City and City’s agencies; research centres in medical, sport, social, ICT, Design domains; Associations promoting sport, and other social activities;</td>
<td></td>
</tr>
<tr>
<td>Industry providing gadgets and other equipment for physical activities...</td>
<td></td>
</tr>
<tr>
<td>Stakeholders financial contributions (national or regional funding for your Organization-Living Lab infrastructure/ and projects, or industry sponsorship and contributions)</td>
<td></td>
</tr>
<tr>
<td>Local Organizer dedicated staff for People Olympics: identify the appointed manager; staff for engagement and animation of the PO 1,000 people team; staff for news communication to the PO International Committee and to the public at large; identify also potential support staff from other stakeholders in your ecosystem</td>
<td></td>
</tr>
</tbody>
</table>
### People Olympics Local Organizer Infrastructure and Community Readiness

<table>
<thead>
<tr>
<th>Item/Assets</th>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>User community involved in your Organization-Living lab (profile and size)</td>
<td></td>
<td>Actual: Potential:</td>
</tr>
<tr>
<td>User community engagement and reward mechanisms in place</td>
<td></td>
<td>Existing and-or Planned</td>
</tr>
<tr>
<td>ICT platforms in use for community interaction and for collection and elaboration of experimentation data</td>
<td></td>
<td>Existing and-or Planned</td>
</tr>
<tr>
<td>Innovative ICT based services (including apps) relevant to Healthy Living, already in place</td>
<td></td>
<td>Existing and-or Planned</td>
</tr>
<tr>
<td>Objects and gadgets for users for monitoring of physical activities</td>
<td></td>
<td>Existing and-or Planned</td>
</tr>
</tbody>
</table>
The City (competing 1.000 People team) Healthy Index is the sum of all events indexes within the competition period 21st March 2015 to 20th June 2015. The Index for the each event is the sum of the Indexes for each specific activity.

**Event Healthy Index** = \[\sum (N \times B \times S \times K)\]

The index is calculated per each specific physical activity within an event. Factors for Healthy Index calculation:

- (N): Number of participants to a specific physical activity-
- (B): Activity level factor (MET) -
- (S): Socialization factor (collective-demographics)
- (K): Creativity factor (fun and innovative) –
People Olympics Healthy Index – Event Data Template

Event Description ______________

Event date: ______________

Event duration: ___________ - ___________

Total Number of participants: ____

Replicate the following table for each activity organized in the event:

<table>
<thead>
<tr>
<th>Activity name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity description</td>
</tr>
<tr>
<td>Number of participants (N)</td>
</tr>
<tr>
<td>Activity Level Factor (B)</td>
</tr>
<tr>
<td>Socialization Factor (S)</td>
</tr>
<tr>
<td>Creativity Factor (K)</td>
</tr>
<tr>
<td>Healthy Index</td>
</tr>
</tbody>
</table>
PEOPLE OLYMPICS FOR HEALTHY AND ACTIVE LIVING!

http://www.peopleolympics.org/

Linkedin Group: People Olympics for Social Innovation!!!

https://www.linkedin.com/groups/PEOPLE-OLYMPICS-SOCIAL-INNOVATION-4844962/about
Conceptual Framework And ICT Social Platform

Social Innovation Community Platform enabling people interaction focusing collective intelligence to the Joint Intent

Experiential Service Co-creation Process (serious games, app dev...)

LLab Innovation Vortex

Internet of Things (IoT) wearable and environment sensors collecting and processing data of people activities

Local PO Team Profile and Events

Social Innovation Global PO Experiential Platform

![Your City KBS Positioning](image)
PoP Apps – Global concepts

- User Profile Information and management
- Events Listing and registration
- Social geo-located interactions
PEOPLE OLYMPICS for Healthy Living

Join www.peopleolympics.org

2014 - Live experimentation by a core group of "very smart cities"

2015 - Ramp up pilots world wide at pioneering cities

2016 - First edition of People Olympics

Contact rsantoro@esoce.net

Download “POP APPS” and register to your city events