

Coca-Cola Active Living Programme

Promoting active lifestyles amongst young people

The Coca-Cola Active Living Programme aims to increase sports participation for school kids aged between 12 and 19, and to make them experience the joy of sport together, during their whole school career.



Location	Netherland
Organisation	An exclusive partnership between Coca-Cola, NOC*NSF (Dutch Olympic Committee) and KVLO (the organisation for physical education teachers)
Start-end date	2003 – ongoing
Target group	School kids aged between 12 and 19 years old
Key facts	325 secondary schools. Year-round national school sports competition in 19 different sports. Objective end of 2016: 400 schools. The final event takes place in the historic Olympic Stadium in Amsterdam (1928 Olympic Games), offering all finalists an Olympic experience.
For inspiration	www.coca-colacompany.com/sustainabilityreport/me/active-healthy-living.html#section-what-we-are-doing-about-obesity



Summary

Together with the Dutch Olympic Committee (NOC*NSF) and the federation of Dutch physical education teachers, Coca-Cola is a founding partner of Coca-Cola Active Living Programme, the biggest school sport competition in the Netherlands. Launched in 2003, this programme helps to promote active and healthy lifestyles. In 2011, more than 150,000 students and 48% of secondary schools participated in Coca-Cola Active Living Programme, and 5,500 participated at the national finals in Amsterdam's Olympic Stadium, home of the 1928 Olympic Games.

Keys to success

Unique partnership model

A key reason for the success of the sports kits programme is its strong partnership model. By combining their expertise, the NOC*NSF and Coca-Cola have given the programme a unique and ambitious scope.

The programme's design

The programme provides a really exciting experience for all teenagers because they have the opportunity to meet other teenagers from different schools. It creates a good atmosphere and friendly competition between all Dutch schools.

Communication channel

The programme has tailored its communication channels to reach a young audience. Social media platforms are widely used by teenagers to communicate.



Sport for All objectives

Promote sport and physical activity

The Coca-Cola Active Living Programme aims at involving as many schools as possible in the programme to create an active and healthy movement in the Netherlands. The impressive and increasing number of participants demonstrates by itself that, in 10 years, the programme has succeeded in promoting physical activity and in increasing sport participation for teenagers aged between 12 and 19.

Improve public health and well-being

The Coca-Cola Active Living Programme provides teenagers with an opportunity to practise sport all together. Even though the competition is only two or three days a year, teenagers train for this event every week, thereby decreasing the rate of obesity.

How is the programme communicated?

Communication is achieved through a social media platform (Facebook) and other media, including the Coca-Cola website.

How is the programme evaluated?

For the first edition in 2003, about 1,000 participants from 27 schools took part in the Coca-Cola Active Living Programme. Five years later, the number of participants increased five-fold, and came from 100 schools. In 2008, the partnership focused on embracing the complete school sports competition and the programme included some qualification rounds and regional finals. In 2012, 150,000 participants representing 325 schools took part in the qualifying round, 25,000 in regional finals and 5,500 at the school final. In 2016, the Coca-Cola Active Living Programme's objective is to have 400 participating schools representing 65% of the secondary schools in Netherlands.





Join the sporting society!

Globally, 1 in 4 adults is not active enough and more than 80% of the world's adolescent population is insufficiently physically active (World Health Organization). Let's reverse the trend and get moving.



Promote sport and physical activity

Recent changes in leisure and work practices, diet and a host of other trends has led to an increasingly sedentary lifestyle amongst the world's population. Sport for all programmes aim to promote sport and physical activity to mitigate the negative effects associated with these developments.



Improve public health and well-being

Sport and physical activity plays an important role in making societies healthier, happier and safer into the future. Successful sport for all projects help to stimulate these common benefits across entire communities.



Support active societies

Active societies involve many stakeholders such as parents, coaches, schools, local clubs, sports organisations, event organisers and grassroots activities, to name but a few. They can all be hugely influential in promoting healthier lifestyles within a community. Programmes that support and reinforce their efforts are vital for the encouragement and promotion of active societies around the world.



Provide equal access to sport

Every member within a community should have equal opportunity to live an active and healthy lifestyle. Effective grassroots programmes place a heavy emphasis on ensuring that all of their participants can enjoy this opportunity regardless of physical condition, race, gender, social conditions, geographical location or otherwise.



Foster Olympic legacy

The Olympic Games provide a source of inspiration and a vibrant expression of the Olympic values of excellence, friendship and respect. This unique power can energise communities to develop projects enabling and inspiring people to become and stay physically active into the future.

Become a key player in your community

A useful platform has been designed for organisations across the Olympic Movement that are managing Sport for All programmes, providing them with the knowledge, understanding and tools needed to improve existing programmes worldwide, as well as to create new ones.

Get inspired by more than 45 projects around the world

Learn more about best practices with our toolkit

Create your project based on proven academic research and experience of organisations

Share your experience and lead the way to inspire more projects

Connect with a vast network fueled by inspired partners

Find more information

-  Sports and Active Society Programmes
-  A Guide to Implementation
-  www.olympic.org
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