



**International  
Diabetes Federation  
Europe**



## I MOVE, YOU MOVE...E**U**RMOVE! A challenge to MOVE A project from the IDF Europe 2016 Youth Leadership Camp Alumni



**JOIN THE EURMOVE CHALLENGE AND HELP US RAISE DIABETES AWARENESS!**



### TIME TO MOVE!

Physical activity is important for everyone. The goal of the Challenge is to achieve an 'Active year for diabetes in Europe' – which means 527 040 minutes (8 784 hours) of physical activity in 2016, to be worked out by participants of all ages, with diabetes or not, all over Europe. Participants should aim for some 30 minutes of physical activity at least 5 times a week as per WHO recommendations of 150 minutes of physical activity per week!

To attract people from all ages and encourage maximum participation, all sports are eligible: running, cycling, skiing, walking, hiking, swimming, dancing, judo, volley ball, football, rowing, etc. The unit of measurement is the "active minute". Minutes will be mainly recorded through the "Endomondo" app. Alternatives exist for people not using smartphones!

### [JOIN THE CHALLENGE HERE!](https://www.endomondo.com/challenges/30707996)

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**Help us to reach our target! Feel free to invite your friends and spread the word about the challenge.**

### Goals of the project

- To raise awareness about diabetes in Europe and promote physical activity as beneficial to the general population as well as to people with diabetes
- To strengthen the IDF Europe youth network and collaboration with IDF Member Associations in the European Region
- To mobilize people living with diabetes, their friends, families and other advocates to collect active minutes of physical activity for the Challenge, and at the same time making a habit of being active
- To highlight best case practices

### Timeframe

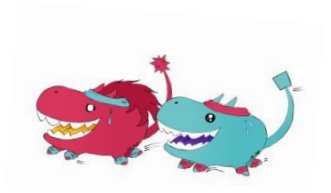
The Challenge will be announced by Challenge organizers and IDF Europe. It will last one month, starting on 11 October (World Obesity Day) and ending on November 13. Results of the Challenge will be announced on **14 November, World Diabetes Day**.

<http://www.iat.org/iat-europe-i-move-u-moveeurmove>





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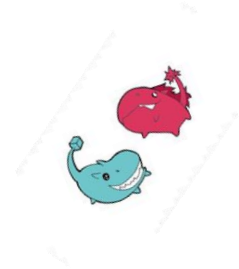


## App

In order to keep track of the Challenge we suggest using [Endomondo](#), which enables to create and describe a challenge, to set profile pictures, and to invite people to participate. The App automatically pools data from participants, allowing real-time monitoring of the progress of the Challenge.



Join us on [EURMOVE CHALLENGE...](#)



For further information, please contact [eurmove@idf-europe.org](mailto:eurmove@idf-europe.org)

Illustrations: [Weronika Kowalska BlueSugarCube](#)

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<sup>i</sup> <http://www.who.int/mediacentre/factsheets/fs385/en/>

<http://www.idf.org/idf-europe-i-move-u-moveeurmove>

