

## IKILIIKE – A PROJECT TO PROMOTE PHYSICAL ACTIVITY FOR ELDERLY IN GYMNASTICS CLUBS

A ministry funding project during years 2013-2016

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**Aims of IKILIIKE project** was to raise the number of physically active elderly people, create more suitable activities for them in gymnastics clubs around Finland and train more instructors for the groups. In addition to the groups in gymnastics clubs the participants are inspired to physically active lifestyle. Also communication and marketing of IKILIIKE activities, measurements and creation of IKILIIKE “brand” has been in significant role.

**Finnish Gymnastics Federation** applied grant from the ministry for starting and creating, promoting and spreading IKILIIKE during three years from May 2013 until May 2016. Federation also had own financial resources to put in the project, which is necessary if it wants a grant from the ministry. Some other important criterions are co-operation with other stakeholders and how to instill the output after the project period.

**In Finland the Ministry of Education and Culture guides sport policy through legislation and financing.** The main principals for financial support for sport in Finland is, that the Ministry of Education and Culture grants subsidies to national sport federations for civic activities in sports. Local sports clubs are in small amounts subsidized by local authorities, who receive annual government grants based on unit costs for the purpose.

National sport federations can apply grant for a fixed-period for a **special health-enhancing exercise** project. These measurements needs to fulfil certain criterions, and they cannot be part of the normal, yearly activities and work of national federation. IKILIIKE grant was part of this fund.

