



ORGANIZATIONAL STRUCTURE

BOARD OF DIRECTORS

STIRING COMMITEE

HEAD OF MOVEMENT

HEAD OF COMMITEES

WORKSHOPS

- SLACKLINE
- DANCE
- CLIMBING
- PARKOUR
- YOGA
- ACROYOGA
- EXPLORE
- LECTURE

EVENT

- SETUP BEFORE, DURING AND AFTER
- TECHNICS, LIGHT AND POWER
- TRANSPORT AND OTHER LOGOTICS

BACKSTAGE

- VOLUNTEER COORDINATORS
- HUMANITARIAN PROFILE
- TEACHER HOSTING
- GRAPHIC MATERIALS
- SOCIAL ACTIVITIES
- FOOD & DRINKS
- MADIA CONTENT
- COMMUNICATION
- WEBSITE
- MUSIC
- PR
- OTHER EVENTS

MOVE COPENHAGEN

WELCOME TO A WORLD OF MOVEMENT

At Move Copenhagen we rethink what it means to move. We move, play, explore and inspire to rebuild the very idea of movement.

Our purpose is to create better lives by making people move more and in new ways. And we believe that the best starting point is a welcoming world based on fun and fascination. That's why we've created a festival for celebrating the diversity of movement.

We don't have a leader, and we never pocket profits. Our only guide is a set of shared beliefs. We call it our credo. Here it is.

- MOVE –

The body is made for moving, but moving is not just for the body. Meaningful movement sets the mind in motion. It changes our perception of places and people. And the more ways we move, the deeper we get to know ourselves.

- PLAY –

We love to play, and we love to challenge the given. For us, playfulness is a path of life where we set ourselves in motion – through motion. And doing so, we leave the comfort zone and enter the creative zone.

- EXPLORE –

We're explorers of the unknown. We let go and loose ourselves to the new, because we feel at home in our bodies. Everywhere we go, we bring that feeling with us. And as we move along, adventure becomes our way of living.

- INSPIRE –

We're open to each other, so we can learn from each other. For us, inspiration is being together and growing individually. That's why we replace ambition and competition with curiosity and generosity.



IN NUMBERS

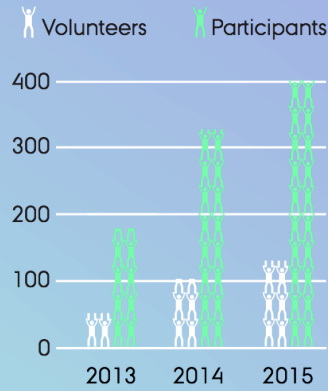
A community-driven festival celebrating the diversity of movement.



93% of our participants say we are high value for money



95% of our participants are satisfied with our product



All profits are used to develop movement culture

Facility & Venue
29%

Gear
22%

**NON
profit**

Volunteer care
19%

Marketing
2%

Administration
24%

3.000 hours
of volunteer work

6.000 hours
of workshop activities



32 COUNTRIES

Where our participants come from.

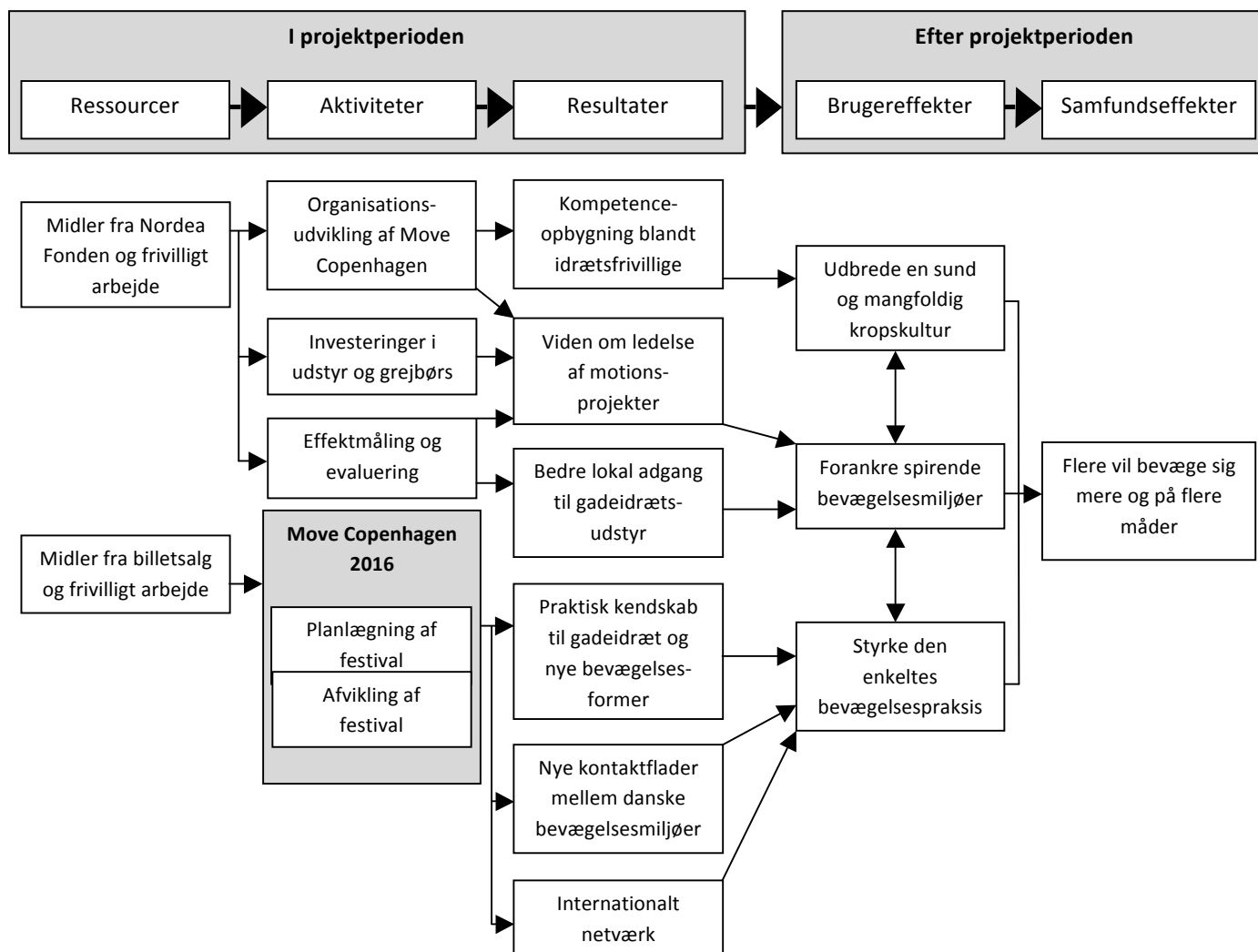
- + 0 INJURIES
 - + 2 PARKING TICKETS
 - + 3 DAYS OF FUN
 - + 6 KILOMETRES OF MARKING TAPE
 - + 7 VENUES
 - + 12 COORDINATORS
 - + 32 KILOS OF ORGANIC OATMEAL FLAKES
 - + 320 ORGANIC EGGS
 - + 2500 SCREWS AND NAILS
-
- = **1 WORLD OF MOVEMENT**

**4
yrs**

**63
yrs**

Participants' range of age

Effektkæde og evalueringsmetode for Move Copenhagen



Indikatorer til at vurdere brugereffekter

Move Copenhagen arbejder for, at flere vil bevæge sig mere og på nye måder. For at indfri det mål iværksætter og udvikler foreningen en række aktiviteter, der skal skabe brugereffekter på tre niveauer:

- Styrke den enkeltes bevægelsespraksis (individniveau)
- Forankre spirende bevægelsesmiljøer (fællesskabsniveau)
- Udbrede en sund og mangfoldig kropskultur (samfundsniveau)

Move Copenhagen ønsker at monitorere sine fremskridt og resultater, og derfor vil foreningen fra og med 2016 gennemføre en effektmåling af festivalen og øvrige aktiviteter. Det overvejes at anvende følgende og evt. flere indikatorer til at vurdere brugereffekter:

- Antal af hhv. festivaldeltagere, frivillige og instruktører til festivalen
- Andel af deltagere, der angiver, at de har fået viden og inspiration vedr. nye bevægelsesformer
- Andel af frivillige, der angiver, at de føler sig bedre rustet til at varetage bevægelsesprojekter
- Værdi af udstyr i grejbørs og omfang af udlånt udstyr

Evalueringsplan

Move Copenhagen vil evaluere sine aktiviteter ved udgangen af 2016, herunder indsamle data til opgørelse af de valgte indikatorer for brugereffekter. Foreningen vil på den baggrund udarbejde en samlet statusrapport for året til alle medfinansierende parter. Rapporten vil bl.a. give overblik over foreningens udvikling og økonomi, de afviklede aktiviteter samt opnåede resultater og brugereffekter.