

PARTNER ORGANISATION

- **Full legal name:** Instituto España se Mueve (**IEsM**) - Spain is Moving Institute.
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PROFILE

- Non-governmental organisation/association - Non profit
- Scope: national - international

LEGAL REPRESENTATIVE

- **First Name:** Fernando
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BACKGROUND AND EXPERIENCE

España se Mueve Institute is a **non-profit association created in 2014** with the following **objectives**:

- Promotion and organization of activities related to healthy lifestyle habits among all segments of the population, with special emphasis in the promotion of equal opportunities and also social inclusion of vulnerable groups.
- Organization of dissemination campaigns within the framework of healthy lifestyle habits mainly related to physical activity and nutrition.
- Creation of communication supports for the achievement of the described purposes.
- Carrying out training and skill development actions in the areas described.

- Research projects to demonstrate the transversal benefits of practising sport.
- Creation of prizes to encourage the promotion, dissemination and research in these fields.
- Application of new technologies for the attainment of the described goals.

In order to achieve its goals, in 2014 it launched the national **Movimiento España se Mueve (EsM) - Spain is Moving Movement** -, which seeks to integrate all sport and health actors in the fight against obesity and sedentary lifestyles, in the promotion of inclusion, equal opportunities and education in values through the practice of physical activity and sport.

IEsM's team works at all levels (local, regional, national and international) through synergies with all types of actors: public, private, professional and private entities. It currently has **78 partners** from the Sports and Health sectors, among them the **High Council of Sports (Ministry of Education, Culture and Sport), the Spanish Olympic Committee, the Ministry of Health, Regional Governments, municipalities** professional associations of sport and Health sectors (doctors, nurses, physiotherapists, podiatrists, pharmacists and all kind sport professionals), Foundations (Spanish Nutrition Foundation, the Spanish Heart Foundation...), the **Spanish Sports Press Association**, Universities, Sports Managers, Sports Federations and Associations, NGOs... we work like a network that connects all stakeholders within Sport & Health framework, including citizens.

IEsM has defined a regional model of action, the **pilot** of which we have been developing in the Madrid region since 2015 under the name "**Madrid se Mueve (MsM) - Madrid is Moving** -. It has the support of all the entities that participate in EsM and with the regional government and regional institutions (Union of Madrid's Sports Federations and Federation of Municipalities of Madrid), is being articulated mainly through a TV programs in the **regional television** (Telemadrid), and also **Radio**, Social media, written press and websites.

In March 2022 we will launch in **Teledeporte** (national public Sport channel) the national version of the TV program "Madrid se Mueve, its name will be "**Deportistas**".

Although it develops sports activities, **EsM** is mainly a communication initiative, through the dissemination of all the actions carried out in the field of Sport/Health and the promotion of good practices.

We work by **communication media/platforms** in all channels to reach all audiences. See at the appendix located at the end of the document the list of media platforms that are part of our media network.

IEsM'S ADDED VALUE

- We are a very versatile/transversal partner:
 - We can participate in different work packages because we have experience in creating different actions/outputs such as sports events, conferences, investigations, reports...
 - Due to the fact that we are specialized in communication / dissemination, we work all the areas/topics related to sport: health, nutrition, healthy habits, all kind of sports, equality, social inclusion, promotion/awareness, grassroots sports, education, research, etc...
- Experience in UE+ projects (as coordinator and participant).
- Institutional support from Public Organizations at all levels: local, regional, national. See page 2.
- The support of EsM's partners (78).
- In summary, connection to all sport and health stakeholders in Spain: through our network we work with Public Administrations, Companies, NOGs, professional associations, universities and educational centers, professionals and citizens.
- A background of more than 30 years of experience in the sport & health communication sector.
- **We work mainly as a Media entity specialized in dissemination:**
 - When we participate as a partner, in addition to the participation in other work packages (WP), we specifically design and coordinate an additional Dissemination WP: regarding the size and topic of the project, we design its structure and content, monitor the partners, create contents and deliver a final dissemination report for the EU Commission.
 - Additionally, we offer guaranteed dissemination by all the communication media that participate in EsM Communication Media Network (see pages 2 and 3 of this document).
 - The European Commission constantly highlights the importance of dissemination, as a key area for each project. Actually it is one of the main sections of the project to be analyzed at the submission stage of the project and also at the final evaluation by the EU Commission once the project is finished. *"A project that is not known is as if it did not exist."*

APPENDIX:

IEsM'S MEDIA NETWORK

- **IEsM's media:**

- www.espanasemueve.es: EsM's website, which echoes all the actions developed in EsM's field of work.
 - More than 100,000 visits per month.
 - National level.
 - Target: all audiences.
- **IEsM section at Marca.com**: the world's number one sports website for Spanish speakers, has more than seven million hits a day. It is a blog that complements the EsM website.
 - <http://www.marca.com/blogs/espanasemueve/>
 - National level.
 - Target: all audiences.
- **TV Program "Madrid se Mueve"**: integrated into the MsM regional pilot. Spreads healthy lifestyle habits and stories related to physical activity practice. He just turned 263 programs and 19 awards.
 - <https://www.youtube.com/user/Espanasemueve>
 - Scope: Madrid Region.
 - Target: all audiences.
 - Around 50.000 viewers.
 - It is broadcasted on Saturday's morning
- **Nacional TV Program "Deportistas"**: is the national version of "Madrid se Mueve" TV program. This new program will start in March 2022.
- **Social Media**: Facebook, Twitter, Instagram, Youtube and LinkedIn.

- **IEsM's media partners:**

- www.munideporte.com: a website launched in 2004 ago in the field of "sports for all".
 - More than 200.000 visits per month.
 - National level.
 - Target: sports professionals and related sectors.

- It has a weekly newsletter that is sent to more than 7.000 addresses among professionals and entities.
- **Radio Programs "Al Límite" in Radio Marca:** they are the oldest in the chain, created in 2001. They deal with topics on the promotion of sport and physical activity, as well as current sports issues from the perspective of experts in different fields.
 - <http://www.marca.com/radio/allimite.html>
 - National level.
 - More than 80,000 listeners per week.
 - Target: all audiences.
- **Deportistas Magazine:** launched in 2004. Dissemination of sporting activity in the institutional sphere: High Council of Sports, Communities, Provincial Councils, Town Councils, Federations, Clubs...
 - <http://munideporte.com/Revistas/>
 - National level.
 - Periodicity: bimonthly
 - Print run of 5,000 copies.
 - Digital version.
 - Target: public, private and professional entities working in the institutional field.
- **Social Media:** national level.
 - **Social Media of Munideporte.com:** Facebook and Twitter.
 - **Social Media "Al Límite":** twitter.