

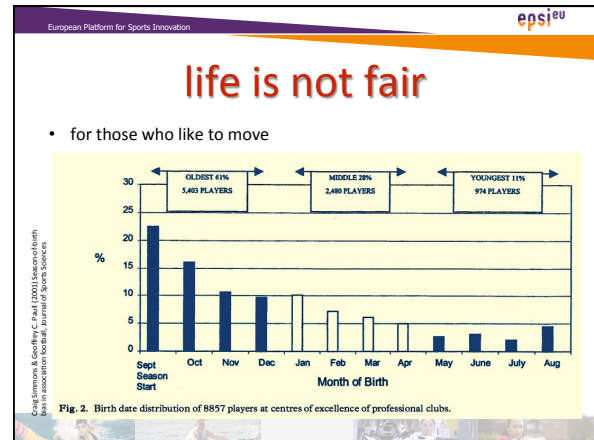
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PROJECT IDEA:

SPORTS FOR EVERY CHILD

TU/e



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same at school, near home

- the good get better
- the less skilled drop out

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Everyone likes sports ...

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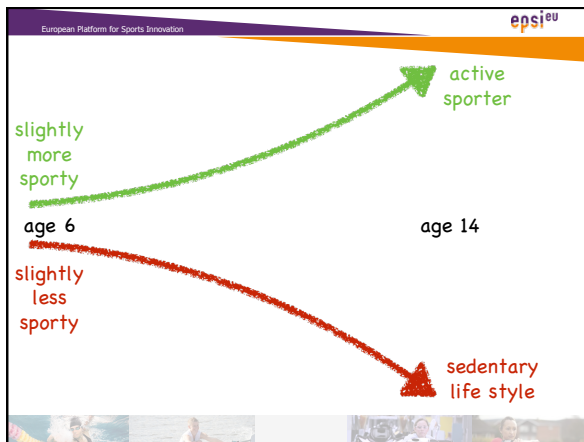
Dichotomy

- sporty and fit people versus sedentary and obese people
- the dichotomy starts at very young age

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Why do children drop out from sports?

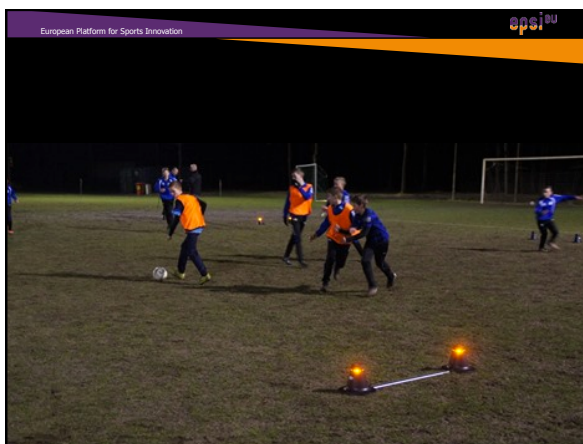
- not good enough
- bridge between play and sports



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goals of the project

- gather knowledge about persuasive profiles
 - how can we address intrinsic motivation of children?
- develop (knowledge about) concepts that counter the dichotomy



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Who is interested?

- Innovative Business
- Government, community service organisations, ...
- Research organisations
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