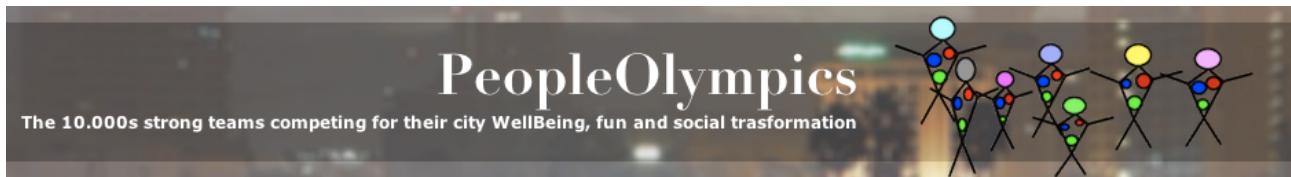


PEOPLE OLYMPICS: THE NEW SOCIAL GAME PROMISING HEALTHY AND ACTIVE LIVING FOR ALL LAUNCHED AT BIOVISION 2013

27 MARCH 2013



People Olympics: 10.000s strong teams competing for their city WellBeing, fun and social transformation. A social innovation game based on collective physical activity competition

Social Innovations are innovations that are not only good for society but also enhance society capacity to act. Social innovations take place across boundaries between the public sector, the private sector, the third sector and the household. European Commission DG Enterprise Social Innovation Competition.

The People Olympics game is based on competing cities. Each city has a team of 10.000 participants, which reflect that city demographics. The members of the team track their physical activity through portable devices, which provide all the physiological data. A system collects all data and updates the real time cumulative fitness activities at city level, and compares it with the value of the other competing cities.

People Olympics enables a totally innovative new experience, new sense of belonging, new emotions, new relationship and healthy competition, and a compelling motivation for a physically active and healthy living: People exercising at home, at work, in the city and on the go, get new excitement, healthier living and avoid boredom.

People Olympics is the motivational mechanism par excellence and is dedicated to all, young and old, male and female, collaborating and competing through their daily physical, social and co-creation activities in their normal living scenarios.

This approach promises to change the behavior of people because it involves a collective action, which is an extraordinary motivating factor influencing people ability to change. PEOPLE OLYMPICS is a disruptive approach, conceived by Roberto Santoro, President of ESoCE Net (the European Society of Concurrent Engineering, non profit association focusing on Collaborative Social Innovation), for societal change at large, with the objective of focusing collective intelligence to the Joint Intent of addressing today Societal Challenges.

This major initiative has been announced by Roberto Santoro himself at the BIOVision Conference: the World Life Sciences Forum, held March 24-26, 2013 in Lyon, France. With over 3,000 participants, 200 high-level speakers and more than 30,000 Internet followers, BIOVISION is the most-attended multi-stakeholder meeting for all life sciences' players. BIOVISION welcomes Ministers, Nobel Prize Laureates, European Commissioners, CEOs or Directors of large multinational groups, Executive Directors of international organizations (WHO, FAO, UNEP...) and NGO leaders (WWF, OXFAM...) to foster a productive dialogue on life sciences discoveries and their impact on society, and to translate innovative ideas into actionable solutions for the benefit of citizens. BIOVision website on <http://www.biovision.org>

When addressing the Plenary on "How to make better use of collective intelligence for Health?" Roberto Santoro said: "The real challenge in our societies is not only to have the excellence peak performance of few individuals, but also to have a raise on the average amount of physical activity that normal people do! Even a small increase will have a tremendous impact on the cost of healthcare and on the wellbeing of our aging societies, and will help solving chronic diseases better than most advancement in specialized care".

"There is not only a physical benefit for people but the possibility of making more livable and enjoyable your city", Roberto said. People will be engaged in the creative development for improving their city wellbeing facilities and infrastructures (more cycling lanes; more jogging green areas, new routes for cultural sites, etc.).

The First Edition of the People Olympics games will start on the 1st of January 2016, the same year of the Olympic Games in Rio de Janeiro, and will last for one full year. People from many cities in the audience have already expressed their intention to help the set-up of the 10,000 team in their city.

Join the group (<http://www.linkedin.com/groups/PEOPLE-OLYMPICS-SOCIAL-INNOVATION-4844962>)

Get involved in the organization of the games in your city (<http://www.peopleolympics.org>)