

**3<sup>rd</sup> BRICSCESS 2024-New Delhi  
Keynote Speaker****Dr. Uri SCHAEFER**

President, International Council of Sport Sciences and Physical Education (ICSSPE)  
Past President and Board member, International Council of Coaching Excellence (ICCE)  
International Adviser, BRICSCESS  
Executive Director, Israel Coaching Association  
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**Dr. Uri Schaefer** is the President of the International Council of Sport Sciences and Physical Education (elected in 2016 for a 4-year term). He lectures at the MBA program specializing in Sport Management at the National Institute for Sporting Excellence – the Wingate Institute in cooperation with the Ruppin Academic College, Israel. He is a graduate of the Wingate College for Physical Education, and received his Swimming Coaching Diploma from the Nat Holman School for Coaches at Wingate. He received his Master's degree at the Tel Aviv University in the field of study and research in Education, and his Doctorate degree from the Semmelweis, (Sport), University in Budapest, Hungary. His professional career included being the Director - General of the Wingate Institute (10 years), and Deputy Director - General and Director of the Sport Administration in the Ministry of Culture and Sport, Israel (8years). His main area of research and interests include sport management and sport strategy, coach education and coaching, talent identification, and the sociology and social psychology of sport. He has published numerous articles and research studies on sport and physical activity with the emphasis on how to motivate children and youth, to engage in physical activity and sport across their lifecycle. Dr Schaefer has initiated and was among the founders of the International Council of Coach Education, (today known as coaching excellence), and served as its First President (1997 – 2005), and is today its Past President. Dr. Schaefer initiated the establishment together with Alexander Averbukh the establishment of the Coaching Association of Israel in 2019 and served as its Executive Director ever since. Dr. Schaefer was awarded with several prestigious national and international awards,

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including the 1992 Sport Science award of the IOC President, the Lifetime Achievement Award of the International Jewish Sports Hall of Fame –and the Appreciation Award of the National Olympic Committee of Israel.

### **Promoting Holistic and Sustainable Physical Education and Physical Activity for Children and Youth**

In 2020 the entire world, for the first time in several decades, was forced to respond to a pandemic which reached almost all countries. Many governments decided to restrict public life and implemented measures to slow down the spread of the virus and its subsequent variants. The restrictions caused severe physical and economic challenges, in addition to this, home schooling increased the emotional stress of young people and parents. The pandemic has left all members of society higher levels of anxiety, perceived stress, and much lower levels of sport and physical activity. Physical education has been dealt a blow during the pandemic and since then has not been able to recover in many places. Young people in and outside the school system have drifted away from the WHO recommended daily dose of physical activity. However, the pandemic has left us with opportunities to explore new evidence-based modes of promoting physical activity, especially among young people. ICSSPE President Dr Uri Schaefer will present the gap between existing scientific evidence regarding the impact of physical activity on development and wellbeing on one hand, and existing policies on the other. He will close his presentation by proposing components for a strategic approach to increase the impact of evidence-based policy development.