

Future Sport Forum

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COVER STORY ● A SPECIAL REPORT FOR THE MOVEMENT ISSUE

The Deck That Moved a Planet

How a trading-card game called *Act Intentionally: Be Humankind* rewired the global economy of motion — and got two billion people off the couch since its launch at the TAFISA World Congress in Prague in 2026.

BY F. C. CHAMBERS · GENEVA / LAGOS / REYKJAVÍK



COVER · Three cards from the starter deck of *Act Intentionally: Be Humankind*, the trading-card protocol now used across 170+ countries. Skill, Hour, Encouragement — the only currencies the network accepts.

It is a Tuesday morning in November and Adaeze Okonkwo, sixty-seven, is coaching a swimming lesson from her kitchen in Enugu. On her screen are nine girls in a public pool in Reykjavík. Adaeze, a former Olympic backstroker who had not coached in two decades, is shouting cues in English. The girls

answer in Icelandic. Nobody minds. The arms keep turning.

Adaeze did not advertise. She did not invoice. She played a card.

The card — a glossy holographic thing called *Backstroke Fundamentals* (Rare / Aquatic) — entered the world's largest skill-exchange last summer when she dealt it into a deck called *Act Intentionally: Be Hu-*

mankind. By dawn, the matching engine had paired her with a swim club in Iceland that had spent thirty of its own cards — gardening tutorials, Norse-saga storytelling, hand-knitted mittens — into the same pool of value. The trade cleared. A car was not required. A bank was not required. Capital, in any traditional sense, was not required.

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CONTINUED FROM PAGE 1 • THE DECK THAT MOVED A PLANET

Multiply that scene by 14.2 million on a single Tuesday and you have the engine that, depending on which Geneva commission you ask,

has either added 3.4 quadrillion human steps to the global ledger since 2034 — or, less romantically, halved the rate of cardiovascular disease in

forty-one of the world's lowest-GDP nations.

♦ THE MECHANIC ♦

A clearinghouse, not a game

Act Intentionally: Be Humankind is, technically, a card game. In practice it is a clearinghouse. Every player begins with a starter deck of three cards: one Skill, one Hour, one Encouragement. Skills can be anything a body can teach another body — boxing footwork, breathwork, the precise angle of a goalkeeper's hip. Hours are exactly what they sound like: a guarantee of presence, in person or by screen. Encouragements are the wildcards — a song, a postcard, a meal cooked by a stranger to keep someone going.

You cannot hoard cards. Decks rot if unplayed within thirty days. You cannot sell cards for currency; the protocol forbids it. You can only trade them — Skill for Skill, Hour for Hour — into a pool, where the network's matching engine routes them to the most movement-starved postcode that can return a card of equivalent weight.

The result, fourteen years on from that Prague keynote, looks less like a game than a circulatory system: a quiet, ceaseless movement of human attention from the over-sourced to the under-moved, payable only in heartbeats.

"We didn't build a fitness app. We built a market for human connection that pays out in heartbeats."

— THE DECK'S FOUNDER, IN A 2026 KEYNOTE

♦ A DIFFERENT AI ♦

The intelligence sits with the players

What the deck calls AI is not what the world calls AI. The matching engine that routes trades is, by 2040 standards, almost embarrassingly modest — a few thousand lines of code, no foundation model, no datacentre humming through the night. The real intelligence sits elsewhere: in the two billion daily acts of attention performed by players who have decided, for reasons no algorithm can fully model, to give an hour of their life to a stranger.

Sport for All has a name for this. They call it *Act Intentionally* — the same two words that name the deck itself. The acronym is the same; the architecture is inverted. Conventional AI puts machine cognition at the centre and asks humans to fill the gaps. Acting Intentionally puts human intention at the centre and asks the machine to do the boring work — finding the right person, in the right postcode, at the right moment, who needs exactly what you have to give.

Printed on the back of every starter deck, in eleven languages, is the line that has become the movement's quiet manifesto.

"We were told for two decades that AI would replace human contact. We disagreed. We built one that requires it."

— MANIFESTO, PRINTED ON EVERY STARTER DECK

♦ THE BACKSTORY ♦

Twenty years of losing

Sport for All — the thirty-year-old movement that birthed the deck — spent its first two decades losing the war it was fighting. Sedentary lifestyles outpaced every public-health campaign mounted against them. By 2030, seventy-three percent of adults in the Global North and a fast-rising fifty-one percent in the Global South were classified as critically inactive. Pamphlets failed. Subsidies failed. The gym, as a cultural institution, was discovered to be a status symbol that kept the very people it was meant to serve outside its glass walls. What worked — eventually, almost accidentally — was a game.

The deck's founders — a social entrepreneur, a designer and a filmmaker — saw what their colleagues had missed. People were not unmotivated. They were uncoupled — from peers, from the act of being needed by another body. "Movement," one early collaborator has said, "is a verb that wants an object."

CONTINUED FROM PAGE 2 • THE DECK THAT MOVED A PLANET

◆ WHAT COMES NEXT ◆

From planet to neighbourhood

The 2041 expansion, *Act Intentionally: Be Hometown*, will compress the matching radius to neighbourhoods rather than continents. A children's edition launches in eleven languages this December. And in a development that has thrilled cardiologists and unsettled economists in equal measure, Sport for All has begun licensing its protocol to the school systems of four nations, where children will be issued their first deck on the same day they receive their first library card.

In Enugu, Adaeze Okonkwo is unbothered by any of it. The lesson ends. The girls in Reykjavík wave. She closes her laptop and walks, unprompted, around her garden three times. She has, she explains, a card to earn back.

■



BY THE NUMBERS • Q3 2040

2.0B

ACTIVE PLAYERS

14.2M

TRADES / TUESDAY

3.4Q

STEPS ADDED SINCE 2034

170+

COUNTRIES CONNECTED

41

NATIONS: CVD HALVED

11

LANGUAGES ON DECK
BACK

VOICES FROM THE DECK

"I taught a sixteen-year-old in Dakar to skate. He sent me a recipe for thieboudienne and the right way to wrap my knees for arthritis. We have never met. We are friends."

— ANNA-MARIA RUSSO, 71 • NAPLES

"My deck is mostly hours. I have nothing to teach yet. So I show up. Last week I was an audience for a poet in Bogotá who needed someone to read to. That was the trade."

— TOMÁS PRIETO, 19 • CÓRDOBA

THREE TRADES, ONE TUESDAY

06:14 GMT

A retired futsal coach in Recife teaches footwork to a teenager in Tromsø. Receives, in trade, a recorded recipe for fermented cod and a thirty-minute Sami yodel.

11:41 GMT

A Pilates instructor in Osaka guides arthritic hips through a screen in rural Ghana. Receives a hand-carved walking stick, shipped slow.

19:08 GMT

A Glasgow physiotherapist coaches a sled-hockey drill into Manila. Receives a ten-minute call from a stranger who once made the Filipino boxing team.

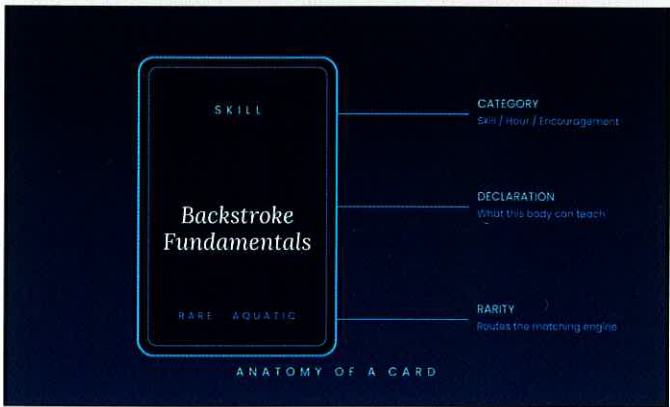


DIAGRAM • Every card carries three slots. None of them are the player's identity, location, or income — by design.

Skill cards declare what a body can teach another body. Hour cards declare presence. Encouragement cards — the wildcards — keep the system human. None of the slots permit price.

"Decks rot," players say with a grin, half-warning, half-boast. Hoard a card past thirty days and the protocol quietly retires it. The discipline of release, more than any algorithm, is what keeps the trades flowing.

Adaeze did not know any of this when she signed up. She knew only that, after twenty years of being asked nothing by anyone, somebody in Iceland needed her hands.

NO SCREENS • NO FEES • NO EXCUSES

A dispatch from India's first youth-run sports and movement bazaar — where every stallholder is under twenty.

Inside the Gen Beta Bazaar Where Teenagers Are Selling Each Other the Joy of Movement

At Pune's sold-out Move Mela 2040, India's youngest entrepreneurs hawk hand-made games, bare-foot obstacle courses, and five-rupee coaching sessions — proving that the future of youth fitness is low-tech, peer-led, and wildly fun.

BY F. C. CHAMBERS • YOUTH & CULTURE CORRESPONDENT

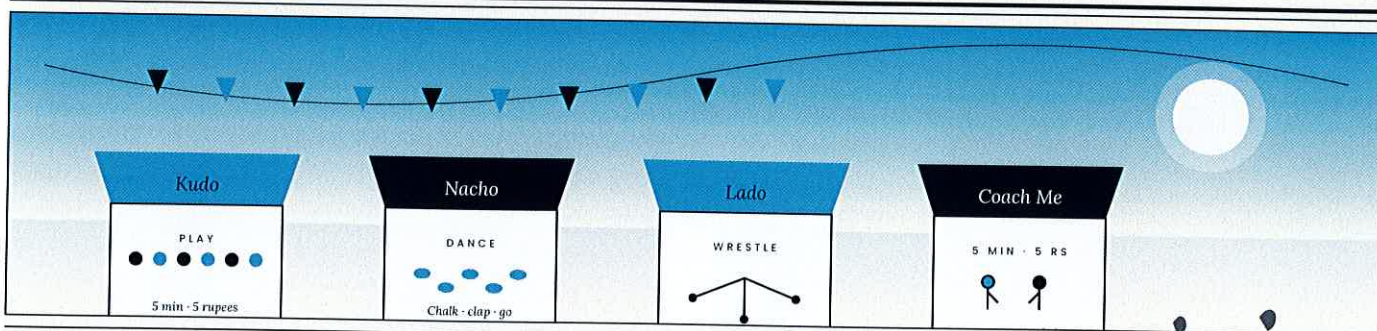


ILLUSTRATION • The four lanes of Move Mela 2040 — Kudo (play), Nacho (dance), Lado (wrestle, playfully), and the Coach Me row, where every minute traded costs five rupees.

PUNE — The first thing you notice is the noise. Not the tinny blare of a speaker system or the ping of a notification, but something rarer and more startling: the full-throated roar of several hundred young people laughing, panting, and shouting instructions at one another across a sunlit municipal ground in the heart of Kothrud. Welcome to Move Mela 2040, India's youth-run sports and

movement bazaar, where every stall-holder is under twenty, every product or service on offer costs less than a cup of chai, and the only entry requirement is a willingness to sweat.

The two-day event, which wrapped up last Sunday to a standing ovation from parents lining the perimeter fence, drew roughly 4,200 visitors — almost all of them Gen Beta, the cohort born between 2025 and 2040. They came from across Maharashtra and, thanks to a volunteer-run live audio stream, con-

nected with satellite events in Bengaluru, Jaipur, and Bhopal. There were no title sponsors, no inflatable arches, and no branded merchandise.

There was, however, a 14-year-old girl from Hadapsar selling a skipping-rope agility course made entirely from discarded sari fabric, a queue of forty children waiting to try it, and a hand-painted sign that read: "Five rupees. Five minutes. Five hundred heartbeats."

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MELA AT A GLANCE

Two days. Four lanes. Five rupees.

FOUNDED 2039 by the Chal Chal Crew, a collective of six teenagers from Kothrud • **STALLS** 137, all run by stallholders aged 12–19 • **BUDGET** ₹42,000 (~US\$480) raised from community donations, a municipal youth-grant, and ₹5 stall-registration fees • **RULES** No screens, no fees above fifty rupees, and at least one seated activity per stall • **NEXT** Move Mela 2041 is already in the planning, with three cities running simultaneously

CONTINUED FROM PAGE 4 • INSIDE THE GEN BETA BAZAAR

That girl's name is Meera Patil, and she is one of 137 young stallholders who applied, pitched, and earned a spot at the Mela through a selection process as competitive as any start-up accelerator — except that applicants had to be between the ages of 12 and 19, their offerings had to require no electricity, and nothing could be priced above fifty rupees.

Move Mela was conceived fourteen months ago by a collective of six teenagers who call themselves the Chal Chal Crew — "chal" being Hindi for "move" or "let's go." The group met through a municipal park clean-up drive and discovered they shared a common frustration: organised sport in their neighbourhoods was either expensive, overly competitive, or simply absent. Gym memberships their families could not afford. Cricket academies with entrance fees that assumed middle-class incomes. School physical-education periods that had been quietly replaced by extra maths coaching.

"We kept hearing adults say, 'Children today only want screens.' But that is not true. We want to move. We just need it to be cheap, close, fun, and ours."

— ARJUN DESHMUKH, 17 •
CHAL CHAL CREW

"We kept hearing adults say, 'Children today only want screens,'" says Arjun Deshmukh, 17, the crew's unofficial spokesperson, who speaks with the calm, rapid fluency of someone who has rehearsed this pitch many times. "But that is not true. We want to move. We just need it to be cheap, close, fun, and ours. So we thought: what if we build it ourselves and sell it to each other?"

What they built was part village market, part sports festival, and part open-air laboratory for low-cost movement ideas. Stalls were grouped into three lanes, each named after a Hindi verb: *Kudo* (play), *Nacho* (dance), and *Lado* (wrestle, playfully). Walking the lanes on Saturday morning felt like touring an alternative universe in which physical activity had been reimaged from the ground up by people who had never set foot in a conventional sports shop.

In Kudo Lane

A 13-year-old named Sahil from Pimpri-Chinchwad demonstrated a reaction-speed game he had invented using nothing but six painted bottle caps and a wooden board. Players slapped the caps in a sequence called out by a partner, competing for speed. He charged ten rupees for a five-minute round and had earned over nine hundred rupees by lunchtime. "I tested it on my cousins for three months," he said, grinning. "They are faster now.

And angrier, because I still beat them."

In Nacho Lane

A trio of 15-year-old girls from Pune's Bhavani Peth neighbourhood ran a "dance-drill" station where participants followed a series of increasingly complex footwork patterns chalked on the ground, set to clapped rhythms rather than recorded music. No phone, no speaker, no playlist — just chalk, hands, and an infectious sense of timing. The trio had also hand-stitched a small booklet of their 20 favourite patterns, selling copies for fifteen rupees apiece. They sold out before noon.

In Lado Lane

The most raucous section of the ground hosted cooperative physical challenges designed for groups. One standout was a tug-of-war variation invented by two brothers from Satara, aged 14 and 16, that used a loop of jute rope so that three teams pulled simultaneously towards three different corners. It was chaotic, exhausting, and wildly popular. "Two-team tug-of-war always ends the same way," explained the older brother, Vikram. "With three teams, alliances form and break every ten seconds. It's politics and cardio."

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THE CHAL CHAL
CREW •

ARJUN 17, convener • MEERA 14, designer • DIYA 16, coach-coach • VIKRAM 16, lane warden • ANANYA 12, Quiet Lane • SAHIL 13, treasurer

CONTINUED FROM PAGE 5 • INSIDE THE GEN BETA BAZAAR

"Coach Me" Row

Perhaps the most striking section of the Mela was a row of stalls simply labelled **Coach Me**. Here, teenagers with a particular movement skill — a flexible spine from years of yoga at home, quick feet from gully cricket, a handstand perfected on a bedroom wall — offered one-on-one micro-coaching sessions lasting five minutes for five rupees. A chalkboard menu listed each coach's speciality. One read: "Learn to cartwheel (no mat needed). Success not guaranteed. Fun guaranteed."

"Every kid knows something physical that another kid wants to learn. We just created a market for it."

— DIYA SHARMA, 16 • CHAL CHAL CREW

"We wanted to show that you don't need a certification to teach someone to move," says Diya Sharma, 16, a Chal Chal Crew member who helped design the coaching format. "Every kid knows something physical that another kid wants to learn. We just created a market for it."

Inclusivity by Design

Inclusivity was not an afterthought at Move Mela; it was written into the founding rules. Every stallholder was required to offer at least one activity that could be done while seated, ensuring that children with mobility limitations could participate. Pricing was capped to keep everything within pocket-money range. A "quiet lane" at the edge of the ground offered lower-intensity, sensory-friendly movement activities for children who found the main lanes overwhelming.

Gender was addressed with particular care. The Chal Chal Crew mandated that no stall could label any activity "for boys" or "for girls," and all promotional materials used gender-neutral language. A buddy system paired first-time visitors with experienced volunteers, ensuring that girls arriving alone — some for the first time at a public sporting event — had immediate company.

"My mother only allowed me to come because my buddy called her and explained everything," said Ananya, 12, from Kondhwa, who was queuing for her third round on the sari-fabric obstacle course.

MOVE MELA 2040 • THE NUMBERS

4,200

VISITORS OVER 2 DAYS

137

STALLHOLDERS AGED 12–19

89%

REPORTED AMBER/RED EFFORT

74%

TRIED SOMETHING NEW

81%

PLAN TO RECREATE AT HOME

₹42K

TOTAL EVENT BUDGET

Tracking the Sweat

The Mela's organisers, with help from a volunteer data-science student at a local university, tracked movement intensity using a simple self-reporting system: visitors tapped a colour on a board — green, amber, or red — as they left each stall, indicating how hard they had worked. Across the weekend, 89 per cent of responses were amber or red, suggesting sustained moderate-to-vigorous activity. A post-event survey of 620 attendees found that 74 per cent had tried a form of movement at the Mela they had never attempted before, and 81 per cent said they planned to recreate at least one activity in their own neighbourhood.

Dr. Ravi Krishnan, a sports scientist at Symbiosis International University in Pune who attended as an observer, called the event "a blueprint for youth physical activity that the formal sports sector should be studying carefully." He noted that conventional approaches to tackling childhood inactivity tend to rely on adult-designed programmes, institutional funding, and expensive infrastructure.

"Children themselves are the most effective designers, marketers, and distributors of physical activity — if you simply clear the barriers and let them trade."

— DR. RAVI KRISHNAN • SYMBIOSIS INTERNATIONAL UNIVERSITY, PUNE

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CONTINUED FROM PAGE 6 • INSIDE THE GEN BETA BAZAAR

Lean Economics, Loud Joy

The economics of Move Mela were as lean as its philosophy. The total event budget was approximately 42,000 rupees — roughly 480 US dollars — raised through a combination of community donations, a small grant from the Pune Municipal Corporation's youth-engagement fund, and the stallholders' own five-rupee registration fees. The largest single expense was renting portable toilets. The ground was provided free by the municipality, the sound system was borrowed from a neighbourhood temple, and the marketing consisted entirely of WhatsApp group messages and hand-drawn posters taped to autorickshaws.

Stallholders kept their earnings. Across the weekend, the median revenue per stall was 640 rupees, with the highest earner — a 16-year-old who ran a barefoot obstacle course built from bamboo poles, old tyres, and coconut shells — pulling in just over 3,100 rupees. Several vendors announced plans to run their activities as weekly neighbourhood sessions, effectively turning a two-day market stall into a micro-business.

A Format, Not a Brand

The Chal Chal Crew is already planning Move Mela 2041, with ambitions to expand to three cities simultaneously. They are also assembling what they call the "Mela Playbook" — a free, downloadable guide in Hindi, Marathi, Tamil, and English that walks any group of teenagers through the process of organising their own movement bazaar, from securing a ground to designing accessible stalls.

"We do not want Move Mela to be a brand. We want it to be a format. Copy it, change it, make it yours. The only rule is: everyone moves."

— ARJUN DESHMUKH • CHAL CHAL CREW

National bodies are taking note. The Sports Authority of India sent two observers to the Sunday session and is

said to be exploring whether the Mela format could be incorporated into its Khelo India grassroots programme. Meanwhile, three state education boards have contacted the Crew about piloting "Mela Days" as alternatives to conventional sports days in government schools.

THE MELA PLAYBOOK • FOUNDING RULES

Free, downloadable in Hindi, Marathi, Tamil and English. The non-negotiables, in the Crew's own words:

1. Stallholders must be aged **12 to 19**.
2. Nothing on offer may use **electricity**.
3. Nothing may be priced above **fifty rupees**.
4. Every stall offers at least one activity that can be done while **seated**.
5. No stall labels any activity "for boys" or "for girls".
6. Stallholders **keep their earnings**.

Counting Coins, Counting Heartbeats

As the sun drops behind the apartment towers of Kothrud on Sunday evening and volunteers begin folding tarpaulins, Meera Patil — the girl with the sari-fabric obstacle course — sits on the grass counting coins from a battered tin. She made 1,260 rupees over two days. More importantly, she estimates around 300 children crawled, leapt, and tumbled through her creation.

Asked what she will do with the money, she thinks for a long moment. "Buy more fabric," she says. "And longer rope. I want to build a version that goes around the whole park." She pauses, then adds, almost to herself:

"If they are running, they are not sitting. That is the whole idea."

— MEERA PATIL, 14 • HADAPSAR

FROM THE ARCHIVE • ORIGINALLY PUBLISHED 11 SEPTEMBER 2026

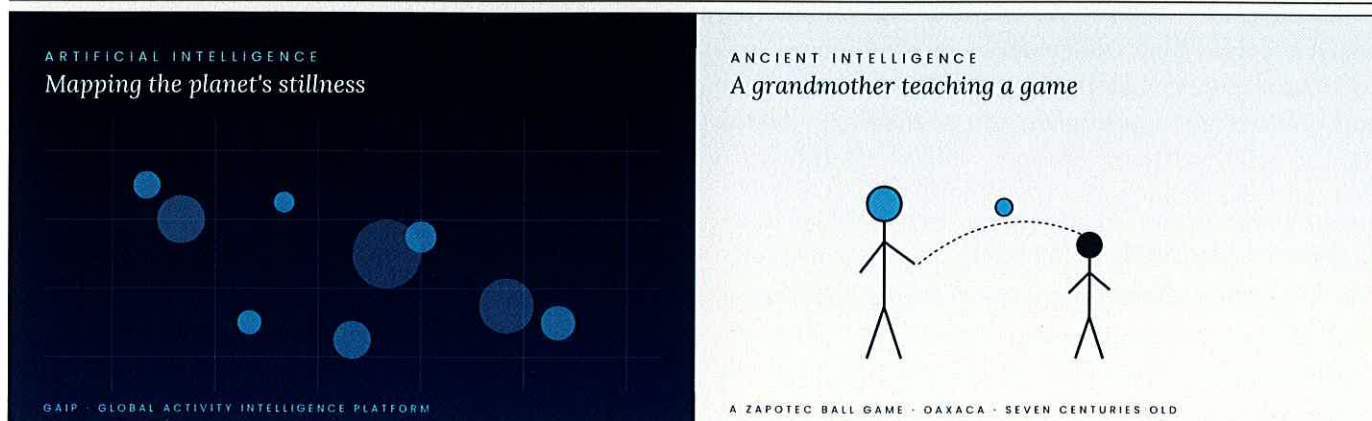
As the Deck enters its fifteenth year, we revisit the report – filed days after the TAFISA Prague Congress – that first described the dual-intelligence framework behind the global Sport for All movement.

SPECIAL REPORT • SPORT FOR ALL • INNOVATION

Two Kinds of AI: Fusing Artificial Intelligence With Ancient Intelligence to Build the World's Smartest – and Most Human – Approach to Physical Activity

From algorithms that map inactivity hotspots to Indigenous games that have kept communities moving for millennia, the global movement is proving that the future of physical activity is both people-centric and planet-centric – and supersmart.

BY F. C. CHAMBERS • PRAGUE



DIPTYCH • Two images on the Sokol gymnasium screen at the Prague Congress, captioned simply: *Both of these are intelligence. We need both.*

PRAGUE — On a warm

P May morning inside the vaulted Sokol gymnasium where a major Sport for All world congress has just concluded its opening plenary, two images flash side by side on the auditorium screen. On the left, a satellite-derived heat map showing physical-inactivity clusters across 170 countries, generated in seconds by a machine-learning model trained on public-health datasets from the World Health Organisation. On the right, a photograph from rural Oaxaca: a grandmother teaching her granddaughter a Zapotec ball game that predates the

Spanish conquest by at least seven centuries. The slide carries a single caption: "Both of these are intelligence. We need both."

The line has become something of a rallying cry for a global movement that, over the past two years, has staked out a position unlike any other in sport governance. While federations and Olympic bodies debate whether artificial intelligence will disrupt elite competition, the Sport for All community has quietly built a dual-intelligence framework that yokes cutting-edge data science to the deep, embodied wisdom of traditional sports and games – what its strategists, drawing on the work of Chambers (2025), have taken to calling Ancient

Intelligence. The ambition is as simple to state as it is audacious to deliver: get more human beings moving, more often, more joyfully, in ways that honour both the planet and the cultures they come from.

The Movement

For readers unfamiliar with the Sport for All movement, a brief orientation is useful. With roots reaching back to the Council of Europe's 1966 charter and now embedded across UNESCO, national health ministries, and grassroots community networks worldwide, Sport for All exists not for medals but for participation. Its mandate is to make physical activity accessible to every person, regardless of income or geography.

CONTINUED FROM PAGE 8 • TWO KINDS OF AI

It is a mandate that sounds impossibly broad. Yet what has made the movement's recent work distinctive is its refusal to treat breadth as an excuse for vagueness. Instead, it has placed two very specific tools at the centre of its strategy. One is computational. The other is ancestral. Together, they form what movement strategists call "the two hemispheres of a supersmart movement."

The First AI • Algorithms, Data, and the Map of Inactivity

The computational hemisphere took shape in 2025, when a consortium of Sport for All bodies and European university data labs developed what is now called the **Global Activity Intelligence Platform**, or **GAIP**. The platform aggregates anonymised public-health data, urban-planning information, school-infrastructure records, and climate data to produce granular maps of physical-inactivity risk at the community level. The system uses machine-learning models to identify not just where inactivity is highest but why: Is it a lack of safe open space? A deficit of programming for older adults? Cultural norms that discourage girls from participating after puberty? A climate pattern that makes outdoor activity dangerous for four months of the year?

For decades, movement researchers have known that roughly a third of the global population is insufficiently active. What was lacking was precision — the *what* but not the *where* or the *why* at a local level. Artificial intelligence provides that resolution, allowing communities to move from global statistics to neighbourhood-level prescriptions.

"The objective is not a Fitbit for the world but a decision-support tool for the people who shape public spaces and public policy. The intelligence serves communities, not shareholders."

The outputs are deliberately practical. GAIP does not generate academic papers; it produces what the movement calls "Action Briefs" — two-page, plain-language summaries tailored for municipal decision-makers, school principals, and community sport organisers. Each brief identifies the top three barriers to physical activity in a given area, recommends evidence-based interventions, and estimates the resources required. The platform is open-access, available in twelve languages, and designed to run on the modest internet infrastructure typical of low- and middle-income countries.

Critically, the movement has been explicit about what AI is *not* asked to do. The platform does not track individuals, does not gamify physical activity through surveillance, and does not recommend commercial fitness products. The objective, leaders are quick to point out, is not a Fitbit for the world but a decision-support tool for the people who shape public spaces and public policy.

The Second AI • Ancient Intelligence and the Body's Memory

If the first hemisphere of the movement's strategy looks forward, the second looks back — a long way back. Sport for All bodies have spent more than two decades advocating for traditional sports and games as part of UNESCO's intangible cultural heritage, and partnerships with the Ethnosport World Society have formalised commitments to safeguard and promote Indigenous physical practices worldwide.

Recent thinking has given that work a sharper frame, drawing on Chambers (2025) of University College Cork, who coined the term *Ancient Intelligence* for these systems of movement knowledge — refined over centuries by communities who understood, long before sports science existed, how to keep human bodies active, socially connected, and attuned to the natural environment.

ANCIENT INTELLIGENCE • FOUR EXAMPLES

Kho Kho • India. No equipment beyond a flat surface and a group of willing players. Develops agility, spatial awareness, and cooperative strategy.

Ayo • Nigeria. Mancala played with physical seeds, often combined with movement forfeits that turn a board game into an intermittent exercise session.

Kubb • Scandinavia. A Viking-era throwing game played outdoors on uneven terrain, training balance and proprioception in ways no flat gym floor can.

Capoeira • Brazil. Martial arts, dance and music, fused into a practice that is simultaneously a workout, a cultural ceremony and a community gathering.

What these practices share is a set of design principles that modern sport has largely abandoned: they are low-cost or free, equipment-light, scalable from two players to two hundred, intergenerational by design, embedded in social ritual, and adapted to local geography. They are, in short, the original sport for all — iterated by millions of people over hundreds of generations, a far larger dataset than any algorithm has ever been trained on. ▶ *Continued on Page 10*

CONTINUED FROM PAGE 9 · TWO KINDS OF AI

Where the Two Intelligences Meet

The real innovation in the movement's approach is not that it uses artificial intelligence or champions traditional games. Plenty of organisations do one or the other. It is the deliberate fusion of both – using computational tools to identify gaps in physical activity, and then filling those gaps with culturally rooted, low-cost, community-owned movement practices drawn from the world's treasury of traditional sport.

Here is how it works in practice. GAIP identifies a cluster of physical inactivity among adolescent girls in a peri-urban district of Nairobi. The Action Brief pinpoints the barriers: limited safe outdoor space, cultural resistance to girls' participation in conventional sport, and no budget for equipment. A community facilitator trained in the Sport for All methodology then draws on the global Traditional Sports and Games database – a library now cataloguing more than 3,000 practices from 140 countries – to select or adapt games that match those constraints.

Perhaps it is a Kenyan variant of *Bano*, a stone-throwing accuracy game playable in a small courtyard. Perhaps it is a rhythm-and-movement pattern inspired by West African dance games, requiring nothing but clapping hands and willing feet. The artificial intelligence diagnoses. The Ancient Intelligence prescribes.



CONCEPT · The two hemispheres of a supersmart movement: artificial intelligence diagnoses; Ancient Intelligence prescribes.

The Prague Congress showcased dozens of such case studies. A municipality in southern Brazil used GAIP data to discover that its elderly population was almost entirely sedentary during winter months; it responded

by reviving *Peteca*, a traditional shuttlecock game played indoors with a feathered ball light enough for arthritic hands. A school district in rural Japan, alerted by the platform to declining activity among primary-school boys, replaced its competitive sports-day format with cooperative traditional games drawn from Okinawan festival culture and saw participation rates climb from 68 per cent to 94 per cent in a single year.

People-Centric, Planet-Centric

Woven through both hemispheres is a philosophical commitment that distinguishes Sport for All from much of the global sport industry: the insistence that physical activity must serve people *and* the planet simultaneously, not sacrifice one for the other.

On the people side, this means designing from the margins inward. The movement's Girls Positive and Safe Coaching Pathway, run in partnership with regional trainers across Africa and Asia, trains facilitators to create environments where girls and women feel safe, respected, and visible – not as an add-on to existing programmes but as the starting condition. Capacity-building initiatives embed Sport for All training in communities that have historically been excluded from the global sport infrastructure: Indigenous communities, refugee settlements, disability networks, ageing populations.

On the planet side, the movement makes a virtue of austerity. Traditional sports and games have a carbon footprint close to zero: no synthetic surfaces to manufacture, no polyester kits to ship across oceans, no stadium floodlights to power. The GAIP platform itself is designed for minimal computational intensity, hosted on energy-efficient European servers, and outputs lightweight files that can be downloaded on low-bandwidth connections.

"These games were designed for the Earth, by people who depended on the Earth. The movement's job is to listen."

► Continued on Page 11

SUPERSMART · IN PRACTICE

Three case studies, three continents.

PORTO ALEGRE AI flagged elderly inactivity in winter; ancient game *Peteca* reintroduced indoors · **YANBARU, OKINAWA** AI flagged falling boys' participation; cooperative festival games replaced competitive sports day · **NAIROBI** AI flagged adolescent-girl exclusion; Kenyan variant of *Bano* matched to courtyard space · **COMMON THREAD** The algorithm names the gap. The community names the answer

CONTINUED FROM PAGE 10 · TWO KINDS OF AI

A Calendar Built on Movement, Not Medals

The Sport for All event calendar reflects the philosophy. World Walking Day, held each October, last year connected more than 160,000 participants across over 80 countries in a 24-hour global relay of walking — the most elemental human movement, requiring no technology whatsoever. The upcoming European Sport for All Games in Limerick, Ireland, in August will feature demonstrations of traditional sports and games from across Europe alongside modern and emerging disciplines, framed as a festival of cultural exchange rather than a competition for rankings. The World Sport for All Games, heading to Riyadh in 2028, will bring participants from more than 100 countries together for a week-long celebration of traditional, modern, and urban sport.

Each event is designed around the same twin-AI logic. Artificial intelligence is used upstream: data analytics identify which communities and demographics are least active, shaping outreach and programming. Ancient Intelligence is used downstream: the events themselves centre traditional and culturally rooted movement practices that participants can take home and sustain with no infrastructure, no subscription, and no app.

What 'Supersmart' Really Means

In the corridors of the Prague Congress, the word that kept surfacing was "supersmart." It is not, the movement's leaders insist, a piece of marketing. It is a precise claim. An approach that relies solely on artificial intelligence is clever but brittle — it can identify problems but cannot generate culturally appropriate, community-owned solutions. An approach that relies solely on traditional knowledge is wise but slow — it preserves heritage but struggles to scale or to respond in real time to shifting demographic and environmental conditions. The fusion of both is genuinely supersmart: fast where speed matters, deep where depth matters, and rooted in the lived experience of communities rather than the assumptions of distant experts.

Other organisations ask: *How do we use technology to get people to move?* The Sport for All movement asks a different question: *How do we use technology to help communities rediscover the movement practices they already own?* It is a fundamentally different design philosophy. It puts people at the centre, not the platform.

The Road Ahead

None of this is without challenge. Funding for grass-roots sport remains dwarfed by investment in elite competition. Data infrastructure in many of the countries where inactivity is highest is still patchy. Cataloguing and digitising traditional sports and games is painstaking work, fraught with questions about intellectual property, cultural sensitivity, and who has the right to share or adapt Indigenous practices. Some critics argue that framing ancestral knowledge as "intelligence" risks instrumentalising cultures that never asked to be optimised.

The movement acknowledges the tensions. These traditions are not owned; the movement is at best a custodian, and only with the explicit consent and partnership of the communities they come from. The moment any of this becomes extraction rather than exchange, the movement has failed. Longstanding collaboration with UNESCO and the Ethnosport World Society is held up as a guardrail, and the Traditional Sports and Games database is governed by a protocol requiring community consent before any practice is listed.

Two Hemispheres, One Movement

As the Prague Congress closes and delegates disperse to airports and train stations, a small group lingers in the Sokol gymnasium. A facilitator from Botswana is teaching a circle game to a data scientist from the Netherlands, a retired schoolteacher from South Korea, and a municipal planner from Colombia. The game is centuries old. The laughter is brand new. No one has checked their phone in twenty minutes.

Somewhere in a server room, the GAIP platform is quietly crunching new data, identifying the next community where too many bodies are still. And somewhere in a village in Oaxaca, a grandmother is tossing a rubber ball to a granddaughter who does not yet know that the game she is learning has been keeping people alive, connected, and moving since long before anyone thought to call it sport.

Two kinds of intelligence. One mission. Everyone moves.

— REPORTED, PRAGUE · SEPTEMBER 2026

REFERENCE. Chambers, F. (2025). *Ancient Intelligence and the future of Sport for All*. University College Cork.

A NOTE FROM THE EDITOR • THE MOVEMENT ISSUE

Three Stories, One Idea: The Body Is Still the Best Technology We Have.

Once a year, this paper devotes an issue entirely to the question that has organised our pages since 1918: *what gets a human being out of a chair?* The answers have never been the same twice. In 1957 it was the post-war park. In 1984 it was the running boom. In 2008 it was, briefly and disastrously, the wristband. This year — fourteen years into the era opened by a paper card dealt across a Prague auditorium — the answer looks, finally, like something we can sustain.

The three stories collected here belong together. The cover dispatch from **Geneva, Lagos and Reykjavík** describes how a deck of cards quietly built a global market for human attention, payable only in heartbeats. Our feature from **Pune** shows what happens when teenagers run that market themselves, in a sunlit ground, with no electricity and a fifty-rupee ceiling. And our archival report from **Prague**, published just before the Deck was first dealt in 2026, sets out the philosophy that connects them both: two kinds of intelligence — artificial and ancient — working in concert, in service of one another, in service of communities.

"The body is still the best technology we have. The argument of this issue is that we are finally remembering how to use it."

Read in sequence, the three stories rhyme. A retired Olympic backstroker in Enugu, a fourteen-year-old with sari fabric in Hadapsar, and a grandmother in Oaxaca tossing a centuries-old rubber ball — each is a

coach. Each is a clearinghouse of one. Each demonstrates, in their own register, the thesis that has carried this paper through four generations of editors: that the body is still the best technology we have, and that the argument of this issue is that we are finally remembering how to use it.

What is striking — and what unites the three datelines — is how little new technology any of it requires. The Deck's matching engine is, in the cover writer's lovely phrase, "almost embarrassingly modest." The Mela's marketing was hand-drawn on autorickshaws. The grandmother in Oaxaca needs nothing at all. The intelligence in each case is not in the silicon. It is in the hands.

To our readers: thank you for being among them. Move well. Trade often. Walk the long way home.

— F. C. Chambers

EDITOR-IN-CHIEF, FUTURE SPORT FORUM

COMING UP • THE DECEMBER ISSUE

Be Hometown. A first dispatch from inside the 2041 protocol expansion that compresses the Deck's matching radius from continent to neighbourhood — and the cardiologists, urban planners, and mayors already petitioning to be its first municipalities.

The Library Card and the Starter Deck. Four nations begin issuing a child's first deck on the same day they receive their first library card. Reports from classrooms in Helsinki, Kigali, São Paulo, and Hồ Chí Minh City.

Atlas of Stillness. The annual GAIP map of the planet's inactivity hotspots — and a new chapter on the cities that have moved off it.

SAVE THE DATE • DEC 2040 Children's Edition launches in eleven languages • **SPRING 2041** Move Mela 2041 scales to three Indian cities • **2041** Be Hometown pilots in Lagos, Lima, Lyon, Lucknow

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