Booklet on Promotion of Sport at Municipal Level
June 2014

Charleroi • Cremona • Guimaraes • Iasi • Limerick • Marseille • North Lanarkshire • Ostrava • Valencia • Viterbo
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreword</td>
<td>6</td>
</tr>
<tr>
<td>Introduction</td>
<td>7</td>
</tr>
<tr>
<td>Acknowledgements</td>
<td>8</td>
</tr>
<tr>
<td>Good practice examples</td>
<td>10</td>
</tr>
<tr>
<td>Education</td>
<td>10</td>
</tr>
<tr>
<td>Valencia</td>
<td>10</td>
</tr>
<tr>
<td>Guimarães</td>
<td>14</td>
</tr>
<tr>
<td>Integration</td>
<td>14</td>
</tr>
<tr>
<td>Cremona</td>
<td>16</td>
</tr>
<tr>
<td>Marseille</td>
<td>18</td>
</tr>
<tr>
<td>Quality of Life</td>
<td>22</td>
</tr>
<tr>
<td>Iasi</td>
<td>22</td>
</tr>
<tr>
<td>Viterbo</td>
<td>24</td>
</tr>
<tr>
<td>Health</td>
<td>26</td>
</tr>
<tr>
<td>Ostrava</td>
<td>26</td>
</tr>
<tr>
<td>North Lanarkshire</td>
<td>29</td>
</tr>
<tr>
<td>Social Inclusion</td>
<td>32</td>
</tr>
<tr>
<td>Limerick</td>
<td>32</td>
</tr>
<tr>
<td>Charleroi</td>
<td>36</td>
</tr>
<tr>
<td>Conclusions &amp; recommendations</td>
<td>41</td>
</tr>
</tbody>
</table>
Dear reader,

It is a pleasure to introduce you to our very first Booklet on the Promotion of Sport at Municipal Level.

After years of delivering the European Capitals, Cities, Towns, and Communities of Sport awards to municipalities throughout Europe as recognition of their achievements in sport services to citizens, ACES Europe is pleased to present you with this compilation of good practices and experiences from cities across Europe on their initiatives to promote sport in their municipalities.

As more and more people migrate to cities, and as budgets across sectors become increasingly under pressure, the delivery of sport in the municipality is more important than ever in ensuring that citizens continue to participate in sport and physically active lifestyles.

With this booklet, we hope to contribute to the exchange of good practices among cities and other stakeholders in European sport, for the benefit of European citizens and grassroots sport.

With kind regards,

Gian Francesco Lupattelli
President
ACES Europe

Introduction

In order to ensure that citizens are able to benefit from their local environments to the fullest, cities nowadays have to think and act constantly about the many different factors that affect people’s satisfaction with services and living conditions provided within their municipalities, such as: the local economy, health services, infrastructure & mobility, and (not least) leisure and well-being.

As recognition of the important role that sport has in their communities, the ten cities in SportWeCan have been active sharing good practices and experiences on promoting sport, as an improvement of five key aspects in their citizens’ lives:

- Education
- Integration
- Quality of Life
- Health
- Social Inclusion

On each of these topics, SportWeCan has engaged in real-life discussions and interaction with local bodies and their partners responsible for sport, to identify and to inspire effective and innovative practices that help to improve citizens’ access to and satisfaction with regards to the five above-mentioned aspects. The content that follows is the result of a series of Workshops in each city on their given topics and of the continued discussions and interaction held among project partners via SportWeCan’s online Social Network and web-pages.

We hope that this first set of good practices is a fruitful first step in identifying successful initiatives in municipal sport and invite all cities and stakeholders in the sport sector to engage in the debate on how to make sport better and more central to people’s lives in cities.

We wish you a good read.

Yours sincerely,
The SportWeCan Team
Acknowledgements

This booklet was made possible thanks to the help and support of a number of partner organizations and people involved in the realization of the project SportWeCan would like to thank especially: the Movimento Sportivo Popolare (MSP) Italia, the European Commission Sport Unit, SportWeCan lead project partners and their local partners, as follows:

Cremona City Council and their local partners (Tania Secchi, Pierre Luigi Torresani, Marcello Ventura, Oreste Perri, the Pepo Team and the Associazione dei Canottieri Bisolati e Baldis); Charleroi City Council and local partners (Thierry Deckx, Santiago Caballero, Manon Degrange, Hassan Mazouz, and guests); Câmara Municipal de Guimarães (Amadeu Portilha, Jorge Cristino) and Tempo Livre (Paula Nogueira, Joaquim Guimarães); the City of Iasi (Mayor Gheorghe Nichita, Elena Farcă, Vlad Ciobanu, Ionel Popa, Virgil Stanciu) and local partners Iasi Sport Foundation, Iasi Chess Federation, Iasi Fencing and the Iasi girls youth football team; Shannon Development Agency & Limerick European City of Sport (Kevin O’Connor, Ber Angle) and local partners from Limerick City Council, Limerick Sports Partnership, Limerick Youth Service, Limerick FC, Limerick City Build, Limerick Regeneration, Limerick Red Ribbon Project, & Sligo European Town of Sport (Eoghan Prendergast, Phelim Macken, Eoghan O’Marra Daly, Damien Landy, Kieran Ryan, Raymie O’Halloran, Pat O’Sullivan, Patrick McElligot, & Deirdre Lavin); Marseille City Council (Richard Miron, Marc Serre, Régine St-Etienne, Anne De Maxymy, Jérémie Lingelbach, Véronique Chabran, Frédéric Coutou, François Noël, Renaud Madier, David Diaz) and local partners Cercle des Nageurs de Marseille, Palais Omnispors, YCPR, UCFA (Frédéric Bousquet, Hicham Torkmani, Maxime Bussière, Bruno Le Bailiff, Barbara DuFour); North Lanarkshire Leisure and local partners NHS Lanarkshire, Clunisport and guests (Blane Dodds, Jim Moffat, Dougie Holmes, Stuart Gallagher, Stuart Logan, Eddie Doherty, Megan Donnachie, Nicky Laughlin, Frank Bums, Maxime McInnadle, Richard Foy, Fraser Simpson, Paul Kelly; Ostrava City Council and local partners (Šárka Mokrác, Martin Stepanek, Petr Kránař, Monika Schlomová, Denisa Woustová, Věra Paková, Jiří Kejval, Miroslav Jansta, Marek Šima, Zuzana Uhnová, Ivo Horák, Helman Volf, Markéta Sidlova); Fundación Deportiva Municipal de Valencia and local partners (Luis Cervera Torres, Maria Angeles Vidal, Fernando Ortiz, José Miguel Medina, Vicente Marcos Safont, Alfredo Ibarra, Francisco Orts, Alfonso Martinez, Juan Miguel Valiente, Israel Sanchis, José Garzón, Angel Gómez, Victor Agulló, Ramón Llopis Goig); Viterbo City Council, local partners and guests (Sergio Insogna, Christian Scors, Vanessa Sansone, Giacomo Barelli, Riccardo Valentini, Leonardo Michelin, Marcello Meroi, Stefano Zingoni, Sergio Lupo, Tomino Aceti, Luisa Cambella, Maurizio Carrassi, Paola Crispigni, Francesca Pia Meloni, Sara Turcetti, Roberto Pepponi, Paola Scuderi, Angela Ferracci, Sergio Burratti, Giovanni Menicucci);

Also, the local sponsors who contributed to supporting this project: Tempo Livre, AVIS Comunale di Cremona, Cercle des Nageurs de Marseille, YCPR, UCFA, and REDINN Sri.

And, last but not least, our providers who have supported us in the realization of this project and material: Javier Hernando (Javvher), Ana Alarcón, and Germán Castro (Krim.es); our project coordinators and supervisors President Gian Francesco Lupattelli, Vice-President John Swanson, General Secretary & Project Coordinator Hugo Alonso and Project Manager Eduardo Baleixian…

Thank you!
Good practice examples

Valencia

Awarded the ‘European Capital of Sport 2011’, Valencia is a city with many sporting assets, traditions, and milestones. Next to the world-class top-level sports facilities and support that it offers to returning visitors of the Formula 1 Valencia racecourse and ATP Open 500 series, it also boasts excellent services for its inhabitants.

As the main body in charge of running and supporting the implementation of sport programmes in the city, the Fundación Municipal de Valencia (FDM) is a central piece of the puzzle in municipal sport. One of the most important functions it has is to ensure to citizens that sport plays both an important educational and social role in their lives.

As part of these functions, FDM has a number of good practices which it regularly runs and supports in the framework of its programmes. Among these many good practices, SportsWeCan highlights a couple of them below.

School-age sports promotion

Education is a key word for Valencia when promoting sport among citizens. This starts first and foremost in the schools, where education is promoted as an essential value in sport, and not just sport on its own. Sport is the perfect way to help the city in the fight against obesity, sedentary habits, and the decreasing levels of physical education and activity in schools.

Valencia collaborates with its network of sport organisations and stakeholders based on the promotion of sports in schools under the framework of a municipal sport plan for school-age sport. Activities run in schools are based on a programme implemented in partnership with a sport organisation and includes cooperation between organisations and entities separately, at events run by clubs as well as under popular events.

The role of the FDM and institutional partners, such as the city council, in its collaboration with clubs is fundamental. The city provides a solid basis for sport clubs and associations in making facilities and financial aid available for schools, sports clubs, centres, and associations. Federations also participate in the municipal sport programmes run by FDM to enable this access.

Another key aspect of this collaboration is the role of parents and parents’ associations, schools, and teachers, who all engage with the city council and sport organisations with one common objective: to keep people active in sport, especially young people as they get older and abandon sporting activities.

One way in which Valencians have made sure that this programme is effectively implemented is also by organising large-scale events open and accessible to everyone in the city, especially young people, to stimulate a culture of being active and practising a sport from a young age.

Valencia Street Races - Valencia, the city of "Running"

Running is one of the easiest and most simple forms of exercise and physical activity. Proof of this is the increasing practice of running which Spain, and especially the city of Valencia, has experienced in recent years, and the dramatic growth in the number of participants in all the races organized.

Owing to its climate and terrain, Valencia is a city with exceptionally adequate conditions for the practice of this activity. The ‘Garden of the Turia’ (formerly a river), which crosses the city from east to west over 9km, features a wide promenade and various footpaths that have enabled an increase in the practice of the sport.

In order to widen access to everyone in the city, the City Council and its partners in the field decided 10 years ago to develop the sport and created the city’s Popular Racing Circuit (the Circuito de Carreras Populares), which consists of a series of races held throughout the year on different distances in the city.

Divina Pastora Seguros Valencia Races

The first and most popular of these series, the ‘Divina Pastora Seguros’ Races are foot races in the different neighbourhoods of Valencia, varying with distances between 5.5 km and 7.5 km, and which are accessible to everyone, including beginners. A general classification is established and another one for teams so as to allocate slots effectively and motivate runners. The running circuit consists of 10 different races, and the minimum age required for participants is 12 years old, which makes it accessible for children and young people of all ages.
Objectives

The major objectives of this program are:

1) To ensure that the population of Valencia participates and does some form of physical activity and sport in their leisure time in different areas, based on one of the most common and simple sport practices;

2) To generate healthy, hygienic lifestyles in the city of Valencia in order to complement their basic level of sports education, to maintain and improve their quality of life through sport;

3) To encourage family sport.

Accessibility: The price for the whole circuit is very popular and has an entry tag for 10 races of 12 Euros. Registration for the entire circuit is limited to 8,000 participants (in 2014, for example, squares throughout the city were covered within 30 hours). If people choose to participate by registering for each race one at a time, the price is 2.55 € (limited to 2,000 participants). The races take place from January to December, except for the months of July and August.

Running Circuits in the city

With the aim of improving the practice of running, a number of shorter circuits in the city have been identified, with distances of 4-7 km. Before the end of 2014, the city will have another three circuits marked out. These circuits consist of a checkpoint every 100 meters indicating the kilometres travelled, with signposts at the beginning, middle and end of the circuit tour showing instructions and advice for runners.

Free Group Workouts

In order to enhance the sporting culture of the practitioner, the City Council has also launched group training since 2013 to teach runners how to use different training systems to improve every day. They teach and develop concepts such as fitness, fartlek, interval-training, circuits, rhythms, and running techniques to teach concepts to beginners and help them to become basic training tools for them. This service consists of a weekly workout of 1-1.5 hour throughout the year (except July and August) led by former professional athlete and Bachelor of Science in Physical Education and Sport and national athletics trainer, Marta Fernandez Castro. To cater to runners, a group was created on Facebook to answer questions from participants.

Closing remarks

These, plus a number of other measures run by FDM and its local partners, are central pillars in Valencia’s active sporting life and in ensuring that citizens enjoy the educational benefits of sport.
Guimarães

As a European City of Sport 2013, Guimarães has been an active city in promoting greater cooperation for educational purposes among organisations in the sport sector, notably through innovative and inclusive projects to improve levels of access and participation in sport. One of these projects is the Centre for Sports Talent Detection.

Centre for Sports Talent Detection

The Centre for Sports Talent Detection (CDTD) is a project created under the Guimarães European City of Sport programme, which aims to capture and detect sporting talent early in the Municipality of Guimarães.

The CDTD works by creating partnerships between schools and clubs in the Municipality of Guimarães, providing a link between them.

In this process the Physical Education Teacher is the element that triggers the process, identifying, within his subject, a student with potential sporting talent within one or more sports disciplines.

The Centre travels to the school and performs a set of technical observations, classified as ‘Initial and specialized’ (see below chart). To verify that the student can be sent to and is interested in training and participating in federated sports, the CDTD then talks with the student’s parents / guardians for this purpose. Once an interest is confirmed, the CDTD follows the athlete in the integration phase in the club by registering and evaluating his progress and pathway in the chosen sport.

The CDTD was designed for children and young people from Guimarães, between 6 and 14 years old, attending the 1st, 2nd and 3rd educational cycles. The population target is organised in 14 school groups, with more than 80 schools for a population of 20,000 students and 130 teachers in the ‘scouting’ process.

The disciplines covered are all those that can be matched between the practice in schools and in clubs, namely Handball, Athletics, Basketball, Volleyball, Futsal, Football, Swimming, Combat Sports, Rugby and Rope-skipping.

At this first stage, protocols have been established with the most representative clubs from Guimarães, which number 9 clubs in total. Athletes at the inclusion stage in clubs benefit from a trial period of free practice at the club (3-6 months), including sports insurance during the experimental stage, examination and free medical monitoring for 1 year.

Between May 2013 and April 2014, that is, in one year, 55 students have been identified (36 male, 19 female), of which 36 have already been sent to specialized observation talent sessions and 22 that have been identified with a talent in one of the disciplines, as shown in graphs below. The assessment of students’ capabilities and qualities is conducted by one or more specialized technical expert.

In total, until now, there have been 109 trips to schools, where the CDTD has met with teachers and where students have observed. These were followed by 71 trips to clubs for meetings with trainers and specialized technicians, alongside drills, games and competitions.

This project has proven to be a success and is already considered a good practice, as it is the early detection of talent which allows, from a point of view teaching and training, a better forwarding of the student to become an athlete. Moreover, there is no loss of talent, which often disappears with time, for lack of opportunities.
Integration

Cremona

Integration is very present in the reality of Cremona’s day-to-day sports life. In addition to the programmes run by sport clubs and schools, which already encourage and successfully deliver a high level of participation and retention in sport through integration, Cremona’s support from the city council also help the complete implementation of a programme.

The city’s public policy programme enshrines the importance of developing integrated policies in the fields of sport, education, health, the environment and tourism. In this context, the city is an active partner in activities that stimulate integration in sport. One of these activities, which has had a significant impact locally and nationally, is Baskin.

Baskin

‘Baskin’ (a term invented from the combination of the words ‘basketball’ and ‘integration’) is a new sport that is inspired by basketball but has special and innovative features. A regulation consists of 10 rules which govern the game, giving it features incredibly rich in dynamism and unpredictability. This new sport was designed to allow young able-bodied and disabled young people to play on the same team, made up of both boys and girls! In fact, Baskin allows the active participation of players with any kind of disability (physical and/or mental) who are able to shoot a ball at a basket. It thus calls into question the rigid structure of the official sport which can, when developed in schools, become a test bed for integration in society.

The 10 rules enhance the contribution of each boy/girl inside the club: in fact, the success of the group really depends on everyone. This adaptation, which personalises the responsibility of each player during the game, allows one to successfully adopt a spontaneous tendency to play a role of assistance that is often present in the proposals of physical activities tailored to people with disabilities.

The regulation of Baskin changes:

1) the material (use of more baskets: two normal and two lower-side baskets, with the possibility of replacing the normal ball with one of a different size and weight);

2) the space (protected areas envisaged to ensure shooting into baskets that are located on the lateral sides of the court);

3) rules (each player has a role defined by his/her motor coordination skills and has therefore a direct opponent of the same level; these roles are numbered from 1 to 5 and have their own rules);

4) assignments (possible assignment of a mentor or team player that can accompany more or less directly the actions of a disabled classmate).

Even able-bodied participants enjoy this option. In fact, in Baskin they learn to integrate and organize a group that has different skill levels within it. They must thus develop new communication skills by bringing into play their creativity and by also creating very intense emotional relationships. In addition, the sharing of goals in sport with disabled children allows them to appreciate the richness and diversity of skills that they bring with them.

With regard to disabled children, after six years of activity, we can say that the results achieved are significant: increased self-confidence, the ability to combine physical effort and sacrifice with pleasure, increased psychomotor skills and interaction with kids and adults.

Baskin was born in Cremona within a school context, from cooperation among parents, teachers of physical education and assistant teachers. This project witnessed cooperation in terms of what is called a “networking” of school environments and local associations, each of which has contributed to the success of Baskin in its specificity. The Municipality of Cremona has also sponsored and supported the development of this initiative. In 2006 the non-profit organization that represents the reference of this activity, Associazione Baskin, was founded.

In addition to this good practice, the city of Cremona is home to many other activities and programmes that feature regular and active integration among people of all ages, profiles, and backgrounds, including at least 35,000 people who are enrolled in a private rowing club in which they can practise various sports: tennis, swimming, canoeing, water polo, basketball, board games, among others.
**Marseille**

**Sport activities on Marseille beaches: An innovative mechanism**

With 42 kilometres of coastline and a maritime coastal area of 4000 hectares, the city of Marseille is home to remarkable biodiversity that is recognized and appreciated worldwide. Not surprisingly, it is very attached to its maritime heritage and the protection of its environment.

A unique characteristic of this coastal strip is that it is composed of a large urban seaside with several beaches in the heart of the city that cater to the delight of locals and tourists. In the summer, these beaches are home to more than 2 million visitors. With this in mind, the City of Marseille has since the year 1999 offered a service to look after leisure activities on beaches, aimed at giving priority to sport and to painting a dynamic picture by focusing on three objectives:

1. Establish an innovative management mechanism for beaches, both in terms of safety & security and in terms of sport and leisure activities, offered to the citizens of Marseille and holidaymakers during the summer;

2. Promote employment in sport by purchasing service provisions for land and water activities through an annual procurement procedure allotted for 20-30 units;

3. Enhance the work and skills of municipal lifeguard staff through training to gain renewed qualification as Land-based Sports and Physical Activity Instructors primarily assigned with municipal pools throughout the year and made available under the city’s water-based activities framework.

Thus was born an innovative service catering to all ages from early childhood and youth to adults attending Marseille’s beaches. The participation of young children aged 6 represents 80% of use of the service through the advent of social centres, recreation centres and municipal associative structures. Still, many adults, families, individuals, people with disabilities and elderly people also practice these activities. This large number of practitioners who come mainly from Marseille and its surroundings is complemented by the presence of holidaymakers of all nationalities.

The running of this project is largely based on the educational quality of the services offered, since all the personnel involved who are responsible for activities are required to hold an official certificate issued by the government (in French, a “Brevet d’Etat”) in their discipline. But still, the City of Marseille ensures that all teaching materials made available by the service providers meet the standards that are enforced by different sports federations. In addition, the provision and use of part of the exceptional site of the seaside park of Prado contributes strongly to promote the image of Marseille at national and international level.

Since the start of the service in 1999, it has steadily increased both in terms of the number of practitioners and in terms of the number of activities proposed. From 2000 users registered in the first year, the service has since then exceeded 27,000 participants, irrespective of the audience registered during the 2013 season. At the same time, the number of proposed activities has also positively evolved over the past 14 years.

Indeed, thirty different activities were offered to practitioners such as water polo, rugby, the beach volleyball or kangoo jump, while also including leisure activities such as creative customisation of objects and various crafts. The offer has also become more diverse with the arrival of new activities such as the “Library of Beaches”, Health & Nutrition shops and basic first aid techniques (Alert, Massage, Defibrillating). Similarly, improving access to disabled people through the use of the “Tiralo” amphibious wheelchair allows access to the sea for all practitioners. This sports policy aims to gather people beyond the values used in sport, as a vector of integration embedded into the rules of society and respect for others.

This innovative mechanism is considered a pilot project with regards to its origins, objectives and target audiences.

Designed to provide sports activities outside school time for youth, families and particularly those who do not go on vacation, it allows everyone to continue to do a sport during the summer and enjoy a combination of initiation and discovery, beyond teacher training and competitive sport.

A second element of these goals is that the City of Marseille aims to offer quality activities while applying a symbolic participation rate of € 2 per 3 activities, whatever the chosen activities. This rate has remained constant over the years.

This summer project has also allowed the city to highlight the wonderful heritage that is the coastal strip where Marseille’s infrastructure, equipment, personnel and users take advantage of its beautiful seaside resort.

The programme is a unique one in France and highlights the skills and willingness of all participants to fit perfectly with the success of this action at municipal level oriented towards children, Marseille residents and tourists.

It is worthy to note that the City of Paris created “Paris Plages” after Marseille’s!

Finally, it is envied abroad since foreign delegations from many countries (for example, Tunisia, Senegal, and South Africa) have all shown to be very interested in this innovative management mechanism, demonstrating the impact and scope of the project, which carries the colours of the city overseas.
**Municipal Swimming Schools in Marseille**

The city of Marseille develops in its municipal pools activities towards all audiences and all age groups. Thus, aside from openings for the general public, welcoming schools and clubs, the municipality offers water activities from the youngest of ages until the third year of primary school.

Among these activities, swimming schools are targeted at children aged 6 to 12 years old. In all municipal pools, schools of different levels (beginner’s and advanced) are offered at a low price in order to be accessible to the greatest number of people. More than 900 children benefit from the discipline, developed during the school period over 860 hours.

Instructors communicate their passion for the water environment by developing learning in 4 strokes and in other swimming activities (diving, water polo, lifesaving, and synchronized swimming).

To give greater resonance to young audiences, the City of Marseille has signed an agreement with the Cercle des Nageurs de Marseille (a traditional and renowned swimming club in the city) to provide a trade-off in services between the two entities.

Thus, children in neighborhoods can access Marseille’s swimming ‘mecca’ to meet elite swimmers and participate in friendly meets with the Cercle’s young swimmers.

In addition, Frédéric Bousquet, a native of Marseille and World and Olympic medallist, sponsors the municipal schools. As part of this sponsorship, Frederic travels to different pools of the city of Marseille to meet the children and their parents who have always offered him the best reception.

A friendly meeting is also organized by the City at the end of the season, which brings together children from municipal schools and those from the Cercle des Nageurs.

This is another opportunity to celebrate under the watchful eye of the famous ‘godfather’ of Marseille’s swimming schools and the parents of young swimmers, whilst also an opportunity to observe gifted children for swimming who can be approached by local clubs or the Cercle. These children can pursue their development in their chosen sport and some will be able to perhaps access the highest steps of the podium.

Finally, this municipal service is a contribution to the integration of children into the world of sport, especially in a useful discipline for a seaside city like Marseille, whether they come from disadvantaged areas or from more affluent backgrounds.
Quality of Life

Iasi

The “SPORT IN THE NEIGHBOURHOODS” project in Iasi

After the ‘90s, sport in Romania became an activity mainly for professional clubs members, less and less for ordinary people. Ten to fifteen years later, more and more people started to get involved in various sports, requesting concrete support from local and central institutions. A national programme for reconstructing school sport facilities had started in that period, but people requested local actions too.

In this context, in 2008, Iasi Municipality started a pilot project in Romania, named “Sport in the Neighborhoods” in partnership with the County Directorate for Education and the Iasi Foundation for Sport, open to all categories of citizens willing to practise sport, regardless of their age, social background, or competences. The general idea was to offer access to people to the existing facilities throughout the city (including new ones created in schools) and to organize small competitions to attract people to join the sport movement.

Aim

At the beginning, the aim of the project was to offer access to sport facilities to those citizens who live in various neighborhoods, especially young people, after finishing school classes, during the evening, or at the weekend, but not only. Year after year, this aim had won new dimension and developed into a real good practice.

This initiative is not about performance, but about people’s health, fair play, sporting spirit, prevention of anti-social behaviour and delinquency, in particular among youth, to encourage better integration through the creation of new social connections and a new social culture under the slogan “Let’s learn to live together”.

How?

After consulting young people (through the neighborhood centres), the programme established a shortlist of sporting activities chosen by them, with the corresponding programme and regulations to be respected by users. In the first year (in 2008), the Municipality mobilised a budget of about 15,000 Euros to support the initiative and 5 different competitions have been organized on this first edition (football, Street Ball, Minitrail, cross, chess).

The project developed year after year and in 2012, when Iasi was a European City of Sport, the city held 77 competitions with a wide participation and a strong success among citizens.

Partnerships

For the implementation of the project it was necessary to establish a partnership with the County Directorate for Education and Iasi Foundation for Sport, the County Council and the County Directorate for Sport. Private partners were invited to join the partnership and to support specific activities. In 2013, Romania Television – the Iasi Branch - chose to celebrate 22 years of broadcasting history by organizing sport events in the city in partnership with the Municipality.

Due to this project growing in importance, the Municipality of Iasi also created a special department for sport issues, to count on support from volunteers as well.

In 2014 the project continues with around 20 different competitions for different ages, from cross and mini-cross to football, futsal, mini-football, tennis, basket, volley, cycling, street ball, skating, to the traditional “games of childhood”. A special competition is organized also for people with special needs, including basketball, table tennis, volleyball, athletics, with more than 100 participants. New Municipal sport facilities opened in 2013-2014 in the area of the Lake Cîrci have been included already in the “Sports in the Neighborhood” program.

This project is easily replicable, as it does not need a large budget, and only few enthusiastic people who are able to organize a programme for using sport facilities available in the city, make links with youth organizations, sport professionals and volunteers, and identify sponsors and new opportunities to develop the programme.
Viterbo

Awarded with the title of European City of Sport in 2012, Viterbo maintains a strong sporting community that continues to emphasise the importance of sport at municipal level.

Partnerships abroad

In an effort to promote the city overseas, with its rich cultural and historic heritage, Viterbo and its associations in a number of associations from different sporting disciplines have been active gathering partnerships with teams and clubs abroad to engage in tournaments and visits periodically.

This international exposure allows the city to benefit significantly from exchanges with partners and from visitors who engage in sports tourism.

Local teams in a number of sports associations, such as skating club ASD Libertas Pilastro, the city’s main athletics club Viterbo Athletics, football team ASD Virtus Pilastro, Dance Sport, among others, have for years been pro-actively promoting new tournaments and new relationships with foreign participants in their sports through events.

The attention and value that these local actors have brought to Viterbo thanks to their international cooperation have an important impact on the level of infrastructure and service demand to extend, renovate, and use resources and mechanisms available for sport effectively.

In 2014, Viterbo is host to Siena Heights University as part of the project “Global Football” that is active since 1996, with the aims to organize football games outside the United States and to combine tourism and sport. The group of American athletes are in Italy to visit Rome, Florence, Assisi, Orvieto and Siena.

With the football team, Viterbo has gathered its group of American football athletes who are active with the Italian American Football Federation, FIDAF - a federation that has seen tremendous growth – and partners in the local sporting community to engage in the meetings and follow the Viterbo women’s football team challenge against regional rivals.

Regular programmes to integrate and engage people in following and taking part in local sport teams such as these are an important part of Viterbo’s actions to motivate participation in sport and cultivate an active sporting community.

Better health = better quality of life

Also from the point of view of health, important players in Viterbo like Lina delle Monache, an active sports person and health professional who heads the regional coordination of multiple associations of persons with diabetes, help to bring the issue of quality of life standards with regards to health to the table, especially in promoting behavioural change and in particular among youth. Monache’s grassroots work with local association Associazione Giovani Diabetici, for example, is one of the many efforts done by similar health and sport experts to improve people’s awareness of how to improve their quality of life by doing simple practices to change their lifestyles.

In a similar way, Dr. Luigi Gatta, who is responsible for the sport section and is a representative of the Italian Society of General Medicine, plays an important role, alongside other health experts and professionals in Viterbo’s community, to replicate successful best practices promoting more well-being through increased uptake of daily exercise, physical activity and sport-friendly habits and mechanisms. Viterbo’s presence of experienced professionals across different medical and sport disciplines are a positive factor for the improvement of quality of life of their citizens.
Athletics at Nursery Schools

Nursery schools have always provided children with the opportunity to develop visual-art or musical talents, but it seemed to us that they lacked enough sporting opportunities for children. That is why Ostrava’s Athletics community decided to change it.

The Athletic Nursery School project was founded in September 2011, when it started working with 9 nursery schools. At the beginning, there were 100 children enrolled in the project.

In the school year 2012/2013, it expanded to 18 nursery schools, and the original nursery school was attended by about 200 children.

In the school year 2013/2014, the project has involved 34 nursery schools, of which 9 are supported by the municipality. This year, it has registered over 600 children, and next year, this number will surely increase.

The registration in the Athletic Nursery School is open for any child who is not afraid to do physical activities, likes other children (team) and wants to learn something new. The school does not only pick the most talented children! It does exercises with anyone and tries to ensure that children get only positive impressions from the Athletics Nursery School.

The Athletics Nursery School actually consists in playing athletics. It teaches children the basics of athletics and gymnastics, and it also puts emphasis on rehabilitation gymnastics (good posture, avoiding in-toe walking and running, coordination of movements, etc).

As a guide, it uses Kids Athletics, a children’s athletics concept to entertain kids, get their attention and lead them in the correct execution of movements.

Goals

The goal of the project is to:
• Encourage the children to enjoy physical activity and not do exercise as an obligation
• Improve fitness and dexterity in children through games
• Develop exercises in general, rather than have a narrow specialization
• Try to ensure that when starting school, children are physically ready and do not suffer because of their potential clumsiness
• Open doors to children to sport as a way of life.

The Athletics Nursery School does not only mean training, but also competition. In 2014, pre-schoolers have been able to look forward to:
• 5 running events for Kids called “The Chocolate Spike”, incorporated into the famous IAAF World Challenge Ostrava Golden Spike
• 10.4. – Vítkovice stadium (3.00 p.m. – 6.00 p.m.) Registration: 3.00 p.m. – 3.30 p.m. triathlon (60m run, hurdles, long jump, ball throw)
• 3.5. – Kobělice (3.00 p.m. – 5.00 p.m.) Registration: 3.00 p.m. – 3.30 p.m. triathlon (60m run, hurdles, long jump)
• 17.5. – Holšáčkovec (2.00 p.m.) Registration: triathlon (200m run, hurdles, long jump, ball throw)
• 26.5. – Hlučín (3.00 p.m. – 6.00 p.m.) Registration: 3.00 p.m. – 3.30 p.m. triathlon (60m run, hurdles, long jump)

Education and Business

The educational objectives of the school are to make children enjoy physical activity, motivate them to be physically active, improve their fitness, agility, and strengthen their friendships and other advantages brought by athletics and sport in general, all which are parameters that are absolutely necessary in their basic education for life.

However, they have been put aside lately. They are missing in the national concept of education (in comparison with the time some 20 years ago). Parents are also not active enough. They easily accept their kids saying “I don’t want to do this and that”. But the children need to move and the School’s activities will help them and their teachers, starting with the nursery school.

The reason why this works easily is the fact that neither parents nor teachers are forced to bring the kids out of the school, to drive them anywhere. The school’s athletics coaches have training sessions with the kids directly in distinctive nursery schools.
There is also one more important parameter of the project. Sports clubs are always short of money. Coaches often volunteer for free next to their other jobs. This kind of activity towards a broader public, in teaching different kinds of sports that are normally taken as top performance ones at schools or anywhere else, can bring them the money. In addition, activities concentrated by a big group of people such as these have proved to be more attractive for sponsors’ support.

Testimonial

“In 2011 our school was addressed by the SSK Vítkovice Athletic Club with an offer to participate in the kids athletics project. … Knowing that physical activity plays enormous role in the development of kids and being aware of the fact that any activity of children must be also good fun we accepted the kids athletics project offer with open arms. Most of the kids of our school started the lessons paid by their parents. Kids, their parents and our teachers are enthusiastic about the lessons and time spent together with sports. Colourful sets of kids athletics made of light materials are making the training sessions funny, they help our kids to be more conscious in other activities as well. They believe in themselves more, they believe that they can achieve things. I have to state that kids attending kids’ athletics sessions are enjoying sport activities more than other children. We can also observe that they have improved their locomotive habits. These days it has been more than 3 years since we started to work within the project. We already have plans how to work in upcoming school year 2014/2015. And our kids, their parents as well as our staff we all look very much forward to new training sessions with great young people, young coaches helping us, teachers, with high professionalism, enthusiasm and sensibility for kids, to improve the education of future generations.”

Marie Benelová, Director, Nursery School Ostrava, Blahošlavová 6, 702 00, Ostrava, Czech Republic
T +420 596 120 453  E mariebenesova@tiscali.cz

Conclusion

1) The useful tool of promoting sport on the one hand can become an instrument to gain financial support on the other.

2) It also shows that the municipality can help sport with the support of public money by making them less reliant on public money later.

3) It shows that places where there are gaps that might arise due to a lack of state presence can be filled by a sport club, for example.

North Lanarkshire

As a registered charity, North Lanarkshire Leisure (NLL) are fully committed to improving people’s health through sport, which links closely to its charitable objectives:

- Sport
- Recreation
- Advancement of Health
- Social Welfare

NLL works in partnership with the North Lanarkshire Council and other strategic partners to deliver and improve sport, leisure and health opportunities throughout the authority. All of these objectives have an element of integration to encourage people to become involved in sport and increase their physical activity levels which also bring other benefits such as increased self-esteem, confidence and improved social skills which all contribute to the feeling of being part of a community.

Its unique structure allows it to be fully compliant with corporate governance principles and to benefit from a multi-stakeholder representation. As a registered Ltd. charity, NLL is also a not-for-profit company, which means that any additional funding it receives is used to improve facilities, services, activity programmes and staff training.

As a central part of its programme, NLL also runs a number of programmes and initiatives to improve people’s health, next to offering the largest sports club membership scheme in Scotland, the Access NL Membership Scheme.

Users are able to benefit from such programmes at an accessible cost, thanks to the partnerships put together by NLL with North Lanarkshire Council and with local sport club councils that until recently had been individually managed in each of their locations, with limited outreach and access to the rest of the county.

For both members and non-members of the Access NL Membership Scheme, NLL provides a number of services to help improve people’s health that features in-house support from accredited health professionals from the local health body and state-of-the-art equipment for different purposes.

Active Health Programme

“The Active Health Programme” in partnership with NHS Lanarkshire provides a range of supported programmes to help individuals realise the benefits of becoming more physically active whilst also assisting those who are recovering from minor or even more serious illness.
Access to the programme is via a referral system implemented by NHS Lanarkshire. This element of the programme is for individuals who are able to exercise independently and who may have a range of low-risk health issues, whereby NLL offers a number of Specialist Health Classes for people according to their specific needs (e.g.: Strength & Balance, Cardio, Weight management, Pre- and Post-Natal Circuits, Active ageing, etc). These issues could be being generally physically inactive, in a low mood, requirement to improve mobility, support for addiction challenges, etc.

The programme is available in all North Lanarkshire Leisure facilities and participation in this part of the programme is offered free of charge for a one month period, incorporating unlimited use of the swimming pools, fitness gyms, and group fitness classes, whereby users also receive a gym induction and individual programme card.

At the end of the first month, users are given the choice of either joining the Access NL Membership Scheme or paying per session as they attend the centres.

**Health Checks**

This is a 15 minute health check where people can check their blood cholesterol, blood glucose and blood pressure levels. Any issues identified are then discussed with the individual and the appropriate referral made to the relevant health agency if required. Access NL members are entitled to one free health check per annum, and non-members pay £6 per check.

**Weight Management**

One of the main concerns in North Lanarkshire in recent decades is the rise in overweight and obesity levels. Out of this concern, NLL offers services free of access to Access NL members to help manage their weight.

The *Weigh to Go* programme, for example, helps individuals make the changes to their eating habits to help them manage their weight effectively while giving them some simple and easy tips to follow to help them maintain weight loss. As well as the educational and behavioural change sessions, the programme also has a 45-minute physical activity session designed to suit all levels of fitness.

The course is run in partnership with NHS Lanarkshire to ensure that people get the correct advice to help their long-term weight management, consisting of a 10-week programme free to Access NL members and available at normal class rates for non-members.

Still under their Health Programme, NLL offers low-impact exercise class plus healthy eating advice in its Slimming NL programme, as part of the Access NL Membership Package. At each class users can opt to be weighed and get a weekly fact sheet and brief chat on a range of strategies to help them control their weight and adopt a healthier lifestyle. All of the information distributed at the classes is endorsed by NHS Lanarkshire.

In addition, NLL works to ensure that there is local cooperation to promote sport & physical activity, establishing a strategy for physical activity and outlining of a new frame of mind and priorities associated with healthcare from a preventive perspective, such as: re-shaping for older people, providing anticipatory care to prevent the livelihood of illnesses, and overseeing trends among all groups of patients.

Putting these plans into practice via support programmes like the Active Health Programme and the many other actions used to promote sport as a way to stay healthy – in particular among youth, through projects like the Mini Movers’ programme, the Friday Night project, among others – enables North Lanarkshire to provide citizens with the appropriate support and raising awareness of the importance of sport for their health.
Social Inclusion

Limerick

Limerick Youth Service
Youth Work, Sport and Social Inclusion

Limerick Youth Service is an Integrated Regional Youth Service established in 1973 and embedded in local areas in Limerick City and County. The service is one of 22 Member Youth Services of Youth Work Ireland.

In Ireland Youth Work is defined as:

“A planned programme of education designed for the purpose of aiding and enhancing the personal and social development of young persons through their voluntary participation, and which is a social development of young persons through their voluntary participation, and which is complementary to their formal, academic or vocational education and training, and provided primarily by voluntary youth work organisations.”

(Youth Work Act, 2001)

This definition clearly articulates youth work as being educational and elective, structured and systematic. Youth Work works with young people outside, yet alongside, the formal education sector.

Youth work operates in various settings spanning the non-formal education through to informal education. Youth work engages young people from ten to twenty-five years of age, a significant period in terms of both development and duration. Therefore as an educational methodology, it is in a pivotal position to contribute to the educational welfare of young people. Youth work is predicated on the voluntary participation of young people. Flexibility of approach and emphasis on the interpersonal enables it to offer an educational process complementary to that provided through formal education. In addition, Youth work often acts as the point of contact and referral in the interface with other youth-related issues spanning the realms of care, health, and welfare.

Youth work is both a sustainable educational strategy and a significant educational support to young people, who may be either inside or outside the formal education system. The stimulation of critical reflection and action facilitates the cultivation of active citizenship and the enhancement of sustainable personal and social competencies and capacities. Thus, Youth work has a defined position on the continuum of educational and lifelong learning provision.

Like other Youth Services in Ireland Limerick Youth Service primarily targets 10 – 21 year olds. These young people engage on a voluntary basis in Limerick City and County in a range of programmes, activities and opportunities that build on their strengths.

- Support young people in life transitions and choices.
- Create safe and welcoming spaces and environments for young people’s voices to be heard.
- Deliver 2nd chance Education and Training programmes for early school leavers.
- Work collaboratively with relevant partners to enhance achievements for young people.
- Advocate and create leadership opportunities for young people.

Sports and recreation have and continue to be key activities in helping the organisation to achieve its goals. Limerick Youth Service’s mission statement is:

“To support and encourage young people to be active participants in shaping their futures”

Our Guiding Principles are to:

- Value Young people and Volunteers
- Advocate Equality & Inclusion
- Partner local communities in innovation & integration
- Provide an energetic & quality experience

Sport, inclusion and Limerick Youth Service

Sports like Soccer, Rugby, GAA, Handball, and various other Health and Fitness programmes and activities are regularly run in our 30 Youth clubs and groups with 1500+ members and 500 Volunteers. Sports programmes are central to engaging at-risk and hard-to-reach young people in our 3 Garda Youth Diversion Projects, 2 Youth Intervention Projects and 3 Special Projects for Youth in Disadvantaged areas of the City and County.
Breaking Barriers

Breaking Barriers is a sports tournament for young people in Limerick City and was established in 2009 and continues to thrive. The tournament is run as a partnership between youth projects and the local police.

This programme brings troubled young people from different disadvantaged areas together. The focus of the programme is breaking down barriers that exist between young people in disadvantaged and feuding communities with young people often identifying with criminal gangs.

In this case sport provides a safe space for these communities to engage with each other and mend broken relationships. Young people begin to recognise what they have in common and focus on positive attributes.

The soccer element has been adapted with Futsal rules encouraging better decisions and pro-social behaviour through its format and regulations, for example, 5 fouls equal a penalty. Now in its 5th year, groups have become familiar with each other and friendlier towards each other and those in authority.

An obvious benefit for the police is the building of community relations and the change in what often is a negative perception by young people of their role. Again sport is the bridge to success.

Second Chance Sport

In Ireland there is an alarmingly high drop-out rate in sports with young people walking away from sports during their teenage years. This is particularly so in the case of disadvantaged communities where Limerick Youth Service supports young people.

Often young people most at risk find themselves excluded from organised sports as social problems lead to these young people choosing different and less healthy paths. This trend is compounded by a breakdown in social skills and confidence and even health, making it difficult for some young people to meet the standards set by organised sports.

Having experienced sport as a means to social inclusion, educational success and life fulfillment, one youth worker from Limerick Youth Service decided to address the high drop-out rate in sport in his local community through developing a means to second-chance sports.

Through their successful participation in youth work programmes with a focus on personal and social development, youth worker staff felt that these young people needed an opportunity to re-engage in their local community through a tailored sports inclusion opportunity.

This was done through the establishment of a soccer club specifically for young people who had lost their way. The soccer club targeted young people who had drifted away from sports. These players who had shown promise as athletes when much younger now were seeking an opportunity to redefine themselves in their communities’ eyes. The labels of ‘criminal’, ‘no good’ and even ‘scumbag’ were replaced by ‘soccer player’, ‘assistant coach’ and ‘athlete’. Indeed the label of ‘winner’ was soon to follow.

The soccer club was named by the young people ‘North Side Legacy’. The young people have been encouraged to take ownership and responsibility through involvement in fundraising, coaching and committee skills. This has ensured opportunities for all young people and not just the stars on the field. No one is judged because of their past and all are welcome.

The youth worker, Frankie Daly, has even taken to the playing field, providing young people with a role model.

In this case, second-chance sport has combined with youth work to offer young people to demonstrate social inclusion in action. Success is now measured both on and off the field. Indeed the more success off the field in the areas of empowerment, ownership, social responsibility, real participation and inclusion, the more success has followed on the pitch. In Youth Work we have a saying,

‘It’s not what you do, it’s the way that you do it’

In effect, it’s all about the process.

Damian Landy

For further information on Limerick Youth Service, please log on to limerickyouthservice
Charleroi

Integration through Sport

1. Introduction

The City of Charleroi manages a fully vested hall in the development of sports actions with socially charitable objectives. The Hall is located at Marchienne Bridge, a common and popular yet impoverished location located west of Charleroi.

Built in 2004, the Hall consists of a dojo (a Japanese martial arts training hall), a multifunctional gym, a climbing wall, and a common area. Use of this Hall is free for all its users.

The Hall is available:
- Weekdays: every day from 09:00 to 23:00;
- The weekend: Saturdays and Sundays from 09:00 to 23:00.

On 15 September 2013, the rate of use of the facility was close to 100% for the sports hall, and 60% for the dojo; or 6 out of 9 groups (two hours each) every day, including weekends.

The work developed in this Hall corresponds to several themes developed by ACES Europe, including: social inclusion, health and quality of life.

In the Hall, collective social sports actions are implemented to use the social benefits of the practice of a team sport as a lever for social and professional integration.

2. Social integration of people through sport - Definition

It is through the practice of team sports that the city creates a social bond between the most marginalized of its citizens and the city’s employment and social services. Indeed, when it comes to dealing with its most marginalized audiences, it is often easier to invite them to first go practise a team sport (such as football, basketball, etc) via information sessions where attendance is not uncommon. From these sessions, sports and social sports educators create a relationship of trust that will be used to provide the bridge between operator beneficiaries, institutions involved in (pre-) training stages, and also at times other organisations active in supporting employment of marginalised citizens (local businesses, agencies, etc).

In place since 2010, these actions generate significant social benefits and have taken on a significant role in the process of integrating specialized professional social integration partners; and in particular with the most marginalized groups. These social sports activities are also now an important part of the training procedures used with trainees of these services.

2.1. Social integration of citizens through sport

Goals

- Creating a relationship of trust between users of employment services and social workers in the practice of collective sports. This trust will be used to support the user on a path of preparation for re-integration into society and/or qualification for a job.

- Integrating simple social rules into individual daily habits by stimulating the practice of a collective sport, such as respecting schedules, regulations, teammates and opponents, referees, hygiene standards, etc.

- Creating social bonds between participants, community life, whilst teaching them to respect their groups, overcoming their own obstacles and limits, self-confidence, and achieving a common goal through the practice of team sports, thus contributing to the development of team spirit.

- Observation of users in situations of stress, intense physical effort and team spirit through the practice of team sports to refer them to the (pre) training stages of preparation for a job or whichever is the most appropriate for their vocational sector.

- Overcoming obstacles to achieve a common goal.

2.2. Social integration of citizens: promotion, initiation and preparation for physical trades.

Another avenue of social inclusion through sport is to initiate, promote and prepare trainees’ insertion into sports and types of trade that require physical effort and that are at times in short supply (such as host holiday centres, training centres for climbing, etc), or to prepare them for physical tests used in the recruitment for certain job categories, such as police or the military.
These awareness-raising exercises occur either with a specific audience with a member of staff of an employment service or on the basis of all major public events, organized in partnership with specialized operators, such as discovery days for jobs involving manual labour or sporting event days where employers and the job-seekers meet and mingle by engaging in sport activities.

2.2.1. Physical preparation activities: objectives.

- Selection - preparing candidates for a physical job. Examples: identify / prevent back problems due to weight, preparation for recruitment tests of Defence, Police, Fire Services, etc.
- Introduction to careers in sport: host holiday centres, refereeing, coaching, linesmen, social service worker in sport
- Introduction to trades addressing the low-skilled qualifications: security guards, hall fitters, roofing, electricians, etc.

3. Promotion of Health through sport

Within the social Sports Hall, collective social and sports actions are implemented to use the social benefits of practising team sport as a vehicle for public health.

Since 2010, the Centre for Integration through Sport (CIS) offers physically and/or socially disadvantaged people the opportunity to practice sports adapted to increase quality of life and life expectancy, and to provide them with the physical and social benefits of practising a team sport.

The benefits of practising sports for health are well known - they are reinforced for physically handicapped (disabled or sick) people, both at a social and physical level.

The target audience for these actions are: seniors, people with disabilities (physical and mental), people with specific diseases (cardiovascular, diabetes, blindness, etc), homeless people, addicts, etc.

We also use the practice of team sports to actively fight against addictions (alcohol, tobacco, drugs), closely with specialized operators.

3.1. Goals / objectives of the action:

- Actively fight against addictions (tobacco, alcohol, drugs);
- Social and Physical Emancipation of certain groups such as people with disabilities and seniors;
- Organization of events (workshops, conferences) with the theme of sport practice among socially and/or physically disadvantaged (e.g., sport and disability), to study and disseminate good practices observed.
- Create and coordinate a network of specialist partners using socially responsible sport through specific themes of the health center: disability, seniors, diseases, etc. These reflections are used for the exchange of good practices; even to broadcast events and public outreach.

4. Quality of life: Re-weaving of social ties

This is to organize actions that are social and sports-related with broader audiences, sometimes in decentralized areas of Charleroi in order to create social bonds. These actions are specifically built according to a target audience and location.

4.1 Objectives of the action:

- Decrease sense of insecurity in certain neighborhoods
- Reduce intercultural prejudices
- Fight against isolation
- Rebuilding social links
- Fight against idleness
- Structuring informal networks of citizens (neighbourhood committees, local development projects, etc).

4.2 Public action:

4.2.1. Persons of immigrant background

The organization of social sports actions targeting empowerment and collective participation of people of immigrant origin: FEDASIL, different ASBLs, etc.

4.2.2. Youth

The organization of social sports events with targets to be replicated around social inclusion and health professional poles above. This axis also offers young people over 15 years old the opportunity to practice team sports on evenings and weekends to end the fight against idleness and register youth in a process of collective social inclusion.
4.2.3. Self-defense for seniors (draft)

Organization of self-defense classes for seniors. Learning these gestures allows seniors to play sports, to increase their safety and sense of security when traveling.

4.2.4. Community sport socio events

- **Belgian Homeless Cup** in partnership with Sporting de Charleroi
- Organization of community actions such as Neighbour Day;
- Organisation of collective social sporting events to recreate social ties around a theme and/or specific sports (initiation, tournaments, etc);
- Participation in Carrefour generations

---

**Conclusions & recommendations**

In SportWeCan, partner cities have engaged in a series of Workshops featuring active discussions, seminars, visits and interaction with local sport bodies in each host city.

The conclusions and recommendations below are the result of the many discussions and reflections made by ACES Europe, partner cities, and their local partners on the topics of the project.

SportWeCan thus comes to a close with the following highlights for the promotion of sport in municipalities:

### Education & Integration through sport

Unlike many other disciplines, sport has unique features that make it distinct from other academic fields in the education and social integration of citizens.

In their analysis and selection of topics and initiatives presented and discussed during the first phase of SportWeCan, partners identified a key set of initiatives and best practices that can be considered as conclusions and recommendations in enhancing the educational function and integration role that sport has in citizens’ lives.

SportWeCan outlines these practices under seven main priorities, as follows:

### Education

1. **Incorporation of methods and approaches into teaching and training** that guarantee effective take-up of a sport, such as:

   - Teaching & disseminating the practice of sports as a means of enjoyment and having fun while encouraging and teaching learners to challenge themselves
   - Practice of sport as a pleasurable activity taught together with universal principles and values (e.g., incorporating dissemination of Olympic values as guidelines for students, athletes, & coaches)
   - Adopting component of ethics as a key or core aspect of training & competition in sport for trainers and students
   - Stimulating people’s personal competences to promote their active participation in the community
• Promotion of sport as a pleasurable and learning experience
• Doing a sport for the simple pleasure and desire of practising a sport!

II. Establishment of key conditions for the practice of a sport by all citizens

• Establishing agreements with main sport governing body and funding sources, city councils and partners to support training programmes & for assigning facilities with appropriate and traceable funding
• Offering technical training programmes to allow students to become more aware of and self-sufficient with regards to risks and responsibilities related to their sport
• Implementation of sport development programmes supported by institutions
• Municipal plan and support for school-age sports
• Recovery of public spaces and local traditions to promote recreation & physical activity
• Allowing mixed gender participation in sport across all age ranges

III. Ensuring procedures that are supportive of practitioners’ development and educational frameworks

• Long-term training and development in sport for everyone involved in learning and teaching a sport & physical education
• Training programmes focused on screening and training instead of purely for recruitment and competition
• Full stakeholder consultation and engagement of key facilitators in teaching sports
• Maintaining participation in sport according to recommendations from those who train for a sport

Integration

IV. Generating and supporting initiatives that encourage the uptake of a sport among all groups of people

• Holding large-scale sporting events open to all citizens, regardless of age, gender, disability, ethnic background, sexual orientation, or any other distinction
• Engaging young people in sport, as a requirement in their curriculum, from a young age, and in particular enabling their integration through a variety of sports, especially team sports
• Development of innovative sporting events and initiatives targeted at stimulating and engaging the participation of existing grassroots sports practitioners and newcomers

• Integrating efforts to teach and organise sporting activities among different organisations to make them more accessible, for example, by establishing extra-curricular activities and programmes offered by schools and accessible to everyone in partnership with clubs and other bodies in the municipality
• Widening offer of sporting activities and courses from one organisation to the rest of the community

V. Adopting and disseminating positive attitudes when teaching a sport

• Sharing rules and awareness of obtaining results through effort and hard work
• Coaching methods and approaches directed towards encouraging students to participate
• Encouraging and facilitating the practice of a sport during studies
• Teaching students, especially young adults, how they should behave and act as a team, to convey trust, self-esteem, and motivation, and to teach values that will prepare them for their roles as adults later on in life
Promoting mutual understanding, respect and fair play across the entire spectrum of activities

VI. Involving groups of people that traditionally do not have much access to sport in community sport activities

- Enabling access to sport activities for the disabled
- Tailoring and adapting specific sporting activities and facilities to different disabilities and groups of people, including with the involvement of representatives of these different groups
- Providing services oriented towards meeting the demands and needs made by the public in their feedback to service providers

- Employing innovative and effective means and support programmes to reach out to disadvantaged groups in society

VII. Implementing measures to support people's integration into the world of sport

- Programmes encouraging children to learn about and integrate with their social, cultural, and natural environments as part of their sport and physical educational programmes

- Offering extra-curricular and free-time leisure activities in sport to the community
- Orienting services provided by the city council, in partnership with other sport sector stakeholders, towards further improvement of: options of sporting disciplines and leisure activities available to the public, quality and variety of sporting facilities, management, and knowledge base in sport

---

Improving Health & Quality of Life

Sport is a net contributor to providing and improving general and individual health benefits as well as collective and personal well-being.

Given the great contribution that sport makes in improving the quality of life and health of people in European cities, SportWeCan makes the following recommendations to effectively enable improvements in health and quality of life through sport in cities:

Health & Quality of Life

I. Mobilising and optimising use of funds/resources for municipalities to meet citizens' health needs via sport

- Integrating benefits of sport activities and sport programmes into calculations used in sport and health services' financial models and budgets
- Requesting accountability of measures to promote physical activity from local authorities

II. Working via partnerships with clubs and relevant bodies to ensure that children and young people are able to access sport via extra-curricular activities at local clubs and sport centres

- Offering the opportunity to do extra-curricular sport activities to all children and young people in schools and/or partner clubs, sport bodies or other relevant organisations
- Hosting events and activities in sport to children and young people
- Easy communication and awareness-raising of fun factors of doing a sport

III. Working with health professionals to improve the level of counselling done towards all groups of people on specific aspects of their health

- Studying and establishing a healthy dosage of efforts in children's sport education
- Discussing and agreeing on which kind of activity to teach and to promote at what age
- Promoting appropriate posture, methods, approaches to adopt towards a particular exercise
- Implementing counselling aimed at improving people's bodily functions, and their physical 'action and response' mechanisms via regular exercise and physical activity
Social Inclusion through Sport

SportWeCan's last topic focuses on the importance of ensuring access to sport for all, including those groups which are the most disadvantaged in society.

Sport is a powerful tool in enhancing integration among people in general, and especially when aimed at including socially marginalised and disadvantaged groups.

The below-listed recommendations are the advised measures and approaches identified by SportWeCan cities and their local partners to improve social inclusion through sport.

I. Engaging local citizens in disadvantaged areas in educational and socially constructive programmes
- Ensuring that members of disadvantaged areas participating in programmes learn and develop relevant skills and competences, through monitoring & evaluation
- Providing qualifications and access to opportunities for training and future employment
- Providing them with education and respect, whilst demanding respect & commitment in return

II. Improving the level of disadvantaged communities' integration into society
- Implementing effective inclusive programmes that encourage people to engage in sport as a way to improve their conditions
- Enabling recognition of achievements by disadvantaged groups in the wider society in support of their future life development prospects
- Promoting contact, dialogue, and interaction between people from disadvantaged groups and the rest of the community

III. Harvesting key initiatives and role models within the local community that strive to make a difference to their community and direct impact in people's lives by changing their mentality, etc.
- Facilitate the role and power of women to change the situation of their families and communities

IV. Facilitating access to sporting activities and facilities to disadvantaged groups
- Supporting re-development of leftover property to house training and educational facilities for disadvantaged groups

V. Creating opportunities to attract business and investment through sport to benefit the community in general and, as result, also disadvantaged groups
- Creating synergies between business community and sporting events to promote their integration in support of social inclusion projects