



# Workshop – Promoting Sport's Participation

Conference on Financing Sports from International Funds

13<sup>th</sup> December 2016

Warsaw, Poland



# Erasmus+

# Objective

*To provide you will the necessary tools to participate in and benefit from the Erasmus + programme of the European Union:*

- *How to apply for funds as a leader or partner*
- *Possible topics in sport participation*
- *Networking*

# Outline

- What is Sport for All and physical activity/ Sport participation?
- Studies on physical activity and sport participation
- EU policy in physical activity & sport participation
- Leading organisations in the field
- How to apply to the Erasmus + Programme
- EU project examples
- Group work – drafting an hypothetical project application

# Sport for All / Sport Participation

- Umbrella terms which include:
  - physical activity
  - leisure activity
  - recreational activity
  - exercise
  - active commuting
  - Sport



# The Vision

- ▣ Sport for All stands for a vision that portrays an ideal condition in the future – it aims for 100% participation.
- ▣ A vision is a synonym of hope, not of reality.
- ▣ But a vision may develop a dynamic drive if it is nourished by human hope and action.
- ▣ We may never reach 100%.
- ▣ But we have a chance of at least partial realization.

***“Today” Sport is not yet for “All”, but it is for “More” than ever!”***

# The Definition

1. *Sport for All* can be understood as the systematic provision of physical activities which are accessible for everybody
2. *Sport for All* is open, inclusive and for everybody: from the young to the very old, regardless sex, race, culture and economic conditions.
3. *Sport for All* is viewed as process of social change which can be implemented and planned on a large scale.
4. *Sport for All* is an intended deviation from the traditional sport system.

***“Sport for All is therefore understood as  
a modern response to the basic human right  
of exercise and play!”***

# Sport for All & Sport Participation

- ✓ are embedded in our social context
- ✓ can contribute to combating major world challenges
- ✓ promote good health
- ✓ support peace and better understanding
- ✓ bring people of different origins and abilities together
- ✓ convey pleasure in performance
- ✓ teach children and adolescents for life
- ✓ enrich family life
- ✓ implement gender mainstreaming
- ✓ offer activities and good company in old age
- ✓ help to develop thrust for the economy
- ✓ stand up for the protection of our environment
- ✓ provide the opportunity for civic commitment

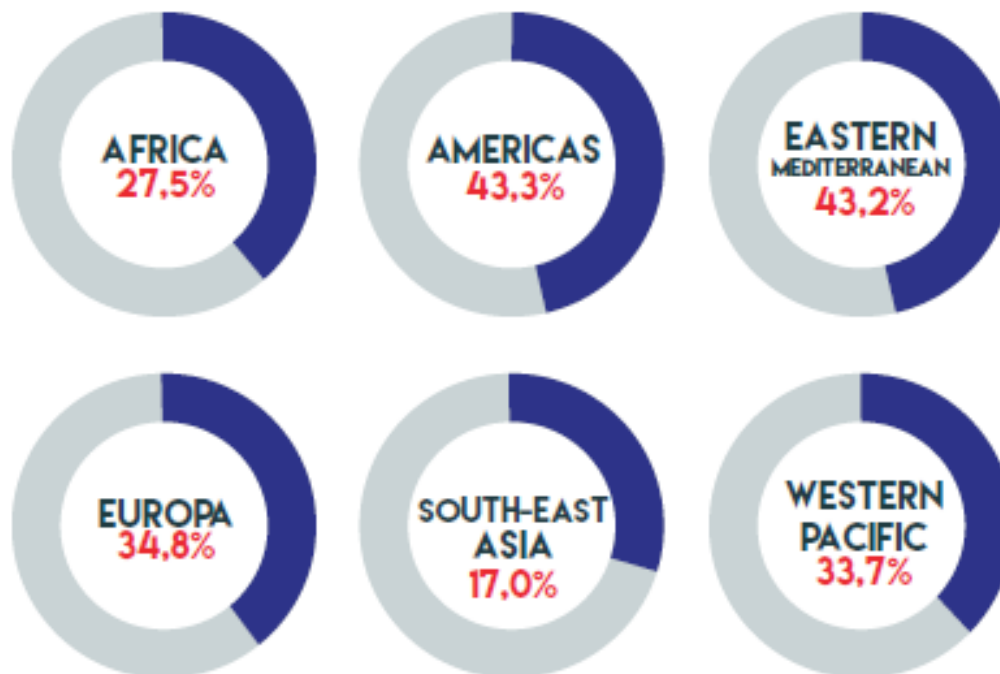
# The Challenge

- ▣ Levels of sport and physical activity participation World- and Europe-wide are decreasing dangerously
- ▣ All studies worldwide come to the same conclusions
  - ▣ Designed to Move
  - ▣ Lancet Review
  - ▣ Eurobarometer on sport
- ▣ Individual and societal impact



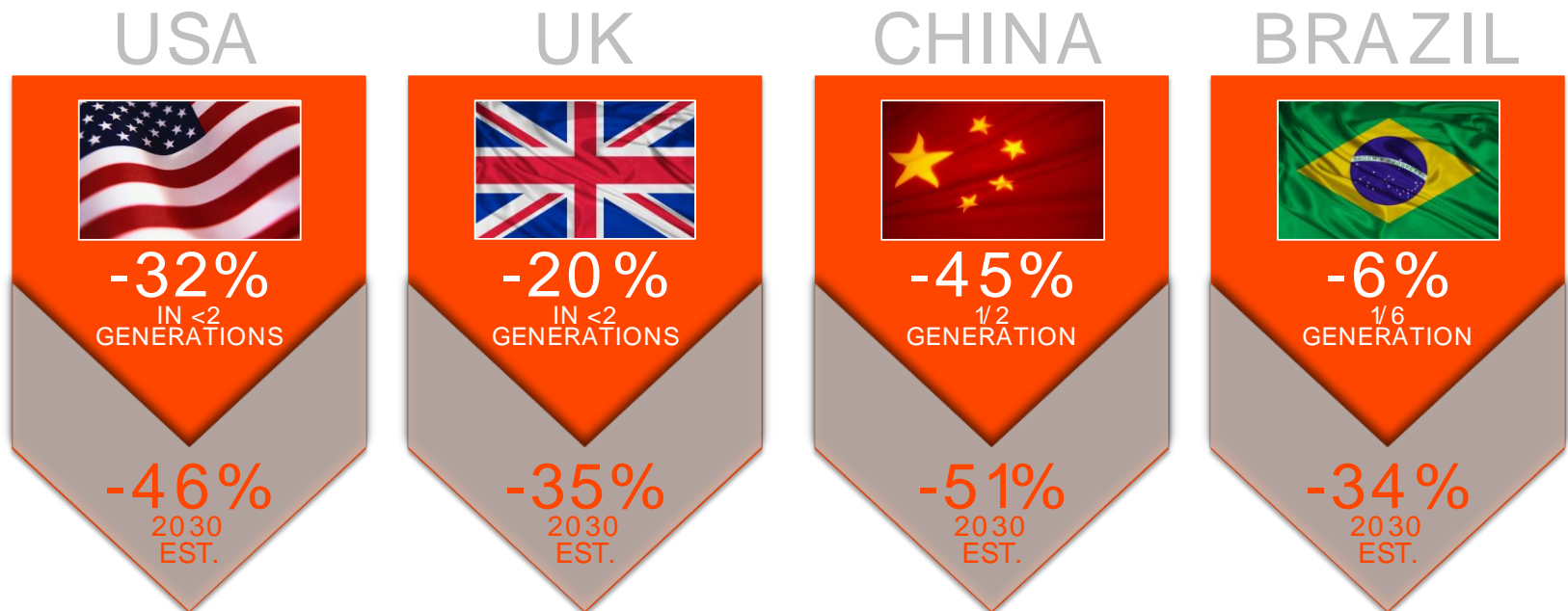
# LANCET Review

World average: 31.1%



Prevalence of Physical Inactivity Across WHO Regions

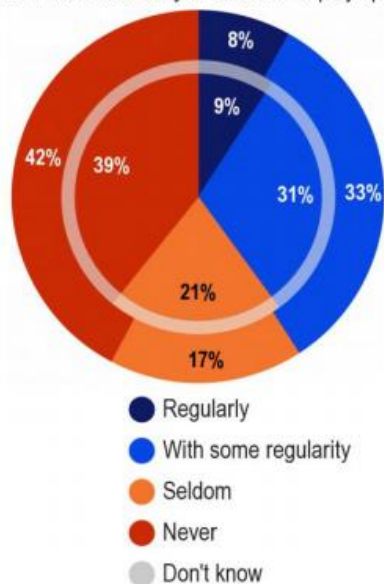
# The Race to Slow Down



Source: Designed to Move

# Eurobarometer on Sport

QD1. How often do you exercise or play sport?

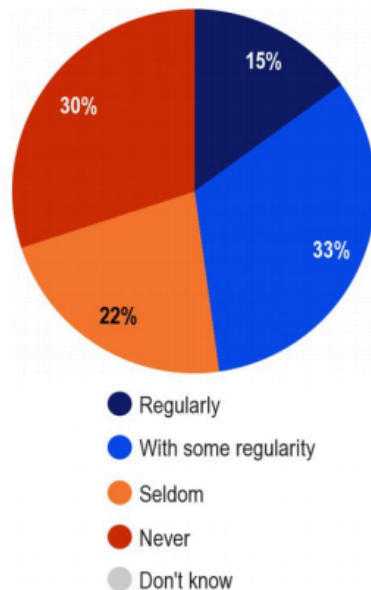


Inner pie : 2009 (EB72.3 Oct.)

Outer pie : 2013 (EB80.2 Nov.-Dec.)

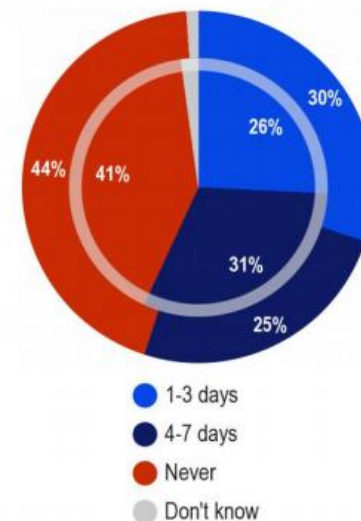
 EU28

QD2. And how often do you engage in other physical activity such as cycling from one place to another, dancing, gardening, etc.?



 EU28

QD4a. In the last 7 days, on how many days did you do moderate physical activity like carrying light loads, cycling at normal pace or doubles tennis? Please do not include walking.



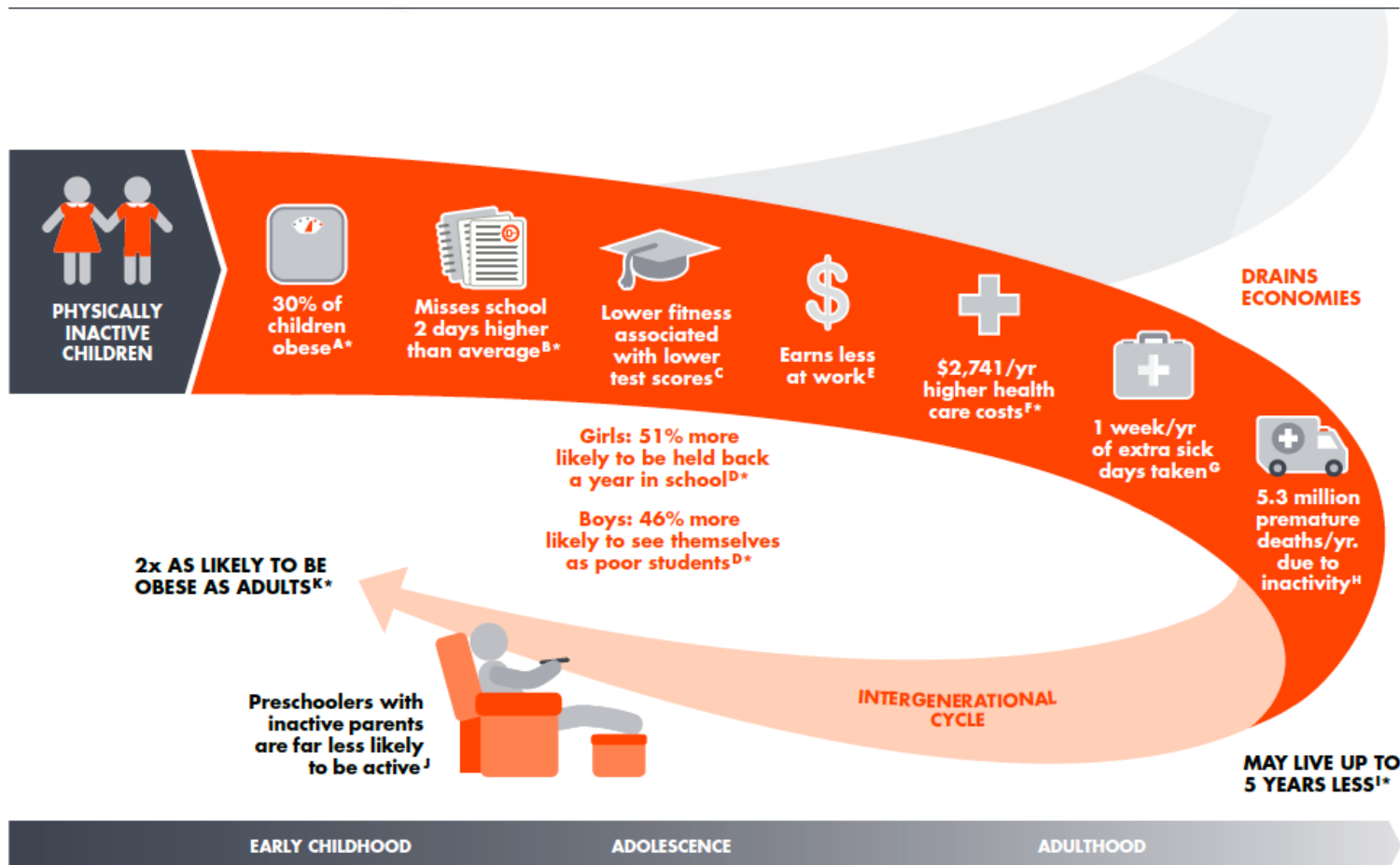
Inner pie : 2002 (EB58.2 Oct.-Dec.)

Outer pie : 2013 (EB80.2 Nov.-Dec.)

**Poland: 52% inactive / +3%**

**55% never**

# An Individual Challenge



# A European Challenge

- Physical inactivity is a global challenge with devastating effects:
  - Obesity and related NCDs (heart disease, diabetes, etc.)
  - Mental illness and depression
  - Social exclusion and segregation
  - Loss of community sense
  - Negative environmental & economic impacts
- Cost of physical activity in the EU (source: Physical Inactivity Time Bomb report, ISCA):
  - € 80.4 billion a year
  - 10.4% of Europe's deaths

# EU Policy in Physical Activity and Sport Participation

- ▣ Policy Papers
  - ▣ Lisbon Treaty consecrating Sport as a supporting competence of the EU (2007)
  - ▣ White Paper on Sport (2007) recognising the societal role of sport
  - ▣ European Council Declaration on Sport & European Parliament Resolution on the White Paper on Sport (2008)
- ▣ Institutions
  - ▣ Commission for Education, Culture, Youth and Sport
  - ▣ Sport Unit

# EU Policy in Physical Activity and Sport Participation

## ▣ Operations

- ▣ Work Plans for Sport (currently 2014 – 17) – Societal role of sport as 1 of the 5 policy areas (Health & participation, education & training, social inclusion)
- ▣ Preparatory Actions in the Field of Sport (2009 – 13)
- ▣ Erasmus + Programme, sport actions chapter (2014 – 2020)
- ▣ European Week of Sport

## ▣ Resources

- ▣ Eurobarometer
- ▣ EU Physical Activity Guidelines
- ▣ European Council Recommendation on promoting HEPA across sectors
- ▣ High Level Group on Grassroots Sports Report: “Grassroots Sports – Shaping Europe”
- ▣ Expert groups reports e.g. HEPA)

# Leading Organisations in the Field



European Union of Gymnastics



European University Sports Association



Eurosport



Federation of the European Sporting Goods Industry



International Federation of Professional Footballers



ICSS



International School Sport Federation



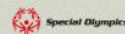
International Sport and Culture Association



Panathlon International



Rugby Europe



Special Olympics



Sport et Citoyenneté - Sport and Citizenship



Street football world



TAFISA



Union of European Football Associations



# Leading Organisations in the Field



ACES Europe



Association of European Professional Football Leagues



Euroleague Basketball



EuropeActive



European Athletics



European Club Association



European Federation for Company Sport



European Golf Association



European Handball Federation



European Healthy Lifestyle Alliance



European Lotteries



European Minifootball Federation



European Multisport Club Association



European Network of Academic Sports Services



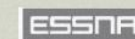
European Non-Governmental Sports Organisation



European Olympic Committee



European Paralympic Committee



European Specialist Sport Nutrition Alliance

# PA and Sport Participation in the Erasmus + Programme

- Sport Actions inscribed as part of the 2014 – 2020 Erasmus + Programme
- 3 specific objectives:
  - tackle cross-border threats to the integrity of sport, such as doping, match fixing and violence, as well as all kinds of intolerance and discrimination;
  - promote and support good governance in sport and dual careers of athletes;
  - **promote voluntary activities in sport, together with social inclusion, equal opportunities and awareness of the importance of health-enhancing physical activity, through increased participation in, and equal access to sport for all.**
- Yearly budget and call for proposals dedicated to sport
  - Linked to the European Week of Sport
  - Not linked to the European Week of Sport
- Currently open with a deadline set for April 6<sup>th</sup>, 2017 (projects starting in 2018), and an overall budget of € 31.8 million for sport

# How to Apply for Erasmus + Funds

1. Make sure your organisation is eligible for funding:
  - Any non-profit organisation or public body, active in the field of sport, established in a Programme Country or in any Partner Country of the world: local/national(sport) club/federation, municipality, university...
2. Select the action you wish to lead/be part of
  - Collaborative partnerships
    - Consortium of minimum 5 partners from 5 different countries
    - Grant up to € 400.000
  - Small collaborative partnerships
    - Consortium of minimum 3 partners from 3 different countries
    - Grant up to € 60.000
  - Non-profit European sport events
    - Event welcoming 12 countries in one place or taking place simultaneously in 12 countries
    - Grant up to € 500.000

# How to Apply for Erasmus + Funds

3. Identify the topic of the project you want to lead/be part of
  - ▣ Read carefully the Erasmus + Programme Guide: projects must support the implementation of the Council Recommendation on health-enhancing physical activity and being in line with the EU Physical Activity Guidelines.
  - ▣ Analyse the projects funded the previous years – avoid doubling what has already been done
  - ▣ E+ projects are time-intensive; it is important that they are linked to your activities – focus on sustainability
4. Search for projects and partners
  - ▣ Partner search tool: <https://sporttool.teamwork.fr/>
  - ▣ EU Sport Infoday (31<sup>st</sup> January 2017)
  - ▣ Contact leading organisations in the field
  - ▣ Geographical and expertise complementarity
  - ▣ Easier to start as a project partner or leader of a small collaborative partnership

# How to Apply for Erasmus + Funds

5. Identify the timeframe of your project (12, 18, 24, 30 or 36 months)
6. Develop your project using the EU application form
  - ▣ Carefully read the selection procedure and award criteria before writing
    - ▣ Relevance of the project
    - ▣ Quality of the project design and implementation
    - ▣ Quality of the project team and cooperation arrangements
    - ▣ Impact and Dissemination
  - ▣ Define the required budget and its share
  - ▣ It is important to mobilise project management skills: correlation between action, objectives, activities, timeframe and budget
7. Submit your application

For more information, consult the Erasmus + Programme Guide:

[http://ec.europa.eu/programmes/erasmus-plus/sites/erasmusplus/files/files/resources/erasmus-plus-programme-guide\\_en.pdf](http://ec.europa.eu/programmes/erasmus-plus/sites/erasmusplus/files/files/resources/erasmus-plus-programme-guide_en.pdf)

# EU Project Examples

- (Small) Collaborative Partnerships: Sport participation is a wide field encompassing various topics where grants are awarded:
  - HEPA
  - **Social Inclusion & equal opportunities**
  - Various target groups: Active Kids, youth, women, families, seniors...
  - Gender Equality
  - **Volunteering**
  - **Traditional Sports and Games**
  - Active Cities
  - **Education in and through sport**
- Networking projects
- Promotion, identification and sharing of good practices
- Development and implementation of educational and training modules
- Awareness-raising activities
- Innovative synergies with other fields: health, youth, etc
- activities to improve the evidence-base of sport to tackle societal and economic challenges
- Conference, seminars, meetings

# EU Project Examples

- Non-Profit European Sport Events – grants for:
  - Preparation of the event;
  - Organisation of educational activities for athletes, coaches, organisers and volunteers in the run-up to the event;
  - Organisation of the event;
  - Organisation of side-activities to the sporting event (conferences, seminars);
  - implementation of legacy activities (evaluations, drafting of future plans);
  - communication activities linked to the topic of the event.

# Funded Non-Profit European Sport Events

- ▣ 5<sup>th</sup> TAFISA World Sport for All Games 2012
- ▣ Volunteering at European Youth Olympic Festival Győr 2017
- ▣ European competition for autistic people
- ▣ Special Olympics Athletes in Action in Austria
- ▣ Let's dance together!
- ▣ FlashMove
- ▣ Active Workplace, Healthy Lifestyle
- ▣ Intergenerational Olympics 2015! For a more inclusive sport, without Borders, Age or Gender!
- ▣ Etc...

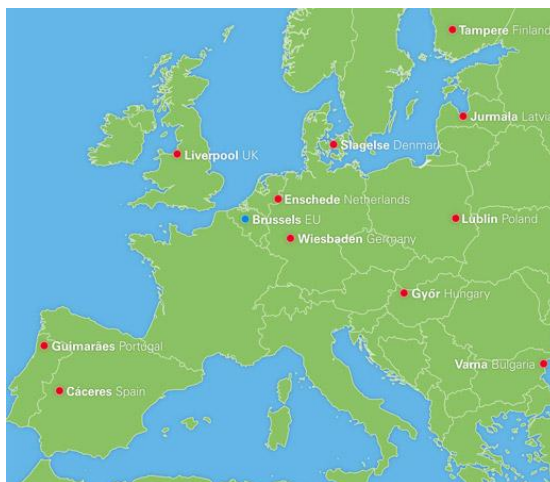


# TAFISA Examples

Leader	Partner
5 <sup>th</sup> TAFISA World Sport for All Games (2012)	Sport Clubs for Health (2009-11)
SportCityNet (2013-14)	Physical Activity Serving Society (2015-17)
Recall: Games of the Past – Sports for Today (2014 – 15)	Anti-Doping Values in Coach Education (2017 – 19)
EWoS Toolbox (2015-16)	Forum for Anti-Doping in Recreational Sport (2017 – 19)
European TSG Platform (2017)	Participation, Recreation and Inclusion through Martial Arts Education (2017 – 19)
	Keep Youngsters Involved (2017 – 18)

# SportCityNet

- ▣ 1<sup>st</sup> January 2013 – 30<sup>th</sup> June 2014
- ▣ Aim: to increase the levels of physical activity participation and integrate physical activity into the everyday lives by raising awareness, sharing knowledge and experiences about its benefits, and providing practical tools for the promotion of Sport for All in the city setting.



## 11 Project Partners

- ▣ Netherlands Institute for Sport and Physical Activity
- ▣ Polish Ministry of Sport and Tourism
- ▣ Finnish Sport for All Association
- ▣ Gerlev Sports Academy, Denmark
- ▣ National Olympic Committee of Denmark
- ▣ Portuguese Institute of Sport and Youth
- ▣ Bulgarian Sport for All Association
- ▣ Hungarian Leisure Sports Association
- ▣ Latvian Sport for All Association
- ▣ Cultural and Scientific Association of Tourism and Leisure, Spain
- ▣ TAFISA, Germany

# Results

- A toolkit made by cities, for cities, specially designed and tailored to support any community around the world to create its own Active City strategy. It contains:
  - A collection of good practices reflecting effective ways to increase the levels of PA at the municipal level
  - A step-by-step practical approach on how to become an Active City
  - An introduction of the 5 Key Success Areas to become an Active City
- Launch of the SportCityNetwork, whose nucleus is the 22 SportCityNet partner organisations and cities
- Launch of TAFISA Triple AC – SportCityNet Awards

[www.triple-ac.net](http://www.triple-ac.net)

# Recall: Games of the Past – Sports for Today

- 1<sup>st</sup> January 2014 – 30<sup>th</sup> June 2015
- Aim: To reintroduce Traditional Sports and Games into the daily lives of children and youth, as a means to tackle social challenges of today – such as the deadly cycle of physical inactivity.

## 13 Project Partners

- University School of PE Poznan, Poland
- Gerlev Sports Academy, Denmark
- UNESCO Chair on Inclusive PE, Sport, Recreation and Fitness (IT Tralee, Ireland)
- Portuguese Confederation of the Sport, Culture and Recreation Institutions
- German Sport University Cologne
- ENGSO Youth
- Hungarian Coaching Association
- European Physical Education Association
- Sport & Citizenship, France
- Gaelic Athletic Association
- Finnish Baseball Association
- Aquitaine Sport pour Tous
- TAFISA, Germany

# Results

1. A collection of Traditional Sports and Games including working cards, illustrations, videos and games' rules;
2. Practical tips, tricks and recommendations on how to reintroduce TSG in kindergarten, schools, universities, events, clubs and federations;
3. Advice on how to make TSG inclusive of people with all abilities;
4. Scientific publications providing background information about TSG.

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