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| Peer-to-peer learning Guide (Sport4Rules) International Best practices of fighting violence in sport and through sport (projects/established programmes) | |
| Name: <i>Project/Programme Title</i> | Get Addicted To Sport Values (GETVAL) |
| When: <i>When the project/programme was implemented (please specify if the project/programme is still ongoing)</i> | Start: 01-01-2017 - End: 31-12-2018 |
| Where: <i>Where the project/programme is/ was held (city, country)</i> | Italy, Turkey, Romania, Malta, Greece |
| Who: <i>Name of the Coordinating Entity</i> | TDM 2000 International - Italy |
| Objectives: <i>General and Specific Project Objectives</i> | <p>Through the implementation of the project activities we aim to pursue a set of specific objectives such as to encourage positive behaviours (equality and fair play), combating issues as doping and match fixing through educational sport activities, to develop and collect sporting methods on education for sport values, to provide governance and policy guidelines to sport institutions and to underline the role of EU Programmes in the building of values of young Europeans.</p> <p><u>Specific objectives:</u></p> <ul style="list-style-type: none"> • Encourage youngsters to adopt positive behaviors inspired by the values of equality and fair play, whilst simultaneously fighting against doping and match fixing • Completing research to analyze and understand the points of view of youngsters and people that are involved in sport and education (parents, teachers, coaches) • Develop new tools and methodologies to enhance the quality of sport education • Highlight the negative health effects of doping, whilst promoting a healthy lifestyle • Support the development of guidelines, recommendations and advice for institutions that work in the field of sport |
| Stakeholders of the project: <i>People and institutions contributing to the</i> | Italy: Comune di Bari (Bari Municipality), FIDAL Federazione Italiana di Atletica Leggera |

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| <p><i>implementation of the project/programme</i></p> | <p>Turkey: Istanbul Valiligi (Governorship of Istanbul), Ihsan Zakiroglu Ortaokulu Romania: Eurodemos, Directia Judeteana pentru Sport si Tineret Iasi (County Directorate for Youth and Sport of Iasi) Malta: TDM 2000 Malta, Malta Youth Football Association Greece: Regional Directorate of Primary and Secondary Education of Crete</p> |
| <p>Beneficiaries: <i>Which target group was involved (please specify the legal status and how many people were reached)</i></p> | <p>The target of the action are children and persons involved in the educational process (parents, teachers and sport coaches).</p> |
| <p>Financing: <i>Budget and Program which financed the project/programme</i></p> | <p>181.120,00 EUR</p> |
| <p>Description: <i>Detailed of the project/programme (please specify the activities/sessions/modules and methodologies implemented)</i></p> | <p>Main activities implemented:</p> <ol style="list-style-type: none"> 1. Research on the awareness of the target groups on integrity in sport, doping, match fixing, sport values. The questionnaire was shared among 4918 people, both online and in paper. The findings were collected in a publication to underline numbers, percentage and specific findings. 2. Research and development of tools to tackle values and positive behaviors through sport in the involved countries. It was used for a publication, collecting 110 best practices (47 workshops, 63 long-term projects). A second publication collected additional workshops found in other places and ideas for new actions. 3. International training about sport values for 20 educators (teachers, trainers, coaches) from the 5 countries of the partners, held in Cagliari, Italy, on 8-16 July 2017. The course offered insights on doping, match fixing, discrimination, racism, helped developing new workshops, and presented best practices and ideas from experts from Erasmus + NAs (Italy and Malta), MEPs, NGOs (Red Cross, Sport Against Racism Ireland, International School Sport Association), sport organizations (Italian referees association, Cagliari FC) and freelancers for international sport events (Olympic Games, Football World Cup). At least 100 more educators have been reached by multiplying activities to spread the methodology. 4. 68 Workshops for the development of sport |

values and combat against doping, match fixing and discrimination in sports, directed to our target groups were implemented in the 5 countries. The workshops were realized in schools, sport clubs, youth and sport centers and public events, involving a total of 2090 participants. Additional workshops were realized during the dissemination phase.

5. A campaign in the 5 partner countries and online, promoting sport values and integrity. Main actions: involving testimonials; young people, kids, public authorities, sportspersons and other people sharing pictures holding branded signs with sport values; sharing of “inspirational sport stories”; spreading gadgets and informative materials about sport values; instituting the “sport club of the week”; participating in different events (i.e. Rome marathon, openings of school sport year in Italy; National chess tournament, Iasi sport Gala in Romania; presentation of Special Olympics in Malta; Mathidiada in Greece) to promote the project and its ideals. Total reach: around 20.000 people in physical events, 300.000 total.
6. The realization of 6 “Sport Villages” in the 5 countries, an event with sport tournaments, educational activities and a sport fair to promote the project, its results, the campaign and the participation in sports, in Cagliari and Rome (Italy), Istanbul (Turkey), Iasi (Romania), Heraklion (Greece) and Malta. They involved schools, sport organizations, youth clubs and the local communities, with a total of 1185 participants.
7. Additional outcomes of the project: production and publication of 30 recommendations for institutions, sport governing bodies and educational providers; Charter of European Sport Values; dedicated platform for discussion of sport-related issues; 5 dedicated videos; new dedicated projects (already several international training courses, local projects on promotion of sport and citizenship values, activities with disadvantaged groups using sport as a tool).

Kick Off Meeting – Launching Conference

The coordinators of each partner (two per country plus the general project coordinator and the financial manager) have met for three days in Cagliari, Italy, to discuss the specifics of the project, clearly dividing tasks and responsibilities, sharing and fixing timetables, expressing expectations and threats to success, discussing the different parts composing the project and getting to know more about financial rules and regulations. A Kick off conference has been realized in Cagliari during the Kick off meeting, involving, apart from the coordinators from the different partners, media, local partners, students, sportsmen, institutions and supporters. The event lasted for one morning and explained more to media and broad public about the project. International press releases have been sent prior to it.

GETVAL Opening Events in all the involved countries

Opening Events and Local Conferences have been organized in each of the partners' communities to present the project to local media and public, introducing the specificity for the project and the role of the partner and their associated partners.

International Training

The 9 days activity took place in Cagliari (Italy) from the 8th to the 16th of July 2017.

20 representatives of all the project partners attended the different sessions developed during the training, among the topics covered:

1. Defining Sport Values;
2. International Sport Organisations;
3. Sport Values in school sport;
4. Threats to integrity in sport: match fixing, violence, racism and discrimination;
5. How to tackle doping with youngsters;
6. EU policies and Programmes.

During the training the participants developed various recommendations which will be sent to public and private Institutions; the aim is to stimulate institutions to provide a ground which could guarantee all the organisations involved in the field to work better. The base for the awareness campaign has been set up.

The last part of the training was dedicated to the development of tools & practices for sport

value-based education, possible workshops which could be implemented in the countries all the organizations part of the project come from, best practices that could be used as educational sport tools for young sportsmen. Take a look at the [Final Report](#) and the [video](#) of the training.

Research, poll, questionnaires

The main aims of this action are:

1. to collect information on what students, parents, teachers, sport coaches for kids and general public know about integrity on sport and its implication on health and on personal development
2. to understand the needs to be addressed
3. to prepare the local community to receive the action

Around 5.000 questionnaires have been delivered and collected in the partners' countries, all the results will be collected in a publication part of the outcomes of the project.

Research of methods and best practices

The research and development of methods and best practices that use sport as a tool for integrity has been made through:

1. research on publications (on line or printed)
2. existing platforms (previous projects/actions)
3. social media
4. contacting sport clubs, federations, sports network

A total number of more than 100 methods and best practices have been collected in a publication.

A publication named "[NFE and Sport: A Compendium of Effective Activities](#)" has been published to further explore methods which use NFE and sport in youngsters education

Local workshops

Local activities (events and workshops) have been implemented in schools, youth organizations, youth clubs, youth sport clubs. All the partners acted on their local community, realizing workshops tackling the topic of integrity in sports, sport values, and fair play and condemn negative behaviours in sport such as doping, match fixing, violence, etc. The activities were directed to children, parents,

teachers, young sport coaches. We managed to realize a cycle of at least 10 activities in each country involved. The activities affected different people in order to maximize the reach of the actions. They have followed different approaches depending on the country and the target.

The Sport Village

It was a closing event realized in each partner's country (Italy, Malta, Romania, Greece, Turkey). The event lasted for one day and involved the participants of the workshops as well as the local community and different stakeholders (media, sport clubs, health institutes, schools, public institutions, private companies).

Actions:

1. Sport tournaments for kids and adults
2. A sport fair to give the possibility to different sports to gain visibility, allowing sports federations and clubs to gather more practitioners and therefore promote healthy lifestyle activities.
3. The closing act of the awareness campaign

International Campaign

The International Awareness Campaign about integrity in sport is connected with the local activities but runs in an independent way. To realize the campaign, we acted with follows:

1. Logo of the campaign
2. General slogan and dedicated slogans for different materials
3. Printed materials (flyers, posters, brochures)
4. Multimedia products (video)
5. Promotional materials connected with sport (balls, sails, sport shirts)
6. Social media dedicated page and social media and virtual coverage by all partners
7. Involvement of testimonials (sportsmen, coaches, representatives of sport clubs or federations)
8. Participation to sport events (tournaments, expo, exhibitions, matches)
9. Dedicated virtual platform on the

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| | <p>raiseup.eu platform</p> <p><u>Final evaluation international meeting</u> The three days meeting involved one representative of each project partner, the results of the project have been presented and evaluated. All the partners discussed possible improvements and set up the follow-up. A Final General Conference of the project has been held in the Council Chamber of the Municipality of Cagliari; the event involved media, local partners and local institutions, supporters, schools and the coordinators of the partner organizations. During the Conference, the results obtained thanks to the implementation of the project activities have been presented to the local community. A Closing Conference has been held in all the five countries part of the International project</p> |
| <p>Results achieved: <i>Describe the quantitative and qualitative results achieved</i></p> | <p>- 1000 persons reached during the research period, with questionnaires and online polls, in each country participating, for a total of 5000 - 10 tools and 10 best practices collected for each country during the research period, for a total of 100 different ones to be collected in the handbook for tools and methods for promotion of integrity in sport and through sport - 20 educators, trainers, teachers and coaches trained during the international training seminar - 10 workshops on the integrity and values in sport realized in each of the 5 countries, with the involvement, per country, of: - 250 children - 50 parents - 50 teachers - 50 sport club coaches For a total of 2250 persons receiving information and training about the topics mentioned - Over 30000 people reached throughout the campaign, divided as such: 1) 20000 through website, platform, social media and online devices in general 2) 10000 through delivery of informative and promotional materials 3) 3000 through conferences, initiatives and the final events - 500 athletes involved in the Sport Village events - 5 Publications (Research on the awareness on threats on integrity and values in sport; Handbook on tools for promotion of integrity and values in and through sport; Recommendations for the implementation of policies related with the promotion of integrity and values in sport; European Charter of Sport Values; Final report of the project) Final total reach expected: 50000 individuals.</p> |

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| <p>Innovation: <i>Specific Characterisation of the project/programme in terms of innovation</i></p> | <p>Among the different Key actions part of the Erasmus+ Programme, there is one dedicated to Sport: this action offers the opportunity to develop, transfer and implement innovative practices in different areas relating to sport and physical activity between various organisations and actors in and outside sport.</p> <p>The type of consortium the action intends to promote and finance are the “Collaborative Partnerships” which are innovative projects aiming to: - Combat doping at grassroots level, notably in recreational environments such as amateur sport and fitness – Support prevention and raise awareness among stakeholders involved in the fight against match fixing - Support prevention, educational and innovative approaches to tackle violence, racism and intolerance in sport - Support the implementation of EU policy documents in the field of sport and other relevant policy areas such as recommendations, guidelines, policy strategies, etc. (e.g. EU Physical Activity Guidelines, EU Guidelines on Dual Careers of Athletes, Principles on good governance in sport, etc.). A particular focus has been put on projects that address grassroots sports. Collaborative Partnerships should promote the creation and development of European networks in the fields of sport. Erasmus+ will support the testing and development of new project formats and new forms of transnational cooperation in the field of sport that are likely to inspire the development, on a larger scale of initiatives supported with national funding schemes or other European funds, such as the European Structural and Investment Funds. Collaborative Partnerships should also support the implementation of the European Week of Sport which is an initiative launched by the European Commission to promote sport and physical activities in the European Union, in the light of declining participation levels (following recent results from the 2013 Euro barometer). The European Week of Sport will evolve over the years and it is intended to be organised following a fixed calendar (2nd week of September) with an official opening, a flagship event and 3 to 5 focus day, each with a focus theme. The Sport Collaborative Partnerships are open to any type of non-profit organisation and</p> |
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| | <p>public bodies; depending on the objective of the project, they should involve an appropriate and diverse range of partners in order to benefit from different experiences, profiles and expertise and to produce relevant and high quality project results. As a general rule, C.Ps. target the cooperation between organisations established in Programme Countries. However, organisations from Partner Countries can be involved in a Collaborative Partnership, as partners (not as applicants), if their participation brings an essential added value to the project. Any not-for-profit organisation or public body, established in a Programme Country can apply from the Erasmus+ Programme in the field of Sport.</p> |
| <p>Empowerment: <i>Describe the specific impact generated by the project/programme in terms of empowerment</i></p> | <p>The main aim of the project is to promote and develop integrity in sports, underlining its importance to build the values of young generations. We want to promote the positive values of sport at the grassroots level, fighting against anti-fair play actions such as doping and match-fixing, as well as discrimination and violence.</p> |
| <p>Website: <i>Link of the project/programme (if available)</i></p> | <p>http://sportvalues.eu</p> |
| <p>Contacts: <i>(if available)</i></p> | <p>Facebook/Instagram: @SportValuesEU ; Twitter: @sportvalues getval@tdm2000international.org</p> |

Pictures:

Please attach to the sheet pictures of the project/programme

