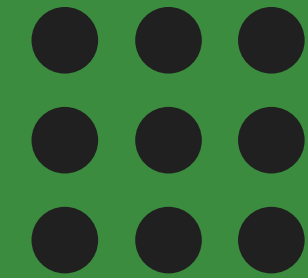




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BOOKLET - #ACTIVE.U

SPORT AND SOCIAL INCLUSION

PROJECT REFERENCE: 603114-EPP-1-2018-1-PT-SPO-SSCP

2019-2021

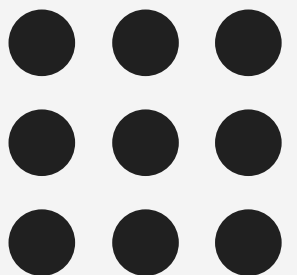


Booklet



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ACTIVE U - SPORT AND
SOCIAL INCLUSION



About the Project



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ACTIVE U - SPORT AND
SOCIAL INCLUSION

The **#ACTIVE.U - SPORT AND SOCIAL INCLUSION** project, which lasted 36 months, aims to give voice to 5 different organizations (associations, NGO's, higher education institutions) in the scope of social inclusion, Physical Education and Sports and youth with new strategies and new forms of intervention among young people.

THE PROBLEM OF SOCIAL EXCLUSION IS A REALITY FOR YOUNG PEOPLE

Thus, it is up to the organisations in the field of **social inclusion, Physical Education and Sports and Youth**, to join efforts to create strategies of social inclusion based on sport and promoting the social values associated with sport. These strategies, learning and content will give rise to intellectual (non-funded) outputs that will be tested and validated on the ground among the target groups identified for the project.



About the Booklet



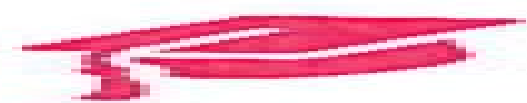
This Booklet intends to share relevant information about the development of the **Erasmus + Sport Project: ACTIVE.U - Sport And Social Inclusion.**

Initially scheduled for an implementation period of 24 months, between January 2019 and December 2020, this project, given the constraints caused by the Covid-19 pandemic, included an additional 12 months of implementation.

Throughout this document, we will seek to share the knowledge that this team was able to obtain regarding the way in which various European stakeholders, perceived as a reference in the area of Sport and Social Inclusion, perceive and operationalize strategies to promote the inclusion of NEETS through Physical and Sport Activity



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WYŻSZA SZKOŁA
Biznesu i Nauk o Zdrowiu w Łodzi

Partners



Erasmus+



COORDINATORS



CONSELHO NACIONAL
DE ASSOCIAÇÕES DE PROFISSIONAIS
DE EDUCAÇÃO FÍSICA E DESPORTO



PARTNERS:



WYŻSZA SZKOŁA
Biznesu i Nauk o Zdrowiu w Łodzi



FURIM
INSTITUTE



Meetings



MILAN, ITALY- 20/09/2019

ACTIVE U, SPORT AND SOCIAL INCLUSION

ACTIVE U
SPORT AND
SOCIAL INCLUSION



2ND TRANSNATIONAL MEETING



GUIMARÃES, PORTUGAL - 20/03/2019

ACTIVE U, SPORT AND SOCIAL INCLUSION

ACTIVE U
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1ST TRANSNATIONAL MEETING



Meetings



ZOOM- 08/06/2021

ACTIVE U, SPORT AND SOCIAL INCLUSION

ACTIVE U SPORT AND SOCIAL INCLUSION

3RD TRANSNATIONAL MEETING

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LODZ, POLAND - 14/09/2021

ACTIVE U, SPORT AND SOCIAL INCLUSION

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4TH TRANSNATIONAL MEETING

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OSLO, NORWAY- 11/11/2021

ACTIVE U, SPORT AND SOCIAL INCLUSION

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5TH TRANSNATIONAL MEETING

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Work Meetings - Via Zoom



ZOOM- 16/03/2021

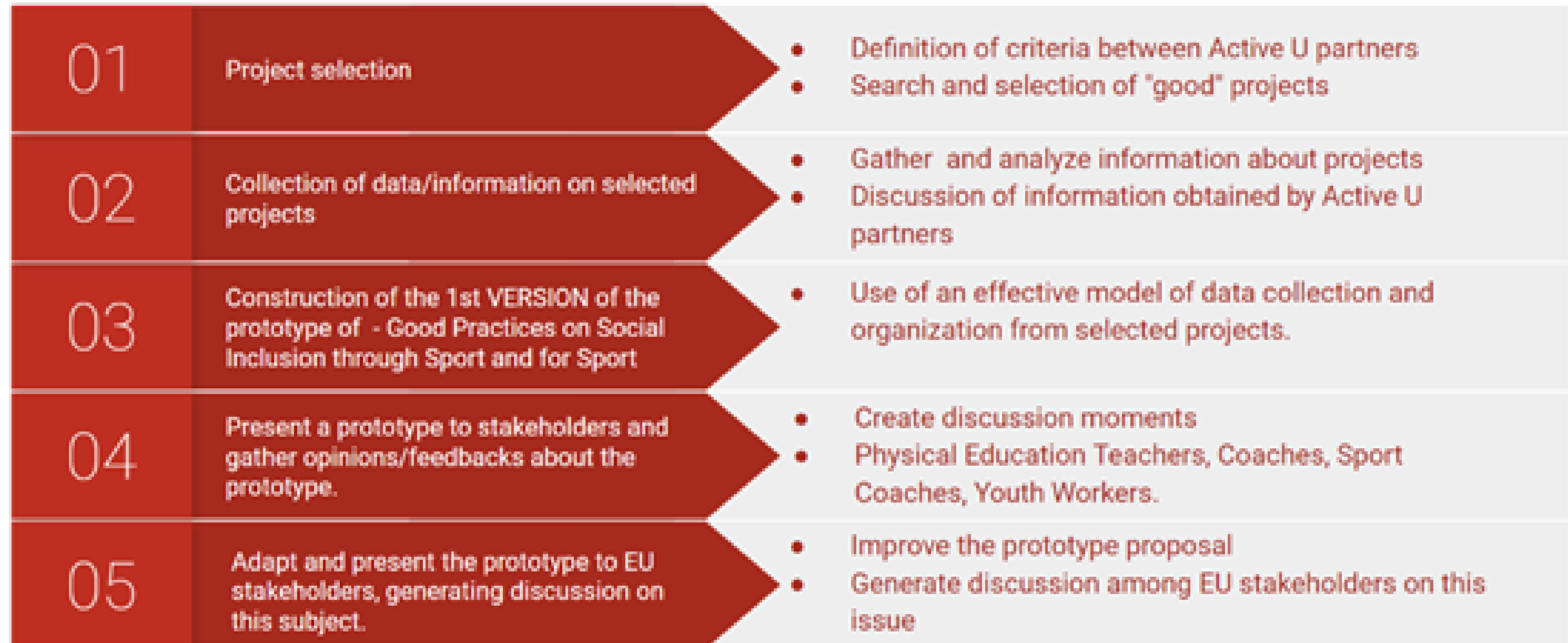
ZOOM- 06/04/2021

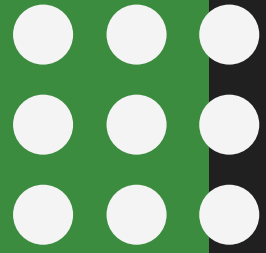


METHODOLOGY



ACT. U. - Stages of Project Development





Final Prototype

1. VALUE CREATION
2. KEY PARTNERS
3. ESSENTIAL ACTIVITIES TO DO
4. KEY RESOURCES
5. RELATIONSHIP WITH THE TARGET AUDIENCE
6. COMMUNICATION CHANNELS
7. TARGET GROUP SEGMENT
8. COST STRUCTURE
9. SOCIAL IMPACT CREATION

ACTIVE U - SPORT AND
SOCIAL INCLUSION



1. VALUE CREATION

- **Social Value Proposition**

Contribute to the **eradication of social exclusion - young NEETs and young people at risk of social exclusion**, more specifically in the transition phase after compulsory schooling, through their participation in Sport Activities, Sport Projects and Sport Programs.

Sport Activities, Sport Projects and Sport Programs should be an important tool for the empowerment of NEET and young people at risk of exclusion, through the promotion of Equality, Affection, Success, Self-fulfillment and Freedom.

2. KEY PARTNERS

KEY PARTNERS TO CREATE SOCIAL VALUE

● Who can they be?

- Federations and Local Sports Clubs and Associations - Logistic support
- Schools, Local Sports Clubs and Associations - Reaching to the target and to the communities
- Municipalities, Ministries and other public institutions - Financial support
- Schools, Local Sports Clubs and Associations - Organization and carrying out of the activities and specialized human resources for the development of sports activities.

Partners may have the autonomy to propose other partners
All partners should have their own instrumental benefit.

2. KEY PARTNERS

KEY PARTNERS TO CREATE SOCIAL VALUE

● Action Proposal

Seek and commit partners to share resources to ensure the organization, achievement, pedagogical guidance, dissemination and constant improvement of the quality of sports activities developed in the projects.

Partners should share the same values: contribute to the common good based on social, moral, ethical and non-material or non-monetary reward. through the sharing of knowledge, skills and resources.

3. ESSENTIAL ACTIVITIES TO DO

KEY ACTIVITIES THAT CREATE SOCIAL VALUE

● Which ones can be developed?

- **Pedagogical Oriented Sport Activities** - Educate through Sports
- **Time for the sports training/education process** - ensure that sports activities, and the project where they are integrated, have continuity
- **Systematic project monitoring** - providing regular adaptations to the key activities
- **Compete and show the learnings** - regular participation in local and regional demonstrations and sport championships
- **Active participation of the target population** - “Their project vs. Our Project”
- **“Give and Receive”**. Participants contribute to the organization of the sport activities of the project, but also, in a voluntary way, to other activities in the association /school / club.

3. ESSENTIAL ACTIVITIES TO DO

KEY ACTIVITIES THAT CREATE SOCIAL VALUE

● Action Proposal

Ensure that the sports training/education process is properly guided - led by competent professionals, with adequate time resources, providing motivating and achievable challenges for the participants.

Create commitment from participants to be involved and to “reciprocate”.

Clearly define the objectives and intended results of the various activities.

Activities should be based on real needs of the target group and in accordance to implementation feasibility

4. KEY RESOURCES

KEY RESOURCES TO CREATE SOCIAL VALUE

● Who/What can they be?

- **Human Resources** - Technicians with specific skills to teach physical and sports activities and technicians who can provide other support (e.g. psychologists, social assistants, project managers) that not only guide the learning of a sports modality, but that seek to facilitate the entry and retention of the target population and management of activities and funds.
- **Physical spaces and equipment** - suitable for Sports Physical Activities
- **Financial Resources** - to pay technicians, transportation, events
- **Network of local partners** - who succeed in attracting participants and engaging them in the project
- **Communication** - e.g. app and website with presence on social networks

4. KEY RESOURCES

KEY RESOURCES TO CREATE SOCIAL VALUE

● Action Proposal

According to the project specification, **ensure a multidisciplinary team, with the necessary skills**, that promotes social inclusion in and through sports activities and the creation of valuable networks of partners.

Consider available internal resources first, then accessibility to external resources (in terms of availability, affordability, etc.)

Invest in the specific training of those responsible for make the project more dynamic.

Have **effective means of communication** - bidirectional and with the "language" and more familiar channels of the target audience

5. RELATIONSHIP WITH THE TARGET AUDIENCE

KEY RELATIONSHIP PROCESSES AND COMMUNICATION STRATEGIES TO CREATE SOCIAL VALUE

● Which ones can be developed?

- **Proximity relationship** - Target audience has lack of social skills. The relationship has to be close and always respectful to build trust and commitment.
- **“Our Project” not “Their Project”** - choosing the sports activities they want to participate, having responsibility in their organization.
- **Communication** - listen to the partners on a regular basis to improve objectives, project purposes and modalities of operation and processes.

Taking a deeper look at the context can be decisive in creating a closer relationship.

5. RELATIONSHIP WITH THE TARGET AUDIENCE

KEY RELATIONSHIP PROCESSES AND COMMUNICATION STRATEGIES TO CREATE SOCIAL VALUE

● Action Proposal

There must be an investment in the **creation of a proximity relationship, through an intermediation process** operationalized by local agents or by technicians/social workers/youtworkers.

Proximity relationship by targeting recipients taking into account both elements common to everyone and diversity.

Create and make available proper communication channels (e.g. formal and informal meeting, apps and digital platforms) that are able to provide fluid communication, mainly between project management and target audience.

6. COMMUNICATION CHANNELS

KEY CHANNELS AND FORMATS TO CREATE SOCIAL VALUE

● Which ones can be used?

- **Local partners** - Through the activities developed by clubs, youth associations and schools.
- **Intermediate level managers** - Class directors in schools, physical education teachers, sports coaches, youth workers play important role in bonding the project with the participants, their families and the communities
- **Digital Channels** -The presence in social networks and /or in specific websites is almost transversal to promote awareness, to communicate with the audience and to receive feedback.

6. COMMUNICATION CHANNELS

KEY CHANNELS AND FORMATS TO CREATE SOCIAL VALUE

- **Action Proposal**

Map the potential target in its daily activities & analyse its communication habits.

Sports events and other social events should be used to show the projects and to captivate children and young people.

The **network of local partners**, and their close relationship with the target public and with communities, should be used to get the message across and to engage more people for the project.

Combining **face-to-face** with the use of communication channels (**digital**) used by the target audience (**Gen Z**)

Create mechanisms for evaluating the **effectiveness / efficiency of the communication channels used.**

7. TARGET GROUP SEGMENT

SEGMENTS OF TARGET AUDIENCE TO CREATE SOCIAL VALUE

● Which ones can be used?

- Young NEETs and young people at risk of social exclusion
- People who are disadvantaged on the basis of sex, disability, race, ethnicity, origin, religion, or economic or other status.
- Different groups separated by age (between 16-30) and educational background.

7. TARGET GROUP SEGMENT

SEGMENTS OF TARGET AUDIENCE TO CREATE SOCIAL VALUE

● Action Proposal

- Gather information and try to make the target audience as narrow as possible taking into consideration geographical, social, economic, cultural, gender, health background and other people with fewer opportunities
- Define and fulfill the specific needs for each target segment
- Define how **Sports proposals, Sport Activities, Sport Projects and Sport Programs** can be inclusive and can contribute specifically for each need of the target audience

8. COST STRUCTURE

COST STRUCTURE TO CREATE SOCIAL VALUE

- **Which Key Resources and Key Activities to generate revenue and reduce costs?**
 - **Key resources that involve the most funding** - team of professionals that integrate the project and communication tools and processes.
 - **Key activities that involve the most funding** - training to have competent professionals, organizing and participating in sports events, and other type of events with social goals, monitoring and managing the project and its activities.

8. COST STRUCTURE

COST STRUCTURE TO CREATE SOCIAL VALUE

● Action Proposal

- **Pre-budget the whole activity in short/medium/long term**
- Focus on the human resources associated with the projects, not only by **recruiting "specialists" with experience in working with this target audience**, but also by providing them with training in areas that need development, according to the specificity of each project.
- **Invent in knowing how to communicate** on the channels used by the target audience.

9. SOCIAL IMPACT CREATION

SOCIAL IMPACT TO CREATE SOCIAL VALUE

● Which criteria can be used?

Examples of criteria to evaluate how does the value proposition of your project generates positive social outcomes (social revenue).

- **Number of participants in the projects**
- **Number of events in which participants participate**
- **Number of violent incidents**
- **Number of participants who can have job interviews**

9. SOCIAL IMPACT CREATION

SOCIAL IMPACT TO CREATE SOCIAL VALUE

● Action Proposal

Go beyond the objectives of participation and have key indicators to see to what extent these projects are having an impact on the social inclusion of **children and young people**. E.g. relationship with abandonment and success in school, relationship with entry and success in the labor market, relationship with maintaining the connection to the project over time (volunteer / collaborator in child / adult).

Plan a diversification of income by setting SMART objectives associated with a variety of revenues to fund the project could be a greater guarantee of its feasibility

Recommendations

1. DEFINE THE MAIN PROBLEM
2. CONSTITUTE A TEAM OF HUMAN CAPABLE
3. CREATE A NETWORK OF PARTNERS
4. COMMUNICATION IS THE KEY
5. WELL STRUCTURED PROJECT





ACTIVE U SPORT AND SOCIAL INCLUSION

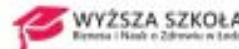
2019 // 2021

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Portugal . Polónia . Itália . Noruega // Portugal . Poland . Italy . Norway



APOIO // SUPPORT



ORGANIZAÇÃO // ORGANIZATION

THANK YOU

Active U - Sport and social inclusion
Project Reference: 603114-EPP-1-2018-1-PT-SPO-SSCP

More Informations at:

<https://cnapef.wordpress.com/act-u-social-inclusion-sports/>