

Comune di Bari - Federazione Italiana di Atletica Leggera Istanbul Valiligi - Ihsan Zakiroglu Ortaokulu - Eurodemos - Directia Judeteana pentru Sport si Tineret Iasi - TDM 2000 Malta - Malta Youth Football Association - Regional Directorate of Primary and Secondary Education of Crete

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## Get Addicted to Sport Values

Kick Off Meeting 14th of March 2017



### Introduction/Presentation of the day's Program

- 1) Discussion about graphic aspects for the promotion of the project, evaluating new ideas and proposals (Logo);
- 2) Analysis of all relevant documents useful for the projects implementation. Some of them have been structured by the organisation TDM 2000 International, some others have been provided by the Executive Agency;
- 3) Analysis of all planned activities, budget, individual responsibilities of partners;

Brief description of the Kick off Conference planned for the 15th of March, during which there will be the representatives of the partner organizations of the project, the stakeholders, media and local authorities. In the afternoon face to face meetings with all partners in order to understand the needs and the concerns of each individual organisation.

The meeting starts with a presentation by Angelica Perra, President of TDM 2000 International, applicant of the Project:

- Brief description of the Organisation, when it was born, its development and main goals. Among the various activities listed, its commitment to the implementation of capacity building and education projects will be emphasised. The main target group is youngsters and youth organizations. the association's main purpose is the personal and professional development of young people through the right mix of formal and non-formal education.

- Description of the [TDM 2000 International](#), 28 organizations based in 23 countries, it is underlined that the network is a well-established and known entity at European level in the DG EAC.



The sport project idea stems from the desire to find new non-canonical channels to promote educational actions, a field in which TDM 2000 International has a decade of experience. The final goal of the project is to educate children and young people about the true values of sport, involving all the people that can affect or have an important part in children education (parents, coaches etc.) starting from the roots in order to make the athletes of tomorrow aware of sport values.

The consortium of the project beneficiaries involves institutions of different types, public and private, (three NGOs, sports clubs, schools and governmental bodies. The project partner organisations are established in 5 different countries.

To guarantee the sustainability of the project it is foreseen the possibility of a second phase in which the geographical scope should be expanded and new partners could join the consortium for the realization of new project ideas in the field of sport, thus giving continuity to what will be achieved in the 18 months collaborative partnership.

### Partner Organisations

1) [Greece - Regional Directorate of Primary and Secondary Education of Crete](#) - a brief introduction of the Greek educational system, 13 Directorates in Greece, children attend primary school until the age of 12, then begin the secondary education up the age of 18 years. In Crete there are 1.100 schools and 700.000 people in total. The Regional Directorate of Primary and Secondary Education of Crete has considerable experience in European Programmes, since 2015 9 Projects have been approved:

- Horizon 2020 (15 partner organizations Project);
- Erasmus + 6 projects approved under Action KA2 / Strategic Partnership;
- 2 projects Action Sport - Erasmus + Programme

One of the priorities of the Directorate is to use sport as a tool in order to prevent possible problems and issues related to youngsters.

2) [Romania - NGO EURODEMOS](#) - The organisation has 27 years of experience in the defence and promotion of human rights; it was founded during the Romanian people's revolution in contrast to the communist regime in the 1989; the event was a chance for young people to build a new nation and a new way of thinking. The organisation has among its priorities to protect the health of young people by encouraging them to adopt healthy behaviours. Sport falls in the list of activities that the organisation intends to promote among young people. Encourage the practice of sport not only among young people but among all. Eurodemos already has experience of projects in the field of sports. Its past collaborations in other projects in partnership with TDM 2000 International give an added value to the consortium, confirming its solidity.

3) [Turkey - Governorship of Istanbul](#) - It works under the umbrella of the Ministry of Domestic Affairs. It deals with education and sports at local level.

Projects implemented by the organisation deal mainly with issues with social implications:

- Projects to prevent the spread of drug addiction amongst young people in Istanbul;
- Experience of projects funded by the European Commission within the Erasmus + Programme, key actions K1, K2 and K3;
- 6 projects with the aim of addressing the refugee crisis in Turkey.

4) [Romania - Judeteana Directia pentru Sport si Tineret Iasi](#) - Public institution working under the Ministry of Youth and Sports. The two departments are separate and have different coordination but they are often engaged in the realization of projects that have common objectives. Many people cooperate in the activities undertaken by the two offices (about 50). previous experience of implementation of projects related to sports in spite of this Project is the first experience of a sports project funded within the Erasmus Sport Programme. Most of the funds used come from the reference Ministry; the two organizations are able to organize events and financing activities for the realization of additional events and projects targeting youth (eg. Summer camps for young people)

The University of Iasi, the second most important in Romania is often among the partners of the activities and projects carried out by the body. The organisation also boasts previous collaborations with Local Olympic Committees, schools and local sports associations.

5) [Italy - FIDAL](#) - The Federation is one of the 45 forming the CONI (Italian National Olympic Committee), the main objective is to provide assistance, to be the point of reference and follow the athletes from childhood, in their sports training with the aims to make them athletes capable to participate in Olympic events.

Lately the attention of the Federation has moved, no longer focusing only on the professional category. The field of action has expanded in order to increase the number of beneficiaries of the activities organized, special attention has recently been given to people who practice amateur sport. The reasoning is easy to understand as there are 200,000 people in Italy who play sports at a competitive level, whilst there are 7 million people who enjoy it as a hobby.

Some examples of projects carried out by the FIDAL directed to this category are mentioned:

- The "Project Parks" different actions provided including certification paths in the parks, athletes trainers, a card which entitles participants to discounts on the purchase of sports materials, medical advice provided to athletes by nutritionists.

- Athletics is health: The action provides free advice to athletes by technical and sports doctors.

- A pilot project has been launched in 12 Regions, 5.000 students from different parts of Italy sensitized about doping and its effects.

6) Statement by the representative of the NGO from Latvia, it is not part of the partners involved in the project. Its presence is justified by the desire to participate in future consortium for the realisation of sports projects under the Erasmus + Programme. The NGO operates mainly with government funds. The organisation has different connections and contacts, previous collaborations with schools and sports associations.



7) [Italy - Municipality of Bari](#) - (partner not present at the first part of the meeting) The Bari partner presence is motivated by the desire to cover different geographical areas of Italy.

8) [Malta - TDM 2000 Malta](#) - (not present at the meeting) the NGO is part of the TDM 2000 International network, operating at local level organizing charity events with specific targets (eg. disabled, elderly) close connection with TDM 2000 international, numerous past collaborations in previous projects.

9) [Malta - Malta Youth Football Association](#) - (Partner not present at the meeting). The sport association located in Malta is able to get in touch with a large number of children and young people, an essential element for the implementation of project activities.

10) [Turkey - Ihsan Zakiroglu Ortaokulu Secondary school](#) - The second Turkish partner is a school, their presence as an official partner of the project is still pending due to problems encountered with the official validation of the PIC in order to be certified as an entity having the essential characteristics to be part of the project. In any case, even if the official accreditation should not be successful, the institution will cooperate not officially but as a silent Partner.



## The Project Brief presentation

Brief presentation of the project, the main purpose, partners, countries, activities to be implemented and expected results.

Brief analysis of the budget, the total grant will be EUR 226.400,00 of which 80% funded by the EU (EUR 181.120,00).

The highest foreseen expense (EUR 89.000,00) is the one related to the personnel, the figure emphasizes the importance which is paid to the value of people and the contribution of their work to the project as an essential element to achieve the project aims.

The rest of the planned expenditure concern travel, consumable / supplies, subcontracting, duties / taxes, equipment. All partners are invited to organize events and activities that can be classified as income activities, the Sport Village could be an example for all (a small entry fee could be asked to all participants). It is underlined the importance of implement other project-related activities (which could be financed with funds obtained from parallel activities, so even if not covered by the EU grant). The purpose is to create a closer connection between the project activities on a side and all stakeholders and the local area on the other, giving an added value to the project.

### **Analysis of the timetable and the Roadmap:**

Listing and explanation of individual points - activities; analysis to understand the individual responsibilities of each partner, to understand how to operate and how to respect the scheduled dates or change them as necessary according to the partners' organizational needs.

Online meetings must begin immediately, since March 16th, it is scheduled for all partners to meet monthly for updates on activities implementation and development. Set up of working groups (Each partner must accomplish the task by the end of the month of March 2017). Preparatory Meetings at local level to establish the progress method and highlight any problems. The research for sponsors and supporters should start immediately and last for the duration of the project. Each partner is responsible for this aspect. Graphics, promotion of the project, website and social media are elements that must be set up immediately (before the 1st of May 2017) and to be followed during the whole project duration.

Official launch conferences in all participating countries will be organized. It will be an opportunity to promote the project at local level. In Italy there will be 2 local launch conferences. To be carried out by the 1st of May. It's underlined that those listed are the minimum requirements, it would be desirable that the events were more in order to ensure greater effectiveness and maximum diffusion.

Research on public opinion. Subsequently the presentation conferences to be held in all Involved countries, the research phase on the public perception and knowledge of the values of sport will begin, it will be addressed especially to children, teens, coaches and parents; it is emphasized that the phase of research should begin as soon as possible by making contacts with schools, sports clubs and all possible users taking part in surveys. The aim of the activity is to understand the level of knowledge of the values and integrity of sport, what target groups know about doping and other topics related to the project. The activity is expected to be completed by July 2017, in the same month the international trainings will start, during the trainings all partners will share the research results.

A template to be used for the first phase of research will be processed by TDM 2000 international. The initial proposal is to create print and online questionnaires. The model of the questionnaires will be processed by the end of March, then sent to the partners and revisited in the light of their remarks / proposals. It is highlighted the difficulty of developing paper questionnaires, all data should then be reported electronically in order to be processed, resulting in waste of resources and time. All agreed that "face to face questionnaires" would be more productive especially when the people involved in the research are children and young people (face to face and online, using electronic devices for recording data immediately). The research (involving minimum 1.000 people) will be focused especially on children and young people from 6 years to 17 years, 66% of the entire sample (proposal to divide into two age groups for greater reliability of data,

first set by 6 - 12 and the second from 13 to 17, finally all agree on division into three groups 6-10, second set by 11-14 and the third and last group from 15-17) 17% will be parents and the remaining 17% will be sports coaches. All agree that the questions should be closed, multiple choice, for greater immediacy and to avoid the difficulty of translating any replies from the languages of all the nations involved into English so that the results can be usable internationally. In order to maintain the advantages of closed questions but do not lose the greater completeness of the open responses, it was proposed to use closed questions leading to other closed questions depending on the answer. (Best option to avoid to translate comments and try to provide a specific and complete answer).

Research of existing tools / best practices. All the partners have to find some existing tools used to increase awareness on the values of sport and its importance in the education of youngsters. (minimum 10 examples for each partner) a sample of 100 examples in total is expected as the research result. Examples should be found at national level, (country of each partner) any examples of international tools or best practice are allowed but must be additional to the minimum requirement of 10 tools.

The partners are stimulated to investigate how to develop the values of sport and how to use sport to develop the values of life. Example of best practice cited for Italy: "tifo positivo" teaching on values and respect that must be a characteristic feature when supporting sports teams, beneficiaries are children and parents together. All research results will be entrusted to a subcontracted organization (KSU Malta), which will manage and process data in order to be usable. It is planned to publish the results of research on the perception and knowledge about the values of sport and the creation of a manual that would collect all the tools and examples of best practices collected by all the partners at the time of the research.



Afterwards there will be the international trainings for 4 people from each partner country, the trainings will last nine days. The activity will be run by two trainers with the collaboration of several experts on the specific topics. At this time research results will also be shared. Food and accommodation for all participants will be provided by the project organization. The project budget does not foresee any compensation for the trainers.

During the mid-term evaluation the organisations will assess the results achieved so far and they

will programme subsequent actions, emphasizing winning aspects of the methodologies used and weaknesses that need to be changed and re-planned.

Those who attend trainings will later become trainers in the the local workshops phase to be carried out in all project countries. (Although not mandatory it is suggested the activity will be coordinated by the trainings beneficiaries in order to create a direct link between the knowledge acquired in the trainings and dissemination of such knowledge to the beneficiaries of the workshops). The duration of the workshops is not established, they will be carried out from September to December 2017. The activity should not be implemented throughout the specified date range, but offers flexibility for partners who can decide the dates depending on their organizational needs. The expected local workshops number is 10 for each community involved, except for Italy where the number will be relative to each individual partner.

From September 20th an international awareness campaign will be launched. The responsibility for the activities will be discussed according to the partners' willingness to coordinate them. It stands the fact that all actions will be carried out with the contribution of all participants/partners and the reported liability represents only a specific coordinating duty. The aim of the activity is to promote the values

of sport through events and promotional material.

Publications of recommendations addressed to policy makers. These recommendations are aimed to promote relevant policies for the promotion of sport values. FIDAL will be responsible for this activity as an association that boasts direct channels with political institutions.

The European Chart of sport values. Responsible Malta Youth Football Association.

An event called "Sport Village" is expected to be organised in early April as the final event of the project: a day of sport and educational activities on the values of sport. Each country will be required to organize the event, an exception for Italy in which there will be two events, the reason is to cover more geographical areas and give greater value and visibility to the event. Sports associations, media, stakeholders and anyone interested will attend the activity. The event should be held on the same day in all the communities involved.

Every country is required to make at the minimum, a promotional video of the project, once again there will be an exception in Italy where three videos will be created, one for each partner. Obviously it would be desirable to produce more than one video to ensure greater dissemination and visibility of the activities.

Final local meetings for each partner, a general final evaluation meeting to be held in Cagliari.



General closing conference in Cagliari and final conferences organized in each country. The dissemination strategy will start immediately and it will last for the whole period of the project.

Eurodemos is identified as the NGO responsible for the communication strategy.

The monitoring reports should be sent by all partners according to project phases. The first report on the activities and financial aspects will be sent on the 1st of July. All partners must send reports on time, TDM 2000

International will be responsible for monitoring them. A final report by all partners must be sent at the end of all activities. The partners propose the creation of a Google Drive folder or the use of "Trello", a useful platform for sharing all documents / photos / info between the different partners.

It is underlined the need to establish a common communication tool among all partners for video conferencing, calls, meetings so that there can be a quick and instant channel for everyone to take the necessary decisions to implement the activities. All the participants agree that the instrument to be used should be "skype". TDM 2000 International representatives state the importance of discussing the budget with all partners in order to adapt the foreseen expenditure and make it specific to the partners' needs, according to the activities that each partner has to accomplish. (To be done during the face to face meetings with each partner).

General considerations about the Project: It is one of the six approved among the projects aimed at pursuing the specific objective "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". Project's strengths: Among the six, it is the only one approved with educational character and which has among its main beneficiaries children; Another aspect that was considered very positively in the evaluation phase concerns the budget. It was not

requested the maximum permissible and the expected costs of the individual activities have been deemed to be reliable and balanced. The high expectations placed on this project by the funding Agency is an honour yet at the same time imposes a strong sense of responsibility on all partners in its realization. All these factors could let us think that this project represents only a first stage of a more extensive programme to be implemented in the sports field in the near future.

All partners are asked to list what they think are the essential elements for the optimal running of the project:

Among the aspects mentioned: Be responsible, Internal rules, Respect timetable, Monitoring progress, Flexibility, Communication, Be clear, Transparency, Availability, Sharing problems / needs immediately, Be positive.



### General Info and recommendations

The will to shape the activities implementation in a common way is a key aspect in order to achieve the project aims; a prospective vision is a must considering the real possibility of a second project phase involving more partners and greater geographical coverage.

File documents and guidance on the rules and obligations for the dissemination and visibility of the project will be sent to all partners. Specificity of the graphic elements: eg. EU logo, which must always be present in all materials and publications; official disclaimer must be translated into the languages of the countries involved and must be present in all dissemination materials and information tools containing text.

It is recommended for all partners to give necessary importance to the activities aimed at the dissemination and promotion of the project and related activities. All partners are suggested to use social networks: through these instruments they should publish posts with captivating stories connected with sport values, such as fair play stories that can stimulate the interest of users. All partners are invited to share the news spread by the other partners. Gadgets for project promotion are supposed to be created. Partners are encouraged to present new ideas for promotion. All partners are also encouraged to use the official logo for communications and invitation letters related to the project; to create a letterhead on the basis of the one designed by TDM in which they can add their logo, it is important to add the logos of the supporting institutions at the bottom of the page. Leaflets and stickers can be attractive tools to captivate the attention of target groups (children and teenagers). T-shirts and backpacks to be given to stakeholders, bracelets with different values.

The lack of the EU logo on the promotional materials may lead to sanctions (cut up to 20% of the grant) all partners are invited to send to TDM the logo of their organisations as soon as possible and in different versions. They are also invited to share their existing social networks profiles (FB, Twitter, Instagram). All partners are supposed to share through their social networks the photos of all activities. Presentations, events and conferences must be always documented with photos to be shared with TDM 2000 International. The hashtag to be used for each post is "GetVal". All partner organizations' web pages must be provided with a specific section dedicated to the project *Get addicted to sport values*. The website text related to the project shall be translated into the language of each country (required by the Executive Agency). All organisations have to ensure the presence of the press and media representatives during conferences and events. All Partners will contribute to spreading TDM posts and news related to the project, trying to increase social networks' followers. Communication managers of each partner must be aware of all these aspects. Each activity must be publicized through various tools such as web, radio, newsletter etc. TDM 2000 International will be the referent partner in case of any problem or doubt; TDM will always be available for advice and suggestions on dissemination strategy and graphic aspects. Dissemination material will be sent to all partners of the project.

Among the documents that TDM will send to all partners: Administrative Procedures and Financial Regulation, Audit Procedures (every year 120 projects are selected for audit done by the Executive Agency). Although not strictly necessary for the partners, TDM recommends them to read all documents sent.

Copy of all personnel contracts related to the project must be sent to TDM 2000 International.



If in doubt on administration rules always refer to TDM 2000 International.

EU's work plan for sport to be read to understand how the programme will change in the future, useful information about new priorities and to figure out how organisations will be able to apply in the future.

All partners will also receive a manual on effective implementation, basic rules for management, monitoring obligations.



### Links:

GETVAL Website: <https://www.sportvalues.eu/>

GETVAL Facebook page: <https://www.facebook.com/search/top/?q=get%20addicted%20to%20sport%20values>