







NEXT SPORT TOOLKIT

Collection of good practices and data from partners countries regarding proximity sport



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INTRODUCTION

NEXT – NEIGHBORHOOD SPORT

The project NEXT – Neighborhood Sport is an Erasmus + Collaborative Partnership project with the aim of studying and testing an effective methodology of proximity sport at European level.

Neighbourhood sport is an intervention aimed at provoking behavior change in communities where deprivation and inactivity are high. It aims to reuse and reimagine civic space to provoke new, healthier behaviours, utilizing civic assets for greater social benefit. It needs to be design to tackle health inequalities by getting people through increased levels of physical activity. We ensure that participants have fun and engage in their local community. It removes cost as a barrier and encourages and enables communities to reclaim their local spaces by involving them in the co-creation and co-production of the offer in neighbourhood where possible.

"Home is where the sport is" Let's make it a reality.

RESEARCH METHODOLOGY

OBJECTIVE

Development of a toolkit for the sharing of good practices and the acquisition of the knowledge basis to test the Neighborhood Sport methodology. The toolkit includes a collection of good practices, country analysis from the partners' counties and guidelines to implement the pilot events.

ACTIVITIES:

- > Collection and systematization of national data and materials, reference bodies, context analysis on physical activity and sedentary behaviors.
- > Collection and sharing of partner's and national best practices on successful stories of tackling unhealthy habits and encouraging participation to physical activities in common and public spaces.

The research work led to the identification of key factors and prerequisites for successful practices.

FRAMEWORK

PHYSICAL ACTIVITY BEFORE AND DURING THE COVID 19 PANDEMIC

Breaking News. Victims. Deceased. Pandemic. New Virus. Lockdown. Isolation. Sanitizers. Face Masks. Hygiene. Social distance...

This is what people around the world have been exposed to, for about a year now, especially by mass and social media. Fear, worries, stress and anxiety – altogether damaged the physical, mental and emotional health of people

all around the world. A psychological background which doesn't sound quite promising for a healthy lifestyle and which, unfortunately, diminished considerably the chances to start or increase a disciplined routine in terms of healthy private and social practice. The consequences are now visible and the mission in recovering good old habits sounds like a scenario for 'Mission Impossible', no matter of what category of age we refer.

If we take a brief look on the data provided by the Special Eurobarometer 472 on Sport and Physical Activity 2017, we find out that `In a given week, more than half of Europeans do not do any vigorous physical activity, and around half do not engage in moderate physical activity`.

The physical inactivity is linked to the citizens' lifestyle and willingness to get involved into sport activities and to their awareness of the risks caused by a long-term physical inactivity, without neglecting some cultural attitudes which are still strongly focused on the satisfaction of primary needs rather than on wellness and self-expression. On the basis of World Health Organization in Global Recommendations on Physical Activity for Health (2010), in recent years it has often been reaffirmed that physical inactivity doubles the risk of cardiovascular diseases; it causes obesity and serious illnesses, mostly chronic. Worldwide, physical inactivity is the fourth leading risk factor for mortality (6% of all deaths), tied with hyperglycemia (6%).

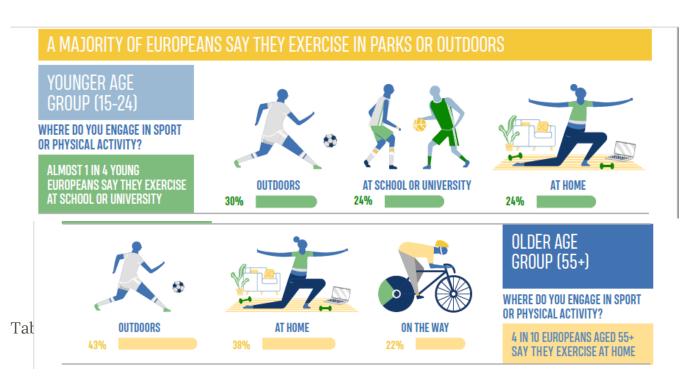
Moreover, according to EU Physical Activity Guidelines, in recent years, the physical activity among children and young people has been replaced by more sedentary activities in recent years; their daily habits have been changed due to new leisure patterns (TV, internet, video games – new technologies, in general) and this change coincides with the increase of rates of children's overweight and obesity.

Opportunities to be physically active tend to decrease as we become adults and the recent lifestyle changes have reinforced this phenomenon. Due to the great inventions of recent times, there has been a market decrease in the amount of physical effort necessary to accomplish the household chores, to go from one place to another (by car or by any means of transport), and even to reach leisure activities. According to the available data, 40-60% of the EU population leads a sedentary lifestyle.

STATISTICS

SEDENTARISM AT NATIONAL LEVEL AND THE DEGREE OF SATISFACTION OF CITIZENS FROM VARIOUS CITIES REGARDING THE POSSIBILITIES OF RECREATION AND PHYSICAL ACTIVITIES IN CITIES

RESOURCES



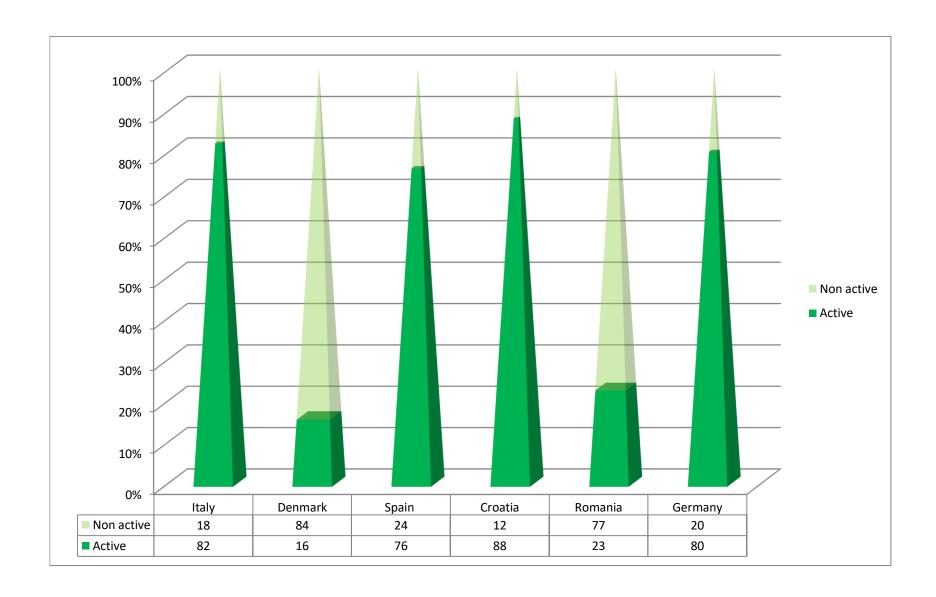


Table 2: Active adolescents (11-15 years old)

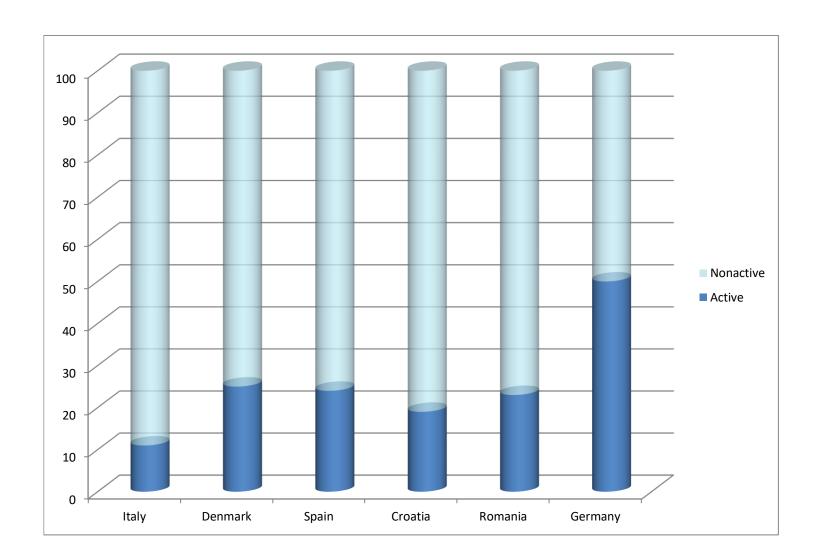


Table 3: Active adults (15-64 years old)

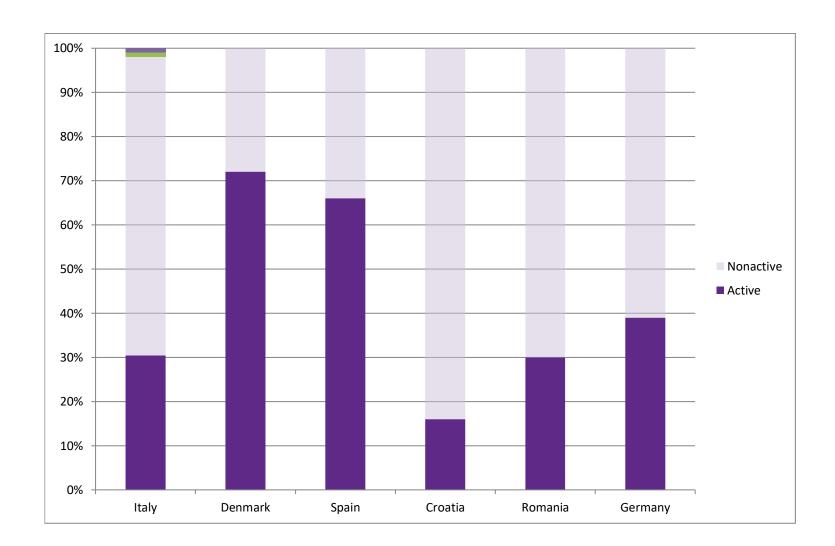
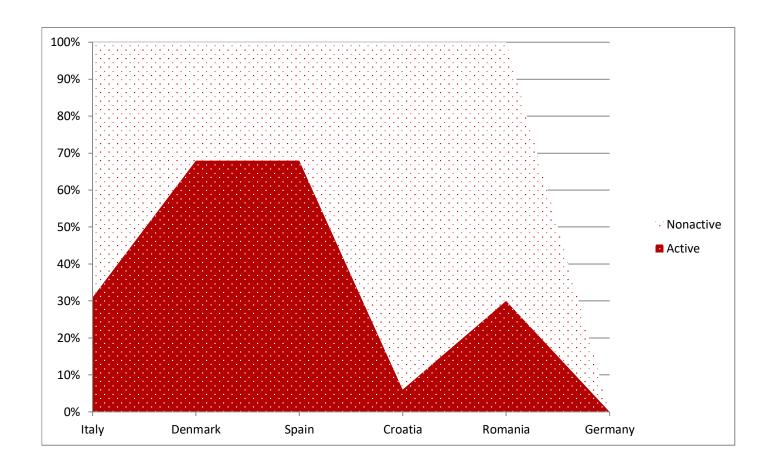


Table 4: Active older adults (+65 years old)



Looking at these data, implementing a project dedicated to the increase of critical numbers is compulsory as long as we strive to be part of civil society.

I'M A SUPERHERO! I'M ACTIVELY ENGAGED IN PHYSICAL ACTIVITIES!

This should be the motto of every responsible citizen! And we are here to help anyone who wants to wear the cape of health!

In this toolkit you will find examples of good practices from the European countries involved in the project, such as: Italy, Denmark, Spain, Croatia, Romania and Germany, and by the end of it you will be convinced that, as far as we are concerned, protecting health is an absolute priority. The present paper is a proof of cooperation, solidarity and mutual sympathy between citizens, sportive movement, private sector and international institutions from various sectors.

Sport clubs, associations and organizations in the project focused on new means by which sport can contribute to the well-being of citizens in the context of the crisis caused by the COVID 19 pandemic, by using new and flexible tools and coaching methods.

In this regard, we come up with a set of suggestions for all the sport clubs and organizations, such as:

- 1. Activate all your members and former volunteers; the power of personal example is stronger than one may think.
- 2. Identify your neighborhood; take a walk and say `Hello!` to all the condominiums, parks, public gardens, streets and squares.
- 3. Re-conceptualize the use of common and public spaces, `from possession to use`, from meeting or storage spaces to spaces for physical activity and socialization.

- 4. Make sure that all the activities are resumed in conditions of maximum safety for all the parties involved.
- 5. Start with caution and step-by-step, and analyze all the potential risks.
- 6. Come up with new ideas regarding local recovery programs, for the beginning, and share your experience on a national platform.
- 7. Look for examples of good practices and ask for help to authorized institutions if needed.
- 8. Find out about the national and European frame of laws, policy and strategies.
- 9. Contact and contract as many partners as possible in order to cover a wide area of themes and sport activities.
- 10.Be visible! Promote and cherish all the outcomes! You are part of them!

DO YOU KNOW HOW TO NATURALLY BOOST YOUR IMMUNE SYSTEM?

HOW MANY EXERCISES CAN YOU DO WITH A CHAIR?

HAVE YOU EVER FELT TIRED AND WITHOUT ENERGY, SEEMINGLY FOR NO REASON?

HOW CAN YOU MAXIMIZE YOUR HEALTH AND PHYSICAL CONDITION?

DO YOU THINK THERE IS A CONNECTION BETWEEN REGULAR PHYSICAL ACTIVITY AND LIFE SPAN?

ARE YOU A GOOD EXAMPLE FOR YOUR DEAR ONES?

DO YOU REGULARLY SEE YOUR DOCTOR?



COLLECTION AND SHARING OF PARTNER'S AND NATIONAL BEST PRACTICES

SUCCESSFUL STORIES OF TACKLING UNHEALTHY HABITS AND ENCOURAGING PARTICIPATION TO PHYSICAL ACTIVITIES IN COMMON/PUBLIC SPACES.



BOCCIA, PLJOČKA & BULIN - UMAG, CROATIA

The "BOCCIA, PLJOČKA & BULIN – THE NEXT GENERATION" project covers the topic of the preservation and promotion of the traditional sports and games.

PARTNERSHIP

The "BOCCIA, PLJOČKA & BULIN - THE NEXT GENERATION" project targets organisations located in Croatia, Romania and Lithuania.

- Sportska zajednica Grada Umaga
- Istarski pljočkarski savez
- ➤ Asociacija Aktyvistai
- ➤ Liceul cu Program Sportiv Botosani

LEVEL OF IMPLEMENTATION

The project, implemented at regional and local level, includes non-governmental organizations, civil society organizations active in the field of traditional sport, professionals in the field of traditional sports and games and educational institutions.

CONTEXT AND BACKGROUND

Due to the fast, but silent vanishing of traditional practices, the complete fading of sport heritage and the extinction of local sport games, the insufficient level of youth involvement in TSG and the underrepresentation of TSG in the media,

the aim of the "BOCCIA, PLJOČKA & BULIN – THE NEXT GENERATION" project is to target younger generations in order to preserve and keep alive traditional sports and games.

DESCRIPTION

Having in mind UNESCO's Convention for the safeguarding of Intangible Cultural Heritage (ICH) stating that "Traditional sports and games are part of our intangible heritage and a symbol of the cultural diversity of our societies" and the recommendations of the Verona Declaration regarding the introduction of traditional games and indigenous sports, which embody ICH, into school programmes, this project aims to promote and revitalise traditional sport and games by increasing the involvement of children and youth, to increase the familiarisation and participation in TSG as well as the interaction between generations, to transfer the acquired knowledge and to safeguard cultural identity and heritage.

SUCCESS

The "BOCCIA, PLJOČKA & BULIN – THE NEXT GENERATION" project endorse a more widely practice of traditional sports and games, knowledge transfer to the younger generations in order to preserve TSG from oblivion and encourages people of different age groups to interact by organising a 3-day lecture sessions for coaches, educating children and youth (theoretical and practical learning outcomes), organising and conducting TSG sporting events, publishing a TSG manual for coaches and a colouring book for children with basic, easily understandable, notions of bocce and pljočkanje.

A massive promotion and dissemination of activities is carried out through media, websites, social networks and conferences. Local and regional media and other sport NGO's are involved as well.

CHALLENGES

Even though the plan is very well considered and the phases are supported by excellent management arrangements where quality control and metrics are a strong feature, certain implementation obstacles such as lack of time, loss of interest, engagement and administrative burden may arise.

In order to successfully convey the planned objectives, additional human resources will be involved to tackle the obstacles that may occur.

Although a dissemination strategy has been considered and a massive promotion of the project activities will be carried out through media there is a potential risk that the impact of the project will not reach the desired level. For that purpose additional dissemination channels and stakeholders will be involved.

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<u>ĐIR PO PULI – PULA, CROATIA</u>

City of Pula and Isntitute of Public Health combine their effort with the Project "Dir Po Puli" to provide citizens of Pula alternative ways of physical excercises. Main goal is to promote physical excercise as a prevention of coronary disease wich include walking around the City of Pula with guide of Professors of Kinesiology and sport trainers. Organised training by walking helps citizens of Pula to o promote healthy way of life and the prevention of sedentary lifestyle health related problems.

The project started on 9th of September, 2020 and will end on 9th of March 2022.

PARTNERSHIP

- > City of Pula
- ➤ Institute of Public health of the Istrian region

LEVEL OF IMPLEMENTATION

The level of implementation is local (city of Pula) and regional (Istrian region)

CONTEXT AND BACKGROUND

The project is designed for every citizen of Pula. Our leaving space is a breathing organism and it is designed and built for people's needs. This is the best way for citizens to get more information about their city and where they can spend their free time and recreate. For people to have within their city the space to use for their healthy needs and recreation, the best way is to value the urban areas. The project "Đir po Puli" also includes the Institute of Public Health to implement their knowledge of healthy lifestyles.

DESCRIPTION

It was created for citizens of Pula to stay active during the COVID-19 Pandemic crisis. The project is designed to include people of all ages and it has every month one active program which include walking around the city of Pula and its urban areas, and showing the citizens of Pula 21 different routes around the city. Also, during every walk Professors of Kinesiology will educate every attendant with information about healthy lifestyle and nutrition. Additionally, there will be a board sign for every route so that people in the future can use them.

SUCCESS

The main goal of the Project is to promote a healthy way of life for children, adults and senior citizens. The key factor in promoting a healthy way of life is to educate people what and when to eat and to combine this with daily exercise, especially with provided routes that the project "Dir po Puli" include. Additionally this Project also includes Information boards with all relevant info about the route and about nutrition and exercise on every 21 route that was planned.

CHALLENGES

A challenging factor in the management and coordination of the "Đir po Puli" will be its implementation and realization because of the COVID-19 restrictions.

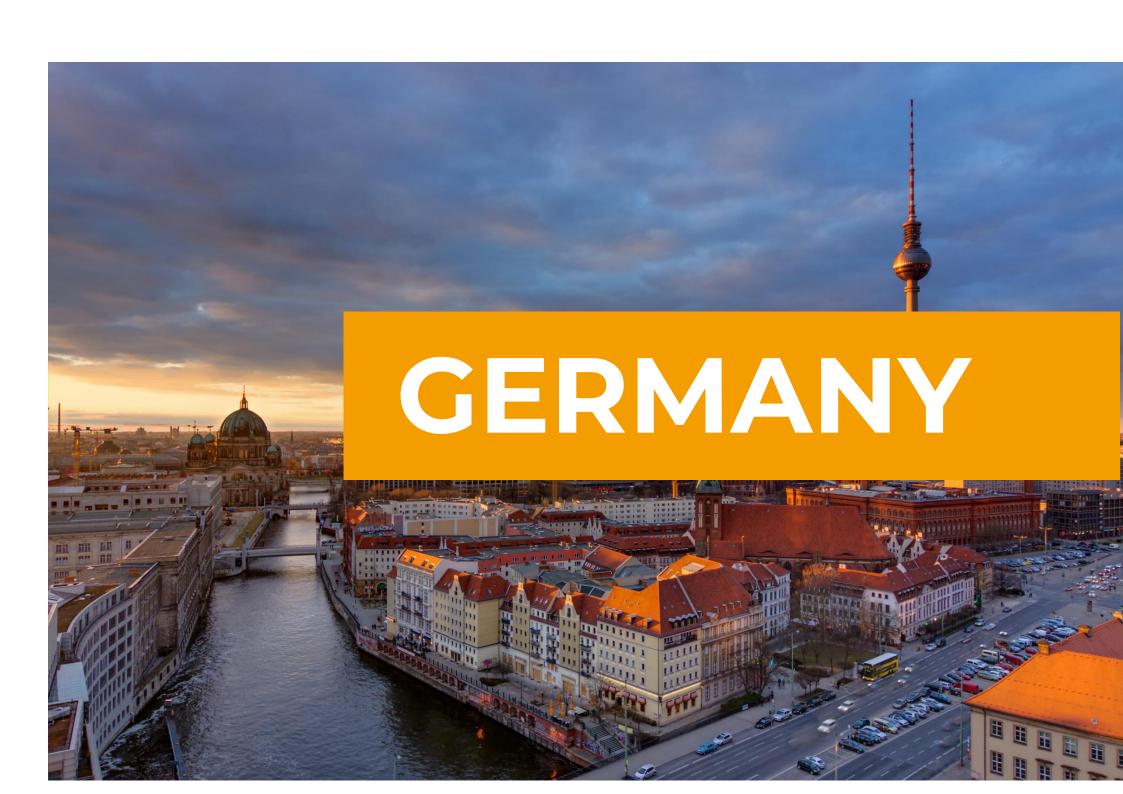
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AUF-LEBEN – DIFFERENT CITIES, GERMANY

The project started on March 1st, 2019 and was created as a pilot project with a duration of 24 months. Due to the COVID-19 pandemic, the intervention program could not be carried out as planned and already started measures had to be stopped. The partnership decided early on to extend the program for four months. The pilot runs officially until June 30th, 2021. In implementing the project, the DTB and the three pilot national gymnastics associations can build on the knowledge and experience of the predecessor project "Im Alter Aktiv und Fit Leben" (AUF Leben), which the DTB conducted between 2013 and 2015.

PARTNERSHIP

- ➤ AuF-Leben is supported by GKV-Bündnis für Gesundheit (GKV Alliance)
- > DTB implements the project, in partnership with three regional Gymnastics Federations:
- > Sächsischer Turn-Verband
- > LTV Sachsen-Anhalt
- > Rheinhessischer Turnerbund

LEVEL OF IMPLEMENTATION

The German Gymnastics Federation implements the program in close coordination with the GKV Alliance for Health at the federal level and works closely with the three regional gymnastics associations. At the communal level, the commune and a local gymnastics and sports club join forces and form a "tandem". Together they implement the program and pursue the goals.

CONTEXT AND BACKGROUND

For elderly people in retirement, the community is an influential living environment. The living space that is directly accessible on foot is a central reference point, as this is where interpersonal contacts happen, and daily life takes place. Having this space-centred approach, the project AuF-Leben brings together the partners to offer physical activity programmes and socialization opportunities for the residents.

DESCRIPTION

The AuF-Leben project objective is the creation of exercise opportunities for elderly people (+60 years old) through the development of networks between municipalities, clubs and associations, church congregations, welfare institutions, etc. These formed partnerships, "Tandems", introduce sustainable exercise opportunities for inactive, elderly, and senior citizens under special care. The project aims to implement life-oriented intervention programmes, interlinking behavioural and preventive measures to sustainable expand and improve the movement conditions and opportunities of elderly people in their community.

SUCCESS

By combining behavioural and preventive measures, on the one hand new (low-threshold) exercise offers are to be set up in the clubs in order to increase the physical activity of older people and thus improve or at least maintain their fitness, their health and their independence in the long term. On the other hand, the creation and/or modification of suitable exercise environments is an important project goal in order to support the municipalities in the long term in promoting the health of elderly people and maintaining a level of activity. These are, for example, measures such as the expansion of a sidewalk with sufficient seating or the marking of walking trails with kilometres through green spaces. The use of professional advertisement material distributed in the locations where senior

citizens regularly attend, for example the pharmacy or the bakery near a senior living facility, has been a success factor to properly reach the Target Group. On behalf of the German Olympic Sports Confederation (DOSB) and the Federal Ministry for Family, Seniors, Women and Youth (BMFSFJ), the DTB successfully carried out the network project "Active and Fit Living in Old Age" (AUF-Leben) between 2013 and 2015. Findings and experiences with the target group of elderly people with dementia were summarized in a guideline for action.

CHALLENGES

A challenging factor in the management and coordination of the AuF-Leben project is finding the strong support partners within the commune in which the programme is implemented. Local sport clubs are usually the ones with the strongest interest in the project, but do not always find the right contact person with a strong engagement to make the project work in a fluid and dynamic way.

Another challenging factor is time and bureaucracy. Coordinating all involved partners and securing the cooperative work between the clubs and the municipality usually takes a lot of time. This factor reflects in loose of interest and engagement from the involved stakeholders.

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FITNESS LOCATIONS – DIFFERENT CITIES, GERMANY

The project started in 2016 with a pilot year, and still continues.

Fitness Locations combines 3 aspects:

- > Sport facility in parks and green spaces in neighbourhoods
- ➤ A "Do It Yourself" activity programme in the Hotspots and in the Trails
- A partnership between the core partners, the municipalities in which the Fitness-Location is implemented and local sport organisations that make use and take care of the locations.

PARTNERSHIP

- > Deutscher Turner-Bund
- ➤ BARMER Health Insurance
- ➤ University of Leipzig
- ➤ Foundation of Sport Safety
- Municipalities

LEVEL OF IMPLEMENTATION

Each Fitness Location is implemented locally through the partnership between the national partners and the Municipality. The programme is open to all communities in Germany.

CONTEXT AND BACKGROUND

Created with the motivation to provide a nationwide coverage of cities with professionally designed public outdoor training facilities, targeting the widest possible group of end-users and equipped with simply but yet holistic training instructions the "Fitness-Locations" as a Municipal Prevention project was created. In partnership with BARMER, the University of Leipzig, the Foundation of Sport Safety and the municipalities and their sport clubs along the country, DTB coordinates and manages the creation of "Fitness-Locations" motivating citizens to be physically active just by their doorsteps. The training areas are established in green spaces and close to residential areas, motivating neighbours living around to embrace a sporty lifestyle and to improve their individual health status. The project offers the opportunity to clubs to present themselves in the community and to offer training outside their halls, bringing the sport offers closer to their houses.

DESCRIPTION

The "Fitness-Locations" project combines two main needs and rights of every person, with a current trend: sports and physical activities with outdoor experiences. The "Outdoors Fitness Training", and the "Functional & Bodyweight Training" are today some of the most common form of physical activity, with benefits and advantages not only in terms of health of the practitioners, but also for the communities that are built within.

In this sense, one main benefit of these training forms is the fact that it counteracts commercial offers, providing accessible and affordable equipment for optimal and well-balanced fitness training. This concept is the underground base of the "Fitness-Locations" project. The "Fitness-Locations" project offers two training modules that can be built individually or combined: the "Fitness-Hot Spot" and the "Fitness-Trail". The "Fitness-Hot Spot" is a simple, permanently installed, and instructional fitness facility that provides functional exercises with your own body weight. It offers a bar park with exercises focusing on a strength workout. It enables circuit training for groups of 8 or

16 people at the same time. The Fitness-Trail is a sign posted running track in conjunction with fixed stations for bodyweight fitness exercises on the principle of a "trim-you-trail" and aiming on an endurance workout available to all fitness levels. The trails allow users to go through 5 laps with a total of 15 different exercises.

SUCCESS

In the short term the success factor is to fully implement "Fitness-Locations" in the cities that have applied and signed the partnership. The initiative is applied in the whole Germany and expanding it to a greater number of communities is a success indicator.

In this sense, the possibility of having BARMER financing the management of the project is a clear factor of success as well. It shows that having healthy clients is their priority and it can be and it is reached by offering them movement and physical activity options.

The partnership with each city is also a success factor, which indicates that the city that offers these fitness spaces and improves the use of green/black open spaces, has citizens who are more active, healthier, and happier.

CHALLENGES

The main challenge that the "Fitness-Locations" project faces is bureaucracy in terms of the length of the project from the moment of the expression of interest to the final opening of a module. In this sense, the DTB in terms of management advices a 12-month process, that can be longer or shorter depending on each Municipality structure and times. And unfortunately, sometimes the process is a longer one due to a labyrinthic system of levels and signatures that slows down the whole concept.

In certain big cities, it is very hard to have the opportunity to offer new projects due to the different interests of the all stakeholders involved. In this sense, our experience has shown us easiness in the approach, negotiation, and final partnership for a "Fitness-Locations" set in smaller cities usually eager to incorporate innovative and accessible services to their neighbours.

Finally, the monetary and financial aspect of this kind of projects is always a challenge for securing the management of it.

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<u>HEALTHY WALKS IN FLORENCE NEIGHBORHOODS –</u>

FLORENCE, ITALY

This project is an example of activity promoted in collaboration between UISP territorial Committee and Florence Municipality with the aim to promote physical activity in the city through the involvement of the inhabitants of the district neighbourhoods.

It is implemented in neighbourhoods, public spaces such as streets in the city centre and suburbs.

Streets and routes in public spaces such as Urban streets and green spaces, Parks and routes along the Arno river as well as routes outside the city, on the hill around Florence.

PARTNERS

UISP in collaboration with Florence Municipality and districts

LEVEL OF IMPLEMENTATION

The level of the example is local but with some links to the National dimension as the Association is a national one with distribution of Local Committees in all Regions. In this case the national strategy and its local development. It is important to underline that in this case the process from the National strategy toward local development produced a vice versa result too. Many ideas and good practice from Florence stimulated activities to the rest of local Committees and at national level

CONTEXT AND BACKGROUND

The activity finds its roots in the project "La Città Camminabile" (The walking city) born in 2007, developed by Uisp, in order to define appropriate strategies for innovative lifestyles, aimed at the rediscovery and recovery of urban

spaces as places to live and fully enjoy with a view on sustainability. The city of Florence had fertile ground in which to enter with this kind of projects. In Florence, the first "Health is Wellness" group was born in 2005, as a network of stakeholders that on the base of different capacities work together for the promotion of health. Since 2012, the network of groups has expanded to the whole city and is institutionalized when each District Council with a specific resolution created its own group.

The common denominator of the activity of the groups is the activation of the so-called "Health Walks", for which "HEALTH IS WELLNESS - health paths in the city of Florence" project has been drawn up since 2013. The three-year project was then renewed until June 2019. The lead partner of the project is the Health Society of Florence, while the implementing bodies are the Municipality of Florence and the Health Authority of Central Tuscany USL - Florentine Area. UISP is the "single partner for the organization of walks in the Neighborhoods". Over the years, "health walks" have grown in number, quality of offer and in terms of citizen's participation. In 2016, on the occasion of the National Walking Day, the Municipality of Florence, the Health Society of Florence and the USL Tuscany center - Florentine area organized in collaboration with UISP and CRAL "Florence a city on the way", a major event dedicated to physical activity, health promotion and the enhancement of urban spaces. UISP has always been an active partner of the event, from its design phase to its realization with the management of the groups. Over time, the event has grown and consolidated as a fixed appointment in the calendar of events dedicated to movement and lifestyles. The over 600 participants of the 2018 edition are proof of this. Florence a walking community.

In 2019, the "Florence walking community" event was organized by the Municipality of Florence "Department of the Metropolitan City and decentralization, libraries, common goods, relations with religious denominations and intercultural policies", with the collaboration of UISP in the definition and management of the walk. The event was dedicated to all the victims of discrimination, violence, injustice and destruction. The initiative was part of the World Week for Religious Harmony, announced by the UN and was attended by 26 religious denominations and spiritual communities with over a thousand participants.

Epidemiological data (PASSI 2015-2018 program) show that in Tuscany 31.4% of the population among 18 and 69 years old is sedentary which means that in their free time, they do not carry out moderate or intense physical activity, while only one third of adults perform physical activity in adequate quantities. Just over one in four adults is

completely sedentary (28.8%). Sedentary lifestyle increases with age, in people with a low level of education and in those that report many economic difficulties. Physical activity practiced by the adult population of their Region is still insufficient and large improvements are possible, especially in people over 35 years. An important challenge is the need to change mentality and behaviours. Many places in the city are easier, faster to be reached by walk than by public or private transport but this is not perceived. Distances are perceived larger than they really are. There is a cultural dimension of the problem and fighting the automatic behaviours is the main problem. In the beginning of the activities some people can be sceptical and they need to be followed trying to find the way to include them in the group.

The example came to life as the result of advocacy toward Florence Municipality and Tuscany Region and its Health System in order to tackle the problem of the sedentary lifestyle. UISP believes that action cannot be effective if it is not transversal and involving different stakeholders, each with different roles, competencies and capacities. In order to activate more citizens, a formal Agreement has been proposed by UISP local Committee and signed with local authorities (Region and Municipality as well as the 5 city districts) on the promotion of physical activity. The advocacy developed at local level benefits from the national one realised by the Ministry for Health and in the framework of its National Health Prevention Action Plan. A great impulse in the promotion of this advocacy has been played by WHO European Strategies on Physical Activity as well as the Global Action Plan. It helps in giving strong consistency and credibility to the initiatives proposed to authorities. Traditional collaborative partnerships with local authorities such as Municipality, Region and districts permit to sign the protocol agreement and then create common program of activities.

DESCRIPTION

As said in the background description, activities started years ago and are simple walks organised with different level of distance, rhythm and are based on the ability of each person involved. This creates comfortable context for people. Since October 2013 activities have undergone a change of pace and almost 200 walks have been organized and conducted by "Health is Wellbeing", in addition to various special events or walks in collaboration with other subjects. In the years activities were developed thanks to the strengthening of the collaboration between different subjects, institutional and non-institutional, and managed to gain other active participation of other social and associative

realities. This is why it was determined a contribution in terms of knowledge on the topics and contents of the project, the so-called "pills of health" that is poured out in every walk. The walks are organized in the 5 districts of Florence; every Saturday of the month to enhance sport as a physical activity aimed at keeping the body efficient, but also as a moment of participation and socialization. The participation in the walks is free and for free. Walks are accessible and suitable for all rhythms and ability. The walks include a walk in the streets of the city and the carrying out of any activities proposed by partners (eg visits to particular places, meetings, etc.). The walk is limited to a maximum of 30 people. Each Walk is structured in three parts: welcome of the participants during which the context is presented, the walk of the day and collection of the participants' data; conduct of the walk, coordinated by a number of guiding conductors in a ratio of 1 to 30. The conductor rules the walking pace on the characteristics and needs of the group, with attention to those who manifest difficulties, fatigue and special needs. Conductors also monitor the compliance with the rules of the road and the respect for the environment and places. Without being a real tour guide, the conductor animates the group talking about the places they went through and involving them in conversation; the conclusion or collection of feedbacks, impressions, suggestions by the conductors that should always show themselves open to suggestions coming from individual participants, allows time for questions and an informal conversation. At the end of the activity the next appointments of the project are promoted. The walks have no technical ambitions and are based on the idea that the route- should be planned in line with the concept that "you walk at a speed that allows you to talk to the people next to you without feeling shortness of breath", thus the social and relational aspects and not the performance is enhanced. The walks are proposed "for all" this means that the choice of the route will take into account the needs of each participant: families with pushchairs, groups of friends, 4-legged friends, different age groups, disabled, etc. Planning with adequate attention all organizational elements before the walk, are essential to reduce to zero unpredictable elements possibly arising during the activity. The conductor has the role of a facilitator and, as such, must be absolutely certain of his role for the success of the program, for the development of the group and for the benefits that all participants should get. The conductor is reliable and punctual, a person who talks in a friendly way, who makes sure that walking is perceived as a funny social occasion, attentive to the well-being and the risks it poses to the participants, who shows skills based on the experience of walking.

It is important to understand what is the Società della Salute Firenze (Florence Health Society) is. This is the agency created by Councillorship for Welfare and Health of the Municipality of Florence to continue the project of the Society

of Health in order to create better conditions to manage social and health issues directly and with more autonomy. For example, related to non-self-sufficiency, disability or the promotion of correct lifestyles. The Health Society already represents the direct interlocutor for the citizen in relation to the territorial, social and health services. Strengthening its role and functionality, the aim is to enhance more and more this crucial network for the overall functioning of the health system. Link to the webpage of the Società della Salute Firenze.

One of the main aims of the project is that through the experience of guided walks on Saturdays, people get used to move and walk discovering how easy and affordable it is for everyone to practice an activity like this. The conductor, therefore, in his role as "peer educator" will promote positive messages on active lifestyles. The experience also leads UISP to consider another aspect in its approach: the appreciation of the walks often translates into suggestions from citizens to build future experiences. The conductor's task is also to motivate the group to become protagonist and to be able to grasp the suggestions "from below".

Many of the walks, are the result of the collaboration with other stakeholders, institutional and non-institutional, and are part of the alliances groups established at district level that facilitate the active participation of other social and associative entities that contributed in terms of knowledge on the topics and contents of the project, the so-called "pill of health" that is poured out in every walk. Among these stakeholders: LILT, Angeli del Bello, Municipal Pharmacies, Misericordie etc.

SUCCESS

A quality collaboration with Districts, Municipality and its Agency to develop the program of activities; the presence of a consolidated previous experience of collaboration at district level.

The easy access to activities and no costs for it. Before Covid pandemic, it was even easier as booking wasn't required. During the pandemic, the registration (by 12.00 on the Friday preceding the event and subject to the availability of the participants by phone or by email) has been compulsory in order to respect all measures to limit the spread of the virus (a limit number for the activity and the separation in smaller groups, distance).

The city and the neighborhoods where the citizens are involved in the walking activities benefit from the effects and impacts not only in the strictly sporting sphere, but also in that of health, environment, urban planning,

management of challenges; redesigning our cities and our lives on a human scale in planning the activity and in general in the actions of the Health and Wellbeing groups represents a way to strengthen the involving process of all subjects, civil society and institutions (Municipality, district, Neighborhoods). This facilitated the citizens' participation in the management of the neighborhoods dynamics and needs and awareness and so creates a positive exchange of competences and mutual recognition of roles. It also facilitated the knowledge of the territory, of its history, culture and the active realities in the territory.

CHALLENGES

Some bureaucratic and administrative aspects as consequence of the introduction of safety restrictions due to the pandemic. For example, the need to manage the compulsory registration to the activities and the need to plan a full season program of walks in order to find agreement with the insurance company and guarantee the coverage for all participants even though they are not members. In fact, the protocol agreement signed by UISP doesn't allow to require participants to become members of the association. Another possible challenge is represented by climatic conditions. Insurance is paid for all the planned walks but obviously in case of cancellation of some of them due to climatic reason this cost is not refundable.

The insurance coverage problem was solved by establishing and adopting a program defined at the start of the season.

COVID-19

FIRST LOCKDOWN

During the first lockdown due to the pandemic all the activities were suspended.

Reopening in September the activities restarted with the adoption of a specific Covid Security Protocol elaborated by UISP on the base of emergency decrees introduced by the Italian Government. Here is the full text of the protocol. Unfortunately some of the activities were already interrupted in September when the city was declared as an "orange zone" (Italy was divided in different colored zones on the base of the pandemic diffusion and other elements like for example the Health assistance capacity of the Region to face the need of the dimension of the emergency).

SECOND PERIOD OF RESTRICTION.

Walks from all districts are suspended again following the DPCM (Presidency of the Council of Ministers Decree) of November 2020 until new communication. From UISP website: "Following the emergency linked to Covid-19, UISP Florence Territorial Committee, committed to various fronts in projects related to the activity of the "walking", draws up a behavioral protocol aimed at the regulation of measures to combat and contain the spread of Sars - Cov - 2 and aimed at the safe resumption of its activities. This protocol, which contains specific measures for the activities indicated, takes into account the whole regulatory framework on the subject and measures always valid in every social context, with particular reference to the sports field. This protocol is general and will then be declined with the necessary logistic specifications and the organization for each project UISP Territorial Committee of Florence has in the context of walks / walks / excursions" In the extraordinary condition created by the pandemic crisis, with the full lockdown and the next period with severe restrictions, people develop new awareness on the need to move and the organised walking experiences. Thanks to the past years' experiences, citizens are aware that walking is an easy and accessible way to practice some physical activity. During the lockdown, physical activity was allowed only nearby the places of residence, in the neighbourhoods. This forced people to discover surrounding areas and establish new relationships even despite physical and social distancing.

CONTACTS

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SPAZIO MAMME – SASSARI, ITALY

Zerosei Page || SaveTheChildren Page

Spazio Mamme is n example of activity promoted in collaboration between different stakeholders with the aim to promote physical activity for mothers and their children it is implemented in different public spaces as well as in the so called "Punto luce" a space in the town that mums and their children can join for different activities, including physical activities.

PARTNERSHIP

Collaboration between Save the children, UISP and Sassari Municipality

LEVEL OF IMPLEMENTATION

The activity is local but is part of a national program of activities in different towns promoted and managed by Save the Children

CONTEXT AND BACKGROUND

The idea of the activity was proposed by UISP to "Save the Children Italy" that is managing a national program denominated "SpazioMamme" ("Mum's space"). This space is based inside the so called "Punto luce" disseminated in different Italian cities with the aim to support mums in vulnerable condition. There are important reasons why the activity was proposed.

Economic; the population of this Sassari city area is very poor and women have no resources to go to the gym; they cannot afford to leave their children as they are often single mothers; all this is connected also with the specific

cultural context where the role of women does not allow much development of their rights starting from the awareness of their rights, including their human right to move. The problem of the sedentary lifestyle and its consequences for the psychophysical and social health is widespread throughout the national territory. In this specific context there was a high percentage of mothers or expectant mothers who often give up the care of their psychophysical well-being. UISP, knowing the social context and the specific condition of the area proposed to include physical activity in the general program plan of the "Spaziomamme".

DESCRIPTION

The activities are developed 4 times per week and are suspended just one week during August (including 2020 COVID period). Key activities were hiking, yoga, Pilates, games for children, treasure hunts, excursions.

The close collaboration with the municipal social services allows to identify vulnerable families in state of need and inclusion. These are local families in economic difficulties including immigrants. In these centers, mothers find the opportunity to have a space for them, to be together, to talk, to share, they have opportunities to grow, building self-esteem and thus also empowerment. The proposed physical activities allow to develop psychophysical well-being starting from the reconstruction of a good relationship with one's body and mind.

The social services of the Municipality, different local social and sports promotion associations and the world of local commerce, the reception center for refugees and migrants who occasionally participate in activities including the maintenance of spaces.

SUCCESS

The professional skills and competence of the operators in identifying the needs and the activities suited to the needs of the women involved. Upstream is the very important fact that "Spaziomamme" plays a role of social protection and this facilitates everything. Part of the success of the activity is the achievement of awareness on the importance of sport and physical activity for mothers and in the process of bringing up their children.

The resources made available by Save Children and the collaboration with the network of different stakeholders active in the local territory (public administration, private sector and civil society).

The creation of leisure sports activities has facilitated the development and affirmation of the role of the Mums Space in the neighborhood. The neighborhood where the activity takes place is known as a seedy area (petty crime). In this context, the Mums space has been recognized as a reference point where mothers feel at ease and develop relationship of trust with the institutions. In fact, thanks to these activities social cohesion has been facilitated. This is because this place is open to everyone, a place where they can come and practice activities freely. For example, walks and excursions are open to participation without any requirement of being a permanent visitor to the center.

CHALLENGES

The state of poverty and fragility of the citizens of the neighborhood is at the root of the main challenge. In fact, the obstacle to overcome was mistrust, due to cultural prejudices regarding the role of women and mothers in particular. The challenge was being able to make themselves known and recognized by earning their trust. In general to involve citizens in the activities of the center. For women in particular, this has meant perceiving the value of the support they can receive and which can lead to their emancipation and empowerment. Today they propose themselves as capable of being multipliers of the activities.

COVID-19

Activities have been changed by making online activities accessible through the provision of tablets, then daily online appointments for Pilates, yoga stretching and other physical activities.

Paradoxically the activities during lockdown had a higher participation because the need was greater. The activity was never interrupted and indeed the operators who took care of the activities represented a point of reference during the difficult period also as territorial protection and support for various health needs, psychological support etc.

It is understood that even the impossible has become possible. It was thought that it would be impossible to do the activities and instead after a first loss, we realized that it was not difficult to reach the people involved. On the contrary, it was evident that they showed appreciation for proximity and that the need to recover a space dedicated to themselves was vital even at home even if only in a virtual form.

CONTACTS

SPAZIOMAMME

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FOLIGNO CAMMINA – FOLIGNO, ITALY

The activity started in 2014 and continues with permanent activities. Nowadays, after the initial promotion, the activities continue with more self-initiative, in smaller groups of local citizens.

It is an example of activity promoted in collaboration between UISP and the Municipality of Foligno and other local stakeholders such as 'Ancescao', 'Amici del Cuore' and 'Orme Camminare Liberi' that all together represent a good form of alliance.

In the web page linked you can find the official announcement of the activity made by the Municipality that assigned to the activity also the formal patronage to the project called "Foligno cammina - Camminate per la Salute - Scopri la Città", (Foligno walks, Walks for health and Discover the City) realised by the association Sports for All UISP Foligno, in collaboration with other local associations and la USLUMBRIA 2 (it is the local section of the Regional Health System). It is important to take into consideration that the Italian Health System is structured at Regional Level.

It is implemented in public spaces as the streets of the town and the nature around it. These are collective walks with levels of distance and time suitable for training activities. There are 8 different urban trekking routes which have been selected and have been re-proposed in rotation.

It is about groups open to all ages who meet twice a week (Tuesday and Thursday) in the evening (20.30) at the Plateatico car parking, together with the volunteers of the promoting associations. People can participate in groups with moderate speed on a short route (about 1h) or at regular speed on a long course (about 1h and 20 min).

This initiative is important both for the promotion of citizens' health and their general well-being and for the discovery of the culture and historical beauties of the city, its neighbourhood and surroundings.

It is implemented in public spaces as the streets of the town and the nature around it.

PARTNERSHIP

The owner of the activity is "Orme Camminare Liberi". It is a local Association affiliated to the local UISP Territorial Committee in the village of Foligno, in the region of Umbria (Center Italy).

CONTEXT AND BACKGROUND

Foligno is a small (less than 57.000 inhabitans) and ancient town located in Umbria Region, in the Central part of Italy.

Foligno as the rest of Italy register a high level of sedentary lifestyle. This is why UISP developed advocacy action toward Regional Government and its Health System in order to reach a Formal Agreement on the promotion of physical Activity in the framework of the Health Prevention Action Plan. After this step, the association approached the Municipality claiming to follow the same kind of agreement in order to develop common actions and activities to fight the citizens' sedentary lifestyle.

As said before, Foligno as in the rest of the country, the level of sedentary lifestyle is high. This situation is day by day becoming clear to local institutions, in particular the Prevention section of the Regional Health System. At the base of this example of activity there is the recognition and understanding of a mutual need. In fact, in order to be effective, it is crucial to establish collaboration between local institutions like Municipality and the Health Prevention section of the Region and local civil society stakeholders, active in the field of sports for all and the promotion of active lifestyles.

The collaboration started after the protocol agreement for the promotion of physical activity was signed between UISP and the UMBRIA Region, between UISP and the Municipality of Foligno.

UISP Local Committee, in accordance with the national and regional advocacy strategy of the association based on the dialogue with the Ministry of Health and its National Prevention Plan, approached the Municipality to develop local programs of activities.

This is why UISP developed advocacy action toward Regional Government and its Health System in order to reach a Formal Agreement on the promotion of physical activity in the framework of the Health Prevention Action Plan. After this step, the association approached the Municipality claiming to follow the same kind of agreement in order to realize and develop common actions and activities to fight citizens' sedentary lifestyle.

DESCRIPTION

The activity started in May 2014 and is still continuing. Obviously due to the pandemic crisis at the moment of restrictions it was forced to limitations in terms of number of people, but it did not stop. People arrange themselves in smaller groups, maintain proper distance and use masks. From that moment "Foligno Cammina" has never stopped. Organisers counted that over 2000 km had been covered in 300 evening walks. The walks take place on Tuesdays and Thursdays. People meet at 8:15 pm at Piazzale Atria (Plateatico) to start at 8:30 pm. Then they walk for 1 hour and on average cover 5-6 km.

To address and involve local population has been quite easy due to the small dimension of the town and strong relationship between citizens. The information is spread easily. A big role in the success of involving different target groups has been played by the information that to be physically active, you need to just walk in the neighbourhoods which are quite familiar spaces for local people.

Another useful element that facilitated the involvement is the fact that the participation is totally free and open. Membership or booking is not required. People just need to reach the place from where the walks start.

SUCCESS

Since the beginning of "Foligno Cammina" example, it has been clear that the key element for the success would be to involve people creating suitable context. Apart from the physical health benefit of the activity, a great appreciation by citizens is given to the social dimension of the proposal. People walking together feel that this helps in clearing the head from fears and they feel better being together.

From 2014 about 30000 people of all ages (children, adults, women, elderly people) took part in the activities. It means half of the local population.

The variety of the offered walks is divided in 11 different Routes (8 in the city and 3 in suburban area). This makes easy to choose the one that can suit your ability and capacity

Another positive element is that routes are easy and suitable for everybody due to the fact that the operators knows the way and people just follow the flow and feel happy and relaxed.

In fact, apart from the health and social benefit, there is also another important element: By walking, people realize that they can truly experience the town.

If you look at the Foligno City Centre from the sky it has the form of an egg with a diameter of 1200m but people realize that the radius distance, walking from Piazza della Repubblica up to the ancient walls, is just 600m: it is really simple and very reachable for a pedestrian.

People began to use less private cars and started to move more by walking in the neighbourhoods, city centre and the surroundings to join work places or schools and to do other activities during the day;

The citizens discovered not only that this kind of physical activity offers them physical benefit but also the fact that this experience of participating in the walks offers at the same time social and mental wellbeing as they can establish new

human relationships, friendships; Another result in terms of changes is that citizens discover how the city can be walkable and is full of cultural heritage to be rediscovered and visited.

Foligno experience created a positive influence as a multiplying process and was followed by other surrounding cities in the region (as Cannara, Città di Castello, Spello, Spoleto, Trevi) where the same methodology has been adopted.

Some sponsors are even supporting the project providing water to participants!

CHALLENGES

The biggest challenge for this activity in Foligno faced was the sustainability: a great ambition of this program was in fact provoking a deep, long term change in citizens' lifestyle and behaviour, not limited to the duration of the organized activities. Another challenge appears with the COVID 19 period. The question point became: will the behaviour assumed by citizens with the activity be able to resist in these conditions? Will they be able to demonstrate that awareness on the importance of physical activity was really entered the way of life of the Foligno citizens? At the moment the situation registered during the first lockdown and the second period of restrictions shows that these activities achieved to establish solid new active behaviour and this also produced a psychological benefit for the local population. It has been even more evident when people organised independently in smaller groups in neighbourhoods to exercise following the rules introduced by the different Government Decree to approach the limitation of movement in order to stop the spread of the virus.

COVID-19

As it is known during the first lockdown the activities were interrupted as citizens were invited to stay home. Just very short distances from home were allowed. This offered the chance to reinforce the experience at a more neighbourhood

level. During the second period of adopted restrictions considering that activities in open air have not been prohibited a larger participation to self-organized events was allowed.

Good guiding, giving the perception that people can profit from the very near spaces, seeing with new eyes the proximity area around houses. It is clear that a lot of activities can be realised in the public spaces and people learn quickly the benefit that comes from the adoption of a simple new behaviour.

CONTACTS

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OPEN PARK TO EVERYONE - CLUJ NAPOCA, ROMANIA

The partnerships were made between the municipality of Cluj-Napoca and various sports or youth entities, including Sports for All, based on written agreements.

These programmes of sports and physical activities are implemented directly by the specialized department of Cluj-Napoca City Hall with the help of its own employees or in collaboration with various sports entities and organisations. The places where these activities are carried out are the neighbourhoods and the public spaces in suburbs.

The construction of this sports complex was realized by capitalizing on a marginal zone of the city which was not properly used. It was built within the visionary development plan of the city by building new neighbourhoods in the area, especially for active young people. Gheorgheni Sports Complex is intended for all categories of population with free access based on an entrance card to facilities, green spaces, running tracks, amphitheatre, various areas and trails for children of all ages, climbing panels, urban fitness, mini football, volleyball, basketball, badminton.

PARTNERSHIP

AJSPT Suceava, Cluj Napoca Municipality and neighbourhoods

LEVEL OF IMPLEMENTATION

This project has a direct impact at the local level.

The regional and national influence it exerts comes from several directions of action.

It is a sports park for all categories of people in the city of Cluj Napoca. This is a large university center that attracts many students from all over the country but also foreign students. Some of them took this example of good practice and disseminated it in the communities from where they come.

The project is part of the regional development strategy of Cluj and it is funded by local and national public resources. The project was coordinated by the Strategy of the Sports and Community Working Group. In this case. Over the years, several communities have taken this example and implemented it in their communities, on a smaller scale, in line with the needs of the population.

CONTEXT AND BACKGROUND

The approach initiated by the City Hall Cluj-Napoca was based on removing and endorsing in the public consciousness the advantage that living in a city can bring. It is based primarily on the traditional values that sport has promoted over time, but also on the stated intention of those responsible for investing in sports in neighbourhoods. In the past, solitary steps have been taken in sports for all addressed to the neighbouring population, for the benefit of the community. The sports base described below is intended for the population from neighbourhoods, being closely linked to the statements of the mayor of Cluj: "The quality of life of the inhabitants of a city is strongly linked to the access they have to sports facilities for spending their free time together with the family, exercising in nature in conditions of maximum safety".

Cluj Napoca has always been a city in full economic, cultural, educational and sports expansion. This situation has led to a rethinking of municipal urban planning policies in order to meet the needs of those who want to live here for shorter or longer periods of time. That is why all the aspects regarding the requirements of the population but also of the natural or organizational sports potential of the city were analysed within the framework of the Strategy of Development.

This example of good practice was made by the Municipality of Cluj Napoca with the financing of the National Investment Company and with the ideas coming from the National Order of Architects. The investment cost 22,000,000 Ron, meaning approximately 4,584,000 euros.

DESCRIPTION

The investment in this sports facility was completed in 2016. It is made on an area of 9.4 hectares and consists of several areas dedicated to various sports activities for the population.

- > 3 synthetic mini-football fields, with night illumination and free access but with prior reservation
- ➤ 2 synthetic badminton courts, with free access, without prior reservation
- > 3 synthetic tennis courts, with night illumination and free access with prior reservation
- ➤ 2 sandy fields for beach volleyball, with free access without prior reservation
- ➤ 2 synthetic basketball courts, with night illumination and free access with prior reservation
- ➤ 400 meter long speed roller track
- > 700 meter long bicycle and roller track
- > Area of devices and equipment for climbing amateurs
- > Area with devices and equipment for physical exercises intended for elderly.
- > Parkour Zone
- Playgrounds and trails for children of all ages
- ➤ 400 meter long circular running and walking track, with synthetic surface
- Outdoor amphitheater with 430 seats
- > Room with 8 bowling alleys (balls without holes)
- > Room with 8 tennis tables

The main purpose of this investment project was to provide a sports area for the safe practice of various sports by students and young families living in that neighbourhood. Obviously, elderly people who also practice different forms of physical activity are not excluded. The most important thing is that the municipality of Cluj Napoca has decided that the access should be free for all categories of population. This way, even socially disadvantaged people with low incomes can practice physical activities in decent conditions.

In order to offer quality services to people wishing to move in this space, an own service was set up within the local administration of Cluj. Special attention is also paid to collaborating with various sports structures that contribute with the help of volunteers or sports instructors in various disciplines: sports for all, volleyball, basketball, football, Nordic walking.

SUCCESS

Quality Control. This is the best example of checking the standards imposed from the moment of designing the area and the sports park until its completion and commissioning. This was done with the help of specialists who contributed to the smooth running of things. Also, the creation of a specialized department within the municipality made this sports area in the neighbourhoods be well managed and sports practitioners be satisfied with the services provided.

The decision to have a flexible access schedule, especially in the summer-winter seasons but also the free use of this sports park by the entire population made the success be guaranteed. According to the operating regulations of the urban sports space, some of the sports facilities need a prior reservation by email due to numerous demands. During the state of alert declared by the Romanian Government because of the Covid 19 Pandemic, the online booking platform of the Gheorgheni Sports Base and implicitly the sports playgrounds remained closed as a precautionary measure against the infection with the new coronavirus. The access was allowed in the perimeter of the sports park for walking and running but also for other outdoor activities carried out according to the regulations in force.

The changes to the environment are obvious and contain several aspects:

From the urban point of view, the image of the area has completely changed. In the past this area used to be a marginal one, with vacant lands. New access roads to the area have also been created for pedestrians, cyclists and cars.

The impact on the health of the population from the neighbourhoods, through free access to good quality sports facilities that provide safety.

The increase in the degree of socialization of people living in the same neighbourhood due to their interaction in the sports park: families with children, the elderly, young people, students.

More ways of spending free time especially for teenagers.

An increased feeling of public safety due to the security services provided against vandalism, lack of cleanliness or other negative elements.

CHALLENGES

In order to use the lands intended for sports games, it is necessary to register to use the sports park on the online platform, in order to carry out a correct planning of the programs and to avoid overlapping applications.

Problems of this kind were rare and were solved on the spot, especially for the elderly who do not know so well how to make a reservation online, in case they wanted to use the sports fields. That is why they were given telephone or direct assistance by the sports park administration in order to solve the planning they wanted.

COVID-19

In the spring of 2020, during the first lockdown, all sports activities were suspended and full access totally banned.

After a better understanding of the Covid 19 pandemic phenomenon, in line with the restrictions imposed by the various pandemic alert levels at local level and the national legislation, adapted rules on access to outdoor sports facilities were established.

Taking into account the habits of the population from the near neighbourhoods to exercise in this sports park, but also in accordance with the legal restrictions, participants adapted and practice more walking and running outdoors, but also fitness and yoga activities in the nature of the park.

The legal provisions that imposed restrictions in the pandemic allowed the development of individual sports activities or with no more than 6 members of the same family, in the residential area where they live in the neighbourhoods.

These restrictions have led to changes in the habits of doing physical exercise in order to increase health safety among neighbourhood practitioners of physical exercises.

CONTACTS

OPEN PARKS FOR EVERYONE

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<u>NATIONAL MOVEMENT FOR HEALTH PROGRAM –</u> <u>DIFFERENT CITIES, ROMANIA</u>

The partnerships are made by the Local Councils of the towns and communes together with the sports organizations intended for sports for all or the school sports organizations.

This program has a positive influence on the sports field in neighbourhoods and condominiums through the outlined development directions: schools and local councils.

This National Program refers to both urban and rural areas and involves the collaboration between local communities, schools and sports organizations in order that physical exercises and sports-recreational activities could be practiced by students but also other categories of population besides the school timetable.

PARTNERSHIP

Local Councils and Town Halls together with sports organizations.

LEVEL OF IMPLEMENTATION

This project has a direct impact at national level as it was a direct Romanian Government's Decision which is applied by all public and private organizations.

CONTEXT AND BACKGROUND

In 2003, the Ministry of Youth and Sports together with the Ministry of National Education noticed a dramatic decrease in the number of people who practiced physical activities in their free time, individually or in an organized way. It was also noticed that the local administrations that owned the school fields did not allow the access of the population from the neighbourhoods where they lived to make movement in order to maintain their own health.

The alarming increase in obesity cases, especially in children and students, has made national administrative and political leaders react in search of simple solutions to facilitate access to physical activity for children and adults. The solutions found immediately were the use for free, three times a week for two hours, of the outdoor sports facilities, belonging to the schools, outside their work schedule. Priority was given to those who lived in condominiums adjacent to school sports facilities. The legislative framework was also created so that the local councils can use in the shortest time the vacant lands, parks or spaces between the blocks for building simple sports bases, with a low budget, for sports-recreational activities.

This materialized through the elaboration of a Government Decision in which all the details of this National Movement for Health Program were specified.

DESCRIPTION

The Government Decision no. 283 regarding the National Movement for Health Program was issued in March 2003. In the shortest time it was popularized to local communities and schools. Unfortunately, not all these schools agreed to the legal provisions to make available the outdoor sports facilities for their own students but also for the adults living in the vicinity of schools, outside the study hours. But following consultations with the local councils, local programs have been developed to adhere to this law, through local decisions.

This national program is addressed to all categories of the population, especially those who have a low material income and who cannot frequently rent a private sports base. A good impact had the possibility to participate in

sports-recreational activities for children from disadvantaged social backgrounds, with parents working abroad or those with low salary income.

In accordance with the Government Decision no. 283/2003 regarding the National Movement for Health Program, the stakeholders are: at the national level the Ministry of Youth and Sports, the Ministry of National Education, the Ministry of Health and the Ministry of Administration, and at the local level, the Local Councils, schools and school sports associations, the County Directorates for Sports and Youth, and the public health units.

SUCCESSES

The immediate and positive reaction of the governmental factors led to the elaboration of a Government Decision. Specialists in the fields of health, education, sports and administration have really contributed to the elaboration of this National Movement for Health Program.

This National Movement for Health Program has contributed to an increased number of children and adults who have developed sports-recreational and health activities in sports facilities built from public funds.

This program has led to an increase in the number of sports associations established in cities and rural areas.

The discovery of possible sports talents among children and students who were guided to the selection for performance sports.

Fewer road accidents involving children especially because they no longer wandered in unsafe spaces.

An increase in the number of sports competitions between condominiums, neighbours, neighbourhoods, with the involvement of sports organizations at the level of Grassroots Sport and of the local authorities.

CHALLENGES

The acceptance of this National Program by school principals, Local Councils and their leaders. The fear that some outdoor sports facilities will be vandalized.

These problems were solved through the permanent dialogue between the managers of the school institutions and the City Halls or the Local Councils for the implementation of a legislation approved by the Government.

The Local Councils approved in the school budgets the acquisition of surveillance systems for monitoring the sports-recreational activities in the outdoor spaces.

Physical education and sports teachers sometimes volunteer in order to carry out this program in good conditions.

COVID-19

Unfortunately, the entire Program was stopped when the Covid 19 epidemic broke out and the Government declared a state of emergency in March 2020.

During the summer of 2020, there were incidents on some school sports fields between young people who wanted to exercise and law enforcement because it was assumed that the groups of young people did not respect the social distance imposed by Covid legislation.

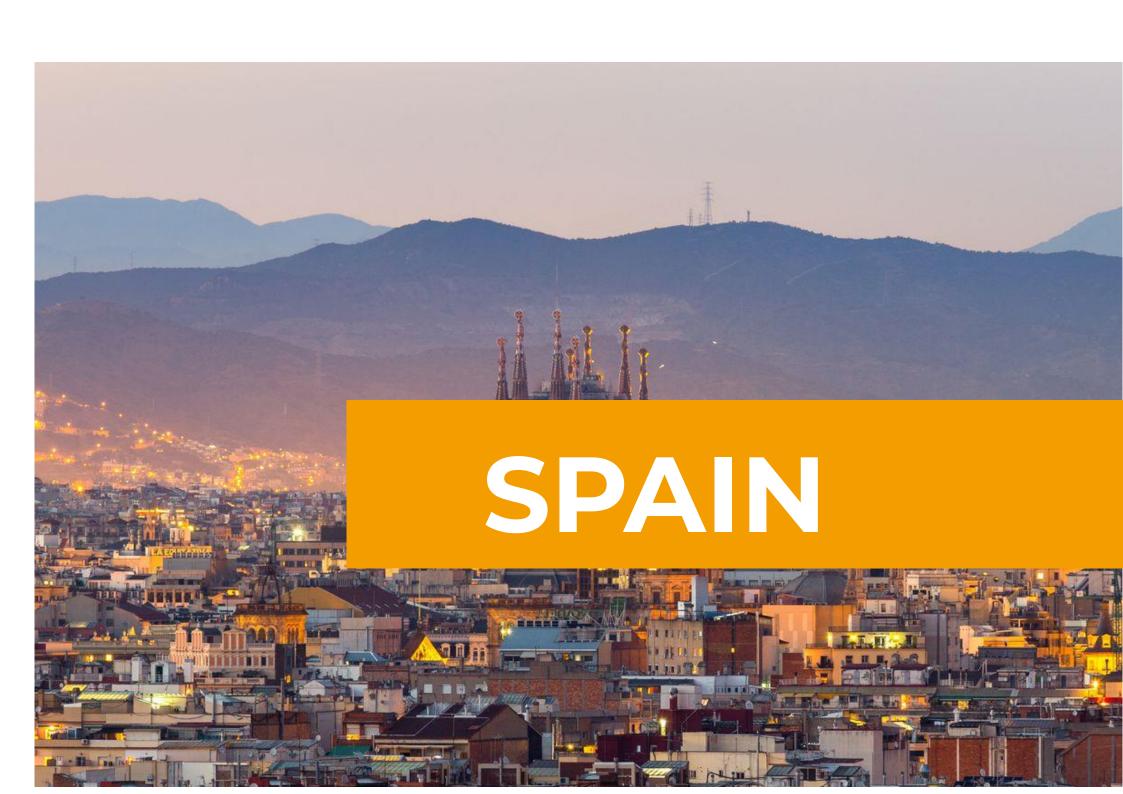
The parks included by the local communities in this National Program remained open to carry out individual sports physical activities according to the rules imposed by the Government.

Adaptability is the most important thing that can be achieved in this program. It can be achieved by observing the legal norms regarding the practice of physical exercises but by maintaining the healthy habits and the regularity with which the exercises are done.

CONTACTS

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GET ACTIVE - BARCELONA, CATALONIA-SPAIN

The project started in 2008 and has been developed annually since then. The programs focus mainly on sport and physical activities in neighbourhoods, condominiums and local parks. It consists in multidisciplinary implementation between local authorities, social workers at the Districts of the city, health agencies and health care offices.

PARTNERSHIP

The owner of the project is the Sports Department of the city of Barcelona. The Sports Department Institution collaborates with the Barcelona Agency of Public Health, which evaluates the impact of the activity

CONTEXT AND BACKGROUND

In recent years, cities, and especially their design, have become central elements in health promotion. To promote the health of the people who live there, urban planning must address aspects such as public and active transport, air pollution, noise and green spaces. Urban green spaces promote the health of citizens in different dimensions. On the one hand, they reduce premature mortality and mortality from cardiovascular disease; in addition, access to urban greenery improves mental health and cognitive function, and, finally, green spaces are friendly environments that facilitate the practice of physical activity and the interrelationship between people in the neighbourhood, which also improves, social cohesion.

In Barcelona, 70.8% of men and 81.6% of women over the age of 64 are inactive in leisure time, with regard to coexistence, 31.2% of women over the age of 65 and most live alone.

In 2008, the "Activa't Program" was launched in Barcelona's parks with the aim of promoting a healthier life for the elderly in their neighbourhood, especially in the less favoured neighbourhoods, by offering age-appropriate physical activity and continued in urban green spaces accessible on foot. The program is the result of the elaboration and intersectoral coordination of the Barcelona Sports Institute (IBE), the Barcelona Public Health Agency (ASPB), the Environment Department and the Barcelona Health Consortium (CSB).

"Activa't Program" also has the intensive support of the Primary Health Care Teams (EAP), the community working groups, mainly the Barcelona Salut alsBarris (BSaB) boards, and the neighbourhood social and professional agents and districts.

DESCRIPTION

In brief, the activity was designed for the activation of "hard to reach" population. The idea was to introduce a regular activity proposal in a neighbourhood at available areas of practice (urban parks)

The program offers participation in two free weekly one-hour sessions. One of the sessions is dedicated to simple walks that improve aerobic endurance, agility and breathing, complemented by attention and memory activities.

The other combines tai chi and chi kung, oriental gymnastics that work on fitness, breathing, relaxation, joint mobility, body awareness, coordination and balance. Multiple studies assess the impact of these forms of physical activity on health, especially for the elderly.

The results show improvements in blood pressure, cognitive ability, stability and flexibility, and reduction of osteoarticular pain.

The resources needed to carry out the Activate are:

- > a monitor
- > brochures, posters and meetings or sessions for dissemination,
- > technical staff for coordination and evaluation,

- > urban spaces such as parks, squares, beaches and
- ➤ insurance for the registered persons.

The development of the project included previous works based on the diagnosis of the target population and the most suitable activity (content and frequency of the activity). The activity had to be affordable for as many people as possible, considering its intensity and level of performance.

At the same time the locations were fixed according to different criteria. First of all, the accessibility to the area included the design and the location.

The activity is regularly provided at noon, in outdoor areas and includes groups of participants. No special requirements are demanded, and it is free of charge for anyone.

Among the described stakeholders, different neighbourhood associations were included for the promotion of the activity and the social assistance network -public servers- was involved in the promotion of the activity. At the same time, different sport organisations from several Districts provided their instructors to lead the activity. These instructors were trained in the purpose and development of the activities.

SUCCESS

Among the strengths of the "Activa't Program" there is the perspective of a service to the public that develops multidimensional responses, combining the sports and health aspects and incorporating key factors such as people's working conditions, gender perspective or the age.

In 2013, the "Activa't Program" received the NAOS award (granted by the Ministry of Health of Spain) for the promotion of physical activity in the family and community. Among the most important difficulties and challenges that the program experienced there is the desire to achieve regular participation of those enrolled. The enrolment in the program does not imply a requirement for attendance, as the participation depends on factors such as people's health status or the weather conditions. However, the driving forces work to encourage commitment to the activity.

As main success we can include the participation in the activities, the range of parks included in the project (19 parks in the city)

On the other hand, an element that "Activa't Program" maintains as a challenge is the dissemination of the program among the agents of the health system, such as the Primary Care Centres, particularly with regard to the general assessment of the benefits of such activities.

Finally, in terms of transferability, the program presents several aspects of reference for other initiatives. It is necessary to mention in this sense the design and the evolution of the project linked to the continuous assessment of the demand and the needs identified in the territory, the optimization of resources based on the spaces, instruments and municipal agents or, finally, the relation with third sector entities.

Although the project didn't try to change the city or neighbourhood it helped many people to consider public parks as a suitable area for practising exercise and socialising. In certain cases, people do meet there although regular activity is not implemented (out of schedule).

CHALLENGES

The project has become a success in the city being the unique opportunity to exercise in public spaces for a lot of people who find safety conditions of practice and an appropriate environment for socialization.

However, the gender distribution between participants (87% female-13% male) is considered one of the challenges for the future. For sure, considering its target audience (elderly people) the question of gender participation was discussed in different forums and evaluating meetings. It could be a cultural aspect. While for certain groups of age and gender exercising together could be an attraction, for others it could become a limitation.

COVID-19

The organisation of the activity met the restrictions of the Health Authorities during the different phases of the lockdown and outbreaks.

No COVID-19 case was detected in the development of the activity and in many senses, the participation at the group, although it decreased, supposed a significant influence between the participants.

CONTACTS

GET ACTIVE

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ESPAI DE MAR - Barcelona, Catalonia-Spain

Thanks to the organisation of the Olympic games in Barcelona in 1992, they city decided to arrange the coast line which until then had been quite polluted, and full of old factories, and open the access to the coast line for the citizens. From the beginning it was considered as part of the legacy of the Games.

The construction and the arrangement work included the rehabilitation of former storages in the front line of the sea. One of these areas became a leisure centre owned by the municipality while the others were used for other purposes. The space was informally used by different entities.

Finally, in 2004, the Municipality signed an agreement with a private organisation -non profit- which introduced an offer of services in the space considering the beach area and the sea as a public park where organised activities were introduced.

PARTNERSHIP

The space is managed through a Public and Private Partnership. The owner of the space is the Municipality of Barcelona and the activity and the area are managed by a private organisation called <u>Lleuresport</u>

LEVEL OF IMPLEMENTATION

A private entity is managing a public space with a public purpose: to open the access of the citizens to the area of the beach and the sea. The level of implementation is local (neighbourhood) although because of its singularity and originality the offer is open to all the citizens of the city.

CONTEXT AND BACKGROUND

The local context was to provide to the citizens the opportunity to use the beach area as an area of physical activity practice. Thanks to the introduction of an offer of regular exercise, including aquatic disciplines, participants found the opportunity to use the beaches of the city all over the year.

The arrangement of this part of the city was originally considered before the organisation of the Olympic Games in 1992. The project came to life after the Olympics and after various attempts a final business model was introduced in 2010, thanks to the agreement between the city and a private organisation.

DESCRIPTION

"Espai the Mar" is a public facility-owned by the municipality of Barcelona- located on the porches of Barceloneta neighbourhood. It occupies 679m2, and a facade facing the sea of 127m. It was built as an environmental education facility that aims to promote awareness and environmental education around the coast, through inclusive sports and leisure activities.

The facility seeks to create and offer a range of activities and services that promote the sports, an educational and leisure offer, the promotion of healthy sports practice for all, the training of people. This is a space for all the citizens where social cohesion and full citizenship are promoted.

The facility includes: a 62m2 multipurpose room to exercise the cardiovascular system, a 92 m2 multi-purpose and multimedia room for dance activities, the availability of TV screens, a projector, a screen and audio, a 62m2 multipurpose room for the development of the body and mind, a great variety of activities, three changing rooms (women, men and groups) with more than 300 lockers, 4 bathrooms adapted for people with reduced mobility with availability of lockers, a nutrition and physiotherapy service a "Box De Playa" rental service for surfboards, paddle surfers, bicycles.

It has been observed that the average engagement of the citizens increases as the range of activities is regularly organised and led by instructors in a safe environment of practice.

On the other hand, the regular organization of activities increased the use of a seasonal place like a beach, being quite regular the use of the facility and the environment of practice.

In the end, thanks to the public and private partnership, the offer reduced any access barrier considering the financing of the activities offered, which brought a certain support from the Municipality providing more affordable fees. The quality of the activities was the result of the competence of the private partner who was in charge of designing the offer, providing the material and training the specialized instructors.

The facility offers a wide range of activities and includes the access to the beach, the use of changing rooms and lockers. The volume of the users remained almost the same as the last year with almost 12,000 accesses to the centre: occasional entry, usual package or monthly subscription. The use of the equipment service (surfboard / paddle board and wetsuits) was reduced by 20% last year due to the lack of waves during the surfing season as well as the partial prohibition of the rental of equipment until the boat channel was not available during the month of July.

As activities for adults, the surf school, despite being a year with few waves, organized 300 adult surf courses and 180 children's courses. As for paddle surfing sessions, 200 introductory courses were held and an advanced group was created with about 10 users rowing with an instructor that seeks to lengthen the distances in each session and teaches how to catch waves with a paddle surfing. There were sessions at sunrise during the months of June to September, twice a week.

In terms of beach volleyball, the volume of users of this activity almost tripled. A second level of practice was created in order to give continuity to users.

Every new person who wants to register has the opportunity to perform and check their performance competences. Different target groups (level of performance) were created.

As for yoga, winter sessions were offered at the facility and on the beach. It is an activity that is difficult to carry out in winter as in the end it is a service similar to that offered in sports centres but with the arrival of good weather it is better received. There is also a yoga group for pregnant women but it is an activity that has a very specific duration due to the condition of the attendees.

As a social approach the facility developed a childhood and adolescence program (from 3 to 16 years old) in collaboration with different school s from the neighbourhood. The schools visited the facility with 2nd, 4th and 6th grade students (one term each year) and with 1st and 2nd grade students in the third school term.

On the other hand, programs like "Entre Nosaltres Project" engaged groups of youth in risk of social exclusion. This program was developed with the support of social entities such as Fundació Àmbits, Fundació Idea with whom paddle surf activities were organized.

Other activities focused on helping people with functional diversity to use the beach and swim in summer.

At the same time different projects related to cultural diversity integration were implemented such as the cooperation with different cultural entities from the area (Vigatans, FranjaRaval) and the Barcelona Sports Institute Programs for seniors included activities like tai txi, Nordic walking or regular exercise sessions.

The activities are implemented according to a regular schedule which is promoted to all its potential audience through the web page of the organisation and social media. The Activities are closely linked to the weather conditions. However, they are provided all over the year in different environments (indoor- outdoor).

The facility is located in one of the most disfavoured areas of the city.

Thanks to the use of a special environment, the proposal of physical activity and leisure time activities helps to introduce different approaches. The election of significant partners and stakeholders helps the organiser to develop attractive programs that engage different target groups, who live together the proposal of physical activity.

Thanks to the agreement and to the collaboration with the municipality, a private entity was able to design, develop and implement a regular program of physical activity. The activities are properly scheduled and its sustainability is guaranteed.

The collaboration with other social entities placed in the same area helps to achieve the engagement of hard-to-reach population.

At the same time, the work with different schools helped to introduce the offer of practice at early ages.

SUCCESS

First of all, the public and private partnership which became, as other cases in the city, a great push to consolidate the offer of activities. On the other hand, the huge work implemented by the leading organisation (Lleuresport) and its managing competences were a key point of this successful experience.

The way the entity operates, its knowledge achievement on the offered programs, its communication skills, the recruitment and training of its staff and its integration in the area are key elements.

The facility has got a great acceptance from its neighbourhood and it has become a reference in the area.

The implementation of planned and organised activities helped to increase the acceptance of the public access to the beach.

It helped to "discover" the attractiveness of the beach area as suitable for exercising, not only in summer. Due to its consistent offer of activities the use of the area is quite intensive all over the year.

At the same time, other users from other areas of the city discovered the interest of the area making it more attractive to other citizens, which helped to integrate the neighbourhood in the rest of the city.

CHALLENGES

Talking about the physical activity, the main challenge is that it is still innovative in the implementation of the latest trends, especially linked to the use of open areas and beaches. The need to attract different audiences is a challenge for a further development of the programs.

At the same time, the implementation of different communication skills, channels and tools will help this purpose.

The exploration of new trends of activities and the training of instructors and the identification of other entities placed in the neighbourhood.

COVID-19

The facility and the activities organised followed the restrictions announced by the Authorities of Catalonia at any case. According to these restrictions and especially during the first lockdown, the facility was closed and the activities cancelled. At other stages the activities were organised under previous appointment in order to track the assistance at any activity and make the participants aware of any outbreak. Indoor activities reduced their capacity, being available for a more reduced group of participants.

Although the restriction was quite intensive, the need to exercise in open areas provided a more attractive feeling for the organised activities, considering that the risk of infection is lower in open areas.

CONTACTS

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GLOSSARY

Neighbourhood: A neighbourhood is one of the parts of a town where people live (district, community, quarter)

Condominium: a building or complex of buildings containing a number of individually owned apartments or houses.

Green Park: Land with natural or planted vegetation, with alleys, often with lakes, which serves as a place of rest, recreation, walking or physical activities for the population.

Green area: Green areas are any place prepared with grass, flowers, trees, benches or other decorative or urban furniture elements, used as decoration or for public use. They do not necessarily have to have all the elements mentioned above, but must include one or some of them. They must occupy a minimum area of approximately 20 square meters (the average surface of the lounge of a 90 square meter home). Gardens, parks and playgrounds, treed plazas and small green areas (parterres, etc.), fields or meadows not destined for agricultural use will be cases to consider as green areas.

Outdoor sport: A sport activity that is played outdoors practiced independently or in groups, using as a working environment the surrounding perimeter, even if it has or does not have a sports purpose.

Sport for all: Sport for all is a complex of activities based on the free practice of physical exercise in a clean and safe environment, individually or in groups, organized or independent.

LEGISLATION

In this section of the NEXT Sport Toolkit, you will find, in original language:

- ➤ National legislations that favor the development of sport and physical activities in neighborhoods, condominiums, parks (national guidelines / regional implementation /municipality actions)
- ➤ Legislation specific to urbanism and planning for sport and PA in urban areas
- ➤ Administrative legislation specific to local / regional authorities
- > Arrangements and contracts with stakeholders and local administrations

Readers may use this documentation to organize activities indipendently in different countries. Reader discretion is advised, as legislations may change and be updated.

CROATIA

Republic of Croatia Strategic development of urban areas

Startegic development of Region of Istria

Regulation of urban ereas in City of Pula

GERMANY

Federal Agency for Nature Conservation Moving people - Developing green spaces

Agency for Nature Conservation Urban Green Areas - Instructions for Action

Deutscher Olympischer Sportbund (DOSB)

Ordinance on the construction and operation of special structures

Natural allies: sport and urban green

CITY OF FRANKFURT AM MAIN

<u>Link 1 || Link 2 || Link 3</u>

City of Köln

Link 1 || Link 2

ITALY

<u>ANCI - National Association of Italian Municipalities: memorandum of understanding signed between the Sport and Health Agency and the Association of Italian Municipalities</u>

Common goods and shared administration

Collaboration agreements

Trentino Alto Adige

Management Determination, Civic Services, Participation and Sport Department

Article on the Milan municipal initiative

Emilia Romagna

Network of Italian Municipalities for Sustainable Development

National Prevention Plan

The most recent national measure regarding sports facilities (also in public areas) and related legislative references.

ROMANIA

Law no. 69/2000 of Physical Education and Sports, updated / Legea nr. 69/2000 a Educatiei Fizice si Sportului, actualizată. / Art. No. 1.1, 1.2, 2.1, 2.2, 2.3, 2.5, 3.1, 81.1, 81.2

Government Decision 283/2003 on the approval of the National Program Movement for Health/ HG 283/2003 privind aprobarea Programului National Miscare pentru Sanatate / Art. No. 2.1, 2.7, IV.1, IV.2

Ministry ORDER no. 130 of March 28, 2006 regarding the non-reimbursable financing from public funds of the projects of the private sports clubs and of the county associations and of the Bucharest municipality b.

<u>Law 24/2007 on the regulation and administration of green spaces in urban areas / Legea 24/2007 privind reglementarea si administrarea spatiilor verzi din zonele urbane / Art. No. 18.1, 18.3, 18.4, 19.1, 19.2, 19.3</u>

Government Emergency Ordinance. no. 114 of 17/10/2007 for the modification and completion of O.U.G.nr. 195/2005 on environmental protection / O.U.G. nr. 114 din 17/10/2007 pentru modificarea şi completarea O.U.G.nr. 195/2005 privind protecția mediului / Art. No. II.1, II.2

<u>Government Emergency Ordinance no. 195/2005 on Environmental Protection / Ordonanta de urgenta a guvernului nr. 195/2005 privind Protectia Mediului / Art. No. XII.c, e, f, g, 71.</u>

<u>DECISION no. 525 of June 27, 1996 for the approval of the General Regulation of urbanism / HOTĂRÂRE nr.525 din 27 iunie 1996 pentru aprobarea Regulamentului general de urbanism / Art. No. (2), 1.9.1, 1.9.2, 1.9.3</u>

SPAIN

Catalan sport law

Physical Activity and Natural Environament

Sport Organization

Leisure activities and youth -under 18 years old

Sport Insurance

Law of volunteer work

Sport professions and careers

Self protection plans

Traffic regulations

Regulation of motorized access to the natural environment

Good Governance and transparency

Organic law 1/1996 on the legal protection of minors

Organic Law 15/1999 on data protection

Organic Law 1/1982 image rights

Royal Legislative Decree 1/1996 on industrial property

Law 17/2015 on the effective equality of women and men

Decree 148/1992 activities that may affect wildlife

Law 12/1985 on natural spaces

PARTICIPATING ORGANIZATIONS



UISP (Italian Sport For All Association) is a national sports promotion body operating in Italy since 1948 with the aim of encouraging and guaranteeing the right to physical activity for citizens of all ages, beyond any barrier of class, sex, origin, physical condition, also promoting the values of solidarity and environmental protection, social inclusion, health protection and the enhancement of artistic and cultural heritage.

With a vision of "A world of physically active citizens in vibrant civil societies", ISCA has been at the forefront of development and implementation of activities of specific European relevance. This can be seen by our long presence as a reliable partner and financial beneficiary of European Commission co-funded activities





Fundació UBAE (with the brand name Eurofitness) is a leading promoter and provider of sport and fitness in Catalonia and beyond, implementing activities both in the rest of Spain and in other European countries, in particular Slovenia and Poland. It is a non-governmental and non-profit organisation established in the 1980s to address the lack of resources and activities provided by the Municipality of Barcelona to encourage people to take up sport and physical activity.

Association Sport for All Suceava (AJSPT Suceava) is a non-profit organization at regional level, a non-governmental organization, officially recognized by the Romanian Justice Ministry since 2002. Also in 2002, our organization was officially recognized by the Ministry of Youth and Sport as a sport organization.





The DTB is the second biggest German sport federation with more than 5 million members organized in more than 21.000 clubs and 22 regional organizations'. The success of the DTB is mainly based on the voluntary work of the members that has developed into the creation of a successful sport club culture in Germany.

Sportska zajednica Istarske županije is a main Sport Federation in Istrian region of Croatia with 32 regional federations in different sport with 350 different sport clubs with over 30.000 members. We provide our members with professional and financial support, we offer help in lot of sports events, we provide our best athletes with scholarship, we are included in Croatian Olympic Committee project.

Sportska zajednica Istarske županije

The University of Cassino (now University of Cassino and Southern Lazio) was established in 1979 as a "reference point" for the geographical area embracing southern Lazio, Campania and Molise regions. Nowadays, the University is constituted by five Departments – Law and Economics Dept., Philosophy and Literature Dept., Civil and Mechanical Engineering Dept., Electrical and Information Engineering Dept., Human Sciences, Society and Health Dept.



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