

HANDBOOK FOR SPORT CLUBS ON THE MOVE



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- Learn from the experiences and stories collected from sport clubs in seven European countries in Villages on the Move Go – project.
- Learn how to develop your sport club by
 - educating more coaches
 - getting more volunteers
 - organizing events and competitions
 - cooperating with the surrounding community
 - getting connected to tourism
 - being resilient



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INTRODUCTION

The benefits of physical activity for health have been widely acknowledged, namely by the World Health Organization (WHO) and by the European Union. In view of that, worldwide policies and initiatives for the promotion of physical activity have been launched from different sectors of society, namely from organizations whose core is on health, education, sports, youth, old age, or on social inclusion.

Sports clubs are important players in this arena because, besides the physical activity, through socio-cultural processes, they encourage social interaction, reinforce a sense of place and community, and the range of physical and mental health benefits contribute significantly to well-being. There is evidence of better psychological and physical health outcomes in club-based (team) sports' participants compared to the lonely ones. Moreover, especially in small communities, sport events are likely to be an important tool in promoting cultural exchange and social networks and to have a non-neglectable economic impact on the local economy due to tourism expenses. Hence, especially in the most remote rural areas, the work of small sports clubs is valuable from different perspectives.



HUNGARY



CROSSKOVÁCSI

Crosskovacsi Sport and Environmental Association

Nevertheless, opening a new sports club or promoting the continuity of the pre-existing ones in rural, depopulated settings, might be challenging. Sports clubs require facilities, equipment, funding and, probably, above all, people. People courageous enough to take the risk of starting something new (the entrepreneurs), managers, coaches, members (old ones and new ones to progressively renew the bases), participants, volunteers (at non-profit context), and leaders. Informal leaders, who follow a collective purpose and work hard to involve the community are key people. They are particularly important in helping overcome fears and resistances, either associated with the start of a disruptive sport activity, or from disabled people and/or of their families.

This handbook is an output of Erasmus + Project Villages on the Move GO (VOMGO)¹ and is organised in two parts. The first part offers twenty-seven case studies (three from each of the nine project partners), from seven European countries, where initiatives for the promotion of health-enhancing physical activity (HEPA) have been supported by rural sports clubs and/or are associated with grass-roots sports. The case studies selected cover those topics offering inspiring examples of how successful sports clubs, schools or initiatives respond to challenges that arise daily, regardless of the country or sport. Throughout the document, case studies are grouped by project partner, sorted alphabetically. The second part of this handbook presents a group of informal leaders - the fire souls - who had a key role in the endeavours of the rural sports clubs directly involved in the VOMGO project. Fire souls are sorted alphabetically.

¹ The project VOMGO aims to contribute towards promoting awareness and HEPA, one of the main objectives of EU sports policy. It focuses on supporting and enhancing voluntary activities in sports, together with social inclusion and equal opportunities for rural citizens, immigrants and refugees so that sports are available to all.



Case study 1: Volunteers for sport events

Keywords: *volunteers-retention, volunteers-training, sport-events, running, MTB*

Background

Crosskovacsi Sport and Environmental Association organizes three major races annually. Our biggest event, however, is the Crosskovacsi Marathon organized each year in June. The event is not a mere competition of athletes, but also a social hub and a regional attraction with strong social cohesion powers. Besides the MTB race, we also organize a trail run event, which takes place on the day following the MTB race in June. The preparations for these races are all-year-round activities and require a tremendous amount of voluntary work. The majority of the volunteers do not work all year for Crosskovács, but their volunteer activities are concentrated around racing events. Their activities include preparing the tracks, refreshing points, parking, finishing build/tear down, registration, taking care of the children while their parents are competing, transferring people and stuff, health and safety points, shops, storage, catering. As most of the to-dos require physical work, not surprisingly most of these volunteers are young male. The main age group is that of 15-25 with the more aged ones in roles of leaders. Of course, there are volunteers in leading positions who are older, they kind of grew up with the race from its beginnings over 20 years ago. They are between 45 and 55 mostly and are in the intention to pass on their experiences and knowledge to the younger generation.

Challenge

There are two main challenges with young volunteers. 1, One is to train them to a point where they don't need any more orientation, but they can act independently, preferably also in cases of special, unexpected situations. 2, The other one is their retention. Once they "got hooked" and they collected the knowledge and skills to help it

would be nice to keep them on the long run. This is not easy as at the age when normally they enter our race, they are 16 with a lot of free time and no career and family orientation. With entering higher education or the world of work their busier schedule might prevent them from sacrificing the previous amount of time on volunteering.

Solutions

1. Training: the normal training process for new volunteers is "learning-by-doing". Youngsters are put to work with the leadership of a more experienced person and throughout these experiences they learn the gist of their job. To get them help and to make them see the race in its more complexity (not only the tasks of their own positions) Crosskovacsi has developed a training material collecting all necessary information about the organization of outdoor races. From time to time we hold training sessions and have orientation days for our new volunteers.

2. Retaining volunteers. The main motivational factors to stay as volunteers for an association is "feeling good", "feeling useful". We try to establish the basis of a good atmosphere by operating as a hub, where extra activities like excursions, parties, and pubbing are also included. Our international projects contribute to enhancing team building and giving an opportunity for joint activities, too. We always honour the help- not with money, but with moral valuing and with providing contra help if needed.

Case study 2: Involving parents

Keywords: *Family-role, engagement, camp, kids, parents*

Background

Many devoted sport coaches and Physical education teachers believe that their success in making kids get motivated and persist in doing sports is impossible without the involvement of their parents. One of the enthusiastic coaches who does not only share this belief but actively does something to reach it is the Hungarian fire soul Gyula. Gyula is the PE teacher who when he walks along the streets of his town, is always stopped by enthusiastic kids and parents for a talk and would never miss an occasion to encourage people for the love of movement.

Challenge

The challenge to engage young kids with sport could be highly reliant on the environment around them. Small kids still reflect their parents. Gyula has always struggled at camps to make kids adapt to the rules of the camps, to devote themselves to the sport and get enthusiastic about the team spirit. There have always been kids who were hyperactive and were hard to make them behave, or who were timid and difficult to involve them. Also, besides camps, the everyday motivation to persist on the training was hard to achieve.

Solutions

Therefore, Gyula has always strived to involve parents in the activities. He organized them as attendants and helpers at camps, even let them lead some minor activities. Parents and kids chorused together the main principles of the camp, he involved them in common singing and sport activities and gave them some responsibilities so that they feel the aims are theirs. In everyday activities he organized parallel sport sessions for parents. While kids were playing on one

football pitch, their parents were kicking the ball on the other pitch. Also, bike trips are organized for kids and parents jointly. This way, not only kids stay more motivated and feel emotionally safer from the beginning, but also parents become the small fire souls of the sport and help Gyula spread the love of sport in the region.

Case study 3: Prevention of aging in sports associations

Keywords: *Rejuvenate, Tourism, recruiting young members*

Background

Unfortunately, in many sports, aging is a serious problem, there are not enough young athletes in many sport associations. As we spoke with Hungarian fire soul, László Schönviszky (president of the Hungarian Tourist Association) we learned that it is a frequent problem to attract new members to the association. The fact that these sport clubs look back on a long history, doesn't mean that it will become popular among young people.

Challenge

László has brought it to our attention that it needs a lot of time and work to attract new people, especially young people. They are very much bound by the world of ICT and it's hard to move them out of their online world. He said that it is also difficult to attract middle aged people as they are busy with keeping up their family.

Solutions

In the Hungarian Tourist Association, they try to rejuvenate the membership by visiting schools and popularizing the club. Also, they would like to attract younger members via their parents and grandparents – which can be a good solution since excursions are perfect for a nice family program. Luckily, there are many volunteers who help them popularize the association among younger people. One of the big steps was to create a Facebook site, where the visitors can easily find out more about the sport and the programs (they use paid ads as well). The volunteers post quite often so the people can't lag behind on excursions. They strive to organize programs that may be of interest to the younger age group as well – also they emphasize the beauty of natural values, which is important because

it can attract more people. The association's main goal, according to László, is to get people to think about sport as an activity which helps maintain the body and mind which is worth the effort.

Case study 1: Major event – Promoting the Sport and the Club

Keywords: *Innovation, multiculturality, sport-events, kitesurfing, capital letter in Innovation*

Background

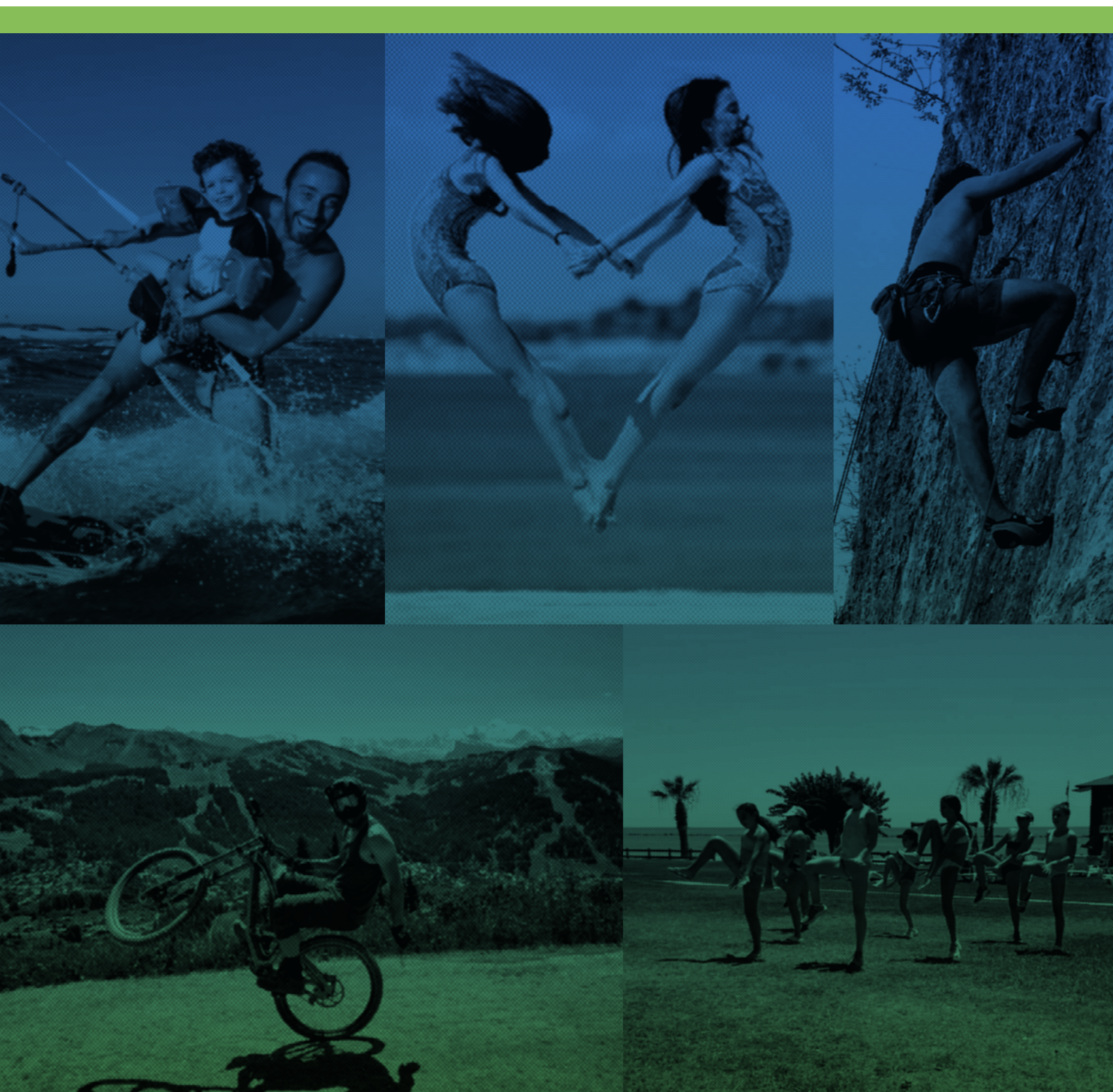
Kahuna Surfhouse kitesurfing school was founded in 2008 and is situated on Softades beach in Kiti, Larnaka, Cyprus. It is the only kitesurfing beach licensed under the Cyprus Republic government.

The guys there chose this spot for the school as it has the best kiteboarding conditions all year round on the island. They set up the school with the concept of living life beyond the shore, always in mind.

They are a down to earth team and set up this centre for the love of the sport. They are passionate about kitesurfing and all that comes with it. They are a great mix of locals and tourists, all different levels of kitesurfing and all nationalities. On this beach you will meet beginners all the way through to the double handle pass elite! This is a great advantage for visitors as they really integrate with Cypriots and discuss their kitesurfing progression.

Challenge

One of the initial and greatest challenges that Elias has faced was the promotion of the particular sport. It was very difficult and this is because kitesurfing is not a well-known sport. Nobody knew about it. The authorities did not know about this and neither did the government. Anyone he would talk to, in the early days, they would give him a strange look. They did not know what he was talking about and what kitesurfing was. To some people this sounded dangerous, and this was a good reason for them not to bother. Everything was difficult during the initial stages! For every type of license there was



a difficulty laying behind. He had to go through extensive bureaucratic procedures for preparing official papers or for a license to use the seaside; there were always obstacles along the way. That has led him to initiate his own ideas for success.

Solution

These days Kahuna offers beach side accommodation, a chance to travel the island, food and drink and work experience with Elias who has 20 years of Kitesurfing experience and 11 teaching experience. He developed a diverse target market of ages and nationalities, residents of Cyprus and tourists so this is super attractive to volunteers new to instructing and keen to acquire experience teaching people with different languages and cultural backgrounds. Also, he made sure that the spot is fantastic for teaching, no coral, no scary sea life, no strong currents and very warm sea temperatures. He and his team manage to fully facilitate the club to provide all the needs, and wants of a kitesurfer, their family and friends and spectators of the sport. Parking, bathrooms, showers, WIFI, surf store, bar, sandy play area, complimentary seating and sunbeds and shaded area. Stations for equipment washing, grassed launch and landing area for kitesurfers and kite storage service. These sound like a must have for any club however, when you develop those on your own, step by step then it counts for something. For the surfers this is a part of their culture therefore appreciated. He also pushes toward the international network and organization of events. The King of Kite, the idea was to initially boost the Cypriot level in kitesurfing, because in this type of events he would have participation from abroad not just from Cypriots. He considers that Cypriots will observe and experience the high level of participants coming from abroad and this will be a challenge to them. Then he wanted the King of Kite to achieve wide participation, with participants coming from the Mediterranean region and beyond, the European region. With the King of Kite he aims at Mediterranean and Paneuropean kite competitions. Going to other competitions and seeing how these are organized and run, he sees that the club is going towards a good direction. The next plans are to bring the actual World Cup to Cyprus.

Case study 2: Overcoming societal and PA barriers – adherence to PA and increase awareness

Keywords: *Resilience, change, sport pedagogy*

Background

The background of the club, and how it starts is interrelated with Stelios personal story. Stelios has a background in sports. He used to be an athlete and he graduated from the Sports Academy in Greece and then proceeded to a master's degree where he specialized in Sports Management. He has always dreamed of getting involved in the sports industry, even though he knew that this was a very difficult area to get involved in Cyprus. He was aware of the difficulties that colleagues and people in this industry were facing. After completing his studies, he was very keen on establishing an association/ a society/ a department with a focus on sports. He wanted to manage a sports club and this is why he decided to officially register and established a sports association. The fact that his wife has a similar background was crucial to his decision. She is a rhythmic gymnastics coach and this is why the first steps were made with this type of sport. Their club, 'Akamas sports association' is in the city of Paphos. It was the first sports association in Paphos and one of the founding members of the Pancyprian Sports Association. Unfortunately, it faced some issues that led to its closure for a number of years. In 2006 they re-registered the association keeping its original name and ever since then they have been on board. By naming the association 'Akamas', they honour the name of the first established association, and they highlight the importance of Akamas Peninsula, which is one of the most stunning rural places on the island of Cyprus. They also thought that the name would be easy to recall and pronounce by visitors coming from all over the

globe. Akamas is a focal point in the city of Paphos and, similarly to this, they want to be the focal point in terms of a sports association in the city of Paphos and on the island of Cyprus.

Challenge

Stelios has been aware and realized that in contemporary Cypriot society, people who study sports, PE, and relevant degrees are facing walls when they finalize their studies and seek for career opportunities. The Cypriot society is full of a number of obstacles making young professionals dreams and aspirations hard to achieve. As he mentioned, it seems that there is a lack of support, help and understanding by the authorities, these being sports authorities, municipalities, etc. People in control, decision-making and stakeholders are older in age, they belong to another generation and therefore refuse changes. Thus, after spending more than fifteen years in trying to understand the situation, he reached to the conclusion that nothing may change, unless you take a step back, reassess and reflect. He realized that the need for new approaches was evident.

Solution

Stelios aim is now focusing at making people aware about the benefits of physical activity and sport participation. He now knows what to request for, what to achieve and how to make it known. When he contacts the public audience he explains what he aims for, where he wants to go and why he is asking for that support. He is aware that people in his area are far from sports. Counting on his experience, tries to increase awareness, inform people properly and be persistent to his goals. He makes good examples out of the geographical and climate potentials of the country and tries to push towards enhancing the participation in sports at a national and international market. He based his actions on well acknowledged sports principles and values. As he mentioned, all his energy is spent cultivating good personalities and characters; he wants children and young people to learn how to respect each other, share with each other, claim what belongs to them, claim for their rights, negotiate and step back when they are wrong. He tries to initiate changes from the wider society all the way to the decision-makers.

He believes that PA is crucial for a healthy society and when the stakeholders realize that and move from theory to practice then we will have a better and healthier society, and moreover social development. His club supports charity events and they participate in a number of events that help them to maintain their social profile. They get invited to various events and they are always there! They are also invited to schools, they talk about sports and they create exhibitions and sports outreach. Overall, they try by any means to motivate children towards sports. It is important to mention that their moto 'Akamas Family', includes everyone involved in their activities.

Case study 3: Operational environment and financial support

Keywords: *diversity, support, persistence*

Background

Marios is another fire soul whose personal story is interwoven with the creation of the club. He has been involved in sports since his childhood. He was active in many different sports, but basketball was the one that captivated him. His experience with a variety of sports, helped him to succeed in basketball, where he did a career as a player at first and then as a coach. His love for sports, inspired him to study at the Physical Education Academy and become a PE teacher. Throughout his studies, he kept being actively involved with basketball and he was co-operating, at a coaching level, professionally, with high-ranking teams. However, in the back of his mind, he always knew that he enjoyed working with kids. Coming back after his studies he developed an awareness on how the system works with the associations and the federations in Cyprus. He was able to identify a gap here in Cyprus, after he kept receiving questions from parents about what is the best sport for their children and what options they do have. That was the spark he needed and that is why he decided to establish an academy that would fill in this gap. He wanted to create a sports academy that would address parents' concerns on sports that would be suitable for their children. He visualized a centre that would give the opportunity to the children to be introduced to a number of sports, so that they could be guided to the proper environment that would better fit to their personality and individual case. In 2016 he started the Talento Sports Academy.

Challenge

Marios biggest and primary challenge for the moment is the venue

that he operates. He struggled for finding a place at the beginning and moreover for implementing his plans for operation the way he intended. In order to meet the needs of his academy i.e., the variety of activities and sports, different classes for each level, separated classes for adults and the emphasis on the quality, creates a sort of an obstacle since the environment and equipment have to accommodate all the academy's objectives. The rental place that he initially operated was contracted under the municipality and therefore was going through constant management changes. The club had to hold negotiations every two years, something that was very difficult to handle. Another big challenge which partly affects the first one is the financial support. Marios is seeking out for resources in order to make his plans reality and, at the same time, he seeks for a place to settle the academy as a more permanent establishment.

Solution

The club offers a unique service to the island of Cyprus. This is the steppingstone for Marios and his group. He is determined to find the support he needs, and he will exhaust the possibilities for funding. He will turn to governmental opportunities and programmes and he will heavily focus on children sports participation, support towards autistic children and children with special needs. Marios is relying on his team. It is obvious that he trusts, supports and accepts support from their behalf. They started together and they are moving together, thus they act with the same motivation. Surely that provides them with an expanded set of opportunities since he is not alone in the 'project'.

Moreover, Marios keeps his eyes open. He emphasizes that he likes to be inspired from initiatives that come from abroad. Most of the ideas that are currently implemented in his club were inspired by initiatives happening abroad. He believes that international networking is important and will get his club closer to other organisations, initiatives and exchange of ideas.



FINLAND

ESLi

Etelä-Savon Liikunta ry - Southern Savo Sports Federation

Case study 1: Friday Sports Together

(Case study on fire souls club Haukivuoren kisailijat ry)

Keywords: Family, local community, tradition

Background

Haukivuoren sport club is located in the small town of Haukivuori in Finland (2000 residents). The club was established in 1945. During different times the club was offering different kinds of activities and organizing different kinds of events. Club has around 150 members during the year. They want to provide residents with different opportunities and facilities for physical activities. Club offers a wide range of sport possibilities for all ages.

Challenge

In many sport clubs or other organizations that provide free time possibilities for residents or people in general the “generation” co-operation is often overlooked. There are regular activities organized for kids for example – weekly floorball group. Then there are regular activities organized for example for elderly people – weekly yoga. Of course, there is a great social aspect to that as well – not just benefits of physical activities but spending time together with peers or people of the same age. The challenge arises when parents and grandparents want to spend time together with kids and grandkids and be also physically active. When they want to experience new ways of physical activities together.

One challenge is also when parents bring their kids to the activities that last 45 minutes or up to one hour, that they just sit in the hall and wait for kids – this time could be spent much better if there are methods or tools developed for including parents into activities as well.



Solution

In Haukivuoren kisailijat ry sport club they develop solution for this challenge by organizing “Liikuntaperjantai” on a weekly basis. Every Friday Haukivuoren Kisailijat organizes open activities for families for two hours. Whole families (kids, parents, grandparents, cousins etc...) are encouraged to join. Participants have freedom to choose what kind of activities they want to try out or perform. Sport club provides facility, equipment and also professional instructors. In the new Haukivuori hall there is a climbing wall – but no one can use it without a professional instructor – so on Fridays the club provides an instructor for wall climbing. Participants are encouraged to really choose activities they want to do (from football to badminton and others). Same time they are spending time with family and other people in a safe environment with professional coaches and instructors. There is small fee per season (10€ per person or 30€ per family) what is really low (also for country standard) if we just compare that one visit to wall climbing centre can be 20€ plus. With this idea and its implementation numbers speak for themselves. On average Friday there are about 30 - 40 participants and in one season there were more than 1200 participants. New challenge that has arise if COVID19 but club is still organizing “Liikuntaperjantai” just closely following national recommendations and instructions. Here digitalization should also be considered to play important role in the future. This kind of weekly event became tradition in Haukivuori and is an excellent tool addressing different challenges in sustainability of small sport clubs in rural areas and could be same time used in bigger sport clubs in urban areas as well.

Case study 2: Father’s day event and promotion of local sport clubs and activities

(Case study on traditional event organized by Southern-Savo Sports Federation/ESLi)

Keywords: Family, innovation, sport event

Background

Former regional director at Southern-Savo Sports Federation, Heino Lipsanen, was a professional runner winning national events and has been participating and representing Finland on international events and competitions in the 1970s and 1980s. At the club level he was representing Juva urheilijat. Juva is a small municipality in the Southern Savo area. Heino was always passionate about sports and inspiring others to be active.

Challenge

In the Southern Savo area there are many different small sport clubs that want to get new members and inspire kids to join sports teams in their own area. Families are spending more and more time behind screens and are spending less time being physically active.

Challenge: event for whole family

Challenge: get kids interested into sports

Solution

Heino came up with the idea in 2006 to organize a family event (Being active together with father) for Father’s day and invited local sport clubs to present their activities to families. Heino, as father himself, thought this kind of idea is very important also in the sense to develop an event in a way that the whole family is included. Each year different activities are added, or a new sport club is invited to represent their activities. Also, activities like face paintings for kids

were added to the event through the years. As Father's day is always in November and the weather might be challenging there are normally focused on activities on ice like ice hockey, ice skating etc..

Event has been successfully implemented since 2006. Organizing this kind of event gave the opportunity to local sport clubs to represent their activities and try to get new members. Last year due to COVID19 event was organized a bit differently like a weekly event where there were different activities for fathers across the Southern Savo area. This will probably be developed further.

Case study 3: Inclusion of immigrants

(Monaliikury/Ayisat Yusuf)

Keywords: *inclusion, integration, gender equality*

Background

The background of this case study is connected to our fire soul Ayisat Yusuf. She is nowadays working as the main instructor at Monaliiku ry. Monaliiku is not just a sports club, but also a unique non-governmental organization revolutionizing multicultural women's social inclusion by providing them opportunities to take a more active role in society. Around the world immigrants that cannot integrate into local communities are going to cost much more in the long run rather than investing in proper integration at the beginning when immigrants are much more motivated to become an active part of local communities.

Challenge

Nowadays we are experiencing more migration than ever before. Integration and inclusion of immigrants are still very challenging processes all around the world. Some countries are offering integration processes including language courses and help with education and work life. But is this enough? In Finland there are a lot of sports clubs, teams and organizations that immigrants could possibly join. What normally prevents them from joining is the lack of information, no common language to communicate and fear of the unknown. Even though immigrants do have motivation and also join some activities they drop fast or join only a few times. Organizations like Monaliiku are constantly challenged to find solutions to these problems.

Solution

In Monaliiku they started with promoting volunteering among immi-

grants (their members) themselves. That way they promoted active participation and also gave the opportunity to gain experience that will be valuable in the working life of immigrants. From here also a solution to employ immigrants like Ayisat as instructor/coach. This kind of solution promotes not only inclusion, equality, etc., but also makes other processes easier. Getting new members, communication (employees speaking the same languages as members, etc..). In that way it is also easier to attract new members and motivate other immigrants to join sport events and physical activities.



PORTUGAL

IPLeiria

Instituto Politécnico de Leiria



Case study 1: Survival of small schools specialized in an outdoor sport

Keywords: *resilience, innovation, seasonality*

Background

The learning and practice of outdoor sports can be very conditioned by weather conditions in regions where climatic conditions vary considerably over the four seasons, as it is the case of European countries. For example, skiing classes require snow while surf and bodyboard classes require favourable sea conditions. Thus, the best conditions for the practice of some sports, and specifically for the beginners to initiate practice are likely to be verified only during a part of the year.

As recommended by the World Health Organization, people should exercise several times a week, regardless of their group age. However, getting started in a new sport, which requires moving away from home, is easier during school breaks and holidays.

For schools specialized in an outdoor sport, the combined effect of these two external factors is a high likelihood of facing very unstable demand during the year, with direct impact on revenues, operational costs and human resources needs. In Portugal, the situation described is noticeable in sport schools whose activity is directly connected to the sea. These schools are expected to have a high demand during the Summer and a very low demand in the Winter.

Challenge

The main challenges for those schools dealing with unstable demand are: i) guarantee the school's economic and financial viability and its sustainability in the medium and long term; ii) ensure the provision of a quality service to customers; and iii) maintain a cohesive team of employees aligned with the school culture and values.

Answering accurately to these challenges is especially important for schools operating in rural areas, far from the big cities where the big number of potential customers obviates these problems.

Lessons learned from the fire soul Miguel André point to some possible solutions

When Miguel founded the surf and bodyboard academy, he put the school running as a company. However, the tax obligations associated with that legal form have proved to be too heavy. So, he stopped the company activity and turned into a sole trader.

Solution/advice – Try not to operate at a scale that is beyond your capacity. There are several options for the way you can be in business. Choose the legal form and the business size that is best suited to the characteristics of the activity. Simpler and leaner is probably the best.

Miguel has always worked focused on serving customers according to their needs. Every Summer new customers come following the recommendation of previous ones or come for additional classes. Fifteen years of personal experience proved that the well established result from marketing studies should always be taken seriously, deliver a good service to your customers because *word of mouth is the most effective publicity*.

Solution/advice – commit yourself with a quality service and it will pay off.

After some time running his school, Miguel felt that management skills were missing, so he applied for a course in Management where he improved his knowledge and he ended up with a management degree.

Solution/advice – If you know that you are good at teaching sports, but you feel that management skills are missing to run the business, look for specialized training that answers to your needs and give you additional tools. It will be helpful, sooner or later, with an impact on school performance.

When activity is seasonal, it is almost impossible to keep full time

employees, but the school culture cannot be lost. Following this premise, Miguel has been working to keep some collaborators from one Summer to the next and to integrate new ones smoothly so that they merge into the school culture. The result is a feeling of family and commitment that transpires to customers.

Solution/advice – Work so that school collaborators do not change all at once and school culture is transmitted from the more experienced to the newer. One day the newer will become the more experienced and will pass the culture to the next ones.

Case study 2: How to promote new/different sports?

Keywords: *openness, diversity, nature*

Background

The choice of a particular sport to practice is very often the outcome of the social context. In childhood, individuals are greatly influenced by close family members (parents, siblings, cousins, ...), by friends and schoolmates, and by teachers. In adulthood, co-workers, spouses, and counselling by health professionals can be the decisive influence. In this process some people can find a sport / physical activity that they really enjoy and practice it throughout their lives. But there are other people who after a while abandon because of the monotony that leads to boredom.

For several reasons, very often small sports clubs in rural areas are focused on a specific sport, such as football, handball, tennis, etc. One of the reasons is that each sport demands specific premises and equipment that require financial investment. Another main reason is that people leading the club have interest in a particular sport and that shapes the club.

Challenge

In this context, some main challenges for small sports clubs in rural areas are: i) sports diversification; ii) motivate people to experiment new sports/physical activities when they get tired from the ones they are practicing or motivate people to experiment new sports/physical activities to avoid that they get bored and give up physical activity; and iii) find ways of financing equipment necessary in different sports. Answering accurately to these challenges is especially important for clubs operating in rural areas where typically there are a small number of sports clubs and alternatives concerning sport practicing might be less obvious.

Lessons learned from the fire soul José Artur and his club, NEL (Nucleus of Speleology of Leiria), point to some solutions

NEL was created by a group of friends sharing a common interest in exploring natural environments and about physical activity connected to nature. This group of people started by being attracted by exploring the mountains and caving, but soon other interests appeared. Nowadays, trail running, caving, climbing, etc. are amongst the club activities.

Solution/advice – Having a group of people, with common values and interests but also with different personal tastes, instead of a sole person on the head of the sports club, is likely to broaden the spectrum of possibilities and contribute to diversifying the club activity.

It is part of the NEL's culture to motivate members to embrace new activities and sports. Members know that if they have a new proposal, they should come and present it to the club because they will get help in exploring how to put in place that new idea.

Solution/advice – Club dynamism can be stimulated if there is a clear idea among members that new ideas are welcomed and supported by the club. If this is the culture, the innovation process can feed itself.

The diversity of sports developed by NEL at present are likely to be of interest to people with different ages, physical conditions, interest (and even courage). Community can join club activities to city walks, to walk in nature trails, to run in the city, to trail running or even to practice more extreme sports, such as climbing and canoeing.

Solution/advice – not all sports and physical activities are of general interest and likely to attract the community in general, but in the same sports club there can be room for everyone.

The equipment required to practice some sports and to assure safety standards are sometimes quite expensive. The way NEL members found to deal with this requirement was by organizing activities to firms, for example team building activities, that pay for NEL services. In accordance with NEL policy, these funds revert to

the members involved in providing the service and can be used to purchase the necessary material.

Solution/advice – despite being associations or non-profit oriented clubs, some entrepreneurship will allow them to get the funds they need to finance their equipment and activities.

Case study 3: The importance of competition in small clubs specialized in specific sport “race walk”

Keywords: *competition, clubs, youth*

Background

Better conditions for the practice of some sports, and specifically those that require competitions, should be monitored, and verified throughout the year.

Leiria has good conditions, we cannot say very good when it comes to some genres, but good conditions to athletics practice.

It's very Important to observe young people, they are the future, with them, the possibility to create a first division team.

Challenge

The main challenges for those clubs dealing with unstable demand are: i) create conditions for them, with that they could live in an environment (facilities); ii) quality service to customers; and iii) create partnership between several entities, Answering accurately to these challenges is especially important for clubs operating as a Team.

Lessons learned from our fire soul Carlos Carmino (Marcha Atlética Clube) point to some solutions

When Carlos founded Leiria Marcha Atlética Clube, he wants to make something different. A different club from what the city already had. To create in Leiria, a space that we do not have to call internship club, where we could have young adults, let us say it, or ending their teen years that had showed some talent and will to be a high-performance athlete or that are starting it.

Solution/advice → We could give/create conditions for them so that they could live in an environment where we had a chance to strongly contribute for their social, human, and academic training, in very

first place.

Solution/advice → for their sports training, so that they could be prepared to the big international competitions. They can be athletes from any club. Support must exist.

Carlos doesn't have someone that can support his project and with more than fourthly years of sport, of acquired knowledge, he cannot obligate entities to apply his ideas. But can always try!

Solution/advice → If you know that you are good at teaching sports, but you feel that management skills are missing to run the business, look for specialized training that answers to your needs and give you additional tools. It will be helpful, sooner or later, with an impact in visibility and results.

With Olympic Games in 2021 and an uncertainty that the pandemic may have repercussions we have projects to continue to have Olympic athletes no matter what. We never stop!

Solution/advice → Athletes that we teach need to be catch young and see that are talented, with an ability and with the dream of becoming Olympic athletes. With experience and knowledge we don't need to see sports results in competitions, just need to see them training to realize immediately if that young person has the potential to have good results.

We could give/create conditions for them so that they could live in an environment where we had a chance to strongly contribute for their social, human, and academic training, in very first place. In second place for their sports training, so that they could be prepared to the big international competitions.

Solution/advice → Leiria can and should work to the community, to designed sports projects for everyone, because we are talking about a very big region, we should embrace a sports project of a quality level that brings Leiria to the next level, in the big international competitions, starting with the Olympic Games.

Case study 1: Bringing club members together and inclusion of families

Keywords: *thematic days, sport-events, all-ages, dance*

KUAS

Kauno Kolegija - University of Applied Sciences



Background

Rasa Simanavičienė has been working as a dance teacher for more than 28 years. She is one of the founders of the “Junda” dance club. Teachers of the club are leading a few different groups (children, adolescents, adults, women, elderly) in Kaunas city and different villages around Kaunas district. Altogether the club has more than 100 members. They provide club members with different opportunities for physical activities, not only ballroom dances. They organize official dance competitions, children’s summer school, and dance lessons for weddings, line dance activities.

Challenge

Regardless of the club’s long term work experience and acknowledgement at national level, nowadays there is a big competition and alternatives for physical activity. Teachers always have to think about how to diversify their activities and make it more attractive for members. Usually, children or adults who attend dancing classes do not meet people from other villages. Teachers are the ones who travel from one place to another and meet different groups. Then the regular activities can become routine. The challenge arises that people learn to dance but only the group members can see it. Not every member is participating in a dance competition, so some of their families have never seen their performance.

The two challenges that arise from regular activities are:

1. bringing all the club members to meet and get to know each other; and
2. opportunity to perform in the audience.

Solution

Teachers from “Junda dance club” have developed the solution for these two challenges by organizing a gala event for Christmas celebration. Every year since the establishment of the club they organize dance events for all club members and their families are invited to join. Teachers start the preparations early before the event date. They share the steps that need to be done in order to have successful event:

1. Decide the idea (change it every year).
Last year teachers from “Junda dance club” chose the scenario of famous Lithuanian poetry “Snow story-tale”. Following the text from the poetry, the whole event was organized. Children were dressed as dwarfs, girls – as snow whites, etc.
2. Choose the facilities (according to the number of participants).
3. Choose the format of the event. It can be either the performance while the audience is sitting around the tables or regular chairs.
4. Decide the dress code (also you may let the members choose what they would like).
5. Invite participants.
6. Plan the main performance: who will participate in the competition, who will perform just for fun, how long it will take.
7. Think of active inclusion of the audience (i.e. to teach flashmob dance to all the participants).
8. Plan the visit of Santa Claus during the event.
9. Prepare the program with time points and follow it during the actual event.
10. Allocate the responsibilities (moderating the event, music, lighting, cleaning, etc.).

Case study 2: Summer holiday activities for children

Keywords: *sport-event, entertainment, dance, outdoor activity*

Background

Summer holiday for school-children starts at the end of June and lasts till the beginning of September. It is quite a long time with no planned activities for children. Not all working parents can afford summer camp for their children, especially if there is more than one child in the family. In rural areas children do not have many opportunities for different kinds of physical activities and finding the way to be active themselves – is not always the answer. So they spend a lot of time watching screens, including smartphones, computers, TV, etc. One enthusiastic physical education teacher who is eager to make people, especially teenagers, move more and who actively organizes activities is the Lithuanian fire soul Giedrė.

Challenge

In the summer holiday period, when school activities are closed, children do not always meet the WHO recommendations for physical activity. While parents must still go to work, their children stay at home and are mostly sedentary. It is challenging also for children because the routine that they were used to is stopped now and they must find a way to be active themselves.

Solution

Giedrė decided to organize an event called “Dance around town” for the whole summer period. Every Friday she invites girls who usually attend her dance classes for a dancing hour. They come together and dance the moves they have learned during the school year. Every time they choose a different place in the town for their event: in the city square, in the park, in the backyard of the city museum, etc. What is more, they are not only dancing as a group. They invite ev-

everyone from their city to come and join them, to learn dance and to have fun, be entertained and enjoy. Sometimes people come just to watch them dancing. At the end of the summer holiday the group of people who are dancing is increased from small to the bigger one, more people join dancing, they become more friendly to each other, smile more and appreciate the time spent actively.

Case study 3: National holiday celebration

(Case study on fire souls club “Vilkaviškis nordic walking club”)

Keywords: *thematic days, Nordic walking, sport-events, leisure*

Background

Vilkaviškis Nordic walking club is located in the town of Vilkaviškis in southwestern Lithuania (9444 residents). The club was established in 2013. The main goal of the club is to promote Nordic walking and organize quality leisure time for club members and their families, also residents. They organize hiking tours in Lithuania and abroad, and massive sport events in the most beautiful areas of the region.

Challenge

In Lithuania public holidays are usually celebrated with cultural activities when people gather at one location or a big hall. They mostly sit passively and listen to the music or watch performances of artists. Fire soul Irma from Vilkaviskis Nordic walking club is a public person and she likes to attend all the big events and celebrations. However, she is always full of energy and enthusiasm, and it is kind of difficult for her to just sit in one place for 2-3 hours and watch the performances. She also thinks that young people and children don't like to attend this kind of event because of its passive content and activities. This time Irma decided that time could be spent more actively if there are methods or tools developed for including physical activities as well.

Solution

In Vilkaviškis nordic walking club they developed a solution for this challenge by organizing celebrations for national holidays themselves. On the restoration of Independence of Lithuania day – on 11th March – they organize a massive hiking event for everyone who is interested to participate. Club members, their families and friends,

residents of Vilkažiškis, people from other towns and regions are encouraged to join. Participants can choose whether they want to walk with Nordic walking sticks or just regular walks. The Sports club provides facilities for events, snacks and souvenirs. Irma, as she is also a qualified tour guide, always makes the special route for the event and every time the route is different. Participants are invited to wear clothes of Lithuanian flag colours. Somewhere in the middle of the walking route, they stop for a snack and the tradition is to sing Lithuanian national anthem. Last year they did it on the mound. This is the way to connect traditions, public spirit, and advantageous activities for everyone.



LFO

Leiria Flying Objects



PORTUGAL



Case study 1: Clara Leão Dance school – where everyone can dance!

Keywords: *inclusion, innovation, dance*

Background

Clara Leão decided to come from the big city, Porto, to a way smaller one, Leiria. She was young and not much was happening at that time in Leiria. She started her school, teaching to their students what has been taught to her. It was rough at the start, there was no cooperation and interaction between Leiria's people and very few events where she could show her work.

The challenge

In the beginning Leiria was a very small town, very closed, where nothing happened at all, with only a music festival. Starting a dance school was not easy and Clara did not find a model to replicate in her school. Then, Leiria started growing up, more dance schools showed up, marketing and attracting students became harder and because many parents just wanted for their kids "to shine". During the pandemic it was also hard to teach dancing especially to older students.

The solution

Clara decided that her school would become a school for the people. After trying to experiment with different dance teaching styles, with none fitting her wishes, she realized that people were the ones that inspired her. It would not matter if her students were old, young, fat, skinny, tall, limpers, deft people, whoever, everyone could dance. Everyone was welcomed to learn how to dance. She started to make more diverse events and projects, including community projects, with different targeted people. And many students showed up. Elderly, small children, prisoners and even other adults

that never had danced before. She also decided to try to make an impact in people's life, giving them small experiences that became very important memories. Parents started to understand the importance of these experiences and how they were starting to become better people because of it. Her elderly students, after starting the dance classes, feel more alive, are capable of expressing themselves in other ways and are able to do things they never thought they could. To her it is what matters the most. She also found creative dancing, where that way children can express themselves in their own way, recreating many things from their imagination and stories. During the pandemic lockdown, Clara was able to give Zoom classes, even to the elderly students, and was a very great way for them to deal with everything that was going on. In her school everyone can shine in their own way.

Case study 2: Centre Orientation Club – Doing it as a family

Keywords: *family-spirit, orientation, sport-events*

Background

Isabel engaged with the Orientation Club by invitation of her husband in Leiria one year after it was created, in 1998. The club started to organize some orientation activities and soon after she began participating on orientation activities and getting lost. Isabel was a bit of everything on the club, she was an athlete, wardrober, cooker, managing the money. The club grown very quickly and as fast the Portuguese Orientation Federation trusted it and gave it responsibility to organize orientation competitions in the Leiria area. In 2002, the orientation club she was in was responsible for organizing the “Portugal’O’Meeting”, Portugal’s most amazing competition according to he, already with 1000 athletes, for 4 days. She also helped with the organization of the Veteran World Championship in 2008 that gathered around 4000 participants.

The challenge

For Isabel one the biggest issue was the management of human resources, trying to organize different people with different time schedules, to motivate several tasks, and wills is always hard especially when it is volunteer work. Also, it became harder to get people to join the club, to raise athletes. She says today it’s getting harder and harder to raise them. The current ones start to age and get trouble to continue. It is hard to have a critical mass present. The oldest ones, who have been there since the beginning, are the ones who can manage the club and to bring it forward, but sometimes young blood is needed.

The solution

In 2010, the club made a study about the main source of young athletes’ capitulation to orientation, where they concluded the main source was family and school. From there came the idea of starting to perform activities and competitions for everyone in the families to join, for only kids and youngsters with easy reading maps, no numbers, with drawings for them to control the points, that could be done by parents and kids. The club also started to work with schools and to present the sport to the students. Many of them did not know about it, tried it, and enjoyed it quite a lot. Many of them started to join the club’s activities with their families and started to realize they could meet new places and have fun during sports. Many people that also left for a while, decided to come back with their kids which also increased the number of athletes.

During Winter the club also developed practice camps, with control points in the forest, several drawn paths for the athletes to be able to practice alone, every time they wanted too. They also had visits from foreigners’ athletes from high competition, that used their winter practice camp, because they could not practice in their own country due to harsh weather. Due to the forest fires that happened, the club decided to change to rural areas where they still try to develop all of these activities, that able them to make the club grow and to raise more volunteers for their activities. Isabel engaged with the Orientation Club by invitation of her husband in Leiria one year after it was created, in 1998. The club started to organize some orientation activities and soon after she began participating on orientation activities and getting lost. Isabel was a bit of everything on the club, she was an athlete, wardrober, cooker, managing the money. In 2002, the orientation club she was in was responsible for organizing the “Portugal’O’Meeting”, Portugal’s most amazing competition according to her. She also helped with the organization of the Veteran World Championship in 2008 that gathered around 4000 participants. For Isabel one of the biggest issue was the management of human resources, trying to organize different people with different time schedules and wills is always hard especially when it is volunteer work. Also, it became harder to get

people to join the club, to raise athletes. She says today it's getting harder and harder to raise them. The current ones start to age and getting trouble to continue.

Case study 3: Manuel Sousa – Never giving up on Sports

Keywords: *Resilience, challenge, sports for everyone (inclusion)*

Background

Manuel had an accident when he was 20 years old, and it was thanks to basketball that he was able to turn it around. He founded his basketball team and the association itself. He represented Portugal in different countries. One of the most remarkable moments for him was when he went to Japan, he had already won everything that he could in Portugal. In that competition, he was able to be 2nd best European in that competition (Half Marathon) and was able to beat the Portuguese record. One of his great memories was to be the first Portuguese paraplegic parachute jumping as it was ever a dream of his. After that he participated as well in several international parachuting tournaments. Manuel is someone who is very keen on trying new challenges as he has done several types of sports from running in marathons, skydiving, sailing, karting and looks forward to new challenges like bungee jumping.

The challenge

Being paraplegic for 47 years, Manuel faced some serious challenges in several aspects of his life. After the accident he entered in the world of drugs and alcohol, he became someone very ungrateful in his community. When he came to sports for instance, the material they needed to use such as adapted wheelchairs was very expensive. They needed to modify their regular wheelchairs in order to compete. Back then, there was also "less fairness" as the scores were not based on the level of disability. It is also hard to arrange transportation for the athletes and their material. Today, one of Manuel's biggest challenges is to attract the youngsters to the club and change their attitudes. As for the national and international competitions, Manuel faced some discrimination and was shunned

from not being from the capital city Lisbon.

The solution

For Manuel, sports were a solution for the bad lifestyle he was living after the accident, he tried to gain people's trust to be socially accepted again and was successful through sports. He started to compete in half marathons and marathons, appeared in the newspapers and people started talking about him seeing he was a changed man for the better. He also started to give lectures and changed from a social outcast person to an exemplary person in society. As for sports the situation has improved quite a lot during these 47 years, many rules were adapted, there was also the help from the local institutions such as the Town Hall of Marinha Grande. Also going to schools and sensitizing the youngsters to the issues of disabled people and how they are also capable of doing amazing things. With the young people, he tries to be patient and to explain he won't be there forever, and they need to work to maintain the club and the opportunities for it. They need more people with modesty and with the will to work, to see the club and the adapted sport grow. He also tries to show with his story that people can turn their lives around no matter what and how they can also do that with sports.



SLOVENIA

SUS

Sports Union of Slovenia



Case study 1: Active School Communities

Keywords: *Active-school, EU-projects, tools*

Background

“Time spent on sport and physical activity in education could be improved at low cost both outside and inside the school curriculum. The quality of physical education programmes and the qualifications of teachers involved remain a concern in a number of Member States. Cooperation between sport organisations and educational institutes is beneficial for both sectors and can be supported by universities.” Communication from the European Commission on Developing the European Dimension in Sport (European Commission, 2011).

Challenge

The project’s emphasis on strengthening the links between community sport organisations and schools offers a low-cost solution to improving physical activity and physical education in schools and opportunities for cooperation by forging partnerships between stakeholders who are already working at the community level, but often separately, to encourage children to be more active.

Evidence shows that active students are happier, healthier and learn better, so the Active School Communities project aims to make schools more physically active places for all young people. The aim of this project is to build the capacity of community sport organisations to harness potential partnerships in the primary school setting for the promotion of sport and physical activity for healthy lifestyles and better learning outcomes.

Solution

The EU-supported Active School Communities project has released a series of resources to help community sport organisations break

the ice and work with schools on physical activity initiatives inside and outside the school setting.

Basketball club Orli Postojna (fire soul Miha Kobe) has used this toolkit to upgrade their offers and basketball programmes in their local community as well to strengthen cooperation with both: local decision makers and local schools.

Active School Communities Self-Assessment Tool

The self-assessment tool is for sports organisations to evaluate their capacities to work in schools to increase physical activity among young people. Working systematically through the questions in this tool will help organisations assess their current situations, decide on their priorities and set out a route map to reaching their goals. The self-assessment exercise should be led by senior members of a sports organisation who have responsibility for young people and community outreach.

Download the tool: <https://www.slideshare.net/NowWeMOVE/active-school-communities-self-assessment-tool>

Active School Communities Toolkit

The comprehensive Active School Communities Toolkit aims to support community sports organisations establish partnerships with schools, whatever their existing level of engagement. Complete beginners will find the level of detail useful, while others may not require so much information but can use the toolkit to assess and improve their current practice.

Download the tool: <https://www.slideshare.net/NowWeMOVE/active-school-communities-toolkit-for-community-sports-organisations>

Active School Communities Action Planning Toolkit

This Action Planning Toolkit will enable a shared understanding of goals and priorities between sports organisations and schools. The toolkit should be used during a conversation with relevant school staff such as heads of physical education or head teachers. It will help to align the priorities of the school and the sports organisation and give them a clear plan for success.

Download the tool: <https://www.slideshare.net/NowWeMOVE/active-school-communities-action-planning-toolkit>

Active School Communities Policy Recommendations

Policy recommendations for creating Active School Communities. For enabling a generation of school children to practice their human right to MOVE. The policy recommendations promote the Active School Communities model to more sports clubs and schools to drive participation and to gain the support of local, national and EU policy makers.

Download the tool: <https://www.slideshare.net/NowWeMOVE/active-school-communities-policy-recommendations>

These resources were developed by the partners of the EU Erasmus+-supported Active School Communities project: BG BeActive (lead), Youth Sport Trust, International Sport and Culture Association (ISCA), Hungarian School Sport Federation (HSSF), DGI, South Lanarkshire Leisure and Culture, Sport and Citizenship, UISP, Sports Union of Slovenia and Willibald Gebhardt Institute.

Case study 2: Wind in Your Hair

(Veter v laseh)

Keywords: *national-project, event, inclusiveness*

Background

Sport plays a vital role in improving overall health and reducing the impact of many other health-related conditions. Regular exercise and engagement in sport is crucial for staying physically and mentally fit. Sport activities help tackle weight and obesity issues and play an important part in preventing or reducing the impact of many other health-related conditions. Apart from the individual health benefits, there is also evidence of the positive direct and indirect economic effects of participation in sport and physical activity. Research shows that a large number of people across Europe are not engaging in exercise. Lack of exercise and engagement in sports activities has a serious impact on general health, the rates of preventable diseases, and the number of premature deaths. There are also serious social and economic costs related to physical inactivity (European Commission).

Challenge

The project aims to encourage youth participation in sport and physical activities, as well as to strengthen cooperation between community sport organisations and schools in order to offer children possibilities to be more active.

Solution

The project is all about having fun with your friends and family through sports. “Wind in your hair” is a project which has been inspiring and physically activating young people throughout Slovenia for the last 26 years. With this project Sports Union of Slovenia brings together and reach out to 12 000 people every year. It is

the largest sport and social initiative for children and adolescents in Slovenia, which allows us to alert and encourage the youngsters and to offer them an active, friendly, cheerful and dynamic view on life and on spending leisure time. Local organisers hold a one day event, which is full of various sports activities as well as creative workshops. It is based on team spirit, cooperation and connecting the members of the team. The team chooses which activities they would prefer, and in which order. All the activities are prepared in a way that children with no additional know-how can do, but are still interesting to those who already train a particular sport. Motivation and engagement is rewarded while the efficiency of the execution is not so important. The project has established SUS as a proficient association in working with children and young people, and the project is being delivered locally in collaboration with schools, sport clubs and other stakeholders. Many members of the Sports Union of Slovenia joined the project as local organisers, among them the firesouls, presented in Villages On Move GO project. With the slogan “With sport against addiction” it is promoting sport and active spending of leisure time among youth. The idea is to present sport as fun, hanging out with friends and joyful activity, and the best choice to spend free time. The project also raises awareness about the negative impact of all kinds of addiction, such as drugs, TV and computer games, and the benefits of regular physical activity.

Case study 3: Life is Basketball

Keywords: inclusion, basketball, occupational

Background

As well as being a great benefit to participants’ physical and mental health, sport and physical activity can be extremely valuable in the context of social inclusion and integration. Such activities provide opportunities for marginalized and underprivileged groups, such as migrants and people at risk of discrimination, to interact and integrate with other social groups. Sport also provides those with a disability an opportunity to showcase their talents and challenge stereotypes. The social and societal contribution of sport does not always reach its full potential for marginalized and underprivileged groups. Many of these groups are also under-represented amongst sporting professionals, volunteers and members of committees and governing bodies – whether at local, national, or European level.

Sport is highlighted in the Council conclusions on the role of sport, the Commission Communication on Sport and the Council Conclusions on the contribution of sport to the EU economy as a driver of active social inclusion. In particular, The Commission has concluded the vital role sport has in addressing youth employment and social inclusion. The EU Disability Strategy 2010-2020 also aims to empower people with disabilities so that they can enjoy their rights and participate fully in society (European Commission).

Boštjan Nachbar and Siniša Drobnjak are former Slovenia basketball players and are leaders of the project “Life is Basketball”. They work hand in hand with Occupational Activity Centres Kranj and Koper, Technology Centre Kranj and Elementary school Koper. Former NBA, and national team player, Boštjan Nachbar organizes his own basketball camp, which is one of the most popular basketball camps in Slovenia and in Europe. It is offered to boys and girls from age

7 to 18 and is held every year in Summertime from 2007. The first step in setting up this project happened when Occupational Activity Centres Kranj and Koper visited Boštjan Nachbar basketball camp for a friendly basketball match for challenged children in 2009.

Challenge

The challenge was how to prevent stigmatization and pushing aside of mentally challenged people in the society through basketball. They live in different circumstances, and it is difficult for them to expand their social network and also have the opportunity to learn new things.

Solution

The Life is Basketball project uses basketball as a tool to integrate communities and improve the lives of people living at risk of exclusion. Project initiator Boštjan Nachbar and project manager Siniša Drobnjak work hand in hand with elementary schools, technology centers and occupational activity centers in the Slovenian cities Kranj and Koper to encourage mentally challenged people by using basketball to assist in their integration into society.

The aim of the project “Life is Basketball” is to establish a foundation to include mentally challenged people into the modern program of motor skills activities and also give them a great opportunity for expanding their social network. The goal is to develop psycho-physical capabilities of mentally challenged people and help them socialize through interacting and playing basketball with regular students and members of other Occupational Activity Centres, as well as to encourage them to accept each other the way they are along with different values and habits. Basketball can be a game, but also a good learning tool and even a way of life. Feeling good can help us get over many obstacles that we face daily. During each basketball practice we create a comfortable and enjoyable atmosphere for everyone involved. The initiative helps build the social network of mentally challenged people and their families, as this plays a vital role for their self-confidence and quality of life.

At first it was just a friendly match during Boki Nachbar basketball

camp, but now more and more Occupational Activity Centres are joining this project and offer regular basketball practices for their students. The common principle of the project is: We are all one!

Once a month students from Occupational Activity Centre visit children during the primary school curriculum. They have a training session together, playing basketball and learning fundamental basketball skills. They all enjoy training together in mixed groups.

Case study 1: Volunteer-friendly sports club

Keywords: *Volunteers recruitment, Board/Committee Organization, Youth engagement*

Background

Jo Van Driessche is the president of the tennis club (and now also padel club) in Eeklo (town in the Belgian province of East Flanders). The club has grown considerably over the last ten years to about 600 members, ranging from toddlers to people over 70, consequently requiring more work and more volunteers. According to Jo, guaranteeing the future of the club lies in its ability to work with these volunteers.

Jo believes that people involved with the club can make positive changes at a variety of levels. This can be through hiring a super motivated secretary who also has a managerial role, supporting the initiative of a new chairman every four years and encouraging youth to become involved. This mentality of “new blood, new wind”, as he puts it, can help with developing different parts of the club and staying relevant in the future.

The club has only a few paid staff, the rest are volunteers. Jo thanks the volunteers often through their words and actions. They invite volunteers and their partners to a dinner/beach evening with different games/water sports. Pictures are also taken of the dinners and game nights and then distributed on their social media channels. By publishing photos in this way, other people become motivated to join the sports club as a volunteer.

Challenge

The club feels that without attracting new volunteers and young volunteers, the support for the club will wane and cease to be sustainable. Jo is curious to see how other clubs handle volunteer re-



cruitment and management because there could be better sharing of good practices between organisations that rely on volunteers.

Solution

Jo, together with another board member, enrolled in a volunteer-friendly sports club course. He was able to learn things that he could implement into the sports club as well as how to develop existing aspects of the club. During the programme, they met members of a kayaking club that had set up a youth committee with all young people between 15 and 22 years old. Jo brought the idea back to his club and set up a youth committee which was allowed to do a variety of tasks. By giving them this freedom, they ended up becoming more involved in the sports club. The youth committee has since learned different aspects of fundraising and event planning leading to successful projects such as raising money for charitable organizations as well as projects to improve the club's infrastructure.

Furthermore, Jo wants to make a file with all the tasks that needs to be done in the sports club and give more responsibility to the youth committee so that they learn about the club and can continue to be a part of the club, potentially growing in other roles. Jo also learned in the course that it was important for youth members to choose a task they find interesting which can help them feel positively engaged with the club.

Jo has used the development of committees to help ease the workload for the chairman, particularly in special events as well as day to day maintenance. Currently, a board member is involved in each of the committees in a managerial role, and therefore, helps share responsibilities. New committees are formed depending on the need. For example, Jo wants to begin a committee on communication and padel. Matching the skill sets and interests of volunteers and board members to committees' tasks can help maintain involvement.

With Jo's core belief that it is important to thank ALL volunteers, he has learned a variety of ways to maintain communication with volunteers and demonstrate appreciation. Small actions like short mes-

sages in WhatsApp groups or an occasional phone call, have acted like triggers for other volunteers to continue their work and realize that it's not being taken for granted. Jo has also learned that it is important for the club to be transparent, particularly to volunteers. If the success of the club is dependent on volunteers, volunteers should be informed of the club's management.

Case study 2: Untrained trainers

Keywords: *Coaches/trainers (instruct), Sharing resources, Resilience*

Background

In 1988, at the age of 31, Jan Smeyers and his wife joined the archers' guild. A year later, he shot himself to king of this guild, and in 1991 he was elected chief (chairman) of this marksmen's guild, and he still is to this day. The guild is not only a marksmen's guild (hand-bow) but also a cultural association. Next year in 2022, the guild will celebrate its 600th anniversary. It is their duty to maintain and preserve the guild archives so that they can pass them on to future generations. To this day, the guild members still practice archery. Last year, 12 young archers (35-40 years old) joined the guild. They practise archery weekly, in summer outside and in winter inside. In the summer they participate in weekend shooting competitions against other guilds in the Kempen (North of Belgium), but due to the coronavirus this could not take place.

Challenge

The guild's problem is that they do not have enough teachers who really know the technical skills in detail and know how to pass them on to the youth.

Solution

There are several solutions to this problem. First of all, in the club itself they have to find out who does have the technical skills. If necessary, they can ask this person to get in touch with a teacher to learn how to explain the skills better. In addition, they can call on the knowledge of other guilds. In Flanders, there are several other guilds where there may be members who have mastered the technical skills. Finally, there are training courses in Flanders. The Flemish Trainers School is the only official accreditation body for

sports management training in Flanders and organises a wide range of training opportunities: professional, coaching and sports training. A member can register to take part in such a training to learn the technical skills and also how to explain and pass them on. These training courses do cost money and are often spread over several days. It therefore requires the necessary commitment of the member.

Initiator of target shooting (example):

By following this course, the trainee will learn to initiate novice and/or recreational target shooters (youths, adolescents and adults) at club level, taking into account the developmental characteristics of the target group and the archery development line in order for them to achieve learning goals through adapted sport technical and tactical training sessions.

The member must follow four modules to eventually become an initiator.

Module 1: General Initiator Course (15 hours, 50 euros)

Module 2: Sport Technical Module Goal Shooting Initiator (21 hours, 75 euros)

Module 3: Didactic- methodical module Goal Shooting initiator (14 hours and 60 euros)

Module 4: Target Shooting Initiator Training Module (8 hours and 5 euros)

Case study 3: Allaying parents' fears

Keywords: *Fears, Parental involvement, Building community*

Background

Leuven Bears-on-Wheels (LBOW) is one of the senior teams of the big mother club Stella Artois Leuven Bears. They play in the National League and won the Cup of Flanders and the Cup of Belgium twice. This season they are playing with a core of players at National level and with a different mix in the National division. For upcoming players and those who want to play sports on a recreational level, the team also participates in a series of recreational tournaments.

The team consists of about 20 players ranging from beginners to highly experienced athletes. The most experienced players, supplemented with some promising elements, compete in the National League. These players are led by Servaas Kamerling, Kor van der Werf and Jan Van Bael, supplemented by Danny Sacré. Servaas puts his extensive international experience at the disposal of the team, with the aim of raising the level of the team.

Bringing home a few more victories and successfully defending their chances in matches for the Cup of Belgium are part of this ... Or even a national title, if they can dream about it.

Both teams are active within the federation Basketball Flanders, formerly Parantee-Psylos - Flemish League Disabled Sports.

In the national competition, they give other players the opportunity to gain experience and grow further. Wheelchair basketball is played in mixed teams and are very happy with the contribution of women on the team. A number of youth players train very hard at JBOW and may eventually strengthen the team in the national competition. All these players are under the experienced leadership of their group of trainers coordinated by Servaas. For the youth train-

ing of JBOW, Heidi takes the responsibility.

Challenge

A problem that Freddy Hernou (coordinator of Bears on Wheels) mentions is that parents are often very afraid to let their child play basketball in a wheelchair. Fear is a threshold that the parents have to cross. Only then will they let their child play basketball in a wheelchair.

Solution

There are several ways to allay the fears of parents. First of all, it is important that the trainers and the club gain the trust of the parents. This can be done by having one-to-one conversations with the parents and letting the parents become involved during the training, such as throwing the ball, passing to their child, or even trying out a wheelchair themselves. If they are let in, the parents could ultimately also enjoy coming to the training each time. In addition, parents can be brought into contact with each other so they can begin to develop a sense of community and support leading to an exchange of experiences and maybe even carpool arrangements. Furthermore, the sport club can expand its advertising and marketing scheme to include parents at camps for children with a disability or make a video of what it's like to play basketball in a wheelchair. Finally, parents can think about joining the council that helps make decisions in the sports club. They can then begin to organise events that make them feel more involved in their child's sport. In short, parents need to be on board before they let their child play sports.

Case study 1: New dance competition innovation by young club members

Keywords: *innovation, youth, dance, sport competition-event*

XAMK

South-Eastern Finland University of Applied Sciences



Background situation

Mäntyharjun Virkistys, MäVi, is a 100 year old multidisciplinary sport club in Eastern Finland. In the community of Mäntyharju sports is very popular, and over 10% of the inhabitants are members of the club. MäVi has many divisions for different sports, and the biggest of them is Gymnastics and Dance with over 300 members. There are about 20 weekly groups for all age groups practicing different forms of gymnastics and dance. There are both voluntary coaches as well as professionals leading the different groups and teams. Young gymnasts and dancers have the possibility to start coaching in the club and have education for that as well. MäVi gymnasts and dancers have a 1-hour show every spring and Christmas. MäVi has organised competitions in gymnastics and dance according to the concept of Finnish Gymnastic Federation.

Challenge

The competing teams in dance have a long tradition in joining competitions in different parts of Finland. The system and the different categories were sometimes not completely fulfilling the expectations of the teams of MäVi. As the joy of dance and especially the joy of making their own choreographies is the main motivator for MäVi dancers, they started to develop an idea of a low threshold competitions for young dancers containing also categories for pairs and solo dancers, as those were missing in the competitions they had joined. The competing groups also had quite large networks, at least in social media, so they soon developed the marketing strategy to look currently with the competition concept. As young club members, they wanted to create something new and something of

their own, and not just follow the tradition of the club.

Solution

The idea of a “different” dance competition was presented in the board meeting of MäVi gymnasts and dancers, as also the young coaches are joining the meetings. Everybody supported the idea, and the tasks were dealt to volunteers, who were willing to join the organising team. The chair of the club promised to help and be a mentor for the young. My Moves had been born.

The club had a task list of how to organise competitions and events, so it was easier to start. Financial support was available from EU Agricultural funds, Youth-Leader, and the participating teams paid a small participating fee. The municipality of Mäntyharju offered the facilities in a gymnastic hall.

The main innovation was the concept of My Moves inviting inexperienced dancers to compete maybe for the first time, and the invitation encouraged them to join with their own choreography.

The active young developed the rules of the competition themselves.

Added to this, the marketing strategy was very innovative as the invitation was published in social media and addressed in most cases straight to the teams and coaches – not to official contacts.

And last, the young developed an improvisation dance concept for the dancers to let the creativity of each dancer flourish.

The teams were doing a lot of voluntary work, *talkoot* as we say in Finnish, when making all arrangements: bookings of facilities, making registration system, getting judges, stage technology, info desk, medals, diplomas, catering etc. It has been a huge learning process for all. The best price has been the happy participants and great performances.

The concept has been successful, and My Moves has been organised four times already. Last time there were 78 different competing performances participating. My Moves is telling us how important it is to give young people opportunities to work for their own ideas.

Case study 2: Gymnastic club developing their own educational system to get more coaches and to get training with better quality

Keywords: coaches, gymnastic, efficient coach-training

Background situation

Savonlinnan Voimistelu ja Liikunta is a gymnastic club in Savonlinna. They have competing groups in artistic gymnastics. Additionally, they have recreational groups in artistic gymnastics, aesthetic gymnastics, acrobatic gymnastics for families, free gym, groups for adults, parkour and cheer-leading. The club has 400 members and an own gym, 700 square meters.

As additional services they organise their gym birthday parties and Open days, when the gym is free to use for children and youth (small entrance fee). There are over 100 visitors. SaVoLi has 30 instructors and two full time working staff members. Instructors get paid for their work.

Challenge

In the club they have to get new coaches all the time. Young people move away from Savonlinna after their studies. On the other hand they also get new coaches from youngsters, who come to study in Savonlinna.

Finnish Gymnastic Federation has an educational system for new coaches, but the needs of the club are not always met. The new coaches have a strong background from their own discipline, artistic gymnastics, and they want to concentrate on it. That's why the club SaVoLi wants to use their own experienced trainers and coaches in their own educational system.

Solution

The own educators of the club have at least one day/season for newcomers. They are explained how the different equipment and areas in their own gym are working, and how the training sessions would become most efficient. It's also very important to go through all the basic positions of artistic gymnastics to avoid injuries. About 10 new coaches are educated this way every year.

The coaches of the club have also common co-creational evenings, where they plan the activities in the very compact Gym. They develop ideas of "how to make something different" with the equipment.

The path of the new coach begins with working as a helping coach to someone more experienced one. That's also how the working culture of the club stays strong.

Of course, the club also buys courses from outside, but they are in most cases tailored just for their needs. They have had courses such as "How to assist" - helping different movements (like vault), "How to meet and interact with your team", "Versatile gymnastics".

They also take care of the healthy body of their gymnasts and have three-hour lectures by a physiotherapist concentrating every time on different body parts and the safe ways of making artistic gymnastics. The physiotherapist knows the circumstances in SaVoLi Gym, as she was earlier a competing gymnast herself. The club has used project funding for making a platform of videos to help instructing and planning the lessons.

Most of the coaches come from the club itself. Young gymnasts get interested in coaching. They also get new instructors from Xamk University of Applied Sciences students, as they study to be sport instructors in Savonlinna. This cooperation has brought more knowledge to start Cheerleading in the club.

In SaVoli the coaches find it easier to join the training when it's organised in their hometown and home gym. It is also profitable for them to get the specific training about artistic gymnastics, not just on a general level as many times in the training of the federation. For the club, the system is cost-efficient, and they are able to maintain the quality level of the training and also the training culture of their club. As in many clubs in Finland, in SaVoLi they have categories for the coaching fees, related to your educational level. The coaches benefit from the training in that way, too. In Savonlinna they can be proud of their coaches' educational quality.

What barriers, challenges or points of learning did you identify?

Even though the training is with easy access, it's not always easy to motivate the coaches to come to the training. The staff must contact the coaches individually to get them involved. In most cases, when you take the first training – you get inspired to learn more and follow the educational path. Short one day trainings are most popular – and they are also easier to organize than 2-3 day trainings. During COVID19 many training have been online.

During the season 2020-2021 SaVoLi had 50 coaches in Gymnastic Federation's trainings. 27 of them were tailored trainings just for SaVoLi. In own trainings they had 15 coaches. In triangs of the Cheerleading federation they had 5 coaches.

Case study 3: Promoting physically active lifestyle with digital tool Thing Link and Seppo.io

Keywords: *digital-tools, outdoor activities, physical activation, schools*

Background situation

Anna Haapalainen is a physical education teacher in Mikkeli. She has successfully used several digital tools to promote her pupils' motivation for physical activity at school, during physical education lessons and during other lessons and breaks, too.

Challenge

The challenge was – how to get more physical activity during the school days. Anna thinks that it's very important that the pupils participate in the planning process themselves. This is how they get motivated to do all the actions.

In the Christmas calendar challenge the teachers of the school had the responsibility of developing an activity and making the video of it. They of course developed the ideas with their pupils. The most critical point was the making of the video and delivering it to Anna. But technical support was available. The whole school could follow the success of the campaign through Youtube. They saw how many times the videos were opened. The results were 300-1165 times/ video.

In the future Anna still wants to develop these kinds of challenges by making them even more like games. This is possible with the app. Sepp.io. This application needs a license.

Solution

When Anna was working in 2016 in a smaller school, Risti-inan yhtenäiskoulu, with 150 pupils, they created an activating Christmas calendar via Thing Link. One day, the challenge for all classes was to organize a rally with their chairs, *Chair rally*.

As the pupils saw their teachers and staff of the school having fun with physical activities, they got motivated themselves. <https://youtu.be/tauDGDlk6mI>

The students at the school also joined the national challenge, when Finland was celebrating its' 100 years of independence *Koko Suomi tanssii - YouTube*

What was the impact?

During the Christmas calendar campaign the new Schools on the Move - concept in Finland got attention at the school. They got plenty of ideas to make all lessons more active. The attitude of having physical activity throughout the school day broke through. It strengthened cooperation at the school and let the ideas of the pupils' to come through. The pupils could show their skills. Also the technical skills in IT developed a lot – both pupils and teachers felt so.

What barriers, challenges or points of learning did you identify?

The timetables are always challenging. Also the technical support needed some extra time.

Other ideas that Anna has executed are a digital Sport Bingo lottery, where you can visit most of the sport clubs in Mikkeli and try, which discipline would suit you best.

FIRE SOULS



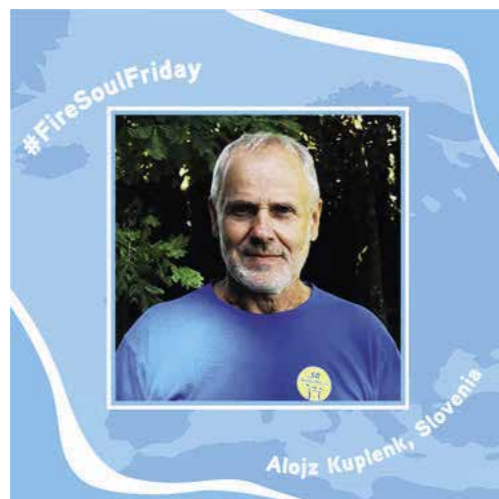
Ádám Lengyel is representing Tabáni Spartacus SKE which is the biggest orienteering club in Hungary. Ádám is a very young but enthusiastic orienteering coach in the club and also the executive president. He trains mainly children.

Lengyel Ádám képviseli a Tabáni Spartacus SKE-t, amely Magyarország legnagyobb tájfutó klubja. Ádám nagyon fiatal, de lelkes tájfutó edző, és ügyvezető elnök is a klubban. Főleg gyerekeket oktat.

Video: [FIRE SOULS OF SPORT | Ádám Lengyel | VOMGO](#)

Organization: <http://www.tabanispartacus.hu/tajfuto/wordpress/>

Email: lengyel.adam96@gmail.com



Alojz and Stanka Kuplenk represent sports club Sports club Dobropolje that was established in 1995. Municipality Dobropolje has 3850 citizens. Alojz Kuplenk is the president of Sports club Dobropolje and he is responsible for organisation and coordination of club's programmes: recreative basketball, volleyball and futsal. They have also organized exercise programme for adults and elderly. The club has 120 members, 4 trainers and 10 volunteers.

Video: [FIRE SOULS OF SPORT | Alojz and Stanka Kuplenk | VOMGO](#)

Organization: [Sports club Dobropolje](#)

Email: sd.dobropolje@siol.net

Športno društvo se nahaja v vasi Dobropolje in je bilo ustanovljeno leta 1995. Občina Dobropolje ima 3850 prebivalcev. Stankin mož Alojz Kuplenk je predsednik društva in je odgovoren za organizacijo in koordinacijo športnih programov društva, ki vključujejo rekreativno košarko, rekreativno odbojko, futsal, in vodene vadbe za starejše. Društvo ima 120 članov, 4 trenerje in 10 prostovoljcev.



Andreas Theodorou is a nature and outdoors lover and enthusiast. He has established the Cyprus Downhill Club and he has been a professional mountain biker for the last 3 years, racing both in local and international events.

Video: [FIRE SOULS OF SPORT | Andreas Theodorou | VOMGO](#)

Organization: [Cyprus Downhill Club](#)

Email: andreas190593@gmail.com

Λάτρης της φύσης και της υπαίθρου. Είναι επαγγελματίας ποδηλατικής κατάβασης τα τελευταία 3 χρόνια, και αγωνίζεται σε τοπικούς και διεθνείς αγώνες.



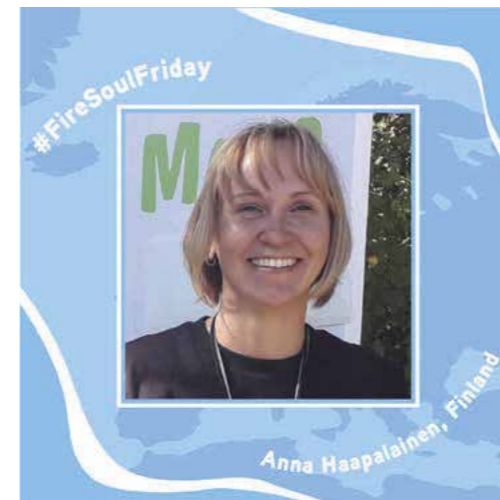
Anna Astikainen is a gymnast from her heart. She has created her own job in Savonlinnan Voimistelu ja Liikunta artistic gymnastic club. After a big investment she now works in a new built gym as the executive manager.

Video: [FIRE SOULS OF SPORT | Anna Astikainen | VOMGO](#)

Organization: [Savonlinnan Voimistelu ja Liikunta](#)

Email: savoli@outlook.com

Anna Astikainen on sydämeltään voimistelija. Hän on luonut oman työpaikkansa Savonlinnan Voimistelu ja liikunta – telinevoimistelu-seurassa. Suuren investoinnin jälkeen hän saa nyt työskennellä toiminnanjohtajana täysin uudessa salissa.



Anna Haapalainen is a Physical Education and health education teacher from Mikkeli, Finland. She uses several digital apps and in PE and health education, where she has developed several materials herself and shared them for colleagues.

For this work she has been nominated “*The teacher of Health education of the year*” in Finland. Anna loves her work, and she is active also herself when having free time. Gymnastics, dance and outdoor activities give her joy and wellbeing.

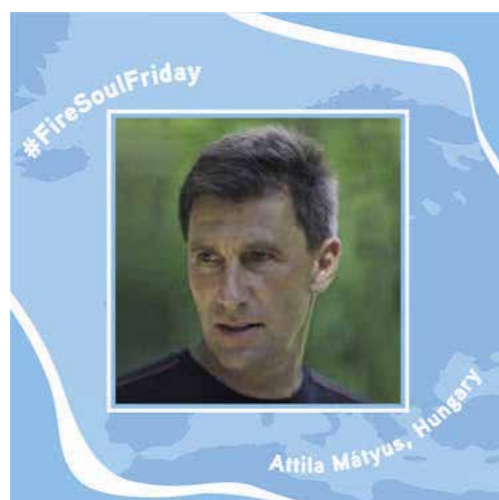
Video: [FIRE SOULS OF SPORT | Anna Haapalainen | VOMGO](#)

Organization: [Rantakylä school in Mikkeli](#)

Email: anna.haapalainen@sivistys.mikkeli.fi

Anna Haapalainen on liikunnan ja terveystiedon opettaja Mikkelin Rantakylän yhtenäiskoulusta. Hän käyttää opetuksessaan lukuisia eri digitaalisia sovelluksia ja tekee niihin materiaaleja, joita hän jakaa myös kollegoidensa kanssa.

Anna on valittu ansioistaan Vuoden terveystiedon opettajaksi Suomessa. Anna rakastaa työtään ja liikkuu itsekin aktiivisesti vapaa-aikanaan. Voimistelu, tanssi ja ulkoilu antavat hänelle iloa ja hyvinvointia.



Attila Mátyus is the president of Crosskovácsi SKE. The club organizes the annual event of the Crosskovácsi MTB race and the adjoining trail running race. It also runs a bike school and operates as a hub in the region.

Video: [FIRE SOULS OF SPORT | Attila Mátyus | VOMGO](#)

Organization: [CROSSKOVÁCSI SKE](#)

Email: crosskovacsi.se@gmail.com

Mátyus Attila a Crosskovácsi Sport és Környezetvédő Egyesület elnöke, és a Crosskovácsi MTB verseny fő szervezője. Az egyesület a népszerű, évente megrendezésre kerülő hegyikerékpár verseny mellett egyéb MTB versenyeket, tájfutóversenyeket és terepfutóversenyeket is rendez, és közösségformáló hatása is elvitathatatlan.



Audronė Vizbarienė represents the Republican association of pre-school physical education teachers. The organization unites teachers from all Lithuanian regions, organizes education and leading projects for physical activity promotion among preschool children.

Video: [FIRE SOULS OF SPORT | Audronė Vizbarienė | VOMGO](#)

Organization: [Respublikinė ikimokyklinio ugdymo kūno kultūros pedagogų asociacija \(RIUKKPA\)](#)

Email: riukkpa@gmail.com

Audronė Vizbarienė yra Respublikinės ikimokyklinio ugdymo kūno kultūros pedagogų asociacijos (RIUKKPA) prezidentė. Ši organizacija vienija pedagogus iš visų Lietuvos regionų, vykdo šviečiamąją bei projektinę veiklą, susijusią su ikimokyklinio amžiaus vaikų fizinio aktyvumo skatinimu.

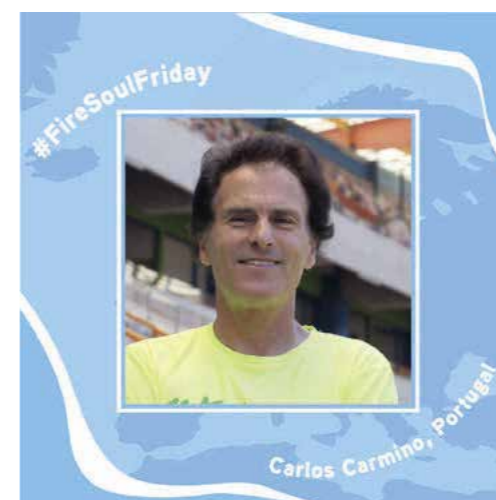


Ayisat Yusuf represents Monaliiku ry. They provide physical activities and inclusion among immigrant women and immigrant families. Ayisat has strong passion and interest for sport, women empowerment and equality.

Video: [FIRE SOULS OF SPORT | Ayisat Yusuf | VOMGO](#)

Organization: [Monaliiku ry](#)

Email: ayizat7@yahoo.com



Carlos Carmino is a physical education teacher, a coach and an athlete who does not live without sports. He represents the Leiria Marcha Atlético Clube. He is one of the establishers of this small club in Leiria. During his carrier Carlos has coached several athletes, who has participated important racewalking competitions, including the Olympic Games.

Video: [FIRE SOULS OF SPORT | Carlos Carmino | VOMGO](#)

Organization: [Leiria Marcha Atlético Clube](#)

Email: carlos.carmino@gmail.com

Carlos Carmino é professor de educação física, treinador e um atleta que não vive sem desporto. Representa o Leiria Marcha Atlético Clube, um pequeno clube de Leiria, que ajudou a fundar. Durante sua carreira como técnico, ele tem ajudado vários atletas a prepararem-se para competições importantes, inclusive para os Jogos Olímpicos.



Carlos Vieira the “firefighter-cyclist”, had the passion for cycling. He started his career as a professional cyclist at a very young age and went through several clubs, representing them in competitions. At the União de Ciclismo de Leiria he was the manager, the coach, and the inspiration for the younger cyclists.

Video: [FIRE SOULS OF SPORT | Carlos Vieira | VOMGO](#)

Organization: [União de Ciclismo de Leiria](#)

Email: info@ucl.pt (not private)

Carlos Vieira o “bombeiro-ciclista”, representa a paixão pelo ciclismo. Iniciou a sua carreira como ciclista profissional ainda muito jovem e passou por vários clubes, representando-os em competições. Na União de Ciclismo de Leiria foi o gestor, o treinador e a inspiração dos mais jovens.



Clara Leão is a Fire Soul from Portugal. She is a professor and director of Escola de Dança Clara Leão that accepts to teach classes to any individual as she defends dance is for everyone! She aims for people in the future to experience dancing and feel the extraordinary power it has on allowing each person to discover themselves.

Video: [FIRE SOULS OF SPORT | Clara Leão | VOMGO](#)

Organization: [Escola De Dança Clara Leão](#)

Email: clara.leao@ipleiria.pt

Clara Leão é uma Fire Soul de Portugal. É professora e diretora da Escola de Dança Clara Leão e aceita dar aulas a qualquer indivíduo pois defende que a dança serve para todos!

Clara Leão chegou a Leiria há vários anos e desempenhou um papel fulcral no desenvolvimento da dança na cidade. Pretende que no futuro mais indivíduos experimentem a dança para sentirem a extraordinária capacidade que esta tem de promover a descoberta de si próprio.



Dainius Čiuprinskas represents “Tornado” basketball school in Kaunas and Kaunas district. They have more than 850 young basketball players practicing their skills. Every year the school organizes a few social physical activity events that involves the whole community.

Video: [FIRE SOULS OF SPORT | Dainius Čiuprinskas | VOMGO](#)

Organization: [Basketball school “Tornadas”](#)

Email: dainius.ciuprinskas@tornadas.lt

Dainius Čiuprinskas yra Kauno “Tornado” krepšinio mokyklos direktorius. Jie turi daugiau nei 850 jaunų krepšininkų, praktikuojančių savo įgūdžius. Kiekvienais metais mokykla organizuoja keletą socialinių akcijų apie fizinį aktyvumą, į kurias įtraukiami ne tik darbuotojai, bet ir visa sporto mokyklos bendruomenė.



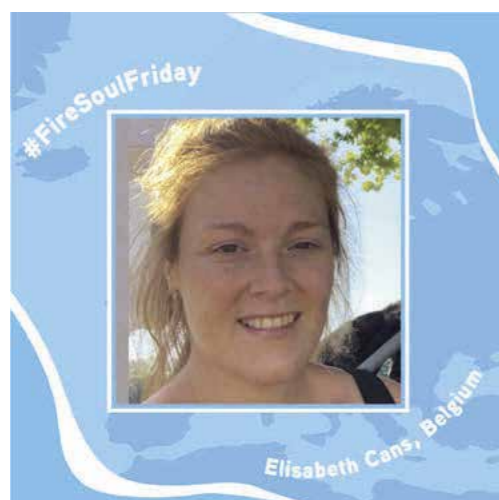
Elias Mantovanis has a passion for kitesurfing. He developed his own enterprise, Kahuna Surfhouse, to fulfill all needs of a kitesurfer, their families and friends and spectators of the sport. Elias discovered kitesurfing 20 years ago before it was a mainstream sport in Cyprus. After searching for knowledge and business models of kitesurfing abroad, he was the first one in Cyprus to become a certified instructor, gave up his ‘normal’ job and dedicated everything to his passion.

Video: [FIRE SOULS OF SPORT | Elias Mantovanis | VOMGO](#)

Organization: [Kahuna Surfhouse](#)

Email: info@kahunasurfhouse.eu

Το Kahuna Surfhouse είναι πλήρως εξοπλισμένο για να παρέχει όλες τις διευκολύνσεις που έχουν ανάγκη ένας kitesurfer, η οικογένεια και οι φίλοι του όπως επίσης και οι θεατές του αθλήματος. Ο Ηλίας ανακάλυψε το kitesurfing 20 χρόνια πριν να διαδοθεί σαν άθλημα στην Κύπρο. Εθίστηκε στο άθλημα και άρχισε να ταξιδεύει σε hotspots παγκοσμίως. Οι φίλοι του ζητούσαν να τους διδάξει (δεν υπήρχαν εκπαιδευτές στην Κύπρο). Έγινε πιστοποιημένος εκπαιδευτής, εγκατέλειψε τη «φυσιολογική» δουλειά του και αφιέρωσε τα πάντα στη δημιουργία ενός πλήρως εξοπλισμένου κέντρου surfing όπως είχε δει σε άλλες χώρες.



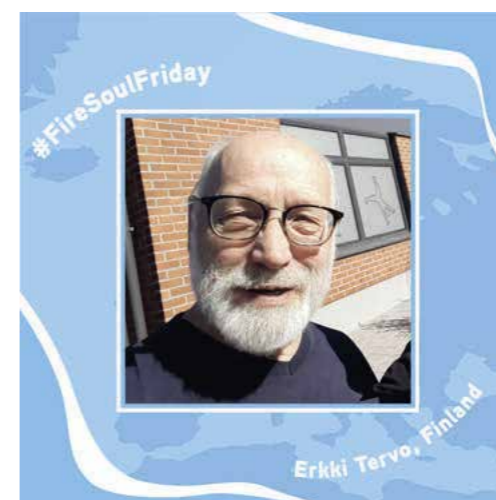
Elisabeth Cans represents G-sport Tienen vzw sport club. The sports club offers tennis, dance, gymnastics and swimming to children and adults with disabilities. The ages of the participants range from 6 to 60. They work a lot with volunteers, to whom they pass on their knowledge of the sport and their teaching skills. Elisabeth mainly coaches the gymnasts and the dancers. She is also the coordinator of the club.

Video: [FIRE SOULS OF SPORT | Elisabeth Cans | VOMGO](#)

Organization: [G-sport Tienen vzw](#)

Email: elisabeth.cans@ucll.be

De sportclub biedt tennis, dans, gym en zwemmen aan kinderen en volwassenen met een beperking aan. De leeftijden van de deelnemers gaan van 6 tot 60. Ze werken veel met vrijwilligers aan wie ze hun kennis van de sport en hun didactische vaardigheden doorgeven. Elisabeth begeleidt voornamelijk de gymnasten en de dansers. Ze is ook de coördinator van de club.



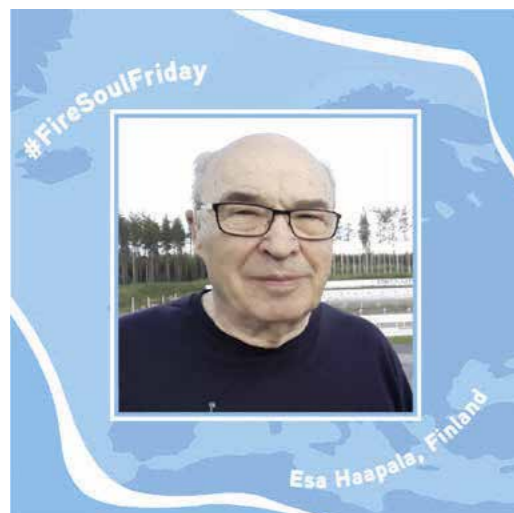
Erkki Tervo is representing Keurusjumppa ry. gymnastic club in a rural town in Finland. He is a specialist in making facilities for gymnastics, and he has helped tens of clubs and training centers to develop their gyms and equipment in Finland. As a lecturer in the University of Jyväskylä he educated gymnastics for PE teachers for several decades.

Video: [FIRE SOULS OF SPORT | Erkki Tervo | VOMGO](#)

Organization: [Keurusjumppa ry.](#)

Email: erkki.tervo@gmail.com

Erkki Tervo edustaa Keurusjumppa ry:tä. Hän on voimistelulosuhteiden suvereeni asiantuntija Suomessa ja on auttanut kymmeniä seuroja ja valmennuskeskuksia Suomessa kehittämään voimistelun olosuhteitaan. Toimiessaan yliopistolehtorina Jyväskylässä hän opetti telinevoimistelua tuleville liikunnanopettajille vuosikymmenien ajan.



Esa Haapala is from Kontiolahden Urheilijat ry., biathlon club from Joensuu, Finland. He has developed the Biathlon stadium in Kontiolahti to a world famous biathlon venue. They organize a yearly World Cup competitions there, and they have had also two World Championship competitions. In December 2020 Esa was nominated as the chair of honor in the Finnish Biathlon Federation.

Video: [FIRE SOULS OF SPORT | Esa Haapala | VOMGO](#)

Organization: [Kontiolahden Urheilijat ry.](#)

Email: esa.haapala2@gmail.com

Esa Haapala on kehittänyt Kontiolahden ampumahiihtostadionista maailmankuulun kilpailupaikan. Vuosittain stadionilla järjestetään maailman Cupin osakilpailu, ja kaksi kertaa on järjestetty myös Maailmanmestaruuskisat ampumahiihdossa. Ampumahiihtoliiton syysliittokokous kutsui joulukuussa 2020 Esa Haapalan Suomen Ampumahiihtoliiton kunniapuheenjohtajaksi.



Giedrė Žlibinienė is a physical education teacher at Rietavas Laurynas Ivinskis Gymnasium. Her disciplines are dance, aerobic, volleyball and fitness exercise. She organizes games and challenges that promote physical activity not only among children and young adults, but also adults and elderly within Rietavas community.

Video: [FIRE SOULS OF SPORT | Giedrė Žlibinienė | VOMGO](#)

Organization: [Rietavas Laurynas Ivinskis Gymnasium](#)

Email: lenggrete@gmail.com

Giedrė Žlibinienė yra Rietavo Lauryno Ivinskio gimnazijos kūno kultūros mokytoja. Jos propaguojamos fizinio aktyvumo formos yra linijiniai ir aerobiniai šokiai, tinklinis bei sveikatingumo mankštos. Ji kartu su bendraminčiais organizuoja žaidimus ir iššūkius, skatinančius fizinį aktyvumą ne tik vaikams ir jaunimui, bet ir visai Rietavo bendruomenei.



Gyula Pásztor is a physical education teacher and a coach in the Kiskőrös area in Hungary. However, he is much more than that. He has inspired and motivated people of various ages to get engaged in movement and sport and created communities around health related activities. Besides general PE tasks in schools he has also raised generations of athletes in gymnastics, handball, football and swimming.

Video: [FIRE SOULS OF SPORT | Gyula Pásztor | VOMGO](#)

Organization: [Kiskőrösi Petőfi Sándor Evangélikus Iskola](#)

Email: crosskovacsi.se@gmail.com (not private)

Pásztor Gyula testnevelő tanár és edző a Kiskőrös térségében. Ő azonban ennél sokkal több. Mozgásra ösztönzi és motiválja az embereket, kortól függetlenül és inspiráló, jókedvű közösségeket hoz létre az egészségmegőrzéssel kapcsolatos tevékenységeken keresztül. Az iskolai testnevelési feladatokon túl edzőként tornász, kézilabda, futball és úszás sportolók generációit is felnevelte.



Helena Manninen represents Haukivuoren kisailijat ry sport club. It is a multidisciplinary sport club with different divisions: track and field, skiing, fitness, orienteering, gymnastics and ball sports. The club offers wide range of sport possibilities for all ages.

Video: [FIRE SOULS OF SPORT | Helena Manninen | VOMGO](#)

Organization: [Haukivuoren kisailijat ry](#)

Email: helena.manninen@haukivuori.fi



Irma Maurienė represents Vilkaviškis Nordic Walking Club. The aim of their activities and ideas is to promote Nordic walking as a great form of leisure physical activity and to develop modern approach to exercise and healthy lifestyle.

Irma Maurienė atstovauja Vilkaviškio šiaurietiško ėjimo klubą. Mūsų veiklos ir idėjų tikslas – populiarinti šiaurietišką ėjimą, kaip puikią sporto šaką, laisvalaikio leidimo formą, formuoti šiuolaikišką požiūrį į mankštinimąsi, plėtoti sveiką gyvenseną.

Video: [FIRE SOULS OF SPORT | Irma Maurienė | VOMGO](#)

Organization: [Vilkaviškis Nordic Walking Club](#)

Email: nwcvilkaviskis@gmail.com



Isabel Monteiro is a Fire Soul from Portugal. She is one of the original founding members of COC – Center Orientation Club. Besides being a devoted athlete with a lot of passion for the sport, she has worked for good management in the club. She has joined in organizing the veteran world's championship in 2008 and Portugal-O-meeting in 2004, both held near Leiria.

Video: [FIRE SOULS OF SPORT | Isabel Monteiro | VOMGO](#)

Organization: [COC – Clube de Orientação do Centro](#)

Email: info@coc.pt

Isabel Monteiro é uma Fire Soul de Portugal. É um dos membros iniciais do que tornaria o COC – Clube de Orientação do Centro de hoje. Além de ser uma atleta devota com imensa paixão pelo desporto, ela é uma pedra basilar na gestão do clube. Ela também ajudou na gestão de dois grandes eventos na região, o campeonato do mundo de veteranos em 2008 e o Portugal-o-meeting em 2004. Ambos grandes eventos que necessitaram de imensas pessoas, imensos recursos, preparação e paixão.



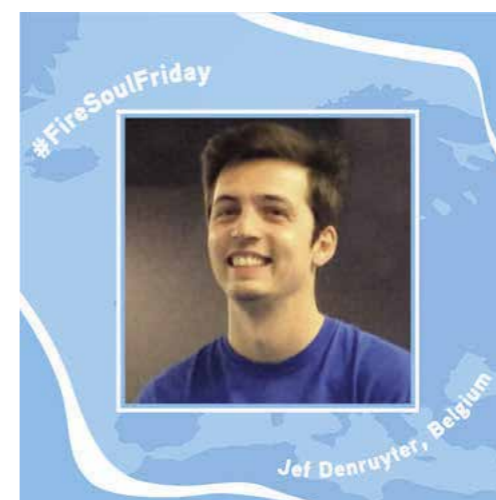
Jan Smeyers has been elected as King and headman (chairman) of Sint-Sebastiaansgilde, a traditional marksmen's guild. They practice archery (handbows), but they also are a cultural association. In 2022, the club will celebrate its 600th anniversary. "Unsolicited and unpaid": that is the true guild spirit.

Video: [FIRE SOULS OF SPORT | Jan Smeyers | VOMGO](#)

Organization: [Saint Sebastians guild of Retie](#)

Email: smeyersjan@telenet.be

Op 31 jarige leeftijd in 1988 is Jan samen met zijn vrouw bij de schuttersgilde gegaan. Een jaar later werd hij koning van deze gilde en in 1991 werd hij verkozen tot hoofdman (voorzitter) van deze schuttersgilde. Dat is hij tot op heden nog steeds. De gilde is niet alleen een schuttersgilde (handboog) maar ook een culturele vereniging. In 2022 bestaat de club 600 jaar. "Ongevraagd en onbetaald": dat is de echte gildegeest.



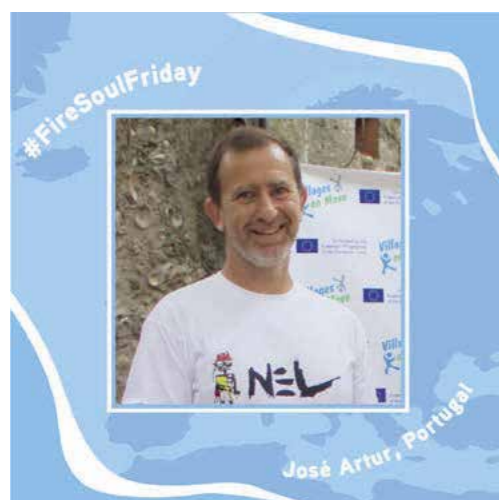
Jef Denruyter is trainer, administrator and youth and event coordinator of Gymnastics club Tienen. Together with the swimming club they are the largest sports club in Tienen. The club offer sports for all ages. They have also introduced new sports such as freerunning and parkours. Recently they invested in a new hall. Next year also people with special needs can enjoy sports in Gymnastics club Tienen.

Video: [FIRE SOULS OF SPORT | Jef Denruyter | VOMGO](#)

Organization: [Gymnastics club Tienen](#)

Email: jef.denruyter@gymclubtienen.be

Jef is trainer, administrateur en jeugd- en evenementencoördinator van de sportclub. Samen met de zwemclub is de gymclub de grootste sportclub in Tienen. Ze bieden sporten aan voor alle leeftijden. Ook hebben ze nieuwe sporten geïntroduceerd zoals freerunning en parcours. Het 650ste lid heeft zich onlangs ingeschreven. Ze hebben een nieuwe zaal sinds kort. Volgend jaar zullen ze ook starten met G-sport.



José Artur represents the Speleology Nucleus of Leiria (NEL) and is one of its founders. NEL started in 1981 with speleology, but now its members practice many other sports, such as climbing, diving, paragliding, trail – and the club remains open to new interests. NEL is a group of friends and they love to be connected with nature.

Video: [FIRE SOULS OF SPORT | José Artur | VOMGO](#)

Organization: [Núcleo de Espeleologia de Leiria](#)

Email: zeartur1@gmail.com

José Artur representa o Núcleo de Espeleologia de Leiria (NEL) e é um dos seus fundadores. O NEL começou em 1981 com a espeleologia, mas os seus membros praticam hoje muitas outras modalidades, como escalada, mergulho, parapente, trail, e o clube continua aberto a novos interesses. O NEL é um clube que gosta muito de desporto, sempre em comunhão com a natureza e é, acima de tudo, um grupo de amigos.



László Schönviszky has been the president of MTE since 2009. Established in 1891, MTE is one of the most important tourist associations in Hungary. At present it has over 500 members, and they organize excursions, races, cultural events and get-togethers throughout the year. It also operates the tourist house in Dobogókő.

Video: [FIRE SOULS OF SPORT | László Schönviszky | VOMGO](#)

Organization: [Magyar Turista Egyesület \(MTE\)](#)

Email: mte.elnok@gmail.com

A Magyar Turista Egyesület (MTE) Magyarország legrégebbi és egyik legjelentősebb turista egyesülete. Schönviszky László 2009 óta vezeti az egyesületet.



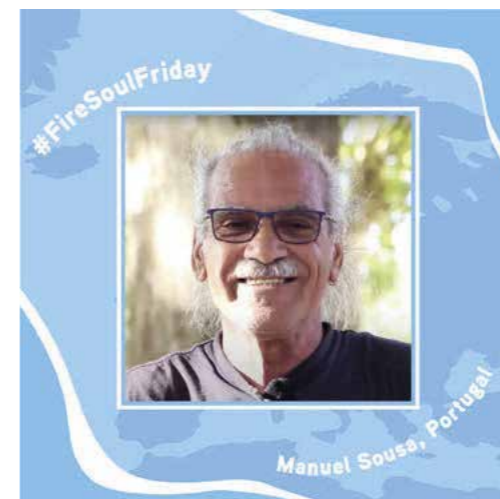
Liam Iakovou represents rock climbing sport. They climb up, down or across natural rock formations in Cyprus or artificial rock walls.

Video: [FIRE SOULS OF SPORT | Liam Iakovou | VOMGO](#)

Organization: Climbing club – RedPoint (coming soon)

Email: not available

Η αναρρίχηση είναι ένα άθλημα στο οποίο οι συμμετέχοντες ανεβαίνουν πάνω, κάτω ή κατά μήκος φυσικών πετρωμάτων ή τεχνητών βράχων.



Manuel Sousa is a Fire Soul from Portugal. Although his physical limitations he has a powerful soul that led him to establish his club APD – Leiria. Manuel has represented Portugal in several countries and has done challenging sports like karting, athletics, skydiving, sailing and others. Manuel is a perfect example of a selfless person who loves what he does, from the bottom of his heart.

Video: [FIRE SOULS OF SPORT | Manuel Sousa | VOMGO](#)

Organization: [APD – Leiria \(Associação Portuguesa de Deficientes – Leiria\)](#)

Email: info-leiria@apd.org.pt

Manuel Sousa é uma Fire Soul de Portugal. Apesar das suas visíveis limitações tem uma garra que o levou a fundar o seu clube, representar Portugal em vários países e a fazer vários desportos como karting, atletismo, salto de paraquedas, navegar, entre outros. Manuel é o exemplo perfeito de uma pessoa altruísta que adora o que faz, do fundo do seu coração.



Marios Argyrou is the founder of TALENTO Sports Academy, a multisport academy, which aims to engage kids from the age of 3 in the sports environment and philosophy. The club is very innovative in the field of sports and they aim at intervening with the whole family.

Video: [FIRE SOULS OF SPORT | Marios Argyrou | VOMGO](#)

Organization: [Talento Sports Academy](#)

Email: margyrou9@hotmail.com

Ο Μάριος είναι ο ιδρυτής της Αθλητικής Ακαδημίας TALENTO, μιας ακαδημίας διαφόρων αθλημάτων, η οποία στοχεύει να προσελκύσει παιδιά από την ηλικία των 3 στο αθλητικό περιβάλλον και φιλοσοφία. Το Talento Sports είναι μια καινοτόμα ακαδημία στο χώρο του αθλητισμού με στόχο την παρέμβαση σε όλη την οικογένεια.



Marisa Barroso is a teacher at IPL, Leiria, Portugal. Her passion is to pass her students the role of Portuguese culture, mainly Traditional Dances. Marisa Barroso is organising a big event in Leiria, All Dance. There, it doesn't matter if an individual doesn't know how to dance, the important thing is that everyone move and respect each other while having fun. Marisa's students teach traditional dances in All Dance in the real life context to a group of people with diversity of several generations, nationalities and cultures.

Video: [FIRE SOULS OF SPORT | Marisa Barroso | VOMGO](#)

Organization: [Polytechnic Institute of Leiria \(IPL\) / All Dance](#)

Email: marisa.barroso@ipleiria.pt

Marisa Barroso é uma jovem professora do IPL, Leiria, Portugal. Marisa tenta transmitir aos seus alunos o papel das danças tradicionais na cultura portuguesa. Esta professora é a responsável pelo evento All Dance que ocorre todos os anos em Leiria. Este é um evento importante para a cidade pois não importa se os participantes não sabem dançar, o importante é que haja respeito e muita diversão. O All Dance é um evento no qual a professora Marisa Barroso coloca os seus alunos em palco, para que estes ensinem uma parte da cultura portuguesa, as danças tradicionais. Os estudantes partilham o seu conhecimento num contexto em que existe uma grande diversidade de culturas, gerações e nacionalidades.



Markku Häkkinen represents Juvan Kisa ry (JiiKoo) sport club. The club was established to promote football in Juva. Later also floorball. No paid employees; all people involved are volunteers.

“Seuramme on perustettu aikoinaan edistämään jalkapalloilua Juvalla. Vuonna 1997 lajivalikoimaan tuli mukaan salibandy ja sähly. Jäseniä seurassamme on n. 200. Palkattua henkilöä meillä ei tällä hetkellä ole lainkaan, kaikki toimivat vapaaehtoisina.”

Video: [FIRE SOULS OF SPORT | Markku Häkkinen | VOMGO](#)

Organization: <http://www.juvankisa.fi/>

Email: markku.hakkinen@ppc.inet.fi



Martina Hirschmann represents Sports club Ando Hirschmann. The club is a member of the Association of Mixed Martial Arts and submission grappling of Slovenia A.M.A.H. since 2005 and participates in the national championships in Jiu-jitsu submission grappling (ground fight, Combat Jiu Jitsu).

The club is also a member of the Sports Union of Slovenia from 2013 to 2014 and obtained the Healthy Association Quality Label by promoting healthy lifestyle and physical activity to strengthen health through appropriate planning, management and implementation in recreational sports programs.

Video: [FIRE SOULS OF SPORT | Martina Hirschmann | VOMGO](#)

Organization: [Sports club Ando Hirschmann](#)

Email: martinaagv@gmail.com

Društvo je član Zveze mešanih borilnih veščin in submission grappling Slovenije A.M.A.H. od leta 2005 in sodeluje na državnih prvenstvih v Jiu-jitsu submission grappling (parterna borba, Combat Jiu Jitsu).

Društvo je član Športne unije Slovenije od leta 2013 in v letu 2014 je pridobilo Znak kakovosti Zdravo društvo z omogočanjem in spodbujanjem zdravega življenjskega sloga in telesne dejavnosti za krepitev zdravja z ustreznim načrtovanjem, vodenjem, izvajanjem in ovrednotenjem športno rekreativnih programov.



Miguel André loves the sea. First he started practicing bodyboarding as a hobby during his Summer holidays and then he became a lifeguard. Later he graduated from Sports and Physical Education university and founded a surfing and bodyboarding school. Since the opening in 2006 MURILLO`S Surf & Bodyboard ACADEMY has served hundreds of clients, Portuguese and foreign.

Video: [FIRE SOULS OF SPORT | Miguel André | VOMGO](#)

Organization: [Murillo's Surf and Bodyboard Academy](#)

Email: miguel.andre@murillosacademy.com

Miguel André está ligado ao mar desde a infância. Começou a praticar bodyboard como hobby nas férias de verão, depois tornou-se salva-vidas, depois formou-se em Desporto e Educação Física e fundou uma escola de surf e bodyboard. Desde a sua inauguração em 2006 a escola recebeu centenas de pessoas, portuguesas e estrangeiras.



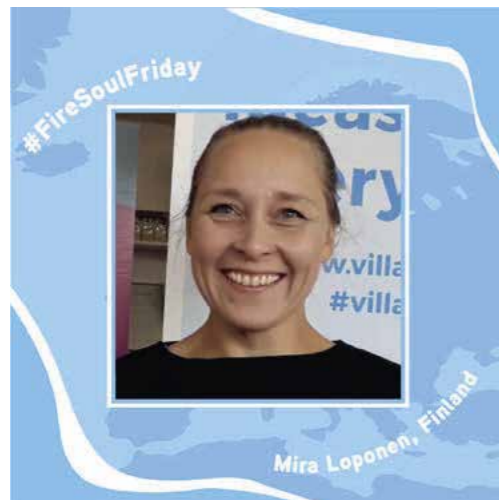
Miha Kobe represents basketball club Eagles Postojna. The club provides basketball programmes to citizens of Postojna in both, grassroots sport and competitive sport. Municipality Postojna has 16.000 citizens. Even though the club was established only three years ago, the club already has 80 members. With the idea to connect all members they organize several sport events throughout the whole year. In this way they get to know and play sports with each other.

Video: [FIRE SOULS OF SPORT | Miha Kobe | VOMGO](#)

Organization: [Basketball Club Eagles Postojna](#)

Email: miha.kobe@kkorlipostojna.si

Košarkarski klub Orli Postojna zagotavlja programe za občane Postojne, tako rekreativne kot tekmovalne. Postojna ima 16000 prebivalcev. Trije košarkarski trenerji vzgajajo nove košarkarske upe, nudijo pa tudi programe za začetnike in odrasle rekreativce. Klub je bil ustanovljen pred tremi leti, kljub temu pa ima že 80 uradnih članov. Z željo povezovalna skupnosti organizirajo različne dogodke skozi celotno leto, kjer se lahko občani zabavajo in družijo ob igranju športa.



Mira Loponen represents Viinijärven urheilijat, a Finnish Baseball “Pesis” club in Eastern Finland. The club is specialized in women’s teams, but they also have nowadays men playing in a recreational team.

The club has earlier been in the highest level in the League in Finland, and now the board is making hard work to develop their own young players’ teams to be able to rise again the steps towards the League.

Video: [FIRE SOULS OF SPORT | Mira Loponen | VOMGO](#)

Organization: [Viinijärven Urheilijat ry](#)

Email: mira.c.loponen@gmail.com

Mira Loponen johtaa naisten pesäpalloseurana tunnettua Viinijärven Urheilijoita. Nykyisin heillä tosin on myös miehiä pelaamassa ”höntsä”pesistä. Seuralla on maineikas historia naisten pesäpallosarjoissa. Nyt ViU:n hallitus Miran johdolla tekee hartiavoimin töitä nostaakseen nuoret joukkueensa takaisin kohti ylintä sarjatasoa.



Petri Tikkanen has made huge development work in RiU multidisciplinary sport club with different sport activities for everyone. The club owns dancing center Metsälinna, where they are organizing different events and have over 10 000 visitors every summer.

Video: [FIRE SOULS OF SPORT | Petri Tikkanen | VOMGO](#)

Organization: [Ristiinan Urheilijat ry \(RiU\)](#)

Email: p.tikkanen@gmail.com

Ristiinan Urheilijat r.y. on yleisseura, jossa on lajeina yleisurheilu, hiihto, lentopallo, salibandy ja harrasteliikunta. Lisäksi seuralla on omistuksessa huvi- ja tanssikeskus Metsälinna, missä järjestetään tansseja muita tapahtumia kesä-syyskuun välisenä aikana. Metsälinnassa on kesän aikana yli 10000 käyntiä eri tapahtumissa.



Rasa Semoškienė is an active member of Raudondvaris community. With her everyday activities she inspires people to move more and have healthy lifestyle. Every year she and her family organize a bicycle tour for their community members and friends.

Video: [FIRE SOULS OF SPORT | Rasa Semoškienė | VOMGO](#)

Organization: Raudondvaris community

Email: rasasemos@gmail.com

Rasa Semoškienė yra aktyvi Raudondvario bendruomenės narė. Savo kasdiene veikla ji įkvepia žmones daugiau judėti ir sveikai gyventi. Ji ir jos šeima kiekvienais metais organizuoja dviračių turo dieną savo bendruomenės nariams bei draugams.



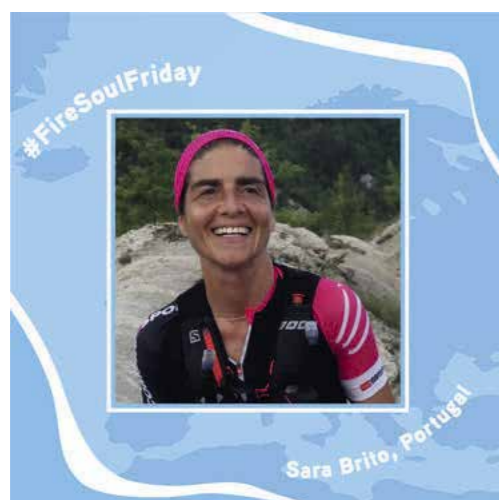
Rasa Simanavičienė represents sport dance club "Junda". They provide dancing lessons for all ages and organize concerts, competitions, festivals, parties, also summer camps for children. The goal of the club is to bring together as many people as possible for a cultural and active sports leisure.

Video: [FIRE SOULS OF SPORT | Rasa Simanavičienė | VOMGO](#)

Organization: [Dance club "Junda"](#)

Email: rasa.simana@gmail.com

Rasa Simanavičienė atstovauja sportinių šokių klubui „Junda“. Jie rengia šokių pamokas įvairaus amžiaus asmenims ir organizuoja šokių konkursus, festivalius, koncertus bei vakarėlius, taip pat vasaros stovyklas vaikams. Klubo tikslas – suburti kuo daugiau žmonių kultūringam, aktyviam, sportiškam laisvalaikiui.



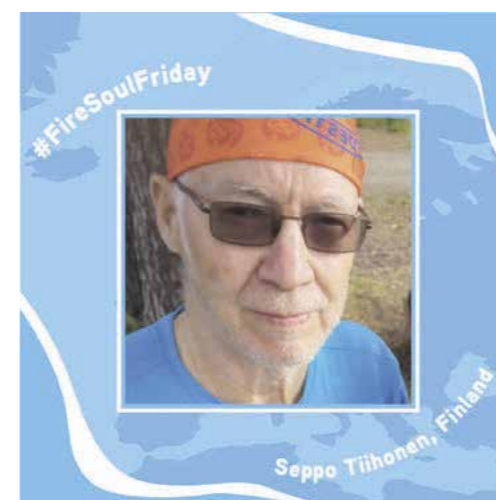
Sara Brito is a physical education teacher and trail athlete who represented Portugal many times in Trail Competitions. At the club Sara stimulates the younger generations to enjoy the wellbeing and appreciate the pleasure of little moments in quotidian, she also desires that each of them respects each other. Sara intends to continue to be the role model for her students and for her young athletes at the club. She wants to inspire them to practise physical activity and to know the importance of that to the human wellbeing.

Video: [FIRE SOULS OF SPORT | Sara Brito | VOMGO](#)

Organizations: [Clube de Atletismo da Barreira \(Athletics\)](#),
[Escola Secundária Francisco Rodrigues Lobo \(Highschool\)](#)

Email: sabrito70@gmail.com

Sara Brito é uma professora de educação física e uma atleta de Trail que representou Portugal inúmeras vezes em competições internacionais. No seu clube, Sara estimula uma nova geração de praticantes a desfrutar do bem-estar (da prática de atividade física) e também dos pequenos momentos do quotidiano, igualmente quer que haja respeito mútuo entre os seus atletas. Sara pretende continuar a ser um exemplo para os seus estudantes e para os seus atletas, tenciona inspirar a geração mais jovem a praticar atividade física e em simultâneo a reconhecerem a importância da mesma no bem-estar do ser humano.



Seppo Tiihonen says that “Developing hobbies benefits the community, but you need to be willing to “sacrifice” your own time”. In Seppo’s club all activities are based on voluntary pursuits.

Video: [FIRE SOULS OF SPORT | Seppo Tiihonen | VOMGO](#)

Organization: [Mikkelin Latu ry](#)

Email: seppotiiho@gmail.com

Seppo Tiihosen mukaan “Mikkelin Latu ry tukee ja edistää kaikenikäisten kansalaisten ulkoilua ja liikunnallista elämäntapaa. Harrastustoiminnassa on paljon tekemistä yhteiseksi hyväksi, mutta omaa aikaa pitää olla valmis uhraamaan. Omassa yhdistyksessäni kaikki toiminta perustuu vapaaehtoiseen harrastamiseen.”



Stelios Papageorgiou is the founder of Akamas Sports Club and a passionate individual actively involved in various sports activities. He creates and promotes events and sports opportunities in Cyprus and especially in his hometown Paphos.

Akamas Sports Club is a Rhythmic and Artistic Gymnastics club based in Paphos. The purpose of the club is to give the opportunity to all children, to be actively involved in sports, love sports, socialize, increase confidence and quality of their life.

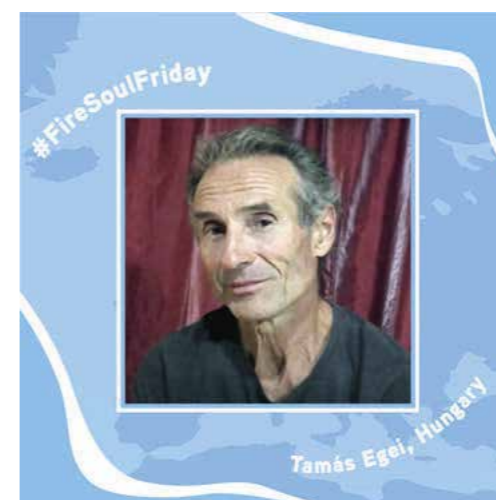
Video: [FIRE SOULS OF SPORT | Stelios Papageorgiou | VOMGO](#)

Organization: [Akamas Sports Club](#)

Email: papageoste@gmail.com

Ο Ακάμας είναι ένας νέος Πολιτιστικός – Γυμναστικός σύλλογος με έδρα την Πάφο. Σκοπός ίδρυσης του συλλόγου είναι να δώσει την ευκαιρία σε όλα τα παιδιά, να ασχοληθούν ενεργά με τον αθλητισμό, να αγαπήσουν τον αθλητισμό, να κοινωνικοποιηθούν, να αναπτύξουν αυτοπεποίθηση και ποιότητα στο τρόπο ζωής τους.

Ο Στέλιος είναι ένα παθιασμένο άτομο που συμμετέχει ενεργά σε διάφορες αθλητικές δραστηριότητες και είναι ιδρυτής του Γυμναστικού συλλόγου Ακάμας. Δημιουργεί και να προωθεί εκδηλώσεις και αθλητικές ευκαιρίες στην Κύπρο και ιδιαίτερα στην πόλη του Πάφο.



Tamás Egei comes from a small village and although he no longer lives in Kincsesbánya, he wants to boost the sporting life there. They started organizing trail run races for primary school children in the village with a couple of his childhood friends.

Video: [FIRE SOULS OF SPORT | Tamás Egei | VOMGO](#)

Organization: [Kincses-Cross SKE](#)

Email: uepitoalpin@gmail.com

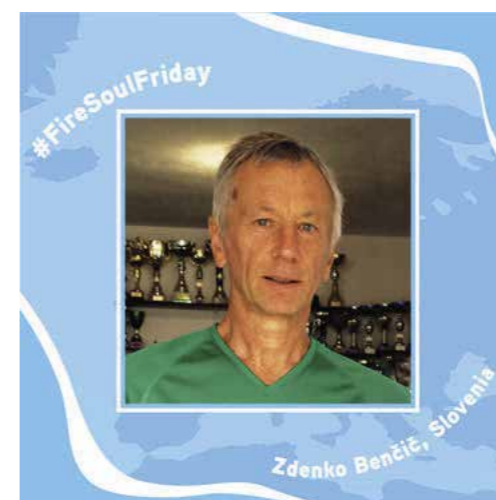
Tamás egy kis faluból származik, és bár már nem ott lakik, fel akarja lendíteni az ottani sportéletet. Emiatt terepfutó versenyeket kezdtek szervezni a faluban pár gyermekkori barátjával, főleg általános iskolások számára.



Ticha Penicheiro

Basketball was her first love, so she knew that once she retires, she would stay close to the game, so she is a sports agent now representing women basketball players in WNBA and overseas. Once retired she did not want to be just an agent but also a mentor, as somebody that can help young ladies have a future, a great career on and off the court. It has a way of giving back to the game of basketball. She considers the physical activity to be very important for physical and mental health. Although she stopped playing eight years ago, she remained active. She tries to practice physical activity at least five times a week to stay in shape and take care of her body.

O basquetebol foi o seu primeiro amor e sempre soube que quando terminasse a carreira enquanto jogadora, ficaria em contacto com a modalidade. É atualmente agente desportiva, representando mulheres jogadoras de basquetebol na WNBA e em outros Países e também uma mentora, que ajuda jovens atletas a ter um futuro, uma excelente carreira dentro e fora do campo. Uma forma de retribuir ao basquetebol o que o desporto fez por si. Ticha considera a atividade física muito importante para a saúde física e mental e por isso permanece ativa.



Zdenko Benčič represents Sports club Vrhpolje. The club was established in 2002, and has now 30 members. Village Vrhpolje is a part of the Municipality Hrpelje – Kozina, the whole municipality has a little more than 4 thousand citizens. The club organizes several sport events for recreatives, the most popular is called Vrhpoljada. Fifteen volunteers and three trainers organize sport activities to the local community (futsal, cycling, hiking, Nordic walking).

Video: [FIRE SOULS OF SPORT | Zdenko Benčič | VOMGO](#)

Organization: [Sports Recreative Club Vrhpolje](#)

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Športno društvo Vrhpolje organizira več športnih dogodkov za reaktivne športnike, najbolj znani se imenuje Vrhpoljada. 15 prostovoljcev in trije usposobljeni trenerji zagotavljajo športne dejavnosti za skupnost, kot so futsal, nordijska hoja, kolesarjenje. Klub je bil ustanovljen leta 2002 in ima 30 uradnih članov in se nahaja v vasi Vrhpolje, ki je del občine Hrpelje-Kozina. Celotna občina ima samo 4 tisoč prebivalcev.

Datasheet

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