

## **TEMPLATE FOR REPORTING ON RECENT INITIATIVES ON SPORT FOR DEVELOPMENT AND PEACE**

### ***European Week of Sport 2019***

With the aim of encouraging children and all citizens, regardless of age and physical preparation, to test themselves in being active (hence the slogan #BeActive) while having fun, every year Europe becomes the place where the European Sports Week (EWOS is a program included in the wider European Erasmus + project) is organized, generally from 23 to 30 September of each year. It has always involved millions of sports professionals, associations, experts and amateurs, from all over Europe, united for taking part in one of the largest sports initiatives in the world. Although sport and physical activity contributes to people's well-being, recent studies have shown that the level of physical activity is currently falling in some countries and that the majority of European citizens are not doing enough exercise, leading to obesity and the pathologies associated with it.

In order to face the growing phenomenon of physical inactivity, in fact, the European Commission, together with the co-organization of national coordinators (including Italy) and sports partners present throughout Europe, promotes through this great event an active lifestyle, helping people, public authorities, sports movements, civil society organizations and private sectors to collaborate in the field of sport, underlining and strengthening also the messages of tolerance and social inclusion.

Low levels of physical activity are increasingly causing concern in Member states. The main barriers to sport participation are the lack in time (40% EU and IT interviewed) and motivation or interest (20% EU and 23% IT interviewed).

These data are worrying and regard especially youngsters. It has been proved that a sedentary lifestyle is a risk factor for the development of many chronic illnesses, including cardiovascular diseases, a main cause of death in the Western world.

That is why it is so important to organise and coordinate at National and local level a common programme of events focused on the engagement of young volunteers that will take responsibility and become ambassadors among the peers and other target audiences.

EWOS in Italy has always provided greater possibilities and opportunities for practicing sport and in creating and building on new options for all.

In Italy, the action plan of EWoS 2019 has focused primarily on the engagement of young people, but also schools, local organizations and public and private bodies, to build long-lasting improvement in social behaviours and to raise awareness about the economic and social benefits of sports (mental health and wellbeing; physical health; active citizenship; education and life-long learning; anti-social behaviour, etc.).

The Programme established by the present document regards specific actions in the field of sport, that are taking mainly in the month of September, in the week dedicated to EWoS activities in all European Countries. Other actions will be organised both before and after the date of the Official Start and End of the Week, in order to emphasize the attention on sport during the whole month of September.

The nature of the activities carried on touched different aspects of sport, both from a theoretic point of view (i.e. through seminars focused on the values of sport, innovation in sport, etc.) and a practical point of view (with actual physical activity for citizens). In particular, the events organized was focused on four aspects: Sport and Education; Workplace; Outdoor; Clubs and Fitness.

The first objective is that of spreading the knowledge of the more various sports, allowing to discover new activities and get passionate about these disciplines. The European Week of Sport has become a traditional project, taking place annually in September, generating new activities and also building on already existing successful initiatives in the European, national, regional or local context.

*Provide a summary of the initiative, including a brief overview, proposed/actual outcomes and an assessment of any lessons learned and the way forward.*

| <b>Please provide more details on the initiative below:</b> |   |   |
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| <b>Objective(s):</b>  | <b><i>Please indicate which, if any, of the following fell among the main objectives of the initiative:</i></b>   |   |
|   | <ul style="list-style-type: none"> <li>• <b>Ensuring that no one is left behind</b></li> </ul>  | <ul style="list-style-type: none"> <li>• Eradicating poverty and promoting prosperity in a changing world</li> </ul>        |
|   | <ul style="list-style-type: none"> <li>• Transformation towards sustainable and resilient societies</li> </ul>  | <ul style="list-style-type: none"> <li>• <b>Empowering people and ensuring inclusiveness and equality</b></li> </ul>        |
|   | <ul style="list-style-type: none"> <li>• Research development, data collection and/or data dissemination</li> </ul>   | <ul style="list-style-type: none"> <li>• Preventing and fighting corruption in sport</li> </ul>                             |
|   | <ul style="list-style-type: none"> <li>• <b>Conflict prevention/peace building</b></li> </ul>   | <ul style="list-style-type: none"> <li>• <b>Strengthened global framework on sport for development and peace</b></li> </ul> |
|   | <ul style="list-style-type: none"> <li>• <b>Policy development for mainstreaming and integrating sport for development and peace in development programmes and policies</b></li> </ul>  | <ul style="list-style-type: none"> <li>• Resource mobilization, programming and implementation</li> </ul>                   |
|   | <ul style="list-style-type: none"> <li>• Research, monitoring and evaluation</li> </ul>   | <ul style="list-style-type: none"> <li>• Other (please specify)</li> </ul>  |
| <b>Implementation mechanisms:</b>                           | <p><b><i>What are the main deliverables/activities involved?</i></b></p> <p>Referring to the period when these action will take place, these events will be labelled in three groups:</p> <ul style="list-style-type: none"> <li>• <b>Preliminary activities (1st-23th September).</b> These activities took place in different cities across the Country and will be the first to be officially included as EWoS activities in the project. They were both theoretic and practical, with a particular emphasis on the second, regarding subjects linked to the importance of the values of sport. They have been organised in different regions (North, Central, South and Islands) with the support of professional/experts from selected national sports promotion bodies well-eradicated in different cities of the territory.</li> <li>• <b>The main EWoS activities (23th-30th September)</b> took also place in different cities and were organised with the support of professional/experts from selected national sports promotion bodies. These events were mainly focused on the practice of sport among Italian citizens and notably women. In this sense, the guidance of a sport promotion body created a sense of continuity among the different activities, in order to spread the message to different sectors and citizens of every age and sex.</li> <li>• The Main Event #BEACTIVE (28th September) was coordinated with other events, but considered on his own. It was organised in Rome, in collaboration with the Polisportiva Lazio, an italian organization with more than 60 sport associations. The event took place in "Villa Glori".</li> </ul> |   |

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|                            | <p>#BEACTIVE-NIGHT (29th September-Rome) had the form of the Sport Village aiming to increase physical activity, with the involvement of the Italian Football Federation. The opening event was organized in Napoli on 23th september and the Federal Technical Training Center was opened in the night to let people play football and walking football.</p> <ul style="list-style-type: none"> <li>• Beyond the opening event 27 different Federal Technical Training Centers opened during the week for events that registered the participation of over 15.200 people of every age mostly playing walking Football..</li> <li>• <b>Post EWoS activities (1st-15th October).</b> The final part of the Project was composed by workshops and conferences on the role of sport in Italy, according to the different dimensions of sport.</li> </ul> <p><b><i>What is the time frame of implementation? From 1th of September to 15<sup>th</sup> of October</i></b></p>   |
| <b>Target Audience(s):</b> | <p><b><i>Who are the beneficiaries of the proposed/implemented initiative?</i></b></p> <p>EWOS is dedicated to everyone who wants to participate, regardless of age, background or fitness level. With a focus on grass roots initiatives, its purpose is to inspire Europeans to #BeActive more regularly and to exercise more throughout the year, but especially within the period of the campaign.</p>   |
| <b>Partners/Funding:</b>   | <p><b><i>Who are the main organizations/entities involved in the initiative and what are their roles in development and/or implementation?</i></b></p> <p><i>Office for Sport (ITA_GOV), as the National Coordinating Body, citizens, athletes, sport associations, no profit organizations, schools interested in the event</i></p> <p><b><i>What are the main sources of funding of the initiative?</i></b></p> <p><i>Funds coming from European Union and a co-financing from Italy is added.</i></p>   |
| <b>SDG Alignment:</b>      | <p><b><i>To what SDG goal/target/indicator is this initiative targeted?</i></b></p> <p><i>The initiative Is targeted to the following goals: Good health and well-being; Peace, Justice and social inclusion.</i></p> <p><b><i>Please indicate any other national or internationally agreed goals/commitments to which this initiative is aligned.</i></b></p> <p><i>European Week of Sport Is aligned to other two European initiatives:</i></p> <p><u>Erasmus +</u> . European Week of Sport is related to the wider Erasmus + Programme. Erasmus+ (Sport Action) promotes fair play and cooperation, and organizations can form partnerships to form to implement innovative practices, arrange not-for-profit events and gather and share evidence to increase participation and eradicate corruption, discrimination, violence and doping. To be involved in Erasmus is a great way to experience different cultures and travel across the continent, increase the skills and employability. In this framework, European Week of Sport contributes to the realization</p> |

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|   | <p>of Erasmus+.</p> <p><u>EU Work Plan of sport 2017</u>. Following the inclusion of sport in the Lisbon Treaty and in line with article 165 TFEU, the European Union (EU) and the Member States have collaborated to develop a European Sport Policy. In this regards, EU Work Plan for Sport represents the most important document.</p> <p>The Plan 2014-2017 had three priorities: sport's integrity, economic dimension and sport &amp; society.</p> <p>The overall aims are:</p> <ul style="list-style-type: none"> <li>- Integrity of sport will focus on good governance, safeguarding minors, fighting match-fixing, doping &amp; corruption;</li> <li>- Economic dimension focusing on innovation in sport, and sport &amp; digital single market;</li> <li>- Sport &amp; society focusing on social inclusion, coaches, media, environment, health, education &amp; sport diplomacy.</li> </ul> |
| <p><b>Alignment with global frameworks:</b></p>                 | <p><b><i>How does this initiative align with/contribute to the objectives of the Kazan Action Plan, WHO Global Action Plan on Physical Activity or other related internationally agreed frameworks on sport and/or physical activity?</i></b></p> <p>By encouraging sport activities, not only during the week of sport but all through lifespan, EWOS foster quality physical education and active people; Improve health and well-being of all, at all ages; Provide quality education, and promote lifelong learning for all and skills development through sport; Build peaceful, inclusive and equitable societies by encouraging the mobility of people all over Europe.</p>   |
| <p><b>Alignment with United Nations Action Plan on SDP:</b></p> | <p><b><i>Which of the four thematic areas of the UN Action Plan on Sport for Development and Peace is this initiative designed to align?</i></b></p> <p>Sport for development and peace strategies to be incorporated into international, national and subnational development plans and policies with enhanced cooperation and coordination among stakeholders; Identification of thematic areas in sport for development and peace, as well as cross-cutting issues such as human rights, gender, disability, integrity, transparency and health.</p> <p><b><i>To which action area(s) of the Plan is this initiative designed to contribute?</i></b></p> <p>Support the systematic integration and mainstreaming of sport for development and peace into the development sector and into international, national and subnational development plans and policies.</p>                                    |
| <p><b>Outcomes:</b></p>   | <p><b><i>What are the expected/actual outcomes of the initiative?</i></b></p> <p>The outcome of the initiative expected is as it follows:</p> <ul style="list-style-type: none"> <li>- Tackle the inactivity crisis by encouraging Europeans to embrace a healthy and active life as the level of physical activity is currently stagnating and even declining in some countries;</li> </ul>   |

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| <b>Mechanism for monitoring and evaluating implementation:</b> | <p><b><i>What are the specific monitoring and evaluation tools involved?</i></b></p> <p>The staff of the Office for Sport has verified the correct execution and progress of the projects in different ways, both during the realization of the same events with the presence on the venue (in particular the EWOS Main Events), and ex post with the video-photography documentation (downloaded from the web or received from partners) and newspaper articles or through numerical reports. Moreover, as for as the financial resources, needed to carry out in the most effective way possible the EWOS 2019 project, have been distributed through the subscription of conventions between Office for Sport and each stakeholders involved in the scheduled events. These conventions have regulated the collaboration between the Office for Sport and the stakeholders in order to optimize economical, human and instrumental resources.</p> <p>All the costs and fees incurred for the implementation of the events will be properly accompanied by invoices certifying the coherence with the funds allocated. Moreover, the costs will be registered, throughout the event, in proper digital documents constantly updated and checked. A final accounting report containing all the costs will be drafted. In addition, an auditor has checked the accuracy of the financial management.</p> |
| <b>Challenges/Lessons learned</b>                              | <p><b><i>What have been/were the main challenges to implementation?</i></b></p> <p><i>The main challenge was related to the coordination of all the sport initiatives scheduled all over national territory by different actors during the same week.</i></p> <p><b><i>What lessons learned have been/can be utilized in the planning of future initiatives?</i></b></p> <p><i>EWOS, since its establishment in 2015, have had a great success. Initiatives have spread, not only in Italy, but all over EU territory. In order to give more chances to a wider range of people to participate, for the future editions of EWOS Italy will improve the communication tools by investing more funds in communication such as: brochures and visual material in Italian language will be made available freely to the audience in every event related to the Week. Also the massive and coordinated use of social media will contribute to assure high visibility and viral dissemination to the values of EWoS.</i></p>   |