



EUROPEAN  
EVERYDAY of SPORT

# HOW TO BE ACTIVE EVERYDAY

in the city #BeActive

Good practices manual



Co-funded by the  
Erasmus+ Programme  
of the European Union

**#BEACTIVE**

Project European everyday of sport /572647-EPP-1-2016-1-BG-SPO-SCP/





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# 1 Introduction



European everyday of sport project is designed to improve sharing of good practices, priority of Erasmus+ programme, to find and promote good practices from first and second edition of European Week of Sport and to encourage participation in sport and physical activity. The most specific topic this strategic partnership has been focused is the development, identification, promotion and sharing of good practices.

The present Manual is part of the products, elaborated during the project activities, implemented by an international consortium from seven countries and including the following open educational resources:

- ★ How to be active every day for kids;
- ★ How to be active every day for youth;
- ★ How to be active every day in school;



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- ★ How to be active every day for working people;
- ★ How to be active every day for active aging people;
- ★ How to be active every day in the city;
- ★ How to be active every day in small village;
- ★ Good practice manual of EWoS 2015 and 2016.

The mentioned good practices are also available in the communication channels of the project that you can find easily in the way that is most convenient for you:



**Web**  
[eusport.org](http://eusport.org)



**FB group**  
Everydaysport



**Twitter**  
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**Iphone  
app**



**Android  
app**

Project “European everyday of sport” is co-funded by the European Commission Erasmus+ — Sports — Collaborative partnerships in the sport field and Not-for-profit European sport events. The partnership between Bulgaria, Italy, Croatia, Hungary, Lithuania, Poland, Slovakia is a combination of sports and youth organizations youth and educational institutions.



## 2

# Physical activity in the city

Cities, unlike most of the places in and around the European Union seek special attention when it comes to the physical activity of its inhabitants. The urban areas do not offer many outdoor possibilities unless there are public parks available, specially serviced sports areas which are designated for special usage in sports and physical activity, and indoor and outdoor gyms (which usually charge money for the participation in a physical activity). Therefore, **physical activity in cities needs to be made easy, fun and affordable**. If we want everyone to be active every day, exercise and active recreation **must be available to all, at every stage of life in every community, also the most urban ones**.

## 2.1. Identification of Health Risks

Physical activity not only benefits to good health but also prevents and alleviates some of the illnesses that the European citizenry suffers from. Being active is both fun and beneficial to ones health. **Some illnesses can be significantly reduced, and part of their prevention lies in the physical activity one undertakes**.

### 1) Diabetes

There are more and more people in the EU that are living with diabetes; more than 90% with type 2 diabetes. **Being active can reduce the risk of developing this illness by 30 – 40%**. Those living with it can reduce their need for medication and the risk of complications by being more active.

### 2) Breast Cancer

One in five women in the EU are at risk of developing breast cancer at some point in their lives. By **being active every day they could reduce their risk by up to 20%**.

### 3) Dementia

Dementia develops slowly, and affects mainly those aged over 60. It is one of the most important causes of disability in the elderly. The European Commission recognizes the threat and with the increasing proportion of the elderly in many populations, the number of dementia patients will rise also. The most common causes of dementia in EU are Alzheimer's



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disease (about 50 – 70% of cases), the successive strokes which lead to multi-infarct dementia (about 30%); other causes are Pick's disease, Binswanger's diseases, Lewy-Body dementia and others. Repeated studies have shown that **being active every day can reduce the risk of vascular dementia and also have an impact on non-vascular dementia.**

### 4) Obesity

Obesity plays a big role in the deteriorating health of the EU citizens. The link between physical activity and obesity is well established. **With more than half of adults and almost a quarter of children overweight or obese, most of us can benefit from being more active every day.**

### 5) Problems with cardio-vascular system

When you are doing any kind of exercise that makes your heart pumping, your blood vessels and red blood cells all grow in size or number. This activity results in more blood, oxygen and nutrients being transported to every inch of your body which also enables the removal of waste and toxins from your circulatory system. The condition of your heart that keeps your body working depends sometimes on your lifestyle choices. In 2017, almost 49 million people in the EU suffer from cardiovascular diseases that in many cases, if not treated, result in heart attacks or different types of stroke. However, several studies had shown **that regular aerobic exercise for at least three times in a week, min. 30 min. for each session, will reflect on healthy and well-functioning heart.**

### 6) Depression

Depression is also increasing in all age groups. **Inactive individuals have three times the rate of moderate to severe depression of active people.** Being active is central to our mental health and feelings of general well-being.

## The problem of inactivity

The problems of inactivity are more clear now than ever before. Some studies show that **40% of women and 35% of men are spending more than 6 hours a day sitting down, which hinders them in their daily activities.** Young people aged 16 – 24 and elderly people of 64 – 75 have similar amounts of sedentary time – sitting down. People become more inactive as they get older, but this still is amendable. Lots of older adults remain active, which helps to keep them more engaged in the community, and contributing to society, as well as preventing falls and circulatory problems.

**Physical activity does not need to be exhausting and intensive to be effective.** Enough is thirty minutes a day of moderate activity, which can mean a little faster walk, a swim, or a walk up the stairs instead of taking an elevator. **A ten-minute long activity that gets the heart rate up has a health benefit.** Sport is part of the picture but that does not mean that fitness has to be a daily 'regime'. For example, dancing can be as good for your health as is going to the gym, and walking or cycling to the shops or work can be a great way to get the heart pumping as part of doing the everyday chores.



Your daily activity does not have to consist of just moving more, one needs to build muscle strength and skills. For children, active play is the basis of physical, social and emotional development. As children grow, being active builds the foundation for an active life.

With packed timetables and everchanging responsibilities in the city, **being active every day is, and always has been, about making choices in which you can incorporate activity into your daily life.** It is about taking the opportunity to make short everyday trips on foot, by bicycle or get off the public transport a few stops before your final destination and walk the rest of the way. Do whatever you enjoy in terms of exercise, dance or sport.

## Active lives: creating the right environments

The World Health Organisation defines a healthy city as one that: 'supports health, recreation and well-being, safety, social interaction, easy mobility, a sense of pride and cultural identity and... is accessible to the needs of all its citizens.'

It is extremely important how land is used in communities, since it has a big impact on the general population's health. Research shows that the quality is important, not just the quantity of public parks and spaces, evidence also shows that just **having access to open space makes an important difference.** A study in Bristol showed that people living closest to formal parks were more likely to achieve good physical activity levels. They were also less likely to be overweight or obese.

**Activity is for fun, but it can also be part of the daily ride to work or the journey to school.** Cities are full of spaces which can be used to help everyone become more active, from forests to car parks. Imagination plays a major role in the build-up of interesting and exciting new activities for and in communities. These new exciting places might become vibrant spaces that help reduce isolation and loneliness, help with the good spirit in communities and improve health.

## 2.2. Tips and ideas for active city lifestyle

### 1. Running

Running in the urban area may not be as hard as you think. City parks are made for running and walking! Most city parks have great running paths that are as convenient as they are scenic. They're usually free of traffic and noise, plus the quality of trails and pavement is usually better than on the streets. With our busy roadways, it is important to be mindful of the pedestrians' and drivers' safety while running in order to prevent an accident.

**Consider these safety tips during your jog:**

- ★ **Look both ways before crossing a street.** Be aware of traffic in residential neighbourhoods, you will need to cross roads. Always look both ways before crossing the street.



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- ★ **Run against the flow of traffic.** Do not forget to keep an eye on oncoming traffic, and if a driver makes a sudden change of direction into your path, you will have more time to react.
- ★ **Use a running path or sidewalk.** If you stay running on the designed running paths, you will be more visible to drivers. Even if it seems that there is enough room, it may be difficult for drivers to see you.
- ★ **Wear bright colours, or even reflectors.** Wear an orange reflective safety vest or clothing with reflective stripes on the front, back, and sides. Anything that flashes is great.

You may love outdoor running and walking, but when the weather is bad or you work late hours, it's hard to get out there and hit the pavement. A gym membership may be expensive, but it allows you to work out safely and comfortably.

If you are not a born runner and this exercise was never attractive to you, you might start with **brisk walking**. It is not strolling or even walking at a moderate pace. It's walking faster than both but not as fast as a full run. Brisk walking is actually a moderately intense exercise which refers to your exertion. In brisk walking, you need to walk at a pace higher than your normal rate of walking. And in case you have a problem even with this slighter activity, you might try to sleep in the morning for several minutes more and then with brisk walking get to your work or place of study on time. People who are always late, are masters in this exercise.

## 2. Dancing

Dancing has numerous benefits to mental and body health. It is an enjoyable way to exercise and become physically active. Dancing can help you lose **weight**, stay flexible, reduce stress, make friends, and more. With so many styles of dancing, it's easy to find a dance class and get started in your city.

### Health Benefits of dancing:

- ★ **Dance away depression.** People who suffer from depression, don't feel like moving much. Natural antidepressants (endorphins) are produced while dancing. Only 15 minutes of exercise can give you a healthy dose of endorphins that help you feel better and vitalized.
- ★ **Dancing is a great cardio workout.** Dancing requires fast paced, continuous exertion which is what makes it a form of cardiovascular exercise. As we begin to dance, our hearts start to beat faster, which increases the blood flow to our muscles. As the blood is pumped through our body at a quicker pace, more oxygen is delivered to our muscles.
- ★ **Be flexible as a dancer.** Most dance classes will also incorporate lengthy warm-up stretching sessions. When you join a dancing class, you will find that it will likely begin with quite a few stretching exercises to prepare your body to be able to do the dance steps. Flexibility is something you come to gain more of as you do the actual dance steps.



- ★ **Strengthen your muscles.** Dancing is exercise so, naturally, it will assist in strengthening your bones and muscles. Many dance moves involve balancing on one foot, going onto tip toes, or otherwise holding positions that require a lot of balance. By practicing these moves you will strengthen your core and build up small supporting muscles.

### Types of the dancing worth trying:

**Aerobic dancing** is generally a high-energy workout that aims to improve your cardiovascular endurance. Workouts are typically set to fast-paced music that determines the pace and rhythm of your movements. Typically, a dance aerobic exercise is performed for about 20 – 30 minutes. The steps are performed in a rhythmic way, with 4 or 8 counts. Aerobic exercise causes you to repeatedly move the largest muscles in your legs, hips, and arms.

**Pole-dancing** recently became really popular among girls and women. This type of exercise could, in 30 minutes, burn up as much calories as aerobics and calisthenics so in case people are fed up with the same old physical activities, pole-dancing might be just for them. Moreover, it helps to strengthen your joints and bones which is a good way to fight osteoporosis in later life. It does not put so much pressure on your joints as e.g. running does. There is a constantly growing number of studios offering pole-dancing but if this is not your case, you can buy a pole and install it in your room, garage, garden or whichever environment you prefer.

Nowadays, you can find various types of dancing classes practiced for different music genres in which everyone can find something for himself/herself. Hip-hop music can attract people for **break-dance** or house dancing while Spanish energetic songs are perfect for **Zumba** or salsa dancers. However, more attention is currently taken by **bosu**. Training with this unconventional half an exercise ball is a perfectly intense balance and flexibility workout. Immediate burning calories guaranteed!

All in all, you just need to pick your music style and practice. You can do it at home firstly, if you are shy, or go right to the fitness studio and try to test your stamina!

## 3. Swimming

Swimming is a sport for all age groups, skill and fitness levels. It is a great way to keep fit, stay healthy and make friends. Swimming is a healthy activity that you can continue for a lifetime. **It is a low-impact activity and it requires minimal gear.** Public pools in the cities are open to everyone and all you need is a swimming costume, a swim cap and goggles. You mostly need to pay for access to a pool, unless you have one where you live or you are swimming in a lake or the ocean. **If you swim in an ocean or lake, make sure you know how to stay safe in open water with currents.** Swimming can be added as a sport for all groups (including 55+) and it is also a sport with low level of trauma.

### Health benefits of swimming:

- ★ **Swimming lowers disease risk.** By swimming regularly, you are less likely to develop illnesses like type 2 diabetes, heart disease and stroke.



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- ★ **Builds endurance, muscle strength and cardiovascular fitness.** The water keeps you cool, even as your heart gets a great workout. It serves to strengthen the heart, not only helping it to become larger, but making it more efficient in pumping.
- ★ **Helps maintain a healthy weight, healthy heart and lungs.** Swimming is an extremely beneficial exercise for reducing your weight and eliminating obesity. Expect to burn around 370 calories after just 30 minutes of breaststroke.
- ★ **Tones muscles and builds strength.** The water offers 12% – 14% more resistance than when you exercise on land. When you swim you get the cardio part of your workout while also working on an even body tone.
- ★ **Provides an all-over low-impact workout.** The water gives you buoyancy, so you'll float through your exercise session without putting pressure on your joints. Swimming has a lower risk of injury than many other forms of exercise.

### Type of water fitness worth trying

- ★ **Lap Swimming:** Lap swimming can be an ideal way to stay fit, burn calories and strengthen your muscles. If the individual is a proficient swimmer, swimming back and forth using various swimming strokes is a possibility.
- ★ **Water Aerobics:** Water aerobics is a variation of group fitness practiced in shallow and/or deep water for people in the age of 40 – 60. Pool workouts are a great way to build up cardio endurance. When in cooler water, the blood moves through the body at a faster rate to warm it up.
- ★ **Water Walking:** Water walking is walking through the water the same way you would on the ground. Water walking is moving forward, backward, and sideward, using regular, short, quick, or long steps, in waist-deep or chest-deep water.
- ★ **Water Yoga:** Water Yoga offers the benefits of stretch, relaxation and deep breathing with buoyancy and water resistance. The water environment allows a release from gravity which in return allows optimum stretching while simultaneously relieving body tension. Gentle, easy-flowing moves using the water as a relaxation medium.

## 4. Street workout

**Street workout** is the free practice of physical exercise in public areas. It is a modern name for bodyweight workouts in parks, playground equipment, railings, and any other location you can think of to do your workout. Body Weight Exercises **utilize your own weight as resistance. It consists in a series of strength, suppleness, and balance exercises.** Strength training includes press-ups, pull-ups, dips, squats, twists, balance press-ups, flexions. The sport also borrows some of the acrobatic movements in gymnastics, such as handstand, planks and muscle-up.



## Benefits of street workout activities are:

- ★ **No training or gym equipment is required. Street Workouts have become increasingly popular among the younger generations due to the fact that they are free.** The sport is inexpensive: all you need is a pair of trainers, a T-shirt and track bottoms. The beauty of this sport is that you don't need much infrastructure, whatever is at hand, using the natural environment or public facilities.
- ★ **Street workout can take place outdoors.** Leave the gym and get outside.
- ★ **Street workout is social event.** It is ideal for meeting people, socializing and for motivating
- ★ **Need motivation?** Check out some interactive apps for your iOS or Android and motivate yourself for body weight exercises on a daily basis.

## 5. Alternative Sports

Alternative sports are not as common as the sports we tried to bring closer to you in the previous sections. These sports are not only about physical activity but they do entail it. They are connected with culture, lifestyle and art and are relying on style as much as athletic performance. Most of the sports presented here cannot be dissected and one cannot clearly state their health benefits, but they are most certainly helping people stay active, healthy and happy. Here are some of the sports that are not as common.

### Benefits of alternative sports:

- ★ **Alternative sports and art go hand in hand.** Have you seen the pictures on the decks of skateboards? The music that plays on the stereos while people slackline? Sport is not separated as a "one-thing-only activity", it connects to so many things. The alternative scene is all about art, architecture, music, culture and so much more than just the sports. You are becoming a part of a community.
- ★ **Alternative sports are social events.** Likely minded people are bound to come together, exchange experiences and tricks of the trade.
- ★ **Alternative sports are about imagination.** When you are looking for your next spot to do your physical activity, use your imagination. The city offers many spots that no one else knows how to use, but people with imagination can make use of them in special and innovative ways.

### Types of alternative sports worth trying:

**Skateboarding** is soon to become an Olympic sport. The board and 4 wheels make excellent exercise. The city is your playground, since the concrete is everywhere. Your imagination comes into play here. You can use curbs, the terrain, flights of stairs, handrails, and rails. You can also enjoy doing flips and tricks in a designated skate park or just cruise down the street to your work or the nearest shop. The all-around workout you can get from the skateboarding is amazing and will keep your heart pumping. Of course, **protective gear is advised, but once you master the basics, there is nobody stopping you.** YouTube is a great source of inspiration and beginners' tutorials. Be sure to check it out!



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**Rollerblading** has been popular since the seventies when they were first introduced in roller-discos. There are so many varieties of rollerblading activities you can do. **It gives you options from cruising down the street in a calm manner, especially on the designated bike trails**, which are probably the best trails for a ride with your rollerblades. But some of you would like to feel more adrenaline so jumping from flights of stairs or grinding down handrails is your thing. The more sophisticated lot of you can choose to gather at a roller-disco and dance graciously while rollerblading. Nostalgia at its finest.

**Parkour** is a fairly new sport coming from the French suburbs, where youth, mostly out of boredom, chose to invent a new sport with what they had in the suburbs. This sport uses the urban areas to the fullest **and combines athletics, gymnastics, extreme sports, and adrenaline in a mix of jumps, flips and pulls on and from buildings, climbing up walls or jumping over gaps**. It is most certainly not for the easily scared types, but it is a great new sport that has much potential. An imaginative mind and a lot of hard work will pay off when some of you will graciously flip from walls in your hometown.

**Slackline or Slacklining** is a sport for the park. Take a rope and attach it between two trees in a park, tighten the rope and start balancing. Firstly, you might feel a bit insecure, but with the proper support of your friends you will soon be able to walk from one end to the other without anybody holding your hand. After this, try to incorporate turns and twists, try sitting down on the rope or even jumping or flipping on the rope. **This is a fun way to kill time and the activity will make you feel fit as never before since in the balancing the whole body has to work in order to keep you on the rope.**

**Bouldering (or climbing)** is a popular sport. It requires much upper body strength, and usually it is only possible in specially designated places, which have the proper climbing conditions, but do not be put off by this. In some cities, enthusiasts have managed to use the city walls and are climbing them, practicing, and making the best of what is available. Be sure to keep a lookout on usable places, but be safe. **Safety is always the most important in this sport, since heights are not to play with.** With a rope and a friend or two to cover you, and the correctly placed safety on the walls you want to climb, risk is minimized and fun maximized.

**BMX** is a specially designed bicycle that allows you to do all kinds of tricks. Some people do **tricks on flat ground and balance and turn in millions of different ways. Others prefer jumping off objects and grinding down handrails.** Usage of proper safety gear is advised since falls are not uncommon, but fun is guaranteed. Like with skateboarding, there are so many tutorials in the internet which can inspire you and help you master your trade. BMX can be driven in skate parks, on empty parking lots, in squares or even in parks. Use your imagination and the city is yours.

**Yoga** is another type of physical activity that is connected with a specific lifestyle, culture and community, even though it is not an alternative sport per se. Apart from rather common positive effects of physical activity, it **helps you focus and sleep, keeps your immune system strong** and your spine flexible, lowers your blood sugar and so on. Breathing exercises incorporated in yoga, ease your pain in general, which is particularly helpful for people with migraines or those who are constantly stressed. Not only women, but also men could feel the benefits of yoga. For example, so-called **acroyoga** brings a unique experience for working out with your spouse or a friend that keeps you both happy and healthy. You do not even need to attend expensive classes in order to train. The internet is full of videos that you can watch together and start with your own pace and style. Yoga is not about doing all postures perfectly. **It is about you feeling natural and good in your own body.**



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**Board games** are not mainstream type of sport but they are positively contributing to healthy condition of the most important muscle – your brain! In case someone is not really a sportive type who would be regularly running or even doing yoga, he or she might give a try to the board games. They **improve one's logical thinking, helps you with quick learning and decrease your probability of developing dementia or Alzheimer's**. And after all, they might still get your blood pressure high and even make you sweat a bit over chess match or Monopoly game.

Let's #BeActive!





# 3

## Good practices – How to be active everyday in the city

<b>Name:</b>	<b>GHETTO GAMES FESTIVAL</b>		
<b>When:</b>	27-30/07/2016	<b>Where:</b>	Ventspils, Latvia 
<b>Who:</b>	Ghetto Games	<b>Reach:</b>	1,500 direct participants (1.3 mil. of indirect participants)
<b>Description:</b>	<p>Ghetto Games Festival (GGFEST) is a youth culture and action sports festival that annually brings together the world's most notable action sports athletes to the hospitable city of Ventspils. The organisers gather the best up-and-comers and living legends of each noted action sport, as well as several thousands of spectators that are there for the amazing experience.</p> <p>Festival is also focused on alternative sport activities, that attract the most of the attention of today's youth such as inline skating, skateboarding, BMX riding or even wakeboarding. Furthermore, in 2017 GGFEST will become the first ever Baltic Alternative Sports Olympics. Both amateur and professional athletes from Latvia, Lithuania and Estonia will compete for the first ever "Olympic" medals in their beloved alternative sports.</p> <p>Innovative aspect in this event is that GGFEST offers unique possibility of world's best athletes meeting local talents and fans, whose dream is to become as good as their idols. Organising this event and giving the opportunity to meet the legends in their field, might inspire and motivate them to continue with their hard work in the sport they like.</p>		

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<b>Name:</b>	<b>URBAN STREET FESTIVAL</b>		
<b>When:</b>	<b>07/08/2016</b>	<b>Where:</b>	<b>Narinkkatori, (Helsinki), Finland</b> 
<b>Who:</b>	<b>group of students from Haaga-Helia University of Applied Sciences, Vierumäki, Finland</b>	<b>Reach:</b>	<b>15,000 direct participants</b>

### Description:

The event was organised by students with help from different associations (8 different sports associations together) and corporations. They brought together currently very popular and not so conventional sports such as pole dancing, parkour, street workout, break dancing, bouldering, skateboarding, gymnastics and even trampoline jumping.

The main goal of this event was to introduce new sports to young generations in a creative way. These sports were chosen on purpose, as they do not need heavy investments on garments or equipment. They can be done no matter time or place, plus their popularity on social media is constantly growing. This way people feel like they are part of some community which only strengthens their motivation and passion for a particular sport activity.

The organisers believe that everyone has a right to their own kind of sport, and the mainstream or sometimes very expensive sports like ice-hockey or football do not necessary motivate everyone when it comes to finding their interest in sport.



Name:	ŠPORTAJ S KLINKO		
When:	11/06/2016	Where:	Gornja Radgona, Slovenia 
Who:	Študentsko-mladinski klub KLINKA	Reach:	4,500 participants

## Description:

The main goal of the event was to improve participants' attitude towards physical activity and introduce them to new sports which they can try out and take part in. There was a rich program which is split in two parts — one was the competitive part, in which there was a bit more rivalry involved, since there were more competitive people included, for which there were also prizes. The other one was the promotional part where citizens could try out new sports that are not that common but constantly, attract more attention from broader public. One of the newest promoted sports included American football, kickboxing, slacklining, paintball, bouldering, and many others.

The event promoted not only sport activities that are currently quite popular, but also encouraged participants in healthier lifestyle. They had an opportunity to try out a healthier diet in food stands that included smoothies, fitness food or vegan dietary products.





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Name:	WARM UP RUN		
When:	10/09/2016	Where:	Košice, Slovakia 
Who:	Marathon Club Košice	Reach:	10,000 views on the internet
Description:	<p>The event which is the opening ceremony of the European Week of Sport, got the name “Warm Up” describing warming up 3 weeks before the International Peace Marathon held in Košice. The participants without any age limit run a symbolic distance of 4.2 km. For the registration and start, there were no fees issued for the runners.</p> <p>The whole event tried to incorporate creative content of the running activity which had a non-competitive character. During the run, seven granite pylons where names of the runners of the oldest marathon in Europe (International Peace Marathon) until the year 2063, were revealed. The Warm Up Run aimed at attracting more attention of diverse and big groups of people to active and sportive approach to their daily lives.</p>		



Name:	THE WALK OF THE WORLD		
When:	19-22/07/2016 (every year)	Where:	Nijmegen, Netherlands 
Who:	Stichting DE 4DAAGSE	Reach:	50.000 runners

## Description:

This 4-day event has grown into the largest multi-day walking event in the world. In 2016, it was the 100th Four Days March for which more than 54,000 people applied. The walk goes through the city, Nijmegen and its surroundings, where people, depending on their capabilities, walk a total of 120, 160 or 200 kilometers towards the Via Gladiola and towards the – now royally approved – Four Days Marches Cross.

“To be guaranteed a starting ticket, the general rule is that you have to have completed four out of the six Four Days Marches held between 2010 and 2015. For this anniversary edition, we have opted to apply special regulations to make sure our faithful walkers are well represented during the upcoming edition, while also leaving room for other enthusiastic and new participants.” says Susanne Gerrits, head of Stichting DE 4DAAGSE’s Central Administration.

This event was not only about encouraging people in active and healthy lifestyle, but it tried to promote sustainability and peace. In the years before, they contributed to planting organic vineyards, flower meadows or new trees in the forests surrounding the city, while promoting waste recycling, electric vehicles or renewable energy. Thus, this event seeks to also leave positive environmental mark which is one of the most innovative side-effects that events like these might bring to the society.





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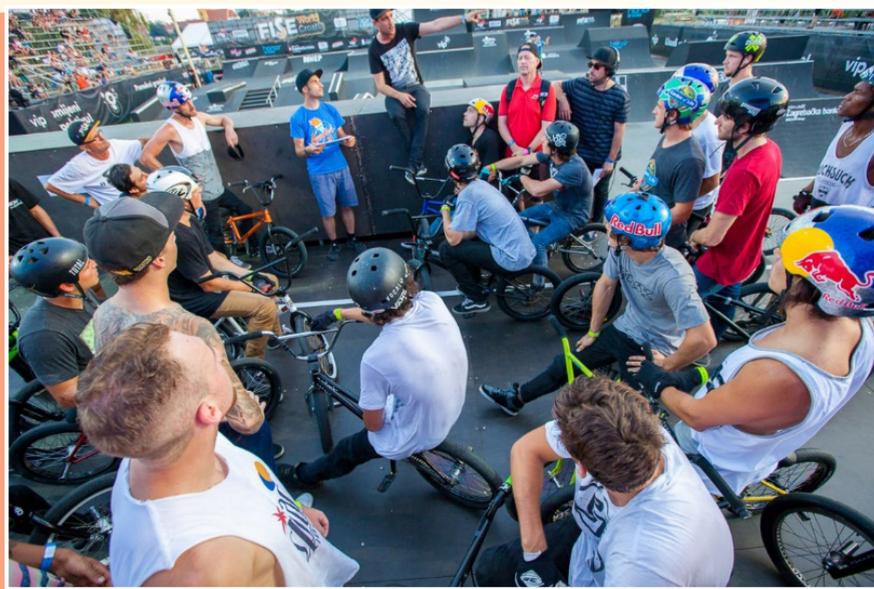
<b>Name:</b>	<b>PANNONIAN CHALLENGE</b>		
<b>When:</b>	15-23/07/2016	<b>Where:</b>	Osijek, Croatia 
<b>Who:</b>	Pannonian Association	<b>Reach:</b>	25.000 visitors, few million online spectators, 300 athletes

## Description:

Pannonian Challenge represents a major competition in extreme sports in the city and region of Osijek. The festival is aimed to the younger population through the development of youth subculture and mentoring young athletes. Last year Pannonian Challenge was the first time that Pannonian Challenge was held together with the World Cup in BMX called FISE World Series. The event what it is, which brings together thousands of athletes and hundreds of thousands of fans from around the world. Furthermore, the programme was broadcasted live on satellite in 40 States of the world.

Last year, the largest regional festival of extreme sports, Pannonian Challenge, hosted in Osijek FISE World Series and has been held ever seen BMX show, where in the framework of the World Cup competed Over 120 BMX professionals from 25 countries all over the world. Through eight days a sports festival changed the shields disciplines of extreme sports in-line, skate and BMX.

The programme was made in a creative way, as it connects extreme sports with music and art. Visitors could attend the evening concerts, competition in graffiti and cultural exhibition of photographs in the gallery at the opening of the festival.



<b>Name:</b>	<b>EUROPEAN SCHOOL SPORT DAY</b>		
<b>When:</b>	<b>30/09/2016</b>	<b>Where:</b>	<b>Malta (various places)</b> 
<b>Who:</b>	<b>Sport Malta</b>	<b>Reach:</b>	<b>20.000 participants</b>

**Description:**

The event was organised by 65 state, church and independent schools for more than 20 000 young people. For their programme, they used localities such as squares, gardens, alley ways, waterfronts, venues of schools. The main goal was to play and be active.

This event was inspired by the Hungarian School Sport Day. This event has been organised by the Hungarian School Sport Federation for the last 10 years and now several member states of EU are implementing the same ideas and instruments for promotion of active lifestyle in rather young age.

Innovative factor was that the organizers of European Schools Sport Day has provided teachers and students with fresh ideas to plan and prepare their own school sport program outside classes. Thus, they could include as many kids as possible and at the same time guarantee that they would spend some quality time while being active.





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<b>Name:</b>	<b>BERN CITY SLACK</b>		
<b>When:</b>	26-28/08/2016	<b>Where:</b>	Bern, Switzerland 
<b>Who:</b>	SlackAttack	<b>Reach:</b>	1,000

### Description:

The event is the biggest slackline festival in Switzerland who gathered beginners, fans of slacklining and even skilled participators in this unconventional activity. Visitors could without any entrance free try to slackline on various ropes at the camping site in Bern.

The innovate element of this event was focused mainly on beginners of slacklining. The organisers prepared several workshops covering various aspects of this sport that might help them to learn how to balance on the rope or even do some tricks. However, the main aim of the event was to bring community together and have fun, regardless of age.



**4****About European everyday of sport project****EUROPEAN  
EVERYDAY of SPORT**[www.eusport.org](http://www.eusport.org)

European everyday of sport project is designed to improve sharing of good practices, priority of Erasmus+ programme, to find and promote good practices from first and second edition of European Week of Sport and to encourage participation in sport and physical activity. The most specific topic this strategic partnership has been focused is the development, identification, promotion and sharing of good practices.

In 2007, the White Paper on Sport was issued by the European Commission as the first policy document addressing sport on behalf of the European Union. The Lisbon Treaty (2009) introduced a specific article which gave the EU a new supporting competence for sport. In 2011, the Commission adopted a Communication entitled “Developing the European Dimension in Sport” providing for specific actions regarding the societal role of sport, sport’s economic dimension and the organisation of sport. Based on this Communication, the Council adopted a Resolution on an EU Work Plan for Sport 2011-2014, which further strengthened European cooperation on sport by setting priorities for EU level work engaging the EU Member States and the Commission. In 2012, the Council adopted conclusions on promoting health-enhancing physical activity and on strengthening the evidence-base for sport policy making. Following a proposal from the Commission, for the first time, financial support for sport is now included in form of a specific chapter in Erasmus for the period 2014 – 2020, which decision is warmly welcomed by all partner organisations of this current project.



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Despite the growing importance attached to the promotion of physical activity in EU Member States, the “Eurobarometer” survey in 2009 identified “alarmingly high” rates of physical inactivity in the EU and found that the vast majority of Europeans (60%) never exercise or play sport. The last published “Eurobarometer” survey in 2014 stated very similar data, as in 41% of Europeans exercise or play sport at least once a week, while 59% of EU citizens never or seldom do so.

Based on the gap, stated in the aforementioned analysis, it is more than visible that the importance of highlighting and promoting sport and physical activity is a priority of all European organizations, working on local, national or European level. This is why the current project is aiming to find the way of analyzing, collecting and promoting the good practices in the different target groups – kids, youth, in school, working people, active aging people, in the city, in small village. We believe that the added value from the opportunity to create awareness of the importance of physical activities though increased participation in and equal access to sport for all, will contribute to the increasing the number of people who exercise or play sport at regular basis and all project products are resourceful to support this aim for the specialists in sport, health, youth policy, educational institutions, local authorities, NGO’s, national authorities in their daily work.

The current collaborative partnership has implemented various activities on local, national and international level; focused in collecting, development, identification, analyzing, promotion and sharing good practices from Europe and the World that can be easily implemented in the work of the experts in the mentioned fields. Project also has focused in the activities, held by the first and second edition of “European week of sport” and will collect all good practices, realized in 2015 and 2016 in the Member countries. These tools will be very useful in the planning of next editions of the EWoS and other events to promote sport and physical activity through increased participation in, and equal access to, sport for all.

All activities, implemented by this project has been devoted supplying the need of open recourses with detailed focus on specific target groups and opportunities to make the movement part of the daily schedule of more and more people in Europe. As we have mentioned afore, the tools and instruments to make Europe a moving nation are still not the most effective as we are observing the results in the data from both “Eurobarometer” 2009 and 2014. This is the obvious need this consortium has tried to deal with and create a short cut between the target groups (direct – sport, health and youth specialists, educational institutions, local authorities, NGO’s, national authorities and indirect – kids, youth, working people, active aging people, people living in cities and small villages) and physical activity as a “positive medicine” for personal, professional and social development of individuals.

### **Main objectives, we have focused in the project are:**

- ★ Improved sharing and promotion of good practices in the field of sport and physical activity.
- ★ Collection of good practices of the previous editions of European week of sport.
- ★ Strengthen the evidence base for policy making (studies, data gathering, surveys) at local, national and European level.
- ★ Increased knowledge and awareness regarding sport and physical activity, as in the same moment strengthened cooperation between institutions and organizations active in the field of sport and physical activity, not only inside the consortium, but also at local level in the partner organizations countries.



- ★ Promotion of tools for different professional groups to work for motivating more people to do sports in every day life — 8 good practise manuals elaborated (How to be active every day for kids; How to be active every day for youth; How to be active every day in school; How to be active every day for working people; How to be active every day for active aging people; How to be active every day in the city; How to be active every day in small village; Good practice manual of EWoS 2015 and 2016. Each of the manuals has collected the best possible practices from Europe and the world with tips for implementation of each of the topics.) — published as Open Educational Resources, available for NGO's, sport organizations, local/regional/national institutions and other interested.
- ★ Improve good governance in sport with shortcut to resources — Educational platform and Android/iPhone application - innovative database of "sport ideas" — a search engine. In this search engine, you can put your living place (city or village), your occupation (working, student), your age group (kid, youth, adult) and the engine will give you ideas how you can be active every day.
- ★ Create an innovative network of professionals, devoted to active living from different parts of Europe, who will be committed to the project not only during project life, but also after the project end with development and growing good practice database.
- ★ Collection of ideas for the development of the idea of "Everyday of sport" in the daily life of the European citizens.
- ★ Raise awareness on the added value of sport and physical activities in relation to the personal, professional and social development of individuals through all planned project activities.
- ★ Raise awareness on the importance of health-enhancing effects of physical through all planned project activities.
- ★ Increase participation in physical activities and sport by increased number of local actions and events, awareness-raising activities and providing opportunity to individuals to personally experience the benefits of physical activities.
- ★ Disseminate the accumulated knowledge and expertise of the partnership, its newly developed tools and best practices to inspire and promote further collaborations and synergies on the related topics.
- ★ Empower specialists from different fields with the tools and instruments to act freely in their daily work, with the ideas that they can implement directly.



# EUROPEAN EVERYDAY of SPORT



Project “European everyday of sport” is co-funded by the European Commission Erasmus+ — Sports — Collaborative partnerships in the sport field and Not-for-profit European sport events. The partnership between Bulgaria, Italy, Croatia, Hungary, Lithuania, Poland, Slovakia is a combination of sports and youth organizations youth and educational institutions:

**Bulgaria:**

## **Bulgarian sports development association**

[www.bulsport.bg](http://www.bulsport.bg)



Bulgarian Sports Development Association was founded in 2010 and is a nonprofit public organization devoted to the development of Bulgarian sport and improving sporting culture in Bulgaria.

Association team is young, creative and full of innovative spirit that works for development of Bulgarian sport and enhance the sport culture in Bulgaria with a desire and motivation. BSDA membership is voluntary and the association involve both physical and legal persons who are willing to help sport development with time, ideas, effort or financial support. Together with sport focused activities, association also organizes different events in the areas of: entrepreneurship, citizenship and active society. The team of the organization consists of professionals from different fields as: sport experts, media specialists, tourism and hospitality, education, marketing and others.

Association believes that sport should be part of a modern life of children and young people and should create in them values such as fair play, team-work, discipline, equal start and non-discrimination. Sport is also be a excellent way to prevent many of the problems of young people such as social exclusion, violence, crime and addictions.

### **Main goals of the organization are:**

1. Sustainable development of physical education and sport in Bulgaria;
2. Develop different strategies and programs for sport tourism;
3. Development, application, implementation and coordination of national, municipal, government, European, international and other projects and programs for development of sport, sports facilities and physical education;
4. Improving the health, physical condition and sports culture of the nation, concerning youth problems as a priority;



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5. Optimization and mobilizing human and material potential in sport and personal development;
6. Creating an enabling environment for sustainable and efficient management and entrepreneurship in sport and tourism;
7. Development of education in physical culture and sport and through sport, and informal continuing education in the field of sport, professional development, business and entrepreneurship;
8. Protection of children, youth, professional athletes, coaches, sports figures and sports organizations;
9. Develop and Stimulate entrepreneurship in sports.

### Specific fields, connected to the project:

- ★ More than 20 years of sport field knowledge of the applicant's project team members;
- ★ Coordination for Sofia of Move week 2013 and 2014 with excellent results — campaign, similar to EWoS, that has gave us easier overview of the EWoS campaign and way to analyse comparing both;
- ★ Capacity to lead the collaborative partnership, to find the best possible good practices, to collect them in one single place as open educational resource for all interested players;
- ★ Possibility to sustain the project after the funding, because we believe that the project will have long life and added value to sport for all sector;

Full member of ISCA — International sport and culture association and National Patient Organization Confederation “Health Protection” — Bulgaria. Represented at:

- ★ National Parliament of the Republic of Bulgaria - Commission on cooperation with NGOs and citizens' complaints (April 2015 — January 2017) — Representative in Public Council — sector “Physical Education and sports”.
- ★ Founder of representative body the NGO Forum for support of Bulgarian presidency 2018 (March 2017 — present);
- ★ BSDA has been between first 32 organizations in Europe, that signed the launched from Commissioner Tibor Navracsics pledge of good governance in sport during Sport Forum 2017 in Malta. (March 2017)



Italy

## Mine Vaganti NGO

[www.minevaganti.org/](http://www.minevaganti.org/)



Mine Vaganti NGO (MVNGO) was born in Sardinia (Italy) in 2009. MVNGO has 4 offices in Olbia, Sassari, Uri and Tempio Pausania and manages the operation of one youth center (Centro Santa Caterina, Sassari), thus represented in all the North of Sardinia. Mission: MVNGO promotes Intercultural Dialogue, Social Inclusion through Sport and environmental protection using Non Formal Education. MVNGO is part of 3 international networks such as YEE, ISCA and MV International. Services: MVNGO is an educational training provider at local and European level and has a consultant role for public and private bodies in order to promote and develop European and trans-continental projects. Programmes: MVNGO works on Erasmus+, Horizon 2020, Europe for Citizens, Creative Europe, EuropeAid, EaSi, Life+, IEE, the United Nations programmes (UNDEF) and with foundations such as EYF, Anna Lindh and Open Society. Hosting: MVNGO is accredited as hosting institutions in EVS (CODE: 2015-1-IT03-KA110-005863), Erasmus for Entrepreneurs, Erasmus Placement (through University of Sassari), Anna Lindh, National Funds, Azerbaijani Foundation.

### General objectives:

- ★ Promote young mobility, intercultural exchange, volunteer and social cooperation among youngsters;
- ★ Stimulate the exchange of ideas and experience, mutual understanding, and equal rights and opportunities among young people in Europe and in the Euromed countries;
- ★ Promote intercultural understanding, equal opportunities, respect, active citizenship and solidarity;
- ★ Fight discrimination, xenophobia and intolerance;
- ★ Promote respect for the nature (ecofriendly attitude) and develop new job opportunities;
- ★ Involve young people with fewer opportunities.



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### Activities:

- ★ In the field of non-formal and in-formal education, informing and communication (youth exchanges, training course, study sessions);
- ★ Activities for youth: voluntaries projects in local communities, sportive activities as an healthy lifestyle, sport as a tool for inclusion, eco projects of free expression for young people.

### Mine Vaganti NGO has successfully implemented numerous projects related to:

- ★ Sport values, health – Youth Exchange “ExSport ME Import Us”;
- ★ Sport as an educational tool – Youth in Action TC “Inclusive Sport for All”;
- ★ Youth Exchange “Two Islands One Move” related to The European Move Week 2013;
- ★ Sport as a tool for inclusion – European Youth Foundation Pilot Activity “Inclusive Sport in Sardinia”;
- ★ Sport as an educational tool for inclusion using non-formal education – Grundtvig InTraining Service “Education and Sport for All”.

Mine Vaganti NGO established its Sport Branch in 2011, and the current project is largely based on their accumulated experience in the field of Non-formal Education, Sport, Social Inclusion, as well as it builds on the project management skills and experience gained through these years through more than 30 implemented project by the NGO.



Croatia

## RIJEKA'S SPORTS ASSOCIATION

[www.rss.hr](http://www.rss.hr)



Rijeka's Sports Association /acronym RSS/, is non government and non profit organisation, allying all sporting clubs within the City of Rijeka and is the promoter of the Programme of public sports programme co-funding in the City of Rijeka which is presented through the City administration department for sports and technical culture to the government of the City of Rijeka.

Operation of Rijeka's Sports Association and its technical services is governed by Sports Act. The Association is in charge of the promotion and stimulation of sports as a whole within the territory of its competence, of coordination among its members' activities, of bringing together and coordinating sports programmes, proposing the programme of public sports programme co-funding and taking care of its development.

### PROGRAMME FIELDS

1. Fostering and promotion of sports;
2. Carrying out sports activities for children, youth and students;
3. Operation of sporting societies, sporting communities and city associations;
4. Sports preparations, national and international championships and general and special health protection for athletes;
5. Employment of professional sporting staff;
6. Sporting and recreational public activities;
7. Utilization of sporting facilities of significance for the local self-governing unit;
8. Development and funding of research and development projects, feasibility studies and surveys in the function of sports development;



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9. Planning, construction, maintenance and utilization of sporting facilities and structures of significance for the local/regional self-governing unit.

Programme fields of public sports programme co-funding within the City of Rijeka comprise all the above mentioned activities, with differences concerning certain programmes timing. Its activities — programme planning, analytics, informatics, legal and human resources related, accounting-financial, programme development surveillance and others — are performed by technical staff within the Association.

These activities are allocated regular and occasional financial support for 182 sports clubs with approx. 18,000 active athletes of different age, out of which 9,500 either registered or unregistered sports club members and over 5,000 students and procreative users.

Since 29<sup>th</sup> of March 2010 Rijeka's Sports Association has received the certification audit by the Bureau Veritas in all the processes in accordance with the requirements of ISO 9001:2008 procedures and BV.

RSS cooperate with Croatian Olympic Committee, Croatian Paralympic Committee and Croatian Deaf People's Sporting Society.



Hungary

## Reményt a Gyermeknek Közhasznú Egyesület / Hope for Children Hungary

[www.remenytagyermekeknek.hu/](http://www.remenytagyermekeknek.hu/)



The main goal of the Association is to advocate and protect children's rights in compliance with the standards and principles of the UN Convention for the Rights of the Child. The Association serves as an intermediary organization between the society (including several actors such as businesses, universities and other non-for-profit organizations) and the children, youngsters and families in need with the aim to facilitate and coordinate the flow of the donations and the human resources (professional and volunteer) between them. The promotion of the human rights education in Hungary is part of this mission in the frames of which workshops and trainings are organized for children and young people. The aims of the awareness raising and informative campaigns are to prevent the violation of rights and to realize and acknowledge the current problems which is essential for an extensive social consultation and action.

Right to health is one of our main topics, which includes education about healthy lifestyles, sports and awareness rising on doping. We recently run "Right to health" programme in 2 institutions we work with and still continuing in during the summer time in the summer camps. The program includes workshops 3 times a week, where our experienced volunteers are using non-formal education elements mixing with sport. Programme had a big success as all the children are enjoying it and they have learned a lot so far.



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**Lithuania**

### **Vilniaus kolegija / University of Applied Sciences**

<https://en.viko.lt/>



VK is the biggest University of Applied Sciences in Lithuania with more than 7000 learners and 1000 staff. We have hundreds of stakeholders, social partners within private sector, governmental organizations so dissemination and valorisation of results are widely supported within.

VK is higher educational institution, which gives more practical training to the students. Sports facilities serve as an extra curriculum's factor motivating students to be healthy and active during their studies. Sport serves as an educational factor for building positive, healthy attitude, teamwork, good physical condition and motivation.

We have very good competence and infrastructure to organize different kind of sports activities in Lithuania in the sphere of the following sports brunches:

- ★ Bodybuilding;
- ★ Basketball;
- ★ Athletics;
- ★ Football;
- ★ Individual trainings;
- ★ Volleyball;
- ★ Table tennis.

We have excellent relations and agreements with Lithuanian Olympic committee (<http://www.ltok.lt/#>) as well as Lithuanians sports federations (<http://www.lsf.lt/>). We are happy to have full governmental support to disseminate and valorise our project's sports activities.



Poland

## Stowarzyszenie Instytut Nowych Technologii / Association Institute of Innovative Technologies

[www.newtechlodz.com/](http://www.newtechlodz.com/)



**Instytut  
Nowych Technologii**

INT has many years of experience in the organization of training courses, conferences, promotion and use of new technologies in education and entrepreneurship. Our activities are aimed at promoting new technologies, innovation and increasing opportunities for participants in the labour market education and equal opportunities. Among the key actions INT there are: researches for authorities and private entities, the organization of the Regional Competition Leader of New Technologies (innovative technologies) in the region of Lodz, numerous conferences, over 350 trainings, workshops, etc. INT leads “NGO Support Centre” in the region and works with more than 100 NGOs. Currently, the INT was established Regional Centre for International Debates (project of the Ministry of Foreign Affairs).

The recipients of our projects are: youth, disadvantaged groups, NGOs, volunteers, employees of companies, entrepreneurs as well as those who are just starting their career path, also elderly people. The organization’s activities are adapted to the current needs of the market, hence the continuing need to acquire new knowledge, exchange experiences and increasing competence.

Before the current project, we have realized another sport project which has been coordinated by people who are actively involved in physical activity. Other projects coordinated by our organization has been also connected with sport activities. From many years we have established close cooperation with many NGOs, local authority and many schools – that have impact on our society. Some of our employees are really active in their private life; some even document it by blogs, organizing events, participating in sport events. INT employee’s about 10 people with master degree in the field of sociology, pedagogy, management, international relations, law.



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**Slovakia**

### **A.D.E.L. – Association for Development, Education and Labour**

[www.adelslovakia.org/en/](http://www.adelslovakia.org/en/)



A.D.E.L. is an organization, which creates opportunities for young people who would like to be an active, try and learn something new, gain new experience and knowledge for personal and professional development. We want to enrich the educational, social and cultural life of young people living in our country, mainly young people with fewer opportunities and coming from Eastern Slovakia. We believe that young people must become a driving force in building the society in which they live and therefore we create various opportunities in order to help shape a generation that is determined to change our country/and world for the better.

#### **Our main goals that we promote with a variety of projects and activities are:**

- ★ to increase employment of young people and to support their personal and professional development;
- ★ to organize and mediate trainings, youth exchanges, work camps, seminars, study mobilities, internships and volunteering programs abroad;
- ★ to encourage active citizenship, civic participation, voluntary and civic initiatives and to emphasize their importance in the society;
- ★ to stimulate the creation of new and innovative ideas as the basis for entrepreneurial initiatives of young people, to motivate them and support towards his own business;
- ★ to encourage the responsible attitude to the nature and animals, promote a healthy lifestyle and protect the environment;
- ★ to promote constructive debate on the EU, to raise legal awareness of citizens, protect human rights and to watch the transparency in the allocation of public resources;
- ★ to endorse the elimination of gender stereotypes and promote equality of opportunity for all...

Our motto is: *„Youth is not just a temporary state on the way to adulthood, but the space for our own journey, opinions and solutions – and we want to fill in this lack of space!“*



## 5 Useful links

European commission official web page	<a href="http://ec.europa.eu">http://ec.europa.eu</a>
European week of sport official web page	<a href="http://ec.europa.eu/sport/week">http://ec.europa.eu/sport/week</a>
Erasmus+ official web page	<a href="https://ec.europa.eu/programmes/erasmus-plus/node_en">https://ec.europa.eu/programmes/erasmus-plus/node_en</a>
Eberspächer web page	<a href="https://www.eberspaecher.com/en/jobs-career/family-delights/worklife-balance/company-sports-program.html">https://www.eberspaecher.com/en/jobs-career/family-delights/worklife-balance/company-sports-program.html</a>
Gore web page	<a href="https://www.gore.com/en_gb/careers/whoweare/worklifebalance/1251586293402.html">https://www.gore.com/en_gb/careers/whoweare/worklifebalance/1251586293402.html</a>
Snacknation web page	<a href="http://www.snacknation.com/blog/employee-wellness-program-ideas/">http://www.snacknation.com/blog/employee-wellness-program-ideas/</a>



## EUROPEAN EVERYDAY of SPORT

### Authors:

Lenka Curillova, Slovakia

Mateja Horvat, Slovakia

Maria Kohutova, Slovakia

Lucia Svata, Slovakia

*In this manual have been used materials from all project events and public recourses and information.*

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For any comment on this Manual, please contact BSDA: [info@bulsport.bg](mailto:info@bulsport.bg)

More info on the European Week of Sport (<http://ec.europa.eu/sport/week>)

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