

ACTIVE CITIZENSHIP

HEALTH

european  
youth & sport  
forum 2012

VOLUNTEERING

Cyprus

LARNACA

25.11.-1.12.

Declaration

EYSF 2012

## Introduction

The European Youth and Sport Forum 2012 (#EYSF 2012) gathered 83 young leaders in sports from 28 different European countries. Following the European Union Presidency the Forum took place in Larnaca, Cyprus, from the 25th of November to the 1st of December.

This declaration consists of recommendations connected to the themes of the Forum, health, participation and volunteering. The participants have also produced a collection of practises showing excellent examples implemented in the participating countries.

It is designed to assist the European Commission, the Council of Europe, Non-Governmental Organisations and other stakeholders within the European youth and sport sectors in initialising and carrying on their decision making processes in sports and physical activity.

During the Forum, non-formal learning methods were used, such as Workshops and discussions combined with expert input in order to give participants the chance to actively contribute in all stages of the Forum.

#EYSF2012 gave young leaders in sports an opportunity to voice their opinions and exchange ideas about the current situation regarding health, participation and volunteering. The recommendations reflect true concerns of young people throughout Europe and therefore should be seriously considered.

## #EYSF2012 Legacy

In order to create a legacy of #EYSF2012 the participants have pledged to return to their local communities to take action that will enhance the quality of life of young people. They also pledge to conduct a follow up study that shall prove that the power of the Forum is long lasting, sustainable and has real national, regional and local impact.

The participants and the supporting organisations plan to present a six month and one year update of the actions implemented by the participants to prove that they have achieved the objectives of the forum. This will mean both parties would have played a part in using sport, health and volunteering to influence positive change in our society.

They will monitor not only their own progress, but also the developments at European and national policy level to stay informed on any positive shifts towards an improved strategy for the three themes, which also points to benefits for youth unemployment.

As well as the above, the participants have also pledged to establish an #EYSF2012 Futures Group who will:

- Undertake a literature review of past relevant studies to ensure any future research undertaken would fill the knowledge gaps. This future research would strengthen the argument for greater investment into sport, volunteering and active citizenship.
- Write a social media strategy that recognises the generational shift away from traditional marketing tools of the past, like radio, newspapers and magazines, and towards the instant gratification culture of smart phones, video uploading, and social network sites like Twitter and Facebook. This would ensure that vital research for our future is shared with the generation it affects rather than just held internally by ministers and policy professionals.
- Compile a dossier of supporting information that adds extra weight to the #EYSF2012 declaration. By supporting information we mean:
  1. More detailed evidence of current research that supports the recommendations of #EYSF2012.
  2. Further evidence that supports the fact that a more active society in sport and volunteering contributes to the “economic well-being” of nations within the European Union.
  3. A collection of the pledges made by the #EYSF2012 participants regarding actions that they will implement at local (independent projects) and national level (collaboration of projects that are close in both geography and ethos).
  4. Conduct a study (with support from European universities) that attempts to prove that investment into the training and education of unemployed citizens, volunteers and sports practitioners would provide huge conceivable benefits in a variety of sectors.
  5. Establish an #EYSF2012 Futures Network across the whole of Europe to ensure that the strong relationships and national collaborations that were formed will not diminish, but grow into an established and respected strategic working group. Strategy by a generation for a generation.



# Introduction

The #EYSF2012 recommendations belong in at least one of the European Government sectors. On more than one occasion, it is important that collaboration exists between separate sectors to achieve stronger understanding of issues and ultimately a higher standard of appropriate action and quality outcomes.

## TRANSPORT



## EDUCATION



## SPORTS ORGANISATION



## URBAN PLANNING



## EMPLOYMENT



## MEDIA



# HEALTH

Milestones 2001 (revised) European Sport Charter in 1992 2004: EU study on young people's lifestyles and sedentaries and the role of sport in the context of education as a means of restoring the balance. 2004: World Health Organisation Global Strategy on Diet, Physical Activity and Health 2005: Creation of the EU Working Group on 'Sport and Health' 2007: White Paper on Sports 2008: European Union PA Guidelines 2010: World Health Organisation Global Recommendations on Physical Activity for Health 2011: Adoption of the EU working plan for Sports

**Definition** Health is the accumulation of physical and mental wellbeing, healthy nutrition and an active lifestyle. The environment and social context must be taken into account, because people participate in different settings: home, schools, work, public health and leisure. To improve health it should be built into daily routine through small steps.

## Current Climate

Given that participation in sport and physical activity has been empirically linked to higher quality of mental and physical health and wellbeing, EYSF 2012 seeks to increase participation in sport among all demographics, but particularly youth. The perspective of #EYSF 2012 has been shaped by growing concern over increasingly sedentary lifestyles of youth who, with ever-increasing frequency, are distracted by the double-edged sword of technologies such as internet, mobile phones and video games.

## Statistics

Physical inactivity is now identified as the fourth leading risk factor for global mortality causing an estimated 3.2 million deaths globally. (WHO)

Physical inactivity is estimated to remain the cause for approximately 21-25% of breast and colon cancers, 21% of diabetes and approximately 30% of ischemic heart disease burden.

In 2008, 34% of adults (1.46 billion) globally were overweight \*(Source : WHO)

## Recommendation 1



EYSF 2012 proposes the mapping of existing academic research on factors which limit sports participation in diverse local context as well as the identification of gaps in existing literature. We also propose a compilation of current best practices from existing sports organisations, including NGOs, NGBs and sports-related academic programmes throughout Europe.

## Actions

Partner with European universities to conduct research which can drive policy and decision-making regarding endeavours to increase participation in sports and physical activity. Such research would utilize the academic capacities and employability of an emerging generation of young European students, further strengthening the universities investment in sport.

Create validation criteria to evaluate practices of existing sports organisations. Such a tool already exists in national context. The Netherlands Institute for Sport and Physical Activity's (NISB) 'validation systematic', this could certainly be replicated all over Europe with minimal investment.

Compile a database of selected best practices which should be made accessible to a multiplicity of public, private and voluntary sectors within and outside the health, well-being and physical activity community. Such a database should provide an online platform for facilitating interaction between relevant stakeholders to aid in effective communication and evaluation.

## Recommendation 2



#EYSF2012 proposes a holistic approach to the subject of capacity-building in sport, physical activity, infrastructure and programmes. Under this umbrella concept the topical areas of urban planning, education-sport collaboration and programme development should be paid particular attention.



## Actions

Improve the operating capacity of existing sport/physical activity facilities. This includes exploration of the potential use of school facilities for "after hours" sports programmes and the expansion of urban green spaces as well as cycle/running paths. Additionally, organised public activities (both structured and informal) which plan to utilize existing sport/physical activity infrastructure should be supported, improved and promoted (e.g. formation of cycling/running clubs, public sport festival days). Groups at risk of exclusion should be targeted e.g. unemployed and the disabled (both body and mind).



Promote the health benefits of non-sport physical activity including cycling and urban sports as transport. This would reduce the reliance on cars in city centres and encourage lifestyle choices such as "taking the stairs" instead of elevators/escalators. Behavioural conditioning techniques such as "priming and nudging" can provide innovative solutions (social media) on healthy lifestyle choice issues.

Create new programmes and enhance existing ones designed to promote and educate on the subject of sport for all. Such programmes include partnerships between educational institutions and sports organisations, campaigns to raise awareness on the feasibility and merits of the possibilities of home exercise and the enhancement of the school physical education curriculum.

In a 21st century context, there is a variety of low-cost/high-impact opportunities that exist for the promotion and dissemination of outcome materials through social media platforms. The exploitation of such avenues has the capacity to create a "butterfly effect" that can build to critical mass and affect social change.

# HEALTH, WELL-BEING AND PHYSICAL ACTIVITY – GOOD PRACTICE

## Mission Olympic

### Aim

Generate enthusiasm for an active lifestyle and strengthen local networks for grassroots sport. Coca-Cola Germany and the German Olympic Sports Confederation (DOSB) jointly launched the initiative to further support civic engagement for living an active lifestyle.

### Description

The primary goal of the initiators is to promote an active lifestyle. This day and age is increasingly characterized by a lack of exercise, and the pursuit of physical activity should therefore play an important role for everyone. To realize this goal, Coca-Cola Germany and the DOSB have been focusing on promoting active cities for the several years with their successful project Mission Olympic.

The project is looking for participating towns that offer their citizens incentives for a more active lifestyle, may it be with the help of sports clubs and/or a variety of exercise programs within the community. Enabling as many people as possible to be physically active is another goal of Mission Olympic. For this reason, the promotion of grassroots sport is an emphasis, and Mission Olympic offers the citizens a suitable platform to try a variety of sports and activities. Further, the promotion of civic engagement and volunteering is the third aim of the initiators of this project.

The project is looking for cities with the most attractive and diverse range of physical activity and exercise possibilities. Cities are divided into three size categories: small, medium and large cities, competing for the desired title of "Germany's most active city."

In addition to the most active city, Mission Olympic is further looking for the most active initiators and voluntary sport clubs, private teams or clubs involved in the long-term quest to motivate people of all generations to practice sports or create mobility.

### Outcome

The numbers of several years of Mission Olympic speak for themselves: 194 participating cities and more than 8,600 dedicated sports initiatives are the proud result. More than 1.4 million people were physically active within the numerous local projects. New networks have been established in the participating cities and the physically active lifestyle gained public attention. These results show that the commitment to sport and a life on the move are definitely worthwhile.

### Organisation

German Olympic Sports Confederation (DOSB)

Coca Cola Germany

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# PARTICIPATION

## Milestones

2002: D.Driskell; Creating better cities with children and youth; A manual for participation.

2003: Council of Europe; Revised European Charter on the Participation of Young People in Local and Regional Life. 2003: European Physical Education Review; vol 9, no1. Young people's voices; Youth sports leadership advice on facilitating participation in sport. 2006: M.Gambone; Youth organising, identity supporting and youth development agencies as avenues for involvement. 2007: K.Flores; Youth participation evaluation; strategies for engaging young people. 2010: 7th World Conferences on Sport, Education and Culture. The Urban Declaration. 2012: Council of Europe: Resolution 1875 of the Parliamentary Assembly concerning good governance and ethics in sport

## Definition

The participation of youth in sports should be understood as: engaging youth in the practice of active citizenship. Participation in sports is not merely focused on the inclusion of youth in sports and physical activities, but engaging them in democratic processes in general. Youth are at risk of being a part of projects without being represented or consulted. Therefore youth empowerment should be the priority at all times.

## Current Climate

Participation, which leads to active citizenship, develops sustainable youth sport structures. Much of the activity described as youth participation is in practise youth targeted programming which lacks or fails to provide opportunities for active citizenship. Sport is an excellent avenue to support, promote and deliver youth engagement in healthy activities in their communities. Sport has the capacity to break down barriers and unite marginalised communities. The recommendations included here can be applied to all groups and youth sectors.

## Statistics

GDP increase by 5% increases sports employment by 7% (Research conducted by Sport Economic Institution in Austria 2012).

The top five countries in the alternative version of the Active Citizenship Composite Indicator are Sweden, Norway, Denmark, Austria and Belgium. The five lowest ranking countries are Italy, Portugal, Greece, Hungary and Poland. Mid-ranking performances include the remaining nine countries included in the analysis - Ireland, Germany, Netherlands, Luxemburg, Finland, United Kingdom, France, Slovenia and Spain.

(Measuring Active Citizenship in Europe Research Paper 2006).

## Recommendation 1



Offer and share opportunities with youth. Improving the quality of opportunity sharing can both enhance the pathways to youth participation as well as the support to the institutions who are involved.

### Actions

Local centres (e.g. youth centres, community centres, libraries) can serve as gateways where opportunities can be shared and accessed. Employees/volunteers can serve as examples to their communities by taking the initiative to serve and promote opportunities.

Local, national and social media pathways offer an excellent platform to share and offer opportunity access points to engage with youth in activities. These pathways can also be used to gain familiarity with youth policy.

## Recommendation 2



Give greater responsibility to youth in order to empower them to participate and become active citizens.

### Actions

Youth must be engaged in decision making and program creating roles, especially if they coordinate projects which are for their peers. E.g. a youth commissioning board.

Youth should be actively encouraged to access the political process by taking the opportunity to represent their peers, e.g. as a council member or youth mayor.

## Recommendation 3



It is recommended that non-governmental youth organisations (NGYO's) should have greater influence alongside their adult organisations. Youth deserve to be taken seriously in order to realise their potential.

### Actions

Sport organisations and federations should develop youth advisory boards and youth branches.

Such federations provide youth a voice and help elevate the position of key youth leaders and allow them to serve as role models.

The prime benefit of active participation is the creation and development of sustainable sport structures. It also provides pathways in which youth can participate responsibly in their community and their futures.

# PARTICIPATION – GOOD PRACTICE

## Coaches 16-21

### Aim

The main aim of Coaches 16-21 is to enhance the opportunities of underprivileged youngsters between 16 and 21 on the job market. Secondary aims are to enhance sport participation and enthusiasm for volunteering among children in the neighbourhood and to improve the liveability and social cohesion of the neighbourhood.

### Description

Underprivileged youngsters (16-21 years old) become sport coaches in their neighbourhood under supervision of a sport professional and/or social worker. The coaches organize sport and physical activities for younger children in their neighbourhood (approximately two hundred children per location).

Examples of activities they organize and carry out are soccer, hockey, tennis, but also BMX-riding, (tree) climbing, and Frisbee. The coaches organize these activities on voluntary basis. Within the project they can follow an education for Leader Sportive Recreation, a valuable diploma. Also, they work on different competences (non-formal learning) under intensive and professional supervision of a sport- / neighbourhood professional.

Examples of competences are organizing, leading, appearance, speaking skills, social skills and professionalism. In addition, they achieve working experience, which can be very valuable on the job market. "Thanks to the project coaches, I didn't end up in jail!" Wesley, 19 years old, coach. Coaches is a unique project, which not only benefits the direct target group, but also brings an impulse to the local sport offer without high costs. Children become more active, healthier and learn from the coaches, who set a good example. Moreover, children and youngster become more enthusiastic for volunteering and the image of youngsters, as seen by residents of the neighbourhood, improves.

This can improve the liveability and social cohesion of a neighbourhood. In addition, a good network consisting of the police, school, local authority, community, sport organisations and health care can be built and maintained.

### Outcomes

In the Netherlands, there are six cities involved in the project Coaches, with in total 70 coaches. 90% (63) of the coaches complete the whole project; 10% drops out (mostly because of lack of motivation). 76% of the coaches involve in the education Leader Sportive Recreation and 96% accomplishes the diploma. All the coaches were led to a fulltime education or a job. The target for enhancing sport participation in six Dutch cities was to involve 35.000 children in sporting. This goal was abundantly reached by more than 65.000 children. The coaches organised 2.250 activities.

### Organisation

Netherlands Institute for Sport and Physical Activity (NISB)

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# VOLUNTEERING

Milestones 1996: European Voluntary Service established 2008: Resolution of the European Parliament on "Role of Volunteering in 2007: Contribution to Economic & Social Cohesion 2010: Publication of the Study on Volunteering in the European Union; 2011: European year of volunteering; 2011: Commission Communication on European Union Policies & Volunteering.

## Definition

Sports volunteering is a personal commitment of free time, generosity, skills, experience and good will in either sports events or on a day-to-day basis.

Volunteering is based on the motivation of developing both personal skills as well as contributing to social development by increasing participation and active citizenship.

## Current climate

The majority of sports associations lack a well-established recruitment procedure, proper training in advance and throughout and coordination during the volunteering activity is often not provided or sporadic. To our knowledge there is no official programme of collaboration in place for volunteering and the educational system. Sport volunteers are rarely publicly recognised for their effort.

## Statistics

The European Commission Eurobarometer Study in 2007 discovered that 100s of millions of citizens, or approx 23%, are aged 15 and over. That comes down to 35 million citizens who currently sit within the sports sector. This is an amazing human resource that must be engaged, developed and supported so they can realise their full potential and contribute to society.

There are high differences in the percentage of citizens who are volunteer sports practitioners (Study on volunteering in the European Union, March, 2010). Only a tiny percentage of GDP in Slovakia, Poland, and Greece (less than 0.1%) is spent on volunteering. Between 1-2% in Belgium, France, Germany, Ireland, Luxemburg, and Spain. Holland, Austria, and Sweden, at 3-5% spend a significant share of their GDP. We must replicate their active citizenship strategy to achieve European wide impact and success.

## Recommendation 1



Establishment of a Europe wide umbrella organisation for sports volunteering which develops a common European framework for the training of volunteer coordinators and identifies appropriate existing national organisations to adopt and promote its implementation.



Conduct research into the current sports volunteering structures and the training provided in the EU Member States.



Use social media to create a European common networking platform to promote an ongoing exchange between volunteers, organisations and volunteer coordinators.

Develop a transferable code of volunteer practice which can be adapted to the needs of European countries, organisations, and volunteer responsibilities to clarify organisational/volunteer expectations and the legal framework of sports volunteering.

## Recommendation 2



It is recommended that skills gained through sports volunteering are recognised as a type of non-formal education, lifelong learning and preparation for employment.



To encourage schools to have sports volunteering in their curriculum in order to promote active citizenship of an early age.



To encourage Higher Education Institutions to allow voluntary work to count towards qualification credits.

To promote volunteering amongst employees; by recognising skills acquired through sports volunteering into the Europass project.

## Recommendation 3



Sports volunteers should receive greater recognition for the invaluable contribution they make to European sport and physical activity.



There is a need for stakeholders to promote a culture of appropriate volunteer recognition and it is important to acknowledge that there are different levels of need for recognition between different target groups.

To produce and implement a volunteer manager guide on appropriate recognition for different motives and situations.

Enhance the media profile of sports volunteers throughout society by effective and meaningful public displays of recognition (including social media).



# PARTICIPATION – GOOD PRACTICE

## Peace and Sport Toolkit

### Aim

To build a universal Toolkit on how to build sustainable volunteer programmes for sport events. We aimed to give basic guidelines for those who would like to build legacy programmes for their volunteer programs. The Toolkit is now available online, so anyone can use it while building his/her programme.

### Description

The workshop was part of the program of the Peace and Sport International Forum 2012 that was held in Sochi, Russia from 31st October to 2nd November.

3 months prior to the event we started working with the moderator: we defined the exact theme, the purpose and the format of the session and searched for experts. The panel was established 1,5 months before the event, and then we started the work with the whole working group: the moderator, the two experts and the Peace and Sport Team. The Team facilitated the correspondence and work among the experts who established the main guidelines for the Toolkit. They have prepared the draft of the Toolkit in PPT format before the event and they were ready to amend it with the inputs of the workshop participants.

The aim of the first part of the workshop was to gain inputs from the audience. Participants were encouraged to express their difficulties, best practices, concerns and questions replying to the guiding questions posed by the moderator.

The experts were taking notes during this part to be ready to amend the Toolkit with the input of the participants during the break. In the second 1,5 hours part (after the break) the experts presented the Toolkit. Then the moderator facilitated some activities in which the participants were encouraged to use the Toolkit.

This practical Toolkit went online, making able not only the workshop participants but anybody else to use it while building their programmes.

### Outcomes

Along with the three experts the participants built the Toolkit in PPT format, that we are now disseminating through several channels: it is available on [peace-sport.org](http://peace-sport.org) and on the Peace and Sport online Community and we have sent e-mails to our database about its availability. We ask those who contributed to the Toolkit to spread it in their networks and encourage everybody to use it while building their programmes.

### Organisation

Peace and Sport

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## International Sport and Culture Association (ISCA)

ISCA is a global platform open to organisations working within the field of sports for all, recreational sports as physical activity.

Created in 1995, ISCA is today a global actor closely cooperating with its 130 member organisations, international NGOs and public and private sector stakeholders.

Its 40 million individual members from 65 countries represent a diverse group of people active within youth, sport and cultural activities.

## European Non-Governmental Sports Organisations Youth (ENGSO Youth)

ENGSO Youth actively works on current youth sport issues (health, sport accessibility, human rights, social inclusion, volunteering, fight against doping, fairplay, participation with its member organisation, European institutions and partners from a civil society. ENGSO Youth is at the forefront of European youth sport advocacy work and want to gather the experience and resources within its members and individuals in youth related issues.

## Cyprus Sport Organisation (KOA)

The Cyprus Sport Organisation is a semi-governmental organisation enacted by the 1969 -1996 laws upon the Cyprus Sport Organisation acting as the Supreme Sporting Authority in the Republic of Cyprus. Main objectives: Developing extracurricular sports, Co-ordinating the sporting life in Cyprus, Cultivating the Olympic ideal and Promoting Cyprus on the international sports scene.



'Youth in Action' Programme



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