

Sport for a Better World

Physical activity is a prerequisite for both physical and mental health. Access to safe and attractive public spaces for activity and the opportunity to enjoy quality recreation are vital to the health and personal development of all individuals. There are numerous barriers to individuals participating in physical activity. These include community, school, work and transport environments that are not conducive to incidental physical activity in daily life, high user fees, a lack of awareness of opportunities, transportation, time constraints, personal preferences, cultural and language barriers, self-esteem, issues of access to local recreation facilities and a lack of safe places to play. Strategies must be formulated to remove the barriers that are most relevant to each age, gender and socioeconomic group. Tackling inequalities in physical activity and achieving universal access to environments and facilities that support physical activity across social gradients will be necessary to achieve the best results.

Unfortunately, the COVID-19 pandemic outbreak has affected the EU and its Member States in a sudden and dramatic manner with an unprecedented impact on the health and daily life of European citizens. In addition to its disastrous short and mid-term health impact (including inactivity, mental health risks linked to loneliness and anxiety), the pandemic will also have extraordinary long-term consequences on people's daily lives, health, and generally on societies and many sectors of the economy, especially service sectors, e.g. tourism, food and accommodation services, transportation, and – sport. These unique circumstances, beyond all the harm and sadness they bring, are also an opportunity to innovate, to rethink policies and to reassess priorities in the long run. That's why investing in sport and health-enhancing physical activity is more important than ever. In order to achieve a sustainable, healthy Europe, sport and physical activity must be brought into the heart of all policies.

Sport For a Better World is an alliance that promotes innovative cooperation between NGOs, universities and public bodies in the sport sector across Europe. The programme is based on multidisciplinary training modules mixing formal and non-formal learning methodologies and digital resources. Parallel running sessions will introduce participants development theory, practice and philosophy, sport management and strategic skills, and develop managerial skills through a mentoring and coaching scheme matching people and professionals in practice-based learning activities.

Over the course of 24 months, NGOs and public bodies from TR and EU Programme countries join efforts to 80 people and practitioners to the real-world sport sector by developing coaching and training skills. The project has 6 Intellectual Outputs (Need Analysis, Curriculum Development, Course Material Development, Web Training Course, Social Inclusion Map and Training Internationalisation)

Sport For a Better World will achieve the following results:

- Increased professional network with experienced practitioners and cross-sector collaboration
- Developed knowledge and awareness around the holistic benefits of physical activity:
- Closed gap between research and policymaking
- Improved data collection and monitoring
- Communication and public awareness
- Developed innovative educational modules with newest knowledge and experience regarding beneficiary development incorporated into inclusion education;
- Increased benefits to people through digital resources
- Raised awareness/ empowered against the real needs of the sport and health sector.