

INTERACT

International and European
Sport Organisations
Activate Citizens



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



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ABOUT INTERACT



INTERACT

“International and European Sport Organisations Activate Citizens”

- 24-month project (January 2021 – December 2022)
- Led by TAFISA
- 9 project partners
- Co-funded by the Erasmus + Programme of the European Union



INTERACT Concept & Rationale

- To initiate the development of a new sport delivery framework where international and European sport organisations (ISOs) become more than the governing bodies of their sport and play a leading role in the promotion of grassroots sport and physical activity.
- To support ISOs operate this transition by providing them with tailored tools services.
- Targeting all interested ISOs and their members



INTERACT Objectives

- Increase participation in Sport for All and physical activity.
- Reflect on how to adapt the traditional sport system and sport disciplines to the needs of grassroots sport participation.
- Define ISOs can respond and contribute to the implementation of WHO GAPPA, UNESCO KAP, EU Tartu Call, TAFISA Mission 2030.
- Inscribe Sport for All and physical activity within ISOs policies, strategies and structures.



INTERACT Objectives

- Empower ISOs develop new Sport for All strategies and delivery frameworks (incl. programmes and events).
- Increase ISOs services to their members and the public in the Sport for All field.
- Widen the current offer of Sport for All activities through innovative formats worldwide.
- Promote the development of ISOs and their activities to new countries worldwide.



02

INTERACT OUTPUTS



INTERACT Outputs



Online Directory of
International and
European Sport
Organisations



ISOs Pledge for Sport for
All and physical activity
promotion



Study and report on ISOs
Challenges,
Opportunities, Needs &
Expectations in Sport for
All



ISOs Good Practices
Online Platform



ISOs Sport for All and
physical activity Toolkit



ISOs Training « Capacity
Building in Sport for All
and physical activity »



New International Sport
for All festival


























IO1: Online Directory of International and European Sport Organisations

- An exhaustive directory of ISOs featuring their types of sport, websites and social media
- 331 ISOs and 156 ESOs were identified
- Interactive search tool online

Visit at:

<https://interact-sport.com/directory/>



 ABOUT INTERACT INTERACT DIRECTORY COMMUNITY					
<input checked="" type="checkbox"/> International Organisations		<input checked="" type="checkbox"/> European Organisations			
<input type="text" value="Search"/>		<input type="text" value="Sport"/>	<input type="text" value="Country (Legal Seat)"/>	<input type="text" value="Category"/>	<input type="button" value="SEARCH"/>
NAME	ABBREVIATION	SPORT	CATEGORY	LEGAL SEAT	SOCIALS & WEBSITE
AFL Europe	AFL Europe	Australian Football	Ball sports	UK	 
Association for Global Debate	AGD	Debating	Mind sports	USA	
Badminton Europe Confederation	BE	Badminton	Ball sports	Denmark	    
Badminton World Federation	BWF	Badminton	Ball sports	Malaysia	     
Camogie Association	CA	Camogie	Ball sports	Ireland	    
Camogie Association		Camogie	Ball sports	Ireland	    

IO2: ISOs Pledge for Sport for All and physical activity promotion

- Aims to showcase the good will of ISOs to promote Sport for All and physical activity.
- International and European Policy Papers related to Sport for All, physical activity, grassroots sport and HEPA have been studied in order to identify key elements where ISOs can best contribute.
- Development of a pledge to be circulated and signed by as many ISOs in Europe and worldwide as possible



IO3: Study and Report on ISOs challenges, needs and opportunities

A study and its related report on ISOs challenges, opportunities, needs and expectations for the promotion of Sport for All and physical activity.

Fourfold approach:

1. Review of previous 2019 study of ISOs promotion of Sport for All.
2. New ISO survey with 39 ISO as respondents.
3. Consultation Workshop with ISOs that are external to the project and represent different realities of the field (June 28th – 29th, 2021)
4. Report and recommendations has been published



Download report at

<https://interact-sport.com/community/multimedia/>



IO3 Recommendations: Making the Case for ISOs Development and Promotion of Sport for All

● Recommendation 1

Establish a clear and recognised definition of Sport for All and foster a common understanding among ISOs.

● Recommendation 2

Raise awareness of the significance of Sport for all among ISOs leaders and decision-makers, and of the importance to translate political will into policy papers, strategies and practical action.

● Recommendation 3

Clarify the return of investment for an ISO and their members to focus more on Sport for All and highlight the potential low-cost / high-impact ratio that Sport for All can have for an ISO and their members at national and local level.

● Recommendation 4

Engage a concertation on the redefinition of roles and responsibilities of ISOs, their national federations and local organisations in the field of Sport for All.

● Recommendation 5

Develop a principle of solidarity between ISOs in the field of Sport for All, based on a share of skills and resources that would foster mutual benefits.

IO3 Recommendations: Practical Actions that can be Taken by ISOs

● Recommendation 6

Impactful Sport for All initiatives often do not need to start from scratch and do not require important resources:

- Build on the good work and activities that are already existing within the ISO and include Sport for All components and directions in them.
- Map successful Sport for All initiatives led by national and local members; share and scale them internationally.
- Take part in Sport for All initiatives and frameworks that are already existing at international and European levels e.g. TAFISA World Walking Day – 24h Around the Globe, European Week of Sport, Olympic Day, EU #HealthyLifestyles4All Campaign... Participation is usually easy and low-cost!

● Recommendation 7

Integrate Sport for All components as part of elite and major sport events, as well as their pre-gacy and legacy plans; strengthen partnerships with national and local hosts to foster a Sport for All and/or Active City approach.

● Recommendation 8

Adapt sports and disciplines to the needs of diverse target groups. This can be done through the modification of rules, equipment, environment and teaching styles.

● Recommendation 9

Team up and connect with other ISOs to share your knowledge, experience, expertise and resources to promote Sport for All.

● Recommendation 10

Provide frameworks, support and assistance to your national and local members, helping them develop Sport for All initiatives.

I03 Recommendations: How the INTERACT Project can Help

● Recommendation 11

Develop a platform for networking, knowledge and experience sharing between ISOs in the field of Sport for All – including good practices.

● Recommendation 12

Build capacity and provide ISOs with support, materials, tools, resources and guidelines to develop and promote Sport for All within their organisation (policy, strategy and practice areas) and as part of their existing priorities (e.g. major events).

● Recommendation 13

Empower ISOs to support their national members and local organisations develop and promote Sport for All – either themselves directly or through the INTERACT project indirectly.

● Recommendation 14

Provide ISOs with platforms (events, communications channels...) to increase the visibility of their sports and reach out to new geographical areas and participants.

● Recommendation 15

Highlight quick wins, success factors and low-cost / high-impact solutions that ISOs can put in place to develop and promote Sport for All.

IO4: ISOs Good Practices Online Platform

- Good practices are collected through the project partners' own organisations, a desktop research, contacting ISOs, and Consultation Workshop held on June 29th, 2021
- The good practices will be published on an interactive online platform that will be part of the project's website.
- Identification of success factors and failures to allow for transfer and scaling between ISOs.



IO5: ISOs Sport for All and Physical Activity Toolkit

- The project team is developing an online toolkit that will include relevant and targeted resources to empower ISOs in the field.
- Aims to support ISOs integrate and promote Sport for All and physical activity as part of their work.



IO6: ISOs Capacity-Building in Sport for All and physical activity

- A Capacity-Building framework that aims to empower the staff and volunteers of ISOs, as well as of their national and local members, to promote Sport for All and physical activity.
- Linked to the INTERACT Toolkit

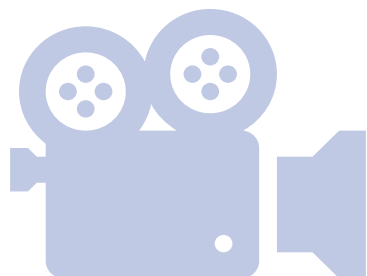


I07: New International Sport for All Festival

- Development of a new International Sport for All festival that brings ISOs together.
 1. Benchmarking of international events and consultation of ISOs.
 2. Development of the festival's concept and format.
- Development of event's manual, organisational guidelines & branding.
 3. Piloting of event in Perugia during TAFISA European Sport for All Games.



ISO of the Month Campaign



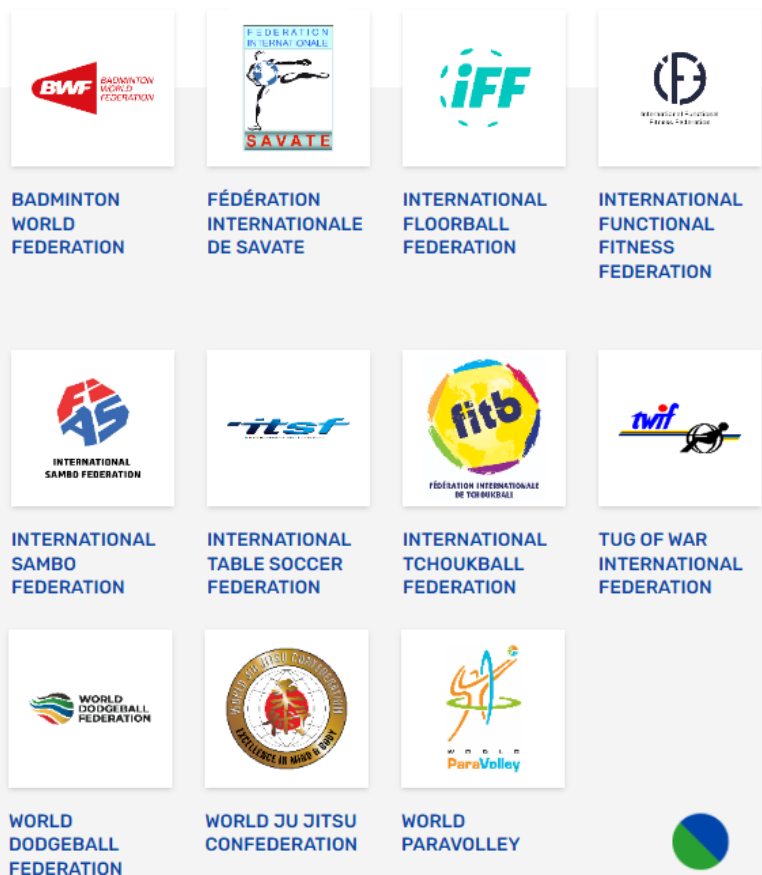
- The ISO of the Month Campaign was born as an initiative to promote ISOs success stories in Sport for All through storytelling
- Every month from January 2022 a video interview of a selected ISO will be released.
- Interviewees share their perception of Sport for All, introduce their programmes and events, and highlight inspiring stories of people and communities whose life has been changed through Sport for All.

“

«Stories can encourage active participation, encourage cooperation and promote a feeling of well-being»

”

INTERACT Test Group



- A group of selected ISOs that are interested in exchanging on the topic of Sport for All
- Shares Good Practices
- Accompanies the project during its lifetime
- Included in the project's development process – a voice that reviews and provides feedback on the project's outputs, ultimately ensuring that they respond to ISOs needs and expectations.

03

PROJECT TIMELINE



INTERACT Timeline



June 28th -29th, 2021
ISOs Consultation Workshop
(virtual and Linz, Austria)

May 2022
Pilot Capacity-Building
Workshop, Leipzig, Germany

September 23rd -29th, 2022
Final Conference & Piloting of New
Sport for All Event during 2nd
TAFISA European Sport for All
Games, Perugia, Italy.

January 1st, 2021
Project Kick-off

January 26th 2022
INTERACT Opening
Conference (Online)

June 9th, 2022
INTERACT Conference during
27th TAFISA World Congress,
Portorož, Slovenia.

December 31st, 2022
Project end



Thank you !



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