

Sport for All existing Frameworks

Activity Box 4.6

Module 4: Different
TIMEFRAMES & SCOPES



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Key Facts

- European Week of Sport: In 2020, despite the COVID-19 pandemic, 42 countries participated, and 32 617 events took place (159)
- TAFISA World Sport for All Games attracts up to **50.000 participants and visitors from up to 100 countries**
- More than 3.1 million athletes with different capacities and ages from over 175 countries take part in the Special Olympics, with more than 750,000 people volunteering worldwide (105)

Specific projects this Activity Box applies to:

Existing “event” or “formats” that are already stabilised and contribute to the massification of Sport for All over the world. These events occupy a place in the international Sport and Physical Activity Agenda and can easily be joined by any interested ISO or organisation who can make use of them for their own purposes at low cost.

Sport for All top international events

- European Week of Sport
- TAFISA World/Regional Sport for All Games
- NIKE Purpose play framework
- ISF (International School Sport Federation)
- Gymnasiade, considering there are several non-competitive activities such as: massive runs and educational games

Other formats that could be adapted by ISOs according to their needs (world days)

- Sport-based and non-Sport based international Days, e.g., World Table Tennis Day, International Day of University Sport, I DSDP, International Women's Day, World Refugee Day
- Campaigns to massively promote Sport for All, e.g., TAFISA World Walking Day – 24h Around the Globe

Why is it so important

Contribution

- ISOs, especially those with less income, generation capacity, or lacking the competent structures (staff) to deliver Sport for All actions can easily join in Sport for All programmes and events regularly held internationally
- These frameworks offer ISOs “ready-to-use” resources and a low cost/high-impact potential to showcase their Sport engaging more people
- Numerous materials and resources are provided by those frameworks to facilitate ISOs participation

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International endorsement

EU PHYSICAL ACTIVITY GUIDELINES - RECOMMENDED POLICY ACTION IN SUPPORT OF HEALTH-ENHANCING PHYSICAL ACTIVITY:

Sport organisations (confederations, federations, associations, clubs) should be stimulated to define strategies that consider the promotion of Sport for All and the impact of Sport on public health, social values, gender equality and cultural development.

Barriers to Sport that should be overcome

- Travelling and accommodation costs to attend an international event are high for participants
- Giving the scope and reach of these events there are many challenges for organisers, such as venues accommodation, catering, security, etc.
- ISO focus and allocated budget are more related to competitive and elite Sport
- Underestimate the impact of Sport for All events.

Tips and key success factors

How can ISOs take advantage of existing frameworks?

- Creation of worldwide celebrations
- Collaborative partnership with Sport for All expert organisations: ISO can contribute with core resources such as equipment, marketing expertise, broadcast, apparel, advocacy capacity, among others, in exchange of involvement in Sport for All massive international events
- Innovation is crucial. ISO should embrace non-competitive forms to involve more people in their Sport.
- Other agreements should be pursued with local governments and sponsors
- The adoption of Sport for All frameworks should be gradual. An ISO should start with local celebrations and then expand the reach of the programmes/events with national scope initiatives.
- It is also important that ISO are aware of Sport for All events.

Advocacy is always relevant

See Activity Box 4.5 to get some tips that will allow you to have notoriety in your event: involving authorities celebrities, a powerful launching event, etc.

Other tips

- Using Sport for All frameworks should be aged-based.
- Measurement and evaluation actions relate to assessing the effectiveness of these events.

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Available Resources

Conferences

- Football for unity youth forum. [Click Here](#)
- ISF World Educational Games. [Click Here](#)
- Football 4 Peace International training camp. [Click Here](#)

International Sport for All events

- Gymnasiade. [Click Here](#)
- Nike purpose Play. [Click Here](#)

International Days

- International Boxing Day celebrations. [Click Here](#)
- World Bicycle Day. [Click Here](#)
- [International Day of University Sport](#). [Click Here](#)

Weeks of Sport

- European Week of Sport. [Click Here](#)
- Running for Diversity hybrid challenge. [Click Here](#)

Sample Case

Sport for All Games (TAFISA)

Week-long spectacular display of colour, dance, Sport, culture, peace, friendship and fun.

- The Games festival offers a voyage of discovery around the globe, as delegations from every corner of the world showcase their Traditional Sport and Games (TSG), and unique and interesting modern Sport (extreme, beach and new Sport are just some examples).
- Typically attract up to 50.000 participants and visitors from up to 100 countries.
- Promote Sport for All and physical activity participation.
- Safeguard and promote Traditional Sport and Games and, therefore, World Intangible Heritage.
- Encourage cooperation between nations.
- Provide experience-sharing opportunities.

More information:

TAFISA Sport for All Games official site. [Click Here](#)

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