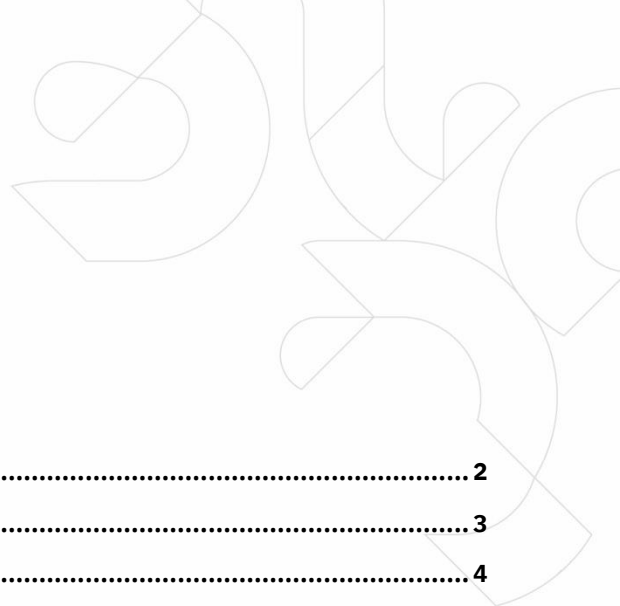


INTERACT Festival Manual

How to organise the INTERACT Festival





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**INCLUSIVE.
INSPIRING.
SPORT FOR ALL.**

The Manual aims to give host cities and/or national/regional/local organisations principles and guidelines to help them in the Organisation of a successful INTERACT Festival.

USEFUL DOCUMENTS

It is recommended that the Host City and Local organising committee (LOC) use the following documents in addition to this Festival Manual:

- Organisational guidelines & branding
- BeActive European Week of Sport Communication Handbook
- [SFORAE Green Guidelines](#)

ABOUT INTERACT

A. Background

The INTERACT project aims to support and position International Sport Organisations (ISOs) as key leaders of the Sport for All and physical activity movement through developing innovative ways to engage stakeholders and citizens at all demographical levels. It is co-funded by the Erasmus+ Programme of the European Union and it is led by nine project partners.

- TAFISA
- ITTF Foundation
- International Fistball Association
- World Minigolf Sport Federation
- International Bocce Confederation
- International Dance Organisation
- Sports Union of Slovenia
- Italian Federation of Traditional Sports and Games
- German Flying Disc Federation

B. Objectives

The project works with ISOs from various backgrounds with the following objectives:

- To develop a new sport delivery system that places participation in Sport for All at its core.
- To reflect on how to adapt sports, their rules, settings, and delivery to the needs of target groups and grassroots sport participation.
- To define the role that ISOs can play and how they can better contribute to the objective of key European and International policies, and develop their own Sport for All policies, strategies, structures, and practical activities.
- To respond to demands expressed by ISO members to receive specific services and tools of sports for all in a competitive environment.
- To raise awareness of the role ISOs can play in the field of sports for all and by supporting them to build their know-how and do-how in Sport for All.

INTERACT FESTIVAL

A. General Overview

Connecting International Sport Organisations with national and local stakeholders

The event is based on the understanding that there is a need worldwide for International Sport Organisations to promote Sport for All and support their national members do so – adapting their sports and disciplines to target groups, needs and expectations of citizens.

The following ISOs are already part of INTERACT and of the INTERACT Festival. More ISOs are part of INTERACT through pledges and other means and we are working towards bring a lot more on board.

- International Dance Organization (various dance disciplines)
- International Fistball Federation (fistball, 2x2 fistball)
- World Minigolf-Sport Confederation
- European Flying-Disc Federation (Ultimate frisbee, disc-golf, Freestyle frisbee)
- International Boccia Confederation
- Test group members

Concept of the event

ISOs to adapt their sports and disciplines to Sport for All principles of “watch, try out, participate,” targeting specifically beginners and inactive people. The INTERACT Festival is part of the European Union's #Healthylifestyle4All and European Week of Sport's #BeActive Communication campaigns. Objective of the #BeActive communication campaign is to increase levels of participation in sport and physical activity across Europe and globally. ¹

The festival's role is to engage target groups in a sustainable participant pathway: catch attention, raise interest, create desire, take action (AIDA).

AIDA Participant Pathway: Attention – Interest – Desire – Action

- *Attention*
Catch the attention of beginners/inactive people through promo work before the event
- *Interest*
Cultivate interest for the first-time participants to witness a new discipline in their sport and develop the will to try.
- *Desire*
Transform interest into sincere desire to play
- *Action*
Effect action to improve the social and environmental factors that support physical activity and sustain sports for all

¹ The #BeActive hashtag is the overarching campaign theme for the European Week of Sport. It is accessible to everyone and a call-to-action to get Europeans moving. For more information: <https://sport.ec.europa.eu/healthylifestyle4all> and <https://sport.ec.europa.eu/european-week-of-sport>

Motto: All in: Watch, Try & Participate!

Participants discover new sports and disciplines through the festival activities and transfer them to their local clubs for everyone to participate in. The INTERACT Festival combines two key elements:

- A physical, lighthouse event taking place in a host City/country.
- A worldwide “open-house” concept whereby participating ISOs mobilise their National Federations and local clubs to demonstrate their sports during open-house events during the European Week of Sport (EWoS)s – all linked to the lighthouse event in the host city/country

The event is based on the following principles:

1. Open to all hosts and people interested in organising or participating
2. Inclusive and accessible
3. Low-cost
4. Easy to organise
5. Attractive to event hosts, organisers, and participants
6. Presenting easy, adaptable, less visible & known sports
7. Multisport
8. Demonstrations and participation (not competition)
9. Legacy in host City
10. Highly motivational

Target Group

Target groups in the INTERACT Festival are twofold:

1. International Sport Organisations that are invited to the Festival and will lead clinics and demonstrations of their sports and disciplines during the Festival
2. Local citizens and visitors that participate in the Festival activities, with a specific focus on:
 - Beginners & inactive people across all demographics
 - Children and Youth
 - Women and girls
 - Families and intergenerational engagement
 - People with disabilities
 - Elderly people
 - Vulnerable Communities

B. Administration

Host obligations

Organisation and delivery of the Festival should be done in line with the manual, including producing a delivery plan for the event that includes how the event will be funded. The delivery plan should include timeline, type of activities and how to implement them, as well as the following;

- Recruitment, coordination, registration, and accreditation of delegations
- Suitable venue(s) and equipment required
- Marketing and promotion of the festival

Festival dates

The dates of the Festival are decided between the INTERACT team – represented by TAFISA – and the Host City/country and it should be decided based on factors including, the best time to attract participants from around the region and world for several days of physical activities, play and fun. When in Europe, the Festival shall take place during the European Week of Sport.

Location and Accessibility

Geographical accessibility and balance are particularly important in hosting the INTERACT Festival. The Host could derive benefits if the choice of where to have the Festival is central and allows for participants from many different regions take part. The Festival venues should be as easily accessible and comfortable as possible for all participants. The Host should aim to offer a safe and secure environment and must be fully accessible to the disabled delegates.

It is the responsibility of the Host City/Country to ensure that the venue is compliant with all applicable laws, health and safety precautions, statutory and regulatory requirements of the host City. The Host should obtain all necessary clearances and licences from the City authorities.

Legal Framework

The INTERACT Team – represented by TAFISA – has overall responsibility for the Festival, and the Host City is responsible for delivering the event. The Host City must establish a Local Organising Committee (LOC) for all operational deliverables but remains responsible for the obligations. The Host City shall sign the Host Agreement with TAFISA and must make provision for all the legal requirements included in the Host Agreement.

Local Organising Committee

The Local Organising Committee delivers the Festival on behalf of the Host City and must have a clear organisational structure with defined roles and responsibilities. The Host City shall provide guidance and support to the LOC on festival planning and delivery requirements, to be able to deliver in line with this festival Manual and in accordance with the host agreement.

Below are the main roles and responsibilities needed for the organising committee, but it should be used as a guide when setting up the LOC. It is the decision of the Host to establish what roles are needed depending on the plan, skills available and resources they have.

Role	Responsibility
LOC General management and admin	<ul style="list-style-type: none"> • Overall management of the planning and delivery of the Festival • Progress Report • Main contact person INTERACT
Technical	<ul style="list-style-type: none"> • Coordination of the festival before and during the Event. • Festival schedule • Recruiting and Liaison with Technical Officials, Umpires and Managers • Management of technical equipment • Management of the Festival venue • Liaison and technical support for participants
Protocol	<ul style="list-style-type: none"> • Organise opening and closing ceremony • Invite guests and partners • Arrange visas and immigration process for guests • Arrange accommodation and transport for guests • Plan meetings and meeting rooms for INTERACT and Host authorities
Marketing and Publicity	<ul style="list-style-type: none"> • Management of all marketing and communication materials overseeing marketing and communication activities during the festival • Management of media services before, during and after the festival
Logistics	<ul style="list-style-type: none"> • Management of the overall accommodation and meals requirements. • Management of the overall transport services • Management of volunteer roles
Accreditation	<ul style="list-style-type: none"> • Manage accreditation process • Identify access points for each group
Medical	<ul style="list-style-type: none"> • Coordination of medical services. • Coordination of anti-doping testing (if required).
Finance	<ul style="list-style-type: none"> • Prepare budget for the festival, with income and expenses • Mobilise for both financial and in-kind resources
Programme	<ul style="list-style-type: none"> • Design festival programme • Design and align ceremonies programmes with festival programme • Manage the programmes and times of each event during the festival

Need of staff and volunteers

In addition to the Host City and LOC, personnel dedicated to the festival planning may be required. This may include volunteers and support staff. Volunteer contribution is key to the event's success and their engagement should involve the following process;

- Assessment of the event's volunteer requirements
- Descriptions for volunteer positions
- Recruitment process of volunteers
- Orientation and training
- Coordination and management

C. Financing and Budgeting

The Host and organising committee are responsible for the full financing of the INTERACT Festival, must secure adequate financial resources and must submit as follows:

- Details on how they plan to raise the necessary funds
- Details on any governmental support and/or sponsors who have committed to support festival
- Details on any other anticipated revenue streams.
- Estimated fee to be charged and what it will include.
- Draft budget, listing anticipated income and expense items.

Budget for the Festival should include but not be limited to:

- Accommodation and local subsistence of ISOs teams organising sports clinics and demonstrations
- Human resource and volunteers (staff when needed)
- Administrative costs and supplies
- Travel for invited officials, accommodation, and meals
- Marketing and promotion for the festival
- Content creation and Publicity.
- Report
- Information Technology Services including software and hardware (computers/internet access, printers/ photocopiers, online meeting capabilities, etc.).
- Accounting services if needed.
- Legal services.
- Facilities, equipment, and officiating
- Registration and accreditation

Affordability

The festival aims to attract a diverse participant from all the regions of the host country, neighbouring countries and globally. In this respect, the Festival shall be of free access to all visitors and participants.

D. Collaboration

To achieve the aims of the INTERACT Festival, it is essential that stakeholders and partners are committed to supporting the INTERACT Festival, as the success of the festival will depend on the level of their involvement.

Support from key national decision-making bodies

Both government and non-government could impact the success of the festival, and their commitment may be demonstrated in a various way such as in-kind goods and services support, attendance, and participation. This type of support can also ensure optimal impact of the INTERACT festival in the host City.

Partnership between INTERACT and Host City

There is also a need to establish an effective collaboration between the INTERACT Team – represented by TAFISA – and the Host City/Country and efficient communication channels must be established at both planning and operations phases, to ensure that the festival is delivered as planned.

Cooperation with International Sport Organisations

The Host City/Country and INTERACT team shall work together to identify, according to the Host City/Country's interest, which sports and disciplines to showcase during the INTERACT Festival.

Such cooperation should take place before, during and after the event – not only to plan for the ISOs participation in the festival, but also to plan for the legacy of the event, and potential growth of the sports and disciplines presented in the host city/country.

Engaging local communities

Successful attempts at engaging local communities should include the following elements:

- Set up clear goals, objectives, and responsibilities for effective community involvement
- Identify the community's interests, expectations, and concerns
- Produce a plan for the involvement of communities in the activities
- Provide opportunities to engage in activities
- Identify the tools required to implement community activities
- Respond to community health and physical activity concerns and expectations in terms of events at local level
- Organise open meetings to share information about the events.

E. Festival programme

The programme should be centred around core activities for the 3 day festival.

Saturday	Sunday	Monday
Opening Ceremony Sport Clinics and Trials Health booths and activities	Fun tournament	Schools' fun day Closing Ceremony
Demonstration of sports and disciplines during the Festival where local citizens and visitors can participate		

F. Accreditation

Access to specific areas within the Venue must be controlled to allow all Participants to function efficiently according to their role. The following categories of Participants should be allocated access to the zones corresponding to their needs and responsibilities:

- Participating Teams
- Festival Officials
- Media
- VIPs
- Staff (paid and volunteers,)
- Contractors and suppliers

G. Marketing and Promotion

To ensure visibility of the festival in a host city, a marketing plan which outlines the marketing strategies to be used to promote the event should be developed in line with INTERACT branding Guide. The following should be considered:

- Build brand partnerships and sponsorships
- Create engaging content
- strong connection with local media houses
- Social media presence
- Pre-event meetings
- Email-alerts of the event
- Website

H. Communications

Where applicable Festival website which include the following content will be idea to share and promote the festival planning, delivery, successes, and monitoring processes in place.

- Participants and team information
- News
- photography and Videos
- spectators' information

Guidance on how to promote the festival using social media such as Facebook, Twitter, YouTube etc. can also be found in the Branding Guide.

Media

The Host City must ensure there is media coverage for the festival and consider two categories of media at the festival;

- The accredited print and media and photographers
- Broadcasters (Rights Holder) with contract agreements with the host City that grant them rights to broadcast the festival.

I. Logistics

Transport

The Host city must provide the transport of all Guests, festival Officials, Staff and volunteers between designated airport or railway stations and their Official Hotel(s) on arrival and departure and venues.

Accommodation

A hotel (s) should be nominated as the Official Hotel(s) for all the guests, participating ISOs and their teams, and festival Officials. Where possible, the Official Hotels should be in close proximity to the main festival venue, otherwise the LOC must arrange the necessary transport between the Official Hotel(s) and the Venue during the festival. The accommodation cost will be determined between the Host City and the LOC, whether the host city is responsible for accommodation cost for guests and officials, or it is their responsibility. The decision on accommodation cost should be communicated at the start of the planning of the festival as it could have an implication on the level of participation.

Insurance

Participants are required to obtain insurance coverage against any loss and personal injury that may occur at the festival, otherwise the Host should make provision for relevant insurance policies such as public liability insurance from a reputable insurer, which include cover for bodily injury, property damage, consequential financial loss, cancellation, rescheduling, and relocation. The insurance must be in the name of the Host City which entered into a contract with INTERACT.

Safety and Security

The Host City must take all reasonable measures necessary to ensure safety and security at the festival in accordance with City, host City and INTERACT applicable health and safety regulations. The Host City needs engage the local police force and / or private security contractors to ensure the safety of participants. Part of providing safety and security of the festival will include;

- Control access to certain areas in-line with the accreditation plan
- Security Plan
- Safety Plan
- Safeguarding procedures

J. Technical

Sport and Physical Activities

To ensure that the festival is all set to go, Sports disciplines and physical activities showcased must be:

- Accessible
- Adaptable to target groups
- Low-cost
- Easy to learn and play
- Safe & Non-dangerous
- Playable with no equipment or equipment that is easily accessible
- Inclusive
- Highly motivational
- Fun

Venues

The festival promotes those sports activities that could be developed at a low cost and without having to construct new sports infrastructures. The festival should be organised venue that offers diverse types of settings for the various sport demonstrations: asphalt, grass, water, earth, open spaces, stages etc.

There should be lockable offices or space equipped with tables, chairs, computer, internet, printer, photocopiers electric outlets, pens, paper, bins provided for the technical officials during the festival. Lockable storage space should be provided for Team equipment.

Officials

Host CITY is requested to commit to identifying officials, coaches, and athletes to enable demonstrations and running of clinics/trials. Those should be identified from host cities, neighbouring cities, and regions. Host CITY should consider the followings support to the officials:

- Transportation
- Welcome package
- Meals & Catering
- Security, safety, and First Aid
- VISA Services (in case of a need for international delegations)
- Accommodation (in case of a need for international delegations, staff, guests)

Festival Schedule

The LOC Technical Committee will prepare a draft festival schedule in cooperation with the Host City. It will also follow the ISO Guidelines on Match Schedules.

Games Management System

The system will be designed and used by technical officials, umpire managers, umpires, and team managers. The LOC Technical Committee will determine whether to use computer-based games management system or manual, depending on affordability and fairness. However, the system used should be able to provide games Schedules, Pool Standings, Goal Scorers and other reports to team managers and or designated personnel.

K. Ceremonies

Opening and Closing Ceremony

The INTERACT Festival should include Opening and Closing Ceremonies. the Host must write a proposal and a plan for the Ceremonies in agreement with INTERACT. The Opening Ceremony should add value to the festival and the Closing Ceremony should be celebratory and promote the success of the festival.

L. Legacies/Impacts

The Host City/Country is encouraged to plan for the lasting effect of the festival in terms of benefits to the Host City and participants. TAFISA and INTERACT partners are ready to support the Host City/Country in the endeavour. The impact of hosting the INTERACT festival may be social, Physical, cultural, and economic and include, for example:

- Further development of the demonstrated sports in the host city/country, in partnership with the participating ISOs
- Capacity-building in the field of Sport for All and physical activity, in partnership with TAFISA
- Active City strategy, in partnership with TAFISA through existing programmes such as Global Active City and PACTE – Promoting Active Cities Throughout Europe

M. Sustainability

The host City should develop a sustainability strategy to ensure that the festival is environment friendly. Please consult the TAFISA-supported “Green Guidelines and learn how to Conduct a Sustainable Sport Event,” which were developed by a consortium of TAFISA members as part of the project “Sport for All and the Environment.” The guidelines can be found here:






http://www.sforae.eu/pdf/2018_SFORAE_GREEN_GUIDELINES.pdf

N. Monitoring and Evaluation

Monitoring and Evaluation Tool

Create a monitoring and evaluation tool that will help monitor the progress of the preparation and the event. The below checklist is an example of a tool that can be used.

	Item	Due Date	Status	Comment (if any)
1	APPLICATION TO HOST			
	Determined date of the event			
	Identified venues with accessibility			
	Identified accommodation with required standard			
	Draft Budget			
	Sponsorships			
2	PRE-EVENT			
	Pre-Event Meeting Schedule Approved			
	Develop event Plan			
	Work Schedule with timelines (regional, continental, world)			
	Risk Assessment & Mitigation Plan			
	Draft Budget			
	Areas of assistance			
3	EVENT			
	CITY representation in Local Organising Committee			
	Targeted group/people for the event			
	Accommodation Secured			
	festival schedule			
	Sport Facilities Secured			
	Final Budget			
4	POST - EVENT EVALUATION			
	Reporting to Host CITY			
	Debtors Paid			
	Audit Report			
	Staff Issues			
	Final Report to be submitted to Interact			

-  Process Complete
-  in progress, Key things completed & only a few are left to be completed
-  Started, but a lot still needs to be done
-  Process, but behind schedule
-  Not yet started, but within time

Follow-up

- Write Thank you letters, placards, or memorabilia to acknowledge the support from organising committee, partners, sponsors, and the community.
- Design certificates for volunteers and participants as token of appreciation of their support and involvement

Report the outcomes of the event

Following the conclusion of the festival, prepare an evaluation report for partners, stakeholders, and delegations, covering all key elements: highlights, outcomes, key figures, and photos from the festival, progress, success, challenges, and mitigations. Also include future of monitoring physical activities following the festival and the legacy plan

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