

SPORT 4 CITIZENS

Sport 4 Citizens Project Manual – Sport for Everyone



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1. The municipality as the source of sport inspiration for everyone?

We live in a time when everybody has the right to make free choices. We can all decide which life path we set out on.

This decision may be easy for some but hard for others. Our path always carries the traces of how we were raised, based on what values, and what the important experiences were during our childhood and adolescence. Based on all this and more, we can make our decision whether to follow a professional career (and face the risk of getting a civilisation disease), combine our career (on any level) with parties and social life (here the chances are even greater), adopt any physical activity as a "regeneration component" and rest from work, whether to do sports and see everything else as a necessary evil (with the risk of consequences for how we are socially perceived and a risk for our social standing), whether to devote our time mostly to sports and physical education of our children, etc. There are truly many options and combinations.

What is the role of local government in this? I believe that local government authorities are like public media: they mostly support such types of physical activity which are not the mainstream but can attract a wide range of residents and have an overall positive impact on the health of the population. This shall not mean that we cut down on physical activities that enjoy enough popularity and are self-sufficient in terms of finances and marketing.

Targeting those who have not yet or have already reached the productive age is also an integral part of this support. I believe that most of this support ought to be aimed at youth and children but also elderly citizens to satisfy the desire for sports among all such age groups and bring physical activity closer to those who would have to go a long way due to their nature and life philosophy (determined by education and life path).

This document shall outline the possibilities for municipalities to support physical activities by showing an example of how partner cities in the Sport4Citizens project approach this topic. We firmly believe that this document will be a great guideline for other local government authorities as well and will be used to support physical activities for the population of larger cities across all EU countries.

..... (name)

2. Local government administration resources

The local governments of city districts in large cities administer huge entities with a large population and have to adjust their financial resources accordingly. These local governments are actually stretched to their limits in every respect: routine paperwork, operating solutions, etc. to run their large city parts well. Given the generally heavy burden in every field, we assume it is essential to cover the support of sports and physical activities by an independent department with its own budget, reflecting the number of citizens in the respective city district and their social situation. We think that it is unfortunate to affiliate this department into other departments, because we assume that the support of sport and physical activities for everyone will become secondary.

The control documents of these departments must consider the history of sports and genius loci of every city district, the current options, changing demography and other aspects. These documents shall outline such conditions that will motivate important companies and entrepreneurs based in the respective location to support the widest possible range of sports and physical activities across ages and social status.

These departments should also organise and/or support festivals where sport clubs and other opportunities for physical activity from the respective location present themselves to citizens. The Ratolestfest, where city districts from both Vltava river shores participate and which is attended by tens of thousands of people, is one such example. The Choose Your Sport Day in Újbuda is another similar event. The departments shall also create – for the respective site – unique sport grounds. The Canadian Calgary can be a good example: here the local government creates illuminated and maintained ice surfaces immediately after the lakes have frozen, so the entire city can come and play ice hockey 24/7.

These efforts shall be aimed at reaching a condition when the financial, material and marketing support of sports and physical activities becomes a natural and in-born function for the local government. The Hungarian Újbuda is a good example, as it has been successful in improving infrastructure and organisational resources for sports. This was possible thanks to two factors. First, it is the national legislation which allocates finances. Second, the local government leaders have sport and an active lifestyle across all age groups, but mostly children and senior citizens, among their priorities. Their almost ten-year efforts bring fruits: 20-30% more children and senior citizens are now doing sport. The Slovak Petržalka municipal district organises sport competitions for children from the whole city part. In Savski Venac the Majdan community centre is the sports centre as well and organises all-year activities for young and old – some of them against a fee, some of them free-of-charge.

The Sport4Citizens – Sport for Everyone project was launched in 2017. Its primary objective is the sharing of know-how between partners in sport promotion, sport and inclusion and sport funding. The project has built of an international network of cooperating local governments in the field of sport promotion among citizens according to EU Guidelines on Physical Activity. Promotion shall take place within the partnership and beyond. The Sport4Citizens project presented sports typical in partner cities.

3. Sport4Citizens project

The Sport4Citizens project was successfully launched in January 2017. The first videoconference of partners took place in February 2017. Then the partners met at the kick-off conference in Prague on 22-23 March 2017. The meeting was attended by delegations from all partner municipalities: Prague 5, Budapest – Újbuda (HU), Bratislava – Petržalka, Belgrade – Savski Venac (RS) and Trogir (HR).

The meeting had several objectives:

- discussing local events to be implemented as part of the project
- sharing best practices in sport promotion between citizens with focus on certain target groups (youth and elderly)
- networking with partners
- discussing the promotion, evaluation and other administrative matters of the project

All meeting objectives were achieved. Local activities were planned and have been prepared in all five partner cities according to the schedule. The Choose your Sport Days in partner cities and dates of 12-week campaigns including public events and testing of the sport promotion strategies by the municipalities were scheduled between March 2017 and April 2018.

All partners have regular annual and all-year activities, through which they support sport and an active lifestyle among citizens. They have also found similarities and differences between the budget, competencies, duties and sport support instruments they are using.

As the meeting was held in Prague, examples of best practices from Prague were introduced to partner delegations. The partners appreciated the Skipark Velká Chuchle where residents can do cross-country skiing on a ring directly in Prague. There is available a ski rental, ski trainers and other infrastructure. The participants of the Sport4Citizens meeting admired the extent to which the ring was being used and the adjacent school attendance from all Prague 5 during teaching.

Local activities, held in each of the five partner municipalities, were the key project activity: a 12-week campaign and two Choose Your Sport Days. The event schedule, attendance rates and experience with sport promotion campaigns among citizens are elaborated on page 6-31 of this manual.



The project partners shared information on project implementation during video-conferences. The final exchange of experience from project implementation took place during the final conference held on 1-2 March, 2018 in the Hungarian Újbuda. The partners discussed other cooperation beyond the Sport4Citizens project as well. The delegations from Prague 5, Savski Venac, Petržalka and Trogir met with the Újbuda mayor Tamás Hoffmann who was an active sportsperson himself. Újbuda showed the partners examples of good practices of sport promotion among citizens of all ages – from children to elderly. We also visited the recently reconstructed sports hall Gabanyi and outdoor sport possibilities (outdoor gyms, running tracks). Újbuda also presented the success of the 60+ Senior Centre which belongs to the European top centres for the support of sport and an active lifestyle in these target group.

4. Evaluation of project events

Since January 2017, public sport activities were held in all partner municipalities. The partner cities tested in real life the marketing activities leading to awareness and support among the residents of the city parts of sport activities which is as efficient as possible.

Events within the S4C project campaign

Date	name	location	attendants
Jan - May 2017	School olympic games for primary and secondary schools	Újbuda (HU)	2 920
3-9 April 2017	A week with the Academy of Football and Sports in Prague 5 – athletics, swimming, football, climbing	Prague 5 (CZ)	500
10-16 April 2017	A week with golf	Prague 5 (CZ)	500
10-16 April 2017	Indoor orienteering run for primary schools	Újbuda (HU)	300
17-23 April 2017	A week with tennis	Prague 5 (CZ)	500
17-23 April 2017	Volleyball for primary schools	Újbuda (HU)	300
21 April 2017	Petržalka in motion – Easter competition	Petržalka (SK)	220
24-30 April 2017	"Partizan" – a week of handball preparations	Újbuda (HU)	300
24-30 April 2017	A week of elderly sport	Prague 5 (CZ)	100
March - May 2017	Olympic Festival of Hopes 2018 (trainings)	Petržalka (SK)	600
1-7 May 2017	A week with the Sokol sports club	Prague 5 (CZ)	800
8-14 May 2017	A Week with rugby	Prague 5 (CZ)	1 500
13 May 2017	Petržalka in the swimming pool	Petržalka (SK)	600
15-21 May 2017	A Week with chess	Prague 5 (CZ)	40.
15 May - 2 June 2017	A football penalty in Petržalka	Petržalka (SK)	500
26 May 2017	Children tennis in Petržalka	Petržalka (SK)	100
27 May 2017	Ratoľestfest 2017	Prague 5 (CZ)	40 000
29 May - 4 June 2017	A week with tap dance	Prague 5 (CZ)	30
03 June 2017	Running festival	Petržalka (SK)	2 800
5. 5-9 June 2017	Olympic Festival of Hopes Petržalka 2017 – final	Petržalka (SK)	530

	competitions		
5-11 June 2017	A week with sport dance	Prague 5 (CZ)	150
10 June 2017	Street Basket 2017	Petržalka (SK)	500
12-18 June 2017	A week with American Football	Prague 5 (CZ)	150
19 June - 29 September 2017	12-week campaign in Trogir	Trogir (HR)	1 000
19-25 June 2017	A week with climbing	Prague 5 (CZ)	400
mid August – Nov 2017	12-week campaign in Savski Venac	Savski Venac (RS)	130
Sept - December 2017	School olympic games for primary and secondary schools	Újbuda (HU)	3 880
9 September 2017	Choose Your Sport Day for children	Újbuda (HU)	10 000
09 September 2017	Choose Your Sport Day for children	Savski Venac (RS)	500
23 September 2017	Choose Your Sport Day for children	Trogir (HR)	250
26 September 2017	Athletic school meeting	Petržalka (SK)	250
7-11 November 2017	Choose Your Sport Day for elderly	Újbuda (HU)	500
11 November 2017	City run	Újbuda (HU)	500
20-26 November 2017	Swimming olympic games for students	Újbuda (HU)	400
12 December 2017	Olympic games for kindergartens	Újbuda (HU)	200.
Jan - May 2018	School olympic games for primary and secondary schools	Újbuda (HU)	3 710
1 March - 17 May 2018	12-week campaign in Savski Venac	Savski Venac (RS)	
5 May 2018	Choose Your Sport Day for children	Savski Venac (RS)	1 000
16 April - 28 April 2018	12-week campaign in Trogir	Trogir (HR)	500
3 May - 6 May 2018	Trogir Outdoor Festival	Trogir (HR)	1 850

12 May 2018	Petržalka in the swimming pool	Petržalka (SK)	300
20 May 2018	Team running cup	Prague 5 (CZ)	500
26 May 2018	Ratolestfest 2018	Prague 5 (CZ)	20 000
4 June - 09 June 2018	Olympic Festival of Hopes Petržalka 2018 – final competitions	Petržalka (SK)	600

Trogir

The Choose Your Sport Day was held in Trogir In September 2017. The Sport4Citizens project ideas were presented. The event was held in the municipal sport hall. The city of Trogir organised the event in cooperation with the umbrella organisation for sport activities in the region. The event was held during the European Week of Sport. The participants – children, youth and adults – were made familiar with the rich offer of local sport grounds and clubs, e.g. football, basketball, handball, futsal, modern gymnastics, etc.

The second Choose your Sport Day was held as an Outdoor Festival in Trogir in May 2018 and attended by 1850 people. The event was preceded by a two-week campaign notifying the residents about the upcoming event.



The project was promoted in local media, newspaper, radio and the Trogir city website. It was further promoted through brochures distributed in schools, all public areas in the municipality and information centres. T-shirts with the project logo were produced, posters hanged out and invitations to the 12-week campaign, scheduled for the spring months of 2018, printed. The summer yachting school in Trogir in August 2017 was the precursor of the event.



Savski Venac

Savski Venac, a city district of Belgrade, started the local project activities with a 12-week campaign. It organised a conference as part of this campaign, with aim to engage all sport clubs in the city part in local efforts to promote sport among citizens and Sport4Citizens events.

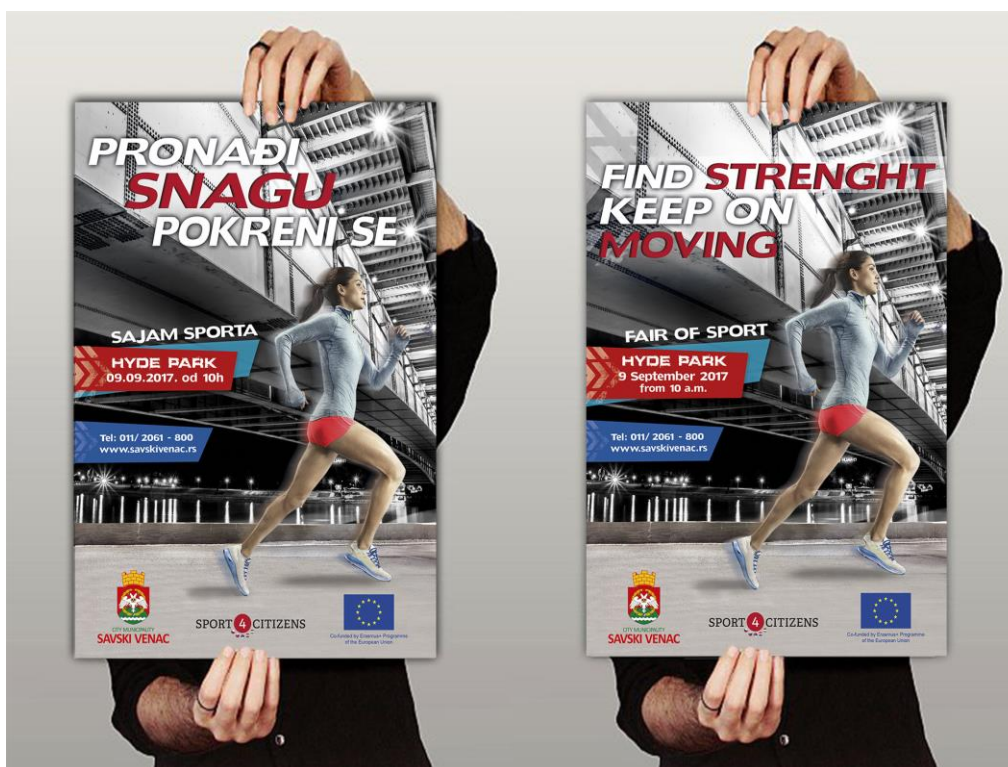


The peak of the campaign was the Choose Your Sport Day in the Hyde Park, local park, on 9th September 2017. Over 30 local sport clubs demonstrated their activities. The local table tennis star Aleksandaer Karakasevic, Andrea Arsović who won an olympic medal in shooting and the fitness instructor Dr. Feelgood (Dr. Saša Plečević) supported the event with their participation. Also clubs doing martial arts and wrestling were engaged in project promotion. The event was attended by about 500 people during the whole day. Participation was negatively affected by a strike of local public transportation drivers. The second Choose Your Sport Day was held in Savski Venac on 5th May 2018 and attended by 1000 people.



T-shirts, pens, balloons and other promotional items were produced for Sport4Citizens publicity. Posters were hanged out in all schools in Savski Venac, promoting the key event – the Choose your Sport Day, and in all buildings subject to the municipality and children and youth organisations. The event got media attention, for example, a national TV Studio B invited Sport4Citizens team for an interview, which was on the TV several times repeated.





Petržalka

The Sport4Citizens project of Slovak partner targeted primarily on children – pupils of municipal primary and secondary schools. Petržalka included modern sports such as Street basketball, Cyclocross, as well as traditional sports (swimming, football, tennis) and entertaining sport activities (dodge ball, etc.). Peak of the campaign was in June 2017 and June 2018 Choose Your Sport Days, which were held under name Olympic Festival of Hopes.

The Running Festival, in which about 3000 runners participated, was aimed at the general public.



The Petržalka's know-how from these activities corresponded to the target group. The project events were promoted through several websites and social networks. Posters were hanged in schools and public places. T-shirts for the different activities were also used. Participation of a sport celebrity was a big attraction of the events. Given the target group, the Slovak partner recommends preferring competitions and combining conventional disciplines with non-conventional ones. A general recommendation was given on the use of local marketing channels and shorter duration of the sport activities was emphasised.





Újbuda

The 12-week campaign of the Hungarian partner of the Spor4Citizens project mostly focused on local primary and secondary schools. There were 23 sport activities within the school olympics and 10 510 students participated when counting the 2016/2017 and 2017/2018 school years. Olympic games were also held for kindergartens to prepare the children for the primary school. Through the Sport4Citizens project Újbuda the "City run" – an awareness event showing that running in Újbuda is available for everybody.

The Choose Your Sport Day for children was a big success - over 10 000 people attended – mostly children aged 6-18 and their parents. This event was massively promoted by local schools which ensured the basic information flow from the municipal department towards the target group. A website and billboards were set up. The event was furthermore promoted in newspapers, via press releases and on the radio and on TV. Olympic champions in kayak disciplines from Rio de Janeiro 2016 Gabriella Szabó and Tamara Csipes attended the event. Their autographing and discussion were extremely popular – no wonder, because canoeing is one of the most popular disciplines in this country.



The second day of the Choose your Sport event in Újbuda focused on elderly citizens. Elderly were competing in several disciplines (table tennis, running, swimming, chess and tennis) from 7th to 11th November 2017. Though the best sportspeople were announced, the primary objective was to involve the 60+ age group in the sport activities and introduce them an active life style. The event was promoted mostly via posters and in local newspapers.

Újbuda appreciated that they collected feedback from the participants thanks to Sport4Citizens project. The feedback was positive and showed that most children do sports either on a regular basis or they at least showed interest in sport. Újbuda also got inspiration for further event improvements. They for example realised that communication between organisers and the target group without mediators (e.g. sport teachers) is more efficient. Furthermore, children would welcome if judges justified their decisions, so that they can better understand and learn the rules of games.



Prague 5

Each of the 12 weeks of the 12-week campaign in Prague was devoted to a different sport discipline in Prague 5. The whole campaign was promoted through the poster below. It

was printed in the monthly journal of the municipal district and on the facebook. More than 27 000 people read it on municipality's website.




Co-funded by
Erasmus+ Programme
of the European Union

Přehled akcí pro veřejnost

3. - 9. dubna	týden s Fotbalovou a Sportovní Akademií Praha 5, z.ú. atletika, plavání, fotbal, lezení www.faazpraha.eu
10. - 16. dubna	týden s golfem - Golf Club Praha, Motol www.gcp.cz
17. - 23. dubna	týden s tenisem - ukázky a náborová akce www.vistatenis.cz
24. - 30. dubna	týden sportu seniorů - akce na hřištích pro seniory www.seniorfitness.cz
1. - 7. května	týden se Soklem - ukázky a náborová akce www.tjsis.cz
8. - 14. května	týden s ragby - ukázky a náborová akce, 13. 5. Japonský ragbyový den www.tatrasmichov.com
15. - 21. května	týden se šachy - ukázky a náborová akce, 21. 5. Outdoor soutěž před úřadem MČ www.sksmichovwz.cz
22. - 28. května	týden náboru do dětských sportovních oddílů - 27. 5. Ratolest Fest. www.ratolestfest.cz
29. května - 4. června	týden se stepem - ukázky a náborová akce www.tsandrea.cz
5. - 11. června	týden se sportovním tancem, 11. 6. taneční představení a nábor ve Svandově divadle www.hbdance.cz
12. - 18. června	týden s americkým fotbalem - trénink a nábor ve středu 14. 6. www.mustangs.cz
19. - 25. června	týden s lezením v Lokalbloku a na mobilní lezecké stěně před MČ Praha 5 www.lokalblok.cz

Informace o projektu
<http://s4c.praha5.cz>

A week with the Academy of Football and Sports in Prague 5 – athletics, swimming, football, climbing

partner: Academy of Football and Sports in Prague 5, www.faazpraha.cz

dates: 3-9 April 2017

event description: the Academy of Football and Sports seeks to educate children and the youth as universal sports people who can swim, do athletics, climb and play football, so that they can focus on one of these disciplines during their adolescence (mostly on football in the case of the academy).

The first week of the Sport4Citizens event from 3rd April to 9th April made the public familiar with the offer of the academy. The aim was to attract new members, primarily children born from years 2005-2013. The project team and members of the Academy of Football and Sports prepared demonstrations of all academy's activities for children – practical demos and presentations from training camps and/or paid camps. Sample trainings

in football, climbing, athletics and swimming were done as well. Methods adopted by the academy team were introduced to the parents.

The Academy of Football and Sports in Prague 5 promoted the week on its facebook page as a separate event. Unfortunately, the same information did not appear on its website. Information about the event was hanged out in about nine partner schools.

Unfortunately, the leaflets were not generally spread, particularly in cooperation with Prague 5 municipality. It was the first event of this type within the Sport4Citizens project and the leaflet production was underestimated. It affected the visitor rates of the whole event, which were lower than hoped. No ambassador – a sport celebrity attended the event who could make the event more attractive. But still, there is great interest in membership in the Academy of Football and Sports in Prague 5, stretching its capacities to the limits.

number of event visitors: 500

recommendations: distribute leaflets globally, increase attractiveness by engaging a celebrity (ambassador) primarily from the football area

A week with golf

partner: Golf Club Praha Motol, www.gcp.cz

dates: 10-16 April 2017

event description: the Golf Club Praha, one of the oldest golf clubs, is popular thanks to its conservative club nature connected with long-term membership and support of a club life. It is difficult to focus a campaign on adults. Therefore, the Golf Club Praha Motol mostly focused on attracting children into its Children and Youth Training Centre in the week from 10th April to 16th April 2017.

The week with golf on the oldest golf course in Prague was held in the spirit of golf presentation within the Motolský beránek tournament and a visit of one of the best professional Czech golf players – Filip Mrůzek. It was also him who took on the role of a couch in the Children Training Centre, which was offering free-of-charge lessons for all children and was enjoying great popularity. Every participant got a small gift from the Golf Club Praha as well.



Public was informed about the week with golf, through club's website, its facebook page, facebook profile of Filip Mrůzek and internal channels. The week with golf was mentioned in other on-line sources as well: the Sport4Citizens, Prague 5 and SPORTGROUP CZ (project contractor) websites.

Information about the week with golf was not spread through leaflets, which was mostly due to the conservative nature of the sport and the club. Nevertheless, the information reached children and the youth who showed interest in golf. Therefore, the marketing promotion of the week with golf can be considered successful.

number of event visitors: 500

recommendations: none

A week with tennis

partner: Vista Resort & Club, www.vistatenis.cz

dates: 17-23 April 2017

event description: Like with the Golf Club Praha, also the TC VŠ Praha tennis club has always enjoyed the reputation of exclusiveness. It is a follower of the TJ Slavia VŠ Praha club, that mostly operated on tennis courts in Prague – Braník and since the completion of the tennis premises on November 17 in 1966 in Prague 5 – Motol). It is based in the Vista & Resort Club. The aim of the week with tennis was to open the premises to the public and attract new members of all ages (of course with emphasis on children for the tennis school and academy). Children aged 4 and more were recruited for the TC VŠ Praha tennis school during the whole week. Each new member of the children tennis school got a tennis racket free of charge. Many parents and children used the chance and got a free training lesson.



The week with tennis also offered the possibility to visit the premises and get discounts in the local restaurant or from masseurs.

The week with tennis was mostly promoted in schools – leaflets were hanged out in all primary schools in the central area of Prague 5. The peak of this activity was the tennis tournament of primary schools "O pohár TC VŠ Praha: (with a contribution from the Prague 5 youth community centre which was also spreading the news about the week with tennis).

The week with tennis was of course mentioned in other on-line sources as well: the Sport4Citizens, Prague 5 and SPORTGROUP CZ (project contractor) websites.

The number of visitors of the week with tennis corresponded to the capacity and nature of the partner – the Vista Resort & Club and/or TC VŠ Praha. Neither the organisers nor the participants felt lack of interest despite the absence of ambassadors. In this respect, we have to add that the resort does not need any ambassadors to attract people interested in tennis thanks to its reputation. Cooperation with primary schools and the Prague 5 youth community centre was of great help, so the marketing support of the week with tennis can be considered successful.

number of event visitors: 500

recommendations: none

A week of elderly sport

partner: Senior fitnes z.s., www.seniorfitnes.cz

dates: 24-30 April 2017

event description: the Senior Fitness training was developed from the Everyday Exercise activities from the mid 1980s at Faculty of Sports of Charles University where the heads of the Health and Recreational Physical Exercise Department, PaedDr. Miluše

Matoušová and the well-known physiotherapist Ludmila Mojžíšová, were working. The son of Dr. Matoušková, a graduate of the Faculty of Sports of Charles University and of sports medicine MUDr. Miloš Matouš, developed the training further and gave it the current shape. The aim of the project was to create conditions for physical activities of elderly and those in the pre-senior age, including rehabilitation programmes.

The aim of the week of elderly sport within the Sport4Citizens project was to organise joint outdoor training lessons for elderly on special sports grounds for adults across Prague 5 (particularly on the playgrounds in Barrandov close to street Lohniského and in the upper part of the Sacré-couer park). The trainings were led by certified coaches under the supervision of Mgr. Renáta Mrázová, a multiple world champion in rafting. Pads and other items were available and small refreshments were prepared as well (water and fruits).



The nature of this week was also awareness-raising: the Prague 5 and Senior Fitness representatives informed the participants about the possibilities of all-year-round sport activities in Prague 5. A meeting between elderly and the olympic winner in cross-country skiing Kateřina Neumannová was the peak of the event. Besides a meeting, the possibilities of winter sports for elderly were discussed, particularly cross-country skiing in the skiing school of Kateřina Neumannová in cooperation with Skipark Chuchle, where equipment can be rented and a couch hired free-of-charge for elderly every year.

The week of elderly sport was promoted in a specific way: mostly in places where elderly meet, i.e. leaflets in municipal departments and public premises of Prague 5, in community centres, canteens but also community sports centres and swimming pools. We consider the event promotion successful – the information reached the target group in the

assumed extent and marketing promotion of the week of elderly sport can be seen as a success.

number of event visitors: 100

recommendations: none

A week with the Sokol sports club

partner: TJ Sokol I. Smíchov, www.tjsis.cz

dates: 1st – 7th May 2017

event description: The Sokol I Smíchov sport club is one of the oldest in Prague and will celebrate its 150th anniversary in 2018. Counting almost 1000 members, the club offers a wide range of units doing specific disciplines (professional or universal disciplines).

The basic philosophy of the week with Sokol was to introduce as many disciplines as possible – those offered in Sokol as physical exercise and sports for children and adults. There were open training lessons of lacrosse, modern dance, tennis and karate during the whole week. The Mrázovka Bike 2017 race was the highlight of the event – a mountain bike race through challenging terrain of Mrázovka with a demonstration lesson of tajchi by one of the best experts in the Czech Republic Martin Hájek.

We can say that the exclusive standing of the Sokol club in physical exercise and sport in the Czech Republic translated into the way how all events during the week were promoted. Even though TJ Sokol I. Smíchov departed from the Czech Sokol Society already in 2016, close cooperation with other units continues. If we consider the fact that five Sokol clubs operate in the area of Prague 5 and each of them is attended by hundreds of sports people every month, it is clear that promotion of the week with Sokol on these premises will reach many members, their friends and family – mostly parents. The Mountain Bike Race on May 4 and outdoor Taichi lessons had big marketing significance for the popularisation of the week with Sokol and other sport activities offer by the Sokol club. They were mostly supported by the Prague 5 Municipal Council where almost 300 racers and trainees met (professional and hobby racers).

It is obvious that the involvement of the Sokol clubs in the promotion of all public sport events appears to be very efficient. A community of people involved in these sport and training organisations has no borders and personal recommendations of the sports people and trainees work very well.

number of event visitors: 800

recommendations: engage Sokol-type organisations into the promotion of all public sport activities

A week with Rugby

partner: RC Tatra Smíchov, www.tatrasmichov.com



dates: 8th - 14th May 2017

event description: RC Tatra Smíchov is one of the biggest sport units in Prague 5 and also the biggest rugby club in the Czech Republic. Several hundreds of men and women, young and old, have been long involved in the 11 categories of this legendary club.

The philosophy of the week with rugby was to present this game to the general public and attract other members to the club. An awareness campaign among outsiders from Prague 5 was also one of the objectives. The activities of this week followed the [International Prague Youth Rugby Festival PYRF 2017](#) which was attended by 114 teams from 39 countries in April 2018. Public trainings and demonstration games were taking place on the RC Tatra Smíchov sports grounds and what else but the Japan Rugby Day was the highlight. It took place on 13th May 2017.

The Japan Rugby Day event was co-organised by the Japanese Embassy in the Czech Republic under the auspices of the Czech Rugby Union commemorating the 60th anniversary of the restoration of diplomatic ties between the Czech Republic and Japan. This event was also supported to point out the Rugby World Championship 2019 to be organised in the Land of the Rising Sun. The focus on Japan was also meant to remember the sensation in the Rugby World Championship 2015 where the Japanese defeated on one of the favourites in the championship, a team from South Africa, in an incredible way. The programme started by introducing classical Japanese dance by Rankoh Fujima and continues with a rugby league competition between male teams of RC Tatra Smíchov and RC Mountfield Říčany. Activities for children were taking place in parallel with the competition and were closed with rugby training for children under the supervision of coaches from RC Tatra Smíchov in cooperation with coaches from the Sports Club for Japanese Children and their parents living in the Czech Republic. A friendly competition between males selected from RC Tatra Smíchov and the "Prague Japanese" team consisting of Japanese people living in Europe was the highlight of the day. Numerous cultural activities with Japanese topics and Japanese cuisine was prepared for the visitors during the whole day.

Promotion of the week with rugby was done on the club's and Prague 5 websites and social media. Leaflets were distributed to all primary schools in Prague 5 for the week with rugby and posters were hanged out all over Prague 5 (primarily motivating for the Japan Rugby Day event). The event was also mentioned on the national-wide Radio Beat which promotes the so-called niche sports.

Rugby has become a very popular sport in the Czech Republic and lost the "Cinderella" label in ball games. Its standing has been growing also among children, because it is a universal sport where all somatotypes can join. On top of this, it is a game where the principles of fair sport and gentlemanship are applied. Besides very well targeted marketing, this is also why the week with rugby was so popular among Prague 5 residents.

number of event visitors: 1 500

recommendations: none

A week with chess

partner: Chess Club Praha – Smíchov, <http://www.sksmichov.wz.cz/>

dates: 15th - 21st May 2017

event description: The Chess Club Praha – Smíchov has enjoyed great stability on the chess scene. Dozens of chess players meet several days a week on a regular basis in the comfortable premises of the club to play chess as we know it in the modern shape since the 15th century.

The Week with Chess concept was based on the presentation of this amazing discipline through demonstrations right on the chess club premises in Prague – Smíchov. An outdoor tournament on 21st May in front of the Prague 5 City Hall was the highlight. Several dozens of players – club members and passers-by attended the game.

Chess is not extremely popular these days. The week with chess was supposed to improve the standing, but with the absence of a modern website of the club, little experience of the members with social media and little promotion by the city district showed in the visitor rates. The event could not attract enough people. The current times are also to blame, because activities of this type are pushed to the background.

number of event visitors: 40

recommendations: more activities of local chess player, use social media to present chess to the youth (including entertainment programmes), make this discipline available to the wider public, engage companies (including multinationals) based in Prague 5 into the promotion of chess as the right relaxation tool for middle and higher management

A sport clubs recruitment week for children

partner: Ratolest fest, www.ratolestfest.cz

dates: 22nd – 28th May 2017

event description: The Ratolestfest is a festival focused on children and sport and celebrated its 3th anniversary in 2017. It takes places on the shore plains on both Vltava river sides and is attended by several thousand visitors every year.

Sport activities were presented on both river shores for children aged 0 to 14 on the fourth Saturday in May, 27th May 2017, between 9.00 AM and 7.00 PM. In 2017, several dozens of sport disciplines at more than 100 stands were presented at the Ratolestfest. Recruitment campaigns for clubs were part of the programme. The target groups were mostly potential floorball players, rugby players, football players, baseball players, lacrosse players, rowers, softball players, basketball players, judo fighters, tap dancers, golfers, climbers, ice hockey players, folk dancers, yachts people, gymnasts, volleyball players, bike acrobats, athletes, tennis players, beach volleyball players, wrestlers but also singers, aikidists, swords people, scooter riders, cyclists and cycle ball players and many other young sportspeople. The recruitments were accompanied by other non-sporting activities that were very attractive for the children and their parents. For example an inspection of giant and miniature mining machines, an obstacle track for a mini-excavator, arts workshops (painting, handicrafts), singing schools of the Ferda Mravenec musical, the Prague Fire Department demonstrating action on water and in the air, a car track and RC model rings, a zone for young scientists with a mobile observatory, KM Racing Dakar specialities for climbing and many other competitions, races and exhibitions.

Preparations for the "Children family festival of giant dimensions" were taking place the whole day. Thanks to nation-wide promotion on the festival website, cultural servers, sports servers and of course the Prague 5 website, social media and radio stations (regional and nation-wide), plus information on the child programme Děčko on Czech TV and in national newspapers, tens of thousands of people came to the festival. The connection between sport and performances, presentations, demonstrations and competitions appears to be very attractive. And the sport clubs saw their member bases rise fast in this environment thanks to their recruitment. The Sport4Citizens project hired hostesses and assistants helping the sport clubs before and during the event, communicating with citizens about the benefits of regular sport and attracting people to try specific disciplines. T-shirts with the project logo were distributed as well.



number of event visitors: 40 000

recommendations: none

A week with tap dance

partner: Dance Studio Andrea, www.tsandrea.cz

dates: 29th May – 4th June 2017

event description: The Andrea Dance Studio was established in 1990 by the arts manager Andrea Myslivečková as one of the first tap dance schools in the then Czechoslovakia. Children aged three and more (until adulthood) dance and tap dance in this studio and courses for elderly have also enjoyed great popularity. They started after a footing from the studio was broadcasted on Czech TV channel 1 in February 2006. During one year the elderly learnt the basics of tap dance and perform on a regular basis at TS Andrea academies and other tap dance shows.

The week with tap dance involved demonstrations and recruitment campaigns in the afternoon from Monday to Friday and targeted people of all ages. The week with tap dance smoothly followed the Grand Final of the Czech Republic Championship in Dance Formations and the Gala Evening of the Master of Champions in which the partner of the Week with Tap Dance, the Andrea Dance Studio, participated.

Unfortunately, the week with tap dance was, like with chess, somehow put to the background in the Sport4Citizens project. The unfortunate timing of this whole week is also to blame: the management of the Andrea Dance Studio was concentrating on their

participation in the Grand Final of the Czech Republic Championship in Dance Formations and had no capacity for intense promotion of the week with tap dance. Sporadic information about the possibility of attending demonstration lessons appeared on the studio facebook profile and website, but leaflets and more information, which also the municipality could have spread, was missing. The result was relatively few visitors of the open lessons from among the general public. The tap dance performance by the youngest tap dancers was most popular anyway. Many visitors with children aged about six came, so in this class the recruitment campaign can be seen as successful. We must remember that it was mostly oral promotion and invitations among parents of small children that played a role.

number of event visitors: 30

recommendations: more intense involvement of all participating entities in the event, improved promotion on the internet, in social media and leaflet distribution across the region

A week with sport dance

partner: HB Dance, www.hbdance.cz

dates: 5th – 11th June 2017

event description: The school of dance of Hana Bartošová HB Dance has been on the scene since 1991. It gives lessons to children aged three and more until their adulthood. All clients can see their professional practices. Their long-term practical experience and trainer education guarantee professional guidance in all dance lessons.

The HB Dance school primarily offers dance techniques of street dance, hip hop, disco dance, break dance and general dance education for young dancers (baby dancers), targeting small children and children in the pre-school age – until eight years of age.

The about 300 dance trainees are supervised by professional teachers with a successful career and long-term experience who still dance. They are host teachers or choreographers also in other dance schools and workshops across the Czech Republic. They are further educating themselves in the Czech Republic and abroad in workshops led by top Czech and foreign teachers.

The mission of the whole Week with Sport Dance was to present the dance school to the public, do performances and recruitments to the dance school and share experience between professionals and the public. The visitors to these open dance lessons, organised on the premises of the Youth Community Centre in Prague 5 and the primary school at Chaplin square in Barrandov, not only learnt new dance styles from the dance school teachers but also from top Czech and foreign professionals who cooperate with the dance

school. A dance performance in the Švandovo theatre on 11th June was the highlight – besides the Prague Dance charts, the visitors could also witness the competition choreography of the 2016/2017 season.

The week with dance was attended by about 150 people. Like with the week with tap dance, the leaflet campaigns by the partner and information hanged out in public places, mostly in kindergartens and primary schools, were underestimated. The Prague Dance Chart in the Švandovo theatre saw the biggest audience.

number of event visitors: 150

recommendations: make the event more visible in educational institutions across Prague 5, more promotion in local media

A week with american football

partner: American Football Team Prague Mustangs, www.mustangs.cz

dates: 12-18 June 2017

event description: The Prague Mustangs American Football Team was established in 2009 at a time then only two other teams were present in Prague and both had a very broad player base. The junior part was generating too many players who, after changing to the senior teams, realised they still have many long years ahead before getting a chance to play competitions. And this discouraged many players. These discouraged players decided to found Prague Mustangs. First teams with only seven players started emerging. They had their own friendship-based competitions, which quickly spread the reputation of this sport in the Czech Republic. But it is hard to play football without quality training schemes and backrooms. They were working hard and doing self-studies to build a team. But this was no longer in the "just come to play" style, but they had a clear vision what to achieve and what must be done for it.

At the start, Prague Mustangs were playing in the AFUVAS league where they were ranked second in the first season and third in the second season. Then they joined the Czech Association of American Football (ČAAF) where they have played until today. The Prague Mustangs were hosting in 2013 an open workshop at Motorlet with legendary couches from the USA.

The change from the seven-player football to big football was the turning point and huge success of the Prague Mustangs. Since 2015 the Prague Mustangs have player ČLAF 11 with 11, which has always been their objective. This transition is evidence that the team is mature and has transformed from initial fun meetings of friends into a full-value and well-

functioning American football sport club. The players are supervised by coaches, friendships are being established with teams from Europe and overseas and several "senior guys" from the top Czech league reinforced the team, because they saw their potential. The 2015 season was the key season for the team for another reason: they managed to have their own junior team for the first time ever and this team was ranked second in the 2nd junior league division in the premium season! Following the ideology of the team development saying that all team players shall come to the grounds, the Prague Mustangs have two senior teams A and B.

American football of Prague Mustangs has one small handicap being the small age difference between the youngest and oldest player. Recruitments are organised for sportspeople aged 15 and more and the oldest player is 37 years old. Pupil and veteran categories are missing, so the recruitment campaign of the Sport4Citizens project and the week with american football was targeted accordingly. The recruitment campaign peaked with the recruitment day on 14th June on the Prague Mustangs grounds in Praha – Jinonice.

The main recruitment day of the American Football Team Prague Mustangs was promoted mostly on the club website and in social media but also through Prague 5 channels (the Pětka magazine and its on-line version ipetka.cz). It seems however that besides facebook it was oral information and invitations from existing team members played the main role in the decent attendance and interest in membership in Prague Mustangs among the public and Prague 5 residents.

number of event visitors: 150

recommendations: it recommended to direct the recruitment at sportspeople who are closing their active career in their sport discipline but want to continue doing sport and use their experience and skills (e.g. athletes, football players, etc.). We should however avoid attracting existing active sportspeople in an unreasonable manner.

A week with climbing

partner: Lokalblok, www.lokalblok.cz

dates: 19th -25th June 2017

event description: Lokal Blok has been one of the biggest boulder centres in Europe already since 2004. Since then, Lokal Blok has become a popular place for Prague climbers and you can meet the best professional climbers here.



Lokal Blok also works as a counselling centre for everything related to climbing. They bring together senior and junior climbers and organise regular meetings as part Bouldering Session competitions. But their focus also lies on children – Lokal Blok has its own climbing school and pre-school. Over 130 children are coming every week to climbing lessons for children. And it is mostly for children that the December competition "Pražský opičák" (Prague ape) is intended. About 140 children attend every year, no matter if organised in climbing clubs or unregistered.

The objective of the week with climbing under the Sport4Citizens project was to make more Prague 5 resident enthusiastic about the bouldering discipline which is safe, cheap and also very popular these days and attract more people to climbing as such. To this end, a mobile wall was erected in front of the Prague 5 Municipal Department and stayed there for the whole week. The instructors of the partner were available, helping the passers-by take their first steps on the climbing wall.

The event was promoted by the project partner on its premises, in its event and through its website and social media. Cooperating with the Prague 5 Municipal Department, invitations were sent to primary schools offering the possibility of reserving lessons on the mobile climbing wall under the supervision of instructors. And the schools showed great interest in this.

number of event visitors: 400

recommendations: none

5. General assessment

We can say that the project could successfully handle – in terms of the programme – the differences and specific things about the individual disciplines and the overall (i.e. historical and cultural) background of project partners. Those information channels were used which appeared to be most efficient for the project partners.

It has turned out that sport festivals shall be organised in locations where citizens already meet anyway (in the case of Prague 5 this was Náplavka and in Savski Venac it was the Hyde Part) or through outdoor presentations in public places. These are the ideal locations. During the festivals, the different sport activities and specific sport grounds can be presented. Demonstrations and partner stands can be used for giving information about the involvement of citizens of all ages in the sport activities. A good example of this festival is the RIO V PRAZE event (summer 2016) and the Choose Your Sport days of Sport4Citizens in partner cities.

We have also seen that even in our digital age, oral publicity among residents and leaflets and posters are still irreplaceable, particularly in areas where high concentration of physical activities and sports can be expected but also in organisations where universal sport and physical activity is the "core business" (e.g. Sokol).

Further active engagement of municipalities in the promotion of sport and a healthy life style will involve the construction of new sports grounds for the general public – running tracks, skiing grounds, mobile climbing walls, ice rings and exercise parks for seniors.

Over 125 000 citizens participated in the sports activities during the local Sport4Citizens project events. Events with a global reach such as the Ratolestfest (Prague), Olympic Festival of Hopes (Petržalka) and Choose your Sport day (Újbuda, Savski Venac, Trogir) had of course the biggest impact on winning new members for sport organisations. As already mentioned above, it is especially at events of this type where promotion of sport, including activities focused on people with a handicap, is most efficient. A meaningful involvement of public institutions (no matter if sport, educational or cultural institutions) in the promotion of sport among residents can certainly lead to greater interest in sport and physical activities among people of all ages.

Evaluation

A survey was continuously done among participants of the different activities of the Sport4Citizens project for all activities. Respondents were given anonymous questionnaires on the demographic structure of visitors to the activities, their satisfaction with a specific activity and their overall approach to sport activities offered by the municipality.

A total of 1300 questionnaires were processed. They show that both men (48%) and women (52%) aged 18-59 were the biggest group. But students aged 15-18 were another strong group of respondents. What we saw among the most popular activities was, surprisingly, rather individual physical activities (condition exercises of all kinds, walking, running, swimming, cycling, water sports and cross-country skiing), followed by games (rugby, American football, basketball, table tennis and only then football), climbing activities, martial arts and dance. Most participants would appreciate more sports grounds – both universal and specific (a cross-country skiing ring, open-air rowing training machines, etc.) and a better offer of joint sports for both adults and children (a running school, joint bike rides combined with the training of driving techniques in different terrains on the pump track, etc.).

Almost all respondents appreciated the project activities and believe in the continuation of public physical activities in their respective location.