

The ideas and best practices of well-being through sport, recommended Service Package for Youth with Immigrant Background in Sports

Youth with immigrant background in Sport
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Introduction

Utilization of wellbeing through sport is a holistic and multidimensional issue. Through sport events and activities, it's easy to start communication with young people, YIBs who have a multicultural background.

As stated in the 2008 EU Physical Activity Guidelines *"The relation between the education sector and physical activity has three different aspects: physical education at school, physical activity in local communities (sport clubs) and education and training for physical educators, coaches and health professionals."*

In this WP3 project there has been piloted several events and activities to create wellbeing through sport. The core idea is by enabling sports activities and active lifestyle, to bring wellbeing into Youth with an immigrant background. The aim of the WP3 is to disseminate the good practices learned in the successful programs, in five countries Bulgaria, Finland, Italy, Spain and Sweden.

The actions implemented were following:

- The Fun run/mini-Fun Run.
- Nighttime and daytime Basketball tournament
- Networking Sport Café.
- Sport Equipment Libraries
- Video about dressing-up for sports in different conditions

The Service package consists of the actions implemented. The target was to increase wellbeing through sport with the help of these events and actions but also reach the target group and create better services for youth.



1. Implemented activities

1.1 Mini Fun Run low threshold running event

1.1.1 Finland

The Mini Fun Run event was organized on October 12th 2019 in Tikkurila Sport Park by “Keski-Uudenmaan Seurayhtymä” (Sport club), Vantaa City Sport Services, Helsinki Business College and Bromma Gymnasium.

Fun Run -event was organized on a Saturday as a part of a bigger event and stakeholders were recruited from the Sport Clubs and Events in the beginning of the project in spring 2019 in Vantaa. Sport Club Keski-Uudenmaan Seurayhtymä and Vantaa Marathon was selected as a partner for the Fun Run; they have had successful events for many years concerning the running. The Sport club was also interested in spreading the joy of sport for the children and young people, who are not that into sport. That's why Mini Fun Run, a two-kilometer-long grass-root sport event, was picked up as a part of the YIB-project.

The first meeting concerning the Mini Fun Run was held early in May 2019. The information about the Event was written on the webpage of the Sport club after the summer holidays in August 2019. Vantaa Sport Services and the two stakeholders started marketing the event in the beginning of September. The marketing time was around one month, and ads and flyers were printed over the Vantaa city, f.e. to schools and educational institutions. Also, the YIB-project coordinator visited some educational institutions, like schools for immigrant women, by talking about the events.

Registration was online and a small fee for participating for the Mini Fun Run, 20 euros. With that amount participants could join for the run, have their own “run-number”, a medal and a little snack after the run. Vantaa City Sport Services offered the run for free for the target group, and this

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number of participants' fees was paid to the Sport club as a thanks for the cooperation in the Mini Fun Run by Vantaa Sport Services' YIB-project Multiplier sport events.

In total, there were around 60 participants in the Mini Fun Run. We managed to reach natives and people with immigrant backgrounds, but mostly the participants were natives. As the Sport Club is interested in continuing the organized Mini Fun Run-concept, it's possible that in the next few years this Event could get more participants with immigrant backgrounds. Also, it is possible that for this specific target group running is not that interesting sport or the amount of interested individuals is low. That's why we decided to organize the other activities in the YIB-project by involving the target group in the organization process.

Other things, which might have affected the amount of people or the lack of youth, were the little participant fee, online-registration, or short marketing time. Also, the ads could have been more interesting and include the target group persons in pictures there. However, in total the event went well, and people seemed to enjoy the day. Sport brought stakeholders together and there was a concept that moved about 60 people. The co-operation with the Sport Club and other stakeholders was fluent. Fun Run was part of the 2020 Vantaa Marathon event as a low threshold opportunity and in October 2021 there will also be this option to choose.

1.1.2 Bulgaria

The Fun run event was organized during the first half of September 2019, on 14.9.2019. This was a good choice for most of the people who came back from their holidays, the students' school year had to start on 15. September, as usual in Bulgaria. The normally good weather in September also was a plus to this event. When organizing the Fun run we turned to some fellow sport clubs, NGOs, the BG Red Cross and interested stakeholders. In the Fun run most of the participants were



natives and also there were participants /migrants 1st and 2nd generation from Greece, Turkey, Afghanistan, Austria, Czech Republic, Romania, Belarus, and Ukraine. The event was conducted in the South Park in Sofia and many children, youths and other natives joined. For several years there has been an initiative in the capital for 2-, 5- and 10-kilometers free run, if there is good advertising and motivation, many migrants might have the possibility to sport for free, establish new contacts and thus integrate more easily.

1.1.3 Spain

Low threshold running/walking event organized by UCAM collaborating with local sports organizations, sports clubs and other sports network stakeholders. This sport event was organized by the Faculty of Sport and the UCAM Sports Activities Service, with the collaboration of the Department of Sports, the Athletics Federation of the Region, among others. The main activity of this event consisted of several running/walking races. Specifically, they were eight according to the groups of different performance levels.

Different sports events were organized: Fun Run for different categories. Traditional and sports games activities. For example: table tennis, bandana, jumping race, sprint (10×10), ping pong, chair game, rope pull, Footvolley, catch the flag, 3×3 basket, basketball shooting contest, game of aim, sports quiz (Quiz), among others. For this reason, more than 800 athletes have participated in all of these activities.

A high number of athletes attended the 'ERASMUS + Fun Run' celebrated at the University campus of the Catholic University of Murcia (UCAM, Spain), *the 'University of Sports'*. Specifically, the event was celebrated in the UCAM Cartagena campus, strategically located in Murcia (Spain), an attractive reference for the entire area. It has new and extensive facilities in the areas of education, research, culture, sports and



internationalization. UCAM, the Catholic University San Antonio in Murcia, has promoted sports and physical activity since its foundation.

This event was implemented during only one day. This sport event was organized by the Faculty of Sport and the UCAM Sports Activities Service (<https://www.ucam.edu/servicios/servicio-actividades-deportivas-sad>), with the collaboration of the:

- Department of Sports:

Official web: <https://murciadeportes.com/murciadeportes/web/informacion-1/organigrama>)

- Athletics Federation of the Region:

Official web: <http://www.famu.es/>

The aim of this activity was to promote the active participation into sports through grassroot level activities. The 'ERASMUS + Fun Run' was a very positive event for two reasons:

- 'ERASMUS + Fun Run' made it possible to strengthen the collaboration between the Faculty of Sport UCAM and various public and private institutions in the sports sector. The main stakeholders were UCAM, Department of Sports and the Athletics Federation of the Region. Furthermore, in this action collaborated with other stakeholders such as educational organizations.
- 'ERASMUS + Fun Run' encouraged participation in sport and active recreation, particularly with those currently less active. In other terms, the aim of this action 'ERASMUS + Fun Run' in the framework of the YIBinS project was achieved because it was possible to design, implement and evaluate an event that had a dual role of helping to increase participation in sport and physical



activity through grassroots level activities, and promote the collaboration between different stakeholders.

Sport is being used here to incorporate all forms of sport and active recreation. From the Faculty of Sport, some events like this are organized with the same purpose: to promote the use of sport as a training and recreational tool that encourages the population to practice sports.



Picture 1. FunRun, Spain

1.2 Basketball tournament

1.2.1 Finland

Nighttime basketball tournament was organized at Vantaa 15th and 16th of October 2020 in cooperation with the HNMKY “Yökoris” organization. Event was announced to Erasmus days website which made this official #Erasmusdays2020 event. Marketing was carried out together with Helsinki Business School, HNMKY and the City of Vantaa. HNMKY “Yökoris” organization achieves the target group and already have a great concept called “Yökoris” (night basketball) which usually acts during summertime all over the Helsinki metropolitan area. The idea is that you can join the basketball games without your own team. This is how HNMKY



describes the “Yökoris” concept at their website: “We have everything you need to play ball. Just bring yourself and your friends along. Playing basketball with nice music, the bright summer nights and great company. There are always youth workers in the sport where you can have a chat with. What could be a better way to spend the night? During wintertime Yökoris organize open events in youth houses and on Saturdays at Helsinki.” (<https://www.hnmky.fi/yokoris>)

Our event nights were all about good music and basketball, in two different locations during the autumn holiday week, at Hämeenkylä and Myyrmäki. City of Vantaa offered the conditions to play, and prizes came from the YIBinSport budget. HNMKY Yökoris came in and did get the party started bringing the music, staff, and the game.

From a cooperation point of view, we had two important stakeholders, Yökoris organization and City of Vantaa. This was special cooperation because usually Yökoris organize events at Helsinki, that’s why we named this event “Yökoris Goes Vantaa!” We organized the event during autumn holiday so YIB’s had a chance to have a good time playing basketball and be a part of these event nights. Covid-19 situation was better so this was possible. Some youngsters took part in both nights. We had some covid-19 limits, but we were able to organize this event safely. Overall participant amount was 46. This covid-19 time shows that this kind of low threshold activity is important and there should be a chance to organize more of this kind of events, combining sport and easy going hang around without no pressure.



Picture 2. Yökoris event, Vantaa.

1.2.2 Bulgaria

On 16.6.2019 Dia-sport association - Bulgarian partner in the YIBinS project successfully conducted several multicultural sports events, namely basketball, beach volleyball, football, table tennis tournaments. The sports events ended with friendly exchange of information and impressions among the participants. In the organization of the sports tournaments Dia-sport association was supported by “Scorpi sport – sports club”, “Sports Sofia – 2000” and stakeholders’ organization.

A high number of athletes took part in the sports tournaments during this sunny summer day. In the basketball tournament, as well as in the beach volleyball together with the Bulgarian athletes, there were participants from Congo, Egypt, Syria, Palestine, Turkey, Romania, Sweden, Greece, Afghanistan, Ukraine and Cameroon. The day started with a friendly greeting on behalf of the Bulgarian project partner, followed by getting to



know each other and playing with a lot of good mood and fun. At the end of the tournaments, while taking a rest tasting sandwiches, fruits, soft drinks, the participants in the multicultural sports events shared impressions and experience from their stay in Bulgaria. They also put an emphasis on the role of the sports activities for easier Bulgarian language learning and knowing the host country's habits and traditions, and the friendly atmosphere in the groups. Of course, almost all YIB have had difficulties at the beginning of their arrival to a new unknown country. And again, it was the inclusion in sport activities that helped a lot to overcome the stress and the problems which arose.

1.2.3 Italy

On 25th June 2021 CESIE organized a basketball tournament a Foro Italico, a public green area in the Palermo city center. It was placed in the afternoon and not in the night as the basketball court is without lights. In collaboration with migrant community centers, more than 10 youngsters mainly with migrant background took part in such event.

The event was organized by CESIE and by the young people who took part in the employment trial and in the Peer instructor training (ME n9). Always supported and supervised by CESIE, these young people took care not only of the conception of the event but also of the promotion, inviting their peers and other youth hosted in the same migrant reception communities and the many young people, locals and migrants, who plays daily at the Foro Italico.

The aim of the event was to bring together young people with different cultural and social background through a totally free sporting activity. After an initial presentation of the project and its many activities, there was an ice-breaking activity with the aim of getting to know each other: placed in a circle, the participant holding the basketball in own hand had to say own name and keyword on the meaning of sport; then, he had to through the ball to another participant and the latter had to introduce himself.



Immediately afterwards, a basketball warm-up activity began, divided into groups of 3 people; this activity also had the purpose of making the participants known among themselves. After that a small basketball tournament took place (3 against 3) in which the total score was also calculated according to fair play. At the end of the tournament, a debriefing activity took place, the aim of which was also to evaluate the event. Finally, each participant received a certificate of participation.

The low number of participants was due to two factors:

- little interest of young people in the basketball especially among young people with migrant background living in Palermo
- the pandemic situation of COVID has severely limited sports activities.

Despite this, the activity had a strong qualitative impact both among the participants, among the youth who organized the activity together with CESIE and among the local community. In fact, it is not easy to normally see boys playing basketball with different migratory background.

1.3 Sport equipment library

1.3.1 Finland

City of Vantaa

First sport equipment library was organized on the winter holiday week on Tuesday 18th of February 2020 in Hakunila Sport Park by Vantaa City Sport Services (coordinator of the YIB-project), Korson Kaiku, Vantaa's Cross country skiing club and Sports for all -association (Sport clubs from Vantaa). The second equipment library was organized on the winter holiday week on Thursday 20th of February 2020 in Tikkurila Ice rink by Vantaa City Sport Services (coordinator of the YIB-project), Tikkurila Figure skating club and Sports for all -association.



Sport equipment libraries were organized as independent Events together with different Sport Clubs. The sports, winter sports (skiing, skating, and snowshoeing) and mountain biking were selected, because immigrants wished these experiments during the school visits, which the coordinator of the project implemented, and Sports for all -association had received these kinds of wishes as well.

The coordinator of the project started to plan equipment libraries in November 2020 by recruiting possible Sport Clubs, which were working everyday with the wished sports and to who had equipment to borrow. There were asked from several sport clubs if they wanted to participate in the Sport equipment library events, and from all the Sport clubs these clubs were selected, because they had enough equipment, the target group was ok for them and the price for borrowing equipment and instructing sport on the event day was reasonable.

The first meeting concerning the sport equipment library was held early in December 2019. There were invited the selected sport clubs and educational institutions, which are reaching youth with immigrant backgrounds. Many institutions were interested, and they wanted to market the event for their students. Educational institution Varia was also in the meetings planning the Events and telling things that might interest young people. Indoor sport, like fitness classes, was one of them. In cooperation, it was decided to implement two different events in the winter holiday week, because young people would have more time to spend time with sports. In Finland there wasn't that much snow during the winter so as a back-up plan, we added free fitness classes to Hakunila Event Day, if there wouldn't be possible to ski or walk with snowshoes.

The information about the Event was written on the web pages and Facebook-pages of the Sport clubs and Vantaa Sport Services in the middle of January 2020. The marketing time was around one month, and ads and flyers were printed over the Vantaa city, f.e. to schools and



educational institutions. Also, the YIB-project coordinator visited two schools of Varia by talking about the Events for the students and staff. Learned our lessons from the earlier event Fun Run, we decided to make the events without registration and fees. The events were open for all and they served warm drinks for every participant. In total, there were around 100 people borrowing skis, 50 people on mountain bikes and seven persons in fitness classes. Walking with snowshoes wasn't organized because of the lack of snow. The instructor of snowshoes also went to introduce skiing to the participants as there were more people than we expected. There were so many people and mostly our target group, so it was also hard to keep proper name lists from every participant. In total there were during the Event Day approximately 150 people.

The second equipment library was indoor at Tikkurila Ice rink. There were about 30 pairs of skates to borrow, and these were enough as some of the people had their own skates and participants came at different times. In total there were around 100 skaters during the event day.

Both events went very well, and people were satisfied according to the questionnaire answers which were collected during the Events and the feedback, which they told face to face for the organizers. By both Events, we reached natives and people with immigrant backgrounds, and this was one of our goals, to reach both and mostly target groups, immigrant persons. Conclusion might be that by involving youth to organize the events and with very good marketing and help of different stakeholders the goal was reached.

To create better events, the ads could have been more interesting and include the target group persons in pictures. However, in total the events went well, sport brought stakeholders together and there was a concept that moved about 250 people. People were very satisfied, they got experiences from different sports and some of them wanted to do sport more often, and they were guided to the activity of the Vantaa Sport service and the activity of the Events' stakeholders. It was shown that



borrowing sport equipment is a real need and this kind of activity is important regarding immigrants at Vantaa. For the future, there must be a bigger sport equipment library at Vantaa and make it a permanent part of service selection together with different stakeholders. The Covid-19 situation has brought out that people from different backgrounds need opportunities to move, circumstances must be there so all would have the possibility to play sports and be active.

Vantaa sport services is planning to organize a permanent sport equipment library for kids. The main idea is to remove obstacles for testing different sports and to allow taking part in different kinds of hobby experiments. Usually, kids like to try different kinds of hobbies, but they might not have the necessary equipment. Possibility to borrow different equipment would give them a chance to try different sports and maybe later get a life lasting hobby. Where and how this is managed is still under consideration, but the initial plan is that these equipment libraries would take place somewhere essential. Execution requires cross-sectional cooperation between different actors (for example library services, youth services, sport services) so it would be possible to have these places around the city. Citizens and other actors would have the possibility to donate equipment, some equipment comes from sport services and equipment repertoire will increase in time and different ways to complement libraries are invented.

Helsinki Business College

The sports equipment library was established as an experiment at Helsinki Business College for students with an immigrant background on the 15th of October 2019-the 20th of May 2020. Before setting up a sports equipment library, students answered the survey in lessons on what sports equipment they would like to lend to themselves and their families from the library of Helsinki Business College. The most popular equipment from the sports equipment library were floorball rackets, basketballs, mini-hockey



games, footballs, table tennis rackets and table tennis balls, Nordic walking-sticks, badminton rackets and badminton balls.

The sport equipment library arrangements were handled by students who were on their job-learning period and were guided by their teachers. Sports equipment library was marketed via Business Colleges information channels like social media, Wilma system and its learning as well as via ads. Students also got a chance to practice in school's sports areas with these sports equipment they borrowed under the guidance of Business College Coaches and Sports Teachers. Thanks to this experiment, the sports equipment library remained a continuous practice and a permanent phenomenon in Helsinki Business College from now on.

Helsinki Business College and all students can borrow sports equipment also in future through physical education teachers and through College Coaches. The equipment borrowed through the sports equipment library were used effectively by the students and this was reflected in students' schooldays as an increasing action in students' physical activities and students' joy of exercises giving the chance to all students to train sports on school days when we are dealing with youth with immigrant background. This Sports equipment library became a best practice for all schools nearby and many other schools were benchmarking Helsinki Business College's way of doing this action.

1.3.2 Bulgaria

In June 2019 in cooperation with two partners' sports clubs, collections of used sporting equipment were collected. Examples of equipment were balls for basketball, volleyball, football, table tennis racks and table tennis balls, as well as vests in different colors, for recognition during team game.

Most of the YIBs used their own sport wears to participate in sporting events, both outdoors and indoors. The YIB had the opportunity to play free basketball, football, table tennis, running and others in the special



sports grounds established for the youth in Sofia, as well as in different parks in Sofia.

YIB participants, using the sport equipment, came from Egypt, Palestine, Syria, Congo, Czech Republic, and other countries. All YIBs and the natives as well were happy to train together and do sport mainly outdoor for free. These joint sport events had also another added value. The participants learnt to know each other, their different cultures, thereby offering YIBs an opportunity to find new friends, even to try to find job, etc.

1.4 Networking Sport Café

1.4.1 Finland

Networking Sports cafés were arranged in Helsinki Business College six times in sports areas and in special classrooms during 16th of September 2019-the 28th of May 2020. Sport cafes idea were action orientated: Youth gathered to do some sports or social activity together to share experiences, exchange knowledge and expand on networks in Finnish society. Helsinki Business College also invited local employers and other stakeholders that benefit from connecting with YIB's by discussing youth's needs in the labor market and their needs in sports at their leisure time.

Also, during sports cafes sessions students and stakeholders played basketball, badminton, football and table tennis together. Networking via sports were made and Youth with immigrant background learned Finnish language more intensively. Also, by networking with stakeholders they got to know more about forthcoming chances of getting they're on the job learning places in sports clubs, sports organizations, sports shops, and sports workplaces.

Sport cafes were marketed by schoolteachers and by other staff via school's social media, adds and via it-systems like Wilma-online channel and It's Learning-learning platform.



1.4.2 Sweden

Bromma Sport Café: autumn of 2019 and spring 2020 Sport Café focused on chess as our main sport activity. Six meetings were carried out before the outbreak of Covid-19. Our Sport Café activity raised a lot of feelings of joy and excitement among all stakeholders (both internal and external, managers as well as the Stockholm Chess Federation), and especially among the immigrant students but also students with a Swedish heritage. It has been a strong tool for integration at Bromma Gymnasium. The students like to play chess and we have witnessed how immigrant students have engaged with Swedish students while they play chess. Chess is a tool that works over borders, everybody can participate in a game of chess.

This activity has taken place in the school cafeteria at Bromma Gymnasium. During the cafés we often get in touch with new students, that spontaneously come to the cafeteria. We have witnessed a strong interest in our chess activity. Our project team were for all Sport Cafés were the following people, both internal from Bromma Gymnasium and external stakeholders from the Stockholm Chess Federation.

During the Sport Café, our team engage with the students and discuss chess and teach them how to play chess. We also inform them about the opportunity to meet for follow up meetings for those that are interested to improve their skills in chess. Before the Sport Cafés other teachers was informed and invited to come the cafeteria with their students and involve their students in the chess activity. Because of Covid-19 we had to cancel our Chess Café with physical meeting in the spring of 2020. Instead, we started to operate digital meetings with online chess. In the spring of 2021, we started the Bromma Chess Club.



1.4.3 Spain

Networking Sports café's '*Dual Career and Networking Sport Café*' was celebrated online 9th of July 2020 due to COVID19. This event was organized by the Faculty of Sport UCAM. 19 youths gathered to debate some contributions of sport or social activity together after which they got together to share experiences, exchange knowledge and expand on networks. Participants had to fill in an initial registration Form (Google Forms) where they had to indicate name, surname, age, country of origin, and University.

This activity was based on reflection questions about the main topic: current role of sport in society and dual career. For example:

Do you think an athlete would be a good entrepreneur?

What personal characteristics do you think would make an athlete a good entrepreneur?

What are the vital elements for a successful sports career?

According to the first question, all of them corroborated that an athlete could be a good entrepreneur because the sports experiences lived can be useful to use them in the work world and in any other area of life, especially at the end of his/her sports career. Although it depends largely on each case. It is evident that athletes present a series of characteristics acquired during their professional careers which can help them to be a good entrepreneur, such as leadership and the ability to search for the solution. more optimal in the face of adversity.

According to the second question, participants highlighted the next personal qualities to make an athlete a good entrepreneur: motivation, understanding of the business system, commitment, responsibility, teamwork, leadership, autonomy, and creativity.

According to the third question, participants advocated next vital elements for a successful sports career: Support network, resources, defined



objectives, financial support, resilience in the face of adversity, balance between support from all parties involved and the effort of the athlete, self-confidence, accept constructive criticism, and updating of knowledge about the sport practiced.

1.5 Dress-up video

Helsinki Business College made a dressing video for different seasons for those young immigrants who need dressing information about different seasons in Finland and Europe. The video was photographed and edited by an it- student of Helsinki Business College together with the project actors. The actors in the video were Business College Helsinki's students. The video was submitted for the use of the entire project and for the educational use for Helsinki Business College. The video material reached a wide audience and provided stakeholders with a lot of information about the needs and basic information of immigrant youth. The video makes dressing understandable if we are dealing the European weather in all seasons from south to north. Helsinki Business College also created a video of the Mini Fun Run event and a fencing sport video as a sport presentation and for the dual career learning material for YIB's. These videos help youth with immigrant backgrounds to integrate to the European societies and cultures in a pleasant way.

Link to the video:

https://www.youtube.com/watch?v=5gK1q_sRr50&list=PLivtOKkDMT26ddRrIRTPjDLTvN6otx6BO&index=5

2. Best practices and recommendations

Best practices from the WP3, Wellbeing through sports, are described in four dimensions: removing obstacles, cooperation and networks, recognition of the target group and marketing and communication. All



activities which have been implemented have been the source of these findings of best practice.

Removing obstacles

- If Covid-19 continues, events and activities should be planned in a way that avoids the spread of infection. This means that careful planning can reduce the problem with Covid-19, thus enabling YIBs to participate in events and activities.
- Carefully plan for the best timing of the event.
- Create a fun, easy-going and open atmosphere during the events and activities. This will spread a positive word-of-mouth.
- Organize different activities and events so everyone can take part, no need for specific talent. We also need to understand how we can make it easier for women to be integrated into sports.
- Organize free and/or low threshold sport events and activities.
- Since YIBs are normally with economic problems, it is important that we can offer a sport equipment library.
- Organize sport event or activities close to YIB's and make it easy for them to participate.
- Don't demand advanced registration.
- Moreover, existing public sport facilities are not very attractive since they might be in a bad condition.
- Finally, we should strive to overcome cultural obstacles, but also dress code was a thing that brought a bit of puzzled looks. Every culture is different, so there are distinct clothes, manners, etc.

(During the project Youth with immigrant background answered questionnaire where these obstacles were mapped. More information "Evaluation report")

Cooperation and networks

- Find good cooperation stakeholders. Our recommendation is to have different stakeholders from different areas of operation, for



example one educational organization, one sport club and municipality sport services.

- Develop relationships with stakeholders working with YIBs (NGOs, communities center hosting migrants etc.).
- Learn how you together with your cooperation partners can plan and execute the events and activities.
- Strengthen and enhance the cooperation and sharing of information among stakeholders offering sport activities.

Recognition of target group

- Ask and find out which are the sports and topics which interest the target group the most.
- Some events and activities are more important since these sports crosses all borders: age, sex, disabilities, language, ethnicity, religion, and culture. These are important advantages for a broad YIB-activity.
- Start planning always from target group ideas and interest. This means that we should aim to prioritize among our events and activities.
- It's of relevance to take a long-term perspective so we can create interest and build lasting relationships with YIBs.
- It is necessary to put to involve the youth with an immigrant background (YIB) to be responsible for themselves and their progress.

Marketing and communication

- Make a marketing plan for the event. Create an execution and communication plan.
- Make good and catchy marketing material so everyone can see easily what's the point.
- Plan and implement the event and activity in a professional manner. Train and plan the execution before the event and activity. Execution is everything.



- Notice the target group. What kind of marketing effects to this group and how to reach them, which are the best channels etc.
- Communicate on different languages if necessary.

The piloted service package can be recommended to any educational institution or municipality to be taken into use when you intend to increase wellbeing through sports targeting YIBs. It gives an excellent starting point for developing and implementing sport events and activities that have a good possibility to be meaningful for YIBs.



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