

SPORTCITYNET: A EUROPEAN PROJECT FOR ACTIVE CITIES & CITIZENS: CONTRIBUTIONS FROM CÁCERES, SPAIN

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INTRODUCTION

SportCityNet is a project led by TAFISA as part of the European Union „Preparatory Actions: European Partnerships on Sport“. Co-funded by the European Commission, TAFISA, Ball Packaging Europe and Suomen Kunto ja Virkistys Oy. It started on the 1st of January 2013 and was finished at the end of June 2014.

SportCityNet aims to improve the life quality in European cities, pretend to increase the levels of physical activity participation and like to integrate physical activity into the everyday lives by raising awareness, sharing knowledge and experiences about its benefits. It provides practical tools for the promotion of Sport for All in the city setting. The program aims to:

- Provide an understanding of what is, and why become, an active city, community or citizen,
- Provide practical tools to help cities and communities evaluate their current status and existing good practices against the Triple AC concept, establish areas for improvement, develop and achieve objectives including running events and programs, monitor and evaluate results, and utilize the Triple AC network,
- Provide a network for information and experience sharing, and
- Ultimately improve life quality.

Whilst they are based on thoroughly researched theory, they are highly practical, with references to currently existing frontrunners and good practice examples.

Above all, the programs engage local governments of cities in the development of physical activity and Sport for All through:

- Political commitment,
 - Institutional change,
 - Capacity building,
 - Partnership-based planning,
 - Awareness development,
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- Targeted resources and programs,
- Urban development efforts,

They promote a comprehensive, systematic and sustainable approach to creating active cities and communities.

In consequence, 5 “Key Success Areas” (KSA) that have been researched and proven to be effective by cities like Liverpool, UK, have been developed to serve as a framework to help cities achieve their objectives. They are the foundation of the SportCityNet programs, and the elements of reference when building an Active City. A “holistic active city” must indeed combine the five following KSA:



FIGURE 1

METHOD

The project gathers 11 national partners and 11 pilot cities coming from various EU countries. The partners are:

- Netherlands Institute for Sport and Physical Activity
- Polish Ministry of Sport and Tourism
- Finnish Sport for All Association
- Gerlev Sports Academy, Denmark
- National Olympic Committee of Denmark
- Portuguese Institute of Sport and Youth
- Bulgarian Sport for All Association
- Hungarian Leisure Sports Association

- Latvian Sport for All Association
- AccETTD-Cultural and Scientific Association of Tourism, Leisure and Sport Studies, Spain
- TAFISA, Germany.

The Cities are:



FIGURE 2

Three project meetings were held on key milestones in:

- March 2013 in Wiesbaden, Germany



FIGURE 3

- October 2013 in Enschede, the Netherlands
- May 2014 in Guimarães, Portugal.

In June 2014, SportCityNet and its toolkit have fully been integrated into the TAFISA Worldwide “Triple AC” program (Active Cities, Active Communities, Active Citizens), supported by the International Olympic Committee. It is now open to all continents.

RESULTS

The resumed main results are:

- a) Publication of a “toolkit” designed for cities,
- b) Containing a description of the 5 Key Success Areas to become an Active City,
- c) A set of 22 good practices classified within the 5 Key Success Areas (8 Good Practices come from Cáceres!)

Good Practices

For TAFISA to recognize and acknowledge a city’s or community’s work in the active city field, their work must meet TAFISA’s ‘Good Practice Criteria’, and be:

- innovative and unique,
- sustainable and consistent,
- demand oriented and dynamic,
- effective for improving life quality and Sport for All participation rates,
- widely applicable and transferable.

Example:

The 5 Key Success Areas: Programs & Events

Key Objective: Provide fun, inspiring and effective interventions to create a lifelong love of Sport for All and physical activity.

Programs & Events cover a wide range of interventions that municipalities can deliver themselves, or encourage through other structures and stakeholders acting on their territory (e.g. schools, clubs, NGOs, etc.). They can be:

- One or several day(s) events;
- Short, middle or long term programs;
- Targeted to the entire population of the city;
- Targeted to a selected group (e.g. children, schools, youth, women, disabled people, elderly, etc.) for more specific results.
- Etc.

It is important to understand the factors that contribute to great physical activity programs and events:

- Age Appropriateness
- Fun
- Universal Access
- Focus on Motivation
- Lead by competent leaders and instructors
- Ability to give Feedback to participants
- Safety
- Environment free from physical and emotional threats
- Embedment in social opportunities.

Practical example (Programs & Events): 5 Good Practices from Cáceres (Association AccETTD): see <http://www.triple-ac.net/pdf/goodpractices/SportFestivalsandExhibitioninCaceres.pdf>



FIGURE 4: Festival of Games and Sports of the World_Rhönrad, Cáceres 2007

d) A 10 step-by-step approach to create an Active City strategy following the example of the Liverpool model.

The Liverpool Active City model is an example of a holistic approach to 'Creating an Active City' and the guide shows the key Steps that were taken to achieve this.

It is also based on the 5 Key Success Areas (KSAs) which are the necessary elements of creating a holistic approach to increasing physical activity and fostering active lifestyles.

The guide has been designed as a 'step-by-step' approach. The later Steps depend on the earlier Pre-requisites and Objectives being completed, therefore it is recommended that each Step is undertaken in the order shown. Comprehensive descriptions 10 step-by-step approach are provided at <http://www.triple-ac.net/city.html>

DISCUSSION

Finishing this project we expect inspiration, counselling, knowledge and experience transfer to those decision makers who are looking forward to improve the possibilities of active and sportive cities and citizens. This initial work done that can be enriched by other contributions afterwards likes to share tools and strategies for sport for all in the urban settings.

Benefits are:

- Learn how to become an Active City
- Get practical support to establish your Active City strategy
- Share your good work with the world
- Meet and learn from other cities
- Be part of a global network
- Become a certified Triple AC “Active City”
- Win the Triple AC Award
- Make your citizens healthier and happier
- Be highlighted on the Triple AC website
- It's easy and it's free!

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