



# Title: Promotion of sport through nature and sustainable tourism in rural areas

## Abstract

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The proposal for a development model for rural areas by the European Union establishes at the sports level:

Lack of actions and programs aimed at sectors of the population historically neglected in sports and culture.

Lack of a consolidated and stable sports offer over time.

Little use of the natural environment for the location of sports programs.

Our project focuses on 3 lines:

- a) Enhancement of the environment as a means of promoting sport in rural areas,
- b) Proposals for sports activities with low environmental impact, facilitators of sports policies. and care for the environment
- c) Sport in nature as a tourist attraction in rural areas.

Our goals are:

- Promote the planning of municipal sports policies in rural areas.
- Rationalization and optimization of resources for sports activities in the municipalities of the province.
- Use sports in nature as a tourist attraction in rural areas.
- Design new leisure and free time alternatives.
- Facilitate and promote the existence of sports with low environmental impact.
- Facilitate and promote greater citizen participation in these sports activities in nature.

To achieve these objectives, we began by studying the possibilities of the natural environment, we rationalized these resources for the practice of sport, we presented a complete plan for the sporting use of these environments to promote tourism in rural



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areas, all of this, prioritizing low-cost sport. environmental impact, disseminating sporting events of environmental sustainability and in an inclusive framework, enabling the participation of people with physical disabilities in our sports activities.

All this methodological line is aimed at responding to the needs of **our target groups**:

1-Responsible for rural sports policies.

2-Sports technicians

3-Students in rural areas

4-Educators and trainers who work in rural areas.

5-All rural municipalities that want to implement activities that promote physical activity, health and a sustainable environment in an inclusive manner.

## **1. RELEVANCE**

### **1.1 Background and general objectives**

Published the 2021-2024 Sports Work Plan.

The document includes the guidelines and objectives of the European Union in the field of Sport and establishes the following priority areas, related to our project:

Promotion of the practice of sports and physical activity beneficial to health (The pandemic showed us the need to do sports outdoors and we intend that it last over time as a healthy active life habit)

Ecological sport, which includes:

Education for a sustainable sport (take advantage of the resources of nature)

Sports practices, facilities and events that respect the environment (we promote sports with low environmental impact to take care of the environment)

Evolution of sport and its practice in the face of climate change (We will have regenerative and carbon footprint minimizing activities)

In relation to the new Erasmus Plus program



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We address inclusion and diversity (geographical barriers: living in remote or rural areas and adaptation of sports activities in nature for people with physical disabilities).

We address the Digital Transformation (Relationship between Applications and Physical Activity)

In relation to the objectives of the action

Allow transformation and change (at the individual, organizational or sectoral level), leading to improvements, in proportion to the context of each organization.

In relation to Horizontal Priority

Environmental sustainability (help organizations and participants find alternative and greener ways to implement project activities, addressing the needs for sports inclusion)

As a specific objective in the field of sport:

Promotion of all activities that favor the practice of sports and physical activity, including sports.

If we look at the background of our project, we take as reference this European project The A-TWIN project (Active Twinning for Enhancing Physical Activity in Rural Areas) in which they clearly established in their study, that it was practiced 40% more sport in urban environments than in rural environments and that, furthermore, only 50% of the inhabitants of rural areas with less than 10,000 inhabitants used the environment to play sports, the other 50% reported that they traveled to nearby environments where there were facilities for sports practice.

This study, so close and carried out within the framework of the Erasmus plus programs, justifies the need to continue researching and contributing new activities that allow the use of rural environments for the practice of sports and tourism sustainability.

## **1.2 Needs analysis and specific objectives**

The proposed model for the development of rural areas, advocated by the European Union itself, establishes:

1- Lack of actions and programs aimed at sectors of the population historically neglected in sports and culture.

2- - Lack of a consolidated and stable sports offer over time.



3- Little use of the natural environment for the location of sports programs.

In order to respond to this European model for the development of rural areas, we will draw these three lines in our project: a) Strengthening of the environment as a means of promoting sport in rural areas, b) Proposals for sports activities with low environmental impact, facilitators of inclusive sports policies and care for the environment c) Sports in nature as a tourist attraction in rural areas.

We proceed to structure the specific needs and the impacts of said needs, relating them to the objectives of our project:

1-Promote the planning of municipal sports policies in rural areas. The municipalities bordering the project promoter (Monfero, Fene and Mugardos), have recognized the scarcity of sports policies in rural areas and the need for planning to impact the sports demand of their population, which ranges from young people to older people who can take advantage of these policies.

2-Rationalization and optimization of resources, intended for sports activities in rural municipalities, facilitating the practice of sports in an inclusive manner for people with disability These municipalities have recognized the need to be able to take advantage of the natural environment as a large sports facility (our project partners are actively working on sports solutions to take advantage of the environment and at the same time we will respond to the need to adapt the practice of sports in nature to facilitate its integrative ability)

3-Use sport as an element of claim to promote tourism in rural areas. These municipalities in rural areas observe the need to promote tourism as an element of progression in their municipalities, every time they have organized a sporting event, the municipality has been affected by a greater increase in tourism.

4-Design new alternatives for leisure and free time in nature that complement the sports plans developed and allow the inclusion of athletes with physical disabilities. We detect the need to innovate to attract, be different and propose new activities that complement the traditional sports plan and facilitate the practice of sports for everyone, regardless of their abilities and limitations.

5-Facilitate and promote the existence of sports with low environmental impact. All our municipalities and partners observe the need for sports practice in sustainability and care for the environment

6-Promote sporting events, promoting respect for the environment and the inclusion of sport adapted to the possibilities offered by nature.



The impact of the designed needs can lead to rural areas being abandoned, preventing the principle of sports inclusion, since in many cases they do not have large facilities, which is why we want to work in the natural environment and thus be able to impact the origin of our project the use of sports in nature and the promotion of sports tourism.

### **1.3 Complementarity with other actions and innovation — European added value**

Our project aims to be innovative and at the same time complementary to others, for example Crosskovacs and Cyclades are participating in this project related to our theme Sport Ambassadors in Rural Areas and Innosport worked on the Sports for all project, which promoted outdoor activities and Ares City Council is involved in the “The sea as therapy” project with sports activities with the Ferrol Association for the fight against childhood cancer.

It is innovative at a geographical level in southern countries (Greece and Spain) with central European countries (Hungary).

It is innovative because we propose the sustainable development of green tourism, based on the ecological, economic and socio-cultural sustainability of our activities.

It is innovative because we will link our physical activities with digital applications that will complement our sport, for example we will use Wikilock, to incorporate hiking trails, the recycling race, we will complement it with the NEXT TRAPP-APP Gamification application, which will allow us to collect rewards during the race.

In the bike touring activity on trails, we will teach you how to use the GEOCOACHING application.

In the orientation race we will use the Plantnet application to learn about different types of plants, which we will find along the way.

In this way we combine applications and physical activity in a natural environment as a complement and as an innovation.

With this transnational relationship we intend to achieve the objectives set by the EU that give added value to international cooperation, seeking to achieve the established objectives:

1-. Support for the high-quality implementation of the Erasmus + program and the mobilization of the largest possible number of organizations and individuals to whom these actions are addressed;



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2-Strategic support for the development of the fields of education, training and work in the field of youth and sport in line with the specific objectives of the Erasmus+ programme;

3-. Strategic support for cooperation between organizations active in the field of education, training, sport and/or youth.

Another value added to our project is that the fact of having created sports policy proposals in rural areas, in a sustainable way, activities that can be easily transferred to other countries, recommendations for activities with low environmental impact that will help sports development policies in the rural areas and all in an inclusive framework that facilitates sport for people with physical disabilities.

Through the dissemination of our project, we will offer you easily committed activities, which will allow you to actively participate in the European Week of Sport. They will be informed through the network of schools, clubs and institutions that make up the wide network of collaborators of our consortium.

The European program of recommendations and activation of green sports tourism, which includes the activities of the local governments of the countries of our consortium, will add value to HEPA's efforts to improve health and well-being in the European region, through sports activities in nature, taking into account the sustainability of the environment.

## **2. QUALITY 2.1 PROJECT DESIGN AND IMPLEMENTATION 2.1.1 Concept and methodology**

The proposal for a development model for rural areas, advocated by the European Union itself, establishes little use of the natural environment for the location of sports programmes.

To respond to this European model for the development of rural areas, we will draw these three lines in our project: a) Strengthening the environment as a means of promoting sport in rural areas, b) Proposals for sports activities with low environmental impact, facilitators of inclusive sports policies and care for the environment c) Sport in nature as a tourist attraction in rural areas

All our project is part of a defined and interconnected structure, structured in 4 WP distributed by semesters.

1-We start from the needs expressed by the pilot study municipalities.

2-We establish as objectives the use of the natural environment for sports practice.

3-We implement activities that configure a sports plan to be used as a tourist attraction claim in rural areas.



4-We use sporting events to disseminate our results through our own practice in the different selected environments and the inclusion of people with motor difficulties in these activities.

Our work agenda will be structured around these lines of action:

A main partner will be assigned to each phase although each of them will need the complement of other partners.

1-Preparation-Ares will present the work schedule, which has been prepared by all the consortium partners.

2--Implementation –Innosport (Although the activities will be implemented at different times, by different partners, Innosport will coordinate these activities for the necessary logistics)

3-Monitoring- Crosskovácsi (It will be in charge of controlling the Activities Quality Assurance Plan)

4-Evaluation-Ares (He will be in charge of controlling the quality plan of the produced results)

5- Dissemination-Cyclades (It will be in charge of controlling the General Dissemination Plan)

The objective of the project is in line with one of the horizontal priorities of the action "Environmental Sustainability" and more specifically to "meet common priorities and needs in the fields of education, training, youth and sport".

All our project is part of a defined and interconnected structure, structured in 4 WP distributed by semesters.

1-We start from the existing needs (need to promote environmental sustainability through sports practice).

2-We establish objectives to respond to those needs (Establish a planning of environmental sports policies that help in the planning of major events, related to the selected sports)

3-We program inclusive activities (easy access to sports in nature, since they do not need large resources) and activities that help carry out the activities (sports events, which allow us through practice to train ourselves in the preparation, execution and regeneration in terms of environmental impact)



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4-These multiple activities that we are going to organize will result in the creation of materials (Interactive platform) that allow impact and dissemination among our target groups, such as (sports clubs, coaches and athletes, schools teachers and students, event creation institutions, selected sports federations)

To develop our methodology and control it, we have established a quality and feasibility plan, in which we establish the following aspects:

1-Use of resources, 2-Teamwork, 3-Promotion and monitoring of impact, 4-Plan of activities and product development

We are going to present an example of our methodological line: Use of resources (we study the pilot municipalities around trails, mountains and the sea), Teamwork (Our partners have extensive experience in carrying out activities in nature and will act in a complementary, we demonstrate it in the preparation of events, each one in the discipline that is most qualified) Promotion of impact (everything will have an immediate impact through the awareness of the practice itself and will help us to follow up the activities with the experts, sports events and MPE in the race for recycling) Activity Plan (we will follow the schedule to achieve previously outlined objectives) Product Development (through our sports plan, videos, platforms, we managed to spread and impact through digital realities and viralize our activities)

The budget has been designed based on the needs to achieve the objectives. Therefore, we can say that we are going to take advantage of natural environments, we will take advantage of the connection between professionals to reduce education and training costs, sports equipment for selected sports clubs, activities planned by municipalities, interschool collaboration and a lot of audiovisual material for dissemination, further enhanced by the different networks and connections of our consortium giving solidity and ensuring its use beyond the life of the project.

The digital relationship of the apps that we will use are free to use and bring great innovation to the project (interactive e-learning platform, geocoaching, planet, documentary video, etc...)

The link between the quality of the materials, the communication between partners, the final products, the dissemination and projection events through local, regional, national and European networks and the amount in the budget has been investigated and approved by all the partners.

The digital tools that we are going to use for cooperation between associates, through the waket application, we will collect the different activities that we are carrying out, we will use a google drive to coordinate our work, Teams for videoconferences)



The impact of our project At European level, in other associations, through the Erasmus+ results platform, through the multiple projects in which our partners, the European community, the EACEA and the EC, as well as various platforms (SCHOOLGATEWAY , e-TWINNING), associations, working groups, etc., that can continue promoting the idea of the project and its products in the EU recommendations.

### **2.1.2 Project management, quality assurance and monitoring and evaluation strategy**

Various tools and techniques will be used to monitor and assess quality. A formal quality review will take place at each transnational project meeting, where the overall quality of the implementation and results will be discussed and any issues resolved. Partners' quarterly reports will include an internal quality review that will feed into an overall "3-STEP" quality review every six months by the lead partner after delivery of work packages.

The project will use a previously developed and tested methodology: the 3-STEP Tracking Sheet method. Through this method, it will be possible to obtain data and quantitative and qualitative elements on the activity of project management in order to control the execution of the project, ensure compliance with deadlines, administrative and financial regulations and guarantee compliance. . of the regulatory measures established by Erasmus. + program.

The monitoring activity foresees 3 different levels: a) Activity monitoring sheet Collection of data through "monitoring sheets". The lead partner will prepare and present templates for these at the kick-off meeting, to be discussed and approved by the Steering Committee. Each partner representative will collaborate with the lead partner in data collection. All data collected will be recorded in the "tracking sheet" and presented at the Steering Committee meetings.

The monitoring sheets will analyze aspects such as organizational and management performance (effective maintenance of tasks, times, delays), association performance (level of communication and cooperation, problems that arise within the association), dissemination performance, quality of results). b) Results of the follow-up file Analysis and interpretation of the follow-up files. Based on the data collected, the Steering Committee (during each project meeting) will evaluate the quality of the activities and the results implemented. Committee members will compare planned and unforeseen achievements, compare planned and actual project organization procedures and cooperation with target groups, and identify possible deviations. c) Results monitoring sheet Make recommendations and take corrective actions.

## **2.2 PARTNERSHIP AND COOPERATION ARRANGEMENTS**

### **2.2.1 Consortium set-up**



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Project promoter: The Municipality of Ares represents the essence of this new Erasmus Plus program, the access of new partners to this new call, with the aim of:

1-To be a pilot municipality for our implementation work, the main promoter of the research work, which will be carried out in that area.

2-Respond to the manifest need of the group of rural municipalities (Monfero, Fene and Mugardos) to take advantage of the rural environment to regulate the practice of sports in nature, helping the sustainability of green tourism, for which said municipalities will participate in the work research and implementation of activities as secondary partners.

3-Take advantage of the options offered by Erasmus + to internationalize the responses to these needs.

4-The existing relationship with the Association of people with physical disabilities.

To do this, it has surrounded itself with three specific Associations in the development of Sport.

It is entrusted with the direction and general coordination of the project (administrative, financial, communication, logistics and knowledge) WP1

It will participate in the preparation of the manual of good practices that promotes green tourism, through sports in nature.

Prepare the final document of our research process.

It will be in charge of preparing sporting events: Kayak

Participate in the production of recordings for the final documentary of sports activities

Ares is a small and quiet fishing village of about 6,000 inhabitants, in the region of Ferrolterra

Ares is a municipality traditionally dedicated to sport and therefore, attracted by the new Erasmus Plus 2021, 2027 call, which aims to accommodate new partners to the program and aims to impact those municipalities with fewer opportunities, such as those in our rural environment, we promote our sports project for sports in nature, such as hiking, Nordic walking, mountain biking, orienteering sports or climbing. Innosport is a Sports Cultural Association that is dedicated to advising clubs on aspects of youth training, collaborating with Youth Associations providing different activities that encourage outdoor activity, healthy habits and an active lifestyle.



Thus, this association has coaches, teachers, physical trainers, monitors, all of them with enormous experience in their field. We have a connection with the school through our experts in classroom work, but we also have a connection with the non-formal education, through extracurricular activities.

Also collaborate with institutions, such as municipalities, in the organization of sporting events and cultural events.

Innosport will coordinate the WP3 (Physical Activities of Innovation and low environmental impact)

Collaborate in the activity Use of natural resources for sports practice

It will collaborate in the activity of good practices on the promotion of green tourism through sports in nature.

It will edit the four videos with their tutorials and practical experiences of innovative sports activities for incorporation into municipalities that seek sports tourist attraction.

He will organize in his country the MPE of "the race for recycling"

It will prepare the script for the documentary on sporting events (rowing, cycling, orientation race, including integrated and adapted activities for people with physical disabilities, as well as the MPE "race for recycling"

EAS SEGAS CYCLADES (a Union of Athletics Clubs) is a secondary grade legal entity representing 11 Athletics Clubs in 11 Cyclades islands in the South Aegean Region.

In addition to athletics sports, EAS SEGAS CYCLADES also co-organizes a significant number of racing events on the islands and annually hosts hundreds of runners from all over Greece and abroad.

Approximately 150 volunteers contribute to our projects and activities, inspired by the ideals of fair play, cooperation and promotion of health and sport in local societies.

We have established stable and mutually beneficial synergies with local authorities (Municipalities and the South Aegean Region) and also cooperate with other non-governmental and non-profit organizations, universities, state bodies, agencies, etc.,

Cyclades will coordinate the WP4 (Sporting events and dissemination)

He will collaborate in research on the options of the natural environment for practicing sports due to his experience in organizing events in nature.



It will collaborate in activities to develop a plan for the sports use of these environments.

It will prepare the document that establishes the plan for the use of these environments and adaptation to athletes with physical disability.

It will collaborate in innovative activities to promote tourism and adaptation to athletes with motor problems.

You will organize the orienteering race and the MP in your country "Race for recycling"

Crosskovacsi Sport and Environmental Association is a non-profit organization active in the Nagykovacsi area and in the field of organizing MTB and other outdoor sports events, promoting a healthy lifestyle, finding and popularizing the sports in nature and environmental protection.

Crosskovacsi cooperates closely with other youth associations and also has very good contacts with the local school and the local government. The association attracts about 150 volunteers, most of whom are under 25 years of age.

Crosskovacsi will coordinate the WP2 (Sports policies in rural areas)

It will write the report of good practices for the sports use of the environment, through the care of the environment and adaptation of the environment for athletes with motor problems.

It will collaborate in the study activity on the differentiation between sports with low and high environmental impact.

It will create the interactive platform on sports with low and high environmental impact.

It will organize the event "Cycling tourism on trails"

Organize in your country the MPE "Race for recycling".

### **2.2.2 Consortium management and decision-making**

The project will use a previously developed and tested methodology: the 3-STEP Tracking Sheet method. A) Activity monitoring sheet Collection of data through "monitoring sheets". The ARES lead partner will prepare and present templates to the partners at the kick-off meeting and each representative from each association will collaborate with the Coordinator in data collection. The monitoring sheets will analyze aspects such as organizational and management performance (effective maintenance of tasks, times, delays), association performance (level of communication and cooperation, problems that arise within the association), dissemination performance,



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quality of the results). All supervised by the Project Coordinator, based on the established schedule. All the control material will be stored in a google drive created for the project, so that each partner can contribute their results in the monitoring files. B) Results of the follow-up file, based on the data collected, the Steering Committee (during each project meeting, quarterly video conferences through Teams and TPM) will evaluate the quality of the activities and the results implemented, through our committee of experts (qualitative evaluation) and through the number of participants in our activities (quantitative evaluation, signature sheet) The members of the committee will compare the planned and unforeseen achievements, and identify possible deviations, with the aim of intervening the risk prevention team, made up of two people, the project coordinator and a person from Cyclades, the most expert partner in the project, who will respond with the risk prevention plan created on a small scale for this project. c) Results monitoring sheet Make recommendations and take corrective actions, for this we will use cause-effect diagrams or Ishikawa diagrams, identifying in a schematic way the causes of the problems and the solutions, a team formed by an expert person from each association, will shape the solutions, when they require it. The set of tasks and responsibilities of each partner has been designed based on their specialization and experience.

### **3. IMPACT 3.1 Impact and ambition**

Our project is not aimed at having an impact on a certain age range, but rather on taking advantage of the natural environment as a large sports facility for children, adolescents, young people and the elderly, not establishing an age limit, or gender, or any type of disability. . The methodological structure in terms of impact is summarized in: Impact on our target groups:

1-Responsible for rural sports policies, municipal sports technicians (We have a rural municipality as promoter of the project, which will allow us to impact around 6 municipalities in the area (In addition to our secondary partners Monfero, Fene and Mugardos, we also we will impact another 3 more, such as Miño, Pontedeume and Ortigueira), with whom we form an Association of Municipalities.) Said sports technicians from the different municipalities would be the target group.

2-Sports technicians who work in rural municipalities (Our Associations (Innosport, Cyclades and Crosskovacsi) collaborate in numerous events in their municipalities, so the number of sports technicians that we want to impact will be at least 50, due to the contacts of our Associations) Sports technicians and friendly associations will be the target group.

3-People of all ages in the area, bordering areas and urban areas who are attracted to sports in nature Example, Innosport advises athletics clubs in Coruña (Atletismo Coruña Comarca, Sada and the green backpack club that bring together about 150 people of



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different ages and sexes), we will involve those who run popular races in the city, so that they come to try sports activities in nature.

4-Youth Associations and Associations that work in leisure and free time activities (Both the City Council of Ares, as well as the Sports Associations, have working groups in Youth Associations, so it will be very easy to impact at least 4 Youth Associations (150 children and their workers in outdoor activities, about 15)

5-Educators and trainers who work in rural areas. (We have contacts with the schools of the different municipalities under study, in order to involve about 100 students in our sports activities and about 10 Physical Education teachers who can take advantage of our recommendations and innovative activities in nature.)

6-People with physical limitations, who will be able to enjoy our activities adapted for the enjoyment of sport in the environment, through the different associations that we involve in sporting events (about 50) and through our secondary partner (another 40). Sustainability throughout the project is guided by an impact assessment on target groups and communities, supported by the numerical impact indicator for each identified target group and confirmed with the predetermined achievement indicator.

#### Impact on our Activities

1-Regarding the research on the possibilities of the environment, we will impact on 3 environments, sea, land and mountain, which correspond to our study municipalities.

2-Regarding the sports use plan for these environments, we will impact at least 6 municipalities in the different countries, which can be used, including adaptation to people with physical limitations.

3- Regarding the guide to good environmental practices for the sustainable use of sports practice, we would have an impact on about 10 associations that are dedicated to the creation of events and that our partners have a relationship with.

4-Regarding the creation of innovative activities in nature, relating digital applications and physical activity, we will propose our 4 activities to be implemented in the municipalities under study.

5- Encourage the municipalities in the study to promote physical activities with low environmental impact (at least 3) and remind them of 3 physical activities with high environmental impact, so that they correct or prevent them.

6- We will involve at least 200 athletes, among the different sports activities that we have planned, among which we include athletes with physical difficulties, distributed among the events and the MPE in the different countries.



## Impact on our Associations

- 1- The Municipality of Ares, as a pilot municipality, will have the possibility of promoting different activities in its inhabitants and in the neighboring municipalities, impacting with its experience, at least 100 athletes and 3 municipalities that collaborate with us.
- 2- 2- Innosport will have the possibility of attracting athletes from the cities to practice sports in nature, due to its link with different clubs, youth associations and relationship with the Coruña City Council, at least 50.
- 3- 3- Crosskovacci will allow the activities to be tested by the groups of Volunteers and Youth Associations that it works, allowing an international dimension, by exchanging those experiences with the partners of our project, at least 50 young people and 10 youth workers who are actively involved in other projects Europeans with them.
- 4- 4-Cyclades will have the possibility of all those sports activities that they represent, to be able to carry them out in natural environments, making it possible for people with physical limitations to participate, 100 athletes and 10 sports trainers.

## Local, regional-national-European impact

We have a great team to ensure that our activities and results have the desired impact in the different areas of expansion.

The fact that some of our products are translated into English, Spanish, Hungarian and Greek, will allow us to increase and reflect a greater impact at the local, regional and national level in all the target groups that we have identified.

Our work on the project has always had a pyramidal impact:

At the local and regional level, we will start working on pilot municipal projects: ARES. This partner will help reach other local sports institutions, such as Monfero, Fene and Mugardos.

At the same time, the network of Sports Associations of Nature of Galicia in Spain contributes to having regional repercussion and so even the APEF, Association of Physical Education Teachers, many of whom work in rural environments.

We will follow the same expansion policy in Hungary and Greece, with their network of local, regional and national connections. It will help us to translate some products into the native language of each participating country.

## European Impact



The Erasmus Plus Results platform will enhance all our materials, the network of contacts of European Associations of Crosskovacsi and Cyclades will help us to complement and innovate in other projects on this theme, for example both have experience in sports projects in nature and at a European level ( Sport club HORAL-Alta Slovakia, Umbria Training Center, Institut Sportu, Asd Margueritha Sport, etc...) sending our materials.

EUROPEAN: the European community, the EACEA and the CE, as well as various platforms (SCHOOLGATEWAY, eTWINNING), associations, working groups, etc. will be disseminated, as they can further promote the idea of the project and its products in the EU recommendations.

### **3.2 Communication, dissemination and visibility**

Dissemination activities:

1. We will hold two meetings where, in addition to organizing our work, we will present our materials and activities. Television, radio and local press will be a springboard for our project and we will collect all that information to attach to the project.

2. We will take advantage of sports activities to spread the fundamental purpose of our project among our colleagues, so that they can follow it and implement it in their municipalities and Associations.

The fact that sports activities are carried out in the three countries of the consortium allows us to expand further at the local level and the exchange of experiences between partners at the international level, including the MPE "Great Race for Recycling".

Many of our materials will be in video format that will be compiled on the web and disseminated with YouTube videos linked to the proposed activities.

On the occasion of the last meeting, we will hold a conference where we will explain to the sports technicians of the rural municipalities, our recommendations, guide, innovative activities, etc...

We will present the Summary Documentary of our project that will bear the logo of our project and the indication of our website in order to attract young people and professionals to our website.



All materials produced will use the EU emblem and the text "co-financed with the EU E+ programme".

#### SOCIAL / MEDIA:

- Project website: The website will present up-to-date information on the project, partners, activities and results, and will also host the online platform and OERs, allowing everyone around the world to stay informed.

The treatment of social networks is of vital importance and a strategic line is designed, related to each specific network, with a specific functionality, that is, 5 social network pages that must be prepared and loaded, that is, Facebook (for the most professional, teachers, coaches, institutions, federations), Twitter (to make our products viral), Instagram (to upload photos of our activities), Tik Tok (to upload videos of our activities), Twitch (with the aim of transmitting videos live of our events) complemented with conferences, press, television and local radio of the cities that represent our consortium for broadcasts.

Use of YouTube for e-learning activities and strategic exploitation campaign. -EU tools: SCHOOLGATEWAY, SALTO, EPALE, Broadcasting Platform, e-TWINNING  
PRINTED MATERIAL.

The dissemination plan will have the support of all partners (coordinated by CYCLADES) throughout the project in order to extend responsibility and maximize coverage, including the organization of dissemination events in each country.

The umbrella under which the objectives of the general strategy will be achieved is the GENERAL DISSEMINATION PLAN that will be prepared and published by CYCLADES, ensuring compliance with the general rules of visibility of the financing program.

This dissemination plan will take into account quantitative aspects, which have been reflected in the impact, and qualitative aspects, such as the quality of the products, participation and experience.

The plan will be presented during the kick-off meeting and will include realistic and measurable goals, a timeline, resources, planning, and target group engagement.

### **3.3 Sustainability and continuation**



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As a result, the results of the project are expected to be used once its life cycle is completed, thus maximizing the potential of the funded grant for the implementation of the project and will be reflected in the Erasmus+ results platform.

The projects make all products available to the public, in digital format, freely accessible through the Internet under open licences.

The philosophy and approach of the project on the use of ICT and REA are fully aligned with the directives of the European Commission "Open access refers to the practice of granting free Internet access to research results and products"

Introducing sustainability into the project requirements that will shape the results is the first step and ensuring the quality of the results produced is the second step in ensuring that the results can be used by others, from our rural sports policy offerings, municipalities under study and even the recommendations of events with low environmental impact.

The strong dissemination plan of the project with multilevel and multipurpose activities planned throughout its life cycle aimed at multiple groups, of different ages, will generate links, communication channels and networks for the exchange of experiences at different levels of dissemination ( local, regional, national, community and international) that will be extended even after the project, with the promoter partner Ares implementing these activities over the next two years, benefiting over time from everything worked on and enabling the creation of a sports tourism offer of low environmental impact for the area.

The intention is to create a "pyramid structure" where an increasing number of people will apply to participate in the program through various types of communication at institutional, local, national and European level, such as:

- Online through different social networks, platforms, websites.
- Staff during the events to take advantage of the results and spread the activities with the target groups.
- Public through the organization of events such as public consultation, campaign, conferences, petition, information sessions, television, radio, newspapers, etc.

Other aspects to ensure continuity, exploitation and sustainability that contribute to the availability and use of the electronic tool are the following:

- The project website and all the materials, resources, training courses and electronic library with electronic tools for teaching and learning.



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Everyone will be able to access it online and free of charge during the duration of the project and for the next 7 years after its completion, guaranteeing the project promoter (ARES) its open access during the established time.

- The PROJECT SUPPORT CENTER will be established in which various teachers, political personalities, sports coaches and staff that we have involved in the project will participate.

The objective of the CENTER will be to manage, administer and further develop the electronic tool/program, while constantly updating the e-TOOL BANK.

This project appraisal strategy will comprise two distinct elements, namely a Dissemination Plan, to be developed immediately and updated throughout the project life cycle, and an Exploitation Plan, to support wider acceptance of the project outcomes in later phases of the project life cycle.

We will create an advisory team in which one person from each Association will participate, with the aim of helping all those Associations, Institutions and Schools that want to implement our products, advising them on the creation of sporting events in nature.

This advisory team undertakes to be operational (by mail) during the two years after the end of the project, maintaining the sustainability of the project, promoting and advising on the execution of said plans.

Regarding the protection of the results, once the project is finished, we propose that:

1-The intellectual property and the rights will belong to all the collaborating partners of the project (Members of the consortium), allowing:

a) use the work

b) Adapt the work according to the needs (translate, shorten, adapt to the local context, etc.); reproduce the original or adapted work and share it with others (for example, with students, online, with colleagues, etc...)

2- The website will have free access and the promoter of the Project (ARES) will be in charge of maintaining its domain for up to 7 years after the project.

#### **4. WORK PLAN, WORK PACKAGES, TIMING AND SUBCONTRACTING**

##### **4.1 Work plan**



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We have organized our project, dividing the activities related to each WP, structuring them into 3 semesters and assigning them a coordinating role, thus we elaborated a similar structure with a specific focus, attending to the coherence of the planned objectives, activities to implement them, control of said activities, deliverables as final products and a dissemination plan for said materials.

WP1 is oriented to Project management and coordination and will last from the preparation phase to the dissemination phase (18 months) and sustainability beyond the project, the responsibility of this WP will fall on the promoter of the ARES project.

WP2 will be oriented to research on the possibilities of the natural environment for taking advantage of sports practice in three pilot municipalities (our secondary partners) that represent sea, land and mountain environments and will complement the environment of the pilot center, promoter of the ARES project, including sport adapted for people with physical disabilities.

This work will be coordinated by Crosskovácsi, who has extensive experience in the use of natural resources for sporting events, and will last for the first quarter.

Within this same package and once the environment has been analyzed, we will propose a sports plan for the use of these environments, in the second quarter, whose responsibility will fall on Innosport, as a partner with great experience in the organization of sporting events.

To finish this semi-annual work of WP2, once the environment has been analyzed, a sports plan has been proposed to take advantage of said environment, we will prepare a guide of good practices for the care of the environment, during the use of these sports in nature with which we will end the semester and the responsibility for this task will fall on ARES, guardian of the care of the environment.

WP3 will try to complement and give meaning to what was worked on in WP2, creating innovative sports activities adapted to people with physical disabilities that help increase the sports plan to take advantage of the environment and promote the attraction of tourism in these rural areas.

This work will be coordinated by Innosport, since it has numerous specialists working on the creation of Physical Education materials, including sports publications.



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To continue complementing the work of physical activity in the natural environment, we will collect a list of those sports with low and high environmental impact, with the aim of selecting those with low environmental impact within our sports program for tourist attractions and establishing minimization measures to those high-impact sports, the responsibility for this task will fall to Crosskovácsi, due to its enormous experience in European projects related to sports in nature.

With this activity we will conclude the second phase that configures the WP3 of our project that will take place in the second semester.

To finish, we will try to put into practice everything that has been worked on up to now and for this, through WP4 we will organize three sporting events, which will serve to disseminate our materials and evaluate and impact our activities.

Each sporting event will have some questionnaires on questions related to the organization, environmental sustainability, quality of activities and ability to adapt to people with physical disabilities, which will allow us to have a final evaluation, through a final report that we will carry out with the athletes of our events.

These sporting events will be divided, according to the environments that we have studied, sea, land and mountains and will be held in the 3 countries:

- 1- Crosskovácsi will organize a cycling event in which he will invite the clubs with which he regularly competes and will also invite the adapted cycling club of his community

- 2-Cyclades will organize an orienteering race, to which it will invite its athletics clubs in the area and its adapted athletics team that is part of the structure of its club.

- 3-Ares will organize a rowing or kayak event, depending on the possibilities of each one, teams from neighboring towns will be invited, as well as the Physical Disability Association that has collaborated as a secondary partner and an Association with which we are carrying out a "The sea as a stimulus" project that treats cancer patients and that we intend to include in this event.

To finalize WP4 and impact the idea of our project, we will organize an MPE on the same day in the three countries that Innosport will coordinate, which will be called "The Great Race for Recycling" and in which many of the factors developed will be taken into account throughout our project and that we will explain in more detail in the events section.



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With these activities that will be carried out in the third semester, following the established semester timeline, we will conclude our work that is summarized through the interconnection of activities:

We begin by studying the possibilities of the natural environment, we rationalize these resources for the practice of sports, we present a complete plan for the sports use of said environments to favor the promotion of tourism in rural areas, all of this, prioritizing sports with low environmental impact, disseminating sporting events of environmental sustainability and in an inclusive framework, enabling people with physical disabilities to participate in our sports activities.