

## KAUNAS CITY MUNICIPAL ADMINISTRATION

### SPORT 4 ALL – PROJECT OUTLINE

#### *Promotion of European values through sport initiatives at the municipal level - EAC/S14/2018*

#### **Introduction**

This is an information paper providing a project outline from Kaunas City Municipality, Lithuania to gain an understanding from potential partners to see if they would be interested to join its bid under the call: *Promotion of European values through sport initiatives at the municipal level - EAC/S14/2018*<sup>1</sup>

#### **Goals, Objectives and Tasks**

The overall goal of this project is in line with the European Commission call which is the,

*Promotion of European values through sport initiatives at the municipal level*

This will be met by achieving the following general objective:

*To support the establishment of networking links and mutual information sharing activities between municipalities in areas related to sport*

Key tasks include the following networking actions:

- Encourage the establishment of links between cities and municipalities at EU level around the promotion of sport and physical activity
- Support the dissemination of good practices and initiatives taken at local and municipal level throughout the EU
- Promote "Sport for all", and contribute to the promotion of common values as stated in article 2 of the Treaty
- Raise awareness about strategies implemented by local authorities with a positive impact upon the well-being of the inhabitants through the practice of sport and physical activity, including in the framework of the European Week of Sport and the #BeActive campaign

Key Activities include:

- Establish partnerships with other municipalities in the EU in areas related to sport [and the benefits to] health and well-being
- Facilitate the information exchange flow between municipalities at EU level regarding urban sports initiatives

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<sup>1</sup> [https://www.up2europe.eu/calls/promotion-of-european-values-through-sport-initiatives-at-the-municipal-level-eac-s14-2018\\_3151.html](https://www.up2europe.eu/calls/promotion-of-european-values-through-sport-initiatives-at-the-municipal-level-eac-s14-2018_3151.html)

- Involve and raise awareness of citizens at local level about common European values promoted through urban sports activities

## Our Project

Urban sports (BMX, skateboarding, inline skating, parkour / free running) are considered youth ‘sub cultural’ activities that have increased appeal to young people not interested in ‘mainstream sports’. Mainstream sports are often team sports such as football / soccer and basketball.

Whilst urban sports are individual in nature, the culture surrounding them include respect, solidarity, working together, freedom of expression and tolerance. These values not only support common European values, but also create feelings of social inclusion and cohesion within communities (both communities of place and communities of interest) and being part of a team – a cultural identity.

The benefit of sport is widely recognised<sup>2</sup> and through this project we want to identify good practice, develop practical tools and disseminate them through a series of workshops, training and conferences for urban sports development.

Where possible these will ‘leverage’ existing events and frameworks such as the European Week of Sport and local annual events in potential partner municipalities such as Urban Sports Week in Amsterdam<sup>3</sup>.

## Partner Role

Kaunas City Municipality is looking for partners who are initially interested to take part; if interested partners must reply via email and agree to commit to the following over the life of the project:

- Identifying at least 3 NGO / social enterprise partners involved in sport, youth and community development as well as any independent urban sports facilities
- Identify existing and future municipality-owned facilities
- Involve key staff from sports, youth and community development teams to take part
- Deliver a number of events or activities linked to the theme of this call (you may already have events planned so can overlay the ‘Sport 4 All’ theme)
- Commit to a level of co-financing – a mix of cash, existing event budgets, local volunteers and staff time (to be confirmed)
- Hosting a study visit or indicate whether you want to ‘share or learn or both’ from this project
- Attending a workshop / dissemination event and annual conference

The project team is currently waiting for confirmation to proceed from the council’s administration – we expect to get confirmation in the next few days.

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<sup>2</sup> <https://www.eesc.europa.eu/en/our-work/opinions-information-reports/opinions/sport-and-european-values>

<sup>3</sup> <https://www.urbansportweekamsterdam.com>

**We are only looking for ‘expressions of interest’ from potential partners at this stage that they would be interested to join Kaunas in developing an application for this call.**

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