



# *#BEINCLUSIVE*

A Toolkit for Disability- and Para-Sports

*be-inclusive.eu*

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# 1. Orientate

*Learn how to use the toolkit, and read background information.*



# 1.1 What is the background of this toolkit?

## *European Week of Sport*

The European Week of Sport (EWOs) is a European Commission initiative to promote sport and physical activity across Europe. The European-wide campaign inspires Europeans to #BeActive during the week itself and also to stay active all year long. EWOs generates new activities and builds on existing initiatives, whether they are organized at the European, national, or local level.

In order to make Europeans move, EWOs has three aims:

- Inform: Raise awareness about the positive impact of healthy lifestyles.
- Inspire: Give people ideas about how to #BeActive and adopt a healthy lifestyle.
- Facilitat: Create opportunities to #BeActive in today's fast-paced environment.

## *European Paralympic Committee*

The European Paralympic Committee (EPC) is composed of forty-nine National Paralympic Committees (NPC) and the European branches of four disability-specific International Organisations of Sports for the Disabled and one independent Paralympic sport federation.

EPC's mission is to promote the development of sport opportunities for European athletes with a disability as part of the world-wide Paralympic Movement. It ensures the strength of the Movement through the development of the European NPC and (as an ambassador) supports the activities of all its members.

By developing this Toolkit, the EPC intends to ensure that the Paralympic Family in Europe is supported in its engagement with the European Week of Sport.



# 1.1 What is the background of this toolkit?

## *EWoS Ability Link\*It Project*

This Toolkit constitutes one of the deliverables of the EWoS ABILITY LINK\*IT project, an initiative co-funded by the Erasmus+ Programme of the European Union.

The project was developed in close cooperation between the European Paralympic Committee and sport development specialists from SPIN Sport Innovation. The initiative was undertaken in the light of the European Week of Sport 2015 with the intention of sustainably connecting disability-sports and para-sports to this new European flagship event for sports promotion.

The vision is that – step by step – the Toolkit will help national and local disability-sport and para-sport stakeholders to contribute to future EWoS events, and that these events will also create sustainable increases in sports participation and health enhancing physical activity.

The development of this Toolkit has been made possible by the work of partnership who have committed their experience and knowledge towards its creation. The partnership included the European Paralympic Committee, SPIN Sport Innovation (DE), City of Karlsruhe (DE), University of Applied Sciences Salzburg (AT), Hungarian Paralympic Committee, Movigo Sport e.V. (DE), Institute of Technology Tralee (IR), Bulgarian National Sports Academy, and Sport & Citizenship (FR).

## *Erasmus+ Sport Programme*

ERASMUS+ is the EU's new programme for boosting skills and employability through education, training, youth, and sport. Erasmus+ activities in the field of sport aim to support actions that increase capacity and professionalism, improve management competence, and creating linkages between sport sector organisations. The EWoS ABILITY LINK\*KIT PROJECT was one out of only five Collaborative Partnerships supported through the Erasmus+ Sport 2015 Funding Round 1 related to the European Week of Sport.

## *Disclaimer*

The European Commission support for the production of this publication does not constitute endorsement of the content, which reflects the views only of the authors. The Commission cannot be held responsible for any use which may be made of the information contained therein.

In regards to completeness and terminology, it is clear that there are considerable debates as to different approaches, terms and definitions related to the sector, and that these might differ in the European countries. However, for the purpose of this Toolkit, it has been decided not to focus on scientific completeness or delimitable terminology, as it does not detract from the idea of learning for practice. References to persons are not gender-specific.

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## 1.2 What does the toolkit hope to achieve?

### *Toolkit aims*

This Toolkit aims to support the European Commission with their objective to inspire everyone to be more physically active in Europe.

#BeInclusive specifically seeks to motivate more people with a disability to be more physically active, with more people participating in sports together regardless of their individual abilities.

### *Guiding disability-sport and para-sport*

This Toolkit guides disability-sport and para-sport organisations by ...

- Providing information about the European Week of Sport (EWS) and its communication campaign #BeActive.
- Describing how to use EWS and #BeActive as an instrument to raise awareness about their sports.
- Outlining how to raise awareness about sports participation opportunities for people with a disability through EWS and #BeActive.
- Providing practical information to help plan and implement an awareness-raising event under the EWS label.
- Describing how to involve local stakeholders in the planning, implementation and follow-up of their EWS awareness-raising events.
- Providing practical information to any local organizer of an EWS event on how it can be made inclusive.

## 1.3 How can this toolkit be used?

### *Be inclusive*

This Toolkit has been developed for ...

- A) organisations dealing with disability-sports or para-sports, and
- B) organisations that want to make EWoS events more inclusive.

- To connect to the #BeActive Communication Campaign, switch to chapter 2.1.1.
- To connect to existing EWoS Events, switch to chapter 2.2.
- To organize your own awareness-raising event under EWoS, switch to chapter 3.
- To activate local stakeholders to promote sports participation for people with a disability, switch to chapter 4.1.
- To make your EWoS event more inclusive, switch to chapter 5.2.
- To learn more about concepts and background, switch to chapter 1.1.

## 2. Connect

*Learn how to connect to the #BeActive Campaign and the EWoS.*





## 2.1 #BeActive campaign

*Connect to the #BeActive campaign.*

## 2.1.1 Why connect to the #BeActive communication campaign?



### *The #BeActive Campaign*

To achieve the aims of the European Week of Sport, it is essential that organisations all over Europe “speak with one voice” and communicate coherent and consistent messages.

For it, the #BeActive communication campaign has developed a set of tools and key messages.

All communication tools and materials are free for use and can be adapted to suit the communication needs of each organisation.

### *Opportunities and advantages*

Connecting to the European wide #BeActive communication campaign brings a variety of opportunities and advantages for disability-sport and para-sport organisations:

1. Connects your organisation to a European wide communication campaign
2. Shows that disability-sports and para-sports are full part of the sport landscape.
3. Motivates people with a disability to become involved with the European #BeActive movement.
4. Showcases the inclusion of people with disabilities into physical and sports activities.
5. Raises visibility to your specific sports, events and athletes.
6. Provides visibility for your organisation and activities.
7. Creates added visibility for your sponsors.
8. Increases awareness for accessibility and inclusion at policy level.

### *Specific notes for para-sports*

By connecting to the #BeActive communication campaign, para-sport organisations can create a new communication highlight around their sports, athletes and activities outside the Paralympic calendar.

## 2.1.2 What #BeActive communication tools are available?



### *#BeActive Communications Handbook*

The Campaign Guidelines of the European Week of Sport provides information and guidance on the central elements of the #BeActive communication campaign.

The EU EWoS Communication Plan helps you Organizing your communication.



### *#BeActive Campaign Material*

The campaign material includes a broad variety of pre-designed elements for communication. All tools and materials can be tai-lored to suit the communication needs of your organisation.

- Print Kit – posters, roll-ups, banners
- Visual Elements Kit – visuals, flags, translations
- Online Kit – web banners
- Facebook kit – cover banners





## 2.1.3 How to link with the #BeActive campaign?

### *The #BeActive Campaign*

The #BeActive communication campaign provides a variety of possibilities to link with.

Some tools are specifically connected to EWoS event communication, whilst others aim at motivating people to move and to connecting them to sports.

The #BeActive Social Media Campaign is an easy link to the EWoS for disability-sport and para-sport organisations.

### *Using Social Media*

The #BeActive hashtag is the overarching campaign theme for the EWoS. Using and tracking the hashtag makes content stand out.

There are specific social media channels that are used to spread EWoS messages to enable dialogue with target audiences and to reach out to media.

The social media channels mainly include the Facebook and Twitter accounts of the European Commission's Sport Unit and other European Commission's accounts.

The #BeActive team provides content (e.g. tweets and posts) and visuals (e.g. banners and photos) which are customisable and free to use.

## 2.1.4 How can #BeActive be used to raise awareness of disability-sports & para-sports?



### *Promoting Activity*

#BeActive aims to motivate Europeans to be more active. The communication campaign includes information material to inform and inspire people.

The EWoS also seeks to inspire more people with a disability to be more physically active, and to encourage more people to participate in sports together regardless of their individual abilities.

However, including people with disabilities into physical and sports activities is often not sufficiently addressed. This is why disability-sport and para-sport organisations must get involved.

### *#BeActive Activites*

#BeActive offers a variety of creative activities that exploit different social media channels, for example:

#### *#MyWeek #BeActive Challenge*

A photo-video competition has been designed to encourage people to be more physically active in a fun and easy way.

For the challenge, everybody is asked to identify one week during which they will take pictures or videos and post them on a social media channel of their choice; using both the #BeActive and #MyWeek hashtags; winners are drawn randomly.

#### *#BeActive Call-for-action*

The #BeActive Call-for-Action is launched at the start of the European Week of Sport. It aims to provide a long term legacy for the initiative.

The Call-for-Action asks individuals and organisations to make a dedicated commitment to regular activity and to motivate others to do the same.

## 2.1.4 How can #BeActive be used to raise awareness of disability-sports & para-sports?



### Connecting to your target audiences through Key Messages

Each national and local setting for promoting persons with a disability to get more active is different and needs the expertise of the respective disability-sport and para-sport organisations. There is a broad range of messages which can be used to communicate with your target audiences; below you can find some selected examples:

Message	Note
Sport is good for your physical and mental well-being. Do something good for yourself and join our specific disability-sport programme.	Make links to specific disability-sport programmes currently offered; include photos and videos.
Everybody has the right to do sports. Make use of it and take the opportunity to join our inclusive sports programmes.	Make links to specific inclusive sport programmes currently offered; possibly in different local communities. Include photos and videos.
Share your abilities! Show that we are all part of it and take part in the #MyWeek #BeActive Challenge. Choose 1 week, take pictures / videos, make at least 3 posts using both hashtags, and possibly win a prize!	This could be a specific message under the #MyWeek #BeActive Challenge. Check each year's EWoS Challenge regulations.
Sport is at its best when doing it together; come and join our inclusive sports programmes.	Make links to specific inclusive sport programmes currently offered; possibly in different local communities. Include photos and videos.
Physical education classes should be designed to be fun and appealing to all, no matter what their abilities are.	This is a specific message to be spread during the EDUCATION focus day to educators / PE teachers. Add information / links about inclusive sports / PE classes. Include photos and videos.

## 2.1.4 How can #BeActive be used to raise awareness of disability-sports & para-sports?



### *Ready? Let's connect!*

Choose your communication channel: FACEBOOK or TWITTER or the #MYWEEK #BEACTIVE Challenge

General recommendations:

- Create specific #BeActive posts or tweets related to physical activity and sports for people with a disability.
- Use engaging visuals, images and videos that identify the ranges of abilities covered by your organisation.
- Make sure that you make people aware how they can get involved with your sports (at local level).
- Share, comment and like other #BeActive posts and tweets etc. Make sure that disability-sports and para-sports are visible.
- Get involved in and follow-up conversations by commenting or replying.
- Set up your social media accounts so that when you create one post, it appears automatically across all of your social media platforms, with one click.
- Link to the central #BeActive communication timetable for specific topics.

If there are specific questions about the #BeActive social media campaign, contact: ewos-info@bm.com

### *Specific notes for para-sports*

Make specific use of athletes, competitions and training sessions for social media posts, e.g.:

- Share photos from trainings and competitions to create awareness of the variety of para-sports existing.
- Initiate postings from member clubs and Paralympic Teams to create awareness of the different para-sports offered in your country; concentrate on those where new participants are needed.
- Share para-athletes' success stories through sports in order to make them role models for others.
- Post challenges related to para-sports (e.g. most basketball free-throws in a wheel-chair) and motivate others to imitate, regardless their abilities.

## 2.2 EWoS event

more than  
**6 Million**  
participants

*Connect to existing EWoS events.*

more than  
**7000**  
events

more than  
**31**  
countries

more than  
**30** partner  
organisations

London 2012

OLYMPICS





## 2.2.1 What are EWoS Events?

### *Three levels of events*

The European Week of Sport takes place at the EU, national, regional and local level. It is structured to include themes and activities that appeal to all audiences. Essentially, there are three levels of events organized during the EWoS; all aiming to inspire Europeans to #BeActive.

#### *1. European Flagship Event*

At the heart of the EWoS is the European Flagship Event which is centrally organized by the European Commission. It brings together sport stakeholders and experts from across Europe. They share good practices and come up with innovative ways to inspire Europeans to get moving. Activities include interactive workshops and a high-profile conference. The Flagship Event culminates in an Awards Ceremony, which showcases some of the best grassroots initiatives in Europe.

#### *2. National Weeks of Sport*

EWoS National Coordinating Bodies ensure that the European Week of Sport initiative is implemented and gains visibility through National Weeks of Sport. The Coordinators initiate at least one National EWoS Event. This main national event aims at raising interest for the EWoS in the national media and amongst the general public.

#### *3. Local EWoS Event*

A variety of activities may be organized under the umbrella of this National Week in the single countries; be it at national, regional or local level. In principle, any sport stakeholder (federation, public authority, NFP, business, etc.) may organize a Local EWoS Event.

## 2.2.2 Why should disability-sports & para-sports connect to existing EWoS events?



### *Opportunities and advantages*

To achieve the aims of the European Week of Sport, it is essential that organisations all over Europe get involved with EWoS events. Connecting to existing EWoS Events:

1. Provides the opportunity to show that disability-sports and para-sports are a full part of the sport landscape.
2. Allows people with a disability to be full part of the respective event, and showcases inclusion.
3. Provides the opportunity for people with a disability to test sports and showcase their abilities.
4. Allows an opportunity to strengthen networks at the local and national level, by engaging with new stakeholders.
5. Provides an opportunity to promote specific sports, and showcase athletes' skills.
6. Promotes disability-sport and para-sport organisations, activities and engages sponsors.
7. Saves resources for creating visibility to the wider public and making direct contacts to target groups.

### *Specific notes for para-sports*

By connecting to EWoS Events, para-sport organisations can represent the Paralympic Family outside the sport tournament calendar.

Relations to other sport representatives can be established, and improved; e.g. by supporting them with Organizing / improving aspects of inclusion around the EWoS event. Spill-over effects may include contacts to new athletes, sponsors and media representatives.

## 2.2.3 How to identify relevant EWoS events to which disability-sport & para-sport organisations can be connected.



### *The EWoS Event Database*

Find a registered event in the EWoS Event Database.

### *EWoS Coordinators*

Contact your EWoS National Coordinator. Their tasks include:

- Event(s) organisation: Set a National Week of Sport and organize at least one national event.
- Coordination: Ensure close links with key national players. This includes national disability-sport and para-sport organisations!
- Communication: Ensure visibility for the EWoS, promote and extend the centrally-developed #BeActive campaign and help spread the messages at the local level.

### *EWoS Transnational Events*

Contact a local municipality and ask if the city organizes any #BeActive Challenges.

The #BeActive Kids Challenge involves a school-based festival, which can be held either in individual schools or by bringing schools from a community together in one place. It includes a number of activities that all kids should complete. The activities take a total of at least 60 minutes, meeting the daily activity level for kids as recommended by the World Health Organisation.

The #BeActive Walk Challenge is an active community event. It aims to make European citizens realise how easy it is to integrate physical activity into everyday life and to #BeActive all year long. It is composed of two elements: 1.) A route of at least 6 km enabling citizens to walk, run, cycle or skate; 2.) A EWoS City Festival, which marks the official end of the EWoS in the city.

Further information can be found here, or at [www.aceseurope.eu](http://www.aceseurope.eu)

### *Specific notes for para-sports*

Make use of connections with Olympic sports, sport federations, school sports organisations and other governing bodies of disability-sports.

## 2.2.4 How to establish contact and partnership with other EWoS events?



### *Strength and expertise*

Come prepared, and elaborate the strengths and expertise of your organisation before contacting any organizer. Concentrate on the added values you may bring to the specific EWoS Event, rather than asking what can be provided. Examples may include:

- Make organizers realize that your involvement brings additional participants to the Event; in average around 15% of the population has a disability, and around 40% have a reduced mobility. In addition, participants often tend to bring family members.
- Promote yourself as a facilitator of inclusion; both as regards sports and the Event itself. Because many organizers still struggle or do not know how to handle this important aspect sufficiently.
- Make organizers realize that your contribution extends the offer of sports and activities; often with aspects never seen or tried out by the public.
- Point out that you bring sport stars, which may create additional media attraction to the Event.
- Make organizers realize that you attract an additional network (e.g. social stakeholders) to the Event.

### *Do's*

- Make your involvement quality and professional!
- Make sure that you deliver what you have promised!
- Play clever!

### *Dont's*

- Do not sell yourself cheap!
- Do not oversell yourself!
- Do not beg!

### *Specific notes for para-sports*

Recognise and make use of the strength of the Paralympic Games. Make organizers aware that the Paralympic Games (London 2012) were rated No. 3 leading sporting event, with around 2, 7 million spectators, 4,237 athletes, 164 participating nations, and 115 TV nations present. Para-sports are full part of the sporting landscape and are not on the fringes anymore.

## 2.2.5 How to contribute to EWoS events to promote disability-sports & para-sports, and to make these events more inclusive?



### *Opportunities and advantages*

- Showcase high-level disability-sports and para-sports to shift expectations of the wider public.
- Provide information about disability-sports and para-sports, and the situation of people with a disability in general. [learn more]
- Help provide a barrier-free atmosphere for everybody and enable access to all activities offered at, and around the Event. Facilitate interaction between everybody.
- Provide possibilities to experience specific disability-sports and para-sports for both people with and without disability. [learn more]
- Provide possibilities to experience different types of disabilities in typical everyday situations.
- Bring the idea of inclusive physical activity into the existing Event; show how participants of all abilities can enjoy playing alongside each other and competing together.

### *Specific notes for para-sports*

Bring Paralympians and outstanding para-sports stars to the Event to showcase their extraordinary abilities.

Create awareness of the different para-sports offered in your country, especially those where you need new participants.

Connect your involvement with events and activities from the Paralympic calendar.



## 2.2.6 How to communicate with external stakeholders?

### *Prepare to promote*

- Pre-develop the stories you want to be communicated.
- Prepare all your representatives to communicate with the media.
- Be clear with the wording you want to be used.
- Use yourself a wording to guarantee inclusive communications.

### *Specific notes for para-sports*

- Make sure to include and exploit communication around current national and international para-sport competition.
- Raise awareness of your own participation at up-coming para-sport competitions and events.
- Make use of the information and guidelines established by the IPC.

# 3. Organize

*Learn how to organize your own awareness-raising event for disability sports and para-sports under EWoS.*

# 3.1 Why should disability-sports and para-sports organisations organize their own awareness-raising event under EWoS?



## Leading progress

Organizing your own event takes significant effort and resources; however, there are a variety of general aspects in favour of doing so:

- You have full control over the scope and quality of the Event.
- You create more visibility and your own brand awareness.
- You take the position of a leader, rather than a partner.
- You create specific event ownership.
- You can use the Event for extended fundraising towards your organisation's activities.

## Opportunities and advantages

- Furthermore, there are specific aspects in favour of running your own disability-sports and para-sports event:
- Running your own EWoS Event shows that disability-sports and para-sports are full part of the sport landscape, and strengthens your recognition.
- Allows people with a disability being in the centre of the respective Event.
- Provides people with a disability the chance to test more sports and showcasing all their abilities.
- Gives visibility to all your specific sports, and showcases your athletes' skills.
- Provides full visibility for your sponsors, and may create new ones.
- Empowers you to call for improving accessibility in the respective local community.
- Creates visibility to the wider public and makes direct contacts to your target groups.
- Allows you to act rather than react, by inviting other sport organisations rather than being an add-on to their event; with you taking decisions in principle.



# 3.1 Why should disability-sports and para-sports organisations organize their own awareness-raising event under EWoS?



## Overcoming obstacles

Besides the above advantages and arguments in favour of Organizing your own Event under EWoS, there are also potential obstacles; but there are usually also ways to overcome them:

- Lack of monetary resources: Besides fundraising of public and private money for the Event, you may contact your National EWoS Coordinator who – in some cases – provides monetary support, or you may apply to the funding available under the EU Erasmus+ Sport Not-For-Profit European Sport Events Programme.
- Too many other events organized already: Turn one of your existing events into an EWoS Event, by (eventually) just scheduling it into the EWoS / National Week of Sports timeframe.
- Lack of event planning and management expertise: Read the following guidelines, make use of the Generic EWoS Event Toolkit or contact the Toolkit Team for further support.

## Specific notes for para-sports

- By running an own awareness-raising event under EWoS, para-sport organisations can represent the Paralympic Family outside the sport tournament calendar.
- A position as leader and initiator in a country can be shown, and eye-level-relations to other sport representatives can be established.
- It provides a good opportunity to showcase sports and possibly finding talent.



## 3.2 What kind of event could be organized?

### *Types of EWoS Events*

In principle, many formats of EWoS Events are possible:

- Simple or Complex: The scope of the Event may range from a simple “open training session” to a complex “festival of sports”.
- The Event may be settled at National, Regional or Local level
- Existing or New: Regardless its scope and level, the Event can take the form of an existing event or activity that is adapted to the EWoS principles, or the form of a totally new Event

### *Events to engage with*

The following non-extensive list describes the variety of event possibilities to engage with the EWoS:

Festival of Sports; City Festivals that include sports; Grassroots Sports Competitions or Relays; Open Training Sessions; Coach Workshops; Open Days; Public Information Stand; Sport Conference; Sport Try Out; Inclusive Sports Day; School Sports Day; Sport Award Ceremony; etc.

### *Specific notes for para-sports*

Instead of creating a new Event, Paralympic Committees may decide to make use of their existing Events and make them an Event under or connected to EWoS. This could be through the Paralympic Day or Paralympic School Day.

For it, the Paralympic Day / Paralympic School Day would be held during the EWoS and/or the re-spective National Week of Sport (see the year’s respective timetable) and EWoS branding and its specific communication material would be added. The Day could be enriched by some elements proposed by this toolkit.

The respective Event would be registered for EWoS and communicated through the #BeActive Communication Channels.

# 3.3 What are possible elements of an awareness-raising event for disability-sports and para-sports under EWoS?



## EWoS event elements

There are six main elements that in general make up a holistic awareness-raising event for disability-sports and para-sports under EWoS:



All elements together would form part of a complete Festival of Sport. However; if you do not wish to create a Festival format, each single element (1 to 5) can already be a full EWoS Event itself. In addition, each element (1 to 5) can be also used when you connect to an existing EWoS Event.



## 3.3.1 Showcase ability

### *What is it?*

- Showcasing Ability means to display disability-sports and para-sports at their best, performed by elite level athletes.

### *Why do it?*

- The intention of Showcasing Ability is to impress the spectators and shift their perception towards the aspects of ability.
- Showcasing elite-level sports may set goals for those athletes practicing the respective sports at grass-roots level.

### *How to do it?*

- Arrange live showcases of elite-level athletes performing their respective sport during the EWoS Event.
- Organize an elite-level competition alongside (and very close to) the EWoS Event.
- Arrange live showcases of top-level sports between elite athletes with and without disabilities.

### *Examples*

- Sports like Judo, power-lifting or table-tennis are good sports to be showcased on a stage.
- Good sports for comparison of elite athletes are Football 5-a-side, Sitting volleyball, Wheelchair tennis or Wheelchair basketball, where top-level athletes from football, volleyball, tennis or basketball perform against Paralympians.
- If there are no top-level athletes available, the sports can be shown on a screen. This also applies, if the competition organized alongside the EWoS Event is too far away to be visited.



## 3.3.1 Showcase ability

### *Basic recommendations*

- Try to showcase a variety of sports representing a variety of abilities.
- Raise interest by showcasing sports that are popular in the respective community.
- Showcase those sports for which you need more participants in the local clubs.
- Make sure that the respective sport showcased can also be tried on the spot by the participants.
- If sports are shown on a screen there should be guidance and further information provided on the spot.
- Do not forget to showcase winter sports, as this is may be the upcoming season for sports. However, be sensitive with the fact that these are often cost intensive sports.

### *Specific notes for para-sports*

- Make use of your Paralympians and ask them to do the showcases.
- Showcase those Paralympic sports for which you currently seek talent.
- Show videos of the Paralympic Games, in order to accompany the live performances, to bridge breaks, or to showcase the sports if there is no athlete available. Find videos here.

## 3.3.2 Inform



### *What is it?*

- An EWoS Event provides a great opportunity to provide information to the general public about the background of sports for people with a disability, but also about the daily living and personal situations of persons with a disability, both in general and in the respective local community.

### *Why do it?*

- Still there is great lack of awareness and knowledge around the situation and the abilities of persons with a disability.
- Experience shows that understanding a sport better, leads to greater appreciation of performance.
- It is proven that the more people know about the personal background of persons with a disability, the more likely they may overcome attitudinal barriers.

### *How to do it?*

- Provide everybody with a detailed Event Programme that contains background information. [Click here to see an example.](#)
- Create a specific information stand that is located in a central position of the EWoS Event.
- Provide Information Posters at all stands, whether this is about the sports or background on certain barriers that are created by society, e.g. towards persons in a wheel chair or persons with intellectual disabilities.
- Inform people explicitly during the Experience elements of the Event; e.g. through volunteers making participants aware what locations are not accessible yet in their community, both as regards physical and attitudinal access.

## 3.3.2 Inform



### *Examples*

- During the Showcase Ability elements of the Event, background of the sports and their rules can be easily provided.
- Make people aware of where and how they can connect to a sport after the Event.
- Good examples of information about daily routines include the aspects of daily life with a guide dog or in a wheelchair. These can be easily connected to the Experience elements of the Event.

### *Basic recommendations*

- Provide a variety of educational material; both self-exploring material and guided information.
- Make sure that you provide specifically information about the sports represented at the EWoS Event.
- Include questions about the background information provided into your prize competition.
- Do not play on people's heart strings; Informing is not about making people feeling sorry or guilty!

### *Specific notes for para-sports*

Knowing a para-sport and the respective background creates interest a) to participate and b) to watch it live or on TV. Elements of information can include the variety of para-sports and Paralympic sports available, the history of the Paralympic Movement and its values, and how to get involved. The Proud Paralympian Toolkit provides free-to-use resources for all IPC members.



## 3.3.3 Interact

### *What is it?*

- To interact means that people of all abilities have the opportunity to connect and to get in touch with each other without barriers. This does not only relate to sports, but includes any personal communication.

### *Why do it?*

- Many people do not have or for whatever reason never had any personal or direct contact with a person with a disability. Interacting shall open up barriers and lead to better understanding.

### *How to do it?*

- Create a barrier-free atmosphere for everybody. Ensure that all persons with any type of disabilities are able to have access to all activities offered at and – at its best – around the EWoS Event.
- Create concrete situations and opportunities for informal exchange.

### *Examples*

- Initiate and facilitate conversations about topics of common interest (e.g. local football club, local politicians, TV shows etc.). Good opportunities to interact are the “breaks” of the Experience and Include elements.
- Include elements into the EWoS Event, where personal interaction with the athletes becomes essential for a prize competition (see sticker concept); e.g. by asking personal questions about personal bests, or the number of international medals won.

### *Basic recommendations*

- There needs to be sensitive handling of enabling contact. This may not be mistaken with forcing any side to make contact.
- Make sure that volunteers are available to support, but that they do not “take over” interaction between the parties.
- Allow for short-term and long-term interaction. Allow for follow-up activities by announcing already next meeting possibilities; e.g. an upcoming social event, sport competition or training session.



## 3.3.4 Experience



### *What is it?*

- During the Experience element, people of all abilities have the opportunity to try out disability-sports or para-sports. They can experience first-hand the enjoyment and excitement of performing the sport, together with the skills and athleticism needed.
- This EWoS element refers to both experience a specific sport, whatever ability the person has, and to experience a specific “disability” in a non-sport-specific setting.

### *Why do it?*

- Make everybody aware of the ability of persons with a disability whether it is in sports or daily life.
- Let persons with a disability experience what sports they can do and which ones they like best.
- Allow for low-cost entry into a (new) disability-sport or para-sport.
- Facilitate athletes with a disability to receive high quality guidance from experienced coaches.

### *How to do it?*

- Try-out Stations and Tester Sessions where everybody can try out the sports.
- Try-out Stations with activities of daily living.

### *Examples*

- Build a stand where people can try out e.g. Wheelchair basketball; teach participants one or two basic skills needed to play the sport; e.g. the basics of wheelchair control and the basics of shooting in.
- Organize a course where people can experience walking blindfolded with a stick; Organize obstacle races in wheel-chairs; Provide a stand where people can inform themselves about living with guide-dogs.

## 3.3.4 Experience



### *Basic recommendations*

- All sports offered need to be accessible for everybody.
- Bring a variety of sports but make sure to include sports that are really offered at the local level. Arrange contact with the local clubs for follow-up activities (see section Activate).
- Bring enough equipment (gear). Bring athletes to play with the participants.
- Provide pictures with short descriptions of the sport or activity at each stand; if possible install a video wall.
- Provide experienced coaches or instructors to allow for successful experiences; make sure that they are able to connect to the people's needs. If not possible train well the volunteers.
- Provide (additional) station volunteers who will inform people and attract attendees to try the sport. Animate and encourage those who are a little shy!
- Implement a system to motivate people to participate in the tryouts; e.g. let them collect stickers into a passbook to receive rewards or prizes.

### *Specific notes for para-sports*

Include Paralympians who guide and run the activities to show directly the skills needed to be a Paralympian. This promotes identification with Paralympic sports. Include specifically para-sports where you need talent; however make sure that the sports experienced are really offered in the community you run the EWoS Event. Possibly, already arrange a follow-up workshop with the local clubs.



## 3.3.5 Include

### *What is it?*

- The Include element means that inclusive sports are displayed; showing how participants of all abilities can play alongside each other, enjoying sports and competing together.
- This element includes participating together in 1) specific disability-sports that are adapted to be inclusive; 2) in any other sports that are adapted to be inclusive; and/or 3) in new sport activities for inclusion.

### *Why do it?*

- Inclusive sports allow creating (new) common sports opportunities for all participants of the EWoS Event.
- They allow for showcasing ability, the possibility of common activity and equality through sports.
- Practising inclusive sports contributes to shifting perceptions of people's abilities, and creating a stronger sense of community.
- Through this EWoS element, you can position your organisation as an expert for inclusion through sport; an expertise that is needed due to most national laws for inclusion.

### *How to do it?*

- Organize inclusive sports demonstrations.
- Organize try-outs of inclusive sports to find out how easy and fun they are.
- Organize specific workshops to teach what inclusion is and how it can be realized.

### *Examples*

- Playing Goalball, by blindfolding people and playing together with persons with visual impairment; Organizing a game of wheelchair basketball by playing together; or Adapting the rules of football in a way that everybody can play the game together.
- Baskin: The game of Baskin is an inclusive activity based on basketball, where players of a team have different "roles" that make inclusiveness possible.
- Recall Games: A collection of traditional sports games that were tailor-made to be inclusive sport activities.
- Inclusive School Games: A collection of school sports that are tailored into inclusive sport formats with accompanying videos.

## 3.3.5 Include



### *Basic recommendations*

- Have always somebody to explain the concept of inclusive sports; e.g. to PE teachers or coaches.
- Arrange supporters with and without disabilities that help you to offer and showcase inclusive sports.

### *Specific notes for para-sports*

Focus on para-sports and Paralympic sports and make them inclusive. Or invent inclusive sports that serve for preparation and training of your athletes. This may in some cases even create training partners for your athletes, which may lead to better performance!

## 3.3.6 Entertain

### *What is it?*

- Entertain refers to the fact that the EWoS Event should be a fun day out for all the family, with a stage including celebrities from the world of sport and entertainment.

### *Why do it?*

- Give people another reason to come to the EWoS Event.
- Let people have fun together outside sports.
- Attract additional media interest by inviting and engaging celebrities also outside the world of sports.
- Give social and cultural stakeholders a role.

### *How to do it?*

- Organize an entertainment programme on the stage; including music, theatre, dances, interviews or show elements. Make sure that there are specific programmes for children, youngsters, families and the elderly.
- Make sure to include stands that offer activities other than sports; including stands with healthy(!) food, and cultural or social activities.

### *Examples*

- Organize interviews and games with celebrities on the stage.
- Organize an inclusive activity session on the stage, e.g. a common fitness session run by a fitness celebrity.
- Organize a cooking show that focuses on preparing healthy food; possibly run by a well-known TV cook.
- Include stands showcasing local craft works; possibly created by or with people with a disability.
- Include folk shows for the elderly, bring wizards for children, and music bands for youngsters.

## 3.3.6 Entertain

### *Examples*

- Organize interviews and games with celebrities on the stage.
- Organize an inclusive activity session on the stage, e.g. a common fitness session run by a fitness celebrity.
- Organize a cooking show that focuses on preparing healthy food; possibly run by a well-known TV cook.
- Include stands showcasing local craft works; possibly created by or with people with a disability.
- Include folk shows for the elderly, bring magicians for children, and music bands for youngsters.

### *Basic recommendations*

- Consider providing entertainment activities for all age-groups; obey the right timing.
- Try to make all entertainment elements inclusive; include e.g. translators for persons with a hearing impairment or arrange first row seats for persons with visual impairments.
- Food is important. Make it a healthy food offer!

### *Specific notes for para-sports*

- Invite famous Paralympians and interview them.
- Connect the cultural activities and the food offered with the countries where the last or upcoming Paralympic Games were / are hosted.

## 3.3.7 What is a possible one-day format that includes all 6 elements?

### Internal note:

all active eger programme elements will be abstracted for the online toolkit

### Event programme

What are practical recommendations and tips?

- Try to include the elements Showcase, Inform, Interact, Experience, Include, and Entertain
- Make your programme short & sweet; better have 4 hours of excitement, rather than 9 hours of fragmentation or in-activity.
- Ensure that your volunteers are fully informed and engaged. Carefully select and train them yourself; they are crucial connectors and facilitators.
- Arrange that everybody can see and experience all programme elements, both in the morning and afternoon; not everybody may stay a whole day and might otherwise miss “the highlights”.

**PROGRAMME EXAMPLE**

REMEMBER: YOU CAN TRY THE SPORTS ANY TIME! JUST ASK!

SPORTS	SHOWCASE Watch the sport Para Sport	OPEN TRAINING SESSION Your chance to take part in a 20 minute introduction to the sport with a top coach or player
BLIND TABLE TENNIS	10:30 - 11:00	11:00 - 11:20   15:40 - 16:00   17:40 - 18:00
BIKKA POWERSLIPPING	10:30 - 11:00	11:50 - 12:10   13:40 - 14:00   17:20 - 17:40
PROLOGUE WHEELCHAIR	11:00 - 11:30	12:30 - 12:50   14:40 - 15:00   17:00 - 17:20
WHEELCHAIR TENNIS	11:40 - 11:50	12:40 - 14:00   16:40 - 17:00
BOCCIA	14:00 - 14:00	12:30 - 12:50   14:40 - 15:00   17:40 - 18:00
BIKKA TABLE TENNIS	14:30 - 15:00	12:10 - 12:30   15:40 - 16:00
SOCCERBALL	15:00 - 15:30	11:50 - 12:10   15:20 - 15:40   16:40 - 17:00
WHEELCHAIR FENCING	FENCING WORLD CUP AND EUROPEAN CUP AT SOCHI	
<b>INCLUSIVE SPORTS</b> Have your own, or an inclusive, sports event. There will be the following elements to help you with details of all events. The sport supervisor will contact you with details, including the date, location, time, contact, and more.		
INCLUSIVE BASKETBALL @ BASKETBALL COURT 12:00   14:00   16:00		INCLUSIVE TENNIS @ TENNIS COURT 10:30   15:00
INCLUSIVE TABLE TENNIS @ TABLE TENNIS 11:00   17:30		
<b>STAGE</b>		
OPENING CEREMONY	10:00	WHEELCHAIR DANCE PERFORMANCE 11:00
INCLUSIVE WARM-UP	10:15	INTERVIEW WITH PARALYMPIANS 11:15
BEGINNING OF THE SAIN RACE	10:30	CHILDREN'S PUPPET SHOW 11:30
INTERACTIVE THEATRE PERFORMANCE	10:35	BLIND EXPERIENCE SHOW 11:30
INCLUSIVE FITNESS SESSION	11:00	RSD 2014 BIELD UP 16:00
RESULTS OF THE SAIN RACE	12:45	SINGER PERFORMANCE 17:00

# 3.3.7 What is a possible one-day format that includes all 6 elements?

## Sports elements

What are practical recommendations and tips?

- Invite the right sport stars and coaches. Make both aware that they need to be willing to actively involve with the event participants.
- Support them with volunteers that facilitate communication and motivate event participants to try the sports themselves.
- Use both sports that are known and unknown. Involve sports and athletes from a broad variety of background to show that everybody can do it.
- Make the sports understood by everybody; e.g. through brief explanation in the programme; information walls in front of the stands; moderators / volunteers on the sport, etc.
- Link the sports programme to the existing offer at the respective community level. Bring both a sport star and a local representative, who can follow up when the “star” leaves.
- Coordinate your sports programme with the entertainment programme; e.g. make sure that kids are busy with sports when the entertainment is rather interesting for older persons.
- Connect on-the-spot try-outs with concrete follow-up offers; e.g. an open training session one week later.

### PARA-SPORT IN THE EWoS

The European Paralympic Committee (EPC) is the governing body for Paralympic Sport in Europe representing 49 National Paralympic Committees. In order to take advantage of the platform provided by the European Week of Sport, the EPC developed the project 'EWoS Ability Link\*Kit' which will develop a toolkit to support National Paralympic Committees in organising awareness raising events

#### WHICH PARA-SPORTS CAN I FIND?

**BOCCIA**  
Boccia first featured at the New York 1984 Paralympic Games as a competitive sport. It is practised in more than 50 countries by those with cerebral palsy or related neurological conditions involving a wheelchair. All events are mixed gender and feature individual, pair and team competitions. The game consists of four rounds in individual and pair competitions and of six rounds in the team competition. It is played on a hard surface, and the goal is to throw the game balls so that they land as close as possible to a special target ball, which is called the "jack". BOCCIA SHOWCASE: 14.00 BOCCIA OPEN TRAINING SESSIONS: 12.30 / 14.00 / 17.00

**GOALBALL**  
Goalball was introduced to the world at the Paralympic Games in Toronto 1976. The sport, exclusively for athletes with visual impairment, consists of four halves of 12 minutes each and athletes wear blackout masks on a playing court. The object of the game is to roll the ball into the opposite goal while opposing players try to block the ball with their bodies. Bells inside the ball help orient the players, indicating the direction of the on-coming ball. Therefore, while play is in progress, complete silence is required in the venue to allow the players to instantly react to the ball.

**BLIND TABLE TENNIS**  
Blind Table Tennis (aka "Showdown") is a sport for the blind and visually impaired which could be described as the blind community's answer to air hockey, or table tennis. It is growing very quickly around the world. It is also played by sighted players, but there are not allowed to participate in the international Blind Sports Federation (BSF) tournaments. Showdown is widely spread in Europe, but it's also played in Africa, Asia, North America, and South America and featured at the 1996 Atlanta Paralympics. BLIND TABLE TENNIS SHOWCASE: 10.30 BLIND TABLE TENNIS OPEN TRAINING SESSIONS: 11.00 / 15.40 / 17.40

#### WHICH PARA-SPORTS CAN I FIND?

**WHEELCHAIR FENCING**  
Wheelchair fencing was developed by Sir Ludwig Guttmann at the Stoke Mandeville Hospital and was introduced to the world at the Rome 1960 Paralympic Games. Men and women with amputations, spinal cord injuries and cerebral palsy are eligible to compete in foil epee (men and women) and saber (men) events. Their wheelchairs are fastened to the floor during competition. THE FENCING WORLD CHAMPIONSHIPS ARE TAKING PLACE RIGHT NOW AT ACTIVE GHER!! WHEELCHAIR FENCING SHOWCASE: 16.00

**PARA-TABLE TENNIS**  
Table tennis was included in the first Paralympic Games in Rome in 1960 and is now practised by athletes in more than 100 different countries. Athletes from all physical impairment groups, aside from the visually impaired, are allowed to compete in standing or sitting classes. Intellectually impaired athletes can also compete. At the London 2012 Games, 276 athletes competed in 29 medal events. PARA-TABLE TENNIS SHOWCASE: 13.00 PARA-TABLE TENNIS OPEN TRAINING SESSIONS: 12.30 / 15.40

**PARA-POWERLIFTING**  
Powerlifting is the ultimate test of upper body strength and can sometimes see athletes lift more than three times their own body weight. It is open to male and female athletes with specific physical impairments. Today the sport boasts hundreds of athletes from more than 100 countries and at the London 2012 Games, 200 athletes competed in 30 medal events. PARA-POWERLIFTING: 11.30 PARA-POWERLIFTING OPEN TRAINING SESSIONS: 11.50 / 13.40 / 17.20

**WHEELCHAIR TENNIS**  
Wheelchair tennis first appeared at the Paralympics for the first time in Barcelona in 1992. Today, the sport is practised in more than 100 different countries. The game follows able-bodied rules with one exception - the ball is allowed to bounce twice. To compete, athletes must have a permanent or substantial loss of function in one or both legs. They can compete in singles or doubles in matches that are the best-of-three sets. At the London 2012 Games, 112 athletes competed in six medal events. WHEELCHAIR TENNIS SHOWCASE: 12.40 WHEELCHAIR TENNIS OPEN TRAINING SESSIONS: 13.40 / 16.40



## 3.3.7 What is a possible one-day format that includes all 6 elements?

SOCHI 2014



### Prize competition

What are practical recommendations and tips?

- Engage your audience through a prize competition that makes them want to try the different sports and make contact with your exhibitors.
- Find attractive prizes for everybody. Get your sponsors and/or local shops involved with it.
- A good target group are kids; they mostly make parents getting involved, too. However, avoid making it a “kids only activity”.
- Make your exhibitors fully aware of the prize competition and their involvement in it.
- Prepare your volunteers to motivate and guide participants through the prize competition process.
- Link the prize competition to activities that happen after the event!
- E.g.: Let participants collect the last (or an additional) item to receive the (additional) prize only when the person is participating in a session at a local sports club.
- Include #BeActive elements into the prize competition; e.g. print the logo on T-Shirts, wrist-bands, balls, etc.

**COLLECT STICKERS & WIN PRIZES!!!**

You can collect stickers by visiting the different tents at **now open** and doing the fun activity described on these pages. To win a prize you have to collect all the stickers, when you've done this go to the **near entrance to come over now tent to get your goodies!**

**WHO ARE THE EPIC SUPERHEROES?** The EPIC Superheroes are a cool bunch of kids who are also Para-Athletes. They all have different strengths but all share one the 'EPIC' disability. Put their names together and it spells **POWER!!!**  
**WHERE: EVERYWHERE (GET YOUR STICKER AT THE EUROPEAN PARALYMPIC COMMITTEE TENT)**  
**ACTIVITY: BASK YOUR BROTHER BASKIN WITH A PARALYMPIC ATHLETE, AND BRING IT TO THE EUROPEAN PARALYMPIC COMMITTEE TENT**

**WHO IS PT?** P is a cool and smart guy and the reigning influence on our Super Activities. He is a paralled player and long distance runner. When there's a party, he's the DJ. **Who runs at the humpdies who rocks the athletes' parties.**  
**WHERE: BUNG TABLE TENNIS TENT**  
**ACTIVITY: PLAY BUNG TABLE TENNIS**

**WHO IS OT?** O is the group's glamour girl. Her school is in love with her. She is very ambitious and focused. She's a good student and a stand out track and field athlete and volleyball player.  
**WHERE: WHEELCHAIR TENNIS**  
**ACTIVITY: PLAY WHEELCHAIR TENNIS**

**WHO IS W?** W is in a wheelchair. "Impossible" is not in W's vocabulary. He's the speedster—the faster, the better. W likes to go to the skate park, where he makes every zoner a wheelchair can—and a New 'n' can't. W also does basketball and rugby.  
**WHERE: WHEELCHAIR BASKETBALL**  
**ACTIVITY: SHOOT A BASKET FROM A WHEELCHAIR**

**WHO IS ET?** E is the youngest of the heroes. He's the prankster. E has Down syndrome and he has been passionate sports and show. E is a crafty football midfielder, a determined judo practitioner, and the wildest cage dancer since James Brown.  
**WHERE: SOCCA TENT**  
**ACTIVITY: PLAY SOCCA**

**WHO IS R?** R is a really bad but has a big personality. She is a weight lifter and the coxswain in an eight man shell in the rowing club. Eight muscle-bound men who dance to her tune—that's how R likes it.  
**WHERE: POWERLIFTING TENT**  
**ACTIVITY: TRY OUT POWERLIFTING!**

**YOUR EVENT'S DESCRIPTION & LOGO**

**YOUR ORGANISATION'S DESCRIPTION & LOGO**

*- Good luck! -*

## 3.3.7 What is a possible one-day format that includes all 6 elements?

### EWoS elements

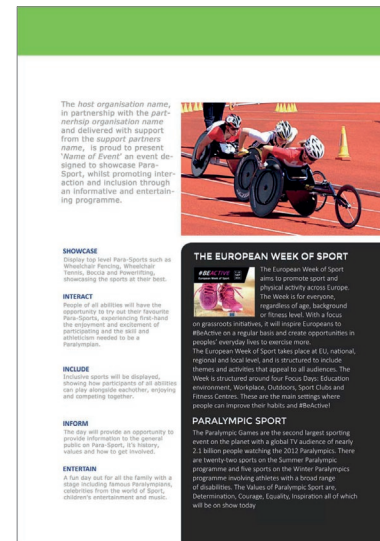
What are practical recommendations and tips?

- Make locals feel the European spirit of the Event. Ensure that you exploit the EWoS and #BeActive elements.
- Make use of the (most recent) pre-developed, free EWoS communication material, click here.
- Use this Material not only in your Programme Leaflet, but on T-Shirts, Banners, Media Communication, etc.
- Link with the guidance section of the EWoS Handbook, see here.
- Communicate the Event through the EWoS and #BeActive communication channels.
- Register your event onto the central EWoS Event Map.

### Concept elements

What are practical recommendations and tips?

- Ensure that people understand that the Day is for Everybody.
- Raise interest and awareness by explaining all possibilities and elements of your Programme.
- Make everybody aware that the Day is part of a larger European campaign and that it does not stop when this Day is over.



## 3.3.7 What is a possible one-day format that includes all 6 elements?

SOCHI 2014



### Contacts

What are practical recommendations and tips?

- Ensure that everybody has a chance to follow-up and find a contact person at the local level for the sports they are interested in.

### Hosting targeted stakeholders

What are practical recommendations and tips?

- Invite targeted multipliers, media and sponsors.
- Provide them with a guided programme and tour.
- Make them try everything with fun.
- Explain all background.
- Raise awareness of local and national needs, and the (also their!) advantages of changes to the better.
- However, do not “beg” for their help, but offer your help!
- E.g. provide help to local politicians to approach more “voters” by helping them improving accessibility; help media to write better articles by supporting them to understand how to improve reporting about Paralympic sports; etc.
- Ensure to make photos and collect statements; ask them for the free use for after-event PR.



# 4. Activate

*Learn how to improve the promotion of sustainable day-to-day sports participation of people with a disability through activating local stakeholders.*



# 4.1 Why should national disability-sport and para-sport organisations connect to local stakeholder networks?



## Local stakeholder network

A Local Stakeholder Network helps to ...

- Understand the real needs at the local level.
- Make a local EWoS Event happen.
- Allow the EWoS Event to create legacy for physical activities and sports offered in the respective community.
- Allow the EWoS Event to create opportunities for higher day-to-day sports participation of people with a disability.
- Make inclusion a reality.

## Participation and involvement

Participation and Community Involvement should be considered as a value itself, acknowledging the local population's right to determine what happens on their own doorstep.

Besides this moral claim, it also has a functional perspective:

Getting the local population involved helps to create a sense of ownership and shared responsibility.

It helps to actually meet existing local needs and can help to reduce dependencies from external financial and social capital.

## Opportunities and advantages

An EWoS Event initiated by a national disability-sport or para-sport organisation makes a valuable contribution to raise awareness. However, if this shall lead into higher day-to-day participation in sport, the next step is to increase low barrier participation opportunities.

This means that sporting opportunities must be created that are 1) easy to reach and accessible, 2) rather in-formal and less demanding, and 3) open for anyone.

The sporting opportunities must be implemented A) at the local level, B) on a regular basis, and C) by local stakeholders who serve as everyday contact and person of trust.

An EWoS Event provides a perfect opportunity to establish, strengthen or extend this type of local stakeholder network.

## Specific notes for para-sports

Olympic elite-sports structures immensely gain from talent created by an athlete's pathway from foundation to participation to performance and finally to elite.

However, Paralympic sports often lack foundations set through school-sports and grass-roots sports engagement.

For any change, results of previous EPC projects at the European level have shown that the Paralympic Movement in Europe must strengthen all four elements of its "development chain":

Awareness > Participation > Competition > Excellence

Therefore, connecting and supporting local level sport structures is key for the establishment of sustaining Paralympic Athlete Pathways.

## 4.2 What is a local stakeholder network?

### The local stakeholder network

A Local Stakeholder Network is an informal group with a mix of organisations that ...

- Understands and is engaged with the respective local community from different angles.
- Have complementary expertise to influence the current situation towards the better.
- Can make a local EWoS Event happen and successful.
- Can create legacy and spill-over effects from this EWoS Event with the objective of increasing higher day-to-day sport participation of people with a disability.

### Members of a local stakeholder network

Identifying the appropriate members of a Local Stakeholder Network is key. Depending on the national sport system on the one hand, and the local situation on the other hand, the right network members may be found in different areas.

The grid below describes a potential scope and choice. However, the focus should be on sport organisations, schools, disability stakeholders and the municipality, with a target number of 4 to 8 network member.

Sport Clubs for People with a Disability	Schools for People with a Disability	Organisations for People with Disability	Regional Authority	Youth Organisation	Social Sponsors
Sport Facility Operators	Schools	Support Groups for people with a Disability	Municipality	Scout Organisation	Chamber of Commerce
Sport Clubs	Kindergarten	Parents' Groups	Municipal Suppliers	Voluntary Fire Brigade	Business Clubs
Local Sport Federations	Universities		Public Transport Services		Health Insurances
Private Sport Providers		Tourism Office			Local Media



## 4.3 How to start a local stakeholder network.

### 1. Identify and select

- Identify all potential members for the Local Stakeholder Network available in the respective community.
- Match their expertise and capacity and define their potential roles as regards the organisation of the EWoS Event and its legacy.
- Identify one key partner organisation and one specific person as its representative and your key contact.
- Contact this person and make her/him the Local Stakeholder Network's Facilitator; being the central contact and main driver of the Network.
- Select all Network members in cooperation with the Network Facilitator.

### 2. Selecting a local network facilitator

The Local Network Facilitator...

- Must be motivated and active, but also willing to delegate tasks to the other Network members.
- Needs to have good contacts into different sectors at the local level.
- Should be familiar with or interested in disability-sports / para-sports.
- Should be able to gain support of Network members.
- Should have appropriate organisational, management and communication skills.
- Must have sufficient time to actively take over the assigned task.

### 3. Local leadership

The national disability-sport or para-sport organisation should initiate the establishment process of a Local Stakeholder Network and support the Local Stakeholder Facilitator.

However, it is crucial that the Local Stakeholder Network is willing and able to work on its own.

## 4.4 How to collaborate with the local stakeholder network before, during and after the EWoS event.



### Success factors

General success factors for collaboration

- All Network members participate on a voluntary basis.
- The Network creates mutual benefits. And these benefits are visible to the Members.
- Network members have the knowledge, motivation, skills and resources required for the task.
- The Network actually works together. It creates something, no matter how small the activity is. It is not just a talking shop.
- The network is driven by a strong and motivated Facilitator, who at the other hand ensures that all Network members are actively involved.
- The Network engages on a regular basis with a certain level of energy and dynamics.

### During the EWoS Event

- Collaborate to make the Event a success.
- Make everybody an important part of the Event.
- Provide equal visibility to all Network members.
- Ensure that all Network members feel welcome and supported by the main organizer.

### Before the EWoS Event

- Analyse with the potential Network members the specific needs in their local community.
- Analyse with the potential Network members specific obstacles and barriers faced so far.
- Analyse with the potential Network members how the EWoS Event can facilitate improvement.
- Analyse with the potential Network members how each organisation can contribute to the Event.
- Think of measures to increase sports participation before the Event, e.g. students' practices at school for a little competition at the day of the event.

### Contact

Meet with all Network members after the EWoS Event to...

- Evaluate what went well or not so well.
- Consider and plan further collaboration opportunities within the Network to create regular participation opportunities in the community.
- Plan already for the next EWoS.



## 4.5 How to initiate sports participation for everyone through an EWoS event.



### *Using the EWoS Event*

- Use the EWoS Event to promote special offers. Examples are reduced prices to use the swimming pool, or a free try out session at the local sports club in the week after the event.
- Present sports and activities that are really available in the specific community.
- Provide and collect contact data and follow up with your offers.
- Have preparatory and follow-up activities that lead up to the event.
- Organize sneak-previews for school classes. Link event activities to activities that happen after the event. Examples are: Let participants collect the last (or an additional) item to receive the (additional) prize only when the person is participating in a session at a local sports club, or at least request to pick up the (additional) prize at the local sports club.

## 5. Learn more

*This section provides more information about inclusion, inclusivized sports participation, sports for people with a disability, and the European Week of Sport.*

## 5.1 What does inclusion mean?

by NSA and SPIN



### *What does 'inclusion' mean?*

Inclusion is a concept that has been widely spread across Europe; however, there is no single definition existing as the concept is encompassing a variety of scopes.

One definition was provided during the MINEPS V in 2013, which is the International Meeting of Ministers in Sport. There, in their efforts to ensure access to sport as a fundamental right for all, they have chosen to refer to inclusion as a sense of belonging, which includes respecting feelings, being valued for who you are, and feeling a level of supportive energy and commitment from others.

It was made clear that there should be commitment to embrace difference and value the contributions of all participants in sports, whatever their characteristics or backgrounds are.

### *How is inclusion referred to in this toolkit?*

For the purpose of this Toolkit, the scope of inclusion focuses on full participation of persons with disabilities.

However, it is about providing a range of options for people of all ages, abilities and backgrounds, in the most appropriate manner possible.

### *Where does it come from?*

Historically, inclusion derived from the concept of integration. However, whatever definition is used as regards inclusion in sports today, it is important that the concept of inclusion must not be mistaken with integration.

Integration often was or is just about a matter of location; e.g. Organizing swimming sessions in the same facility at the same time, but still in separate courses.

Inclusion is not about just doing something alongside; it is about doing sports equally together, which is a process that cannot be achieved with a single action!

In its early years, inclusion in sport mostly aimed to avoid any kind of exclusion and fought for quality participation of persons with disabilities. Currently, inclusion in sport emphasises on including all members of society, regardless it is about any disability, poverty, or social, ethnical and religious background, etc.

Inclusion in sports aims at all levels; whether it is about developing physical education classes, sport for all activities or high-performance sports programmes.

## 5.1 What does inclusion mean?

by NSA and SPIN



### *Why should inclusion be supported?*

Inclusion does not just happen by itself; it needs to be proactively driven by all stakeholders in sports!

Organisations dealing with disability-sports and para-sports may use the concept of inclusion to develop and sustain some of their sports, or to enrich participation; e.g. in sports where there is too less participants to form teams at the local levels, or in sports that require extensive resources such as sailing or horse-riding.

For organisations that organize EWoS events, fostering inclusion will create more participation, additional awareness and acceptance, respectively; at the same time this will support creating equality and social capital leading to more united communities.

### *Where to get support?*

Support can be found by contacting us, or by consulting the 'Helpful Links' section.

## 5.2 What is inclusivized sports participation?

### *What is ,inclusivizing' sports participation?*

The word 'inclusivize' embraces the idea of continuous action, the act of making something inclusive, as the situation, activity or individual requires. If you inclusivize sport then you are making sport and physical activity accessible for all. By inclusivizing sport you are taking part in the act of making changes in different aspects of sports to allow people of all abilities to be involved.

### *Who needs it?*

We 'inclusivize' sports participation for the benefit of everyone and society. Many sports did not develop in an inherently inclusive manner; therefore it can be useful to offer suggestions to coaches, organizers, players as to how they might make a particular sport or activity more inclusive.

Organizers of sporting events get more proficient and creative at inclusivizing with practice; sharing ideas with others can be a great way to learn. In addition participants can get a feel for what works best for them as they gain more experience in inclusive sport.

Inclusivizing can also make activities more intergenerational. However it is most beneficial for people with disabilities as they are often excluded from participating alongside their peers due to a lack of knowledge on inclusion and ways to inclusivize sports.

### *Why do I need it?*

As an organizing body of an EWoS sporting event it is important to provide for people of all abilities at your event. All attendees should be given the chance to be actively involved and to enjoy the activity and not merely observe. This will broaden your capacity to organize activities for a broad spectrum of people.

### *How does it work?*

Inclusivizing sports participation works by making minor modifications to four key aspects of the sport/physical activity. The organizer can make changes to the; 1) Teaching Style, 2) Rules, 3) Equipment, and 4) Environment. These minor modifications may have major impacts on the accessibility of the activity increasing the range of abilities involved.

Following these modifications, people of all abilities can now be fully confident in participating with their peers as independently as possible. In turn, facilitating the inclusion of people by transforming one of the major barriers to inclusion experienced by people with disabilities.

### *Where to get support?*

Support can be found by directly contacting us or by consulting the Helpful Links section.

## 5.3 What is the situation of sports for people with a disability in Europe?

By SPIN & EPC

paralympic games



### *How is the situation in general?*

An estimated number of people with a disability in the EU declares around 80 million persons; which means app. 15% of the population. People with reduced mobility are even estimated to represent more than 40%.

Sport is recognized as a tool to stay healthy; it promotes social and educational values, and it has the potential to promote cohesion in societies.

For people with a disability sport can play a key role; both as regards its value for social inclusion and for activating health-enhancing physical activity.

However, sport for and with people with a disability in Europe still is in its early stages of development, when compared to sports in general.

So, when it comes to day-to-day participation possibilities in sports for people with a disability, the European countries do not – or rather cannot – offer a level playing field.

### *What is sport for people with a disability?*

A definition of sport at the European level is often referred to the European Sport Charter; proposing “sport as all physical activities, which are carried out in order to express or improve physical fitness and mental wellbeing”. In principle, any sports for people with a disability are fully included into this, and one may refrain from any further definition.

However, in some cases distinction needs to be made, where the term “disability-sport” often appears as serving as a generic term for sports specifically practiced by people with a disability. The practice of sports by persons with a disability is closely related to their ability and the respective medical taxonomic systems. Therefore, as the term “disability” is a complex phenomenon and multi-dimensional experience, so is the term disability-sport.

With heterogenic definitions existing in the different European countries, ranging from elite sport to recreational sport and adapted physical activity to rehabilitation sport concepts, defining disability-sport is as complex as defining the term “sport”. Some disability-sports are sports that are slightly modified to meet the needs of some persons’ abilities; others have been specifically created with no equivalent.

In general, disability-sport may be described as “any kind of sports activities that have been created or developed for the benefit of, or are specifically practiced by, people with a disability; including opportunities for them to practice sports with or against others”.

## 5.3 What is the situation of sports for people with a disability in Europe?

By SPIN & EPC

paralympic games



### *What are para-sports?*

The Paralympic Movement believes that lack of inclusion or mobility restriction are often due to external factors that can be overcome.

The Paralympics are all about ability, not inability! Therefore, the word “impairment” is preferred to “disability” and instead of “athlete with a disability” the term “athlete with an impairment” and – more recently – the term “para-athlete” is used. These terms refer to all athletes within the Paralympic Movement from grassroots to elite level.

In this regard, the term “para-sports” is a definition used by the Paralympic Movement concerning all sports for athletes with an impairment, whether they feature on the Paralympic programme or not. The term is used for all other sports events outside of the Paralympic Games.

Paralympic sports, on the other hand, is a general reference to any sport on the Paralympic programme. This is only used when referring to the sport's involvement in the Paralympic Games.

### *Who is the European Paralympic Committee?*

The European Paralympic Committee (EPC) was founded as the IPC European Committee in November 1991, and adopted its current name in 1999. In 2008 the permanent Office and Headquarters was established in Vienna, Austria.

The EPC is composed of forty-nine National Paralympic Committees and the European branches of four disability-specific International Organisations of Sports for the Disabled and one independent Paralympic sport federation.

The EPC aims are to provide sports programmes and initiatives for sports for persons with a disability, for example by holding a European Para-Youth Games each second year and to increase the participation rates in sport in the less Economically Affluent zones of Europe. The strategy is also to increase participation rates of women in sport and to be an athlete centred organisation throughout Europe.

### *What is the vision of the European Paralympic Committee?*

The vision of the EPC is to be a strong umbrella association for promotion and development of sports for para-athletes in Europe. It will extend its influence throughout Europe aligned with the European values of sports and based on the tradition of the Paralympic Movement.

EPC should be known as pioneering a region where European para-athletes and the sports are the main focus and driver. EPC is a sport organisation that seeks to promote and develop sport at an equal level with the Mainstream Sport Movement; that can as well be used as a driver for equal rights of persons with a disability.

### *Whom to contact for further information?*

For support, please contact us or consult the Helpful Links section.

## 5.4 What is the European Week of Sport?

By SPIN & EPC

### *What is the European Week of Sport?*

Sport is an important aspect of social and cultural life in the European Union. It is deeply embedded in Europe's societies with some 300 million people regularly enjoying sport.

Engaging in sport is one of the ways of being physically active and the sports movement has great influence on the level of health-enhancing physical activity of European citizens.

The European Week of Sport (EWoS) aims to promote sport and physical activity across Europe.

The Week is for everyone, regardless of age, background or fitness level.

With a focus on grassroots initiatives, it will inspire Europeans to #BeActive on a regular basis and create opportunities in peoples' everyday lives to exercise more.

#BeActive is a call to action to get Europeans moving!

### *What is the generic shape of the EWoS?*

In order to make Europeans move, EWoS has three aims:

- Inform: Raise awareness about the positive impact of healthy lifestyles.
- Inspire: Give people ideas about how to #BeActive and adopt healthy lifestyle.
- Facilitat: Create opportunities to #BeActive in today's fast-paced environment.

As an annual event, the European Week of Sport includes all kinds of creative and exciting events and activities in different European countries. The EWoS takes place at EU, national, regional and local level, and is structured to include themes and activities that appeal to all audiences.

### *Why do we need the EWoS?*

Participation in sport and physical activity is stagnating, and in some EU Member States even declining.

It's not just people's health and well-being that suffers; it's our society and economy as a whole.

Increased spending on health care, a loss of productivity in the workplace and reduced employability are just a few of the negative knock-on effects.



## 5.4 What is the European Week of Sport?

By SPIN & EPC

### *How are activities organized?*

- A) During one week in September, EU-centralised events and activities take place, including:
- The official Opening of the Week by the EU Commissioner is organized in close collaboration with the Member State holding the Presidency of the Council and should take place in parallel in as many participating countries as possible.
  - A Flagship event organized by the European Commission in Brussels, mainly addressed to stakeholders and covering a topical issue on the EU sport agenda.
  - Any other event with a European-wide vocation organized by other EU institutions and European partners of the Week (i.e. sport and sport-related organisations committed to the success of the Week).
- B) The implementation of the Week across Europe is decentralised, in close cooperation with specific National EWoS Coordinators, through National Weeks of Sport taking place during one week in September of the same year. All events organized in a country under the umbrella of the European Week of Sport at national, regional and local levels will ideally take place during this set National Week.
- C) In addition, a central communication campaign is established. The overarching campaign theme for the European Week of Sport is “#BeActive”. It also functions as a reference framework for events and activities aiming at promoting sport and physical activity throughout the year.

### *How to take part?*

Everybody can play a role in creating a culture that values sport and physical activity! Whether it is sport organisations and federations, or one is a parent, employer, local authority or student. There are plenty of projects and initiatives across Europe one can join, or one can create an own-initiative to help promote the European Week of Sport.

For it, the European Commission has created a central platform for information, where all EWoS Events are listed and the EWoS Organisational Toolbox together with the #BeActive communications tools are available free for use.

### *Whom to contact for further information?*

For support, please contact us or consult the Helpful Links section.

# Contact

## *EWoS Ability Link\*Kit Consortium*

c/o SPIN Sport Innovation  
Palanterstr. 36  
50937 Köln | Germany



European  
Paralympic  
Committee



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**#BEACTIVE**



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