

SPORT FOR
EUROPE



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SPORT FOR EUROPE



TABLE OF CONTENTS

Foreword of the federations	4
Swedish Sports Confederation – Riksidrottsförbundet (RF)	4
Swiss Olympic	5
Sport Austria – Bundes-Sportorganisation (BSO)	6
German Olympic Sports Confederation (DOSB)	7
Introduction of the federations	8
Swedish Sports Confederation – Riksidrottsförbundet (RF)	8
Swiss Olympic	9
Sport Austria – Bundes-Sportorganisation (BSO)	10
German Olympic Sports Confederation (DOSB)	11
Aims and background of the “Sport for Europe” project	12
Background	12
Project idea	12
Structure of the project	12
Framework of the project	13
Role of the project for partners	13
Values – promotion of values in the four partner organisations	14
Definition and role of values in the partner organisations	14
The partner organisations’ list of sports values	15
Role of partner organisations in terms of the promotion of values	16
Challenges in values promotion (internal and societal)	17
European values and the role of sports	18

Inclusion and integration	19
Best practice examples	20
<i>Hela orten rullar</i> – The whole city is rolling	20
Isbrytaren – Ice Breaker	21
MiTu – Miteinander Turnen – Exercising Together	22
Together – Fussball vereint	23
Rugby Opens Borders	24
Kick mit – Kick With Us	25
Social Football Award	26
Lernkurve Stadion – Learning Curve Stadium	27
Hockey is Variety	28
Fairplay Soccer Tour	29
Challenges and Solutions	30
Voluntary work	30
The Elderly	30
Women	31
Racism and Discrimination	31
Outlook and conclusion	32

FOREWORD OF THE FEDERATIONS



Swedish Sports Confederation – Riksidrottsförbundet (RF)

The Swedish sports movement creates meeting places for people from different backgrounds, with various physical abilities, sexual orientations, gender, gender identities, religions and ages. For many, sports provide an important environment in the process of becoming a part of Sweden, learning democratic values, developing physical and mental skills, and learning about leadership and democratic processes.

In order to stay relevant and interesting, and to ensure we remain welcoming for a variety of people, we are in the process of considerable introspection. We do this through a project called Strategy 2025. As we work toward a number of goals, we are evaluating our forms of practice, competition, and organisations, and further develop our leadership. We are asking ourselves which values are handed down to our young people and how we envision those values in the future. We're evaluating for whom our sports movement is created today and who has difficulty becoming a part of our movement, asking ourselves what kind of obstacles are there to be challenged? What do we need to change in order to make sure everyone can feel welcome and develop in every way possible?

Many different voices have been and still need to be heard, making sure a number of perspectives have been assessed and taken into account as we move forward toward inclusion.

We have taken steps in the direction of a more gender equal and inclusive sports movement, but still have challenges ahead. Our European projects and cooperative relationships strengthen our path and contribute toward an inclusive and healthy European sports movement – for all.

A handwritten signature in black ink that reads "Stefan Bergh". The signature is written in a cursive, flowing style.

Stefan Bergh
President
Swedish Sports Confederation



Swiss Olympic

Sports promote, challenge, shape and connect people, regardless of age, origin, gender or income. This is what makes sports so valuable – for the individual as well as for society at large.

When Swiss Olympic 2018 received the request from the German Olympic Sports Confederation (DOSB) to participate in the **Erasmus+** “Sport for Europe – Integration through Sport” project, we did not take long to come to a decision.

The chance to reflect on the role of sports as a driver for the positive development of society at large and to share our experience and knowledge with sports organisations in other countries, thus strengthening existing activities to make the values of sports tangible in Switzerland, made us keen to be involved in this project.

Through “Sport for Europe – Integration through Sport”, we have expanded our network by adding strong, competent partners from abroad and are even better positioned to fulfil our vision of a Switzerland that lives and breathes the Olympic values. The product of this exciting collaboration is this electronic brochure,

which we hope will also provide your organisation with valuable food for thought and action.

A handwritten signature in black ink, appearing to read 'J. Stahl', written in a cursive style.

Jürg Stahl
President
Swiss Olympic



Sport Austria – Bundes-Sportorganisation (BSO)

Sport – such as society in general – is in constant change. In addition to economic and administrative challenges, the ethical dimension is becoming more and more important, and everyday sporting life is also characterized by dealing with values and living those values.

Sport Austria – the Austrian Sports Organisation as the umbrella of organised sport in Austria – is dealing with relevant future issues for years.

Through this **Erasmus+** funded project and the cooperation with the partner organisations, more opportunities to exchange ideas with partners from other countries were created, to learn from one another and to look at specific fields of action.

This project gave impulses to link European values and values of sport, to strengthen sport organisations in their role as promoters of values in society and to take on social responsibility.

We at Sport Austria are now taking the impulses from this project and from the European network with us in our own work for our organisation, our 67 member

associations and up to 15,000 sports clubs in Austria and are pleased to provide inspiration for organised sport with this brochure.

Hans Niessl
President
Sport Austria



German Olympic Sports Confederation (DOSB)

Sports unite people – across all borders. For this reason, the DOSB, the German Olympic Sports Confederation, is also repeatedly involved in projects in the European context that foster the understanding and exchange of topics relating to mass sports.

This is also the case with the current project “Sport for Europe”, which is supported by the Erasmus+ Programme of the European Union and which has made a significant contribution over the past two years to establishing and intensifying cooperation with colleagues from Switzerland, Austria and Sweden. The focus here has been on values and challenges in (mass) sports, which are equally important to all four countries.

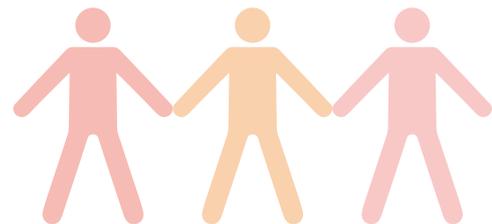
This enables fruitful discussions across national borders to take place in order to find arguments and approaches to solutions, to think outside the box, and to adopt good ideas.

Furthermore, such a project strengthens international networks, thus having a lasting impact on the structures of sport. It is, therefore, an excellent example of how the European idea can be put into practice

in sport and how the project results can be used to further develop the federal programme “Integration through Sport” in SPORTDEUTSCHLAND.

Alfons Hörmann
President
German Olympic Sports Confederation

INTRODUCTION OF THE FEDERATIONS



Swedish Sports Confederation – Riksidrottsförbundet (RF)

The Swedish Sports Confederation is an umbrella organisation consisting of 71 special sports federations and 21 district sports federations. The role of the Swedish Sports Confederation is to carry out the policy agreed by the member associations at the General Assembly. Its fundamental principle is that each sports federation is responsible for its own sport and any problems in that sport are dealt with by the sport's own federation. Each member association is also responsible for the entire organisation. Legally, the Swedish Sports Confederation is an organisation regulated by the charter agreed to by its members. The main task for the Swedish Sports Confederation is to support the member federations.

Another important task is to represent the whole Swedish sports movement in contacts with authorities, politicians etc. The Swedish Sports Confederation also initiates and supports interdisciplinary research in medicine, physiology, sociology, technology and the behavioural sciences.

The individual sports federations are represented by 200 delegates at the General Assembly, which is the sports movement's supreme decision-making body. Besides electing members to the Executive Committee, the assembly determines the direction of sports for the next two years.

Throughout the country, athletic clubs are organised according to two principles, one geographical and one linked to the sport involved. The geographical organisation takes the form of district sports federations while particular sports are organised in district federations and sports federations. At the national level, the unifying organisation is the Swedish Sports Confederation.

The Swedish sports movement adheres to the UN's Universal Declaration of Human Rights, the UN Convention on the Rights of the Child, and the Convention on the Rights of Persons with Disabilities. "What sport

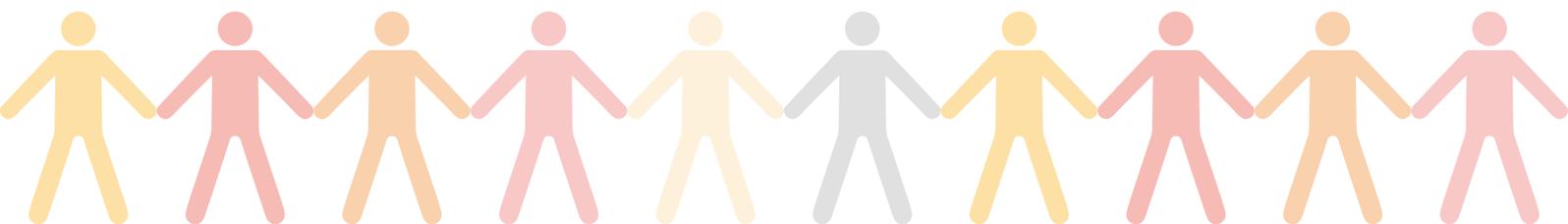


Riksidrottsförbundet
Swedish Sports Confederation

wants – aims and guidelines for the sports movement" is the name of the policy programme for Swedish sport. It represents a common system of values for the entire sports movement and provides guidelines for the organisation of sports activities in federations and clubs.

Link to the federation website:

 www.rf.se



Swiss Olympic

Swiss Olympic is the umbrella organisation of Swiss sport and the National Olympic Committee of Switzerland. In this dual role, Swiss Olympic creates the best possible conditions for athletic success at the international level and represents the interests of the organised sector under private law in Swiss sports. With its commitment, the umbrella organisation supports and strengthens its members (81 national sports federations and 23 partner organisations) and thus some 20,000 clubs with 2 million people involved in sports. Swiss Olympic also disseminates and anchors the Olympic values of high performance, respect and friendship in society, and campaigns for healthy, respectful, and fair Swiss sports.

Based on these Olympic values, the Ethics Charta for Swiss sports was initiated in 2002, together with the Federal Office of Sport (FOSPO). This charter has, in the meantime, become the foundation and very heart of Swiss sports. It is an integrated and recognised component of every agreement made between Swiss Olympic and its partners and is given concrete form in the “Code of Conduct” in business matters.

Swiss Olympic, along with its members and their sports clubs, carries out major and minor activities every day so that people can experience for themselves the values of sport. Three examples:

- In top-class sport: Top athletes act as role models. We train them so that they can ideally exemplify the values of sport. Depending on their age and starting point with different themes and taking various forms, e.g. at the biannual one-week Talent Meet in Tenero.
- In the associations: All member associations have an ethics officer who plans and controls their ethics measures on the basis of a 4-year plan. The associations have also drawn up their own Code of Conduct and run a reporting office for unethical behaviour. Many associations carry out long-term campaigns as

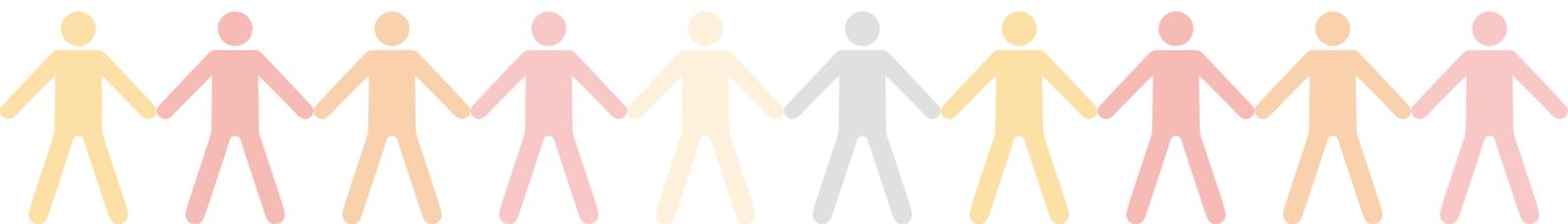


part of their planning, e.g. the “Respect” campaign of the Swiss Ice Hockey Federation.

- In youth sport: With “cool and clean”, Swiss Olympic has been running a broad-based prevention programme since 2003. Athletes and entire teams are pledged to the six commitments of “cool and clean” and have thus declared their support for fair and clean sport. The community of like-minded people is growing daily and “cool and clean” is able to help strengthen young people’s life skills in this way.

Link to the federation website:

 www.swissolympic.ch



Sport Austria – Bundes-Sportorganisation (BSO)

Sport Austria – the Austrian Sports Organisation – is the non-profit umbrella organisation of Austrian sport, which represents the interests of sports both in Austria and in international organisations. The members – 60 elite-sport federations, 3 grassroots-sport federations and 4 sport organisations with particular interests – organise 15,000 sports clubs and 2.1 million members in Austria.

Sport Austria coordinates activities concerning sport policies, offers a variety of services to its members, represents the interests of the sports movement towards governmental institutions and within international institutions. Sport Austria is member in international organisations such as ENGSO, EOC EU office and TAFISA. Since 2017 Sport Austria is the National Coordinating Body of the European Week of Sport in Austria.

Statistics show, that people with migration background or people with disabilities are less likely to be members of a sports club. Approximately 14% of people with migration background in Austria are member of a sports club (in comparison: 28% of people without migration background). On the other hand, people with migration background are using the offers of sports clubs more intense in comparison to people without migration background and are more likely to become elite athletes or coaches.

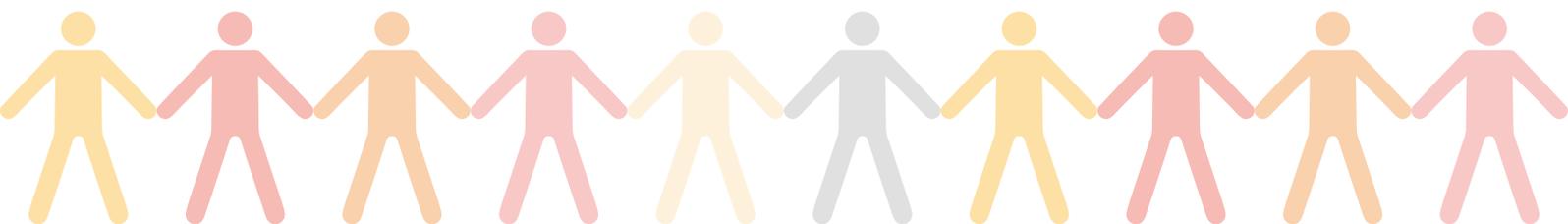
For years, Sport Austria is member of various task groups for socio-political issues of sport concerning the integration of migrants in and through sport, social inclusion, sustainability, human rights, gender equality or prevention of violence, and in this context works together with several sport organisations, relevant non-governmental organisations and experts in the respective fields. A couple of years ago, a process concerning Good Governance in sport was started. Especially starting in 2020, a focus was and is set on the development of an ethical code, that will be an integral part of the statutes of Sport Austria. The co-operation with DOSB, Swiss Olympic and the Swedish

SPORT AUSTRIA
BUNDES-SPORTORGANISATION



Sports Confederation in the framework of this project and beyond, was and is fruitful to Sport Austria in the development of the ethical code, but also to learn from each other also in other fields of action.

Link to the federation website:
 www.sportaustria.at/de/start



German Olympic Sports Confederation (DOSB)

The German Olympic Sports Confederation (Deutscher Olympischer Sportbund/DOSB) is the non-governmental umbrella organisation of the organised sport in Germany. The DOSB is a registered association, has its headquarters in Frankfurt am Main and is supported by offices in Berlin and Brussels. The DOSB unifies 100 member organisations with more than 27 million personal memberships. These members are organised in about 90,000 sports clubs. More than 8.6 million volunteers work in the sphere of sports. In 20 per cent of sports clubs, persons with migrant background are engaged as volunteers.

According to these numbers, the DOSB is the largest civil movement in Germany and can reach a significant part of the German population through its activities. This is especially important for sustaining the framework of the “Sport for Europe” project.

The DOSB is furthermore a member of a number of European and international networks such as the International Olympic Committee (IOC), the European Olympic Committee (EOC), and the European Non-Governmental Sport Organisation (ENGSO). The DOSB is also a partner of the EOC EU Office in Brussels, collaborating with European federations and other National Olympic Committees (NOCs) on that level.

One of the most constant initiatives of the DOSB in the area of social cohesion is the federal “Integration through Sport” programme. This programme started in 1989 as a pilot project, “Sports for All – Sports with Late Repatriates”, and focused on the target group of migrants with German ethnicity. The content of this project has been subsequently developed to the nationwide “Integration through Sport” programme, which targets all persons with migrant backgrounds as well as socially disadvantaged people in Germany. Now, the federal programme unifies 16 state sports confederations, around 4,000 sports clubs, about 120 full-time colleagues, and more than 3,000 volunteers. From the



very beginning, the programme has received financial support from the Interior Ministry and the Federal Agency for Migration and Refugees.

Integration is understood by the DOSB as a long-lasting process, implying a high level of rethinking and self-reflection. Its goal is equal participation for everyone in every sphere of life. To enable this, the DOSB focuses on educational and ethical work and places values such as tolerance, solidarity and respect at the centre.

Especially with regard to the massive increase of migration in 2015–2016, the programme proved to be a strong and well-conceptualised initiative of the DOSB and helped to manage the issue in a professional and sustainable way.

Link to the federation website:

 www.dosb.de

AIMS AND BACKGROUND OF THE “SPORT FOR EUROPE” PROJECT

Background

According to the Treaty of the European Union the European core values are respect for human dignity, freedom, equality, democracy, the rule of law and respect for human rights, including the rights of persons belonging to minorities. However, the current social and political situation in Europe challenges the application of these values.

This has especially developed during the last three years which saw a massive increase of migration that has proven to be critical, dividing opinions and minds inside some countries as well as between them.

The long negotiations between German politicians commissioned to build the government or the absence of a common approach to the reception of refugees among European member states prove this argument.

Sports have promoted universal values since ancient times – values of Olympism such as solidarity, tolerance, equality, friendship, fair play. These values are of essential importance for many areas of our life, whether social, economic, political, or cultural. Sports values are tightly linked to those of Europe and reflect and enhance the idea of European unity.

Recognizing this specificity and power of sport, it is important to use the Olympic values for the challenges European society faces, to bring them to bear and to use them in a correct way. But even if sport has the potential to unify people, it is not inclusive and binding by definition – the risk of exclusion exists inside sport organisations as well.

It is thus important to educate and sensitise sports organisations and their staff, both professionals and volunteers, in order to show them how to implement Olympic and European values to create experiences that enhance solidarity and tolerance in society in general. This idea underlies this proposal and will be described further below.

Project idea

Strengthening European values through sports.

The idea of the project was based on the DOSB’s “Integration through Sport” federal programme. The aim is to work in cooperation with partner countries to exchange experiences and to collect very practical methods for how to live out sports values and to spread them across European society.

As mentioned above, migration has been a controversial issue during the last few years for European society. The project focuses on the issue of migration and pursues the overarching goal of supporting European diversity and tolerance and developing its societal advantages.

Structure of the project

The original plan for the project was split into the following three steps:

- 1 **First step:** Meeting with partners in order to discuss and define common Olympic and European values and thinking as well as to highlight the values of diversity with regard to the overarching goal of the project.
- 2 **Second step:** Meeting with partners in order to present and filter out the available methods and practical approaches of each partner, aiming to promote values of diversity. Educational and sensitizing work would be focused here.
- 3 **Third step:** Merger of common values and existing tools to a common module and dissemination work – presentation for own member organizations in partner countries and further measures for dissemination.

Framework of the project

- The project was proposed under the 2018 **Erasmus+** call for proposals as a Small Collaborative Partnership.
- A minimum of three partners, including the DOSB as project leaders. The idea was to collaborate with NOCs or sports federations from European countries that have faced a migration increase over the last years. Possible partners were Austria, Sweden, the Netherlands and Switzerland.
- Project start – 1 January 2019; duration 18 months. This duration was extended for five months due to the Corona pandemic.
- Financing – according to a small cooperative partnership in the framework of **Erasmus+**, 60,000 Euros for the whole project.
- Focus – according to small cooperative partnership under **Erasmus+**, the focus is on mutual exchange with partner organisations rather than on development and practical implementation of new concepts.

Role of the project for partners

The project creates the following benefits for participating organisations:

- Networking with like-minded organisations
- Mutual exchange within a complex field
- Further development of own projects/methods
- Positioning as sustainable organisation with a sense for social responsibility
- Possibility to address topics that are difficult to manage alone

- Handling of an international/intercultural topic with international cooperation

The project develops the following possible resources:

- New partner relationships;
- Know-how gained in cooperation with new partners;
- Verification and improvement of own performance.

The project requires the following resources:

- Personal resources for the implementation of the project, especially preparation of and travel to project meetings including the presentation of own initiatives and methods. However, the strict requirement in the framework of **Erasmus+** is a fair work division between all partners. Moreover, the project is meant to focus on an exchange of existing know-how from partner organisations, rather than development of new concepts.

VALUES – PROMOTION OF VALUES IN THE FOUR PARTNER ORGANISATIONS



Definition and role of values in the partner organisations

- **BSO:** High standard of values in the country compared to other countries. Understanding of purpose of values exists. However, values come after “hard facts” such as funding, legacy issues. Thus, values take second priority.
- **Swiss Olympic:** Olympic values as guiding working principle for the whole organisation.
- **RF:** Value as common basic ethic for a group or collective and representing the standpoints.
- **DOSB:** No fixed definition of values in sport structures across Germany, however high priority and anchoring in guiding principles. With DOA – special academy with the main task – promotion of Olympic values.

Rio de Janeiro, 2016

The partner organisations' list of sports values

- BSO: Respect, fairness, community, excellence. Member Austrian Rugby Union: Integrity, solidarity, respect, discipline, passion.
- Swiss Olympic: The Olympic values of excellence, friendship, and respect are fixed in the Ethics Charter, are used as a working principle to identity for the whole organisation.
- RF: Joy, community, democracy, everyone's right to participation, fair play.
- DOSB: According to guiding principle – respect, unity within diversity, sustainability, transparency, independency, sense of belonging. For the federal program “Integration through Sport” – the main value of fair participation for everyone. For DOA – Olympic values of excellence, friendship, respect.



SPORTS TEAMBUILDING
DISCIPLINE TOLERANCE
RESPECT DEMOCRACY
INCLUSION FAIR PLAY
EQUALITY PERSEVERANCE

Role of partner organisations in terms of the promotion of values

- **BSO:** Being positive example, providing guidelines, supporting member organisations (through education, materials, wording examples, legal expertise) and networking with relevant organisations.
- **Swiss Olympic:** Anchoring or embedding the values in sport and society, raising awareness for the Ethics Charter and the values fixed in it, involvement of a population that is enthusiastic about sports, strengthening and supporting federations through good governance and values promotion.
- **RF:** Conducting sports in sports clubs in order to have fun, promoting a good feeling and developing it throughout life.
- **DOSB:** Central task, implementation according to working profiles of departments. For DOA – dissemination of Olympic values, Olympic education.



DEMOCRACY RESPECT
TOLERANCE DISCIPLINE
SPORTS TEAMBUILDING
EQUALITY PERSEVERANCE
INCLUSION FAIR PLAY

Challenges in values promotion (internal & societal)

- BSO: Implementing values in concrete actions, lack of resources, initial difficulty of seeing the benefits of values promotion, difficult to reach the base – clubs and female athletes.
- Swiss Olympic: Reaching a common understanding of values, heterogeneity of the target group, target groups outreach, making values tangible.
- RF: Stagnant traditions and culture, implementing change of perspective, societal principles and norms, rise of right wing attitudes.
- DOSB: Topic of values is more an isolated pillar than an underlying philosophy for the whole organisation, difficulties in measuring output (valid for all organisations), financial restrictions (valid for all organisations), certain values not practiced despite theoretical acceptance, general public opposition to Olympic Movement and organised sports, radical tendencies in society, organisation living the values as role model is insufficient (valid for all organisations).



“ All major international sports organisations acknowledge that sport can teach values such as fairness, teambuilding, democracy, tolerance, equality, discipline, inclusion, perseverance and respect, and could thus help promote and disseminate the common values of the EU. ”

European values and the role of sports

The European Union is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law, and respect for human rights, including the rights of persons belonging to minorities.

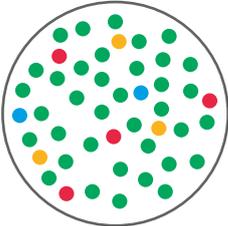
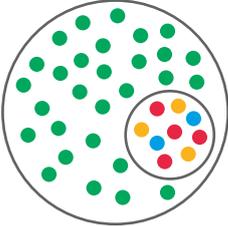
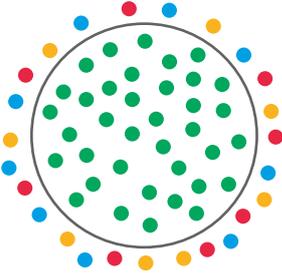
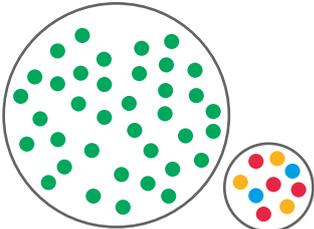
These values are common to the Member States in a society in which pluralism, non-discrimination, tolerance, justice, solidarity, and equality between women and men prevail.

Article 2 of the Treaty on European Union:

<https://eur-lex.europa.eu>



INCLUSION AND INTEGRATION

<p>INCLUSION</p>		<p>Inclusion is about enveloping people within the community. The organisation adapts its activities in order to welcome more people. The new norm is made visible and requires additional modifications.</p>
<p>INTEGRATION</p>		<p>The integration of individuals is about the organisation offering a place for a group. The organisation, however, has not changed and full access is not granted, thus offering a kind of “sham Inclusion”, which does not touch or alter the prevailing norms of the organisation.</p>
<p>EXCLUSION</p>		<p>People are not included in the organisation.</p>
<p>SEGREGATION</p>		<p>People are not accepted in the community, and so they separate themselves, creating their own environment, often with other like-minded people. Segregation is the opposite of integration.</p>

BEST PRACTICE EXAMPLES

Hela orten rullar – The whole city is rolling

Hela orten rullar – “The whole city is rolling” – was created with the aim of introducing skateboard culture to people who are new to the country as a way to become part of a community and to make new friends in their new home.

We help our associations aim for gender equality and a mix of 50% existing club members and 50% newly arrived youth. The project helps the Swedish Skateboard Association’s (SSF) member associations start integration initiatives themselves by offering a relatively fixed, pre-packaged format. The goal is to engage more people in the associations to get started with integration initiatives, and to make those who start initiatives feel that it is simple and fun rather than a burden or a lot of work.

For example, all materials – posters, e-mails, social media-posts, and so on – are in place and available in most common languages. The training sessions are also pre-defined. In order to participate in the project, the associations are required to have both male and female coaches. All the material received by the associations is intended to lower barriers for them to get started and also to improve the quality of their work. It has been incredibly rewarding to meet people from our associations and almost all representatives who have taken part in the project over the years have given positive feedback!



The project continues to thrive and is very much the foundation for many of our associations when working with young people new to the country. Please visit our website if you need more information. (The website is in Swedish, so you also can contact me directly if necessary). We also have other great projects that I would be happy to tell you about!

Link:  www.sverigesskateboardforbund.se

Contact

Sveriges Skateboardförbund

Henrik Cederlund

Phone: +46 79 3489953

E-mail: hc@sverigesskateboardforbund.se



Isbrytaren – Ice Breaker

It's time to break the ice – once and for all.

Ice hockey invites people with vastly different backgrounds and experience to enjoy success, endure setbacks, and grow as individuals, to practice a sport and to improve our health. The same is true for the kids starting out in Tre Kronor's Hockey School, all the way up to the World Championships. It's a privilege to work amongst referees in one of the best sports on the globe – something I do with immense pride.

Several words serve as guidelines for the job that we do. For me, one of those words means little bit more – respect.

“We respect and care for each other in both our words and actions – on and off the ice. We will always actively work to make our sport more accessible for everyone who wants to be a part of it, no matter your nationality, ethnic background, religion, age, gender, or sexual orientation. The chance to be a part of our democratic sport will always be at the forefront of all the work we do.”

We've looked back at the work we've done so far and realized that we referees can do more. It's time to move on from words, to action, to create opportunities for our words to make a difference.

Our sport isn't unique in needing to look back at what we've done so far, or what we can improve upon. We're a product of the community and society we all live in. At the same time, we're a group that can have an impact on how our time and culture evolves. For us, within the ice hockey family, we have a “macho” culture where many people feel that they must follow certain unwritten rules and norms to be able to fit within a group. Considering this, we created the symbol for the Ice Breaker project – our new chest patch.

The chest patch is a statement and symbol for current and future referees, and for everyone working with referees on and off the ice to feel that “I am who I am, and I can be a part of this sport as myself”. The chest patch also shows that we referees will continue our relentless work with eradicating homophobic, sexist and racist language from our sport. We hope that the chest patch will make a big difference in the public's view on our sport, bring new referees into the game, and spark a debate on which kind of environment we want for our sport moving forward.

We've had the chance to work alongside Sofia B. Karlsson from the Swedish International Association for Sports (RF/SISU). Sofia works toward equality within sports, and with her guidance and support, we were able to get the Ice Breaker-project started for the 2017–2018 season. The project is a part of our referee



education for the upcoming season, when we will look at ourselves and the culture within the group of which we're all a part. Information, discussion and a clear view of where we want to take the project are all extremely important to be able to take the Ice Breaker project from words to actions, and finally to create the environment that we all want.

Even though this project is specifically for referees, I am convinced that our work will reflect in the way we interact with coaches, players, and all other participants in our games.

Link:  www.swehockey.se

Contact

Svenska Ishockeyförbundet

Joel Hansson

Phone: +46 70 4450405

E-mail: Joel.Hansson@swehockey.se



MiTU – Miteinander Turnen – Exercising Together

The idea

The MiTu – Miteinander Turnen (“Exercising Together”) project, initiated by the Sport Union Switzerland, aims to use existing pre-school exercise programmes (MuKi, VaKi, ElKi, GroKi) to promote integration across the country. In an informal setting, families with different cultural backgrounds and families with children with disabilities are integrated into the existing pre-school exercise system. These encounters go beyond getting to know different cultures and languages since they simultaneously combat prejudice and help overcome people’s fear of contact. Children are able to engage in physical activity and develop basic capabilities and social skills as they prepare for starting school. As a result, children between the ages of 3 and 5 – and their parents – are integrated into the community and club life.

The MiTu project is based on a 4-pillar model:

1. Networking

The project is networked on a national, cantonal, regional, and local level. Networking partners include specialist units, organisations, projects, professionals, clubs and associations.

2. Coordination

The project’s management, which is responsible for overall coordination, actively supports the club, freeing it from any additional expense and ensuring quality and sustainability at the project’s location. Key information on the local pre-school offering is communicated to the target group using a flyer printed in 14 languages.

3. Training and development

The pre-school exercise instructors complete the basic pre-school exercise course and participate in MiTu training once a year. The training is designed to offer the instructors a platform for exchanging ideas, enabling the practical and theoretical transfer of knowledge, sharing professional input on areas of intercultural competence and inclusion, and reflecting on their own values.

4. Research

Cooperation with universities, specialist units, institutions, organisations and projects within and outside Switzerland guarantees the informed basis of the project, enabling academic findings to be integrated directly into the project.



Objectives

- Making it easy for families with special needs to enter into the club system and to gain access to programmes promoting physical activity.
- Using the diversity of our society as an opportunity for mass sports.
- Actively promoting and shaping cooperation between different players in the field of early intervention and sport.
- Networking the pre-school exercise provision at local, regional and national levels.
- Making use of social diversity as an opportunity for mass sports and raising families’ awareness of the importance of physical activity for children.

Link:  www.mitu-schweiz.ch

Contact

Elias Vogel
Projektleiter MiTu
Phone: +41 262 13 26
E-mail: info@mitu-schweiz.ch



Together – Fussball vereint

Benefits for the clubs

By including refugees, football clubs can:

- gain motivated players and members
- broaden their young talent base
- get to know people from different cultural backgrounds
- take in potential volunteers
- fulfil an important social role
- strengthen their standing in the community.

The refugees also benefit

When playing football, refugees can:

- contribute and develop their own skills
- practise sporting and human fair play
- maintain regular contact with locals
- commit themselves to a team and a common goal
- use and consolidate their everyday language.

Aims and measures of the project

- Informing football clubs about issues concerning the integration of refugees
- The simple and straightforward licensing of the refugees for football
- The advanced training of interested association representatives in integration work
- Promoting existing initiatives and new football projects with refugees
- Exchanging information related to refugee projects among Swiss football clubs (network meetings, workshops etc.)

Link:  www.football.ch



Contact

Swiss Football Association

Benjamin Egli

Postfach 15

3000 Bern 15

Phone: +41 31 950 81 95

E-mail: egli.benjamin@football.ch

Rugby Opens Borders

The award-winning RUGBY OPENS BORDERS (ROB) initiative promotes intercultural exchange and cooperation through athletic challenges. Regardless of height, weight, gender or origin, anyone and everyone is welcome in rugby! ROB offers young refugees and migrants of both sexes the opportunity to become part of the Austrian rugby community. In addition to regular training sessions, organised social, educational and cultural activities support the goal of breaking down barriers and living and breathing tolerance.

The voluntary team comprises active athletes, educators, social workers, business people and media experts. Talented participants, both male and female, are given the chance to join the youth teams of the RU Donau Wien, where an intensive exchange with young Austrians ensures long-term integration.

The whole service is free of charge for young people who have experienced fleeing their country and aims to provide them with low-threshold access to a sports programme with social support. The project provides sportswear and equipment if available.

The training sessions are led by experienced coaches. The more experienced young refugees take on the important task of acting as assistant coaches and interpreters to introduce newcomers to the sport. The focus for the 2020 season is on expanding what is offered for female participants and children in particular. At the moment, three teams have been set up: a boys' team, a women's team and a children's team.

The combination of these objectives – from building a team to creating a friendly, intercultural environment with socio-pedagogical measures – results in added value, from which the participants in the project as well as all those involved, and ultimately society at large, benefit. Not only are young refugees given the chance to take part in sports within a community, but attention to migration and integration issues in society is also fostered in a positive and socially effective way.



Link: www.rugbyopensborders.com

Contact

Rugby Opens Borders (ROB)
Ana Ruiz, MA, project management
rob@rugbydonau.at
1020 Vienna
Austria

Link: www.facebook.com/rugbyopensborders



Kick mit – Kick With Us

Category: ÖFB project

Topic: integration

Participants: approx. 1,000 schoolgirls
from 6 to 16 years of age

Media reach: approx. 12,000,000 people

#mädchenfussball #integration #kickitlikegirls
#fußballundschule

“Kick it like Girls”: Football is also a girl’s game! The ÖFB and the “kick mit Österreich” association are working together in this project to promote girls’ football. In line with the motto “By girls for girls”, the project focuses on integrating girls with a migration background. The aim is to break down outdated role models.

“kick mit” (“Kick with us”) engages girls aged between 6 and 21, kindling a lasting interest in football, sport, and exercise through positive experiences. The girls and young women taking part become inspired, gain self-confidence, and are able to experience themselves in new roles.

Moreover, young women get a taste of the work trainers do and gain new perspectives through targeted training and further education. In the first module, they support the coaches as assistants and, after completing this module, have the chance to attend a training course in the socio-pedagogical aspects of football.

The girls are taught football skills as part of their school lessons or in voluntary afternoon sessions at school. At present, about 30 schools in Vienna, Salzburg, and Vorarlberg take part. The fourth location, in St. Pölten, has been fully designed, but has not yet been able to start work due to the coronavirus pandemic. The project is to be extended nationwide in the coming years.

Since autumn, the “kick mit” teachers have also been using the “Ballschule Österreich” app. To develop the app, three Austrian sports umbrella organisations joined forces with five ball sports federations under



the coordination of the ÖFB. The app is designed to promote the teaching and learning of ball games in order to make it easier to develop new talent in the future. Professional exercise instructions on video help teachers, educators, and coaches to plan and creatively design exercise units for children.

The Austrian Integration Fund awarded the project the 2016 Integration Prize. In 2018, the project received the UEFA Foundation for Children’s Award as one of the best projects in Europe.



Social Football Award

Category: ÖFB project

Topic: prevention, social responsibility

Participants: approx. 1,500 people

Media reach: approx. 300,000 people

#socialfootball #preisverleihung #vielfalt

#präventivefanarbeit #inklusion

Football's diversity enable's the sport to support and help shape the processes of social change. Together with its members, the ÖFB advocates a climate of respect, humanity, tolerance, and integration in all areas of society.

The strengthened position of the ÖFB as a professional entertainment provider helps attract more spectators, both male and female, to the stadiums. As a result, the demands on fan support in and around the stadium are also increasing. There are thus more opportunities to convey to the general public messages on tolerance and anti-discrimination in connection with football matches.

The "Social Football Award" was created as a high-profile award ceremony to bring individuals, groups of people, and fan groups in front of the curtain to recognise their work in the field of anti-discrimination and social inclusion. In 2019, a total of 63 different projects were submitted. Three winning projects in each of three different categories received awards. The categories



#socialfootball



were social fan projects, projects in the field of integration and inclusion, and social achievements in the field of voluntary work. An independent jury selected the winners and awarded the prizes.



Lernkurve Stadion – Learning Curve Stadium

Category: ÖFB project

Topic: prevention, preventive fan work

Participants: approx. 200 people

Media reach: approx. 50,000 people

#lernkurve #bildungimstadion #präventivefanarbeit

#prävention #antidiskriminierung

“Lernkurve Stadion” (“Learning Curve Stadium”) is a preventive fan project in which school classes, young football fans, and youth groups are invited to the stadium to take part in workshops on anti-discrimination, racism, radicalisation, integration, violence prevention, homophobia, and climate protection.

As a unique “classroom”, the stadium adds value to the “Learning Curve Stadium” project. In this motivating atmosphere, young people are taught the values of civil society and political education. They learn to change their own perspectives, break down prejudices, and develop their social skills.

“Learning Curve Stadium” is aimed at teenagers and young adults from hotspot schools or youth projects. The initiative aims to create equal opportunities. Young people learn about teamwork, non-violent conflict resolution, taking responsibility, empathy, and situational problem solving. The workshops are intended to be memorable for the young people, so that they can apply what they have learned when

they next visit the stadium. This is intended to reduce or even prevent discriminatory slogans and actions, making a visit to a stadium an experience everyone can enjoy. Moreover, the workshops have a positive impact on the general social lives of young people and on society at large.

Link: www.oefb.at

Contact

Österreichischer Fußball-Bund

Ingo Mach MA, Preventive Fan Work

E-mail: ingo.mach@oefb.at

1020 Vienna

Austria

Link: www.facebook.com/socialfootball.at



Hockey is Variety

Background

- The German Ice Hockey Federation (DEB) wanted to welcome newcomers and immigrants into their environment.
- In 2017, the DEB applied for financial support from the International Ice Hockey Federation as part of the Growing The Game Fund. This application was successful, and the DEB has received funding ever since.
- The support ensures a continued existence of our “Hockey Is Variety” project.

Main Message

- The main recurring message of the “Hockey is Variety” project is that sport and simple physical movement can open doors to new social contacts and different cultures.
- Sport is part of a larger package that assists successful integration.
- We are therefore optimistic and motivated to change things, slowly, but hopefully with everlasting results for an inclusive society in the future.
- Ethnic and cultural diversity in our society and in German hockey is a value.
- Kids and people with a history of migration are welcome as part of our hockey family.
- There are potentials and solutions to improve the daily hockey club life.
- Inclusion in participation in society and sport.

Goals achieved - integration as part of the DEB coaching program

- Since 2017 the DEB has educated 120 coaches as part of our intercultural qualification program.
- The DEB has organised its third 2-day compact “fit for diversity” course.
- 25 coaches have developed a diversity concept for their own club.
- Further topics: integration through sports, conflict management, intercultural sensitization.
- Women’s hockey week:
 - to promote girls/women’s hockey in Germany
 - since 2017 the DEB has been able to increase the number of girls who play hockey by 24,9%



- Launched DEB Podcast in the end of 2019

Link:  www.deb-online.de

Contact

Julia Eisenrieder

Phone: +49 89 818237

E-mail: Julia.Eisenrieder@deb-online.de

Fairplay Soccer Tour

A project of the federal “Integration through Sport” programme supported by the German Soccer League e.V. The tour operates in the federal states of Saxony, Saxony-Anhalt, Thuringia, and Brandenburg.

Contents

- Approx. 42 tournament locations in all eastern German states and Berlin with 21,600 participants
- National final with 308 teams and 3,000 male and female participants in Prora
- Football tournaments with special fair play rules
- Workshops at schools
- Fair play workshops during the tournaments
- Intercultural workshops
- Sports-related workshops

Tour objectives

- Low-threshold sports activities for local and migrant boys and girls
- Platform for taking part in sport and a communication platform
- Framework for intercultural learning, fair play, and the conveying of values in sport

Fair play concept

Holistic concept:

- Fair play points (points account)
- Unfair behaviour can lead to exclusion
- Fair play evaluation with a separate awards ceremony and qualification for further rounds and the final
- Participation in the fair play workshop is counted in the fair play evaluation

Constituents:

- Specific fair play rules in the game
- Evaluation of fair conduct during the event
- Fair play workshops
- Fair play training for spectators and parents in the event of unfair behaviour



Tournament concept

- Teams have a (positive) points account (if the points are used up, they are threatened with being excluded from the tournament)
- Games without referees
- Post-match evaluation round and joint dialogue at the green table

Added value

- Participants feel part of a larger whole
- Language barriers are overcome
- Networking platform
- Greater awareness of the target group (in the press)
- A larger group of people is reached (parents, guardians, trainers)

Link:  www.soccer-tour.de

Contact

Uwe Koch
Am Fuchsbau 15a
14554 Neuseddin
Phone: +49 33205-54986 or -20974
E-mail: uwe.koch@sportjugend-bb.de

CHALLENGES AND SOLUTIONS

How to reach the target group and increase their participation in sports

VOLUNTARY WORK

- Ambassadors in sport clubs who can encourage migrants
- Formal and informal information
- Intercultural opening process
- Appreciating knowledge

THE ELDERLY

- Senior sports schools (one physical activity and one lecture a week for six weeks). The aim is for participants to join a sport club afterwards.
- Doctor's prescription
- Networks of municipalities, migrant organisations, and sport clubs
- Changing sports (e.g. walking football)
- Education about health
- Focus on the social aspect of sport
- Coaches with the same cultural background

WOMEN

- Involve target groups and find out what they want
- Important what sports are offered (not all sports will attract women)
- Walk and talk offers
- Kids and parents offered sports courses at the same time
- Create networks to reach women (e.g. church, migrant organisations)
- Use of social media

RACISM AND DISCRIMINATION

- Having and showing clear values
- Network that supports sports clubs
- Self-support between clubs that are affected
- Create meeting between people with different backgrounds, interests, knowledge, and sports
- Increase the knowledge of norms and values in sports

OUTLOOK AND CONCLUSION

The general objective of the “Sport for Europe” project is to help sports organisations, namely National Olympic Committees, umbrella sports organisations, and their member organisations to reflect on their current role as promoters of values in society and most importantly to strengthen their activities by building on their existing integration work.

Values such as respect for human dignity, freedom, equality, democracy, the rule of law and respect for human rights, including the rights of persons belonging to minorities, build the core of the European Union. However, the current social and political situation in Europe challenges the realisation of these values in society.

Especially during the past few years, a noticeably harsher political climate, emphasising differences instead of common ground, and the rise of political parties that blame minorities for financial or social problems, has been visible following a big increase in migration. This has divided the opinions and attitudes inside some countries as well as between them.

“Brexit”, the difficult negotiations between German politicians commissioned to build the government, or the absence of a common approach to the reception of refugees among European member states are just some situations that prove a lack of value-driven public discussion at both national and international levels. As a result, our societies deviate further from the ideals of a tolerant and open society, upheld by the European values presented above.

Sport has promoted universal values since ancient times. The values of Olympism – solidarity, tolerance, equality, friendship, and fair play – are not only applicable to sport, but also of essential importance for many other areas of our life – social, economic, political, and cultural. A number of projects that use sport to promote these values and influence society positively already exist. The project partners themselves have in-depth experience in several relevant fields. But they face the challenges described above as does all

of society. New approaches and learning opportunities to strengthen the values-promotion by sports organisations are therefore needed.

Following from this, the idea of the “Sport for Europe” project was to link European and sports values and to strengthen sports organisations in their roles as values promoters and thus as sustainably acting organisations that are assuming their social responsibility. Doing this, the project contributed in a global sense to the enhancement of social integration and the promotion of equal opportunities in Europe through sports.

THE PROJECT'S OUTCOMES HAVE BEEN

- to discuss and agree on a definition of shared values and to develop a common understanding of the role of sports organisations as values promoters
- to exchange and constructively discuss proven practical programmes for values application and promotion, which the project partners implement in the area of social integration
- to analyse the potentials and gaps in the area of values promotion by sports organisations
- to create a sustainable network of like-minded sports organisations, promoting innovative synergies and creating a stronger cooperation between partners on the project's topics
- to transfer know-how between partner organisations with values-promotion as the theoretical part and integration work as practical experience
- to develop awareness-raising activities on the added value of sport for issues of social integration and equal opportunities
- to strengthen the position of each partner as a sports organisation that acts sustainably and with an active sense of social responsibility
- to develop activities based on mutual exchange, enhancing the evidence base for sport, aiming to manage challenges of the social relevance

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