

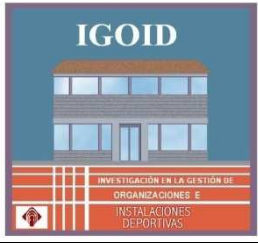
JORNADA

I+D+i en la Industria del Deporte
VALENCIA, 24 Y 25 DE NOVIEMBRE DE 2011



Dra. Leonor Gallardo Guerrero

Universidad de Castilla-La Mancha



Euro Sport Health



<http://www.eurosporthealth.eu>



Proyecto financiado por la Comisión Europea

Preparatory Actions in the field of sport
as of 2009 (Diciembre de 2009 /Marzo
de 2011).

Presupuesto. 290.000 €



Preparatory Actions in the field of sport as of 2009

- (Diciembre de 2009 /Marzo de 2011)

Decisión de la Comisión Europea:

- 207 proyectos enviados a la Comisión Europa, 135 de los cuales en el ámbito salud.
- Solo 18 proyectos fueron seleccionados, 9 de los cuales en el ámbito salud



Euro Sport Health

- Euro Sport Health: Partners
 - Líder:
 - Diputación de Barcelona
 - Socios:
 - Autoridad deportiva nacional:
 - Cyprus Sports Organisation (Chipre)
 - Autoridad regional de salud:
 - Azienda USL della Valle d'Aosta (Italia)
 - Autoridad deportiva local:
 - Belfast City Council (Irlanda del Norte– Reino Unido)
 - Asociación deportiva local:
 - Budapest Association of Sports Federation (Hungary)
 - Universidad:
 - Universidad de Castilla-La Mancha





CRONOGRAMA Y METODOLOGÍA

| WORK PACKAGES TO BE DEVELOPED IN THE EURO SPORT HEALTH PROJECT - DISTRIBUTION OF TASKS AMONG PARTNERS | | | | | | | |
|--|--|------|-------------------------------|--------------|-----------------------|---------|-----------------------------|
| WORK PACKAGE | ACTIVITIES/OUTCOMES | GIBA | UNIVERSITY CASTILLA LA MANCHA | BUDAPEST ASF | AZIENDA VALLE D'AOSTA | BELFAST | CYPRUS SPORTS ORGANISATIONS |
| To define best practice methodology for the health promotion through the sport for all at local level. | | | | | | | |
| ACTIVITIES | | | | | | | |
| | Methodological study of the definition of best practices | | | | | | |
| | Elaboration of a questionnaire | | | | | | |
| OUTCOMES | | | | | | | |
| | Conceptual frame | | | | | | |
| | Data collecting Questionnaire (through database) | | | | | | |
| Identification and collection of good practices | | | | | | | |
| ACTIVITIES | | | | | | | |
| | Identification of best practices by each partner | | | | | | |
| | Systematization and analysis of the results | | | | | | |
| | Edition of a publication in pdf format in English | | | | | | |
| OUTCOMES | | | | | | | |
| | Best practices guide | | | | | | |
| Organization of awareness actions | | | | | | | |
| ACTIVITIES | | | | | | | |
| | Communication campaign design (logo, design materials, translation), elaboration video. | | | | | | |
| | Organisation of theoretical awareness activities (speeches, colloquiums) and summary of the conclusions obtained during these activities | | | | | | |
| | Questionnaire for the participants in the 'Day of the Sport' | | | | | | |
| | Organization of practical awareness activities: Day of the Sport | | | | | | |
| | Organization of a final seminar | | | | | | |
| OUTCOMES | | | | | | | |
| | Communication plan | | | | | | |
| | Theoretical awareness actions | | | | | | |
| | Rapport with the conclusions obtained in the theoretical awareness actions | | | | | | |
| | Practical awareness actions | | | | | | |
| | Rapport of the results obtained in the questionnaire of the 'Day of the Sport' | | | | | | |
| | Final seminar | | | | | | |
| Sustainability of the project | | | | | | | |
| ACTIVITIES | | | | | | | |
| | Creation of a web site | | | | | | |
| | Creation of network: of entities and getting new members | | | | | | |
| | Proposal to create the European Day of the Sport | | | | | | |
| | Spread up the initiative of the European day of the Sport through contact with sportive authorities, contact with established networks and diffusion of the manifest | | | | | | |
| OUTCOMES | | | | | | | |
| | Web site and network: for the health promotion through the sport and physical activity at local level | | | | | | |
| | Manifest to create the European Day of the Sport in Europe | | | | | | |
| Management, coordination and evaluation of the project | | | | | | | |
| ACTIVITIES | | | | | | | |
| | Project management: Creation of the management bodies of the project | | | | | | |
| | Project Management: General management of the project | | | | | | |
| | Coordination meetings: staff costs | | | | | | |
| | Coordination meetings: Diem rates (including accommodation and food) | | | | | | |
| | Coordinating meetings: Travel expenses (including flights, trains, etc) | | | | | | |
| | Evaluation of the project | | | | | | |
| | Elaboration of rapports | | | | | | |
| OUTCOMES | | | | | | | |
| | Cooperation agreements among the partners | | | | | | |
| | Implementation of coordination actions | | | | | | |
| | Organization of partners meetings | | | | | | |
| | Final rapports | | | | | | |



| WORK PACKAGES TO BE DEVELOPED IN THE EURO SPORT HEALTH PROJECT | | | | | | | | | | | | | | | | | |
|--|--|-----------------|----------|------------|------------|----------|----------|-----------|-----------|----------|-----------|-----------|--------|----------|----------|------------|------------|
| WORK PACKAGE | ACTIVITIES/OUTCOMES | 15. 31 dic 2009 | jan 2010 | febru 2010 | march 2010 | apr 2010 | may 2010 | june 2010 | july 2010 | aug 2010 | sept 2010 | octo 2010 | nov-10 | dic 2010 | jan 2011 | febru 2011 | march 2011 |
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| | Cooperation agreements among the partners | | | | | | | | | | | | | | | | |
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| | Organisation of partners meetings | | | | | | | | | | | | | | | | |
| | Final rapports | | | | | | | | | | | | | | | | |

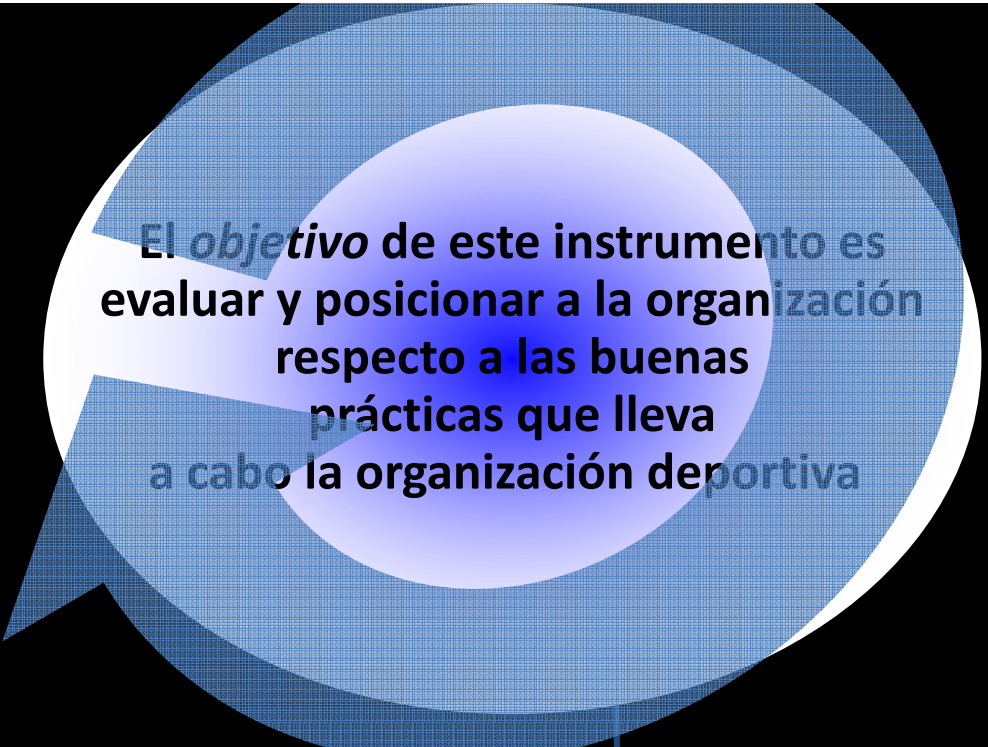


OBJETIVO PRINCIPAL. Identificar e intercambiar buenas prácticas para la promoción de la salud a través del deporte para todos a nivel local

- OBJETIVOS ESTRATÉGICOS
- 1. Creación de una “Guía de buenas prácticas”.
- 2. Realización de un día del deporte en diversos territorios en Europa.
- 3. Creación de una red de socios interesados en la promoción de la salud a través del deporte para todos a nivel local.

1. Guía de buenas prácticas.

- Actividades a realizar para conseguir el producto:
- – Realizar un estudio para definir **criterios para establecer**
- **buenas prácticas en la promoción de la salud a través del**
- **deporte para todos a nivel local.**
- – Elaboración de un **cuestionario para recoger buenas prácticas**
- – **Identificar 30 buenas prácticas en Europa**
- – **Análisis y sistematización de los resultados**
- – **Publicación de un libro electrónico con las buenas prácticas recogidas.**



El objetivo de este instrumento es evaluar y posicionar a la organización respecto a las buenas prácticas que lleva a cabo la organización deportiva

- Reconocimiento de “Buenas prácticas deportivas saludables-Aprobado”. Los establecidos de 42 puntos a 50.
- Reconocimiento de “Buenas prácticas deportivas saludables-Recomendado”. Los establecidos de 51 puntos a 60.
- Reconocimiento de “Buenas prácticas deportivas saludables-Altamente Recomendado”. Los establecidos de 61 puntos a 70.
- Reconocimiento de “Buenas prácticas deportivas saludables-Excelente”. Puntuación de 71 a 82 puntos.



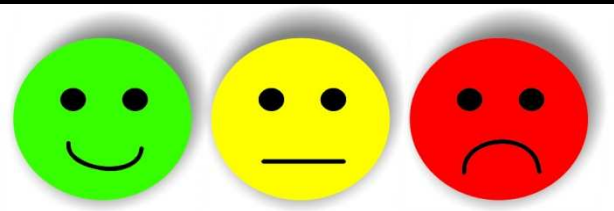
EVESBEPRAH

EUROPEAN EVALUATOR OF BEST PRACTICE HEALTH



PLANILLA EVALUACIÓN EVESBEPRAH

| 1. BLOQUE COMÚN | No | Poco | Moderado | Bueno | Excelente |
|--|----|------|----------|-------|-----------|
| 1 Transversalidad | 0 | 1 | 2 | 3 | 4 |
| 2 Innovación | 0 | 1 | 2 | 3 | 4 |
| 3 Reconocimiento | 0 | 1 | 2 | 3 | 4 |
| 4 Transferibilidad | 0 | 1 | 2 | 3 | 4 |
| 2. BLOQUE ESPECÍFICO | | | | | |
| 2.1. ORGANIZATIVO | | | | | |
| 5 Planificación | 0 | 1 | 2 | 3 | 4 |
| 6 Flexibilidad | 0 | 1 | 2 | 3 | 4 |
| 7 Condiciones de seguridad | 0 | 1 | 2 | 3 | 4 |
| 8 Responsabilidad | 0 | 1 | 2 | 3 | 4 |
| 2.2. PROGRAMA | | | | | |
| 9 Memoria del programa | 0 | 1 | 2 | 3 | 4 |
| 10 Evaluación | 0 | 1 | 2 | 3 | 4 |
| 11 Población diana | 0 | 1 | 2 | 3 | 4 |
| 12 Cualificación del profesorado | 0 | 1 | 2 | 3 | 4 |
| 2.3. DIMENSIÓN PERSONAL | | | | | |
| 13 Calidad de vida y salud | 0 | 1 | 2 | 3 | 4 |
| 14 Recomendaciones de actividad física | 0 | 1 | 2 | 3 | 4 |
| 15 Intensidad | 0 | 1 | | | |
| 16 Tiempo de práctica | 0 | 1 | | | |
| 17 Revisión médica previa | 0 | 1 | | | |
| 18 Satisfacción del usuario/a | 0 | 1 | | | |
| 2.4. REPERCUSIÓN DEL PROGRAMA | | | | | |
| 19 Difusión | 0 | 1 | 2 | 3 | 4 |
| 20 Medidas medioambientales | 0 | 1 | 2 | 3 | 4 |
| 21 Participación | 0 | 1 | 2 | 3 | 4 |



21 Indicators

2 Main Parts

1. Common Part
(4 indicators)

2. Specific Part
2.1. General Structure
2.2. Planning
2.3. Personal Dimension
2.4. Impact of Program
(17 indicators)



PRODUCT GENERATED

- Test for assessing the program as a Best Practice

MESH

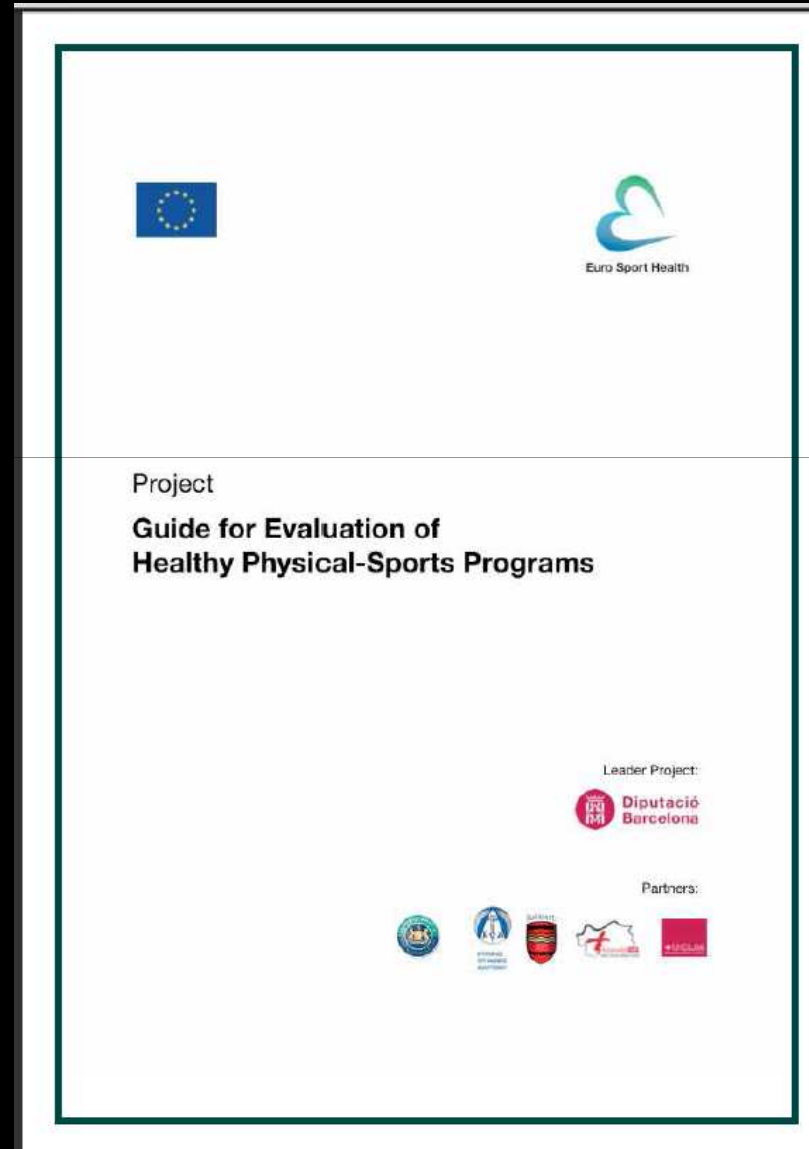
| | A | B | C | D | E | F | G |
|----|--|--------------------------------|---------------------------------|----------------------------------|--|--|-----------------------------|
| 1 | | | | | | | |
| 2 | | | | | | | |
| 3 | GENERAL INFORMATION ABOUT THE ORGANISATION | | | | | | |
| 4 | ORGANISATION NAME: | | | | | | |
| 5 | LOCALITY: | | | | | | |
| 6 | REGION: | | | | | | |
| 7 | COUNTRY: | | | | Does the organisation dispose of a certification of quality? | | |
| 8 | NR OF INHABITANTS: | | | | YES <input type="checkbox"/> | | NO <input type="checkbox"/> |
| 9 | Indicate which: | | | | | | |
| 10 | | | | | | | |
| 11 | | | | | | | |
| 12 | GENERAL PROGRAM INFORMATION | | | | | | |
| 13 | NAME: | | | | | | |
| 14 | TYPE OF PROGRAM: | | | | START DATE: | | |
| 15 | PLACE OF PERFORMANCE: | | | | END DATE: | | |
| 16 | BUDGET (€): | | | | SELF-FINANCING (%): | | |
| 17 | | | | | | | |
| 18 | | | | | | | |
| 19 | SPECIFIC PROGRAM INFORMATION | | | | | | |
| 20 | OFFER PARTICIPANTS: | | | REGISTERED PARTICIPANTS (21): | | | |
| 21 | TARGET POPULATION (11): | | | | | | |
| 22 | Children <input type="checkbox"/> | Youth <input type="checkbox"/> | Adults <input type="checkbox"/> | Elderly <input type="checkbox"/> | Disabled <input type="checkbox"/> | Sport for all <input type="checkbox"/> | |
| 23 | PARTICIPATION BY SEX (%): MEN _____ % WOMEN _____ % | | | | | | |
| 24 | COLLABORATING ENTITIES (1) | | | | | | |
| 25 | 1 | | | | Public <input type="checkbox"/> | Private <input type="checkbox"/> | |
| 26 | 2 | | | | Public <input type="checkbox"/> | Private <input type="checkbox"/> | |
| 27 | 3 | | | | Public <input type="checkbox"/> | Private <input type="checkbox"/> | |
| 28 | 4 | | | | Public <input type="checkbox"/> | Private <input type="checkbox"/> | |
| 29 | Indicate which of the above entities is related to health or social welfare: | | | | | | |
| 30 | | | | | | | |
| 31 | | | | | | | |
| 32 | | | | | | | |
| 33 | RELATIONSHIP OF HUMAN RESOURCES (12) | | | | | | |
| 34 | N | ROLE | | | TRAINING | | |
| 35 | 1 | | | | | | |
| 36 | 2 | | | | | | |
| 37 | 3 | | | | | | |
| 38 | 4 | | | | | | |
| 39 | 5 | | | | | | |
| 40 | 6 | | | | | | |
| 41 | 7 | | | | | | |
| 42 | 8 | | | | | | |
| 43 | 9 | | | | | | |
| 44 | 10 | | | | | | |
| 45 | | | | | | | |
| 46 | | | | | | | |
| 47 | PROJECT OBJECTIVES (13) | | | | | | |

Página 1



PRODUCT GENERATED

- Best practice
guide





European Guide of Healthy Physical Activity and Sports Programmes

Methodology and compilation
of best practices



2. Realización de un día del deporte en diversos territorios

Europeos.

- **• Actividades a realizar para conseguir el producto :**
- – Organización de coloquios-conferencias.
- – Organización de actividades físico-deportivas en un mismo día (6 de junio)
- – Creación de un cuestionario para determinar la satisfacción de los participantes.
- – Creación de una campaña de comunicación común para todos los eventos.



Isn't it about time sport has it's day ?

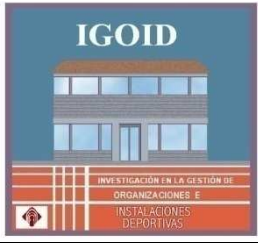
www.diba.cat/esports



**Diputació
Barcelona**

Àrea d'Esports

VIDEO

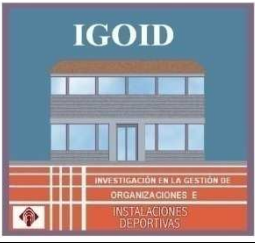


PRODUCT GENERATED



- UCM transcribed and analyzed 946 questionnaires
- UCM elaborated 9 reports
 - (4 in English version)
 - (4 in Spanish version)





PRODUCT GENERATED



- Customer satisfaction Questionnaire for sport day

(English version)



CUSTOMER SATISFACTION QUESTIONNAIRE SPORTS DAY

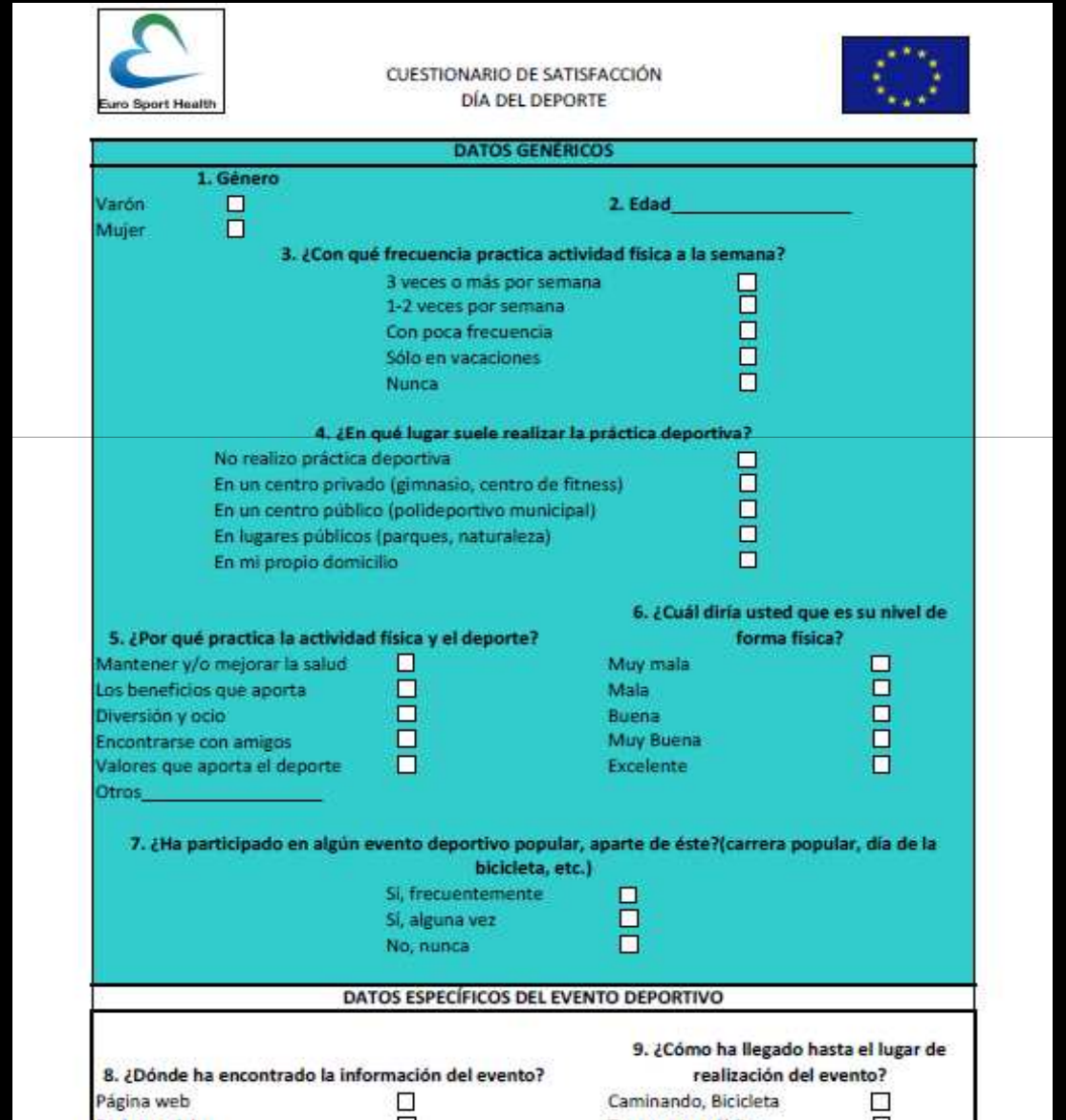


| GENERAL DATA | |
|---|--------------------------|
| 1. Gender | |
| Male <input type="checkbox"/> | 2. Age _____ |
| Female <input type="checkbox"/> | |
| 3. How often do you practice physical exercise per week? | |
| 3 times or more per week | <input type="checkbox"/> |
| 1-2 times per week | <input type="checkbox"/> |
| Seldom | <input type="checkbox"/> |
| Only during holidays | <input type="checkbox"/> |
| Never | <input type="checkbox"/> |
| 4. Where do you tend to practice your sport? | |
| I don't practice any sport | <input type="checkbox"/> |
| In a private sports center (gym, fitness center) | <input type="checkbox"/> |
| In a public sports center (municipal sports complex) | <input type="checkbox"/> |
| In public places (parks, nature) | <input type="checkbox"/> |
| At home | <input type="checkbox"/> |
| 5. Why do you practice physical activities and sport? | |
| Maintain and/or improve health | <input type="checkbox"/> |
| The associated benefits | <input type="checkbox"/> |
| Fun and leisure | <input type="checkbox"/> |
| Meet with friends | <input type="checkbox"/> |
| Values taught by practicing sport | <input type="checkbox"/> |
| Other _____ | |
| 6. How would you rate your fitness level? | |
| Very bad | <input type="checkbox"/> |
| Bad | <input type="checkbox"/> |
| Good | <input type="checkbox"/> |
| Very good | <input type="checkbox"/> |
| Excellent | <input type="checkbox"/> |
| 7. Have you participated in any public sport events aside from this one? (public race, bicycle day etc.) | |
| Yes, frequently | <input type="checkbox"/> |
| Yes, sometimes | <input type="checkbox"/> |



PRODUCT GENERATED

- Customer satisfaction Questionnaire sport day (Spanish version)



CUESTIONARIO DE SATISFACCIÓN DÍA DEL DEPORTE

DATOS GENERICOS

1. Género
 Varón:
 Mujer:

2. Edad _____

3. ¿Con qué frecuencia practica actividad física a la semana?
 3 veces o más por semana
 1-2 veces por semana
 Con poca frecuencia
 Sólo en vacaciones
 Nunca

4. ¿En qué lugar suele realizar la práctica deportiva?
 No realizo práctica deportiva
 En un centro privado (gimnasio, centro de fitness)
 En un centro público (polideportivo municipal)
 En lugares públicos (parques, naturaleza)
 En mi propio domicilio

5. ¿Por qué practica la actividad física y el deporte?
 Mantener y/o mejorar la salud
 Los beneficios que aporta
 Diversión y ocio
 Encontrarse con amigos
 Valores que aporta el deporte
 Otros _____

6. ¿Cuál diría usted que es su nivel de forma física?
 Muy mala
 Mala
 Buena
 Muy Buena
 Excelente

7. ¿Ha participado en algún evento deportivo popular, aparte de éste?(carrera popular, día de la bicicleta, etc.)
 Sí, frecuentemente
 Sí, alguna vez
 No, nunca

DATOS ESPECÍFICOS DEL EVENTO DEPORTIVO

8. ¿Dónde ha encontrado la información del evento?
 Página web
 Red social

9. ¿Cómo ha llegado hasta el lugar de realización del evento?
 Caminando, Bicicleta
 Transporte público

EURO SPORT HEALTH

DATOS GENERALES

| Característica | N | % |
|---------------------|-----|------|
| Género | | |
| Hombre | 426 | 49,8 |
| Mujer | 430 | 50,2 |
| Edad (años) | | |
| Niños (12-17) | 130 | 15,3 |
| Jóvenes (18-29) | 192 | 22,6 |
| Adultos (30-64) | 462 | 54,5 |
| Mayores (+ 65) | 64 | 7,5 |
| Nacionalidad | | |
| Italia | 183 | 21,4 |
| España | 199 | 23,2 |
| Hungría | 190 | 22,2 |
| Chipre | 91 | 10,6 |
| Irlanda | 193 | 22,5 |

| Frecuencia de práctica deportiva | Nacionalidad ^a | | | | |
|----------------------------------|---------------------------------|------------------------|----------------------------------|-----------------------|-----------------------------------|
| | Italia (a) (n= 182) | España (b) (n= 199) | Hungría (c) (n= 190) | Chipre (d) (n= 91) | Irlanda (e) (n= 193) |
| | n | n | n | n | n |
| | % | % | % | % | % |
| Nunca | 12 6,59% ,7 | 6 3,02% -1,8 | 9 4,74% -,5 | 6 6,59% ,5 | 14 7,25% 1,2 |
| Solo durante las vacaciones | 15 _e 8,24% 2,7 | 4 2,01% -2,0 | 13 6,84% 1,7 | 4 4,40% ,0 | 3 1,55% -2,3 |
| Rara vez | 25 13,74% ,3 | 23 11,56% -,7 | 40 _e 21,05% 3,7 | 12 13,19% ,0 | 12 6,22% -3,2 |
| 1-2 veces por semana | 66 36,26% ,5 | 75 37,69% 1,0 | 62 32,63% -,7 | 34 37,36% ,6 | 59 30,57% -1,3 |
| 3 veces o más por semana | 64 35,16% -2,2 | 91 45,73% 1,1 | 66 34,74% -2,4 | 35 38,46% -,8 | 105 _e 54,40% 3,9 |

EURO SPORT HEALTH

ASPECTO CLAVE

LAS PERSONAS QUE NUNCA HAN PARTICIPADO EN UN EVENTO DEPORTIVO POPULAR TIENEN 3,6 VECES MÁS PROBABILIDADES DE NO PRACTICAR DEPORTE EN EL FUTURO QUE LOS QUE ASISTEN CON REGULARIDAD A ESTOS EVENTOS

3. Creación Red de socios

Creación de una página web:

- www.eurosporthealth.eu

Creación de una comunidad virtual:

- <http://community.eurosporthealth.eu/node/101>

Creación de unirá red de entidades para la promoción de la salud a través del deporte para todos a nivel local

Manifiesto para crear el Día del Deporte en Europa

Difundir la iniciativa del Día del Deporte en Europa

63

ADHESIONS SPORT DAY

EUROPEAN DAY OF SPORT



Diputació
Barcelona

WHAT IS IT?

The celebration of a European Day of Sport is an initiative promoted by Barcelona Provincial Council, which aims to recognize both the potential and the benefits of being involved in physical and sports activities for European citizens as a whole, increasing public awareness in order to improve the quality of life in the different European areas through sport.

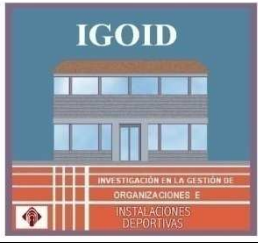
WHY?

This initiative came to be thanks to the support for and successful participation in the Festival of Sport, which is held on the first weekend in June in Catalonia and the Basque Country.

The significant growth in participation in sport over the years, its far-reaching impact in the areas of the economy and employment, and the social, health and educational benefits as well as its positive effect on integration make sport worthy of recognition through the proclamation of a European Day of Sport.



Euro Sport Health



PRODUCT GENERATED



12

ADHESIONS
EURO LOCAL

(still collecting)

**DOCUMENT TO BECOME A MEMBER OF THE
EURO LOCAL SPORT NETWORK_ELSN**



Sport is a powerful tool for the integration, education and participation; a healthy and motivating tool; a social phenomenon in expansion and open to the participation of the population.

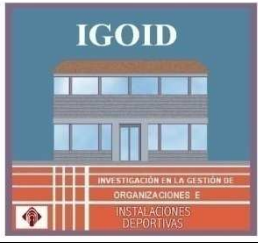
From December 2009, Euro Sport Health partners have been developing challenging actions to bring sport closer to population and provide new knowledge about optimum sports programs developed by European local entities.

Two main objectives have been pursued during the project: the organisation of a huge sport event to promote a healthy life style, the Day of the Sport, and the collection of best practices in the field of physical activity programs. Day of Sport was held in Cyprus, Italy, Spain, Hungary and United Kingdom in June 2010 and we expect this is the beginning of the European recognition of a Day of Sport in Europe.

With the goal to give continuance to this work, Euro Local Sport Network is created with the aim to be a pioneer network of public institutions. Network goals are focused on making visible local sport phenomena; with this objective, their members agree on supporting and achieving the Day of the Sport in Europe and exchanging local sportive experiences.

Barcelona Provincial Council (Spain), Cyprus Sports Organization (Cyprus), Azienda USL (Italy), Universidad de Castilla-La Mancha (Spain), Budapest Association of Sports Federation (Hungary) and Belfast City Council (UK), partners of Euro Sport Health project, have expressed its support and





PRODUCT GENERATED



- Global report of satisfaccion questionnarire sport day
- Short report of satisfaccion questionnarire sport day
- &
- Global report (by countries)



Project Euro Sport Health

REPORT

Customer Satisfaction Questionnaire
Sports Day 2010

Organized by:

- Diputació de Barcelona (Spain-DIBA)
- Belfast City Council (United Kingdom-BELF)
- Budapest Association of Sports Federation (Hungary-BASF)
- Azienda USL della Valle d'Aosta (Italy-AOST)
- Cyprus Sports Organisation (Cyprus-CYP)

Analyzed by:
University of Castilla-La Mancha, IGOID Research Group of Sport Facilities and Organization Management (Spain-UCLM)

PARTNERS

Project Euro Sport Health

REPORT-2 by Countries

Customer Satisfaction Questionnaire
Sports Day 2010

Organized by:

- Diputació de Barcelona (Spain-DIBA)
- Belfast City Council (Northern Ireland) (UK-BELF)
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PARTNERS

Project Euro Sport Health

SHORT REPORT

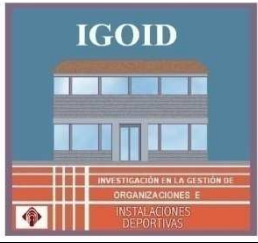
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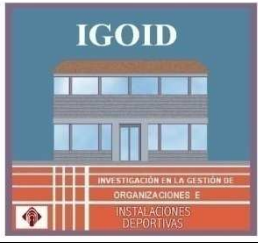


ACCIONES FUTURAS



CREAR UNA MARCA DE CALIDAD DE PROGRAMAS DEPORTIVOS DE BUENAS PRÁCTICAS





MÁS INFORMACIÓN

- www.eurosporthealth.eu



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