



SLOVAK SPORT
ORGANISATION



clubitalia
EVENTI SPORTIVI



MUNDIALEU

**Preparatory works for a
European Sport Event
for social Inclusion of Migrants**

Co-funded by the
Erasmus+ Programme
of the European Union





Index

MundialEU: Preparatory works for a European SPort event for social INclusion of migrants	pg. 3
What is MundialEU?	pg. 3
MundialEU Guidelines: Why this guidelines?	pg. 5
How to involve migrants in your country	pg. 6
How to promote interaction between migrants and locals	pg. 7
Skills of the organizers, staff and management of the partnership	pg. 8
Event's agenda; Sports and cultural activities	pg. 9



MundialeU: preparatory works for a European SPort event for social INclusion of migrants

What is MundialeU?



MundialeU is an European Project cofunded by the Erasmus+ Program chapter Sport. Since 1999 Club Italia has been organizing a soccer tournament for migrants called “Mundialido”, which has got to its 22nd edition: a not for profit cultural and sport event with 1.000 yearly participants aimed at promoting social inclusion for migrants and native.



Starting from the Italian expertise, the project “MundialeU” with a partnership of 5 grassroots sport organisations, coordinated by the sport club Club Italia, from 4 Eu Countries (**Italy, Austria, Croatia, Slovakia**), aims at promoting skills and knowledge on how to design and manage not for profit inclusive sport events for migrants and natives through the implementation of guidelines addressed to managers and coaches of grassroots sport organisations.





MundialEU: Guidelines

Why this guidelines?



Are you a manager or a coach involved of grassroots sport organisations? Do you want to stage or improve an event aimed at increasing the participation of migrants and refugees? Are you interested in promoting social cohesion through sport initiatives that enhance the dialogue between migrants and locals?

Those Guidelines, designed by experts in the field of sport for all, are addressed to you. MundialEU Guidelines would help you to plan and stage sport events in which the word inclusion becomes effective.

According to an analysis of the good practices brought by each partner, 6 topics have been identified: How to involve migrants; How to promote interaction between migrants and locals; skills, staff and partners; Event's agenda and cultural activities; Resources and Communication (online and/offline).

For each of the abovementioned topic, you will be able to find suggestions useful for implementing your next sport event aimed at promoting social cohesion between migrants and locals.



How to involve migrants in your country

In this chapter you will find useful indications on how to reach the target groups of migrants in order to enable your sport events to be fully participated by the community as a whole.



1)

The involvement of migrants takes place through the **help of all the actors in your region** who are responsible for the different types of services addressed to them. It is necessary to be clear about which target you want to involve, both in terms of status and age, in order to address the proper stakeholders.

Some examples are: embassies and consulates: they can help to involve migrants (second generation). University, schools (from elementary to high school) but also language promotion centers: they can help to involve young migrants and their families.

Reception centers for refugees and associations in charge of migrants: these are essential if you want to involve asylum seekers or refugees. Social workers offices. Local organizations, NGOs, volunteers' groups, organizations composed of migrants.



2)

Together to work in terms of social cohesion objectives, it is important not only to see local actors as where to find migrants, but as a fundamental partner with whom it is possible **to share objectives and strategies**. For example, it is advisable to collaborate

with schools and local institutions by defining their educational paths aimed at educating children and young people in inclusion and social integration. In this way the children (local and migrant) can play together and through this activity they can be educated to diversity. This can help to enable young people themselves to become the main speakers of social involvement messages and in involving other people. Collaborations must be undertaken in with the refugee house and associations as training groups are a tool to improve the participation of migrants.

Find here some examples on how to involve migrants through the local networks:

SCHOOLS - Identify the schools with a high migrants' attendance and present to the staff involved in the institutions (e.g. managers, teachers and other roles) the activities and objectives of the projects. It's possible to involve also the students, through the promotion of the sport activities and the laboratories with the aims of inclusion and integration. Consequently, the students can involve their parents into the project activities (like workshops and events).

SPORT CLUBS - to organize events like Open Day in the public spaces of the city and with the support of the local institutions. When it's possible, it is preferable to put a specific point of information info point, coordinated by the collaborators of the clubs with the aim of presenting the projects. This is useful also to find migrants and to present them the projects.



3) _____

Sometimes, we see migrants as the ultimate goal of our sporting activities and events. But giving them an **active leadership role** in the different phases of the organization of the activity/event helps them to feel part of something shared in which they can dare their own contribution and ideas. That has an impact on the promotion of social cohesion of communities; moreover, the active role of migrants in the community is a key-tool to promote a change of narratives on migrations.

4) _____

Sporting events aimed at engaging refugees in activities with others need to create an environment in which these groups can express their feelings, share their experiences and exchange knowledge and culture. This can happen if the sports or games we offer can be learned easily without any previous experience. The environment takes into account the special needs of the participants, creating a **protected environment** - eg. this is truer when you want to involve refugee women.

5) _____

If the events are open to all, are **interactive, nonformal, friendly and exploratory**, migrants have the opportunity to meet new people from the local community and not just to play sports together, and native have the opportunity to interact with migrants so to be educated to diversity.

6) _____

To involve migrants you must consider **facilitating access to your activities**, in particular by removing or reducing the main obstacles (entrance fee; insurance; transport; language facilitation).



7) _____

Organize events, such as “**infoday**”, inside the grassroots sport organizations in which all the community in terms of associations they can present the event together.



How to promote interaction between migrants and locals

All the indications gathered in this chapter will help you to enable your sport events to be more inclusive as possible, having always in mind that, according to the MUNDIALEU vision, there is not social cohesion without promoting interactions between the participants.

1)

The Sport guarantees integration through the events as they are **interactive**. It is important to design the different types of sporting activities according to a framework that encourages diversity in culture and points of views looking for an environment of friendship and acceptance.



2)

Interactions can be ensured through events in which people can have the opportunity not only to play sports and be physically active, but also to get to know each other, get to know other countries, cultures, religions. The idea is to create every year a unique space in the territory capable of bringing together migrants and residents, their histories and cultures, to create new relationships capable of defeating the prejudices at the basis of all forms of discrimination and to build a cohesiv.

Some examples are: before or after the official matches it is possible to propose friendly activities reserved for children, children of migrants and participants, who face each other in “mixed” teams. A lot of games are similar in different parts of Europe/world and apply a lot of sports features. They are also a great way to incite interaction and it could be a mutual exchange of rules of the game.



3)

Space can be reserved for women's disciplines, with women's a5 football matches involving wives, girlfriends and mothers of the participants in the main event. At the end of the various performances fair play can be given due emphasis, entertaining the athletes in a post-race organized by the teams and communities involved.

On many occasions we have seen match audiences show up at the pitches with cooler bags full of their country's typical food and drink to share with players from their communities at the end of the match. From the spontaneity of this gesture, in which food is the aggregative element of people and from the desire to promote this moment of sharing, "the third time" was born: real banquets that allow everyone to be together and taste food from different cultural traditions.

4)

We suggest to establish **non formal participatory mixed working groups**, that work in all the phases of the event's organization, in which the experts of the sport clubs and organisations work together with representatives of the migrants organisations. This can help to map the needs of the communities represented and to involve more and more participants in the events, because it will be build on the basis of the needs collected and of ideas of the migrants themselves.

Participants are offered the opportunity not only to practice sports but also to **share and define** all the activities and objectives together, assigning them a leading role in the organization of the event itself.

A few examples: Special commissions can be set up, composed of a representative from the different countries represented, in charge of awarding prizes and awards. Disciplinary commissions can be appointed for the imposition of sanctions and disqualifications and for the management of safety. Seminars and workshops can be held and aimed at training migrants as coaches and / or referees of sports disciplines, so that they can play an active role. hide and seek, peek-a-boo, and climbing.

Which cultural exchange can be implemented? In addition to promoting mixed teams in traditional sporting activities, new activities could be encouraged in order to foster an environment of friendship and acceptance.

Excursions that allow several hours of coexistence and help promote friendship, and environmentally friendly sporting events, such as garbage collection by walking or



knowledge of the environment, should be carried out. Furthermore, they do not require special equipment or economic costs and the free tickets undoubtedly stimulate curiosity and interest.

5) _____

Social networks beyond sporting activity should be encouraged. This is possible above all through the use of social networks (e.g. WhatsApp and Facebook groups) in which to exchange simple advice on daily life (cooking recipes, apartment search, advice in terms of social and municipal services).

6) _____

A great strategy to foster interactions between locals and migrants is to create **mixed groups**, to carry out internships with local sports operators with the aim of organizing sporting events for all and educational paths in which cultural exchange can be implemented.





Skills of the organizers, staff and management of the partnership

Grassroots doesn't mean not professional: below you can find the main indications aimed at establishing a team able to successfully manage all needs and aspects related to the MUNDIALEU sport event.

1) _____

It is essential to **involve migrants in organizing the event**. For this reason, the area dedicated to training is particularly important, creating courses for different kinds of roles (e.g. referees, coaches, events organisers, etc.), which allows for subsequent remuneration and the assignment of roles. In team sports, migrant representatives can be involved in internal commissions for the resolution of complaints, technical aspects, sanctions and judgments.



2) _____

Another aspect to consider is to identify the **needs of the participants** in order to create a program that facilitates attendance and participation, also from a logistical point of view. Find as many elements as possible to share with partners with whom to define and follow guidelines. As far as it is possible to involve the migrants themselves in the organizational levels, the more the participation of all will be ensured.

For example: define the hours of activities based on work commitments and religious needs. Select locations that are easily accessible by public transport or provide special transfers. Make sure everyone has the proper equipment.



3)

Skills and knowledge capable of managing **intercultural dialogue** and fostering interactions between migrants and locals are a key element in enabling sport to become an effective tool for promoting social inclusion. It means that specific skills in intercultural mediation, sociology, psychology, legal issues, pedagogy may be required. If you are part of a sports club it is possible that you do not have this type of skills within your staff, which is why partners become a fundamental tool: refugee centers, associations that deal with social inclusion, migrant associations, but also universities and schools.



4)

Coaches and managers need to establish **regular communication** with employees in refugee homes. They are key elements in working with refugees, with migrants in general, with children, in a project aimed at involving the whole family to make inclusion effective. They have to be in good communication with them and to create a relationship based on trust. They can help you make yourself aware of needs of migrants; to speak directly with them; they can help them get to the venue etc.

5)

Remember that if you don't want to do something for your community, nothing can be done effectively. **Motivation, industriousness and proactive attitude** are the basis on which all other actions can be implemented. We believe that when someone really wants something, there is the chance to realize everything, through hard work.

For example: it could be an idea to organise a meeting with different roles that are involved in the associations and in the partnership at national and international level that could help providing information and orienteering in the legal and administrative procedures that a migrant needs to face.



Events agenda; Sports and cultural activities

Find in this chapter all the useful suggestions in order to plan and stage activities that enable the MUNDIALEU sport event to promote social cohesion: it's not only about sport tournaments!

The planning of the event should go step by step in according with the realization of **cultural activities**. Whatever the sport discipline practiced, this must mainly constitute an aggregative tool, a pretext to convey as many people as possible towards the same goal. So you may look at the sporting event as an opportunity to remember and show the origins, habits and traditions of the various ethnic groups involved.

1) _____

But remember to underline the importance of similitudes and not the differences between population, culture, food, clothes, etc. Just think about food. It seems obvious, but it's incredible how eating together can be an aggregative tool. You may ask to bring traditional meal to the events and speak about their history, country and traditions in trainings. Coaches were also invited to their families to get in contact and learn more about their history.

2) _____

Cultural activities can be staged in places which, in a theater or public space, participants can sing, dance, play music that represents their countries. So it could be considered to establish an **opening ceremony**, dedicating a day of celebration to the presentation of the activities and the calendar of events.





3) _____

Along side sporting events, it is important to combine a series of collateral events, organizing funny activities in mixed groups, to create a network and spread messages of social cohesion, and you can organize it.

4) _____

Remember, these events can also be the opportunity to spread messages of social cohesion, using **viral claims** according to which people can stand for and make pictures together.

5) _____

In order to have a clear view of how the events' activities met the participants' needs, it's always a good idea to deliver a brief and simple satisfaction questionnaire (also online) where the organizer can collect the main weaknesses and strengths.



For example: Tourist activities, trips and excursions, Gastronomic Events, Craft exhibitions, Traditional folk-dance events, Musical evenings, Conferences...
The list can continue of course, we suggest you to consider the resources that the community of your territory can easily



Resources

If you have not a limitless budget to spend, it's better if you take into considerations the following suggestions on how to fund a MUNDIALEU sport event!

1) _____

Resources is one of the most difficult and delicate issues to face. Obviously, the event cannot affect the economy of migrant communities, which are often already in serious difficulty. The institutions are unable to guarantee the necessary support which is almost always entrusted to voluntary work or private initiatives (in the form of sponsorships), so it is necessary to start working at least 3-4 months in advance in a **fundraising activity**.

2) _____

One of the main funding channels, even if not one of the easiest, consists in applying for **private or public funds** through call for applications. In this case you may consider that there plenty of different calls that can support social cohesion sport events, from small to big and from local to international. Check the website of your local/regional/national institutions and take a look of the Erasmus+ Sport Program.

3) _____

CROWDFUNDING is a fundamental activity if you want to support a nonprofit activity or event. You can find on theweb various website that can help you in online fundraising campaign and we suggest you to consider it in order to collect resources.

4) _____

SPONSORSHIP. It can be in form of a financial contribution, because you can offer visibility. Moreover, not only money is the thing that you need more for stage your event. In fact, you can select and contact different kinds of stakeholders and/or partners that can offer to you the needed support: equipment, sports facilities, food and beverage, means of transport etc. All of these resources are decisive objectives.

Some examples: Indiegogo, Gofundme, Charidy (check also national fundraising platform that we suggests)



5)

MERCHANDISING. It can be an idea to create a space dedicated to a market place in which can be bought 2 different products that can remind you of the experience a participant did:

- The typical event gadgets and gifts
- But also typical regional products and homemade accessories created by locals and migrants.

6)

In addition to asking for financial support from external entities, you can also consider to set a membership fee. But since you are addressing activities to vulnerable groups with lower or even without incomes, you shall define the amount according to fairness and equity principles.



For example, clubs or refugees' centers can help migrants to pay the membership fees. Otherwise, different fees can be fixed according to the different income conditions.



Online and offline communication

Nowdays if you don't communicate your activities, it's like they don't exist, no matter how beautiful and valuable they are. In this chapter there are some basic, but really fundamental, indications on how to properly communicate a MUNDIALEU event.

1) _____

As regards the use of the web and social networks, the ideal standard is to have a specific **press office** which has the task of identifying and contacting the journalistic, sports and cultural publications that make the migration phenomenon their focus and mission, and, why not, your own business.

2) _____

If you don't have this possibility, the **basic steps** are: to have at least a social media page and a website through which you can say the world that you exist. through which you can say the world that you exist. To engage more and more participants spreading messages of respect, solidarity and social cohesion. Prepare and share your message of the inclusion through various campaigns: create a logo, some quotes and claims and disseminate them. To ask people to 're-post' them through hashtags; make videos... a lot of videos!

3) _____

Not only online communication exists; sometimes **local press or institutional communication channels** are the more effective in order to engage people at local level.





4) _____

But, before all these kinds of ideas, the first step that you need to take is to think about **to whom** you want to communicate and according to this decision, you can proceed selecting the different kinds of channels. And you know that it's not the same if you want to contact a refugees' centers or a private citizen.

5) _____

If you want to engage migrants, forget or write only in your national language. All your **messages should be translated** at least in English!

6) _____

All your contacts are treasures that you need to take care to. So **maintain continuous and constant communication**, before, during and after the event (a mailing list help a lot).

7) _____

Do not communicate everything by yourself involve participants in the public communication. They can become real **testimonials** of your event telling their experiences or just taking pictures of the activities.

For example: you can stage press conferences inviting famous athletes from foreign countries and the participants.





MUNDIALEU

Preparatory works for a European Sport Event for social Inclusion of Migrants

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