



**THE MOST IMPORTANT
PARTNERSHIP IN GRASSROOTS SPORTS**

local authorities ● sport organisations

COLLECTION OF GOOD PRACTICES

FOCUS ON COLLABORATION 2: CAMPAIGN DEVELOPMENT

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BEST PRACTICE EXAMPLE FROM THE COLLABORATION:

DEVELOPING CAMPAIGNS TOGETHER

For the moment we are focusing on MOVE Week – organising and promoting events together. Last year there was 24H swimming relay with 1655 participants. This year (2014) we are planning to engage educational institutions on all four levels – kindergartens, grammar schools, high schools and universities based in the city – to organise their events. We are planning to make

broader advertisements in our local media about MOVE Week 2014. We are planning to contact different companies and sport facilities to join the campaign and raise funds. We would like to achieve the slogan “Košice in MOVE” by moving schools and moving different city districts during MOVE Week..

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DESCRIPTION OF THE PARTNERSHIP

Our collaboration is based on mutual understanding. There is no official document stating our partnership.

- Objectives
Our partnership is based on sharing two main goals:
- to promote recreational sport among citizens of all ages
- to support their participation in it

While our partnership is new, we are still searching for more partnership possibilities and finding ways to develop them.

REACHING THE OBJECTIVES

We co-organise different sport events (e.g. MOVE Week 2013 event 24H swimming relay) and workshops (e.g. for grammar school PE teachers). We also help other organisations to organise their events (e.g. Košice Night Run 2013, Tour de Slovaquie 2013).

COORDINATING THE PARTNERSHIP

We meet regularly to discuss the organisation of the events (e.g. we had 2 meetings about MOVE Week 2014 already and are planning another one at the end of May).

IMPACT ON THE LOCAL COMMUNITY

We think we give an input to the local community by creating possibilities to participate in sport and physical activity. But there is a still lot of space for development

especially in funding and management.

WORKING TOGETHER TO UNDERSTAND AND IDENTIFY LOCAL DEMAND FOR SPORT AND PHYSICAL ACTIVITY PROVISION. SHARING INFORMATION AND DATA.

We think that this aspect of our partnership needs more attention.

BUILDING RELATIONSHIPS WITH ADDITIONAL STAKEHOLDERS IN THE PUBLIC AND PRIVATE SECTOR

We participate in organising their events and offer them participation in ours.

ENSURING FUNDING AND SUSTAINABILITY OF ACTIVITIES WITHIN THE LOCAL AREA AS A PART OF A COMMON STRATEGY

The city of Kosice is supporting sport within its budget. The Institute of Physical Education and Sport is a governmental institution which aims to provide education in sport and recreation. There is therefore an assumption that we will have sustainability in our funding and activities. But there is still need for external funding.

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WORKING TOGETHER TO PROVIDE TRAINING AND EDUCATION FOR STAFF AND VOLUNTEERS

As an educational institution we provide education and training in organising recreational sport activities for our students who are participating in the events mentioned above. We support them in creating their own events.

WORKING TOGETHER TO PROMOTE PHYSICAL ACTIVITY AND SPORT

We organise sports events and workshops together and promote them in local media (TV and newspapers).

<http://regiontv.eu/archiv/spravy-11-10-2013/>
(watch from 3rd minute)

<http://vas.cas.sk/clanok/8680/studenti-vypli-vytahy-a-chodili-po-schodoch-kolko-kalorii-schudneme-na-jednom-schode.html>

http://web.tuke.sk/obeh/clanky_f/Plavecka_stafeta2013_Pokyny.pdf

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