



## THE MOST IMPORTANT PARTNERSHIP IN GRASSROOTS SPORTS

local authorities ● sport organisations

COLLECTION OF GOOD PRACTICES

# **FOCUS ON COLLABORATION 2: CAMPAIGN DEVELOPMENT**

**Romanian  
Federation  
Sport for All**

● **Falticeni Municipality**

BEST PRACTICE EXAMPLE FROM THE COLLABORATION:

## **DEVELOPING CAMPAIGNS TOGETHER**

This idea came as a request from local volunteers. They proposed the development of a common campaign between the two organisations to improve the health of the population through physical activity and information. This campaign was focused on:

- Health education for children and parents through creating awareness of sustainable sports activities for children.
- Free access to physical exercise in sports

facilities built with public funds.

- Conducting free sports activities in an organised place with specialists in clubs and sports associations (free introductory courses for children and adolescents).
- Conducting debates, particularly in schools, to prevent violence, racism and social exclusion.
- Promoting and supporting the practice of physical activity throughout life.

### CONTACT:

ISCA  
Vester Voldgade 100,2  
DK-1552 Copenhagen V  
Denmark

Tel. +45 29 48 55 51  
Fax. +45 33 29 80 28  
E-Mail: [info@isca-web.org](mailto:info@isca-web.org)  
[www.isca-web.org](http://www.isca-web.org)

## **DESCRIPTION OF THE PARTNERSHIP**

The Romanian Federation Sport for All and Falticeni Municipality have signed a collaborative partnership agreement to promote health enhancing sport and physical activity initiatives together in their local communities.

## **OBJECTIVES**

- Development of sports facilities (sports fields, gyms, halls for sports, swimming pool, running track, bike paths) to create optimal conditions for sport for all activities.
- Improving the health of the community through sporting activities adapted to local conditions.
- Establishing an interdisciplinary partnership with local community sports organisations, the education system and the health system.

## **REACHING THE OBJECTIVES**

Strategic objectives that govern this partnership are:

Participation in sport: increasing the number of practicing sports activities according to the needs of the community and local traditions.

Human resources: increasing the number of and providing training for specialists in the field.

Volunteering: involving young and former athletes in volunteering.

## **COORDINATING THE PARTNERSHIP**

The partnership between the two organisations is an active one and meetings are conducted quarterly. During these meetings, we discuss issues regarding the progress of sports activities, the rehabilitation of old sports facilities and common ongoing campaigns. The participants include Committee members from the Sports-Youth-Culture department of the City Council, teachers and doctors too. Developed documents are presented by the Committee during the meetings of the Council.

## **IMPACT ON THE LOCAL COMMUNITY**

The positive atmosphere of the relationship with the local community is created through direct interaction with the population in sport and recreation. The good image of our volunteers in the community increases the public's trust in our organisation.

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

Currently the needs of local citizens are identified directly by our volunteers. This information is communicated to the members of the municipal committee. In this phase of the collaboration between national partners, we are planning to create and deliver a questionnaire, which would help us to make more exact conclusions about the demand.

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## ***BUILDING RELATIONSHIPS WITH ADDITIONAL STAKEHOLDERS IN THE PUBLIC AND PRIVATE SECTOR***

In order to build relationships with other social partners we have to show openness, reliability and provide services adapted to social needs. In this way you give credibility to stakeholders in the private or public sector.

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

At this time we can notice a revival of the financial and economic department at a national and local level. Funding sports activities is based on the financial potential of the local community. The positive side is the will of those who lead the community for carrying out these activities.

## ***WORKING TOGETHER TO PROVIDE TRAINING AND EDUCATION FOR STAFF AND VOLUNTEERS***

Training and education of staff and volunteers is done in different ways depending on the qualifications they have. Physical education teachers are generally the most active, and they are also the most experienced. Sports Instructor courses accredited by the Ministry of Education and Ministry of Labour are also made available to volunteers. The Romanian Federation of Sport for All is the only sports federation that runs the local and national sports instructors' accredited courses.

## ***WORKING TOGETHER TO PROMOTE PHYSICAL ACTIVITY AND SPORT***

Activities that we develop together are enclosed in the Partnership Plan. They cater for all age groups and take place over a large part of the year:

- May - dynamic activities in kindergartens
- June-July - football competitions for people between 16-50 years
- September-October - sporting activities and secondary tournaments in soccer, volleyball, handball and athletics

All these sporting events were held in public sporting facilities with free access.

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[www.isca-web.org](http://www.isca-web.org)