



## THE MOST IMPORTANT PARTNERSHIP IN GRASSROOTS SPORTS

local authorities ● sport organisations

COLLECTION OF GOOD PRACTICES

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

**STB – Swabian  
Gymnastics  
Federation**

● **Department for Sports and Physical  
Activity, City of Stuttgart**

BEST PRACTICE EXAMPLE FROM THE COLLABORATION:

### **DEVELOPING CAMPAIGNS TOGETHER**

The GYMWELT campaign is associated with the Rhythmic Gymnastics World Cup in 2015. We want to use the media attention to promote sports clubs' range of services in the field of fitness and health.

Objectives:

- To offer opportunities for citizens to take part in daily and healthy exercise activities, especially in sports clubs
- To improve and professionalise sports clubs' structures, especially in the field of gymnastics and fitness

The campaign involves different measures: e.g. consultation for sports clubs provided by STB, "open physical activity offers" for all Stuttgart citizens (e.g. "Sport in the park") as a part of the campaign, and networking between the actors and stakeholders in the field of fitness and health to share ideas and resources.

To reach this aim we established a project team in 2012 with members of STB and the City of Stuttgart which controls and plans the different measures within the campaign.

#### 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:**

STB and the City of Stuttgart are working together to develop campaigns and training programmes to promote physical activity and improve the competences of educators delivering the activities.

## **OBJECTIVES**

- A long-term goal is to increase the number of physically active persons.
- Our shorter term goals are:
- To offer citizens of all ages classes that promote moving for health – especially in sports clubs.
- To support the sports clubs and volunteers with different services in their daily work, e.g. promoting their offers, qualifying their trainers or developing new offers.

## **REACHING THE OBJECTIVES**

To reach our aims, different measures and activities in the City of Stuttgart and in collaboration with the sports clubs are planned: e.g. the project “Sport in the park”, which takes place in 34 different places all over the city; the GYMWELT campaign, which supports the sports clubs to implement new programmes in the field of fitness and health for all age groups and to reach a broad public with their offers; and the “kitafit” programme to improve children’s motor skills. Data from participants taking part in the different measures are collected to monitor their success.

## **COORDINATING THE PARTNERSHIP**

Each partner has their own projects and focus areas that contribute to reaching the goals. The people involved meet at regular intervals to talk about the current status and plan the way forward. In some areas of our cooperation we have signed a contract that defines the partnership.

## **IMPACT ON THE LOCAL COMMUNITY**

We share ideas openly in the community and the people involved in the different areas of cooperation are in close and regular contact. Within all programmes we involve a lot of local institutions from the community, which are directly in contact with citizens.

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

Both organisations collect different data from the projects, for example, the number of members in sports clubs, the number of participants in “kitafit” and other projects like “Sport in the park”, the number of qualified trainers and educators, the feedback from citizens concerning quality of life, physical activity and more (questionnaires). If the numbers and feedback are developing in a negative way, we adjust the measures and projects.

### **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)

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

Both organisations have established partnerships with many stakeholders who can be contacted for special programmes. Furthermore, STB and the City of Stuttgart organise or take part in different round table discussions (organised by different organisations e.g. the department for sports and physical activity, STB, health insurance companies and the local health authority) about specific themes in Stuttgart to build relationships with additional organisations and stakeholders.

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

There is a planned budget for different projects conducted by both organisations. The activities are defined at the beginning of a project and adapted over the course of the project if necessary.

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

One of STB's focus areas is the qualification and education of volunteers and trainers (more than 1000 per year). In cooperation with sports clubs and partners, like the City of Stuttgart, STB offers special programmes addressing the different participants' requirements.

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

We implement different programmes to reach different age groups: e.g. "kitafit" for children, special offers in sports clubs for children and youth, and programmes and activities for adults or older people ("Sport in the Park" or special programmes in sports clubs like "Fünf Esslinger"). Some of these programmes are planned and implemented collaboratively (between the City of Stuttgart, STB and sports clubs) and communicated in different ways to reach many people (leaflet, website, events, etc.).

### **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)