



## THE MOST IMPORTANT PARTNERSHIP IN GRASSROOTS SPORTS

local authorities ● sport organisations

COLLECTION OF GOOD PRACTICES

# FOCUS ON COLLABORATION 3: SPORT, CULTURE AND TOURISM

*Latvian  
Sports for All  
Association*

● *Carnikava Municipality*

BEST PRACTICE EXAMPLE FROM THE COLLABORATION:

## PROMOTION OF SPORT, CULTURE AND TOURISM ON THE LOCAL LEVEL

One of the biggest successes in our cooperation so far is associated with promotion of sport on the local level. LTSA and Carnikava Municipality established the Nordic walking festival, which first took place in Carnikava after which they decided to keep it as an annual activity. It is organised by trainers working for the municipality. These trainers share their knowledge with volunteers, who are a big part of delivering this event. Located close to the capital city, Riga, Carnikava has a stretch of sandy beaches along a large forest, which makes it a perfect location for Nordic walking events. The trainers ensure that the walking routes are both challenging and professional. The festival not only offers a timed race, but also an opportunity for beginners

to learn. This is very important as there are always people who are discouraged from trying an activity if they feel it is too competitive. For now the festival has seen a slight increase in the number of participants year-by-year and it reached more than 100 last year. The festival has various benefits for the local community such as enhancing communication, exchanging experiences and integration. As for the long term goals, the aim is to make the festival a well-known annual event in Latvia with an increasing participant base.

### 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

Carnikava Municipality has become an active member of LTSA and both parties have signed a co-operation agreement. The partners' meeting frequency depends on their planned activities and their timing. When they embark on a project together, they develop a detailed activity plan, together with all partners, and when it is approved they can start implementing the project. The partners' meetings are always documented.

## OBJECTIVES

- To promote active lifestyle and sport for all in Carnikava Municipality and Latvia as a whole.
- To establish an annual Nordic walking festival.
- To conduct a seminar for children with learning disabilities and mental health issues, their teachers and parents.
- To develop multifunctional sport facilities.

## REACHING THE OBJECTIVES

As partners, LTSA and Carnikava Municipality have made it their strategic goal to promote active lifestyle and sport for all principles within the community of Carnikava. Their long-term goal is to broaden this promotion throughout Latvia. This is why they established an annual Nordic walking festival in Carnikava, to give these goals a concrete event which has the potential to be held in locations throughout the country. Another strategic plan for the future is to create a seminar for children with learning disabilities and mental health issues, their teachers and parents, which will take place in November. The partners have sought assistance from ISCA in terms of providing a lecturer. Carnikava Municipality is looking into how it can establish multifunctional sport facilities. This particular objective is a long-

term goal with a 5 to 7-year timeline.

## IMPACT ON THE LOCAL COMMUNITY

The local community benefits from the partnership through the many sport for all activities it offers throughout the year. In connection to the Nordic walking festival, LTSA has organised training of Nordic walking trainers. It has also created great platform for establishing several Nordic walking groups for people from different age groups. Surprisingly, the most active group is the seniors from Carnikava Municipality.

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

The local people of Carnikava express their needs and wishes directly to the Sports Centre of Carnikava Municipality if they are interested in particular activities. As Carnikava Municipality is rather small, it is much easier to maintain this personal exchange between the local authority and the citizens. The Municipality always welcomes new ideas and is ready to support the initiatives of individuals and NGOs. If support from LTSA is needed to carry out an initiative, the partners are able to facilitate this together.

Currently, there is only data available about number of people (plus their age and gender) participating in particular sports and in sport events organised in Carnikava Municipality. It is planned to conduct surveys among people using sports facilities, taking part in local

### 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)

sport and physical activities and attending sport events. We want to find out their opinion on the Carnikava sports centre, the number quality of the sporting events, the availability of infrastructure and their feelings about impact of physical activities on different aspects of their lives. Nevertheless it is already obvious that the number of participants is rising from event to event, the events are receiving more sponsorship, and local enterprises are more active in offering their goods and services to sporting events. Since the demand for activities and the number of participants is rising, sport for all is becoming a more and more important part of the local government's mid- and long-term strategy and LTSA has been considered as an important cooperating partner.

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

In terms of building a relationship with other relevant stakeholders, LTSA is assisting Carnikava Municipality in discovering potential partners and providing contact details. LTSA has a contract with its sponsor, Latvian Railway, in which it is stated that the Latvian Railway supports the events LTSA organises together with Carnikava Municipality.

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

Sustainability is ensured by Carnikava Municipality's budget dedicated to sport and sponsorship. Promotion of sport and physical

activity in Carnikava is ensured by the work of the Carnikava sports centre. The Carnikava sports centre organises a large number of sport and physical activity events for the Municipality. Several of these activities are carried out in close cooperation with LTSA.

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

LTSA has organised several training sessions for trainers and coaches. One of the seminars, the mobile unit, involves a lecture from a qualified instructor on the basic requirements of physical activity and sport. This is continued with a practical session on Nordic walking and breathing exercises. Information about active and healthy lifestyle, sport and physical activity are published on Carnikava Municipality and LTSA's websites, and school pupils are informed about this topic on the regular basis. We are also working to create a theoretical platform for young people in the region with recommendations on physical activity, health and nutrition. There are three annual events every year in Nordic Walking, including a hike from Vecaki to Carnikava (20km). Carnikava Municipality took an active part in MOVE Week 2013.

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

Both partners have skilled and professional staff who can share their expertise in accordance with the nature of the activities. Training of volunteers mainly is ensured by train the trainer approach and experienced staff members also supervise the volunteers' performances.

### **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)