



**PUBLIC DELIVERABLES FOR THE PROJECT INCLUSION FIRST**

**101087167-FIRST-ERASMUS-SPORT-2022-SSCP**

**Materials for dissemination and press conference, including flyers**

**Introduction**

Materials for dissemination and press conference, including flyers were introduced to the public during the fifth transnational project meeting of the Erasmus+ project, named INCLUSION FIRST (Project Number: 101087167 – FIRST – ERASMUS – SPORT – 2022 - SSCP), convened from **February 23 to 25, 2024, in Malta**. Representatives from the University of Malta, as the consortium partner institution, and ŠK Mladost' from Slovakia, as the project coordinating institution, were in attendance.

The meeting aimed to evaluate progress and plan future activities in accordance with the foreseen programme. In addition to the exchange of expertise, the meeting addressed the dissemination phase summary and for this purpose, **a media conference was organized by the partner organization in Malta**.

The partner entities reached agreements on the next steps regarding specific tasks focused on the major project objectives. Prior to the meeting, relevant documentation was circulated along with appropriate articles that promoted fresh thinking on the project concept.



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**Description of public deliverables**

Electronic and printed format, English language, target group - media representatives, sport events participants and audience

**Type of public deliverables**

Documentation for general public and press conference materials

**Lead Beneficiary of public deliverables:** University of Malta, MALTA



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**Objectives of public deliverables**

The INCLUSION FIRST project shines a spotlight on social inclusion through the values of sports. Its strategic objective is to promote recent developments in the EU's sports sector. At its heart lies **"RUN AND SMILE," a collection of inspirational stories** featuring insights from 24 personalities on various facets of social inclusion. Their motivational journeys are interwoven with pertinent EU sports policies.

A key goal of the project is to bring EU sports policies closer to non-governmental sports organizations, particularly making them more accessible and understandable for stakeholders at



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all levels, including the local level. This objective was pursued through the **INCLUSION FIRST platform**. Digital platform and publication are to be downloaded on [www.run-and-smile.com](http://www.run-and-smile.com)

The public deliverables cleverly underscored the project name focusing on prioritizing inclusion, while also serving as an acronym for its five core elements: FRIENDSHIP, INNOVATIONS, RUNNING, SUSTAINABILITY, and TEAMWORK.



The proposed consortium aimed to concentrate on the latest EU sports agenda, including the sport policies outlined in the EU Work Plan for Sport (2021-2024) and the priorities of the EU's Erasmus+ programme (2021-2027) in the sports sector. Notably, the consortium developed **Council conclusions on sport as a platform for social inclusion**, as devised during the Maltese Presidency, and **Council conclusions on sport diplomacy**, as formulated during the Slovak Presidency. By collaborating with selected countries, the project focused to practically follow up on the EU sports agenda set forth during the presidencies of Malta and Slovakia in the Council of the EU.

Digital, environmentally friendly, and innovative, the project placed a significant emphasis on the green and **digital transitions, aligning with the priorities of the Erasmus+ 2021-2027** programme and the current call for proposals.

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The public deliverables were well-suited to the call's scope, designed with small-scale partnerships in mind. It aimed to broaden access to the programme for small-scale actors and individuals who were traditionally hard to reach in the sports sector. Furthermore, the project contributed to the establishment and growth of transnational networks and fosters synergies among local, regional, national, and international policies.

### **Presentation of public deliverables**

Digital platform called INCLUSION FIRST, including a collection of inspirational stories RUN AND SMILE was introduced to the public during the fifth transnational project meeting of the Erasmus+



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project, convened from **February 23 to 25, 2024, in Malta**. For this purpose, **a media conference was organized by the partner organization in Malta**.

Delegates gathered for a pivotal press conference and presentation of the project work at the University of Malta, setting a significant tone for the event. **Pierre Cassar initiated the press conference** with a warm welcome extended to esteemed guests. With eloquence, he delved into the origins of the project, articulating its genesis and the underlying motivations driving its initiation. He underscored the significance of the project's mission, emphasizing its potential to catalyse positive societal change. Moreover, Pierre Cassar highlighted the indispensable role of international cooperation in realizing the project's objectives, emphasizing the power of collaboration in addressing complex global challenges. His words resonated with the audience, setting a tone of unity and purpose for the proceedings ahead.

During the press conference, Prof. Andrew Decelis, representing the University of Malta, eloquently showcased the institution's commitment to pushing the boundaries of knowledge and innovation. With passion and insight, he unveiled several groundbreaking initiatives undertaken by the university, demonstrating its unwavering dedication to academic excellence and societal progress. In addition to highlighting the university's achievements, **Prof. Andrew Decelis took the opportunity to introduce 12 exceptional Maltese representatives** selected for their outstanding contributions to social inclusion. With meticulous detail, he provided insights into the unique perspectives and experiences of each individual, underscoring their roles in fostering a more inclusive society.





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The majority of the proposed Maltese personalities were present at the press conference, offering attendees the invaluable opportunity to engage directly with these remarkable individuals. Through interactive discussions and dialogue, participants gained deeper insights into the diverse ways in which these representatives are driving positive change within their communities and beyond.

Prof. Decelis's presentation not only celebrated the achievements of the University of Malta but also highlighted the importance of recognizing and amplifying the voices of those dedicated to promoting social inclusion and equality. It was a moment that exemplified the spirit of collaboration and collective action underlying the project's objectives.

**about the project**

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A key goal of the project is to bring EU sports policies closer to non-governmental sports organizations, particularly making them more accessible and understandable for stakeholders at all levels, including the local level. This objective will be pursued through the **INCLUSION FIRST platform**.

The project name cleverly underscores its focus on prioritizing inclusion, while also serving as an acronym for its five core elements: **FRIENDSHIP, INNOVATIONS, RUNNING, SUSTAINABILITY, and TEAMWORK**.

The proposed consortium aims to concentrate on the latest EU sports agenda, including the sport policies outlined in the EU Work Plan for Sport (2021-2024) and the priorities of the EU's Erasmus+ programme (2021-2027) in the sports sector. Notably, the consortium will develop Council conclusions on sport as a platform for social inclusion, as devised during the Maltese Presidency, and Council conclusions on sport diplomacy, as formulated during the Slovak Presidency. By collaborating with selected countries, the project seeks to practically follow up on the EU sports agenda set forth during the presidencies of Malta and Slovakia in the Council of the EU.

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The project is well-suited to the call's scope, designed with small-scale partnerships in mind. It aims to broaden access to the programme for small-scale actors and individuals who are traditionally hard to reach in the sports sector. Furthermore, the project contributes to the establishment and growth of transnational networks and fosters synergies among local, regional, national, and international policies.

**www.run-and-smile.com**

**FRIENDSHIP  
INNOVATIONS  
RUNNING  
SUSTAINABILITY  
TEAMWORK**

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Representing the project coordinating institution, **Elena Malikova delivered a presentation on project work**, where she articulated the project's overarching objectives and highlighted its achievements thus far. In addition to outlining the project's goals, she provided good practice of interviews conducted with Slovak personalities, for inclusion in the publication "Run and Smile."

These examples served to underscore the project's commitment to showcasing inspiring stories and promoting positive change within communities. Through these interviews, the voices and

**Dušan Poláček**  
Sports uniquely offer opportunities for all individuals, regardless of their circumstances or disadvantages. Sport is a space that gives and creates opportunities for everyone, without exception, even in the case of various disadvantages. It allows people to meet in a common space, as equals, on the same starting line. It serves as a platform where people from diverse backgrounds can come together on equal footing, sharing a common space. This inclusivity is unparalleled, providing a space where everyone can participate and thrive, regardless of differences. In a world where such inclusive spaces are often rare, sports stand out as a beacon of unity and equality. Where else can you find such a space for inclusion?

**Elena Malíková**  
I recognize that modern pentathlon has played a role in shaping my identity. It has instilled within me the spirit of a dreamer, encouraging me to pursue ambitious aspirations with tenacity and courage. Moreover, it has fostered a sense of adaptability and versatility, equipping me with the skills to navigate life's challenges with resilience and grace.  
In essence, modern pentathlon has become an integral part of my identity, shaping me into the person I am today – a dreamer, a versatile individual, and a steadfast believer in the power of discipline and determination.  
However, the ethos that resonates most deeply with me is the concept of "embracing the joy of effort." This principle has been integral to my life philosophy since my teenage years and continues to be a guiding force in all my endeavours. It serves as a perpetual wellspring of inspiration, propelling me forward in my daily pursuits.

**Andrea Gondová**  
I was encouraged to engage in sports from a young age, fostering a lifelong appreciation for exercise. As I grew up surrounded by mountains, I used to ski and enjoyed the ice skating during the winter and in summer it was hiking, cycling and running. It helped me to stay committed to be active throughout the whole life. The decision to enhance my swimming technique with the guidance of a professional coach, especially after my thirties, reflects a proactive approach to personal development and fitness. Now I consider swimming as an excellent full-body workout. Establishing a morning routine that begins with training, whether it is running, weight training, or swimming, is commendable. Starting the day with physical activity has numerous benefits for both physical and mental well-being. The fact that I miss it when circumstances prevent me from participating in sports highlights the positive impact it has had on my life.

**Jurián Vojtech**  
Sport, for me, is primarily an irreplaceable source of daily movement, through which I balance the mental aspect of my work. However, I perceive it as entertainment, which has brought me pleasure, joy, relaxation, inspiration, and later also stress relief since childhood. It can be said that sport has also changed my view of the world. Another dimension of sport is its impact on personality. Looking back, I realize that sport has always shaped me mentally and personally. Victories, failures, humility, disappointment, recognition, challenges, patience, emotions... and much more, including sporting ideals, have been transferred from sport to everyday life, thereby influencing my overall personality.

The project affinity to the general objectives of the call is very close. The project provides cooperation opportunities in sport in light of the Erasmus+ 2021-2027 programme. It highlights five basic project elements: FRIENDSHIP, INNOVATIONS, RUNNING, SUSTAINABILITY and TEAMWORK while addressing general objectives of the call:

1. Support active European citizenship and bring the European dimension to the local level through sport values, such as FRIENDSHIP.
2. Attract and widen access for newcomers, less experienced organisations and small-scale actors to the programme. This partnership acts as a role model for organisations willing to start cooperation at European level. Its INNOVATION element focuses on increasing quality in the work and practices of the organisations and institutions involved, opening up to new actors not naturally included within one sector.
3. Support the inclusion of target groups with fewer opportunities, notably vulnerable groups. It uses RUNNING as an example activity, which might be easily replicable in any other health enhancing physical activity.
4. SUSTAINABILITY is linked to building capacity of organisations to work transnationally and across sectors. It includes green aspects and is guaranteed by a pledge of stakeholders to keep project outcomes financed after its initial funding from the Erasmus+ programme.
5. Addressing common needs and priorities in the fields of education, training, youth and sport the project capitalises on a synergic effect of those areas. TEAMWORK lies in enabling transformation and change at individual, organisational and sectoral level, leading to improvements, in proportion to the context of each organisation.

The project's contributions to the priorities outlined in the call are extensive, particularly with regards to its digital, green, and innovative aspects within the sports sector. With a strong emphasis on green and digital transitions, the project aligns closely with the objectives of the Erasmus+ 2021-2027 programme and the current Call document. Notably, the anticipated outcome of the project, the INCLUSION FIRST platform, exemplifies its digital orientation. Sustainability and environmental consciousness permeate all project activities, with innovation serving as a core element, including the development of a pioneering platform aimed at a global audience.



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experiences of Slovak personalities were brought to the forefront, amplifying their impact and fostering greater understanding among the audience.

**The Rector and Pro-rector of the University of Malta** concluded the press conference with their inspiring speeches, expressing pride in the university's role within the project. With eloquence and warmth, they emphasized the significance of collaborative educational endeavours in driving meaningful societal change. Moreover, they highlighted the transformative potential of collaborative educational initiatives, emphasizing the importance of initiatives like the project in promoting cross-disciplinary cooperation and fostering a spirit of shared learning and growth.



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Together, the speeches delivered by the Rector and Pro-rector of the University of Malta added a profound sense of pride and purpose to the occasion. Their words resonated deeply with the audience, reaffirming the university's commitment to driving positive change through collaborative education initiatives. These speeches further enriched the conference, culminating in its successful conclusion.



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The meeting, where the public deliverables were presented to the public concluded with reflections and remarks from the project coordinator, symbolizing a successful culmination of collaborative endeavours and **highlighting the dedication of all participants towards achieving the project's goals.**



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The European policies in the field of sports that were presented to the public included:

- Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions entitled “Developing the European Dimension in Sport”, 2011
- Council Recommendation on Promoting health-enhancing physical activity across sectors, 2013



- Council Conclusions on maximising the role of grassroots sport in developing transversal skills, especially among young people, 2015
- Council conclusions on sport diplomacy, 2016
- Council conclusions on sport as a platform for social inclusion, 2017



- Tartu Call for Healthy Lifestyles, 2017
- Council Conclusions on promoting the common values of the EU through sport, 2018
- Council Conclusions on combating corruption in sport, 2019
- Council Conclusions on the impact of the COVID- 19 pandemic and the recovery of the sport sector, 2020
- New European Bauhaus initiative, 2020
- EU Work Plan for sport (2021 - 2024)
- EU programme Erasmus+ (2021 – 2027)

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1. Support active European citizenship and bring the European dimension to the local level through sport values, such as FRIENDSHIP.



2. Attract and widen access for newcomers, less experienced organisations and small-scale actors to the programme. This partnership acts as a role model for organisations willing to start cooperation at European level. Its INNOVATION element focuses on increasing quality in the work and practices of the organisations and institutions involved, opening up to new actors not naturally included within one sector.

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3. Support the inclusion of target groups with fewer opportunities, notably vulnerable groups. It uses RUNNING as an example activity, which might be easy replicable in any other health enhancing physical activity.
  
4. SUSTAINABILITY is linked to building capacity of organisations to work transnationally and across sectors. It includes green aspects and is guaranteed by a pledge of stakeholders to keep project outcomes financed after its initial funding from the Erasmus+ programme.



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5. Addressing common needs and priorities in the fields of education, training, youth and sport the project capitalises on a synergic effect of those areas. TEAM WORK lies in enabling transformation and change at individual, organisational and sectoral level, leading to improvements, in proportion to the context of each organisation.

The partner institutions have been chosen for their expertise in relevant fields, ensuring comprehensive coverage of all project objectives. Their collaborative efforts were essential for achieving common goals and maximizing the project's impact. The EU dimension adds significant value, as the intended scope of project activities were challenging to accomplish individually by





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each consortium member. Moreover, the project facilitated capacity-building among organizations, enabling them to effectively engage in cross-border cooperation and networking, a requirement stipulated by the small-scale partnerships of the Erasmus+ 2021-2027 programme.

The project's contributions to the priorities outlined in the call were extensive, particularly with regards to its digital, green, and innovative aspects within the sports sector. With a strong emphasis on green and digital transitions, the project aligned closely with the objectives of the Erasmus+ 2021-2027 programme and the current Call document. Notably, the anticipated outcome of the project, the INCLUSION FIRST platform, exemplifies its digital orientation. Sustainability and environmental consciousness permeated all project activities, with innovation serving as a core element, including the development of a pioneering platform aimed at a global

audience.



Following the press conference, delegates were presented with a **comprehensive overview of the University of Malta's facilities**, with a special emphasis on its sports infrastructure, including the swimming pool and track and field area. Moreover, laboratories dedicated to the preparation of high-level athletes were showcased, highlighting the university's commitment to supporting

athletic excellence. Additionally, presentations on best practices from the squash field and anti-doping premises exceeded expectations, providing valuable insights into the institution's efforts in these areas.

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Subsequent sessions shifted focus to project updates, covering topic of communication with the EACEA and progress within the consortium. Elena Malikova, representing ŠK Mladost', shared recent activities and achievements, emphasizing the consortium's unwavering dedication to the project's objectives. Discussions also revolved around upcoming events, such as online and on-site meetings, reaffirming the commitment to collaborative endeavours. Finally, deliverables from the fourth transnational project meeting were discussed as well, signalling a huge progress within the consortium.



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A significant aspect of the meeting centred on the **dissemination of the booklet "Run and Smile,"** a pivotal project outcome. ŠK Mladosť showcased stories featuring prominent Slovak personalities engaged in sports, highlighting their impactful contributions. Similarly, representatives from the University of Malta presented Maltese personalities, emphasizing their significant roles in promoting social inclusion. Discussions were centred on ensuring diversity and gender equity in the selection process, aligning closely with the project's overarching goals of inclusivity and equity.



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During a culturally enriching #BeActive Evening, delegates had the **opportunity to explore Mdina, the historical city of Malta**. A walking sightseeing tour facilitated informal discussions on project outcomes, health-enhancing physical activities, and the promotion of social inclusion through sport values. The serene ambiance of Mdina provided an ideal backdrop for fostering camaraderie and collaboration among participants, enhancing the overall experience of the evening.



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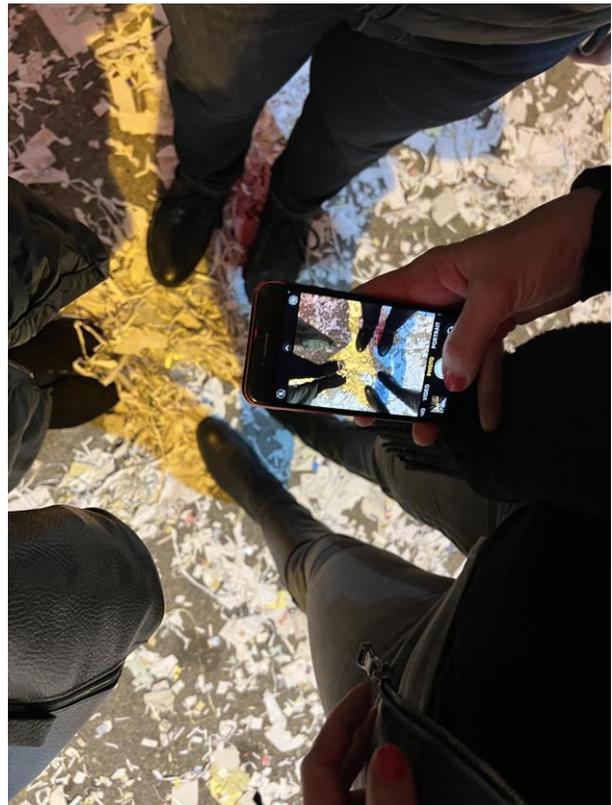
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The following meeting day on February 24, 2024, commenced with deliberations at **the Basilica of the National Shrine of the Blessed Virgin of Ta' Pinu**, focusing on the theme of "Friendship" within the project. Discussions centred on the division of responsibilities, administrative processes, and coordination of tasks aimed at promoting active European citizenship through sport values.

Subsequently, the project's innovative endeavours were highlighted at **the Citadella of Città Victoria**. Deliberations encompassed financial matters, project budgeting, and strategies to attract newcomers and less experienced organizations to the program. Emphasis was placed on fostering innovation to elevate the quality of work practices and expand participation across diverse sectors.

The **#BeInclusive Evening in Valletta** highlighted the theme of "Running" within the project framework. Detailed discussions were held regarding further dissemination plans for "Run and Smile," followed by dialogues on supporting the inclusion of vulnerable groups through easily replicable activities such as running, swimming or walking. The session underscored the project's steadfast commitment to fostering inclusivity and diversity, reflecting its overarching goals of promoting equal participation and societal integration through sport.

The morning session on February 25, 2024, the final day of the meeting, embraced the theme of "Sustainability" within the project. Participants



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emphasized the significance of building organizational capacity for transnational collaboration and integrating green practices. Stakeholders pledged to ensure the continuity of project outcomes beyond its initial funding phase, reaffirming their **commitment to long-term sustainability** and the enduring impact of the project on communities and institutions alike.

In the final session, the focus shifted to the theme of "Teamwork," encapsulating the collective efforts to address common needs and priorities across education, training, youth, and sport sectors. Discussions were centred on fostering transformation and change at individual, organizational, and sectoral levels, with the aim of driving continual improvement and progress.

The meeting concluded with reflections and remarks from the project coordinator, symbolizing a successful culmination of collaborative endeavours and **highlighting the dedication of all participants towards achieving the project's goals.**

After the conclusion of the meeting, delegations departed with a profound sense of accomplishment, having successfully achieved the set objectives and strengthened partnerships within the project consortium. The rich historical backdrop of Malta, combined with the remarkable contributions of the University of Malta, served to underscore the success of the event, **particularly highlighted by the impactful press conference.**

The collaborative efforts and dedication displayed throughout the meeting further solidified the project's foundation for future endeavours.

February 25, 2024, Valletta, Malta



# about the project

The **INCLUSION FIRST** project shines a spotlight on social inclusion through the values of sports. Its strategic objective is to promote recent developments in the EU's sports sector. At its heart lies "RUN AND SMILE," a collection of inspirational stories featuring insights from 24 personalities on various facets of social inclusion. Their motivational journeys will be interwoven with pertinent EU sports policies.

A key goal of the project is to bring EU sports policies closer to non-governmental sports organizations, particularly making them more accessible and understandable for stakeholders at all levels, including the local level. This objective will be pursued through the **INCLUSION FIRST platform**.

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The proposed consortium aims to concentrate on the latest EU sports agenda, including the sport policies outlined in the EU Work Plan for Sport (2021-2024) and the priorities of the EU's Erasmus+ programme (2021-2027) in the sports sector. Notably, the consortium will develop Council conclusions on sport as a platform for social inclusion, as devised during the Maltese Presidency, and Council conclusions on sport diplomacy, as formulated during the Slovak Presidency. By collaborating with selected countries, the project seeks to practically follow up on the EU sports agenda set forth during the presidencies of Malta and Slovakia in the Council of the EU.

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## Dušan Poláček

Sports uniquely offer opportunities for all individuals, regardless of their circumstances or disadvantages. Sport is a space that gives and creates opportunities for everyone, without exception, even in the case of various disadvantages. It allows people to meet in a common space, as equals, on the same starting line. It serves as a platform where people from diverse backgrounds can come together on equal footing, sharing a common space. This inclusivity is unparalleled, providing a space where everyone can participate and thrive, regardless of differences. In a world where such inclusive spaces are often rare, sports stand out as a beacon of unity and equality. Where else can you find such a space for inclusion?



## Andrea Gondová

I was encouraged to engage in sports from a young age, fostering a lifelong appreciation for exercise. As I grew up surrounded by mountains, I used to ski and enjoyed the ice skating during the winter and in summer it was hiking, cycling and running. It helped me to stay committed to be active throughout the whole life. The decision to enhance my swimming technique with the guidance of a professional coach, especially after my thirties, reflects a proactive approach to personal development and fitness. Now I consider swimming as an excellent full-body workout. Establishing a morning routine that begins with training, whether it is running, weight training, or swimming, is commendable. Starting the day with physical activity has numerous benefits for both physical and mental well-being. The fact that I miss it when circumstances prevent me from participating in sports highlights the positive impact it has had on my life.



## Elena Malíková

I recognize that modern pentathlon has played a role in shaping my identity. It has instilled within me the spirit of a dreamer, encouraging me to pursue ambitious aspirations with tenacity and courage. Moreover, it has fostered a sense of adaptability and versatility, equipping me with the skills to navigate life's challenges with resilience and grace.

In essence, modern pentathlon has become an integral part of my identity, shaping me into the person I am today - a dreamer, a versatile individual, and a steadfast believer in the power of discipline and determination.

However, the ethos that resonates most deeply with me is the concept of "embracing the joy of effort." This principle has been integral to my life philosophy since my teenage years and continues to be a guiding force in all my endeavours. It serves as a perpetual wellspring of inspiration, propelling me forward in my daily pursuits.



## Julián Vojtech

Sport, for me, is primarily an irreplaceable source of daily movement, through which I balance the mental aspect of my work. However, I perceive it as entertainment, which has brought me pleasure, joy, relaxation, inspiration, and later also stress relief since childhood. It can be said that sport has also changed my view of the world. Another dimension of sport is its impact on personality. Looking back, I realize that sport has always shaped me mentally and personally. Victories, failures, humility, disappointment, recognition, challenges, patience, emotions... and much more, including sporting ideals, have been transferred from sport to everyday life, thereby influencing my overall personality.

The project affinity to the general objectives of the call is very close. The project provides cooperation opportunities in sport in light of the Erasmus+ 2021-2027 programme. It highlights five basic project elements: FRIENDSHIP, INNOVATIONS, RUNNING, SUSTAINABILITY and TEAMWORK while addressing general objectives of the call:

1. Support active European citizenship and bring the European dimension to the local level through sport values, such as FRIENDSHIP.
2. Attract and widen access for newcomers, less experienced organisations and small-scale actors to the programme. This partnership acts as a role model for organisations willing to start cooperation at European level. Its INNOVATION element focuses on increasing quality in the work and practices of the organisations and institutions involved, opening up to new actors not naturally included within one sector.
3. Support the inclusion of target groups with fewer opportunities, notably vulnerable groups. It uses RUNNING as an example activity, which might be easily replicable in any other health enhancing physical activity.
4. SUSTAINABILITY is linked to building capacity of organisations to work transnationally and across sectors. It includes green aspects and is guaranteed by a pledge of stakeholders to keep project outcomes financed after its initial funding from the Erasmus+ programme.
5. Addressing common needs and priorities in the fields of education, training, youth and sport the project capitalises on a synergic effect of those areas. TEAMWORK lies in enabling transformation and change at individual, organisational and sectoral level, leading to improvements, in proportion to the context of each organisation.

The project's contributions to the priorities outlined in the call are extensive, particularly with regards to its digital, green, and innovative aspects within the sports sector. With a strong emphasis on green and digital transitions, the project aligns closely with the objectives of the Erasmus+ 2021-2027 programme and the current Call document. Notably, the anticipated outcome of the project, the INCLUSION FIRST platform, exemplifies its digital orientation. Sustainability and environmental consciousness permeate all project activities, with innovation serving as a core element, including the development of a pioneering platform aimed at a global audience.