

**PUBLIC DELIVERABLES FOR THE PROJECT INCLUSION FIRST  
101087167-FIRST-ERASMUS-SPORT-2022-SSCP**

**Materials for dissemination and the final conclusions presented towards the general public**

**Introduction**

Building upon the success of the dissemination efforts in Malta in February 2024, the initiative seamlessly transitioned to Slovakia, where it gained further momentum. This phase saw the integration of innovative activities and materials, meticulously tailored to resonate with the unique context of the Slovakian audience.

Moreover, the outreach extended to encompass a new target demographic, broadening the project's influence and relevance beyond borders.

By fostering collaboration and synergy, this expansion facilitated the seamless dissemination of project outcomes, reinforcing its impact on a global scale.

Materials for dissemination and the final conclusions presented towards the general public were in Slovakia introduced to the public during the sixth transnational project meeting of the Erasmus+ project, named INCLUSION FIRST (Project Number: 101087167 – FIRST – ERASMUS – SPORT – 2022 - SSCP), convened from April 4 to 7, 2024, in Bratislava, Slovakia.



Representatives from the University of Malta and ŠK Mladost' from Slovakia came together to assess progress and plan future activities. Amidst the picturesque backdrop of Bratislava, the meeting aimed not only to exchange expertise but also to foster a deeper development of the project's objectives and strategies.

Prior to the meeting, relevant documentation was circulated, stimulating thoughtful discussions and promoting a fresh perspective on the project concept.



**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



## Objectives of public deliverables

In Slovakia, roll-ups, t-shirts, caps, and bandanas adorned with the project logo and **visibility of the EU funding** were introduced as main dissemination materials, capturing the attention of marathon participants and spectators alike. These tangible representations of the project's objectives served as powerful catalysts for public engagement and awareness, reaching a diverse and global audience.



The dissemination materials served as a perfect companion to "RUN AND SMILE," an anthology of uplifting narratives showcasing the experiences of 24 individuals across diverse backgrounds, each offering profound insights into different aspects of social inclusion. Their journeys of perseverance and triumph are nicely intertwined with the overarching framework of EU sports policies, illustrating their real-world impact and relevance.

At the heart of the project lies a pivotal objective: to bridge the gap between European sports policies and non-governmental sports organizations. This involves making these policies more accessible and comprehensible to stakeholders across all tiers, especially at the grassroots level. This mission was further advanced through the

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innovative INCLUSION FIRST platform. This digital hub not only serves as a repository for valuable resources but also as a dynamic space for dialogue and collaboration. Both the digital platform and the publication are readily available for download on [www.run-and-smile.com](http://www.run-and-smile.com), ensuring widespread accessibility and engagement with the project's mission of fostering inclusivity through sport.

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.

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.

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## **Presentation of public deliverables**

In Slovakia, updated dissemination materials and final conclusions were unveiled to the public through a series of events. Among these, a standout occasion was undoubtedly the Bratislava Marathon 2024. This high-profile event provided a prominent platform to showcase the latest project developments and conclusions to a diverse audience, amplifying the reach and impact of the initiative within the community.



Building on the precedent set in Malta, the public presentations of European sports policies in Slovakia showcased a range of key initiatives. These included the European policies in the field of sports that were presented to the public in Slovakia 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)



The project's alignment with the overarching objectives of the call was remarkably strong. It presented unique opportunities for collaboration in the realm of sports within the framework of the Erasmus+ 2021-2027 programme. In Slovakia, akin to the engagement witnessed in

Malta, the project emphasized five fundamental elements: FRIENDSHIP, INNOVATIONS, RUNNING, SUSTAINABILITY, and TEAMWORK. Notably, it transcended the confines of sports, extending its reach into the cultural sphere, thereby fostering connections that transcend traditional boundaries.



Dissemination activities continued simultaneously to the Bratislava Marathon events, at the French Institute, within an eagerly anticipated exhibition titled "Road to Paris 2024", which attracting a distinguished audience from the realms of art, sports, and diplomacy.

Among the esteemed attendees was Martin Kellenberger, a celebrated Slovak artist whose presence infused the event with creative flair. František Chmelár, the esteemed honorary president of the Slovak Olympic and Sports Committee, also graced the occasion, alongside French diplomats and members of the Slovak Olympic Academy. This gathering epitomized a convergence of cultures,



ideas, and achievements, creating an ambiance of camaraderie and jubilation.



These endeavours in Slovakia echoed the core project objectives observed in Malta, particularly in addressing the broader aims 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 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.
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.

In Slovakia, partner institutions for dissemination were carefully selected based on their expertise in relevant fields, ensuring a comprehensive approach to fulfilling all project objectives. Their collaborative efforts proved instrumental in attaining shared aims and amplifying the project's impact. Once again, the cultural dimension played a prominent role, with new stakeholders being engaged to enrich the project's reach.



As twilight enveloped the surroundings, delegates were treated to a spellbinding piano concert showcasing the timeless beauty of classical Slovak music. The venue, the prestigious Academy of



Fine Arts, provided an exquisite backdrop for the evening's festivities. Proceedings commenced with a distinguished meeting with the academy's rector, setting the stage for a captivating performance.

Leading Slovak pianist Jordana Palovičová graced the event, guiding attendees through a journey of intricate melodies and rich harmonies. With her expert insights, she deepened the audience's appreciation for the cultural heritage interwoven into every note, fostering a profound connection to Slovakia's artistic legacy.

The meeting in Slovakia underscored the invaluable contribution of the EU dimension, elevating the significance of collaborative efforts in achieving the project's ambitious goals. Recognizing the formidable nature of the project activities, the consortium

members harnessed the collective strength of their partnership to surmount challenges that would have been daunting to tackle individually.



Notably, the presence of representatives from the French Embassy and the French Institute injected a deeper international perspective into the project's dissemination activities, enriching the event with diverse insights and fostering broader engagement. This collaboration exemplified the spirit of cross-border cooperation, aligning with the capacity-building objectives of the Erasmus+ 2021-2027 programme.

By facilitating skill development and fostering networks among participating organizations, the project empowered them to navigate the complexities of international collaboration effectively. This strategic approach not only fulfilled the requirements of the programme but also positioned the consortium members for sustained success in future cross-border initiatives.

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. The final day of the meeting, continued the project's engagement in the Bratislava Marathon 2024, emphasizing practical aspects and further presentations of project achievements to the public. Dissemination activities were reinforced, with participants actively participating in sporting events and discussions on enhancing project visibility.

Three relay teams, proudly representing the project, showcased their prowess at the **Bratislava Marathon 2024**, achieving commendable results. While their performance on the track



undoubtedly impressed, it was the embodiment of teamwork, and the core sporting values that truly defined their success. Beyond mere athletic achievement, the emphasis lay on collaboration, camaraderie, and mutual support, echoing the **ethos of unity and inclusivity championed by the project**. In this spirit, the marathon served as a powerful platform for fostering solidarity, resilience, and the shared pursuit of excellence, encapsulating the transformative potential of sports to transcend boundaries and unite communities.

Furthermore, **dissemination activities at Bratislava Marathon 2024** were considered as a highlight of the meeting. The integration of dissemination activities within the Bratislava Marathon 2024 could see participants from more than 60 nations. In addition, representatives from

the French Embassy and the French Institute were actively present in the project dissemination activities, adding a deeper international dimension to the event. Roll-ups, t-shirts, caps, and bandanas adorned with the project logo and **visibility of the EU funding** were introduced as main dissemination materials, capturing the attention of marathon participants and spectators alike.



These tangible representations of the project's objectives served as powerful catalysts for public engagement and awareness, reaching a diverse and global audience.



April 7, Bratislava, Slovakia

