

**ERASMUS+ Key Action 3
Social inclusion and common values**

Project Idea

European Programme: Erasmus +
Type of Call: Support to policy reforms
Deadline: 22 May 2018 – 13.00 CEST
Partnership: TBD
Erasmus + priority objective: Social inclusion and common values
Maximum grant per project: 500,000.00

Project Objective:

- Promoting European values, cultural heritage, and heritage-related skills, common history, social inclusion through sport in line with the objectives of the 2018 European Year of Cultural Heritage.
- Exchange of good practices on the promotion of EU values and social inclusion, through the practice of the sports involved in the action.
- Creation of a new model based on the good practice exchange: how the three sports can communicate? How can they benefit from each other? (e.g. while football can give visibility and attract a lot of people, traditional sports can be the perfect means to promote: EU culture, habits and traditions).

I. Context and Rationale

Europe needs carriers that can convey good values to current and future generations. Sport can be the best means thanks to its aggregative strength and its ability to attract young people.

In this project through a popular sport like football, the goal is to let Europeans know the existence of other traditional sports and of their underlying values.

The exchange of good practices will be based on the potential of these sports to transmit cultural values. While disseminating culture and tradition the project will also be an occasion to discuss social integration and to study methods to integrate the most disadvantaged layers of population through these sports.

Football, being practiced all over the world, has a minor impact on "territorial culture promotion" but its popularity will help to attract people and, above all, to promote the positive messages that will be developed during the project.

In other words, Football will be the engine for disseminating social inclusion practices through sport, using it at the same time also as a vector for the promotion of European cultural values.

The project will be supported by UEFA, the UEFA Foundation for children and UNESCO (to be confirmed).

II. Structure of the proposal

1. Good Practice Exchange:

The action will see the involvement of an experienced partner that will lead the project consortium composed by: two **UEFA's National Associations** (preferably from Ireland and Spain – to be confirmed), the Gaelic Football Federation (Ireland) and the Basque Pelota Federation (Spain). The exchange will aim to promote EU and cultural values through traditional sports and to study new methodologies to integrate disadvantaged groups through sport activities.

The exchange of good practices will be mainly centred on the following aspects:

- Historical roots of traditional sports and their use over the years as a means of social integration. Can we do more in the next few years? Are the methodologies used sufficiently advanced?
- Aggregative power of sport. Football as an example of integration and can be used as a vector for transmitting European values. Can other traditional sports follow a similar pattern?
- Development of methodologies to promote sport, tradition and culture at European level with common actions.

After the exchange, three tournaments will be organized. In each tournament, only a sport will be played (e.g. in Spain there will be a tournament of Basque Pelota, which will involve young participants who normally practice another sport).

Project partners will also produce a video that will give voice to the good practices gathered in the first phase.

The video will be disseminated mainly during 3 tournaments and through the UEFA's communications channels.

Furthermore, a final event in Brussels, involving UNESCO, the EU institution and UEFA will contribute to promote project results all over Europe.