

THE FIRST SPORTEYE NEWSLETTER

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SPORT EYE



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Launch of SportEYE website, social media and digital leaflet

We are thrilled to announce the official launch of the “Empowering Your Sport Club, Children and Youth for the Environment in the Mediterranean Region” SportEYE [Website](#) and [Digital Leaflet](#). While the leaflet provides a brief but informative summary of the SportEYE project, the website will keep information updated to ensure that you can keep up to date with the project’s progress!

Therefore, we recommend everyone to check out the [Website](#) and [Digital Leaflet](#)! Moreover, we have established unique social media channels on [LinkedIn](#) and [Twitter](#) to facilitate the sharing of knowledge around the project.



ANNOUNCEMENT: SPORTEYE RELEASE!

“Empowering Your Sport Club, Children and Youth for the Environment in the Mediterranean Region (SportEYE)” is a transnational and multi-sectoral cooperation initiative co-funded by the European Union within the Erasmus+ programme, involving partners from the Olympic Movement, Sport for Development, Academia and civil society, working together to activate and mobilize the local communities in order to improve the good governance and impact the capacity of team sports clubs on SDGs indicators from a holistic perspective, through the incorporation of a comprehensive multilevel curriculum that reaches managing and training staff, and ultimately children and youth.



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2nd Partners' Meeting was hosted by EFDN at NAC Breda (6th October 2023)

The “Empowering Your Sport Club, Children and Youth for the Environment in the Mediterranean Region” (SportEYE) Project organised its second partners’ meeting in Breda, Netherlands, with great success. The meeting was held on 6th October 2023 in the Rat Verlegh Stadium, hosted by the European Football for Development Network (EFDN).

The consortium (IOTC, FUTBOL MAS, PLAY International, ICSS Europe, UCSC and EFDN) met to discuss the progress made so far and the next steps to be taken in order to ensure the project’s implementation and sustainability.

While the meeting started with an overview of the previous activities, the main focus of the discussion was the status of the research on state-of-the-art and the collection of good practices on the knowledge, assumption and adoption of the UN SDGs by sport organisations, as well as the design and implementation of the educational package that will be developed in the coming months. Moreover, the consortium held an in-depth discussion regarding the communication strategy of the project, in order to ensure the proper dissemination and exploitation of the project’s results.

The project aims to activate and mobilise the local communities in order to improve the good governance and impact the capacity of team sports clubs on SDGs indicators from a holistic perspective, through the incorporation of a comprehensive multilevel curriculum that reaches managing and training staff, and ultimately children and youth. We welcome everyone to follow our pages on social media ([LinkedIn](#) and [Twitter](#)) and stay up to date with the progress of the [SportEYE project](#)!

Research on the state-of-the-art on the knowledge, assumption and adoption of the UN Sustainable Development Goals (SDGs) among sporting organisations

SportEYE aims to further analyse and explore pathways to support an integrated approach for promoting and strengthening the adoption of some of the UN SDGs indicators by sports organisations, with the goal of enhancing their positive social and environmental impact on local communities.

One of the main objectives of the project is the research on the state-of-art and collection of good practices on the experiences and initiatives which promote the knowledge and adoption of the UN SDGs by sport organizations in their daily work.

In order to achieve this objective, the consortium conducted an international research initiative involving sports organisations and institutions across Europe, with a specific focus on the Mediterranean Region. The research was conducted by each partner through focus groups and individual interviews, either in person or online. Preliminary desk research was undertaken to identify sports organisations and institutions in each partner country, while the partners ensured that the members of the organisations who participated in the research, were knowledgeable about their organisation's efforts (or lack thereof) in promoting environmental sustainability.

During the focus groups and interviews, the conversation focused both on the perceptions and knowledge about sustainability, as well as on the identification of good practices related to four different groups of UN SDGs — those already existing, those that can be initiated in the short term, and those that can be implemented on a long-term basis.

Through the first phase of the research, the aim was to analyse data to better understand the level of development regarding the policies, strategies, experiences and initiatives relevant to the UN SDGs, adopted by sport organisations as means to tackle the climate crisis at a local level and educate youth about environmental sustainability.

The second phase of the research involved the collection of good practices identified through the analysis. The aim was the identification of approximately 20 successful initiatives relevant to the UN SDGs supported or adopted by the sports organisations which participated in the research. The good practices identified are linked to the practical adoption of the UN SDGs indicators, inspiring and guiding their daily work towards a more positive social and environmental impact on local communities.

This collection of good practices, together with the overall results of the research conducted, will be published in a final document, which will be circulated among international and regional organisations, within the field of sport, in order to showcase the potential of this intervention model and identifying possible factors or variables contributing to these valuable initiatives.