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Multisport Experience for community activation

Guidelines

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About Multisport Community Experience initiative

MULTISPORT COMMUNITY EXPERIENCE is an ErasmusPlus co-funded social-innovation sport project based on collective "movement" activity and competition. MULTISPORT COMMUNITY EXPERIENCE aims at activating a new user experience, new sense of belonging, new emotions, new relationship and healthy competition and a compelling motivation for a physically active and healthy living. The game is based on competing communities. Each community has a team of 500 participants who track their physical activity. A system collects all data and update the real time cumulative "Healthy Index" at city level and compares it with the value of the other competing community. This project aims at activating a new user experience as a new app is developed that keep track of physical activities, calorie consumption, social events and other healthy lifestyle related activities etc. It is human nature that we need social contacts and like to interact with each other. Nowadays, technology plays a huge part in our lives and this project combines the use of smart devices and the community experience while improving the wellbeing of people. The wellbeing of individuals is the core of the wellbeing of the society and it has economic benefits as well. The healthier the people, the less pressure is put on the welfare and special the health care system. A physically or mentally challenged person need more time to find a job and integrate into society. This game is not exclusive, everyone can participate in regardless of previous sport experience, age or financial situation. So, through **MULTISPORT COMMUNITY EXPERIENCE**, we wish to:

1. Engage more people in sport and physical activities;

2. Raise the collective awareness of Social Innovations;

3. Build a Platform that help the users to live a healthier life, to be more active and to engage in more community activities. We would like to give them a sense of belonging, being part of something bigger;

4. Activate a motivational mechanism to BeActive society.

Find out more at project webpage **www.multisportcommunityexperience.eu/**

Multisport Community Experience Guidelines

The Guidelines "Multisport Experience for community activation" include all the programs, activities, practices and results collected during the whole project. The specific actions included in this Action Plan are constituent features of an educational programme for Coaches (Ambassadors) as well as an "Action Plan" on how implement the program in a specific territory (from the beginning to the realization of the sport event).

All these contents form together the present Manual for organizations with different profiles (sport clubs, NGOs, Municipalities, Universities). The specific goal of this output is connected with the sustainability of the project: it provides a specific report and guidelines, to realize the project in a different framework, with the support of external stakeholders and different funding.

The guidelines have a local and international version, being produced in English and translated in all partners' languages - English, Italian, German, Bulgarian, Greek, Croatian, French.

The Action Plan is accessible as a multilingual OER resource on the Websites of partners as well as on the Website of the project.

IMPACT

These guidelines are fundamental to support all the Coaches trained at international and national level to be able to realize an effective implementation of the program.

TRANSFERABILITY

The usability of the Action Plan is extended to the wide audience of Sport and nonformal learning stakeholders (NGOs, Sport clubs and associations, Sport Federations) as well as policy-making authorities at all levels (local, regional, national and European) interested in taking the latter as a model for their action in the field, promoting awareness/visibility about the programme and/or participating in future follow-up actions.

Multisport Community Experience educational model

Multisport Community Index" (INDEX)

The "Multisport Community Index" is an algorithm aimed at identifying different categories of person according to their healthy lifestyle. This algorithm takes in consideration different factors: gender, age, culture, active participation in sport, and more. There are different categories of persons according to their healthy lifestyle. The community game should stimulate everyone to be more active proportionally to his difficulty to do it on his own.

The algorithm is the base for the "Multisport Community Experience" Game. In the team composition each category receives a specific coefficient that multiplies the impact of the individual participation on the collective success of the community team.

This allows to stimulate cooperation and active participation of different population in the game, generating a reversed dynamic respect to the usual competitive logic. Each team is invited to take into consideration the whole diversity of population in the local community, without focalizing only on the most sporting people, on the "strongest" athletes, on the "best" team members from a healthy lifestyle point of view.

On the opposite, the individual vulnerability becomes a potential resource for the team, so that those who are less active physically speaking, instead of being considered as the handicap of the team, are considered as members on which it should be invested more passion, enthusiasm and energy!

Because the collective success depends on a "shared wellbeing", which depends on the team intelligence (cognitively, physically, socially, emotionally speaking) that manages to make more people participating, share with them common activities and emotions in order to improve individual and collective wellbeing: in a word a "shared wellbeing".

Means scores (minutes) on moderate to vigorous physical activity per subgroup and proposed coefficients for the MCE Index formula.

Variable	levels	Mean	Weight
Gender	male	272,83	1
	female	201,25	1.35
AGE	<30	281,33	1
	30-45	218,55	1.3
	46-59	208,88	1.3
	60+	109,89	2.5
BMI	< 18.5 (underweight)	215,02	1.2
	18-25 (healthy)	247,45	1

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	25-30 (overweight)	215,17	1.2
	> 30 (obese)	153,48	1.6
you live	alone	273,29	1
	with parents	258,93	1
	with partner/wife/husband	226,54	1.2
	with partner/wife/husband & kids	194,07	1.4
	with kids only	188,39	1.7
occupation	in education	314,92	1
	not working	133,28	2.2
	employed – state	160,86	2.2
	employed – private	233,98	1.3
	own business	249,63	1.3
Athlete	Yes, I am	409,59	1
	Yes, I was in the past	183,21	2.2
	No	112,31	3.5
Barriers (mean score)	No (0/3)	277,3923	1
	Lower (0.2-1/3)	183,7806	1.6
	Higher (1.1-3/3)	152,1729	1.6

Multisport Community Experience, WEB PLATFORM/APP
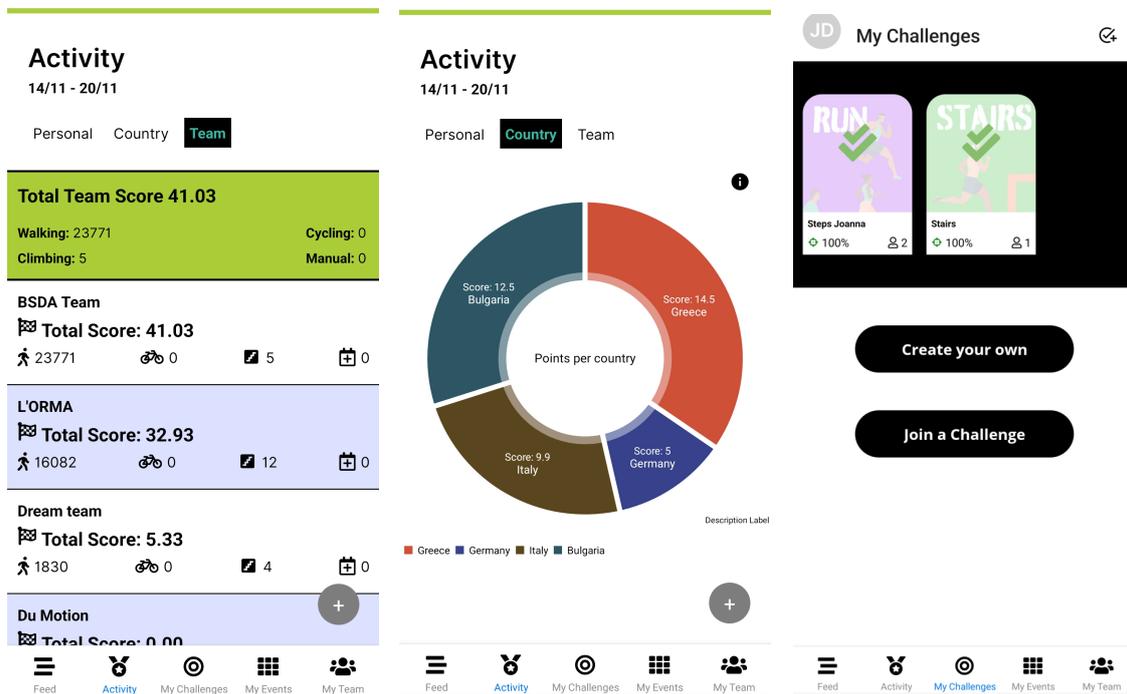
The web platform is the main instrument of the "Multisport Community Experience" game. Through the platforms the participants access to the Index and register their team, getting points according to the composition of the team (based on different criteria) and the kind of sport activities that are implemented.

The platform/App allows the audience to actively interact in the game design and in the preparation of the event.

Target of this output as users is:

- Sport coaches (who organize local sport events);
- Participants of local events;
- General public interested in Multisport practice.

Additionally, this platform has an educational purpose, containing video and educational material to practice sport activity. This material is realized by the sport coaches who participated in the international training event.

The platform is available in English language and translated in each partner country language.

Action plans

In the project framework has been delivered two main direct actions:

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- Local training: training for sport coaches, delivered by the Multisport Community Experience Sport Ambassadors, who has shared the learning outcomes of the international training adapting them to the specific needs of their local communities and creating a local sport network;
- Multisport Community Weekend: Wide dissemination events for promotion of #BeActive lifestyle and project outputs usability, implemented during the "European Sport Week", aiming to reach general public (potential platform/app users).

In the following section are revealed the details of the events in each country, which can be a source of inspiration for sport experts:

Belgium

Action plan Local training	
Country:	Belgium
Short description of the training implemented:	The training was held in collaboration with Forward Sports at their facilities in Anderlecht, Brussels. During the training, EPSI personnel had the opportunity to make a presentation of the MCE Project and a demonstration of the MCE App. The facilities had beach volley and padel courts that enabled coaches and other participants to be engaged in physical activity. In addition to that, participants had the opportunity to test the MCE App while doing sports.
Brief agenda/topics:	- Welcome and introduction to EPSI by Savvina Tsiftsi, - The MCE Project presentation by Savvina Tsiftsi, - The MCE Intervention (MCE App demonstration), - Q&A session, - Sport Activities using the MCE App, - Filling in of the questionnaire.
Resources used:	Human Resources, Power Point Presentations, Roll-Up Banners, Laptops, Mobile Phones, Sport Equipment, Documentation on the App
Feedback from the participants:	10 questionnaires with generally positive results.
Tips and tricks for future training:	To be organized during the weekend to maximize the availability of people that might be working during the weekdays. To ask the people to download the App before coming to the event.

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Pictures from the training:	

Action plan Multisport Community Weekend	
Country:	Belgium
Short description of the event implemented:	Two unique tournaments were organized during the EWoS in Belgium at the beach volleyball and paddle courts of Forward Sports facilities. EPSI was there, giving the chance to participants to test the Erasmus+ MCE project app and increase their level of sport activity.
Brief agenda:	• Welcome and introduction to EPSI by Savvina Tsiftsi,

	- The MCE Project presentation by Savvina Tsiftsi, - Reference to the Training held earlier in September. - The MCE Intervention (MCE App demonstration), - Q&A session, - Sport Activities, - Filling-in of the questionnaire.
Resources used:	Human Resources, Power Point Presentations, Roll-Up Banners, Laptops, Mobile Phones, Sport Equipment, Documentation on the App.
Feedback from the participants:	Generally positive results. Most of the participants couldn't find the app without the QR code.
Tips and tricks for future events:	Maybe the training and the multisport event could happen on the same day to have a more possibilities for people to be trained on site. Ask the people to download the App before coming to the event. Think about alternatives in case of bad weather.
Pictures from the event:	

Action plan Local training	
Country:	Bulgaria
Short description of the training implemented:	At the National Sports Academy "Vasil Levski" Sofia, Bulgaria, BSDA, held a training on the project "Multisport Community Experience", which was attended by sports educators and students, where the mobile application MCE was presented.
Brief agenda/topics:	Agenda of the meeting was to present the MCE app to the participants and to have them become familiar with it.
Resources used:	The Ambassador used an oral presentation and demonstration as tools to promote and present the MCE application. Each participant in the meeting had their own smartphone where thy installed the app.
Feedback from the participants:	Participants had trouble registering for the MCE app, especially password and connecting to a working app/physical activity tool. During registration, application launch or connecting to app/physical activity tool, the application either "freezes" or gives a "system error".
Tips and tricks for future training:	Start by introducing the app to your participants and explain what it does and how it can be useful in their life and then demonstrate how to use the app. Walk your participants through the app's features and show them how to use it step by step. The best way is to provide hands-on practice. Give participants time to practice using the app on their own or in groups and encourage them to explore the app on their own and experiment with its features. This will help them become more comfortable using it and discover new ways to use it. And the last but not least provide support and feedback - available to answer questions and provide support as your participants use the app. Provide feedback on their work and suggest ways, they can improve their use of the app.

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Pictures from the training:	

Action plan Multisport Community Day	
Country:	Bulgaria
Short description of the event implemented:	Within the Sports Night, part of the European Week of Sport initiative, which took place in the open areas in front of the National Palace of Culture, Sofia, Bulgaria, BSDA presented to the citizens, guests of the capital and sports practitioners the ongoing activities, initiatives, and mobile APP of the MULTISPORT COMMUNITY EXPERIENCE project. The event was attended by hundreds of citizens and more than 25 federations and sports clubs.
Brief agenda:	The MCE Ambassadors presented and gave explanations and demonstrations on the MCE app throughout the duration of the event. The main goal of this event was to present the Multisport Community Experience app during the European Week of Sport with the following event agenda/schedule: • Introduction: Introducing the app and its features to the audience; • Purpose: Explaining the purpose of the presentation and the importance of promoting physical activity;

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	- Background: Providing background information on the European Week of Sport and its goals; - Overview of the app: Providing an overview of the app's interface and the different functions available; - Benefits: Discussing the benefits of using the app, including how it promotes physical activity and encourages community engagement; - Demonstration: Demonstration how to use the app and showcase its key feature; - Community engagement: Discussing how the app promotes community engagement and how it can be used to connect with other like-minded individuals; - Challenges: Discussing how the app incorporates challenges and how it encourages users to stay active and reach their fitness goals; - Testimonials: Sharing testimonials from users who have successfully used the app to stay active and engaged with their communities; - Interactive session: Providing an interactive session where users can download the app and explore its features; - Q&A: Answering questions that users may have about the app and its features; - Next steps: Encouraging users to continue using the app and to share it with their friends and family to promote physical activity and community engagement.
Resources used:	We used mobile devices (smartphones, PC, tablets, etc,), to demonstrate the app's features and functionality. We used computer to present slides and to connect mobile device to a larger display screen for our audience to view.
Feedback from the participants:	Many visitors and guests who wanted to install the MCE application experienced installation and registration problems. The MCE application, has problems that occur when many participants want to register in a short period of time. During registration and application launch, the application either "freezes" or gives a "system error".
Tips and tricks for future events:	Teaching citizens to use a mobile app during a one-day event like the European Week of Sport requires an organized and structured approach. Overall, the key to teaching citizens to use a mobile app during a one-day event is to provide clear and concise instruction, hands-on training, and incentives to

	encourage engagement. Following these steps, we help citizens and guests of city of Sofia discover the benefits of the app and we empower them to use it to improve their health and fitness. Here are the steps that we followed during the event: • We starting with promotion of the app throughout the event by including it in BSDA event materials (brochures, social media, and posters); • We prepared a tutorial: Before the event, we prepared a presentation that explains how to use the mobile app. This included step-by-step instructions, screenshots, and explanations of the app's key features and functions. The tutorial was clear and easy to understand; • We provided hands-on training: hands-on training to citizens who come to the booth. We walked them through the tutorial and we answered of all of their questions they have. We encouraged them to try out the app themselves and to provide feedback on their experience; • We also offer them some incentives as free giveaways and promotional souvenirs, to all citizens and participants who download and use the app during the event.
Pictures from the event:	

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Croatia

Action plan Local training	
Country:	Croatia
Short description of the training implemented:	3 of our MCE ambassadors held a training for 5 of our coaches in Dubrovnik Sports Association office. The goal of the session was to train the coaches on how to use the MCE app, so they can educate other new users.
Brief agenda/topics:	Agenda of the meeting was to present the MCE app to our coaches and to have them become familiar with it.
Resources used:	Ambassadors used a PowerPoint presentation as a training tool. Each coach had their own smartphone onto which they installed the app.
Feedback from the participants:	Educations went smoothly, and all participants managed to download and use the app. They spent some time familiarizing themselves with the app, as well as use all the features. They managed to create challenges, events and join a team. They have all filled out the survey upon the session.
Tips and tricks for future training:	Due to the complexity of the app, it is important to spend more time one-on-one with the new users to fully explain the functionalities of the app. Once the "How to use the app" manual is created it will be much easier for new users.
Pictures from the training:	

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Action plan Multisport Community Day	
Country:	Croatia
Short description of the event implemented:	Dubrovnik Sports Association celebrated the European Week of Sports and we decided to structure the activities in a way that we could involve all genders and age groups, as well as all levels of fitness.
Brief agenda:	Each one of our MCE ambassadors was in charge of a different group: • Duje Tolj was in charge of children, where he had them participate in obstacle course. In total he had 8 children participate in this session

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	• Željko Cota was looking after the most active group with the highest level of fitness. Understandably this was the smallest group with only 3 participants who completed a light cross fit training • Karmela Nikolić Prkačin had the largest group of 23 participants of different age groups who took part in aerobics class, which was structured in a way that people with different fitness levels could participate in it.
Resources used:	• Duje used balls, cones and mini hurdles • Željko used gym equipment (installed in the park) • Karmela used a stereo for music
Feedback from the participants:	All participants enjoyed the activities and are looking forward to next year's weekend. They were all encouraged to download and use the app. It is important to say that each one of the sessions included participants of both genders. This shows great potential for next years' weekend event.
Tips and tricks for future events:	Planning for this activity, it was important to think of both logistics and accessibility. As the idea was to make these activities transferable to different countries and local communities, we have tried to keep the needed/used resources to a minimum. Therefore, we used some basic sports equipment (which we borrowed from a local school), like balls, cones and mini hurdles. If such equipment cannot be borrowed, different objects from nature could be used to create an obstacle course. We were lucky enough that around our city we already have existing "outdoor gyms"; our city installed gym equipment in several parks and public areas around town, and these are free for public use. If such "outdoor gyms" are not available in certain areas, all of the exercises could be performed by using body weight. Given one of our targeted groups was young children (who had to be brought by their parents), time of day for the event also played a major role, as it had to be after business hours. We have also planned to hold the event on a weekday, rather than weekend when a lot of families tend to be out of town. Even though most sport events are held in different weather conditions, it is important to think about alternatives in case of bad weather. Another thing to think about it to correctly adjust the number of coaches leading certain activities depending on the number of participants.

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Pictures from the event:

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Germany

Action plan Local training	
Country:	Germany
Short description of the training implemented:	The local training was the second phase of the training. The goal was to increase the impact of international training at the local level. Sport coaches were found through online flyer and was held in a bouldering gym. This local training was carried out to train coaches on how to use the MCE app, its features and potential improvements.
Brief agenda/topics:	The agenda included the presentation of the app, which participants downloaded onto their smartphones.
Resources used:	Participants' smartphones
Feedback from the participants:	Participants liked the idea of a physical activity app that shared the realities of different countries. It was also appreciated the initial information and guide that the app provides at the beginning. Some questions were raised about the challenges. Since it seems that it has a central role in the app, how they are supposed to follow challenges? It would be possible to log in through social media and see what kind of challenges they are currently going on in your city? Or is it only possible to join one through the code? Same for the events: "would it be possible to have an idea of what kind of events are going on at the moment around me?" asked a participant. Appreciated the idea of both online and offline events. Activity section was appreciated by the trainer despite they say it seems not completely intuitive at the first uses. Good to have the activity connected with your smartphone health software.
Tips and tricks for future training:	For the future training it would be an idea to ask the participants to create an event or a challenge some days before, so to ask them feedback about how the app is actually effective in reaching out to interested sport people

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| Pictures from the training: | |

Multisport Community Experience
App presentation and testing

MCE project has developed a **new smartphone app**. The new software aims at supporting physical activities, keeping track of calorie consumption, and proposing **sports social events**.

Now it is time to gather feedback from the final user to keep improving the **app's user experience and its features**.

Join the feedback round and bring your own input to **shape a new sport community experience**! We will meet up at Club Bouldering Kreuzberg in Ohlauer Str. 38, 10999 Berlin on 11.01.2023 at 18pm.
For more info: **OFFICE@NGONEST.DE**

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Action plan Local training	
Country:	Germany
Short description of the training implemented :	The Multisport Community Day took place in Berlin.
	In a long-term perspective, the goal of this events is to involve participants in practicing sport regularly, and to introduce in the partner countries regular MCE program, that will happen more times a year or monthly.
	MCE project has really expanded the target group as it is intended to have a positive impact on the involved communities as a whole.

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	Participants of local event include: • University professors in the field of research in Physical Education, health and sport; • University professors in Sport Management; • Association sport club, some of which cooperating with local schools in order to promote an active lifestyle; • Sport professionals, including athletes; • Representatives of sports management research groups; • Physical educators and Sport coaches; • NGO; • Stakeholders; • Local authorities; • Members of research projects in sport; • Sport reporters; • People with sport background; Professionals in the field of sport development and sport education.
Brief agenda/topics:	An intensive local promotion phase preceded the event, with the goal of informing the public about the project. During this event, participants were shown the MCE app and engaged in some practical activities. In addition, with the assistance of other sports representatives, the world of sport and the numerous opportunities for promoting an active lifestyle were presented.
Resources used:	• Conference room • Video projector • PowerPoint presentation Table tennis
Feedback from the participants:	Based on the feedback, participants appreciated the opportunity to interact by creating or joining events and challenges. The sharing of events and challenges from different country contributes to the further implementation of local activity. The app is an opportunity to create a social network with the purpose of promoting physical activity and motivate people to pursue a healthy and active lifestyle.
Tips and tricks for future training:	n/a

Pictures from the training:

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Action plan Multisport Community Day	
Country:	Greece
Short description of the event implemented:	The local training was implemented during the European Week of Sport in Trikala, Greece. Participants of the training participated were sport coaches and physical education teachers, among which 5 MCE trainers, but also undergraduate sport science students. Two of our ambassadors presented the main goals of MCE project and provided step by step education/instructions on how to set up and use the MCE app. Finally, the MCE app has been tested by the participants through events have been created for the European Week of Sport.
Brief agenda:	When: Friday 30 September (European Week of Sport) Where: Department of Physical Education and Sport Science, University of Thessaly, Trikala, Greece Activities: • Presentation of the MCE goals; • Presentation of the MCE app; • Download MCE app in participant's smartphones; • Activity events were created in MCE app; • Participation in activities (working, running, cycling); • • Check of MCE app results (points).
Resources used:	• PowerPoint presentation; • Smartphones; • Printed instructions for participants; • Roll up banner;
Feedback from the participants:	• We all feel that we learnt a lot about the project and the MCE app, and it was really fun too; • Really enjoyed the day. Can already see the benefits of the MCE app; • - The training was very interactive and engaging. Looking forward to share this knowledge with my school students and create "competitive" sport events.
Tips and tricks for future events:	Prepare step-by-step illustrated instructions how to download the MCE app and how to create events, and forward them to participants before the meeting/training (you will save an important amount of time).

| Pictures from the event: | |

Action plan Multisport Community Day	
Country:	Greece
Short description of the event implemented:	Two sport events took place at the facilities of the Department of Physical Education and Sport Science of the University of Thessaly, Trikala, Greece. More than a hundred adults and kids participated on these events, where getting familiar with MCE app and how it works, and they motivated to use it on further sport and activity participation. Ambassadors supported and motivated participants throughout these events.
Brief agenda:	• Annual Department Running event, Department of Physical Education and Sport Science of the University of Thessaly, Trikala, Greece;

	• Handball event, Department of Physical Education and Sport Science of the University of Thessaly, Trikala, Greece.
Resources used:	• Smartphones; • Printed instructions for participants; • Roll up banner; • - Sport equipment.
Feedback from the participants:	• This is a fun and informative event; • - Great opportunity for fun, practice, learn, and making new friends.
Tips and tricks for future events:	Prepare step-by-step illustrated instructions how to download the MCE app and how to create events, and forward them to participants before the meeting/training (you will save an important amount of time).
Pictures from the event:	

Italy

Action plan Local training	
Country:	Italy
Short description of the training implemented:	During the event we invited our couches. Among them 5 were selected, with a degree in physical education and sport. They were all professionals working in gyms and other sport organizations. They were thought by our 3 ambassadors on how to use the app. The app was also tested during some activities. The goal of the session was to train the coaches, so they can educate other new users.
Brief agenda/topics:	When: Sunday 4 September Where: Centro sportivo Football City in Piazza Tirana a Milano. Activities: • Training; • Dodgeball tournament with compulsory play for all team members; • Sports activities of their choice; • - Surprise activity with possibility of BONUS
Resources used:	• PP Presentation; • Material for sport activities • Stereo; • Roll Up; • Documentation about the app.
Feedback from the participants:	They found the idea very interesting, they like the possibility that everyone can create an event, invite people and be protagonist of the initiative.
Tips and tricks for future training:	Ask the people to download the app before coming the event, and improve the app for android phones.

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Pictures from the training:

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Action plan Multisport Community Day	
Country:	Italy
Short description of the event implemented:	On the occasion of a series of events organized in the city of Lodi, we supported the pyjama run, an event organized to fight against cancer. A 5 km route has been organized that can be done walking and running dedicated to the whole family. We have invited all our users to participate and explain how the app works and test it with the support of our ambassadors.
Brief agenda:	18th of September. Piazza de lla Vittoria, City of Lodi
Resources used:	- Gazebo; - Mobile phones; - Stereo; - Roll Up.
Feedback from the participants:	All participants enjoyed the activities, found the app an interesting idea and are looking forward to next year's event. Unfortunately, it was a rainy day, but the participants have anyway appreciated the possibility to do inclusive activities, with family pets, grandfather. The app was appreciated but some androids had difficulties to download the app.
Tips and tricks for future events:	Ask the people to download the app before coming the event, and improve the app for android phones. Think about alternatives in case of bad weather.

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Pictures from the event:

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Tips and tricks how to use the Multisport Community Experience educational model

Multisport Community Experience education model includes two main aspects – educational modules for sport experts and usability of mobile application for overall society as innovative trigger of #BeActive attitudes. Mobile applications for recording physical activity have become increasingly popular in recent years as more and more people look for ways to track their fitness goals and stay active. These apps provide users with a convenient and easy way to monitor their progress, set goals, and stay motivated.

One of the most significant benefits of using MCE app is to record physical activity through smooth way to track progress over time. This can be especially important for people who are working towards a specific fitness goal, such as running a marathon or losing weight. Users can see how far they have come, and this can be a powerful motivator to keep going.

Another benefit of using MCE app to record physical activity is that the application allows users to set goals and track progress towards those goals. For example, an individual might set a goal to run a certain distance in a certain amount of time, and track their progress towards that goal by recording the distance and time of their runs. This can help users stay motivated and on track.

MCE app can also provide users with a sense of community and accountability. In the application you have features that allow users to connect with friends or join groups (teams) to share their progress, get advice, and stay motivated. This can be especially beneficial for people who are trying to make lifestyle changes and need support.

Additionally, MCE app can also provide users with a lot of useful statistics and feedback about their activity. This information can be used to help users make informed decisions about their physical activity and make adjustments to their routine as needed.

In order to widely spread the MCE application, project team has implemented trainings for sport experts on organization of outdoor sport activity, promotion and sustainability of the planned actions, as well volunteer's management, all truly important for successful implementation of the Multisport Community Experience educational model.

Some advices, based on MCE educational activities and organized already events are described in the following sections and can be useful for future replications of the activities in sport entities, organizing sport activities:

Organization of an outdoor sport activity
Organizing an outdoor sport event can be a daunting task, but with proper planning and execution, it can be a successful and memorable experience for both participants and spectators.

The first step in organizing an outdoor sport event is to secure a suitable venue. This should be a location that is easily accessible for participants and spectators, and has the necessary facilities such as parking, restrooms, and medical support.

Next, organizers should develop a detailed event plan which includes the schedule of events, a list of participating teams or individuals, and a layout of the venue. This plan should also include contingencies for inclement weather and other unexpected situations.

Safety is a top priority for any outdoor sport event and organizers should make sure that there are adequate security measures in place, including emergency medical personnel and security personnel to manage crowds and ensure the safety of all participants and spectators.

Promotion and marketing play an important role in the success of any event, and organizers should make sure that they are reaching out to a wide audience to promote the event. This can be done through social media, print and online advertising, and through partnerships with local businesses and organizations.

Another important aspect of organizing a large outdoor sport event is the logistics. Organizers should make sure that they have the necessary equipment and supplies, such as tents, tables, chairs, and audio equipment. They should also coordinate with local authorities to ensure that all necessary permits and approvals are in place. In the particular case of organizing MCE events, organizers should provide as well quality internet connection, so all the participants can install and use the Multisport Community Experience application.

Finally, organizers should consider the environmental impact of the event and make sure that they are taking steps to minimize any negative impact on the local area. This can include recycling and waste management, and working with local organizations to promote sustainable practices.

In summary, organizing a large outdoor sport event requires careful planning, attention to detail and a willingness to be flexible and adapt to changing conditions. With the right approach, organizers can create an enjoyable and memorable experience for all involved.

Promotion of an outdoor sport activity

Promoting an outdoor sports event can be a challenging task, but with the right strategies and tactics, you can reach a large number of potential participants and make your event a success. Here are some concrete actions you can take to promote your event and reach potential participants:

- **Utilize social media:** Social media platforms like Facebook, Instagram, and Twitter are great tools for promoting your event and reaching potential participants. Create a dedicated event page on Facebook, post updates and photos on Instagram, and use Twitter to share information and engage with your audience;

- **Reach out to local media:** Contact local newspapers, television stations, and radio stations to let them know about your event. They may be interested in covering it, which will give you valuable exposure;

- **Partner with local organizations:** Reach out to local organizations such as sports clubs, schools, and recreational facilities. They may be willing to promote your event to their members and participants;

- **Create a website:** Create a website for your event where participants can learn more about the event, register, and get updates. This will also give you a platform to share information about the event with the public;

- **Use email marketing:** Build an email list of potential participants and use it to send updates and reminders about the event;

- **Create flyers and posters:** Create flyers and posters to promote your event and place them in high-traffic areas such as community centres, gyms, and local shops;

- **Offer incentives for early registration:** Encourage people to register for your event early by offering incentives such as discounted registration fees or free merchandise;

- **Encourage word-of-mouth:** Encourage participants and attendees to share information about your event with their friends and family. Word-of-mouth is a powerful marketing tool and can be very effective in reaching new potential participants.

Promoting an outdoor sports event requires a lot of planning, but with the right strategies and tactics, you can reach a large number of potential participants and make your event a success. Remember to stay consistent in your message and have a clear call to action for your audience. Good luck!

Sustainability of an outdoor sport activity

Sustainability is becoming an increasingly important consideration for outdoor sports events, as organizers seek to minimize the environmental impact of their events while also promoting sustainable practices among participants. Here are some concrete actions you can take to make your outdoor sports event more sustainable:

- **Reduce waste:** Minimize the use of disposable products such as plastic cups and plates, and encourage participants to bring their own reusable water bottles. Consider using compostable or biodegradable products instead of traditional plastics;

- **Promote recycling:** Set up recycling stations throughout the event and educate participants on proper recycling practices;

- **Use sustainable transportation:** Encourage participants to use sustainable transportation such as biking, carpooling, or public transportation to get to the event;

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- **Choose an eco-friendly venue**: Select a venue that is located near public transportation and has a history of being environmentally friendly;

- **Use renewable energy:** Use renewable energy sources such as solar or wind power to power the event;

- **Encourage sustainable behaviour:** Encourage participants to take small steps to reduce their environmental impact, such as turning off lights and unplugging electronics when they are not in use;

- **Partner with environmentally-friendly organizations:** Partner with organizations that promote environmental sustainability to promote your event and gain exposure to a wider audience.

- **Create an environmental policy:** Develop an environmental policy that outlines your commitment to sustainability and the steps you are taking to minimize your event's environmental impact;

- **Monitor and track progress:** Track the progress of your sustainable initiatives and make adjustments as needed;

- **Make it a part of the culture:** Incorporate sustainable practices into the culture of the event, so it becomes a part of the event's identity and participants are more likely to adopt sustainable behaviour after the event.

By taking these concrete actions, you can make your outdoor sports event more sustainable, reduce its environmental impact, and promote sustainable practices among participants. It is important to remember that sustainability is a continuous process and it requires commitment, dedication and willingness to adapt to new practices. The more you incorporate these practices, the more normalized they will become and the easier it will be to maintain them in the long run.

Volunteers' management of an outdoor sport activity

Volunteers are the backbone of any successful outdoor sport event. They provide support and assistance to the athletes, organizers, and spectators, helping to ensure that everyone has a positive experience. However, managing volunteers can be a challenging task, especially when dealing with a large number of people. In this article, we will discuss some concrete actions that can be taken to effectively manage volunteers for an outdoor sport event.

- **Create a clear and detailed plan.** This plan should include the roles and responsibilities of each volunteer, as well as the schedule and schedule of the event. It is important to be as specific as possible, so that volunteers know exactly what is expected of them;

- **Establish clear lines of communication between the volunteers and the event organizers**. This can be done by setting up a dedicated volunteer hotline or email

address, where volunteers can ask questions and receive answers in a timely manner. Additionally, regular meetings or training sessions can be held to ensure that volunteers are well-informed and prepared for their roles;

- **Provide recognition and appreciation for their hard work and dedication.** This can be done by giving out certificates or awards, or by providing volunteers with food and refreshments. Additionally, it is important to thank volunteers for their time and effort, and to let them know that their contributions are valued and appreciated;

- **Have a system in place to handle any issues or problems that may arise during the event.** This can include having a designated point of contact for volunteers to report issues to, and having a plan in place to handle any emergencies. Additionally, it is important to have a system in place to handle any volunteer who may become ill or injured during the event.

Managing volunteers is an essential aspect of organizing a successful outdoor sport event. By creating a clear and detailed plan, establishing clear lines of communication, providing recognition and appreciation, and having a system in place to handle issues and emergencies, event organizers can ensure that their volunteers have a positive experience and are able to successfully support the athletes, organizers and spectators.

Conclusions about organization of MCE educational content and events

Outdoor sport events have become increasingly popular in recent years, with many organizations recognizing the benefits of hosting them. These events can provide a wide range of benefits for sport organizations, including increased exposure and revenue, as well as opportunities for community engagement and development. However, creating and organizing an outdoor sport event can be a daunting task, and it is important for organizations to understand the motivations and benefits of doing so.

One of the possible motivations for sport organizations to create outdoor sport events is the opportunity for community engagement and development. These events provide a platform for organizations to connect with their local community and promote healthy lifestyles and physical activity. Additionally, outdoor sport events can serve as a catalyst for community development, bringing people together and fostering a sense of community spirit.

Outdoor sport events can also serve as a powerful tool for promoting social change and addressing important issues. Many organizations use these events as an opportunity to raise awareness and funds for causes such as poverty, homelessness, and environmental conservation. Additionally, outdoor sport events can be used to promote diversity and inclusion, and to break down barriers and stereotypes.

Creating an outdoor sport event can also be a great way for sport organizations to showcase their expertise and leadership in the field. The organization can demonstrate their ability to

plan and execute a successful event and can establish themselves as a leader and authority in the sport and recreation industry.

In conclusion, there are many motivations for sport organizations to create outdoor sport events. From increased exposure and revenue, to community engagement and development, to promoting social change, outdoor sport events can provide a wide range of benefits for sport organizations. However, it is important to understand that creating an outdoor sport event is not an easy task, and requires a lot of planning, coordination and resources, but with the right approach, it can be a rewarding and successful experience for all involved.

MCE App

MCE mobile application is one of the main products of this project and will help us to achieve one of the goals of this project; to activate citizens in sports, and at the same time record both individual and group activities.

The application consists of several segments and allows the user to record their physical activity and potential progress while engaging in it through a mobile device, as well as secondary applications. Each user has their own profile and collects personal points, but at the same time they are also a part of a specific group (the country they come from or the one they choose during registration) and they have the option of founding or joining an already established team.

Based on the research to the research conducted in all member states of the project, individual results are scored according to the calculated index of the value of each activity, depending on the personal characteristics of each user of the application.

The basic segments of the application are:

- User's personal profile (registration and modification);

- Calculation of points;

- Activities;

- Challenges;

- Events;

- The team.

STEP 1. - Downloading the app

The app is suitable for both the Android and IOs users.

Simply start by searching for the MCE Project app in Google Play (for Android users) or in the App store (for IOs users).

The Icon looks like this:

MCE Project
Sports

Once you find the appropriate icon, download it on your mobile device.

STEP 2. Create the User Profile

<u>**User's personal profile (registration and modification)**</u>

Each user must create their own personal profile, in which they specify personal data that, in addition to creating a profile, will also serve to calculate the collected points. Accomplished activities are scored according to the MCE index, which is calculated based on the user's age, gender and weight/height. Therefore, the data needed to create user's profile are divided into:

Basic information, which serves to identify the user

- Name and surname;
- Username (unique, main identifier of each user);
- Password;
- E-mail address (unique, serves to send possible notifications);
- Country (by selecting it, the user is automatically assigned to a country they are competing for).

Analytical information, which is used to score activities according to the MCE index

- Year of birth *(user is able to select their year of birth from the drop-down menu)*;
- Height (meters) *(user will type the numbers)*;
- Weight (kg) *(user will type the numbers)*.
- Gender (user is able to select the following options from the drop-down menu:
  - Man;
  - Woman;
  - Other;
  - I'd rather not say.
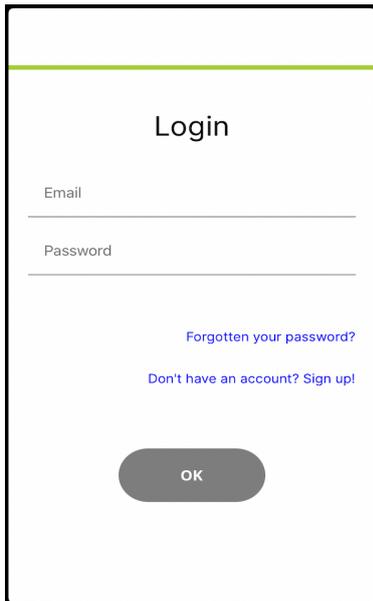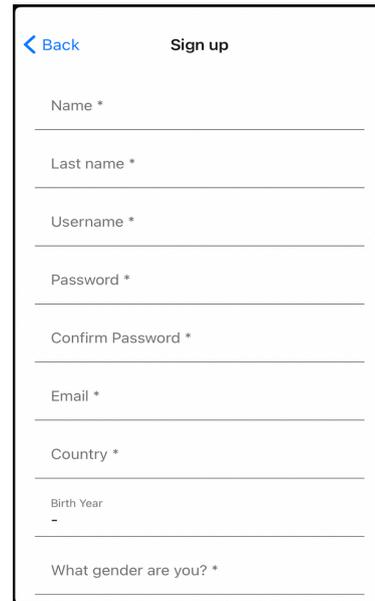
In order to complete the registration, the user will have to confirm that they agree with the "Terms and conditions" for using the application.

In the title screen, in addition to the mentioned information, there is also an option to log out and delete the user profile.

After the User Profile has been created, by clicking on "Device" (in the User Profile screen), the user will have to choose a method of collecting activity data. Since the MCE application does not have the ability to independently record activities, data will have to be collected from already existing applications such as:

- Apple Health (for users of the iOS operating system);

- Google Fit (for users of the Android operating system);

- Fitbit.

- Strava.
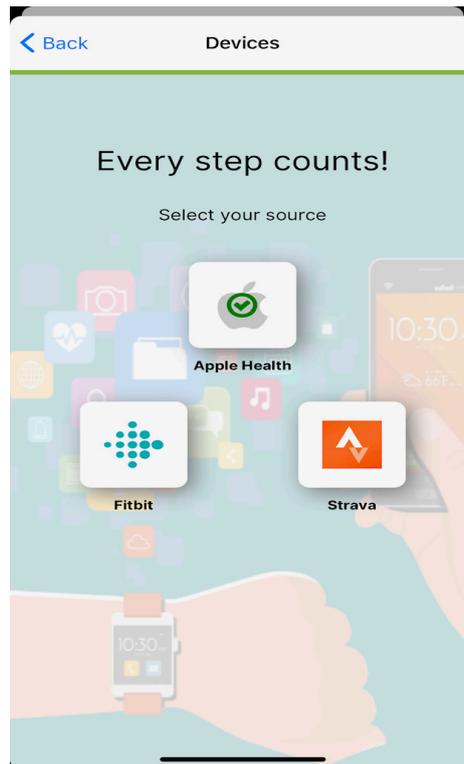
It is IMPORTANT that the user can choose only one application through which activity data is recorded, so that the same would not be recorded twice.

If the user selects Logout, the next time they access the application, they will have to enter their username and password to access it.
If the user selects the Delete user profile option, all their data will be deleted, as well as the points that the user collected while using the application (both personal and group).
Much of the analytical information is fixed (such as gender and year of birth), so the only data that will be able to be modified are variable information such as:

- Height;
- Weight;
- Applications that collect activity data.

The modification can be done easily, simple by clicking on "Weight" or "Height" and typing new numbers, or by clicking on "Source" and selecting another.
When selecting another "Source" or application, the user will be automatically logged out of the previous application that collects activity data.
It might be necessary to allow the MCE Project app to use the data from the selected source, by approving this in the settings of the source app (Google Fit, or Apple Health, or Strava...)

From this point on, the App is set and it is starting to record the activity with the help of the selected Source.

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There are several other features to the app, where you can monitor your personal, your country's or your team activity.

The user is also able to create or participate in a challenge, create or participate in an event, and join or create a team.

Activities

The activities that the user engages are divided into basic and sports.
Basic activities are those secondary applications automatically record:

- Number of steps;
- Number of floors.

Sports activities are those that are recorded manually in the app:

- Basketball;
- Boxing;
- Football;
- Golf;
- Swimming;
- Tennis;
- Weightlifting;
- Aerobic Movement;
- Cardio;
- Home exercises light.

Basic Activities

Activities/points are recorded and visible on:

- On a daily basis;
- On a weekly basis.

They are also recorded and visible according to:

- Personal points;
- Points for the country;
- Points for the team.

All this data is visible by clicking on the "Activity" icon in the lower tab.

Feed   Activity   My Challenges   My Events   My Team

When the user clicks on "Activity", **Personal** Points for the Weekly period (from Monday to Sunday) will be automatically displayed.
In the graph on the screen, daily points are also visible.
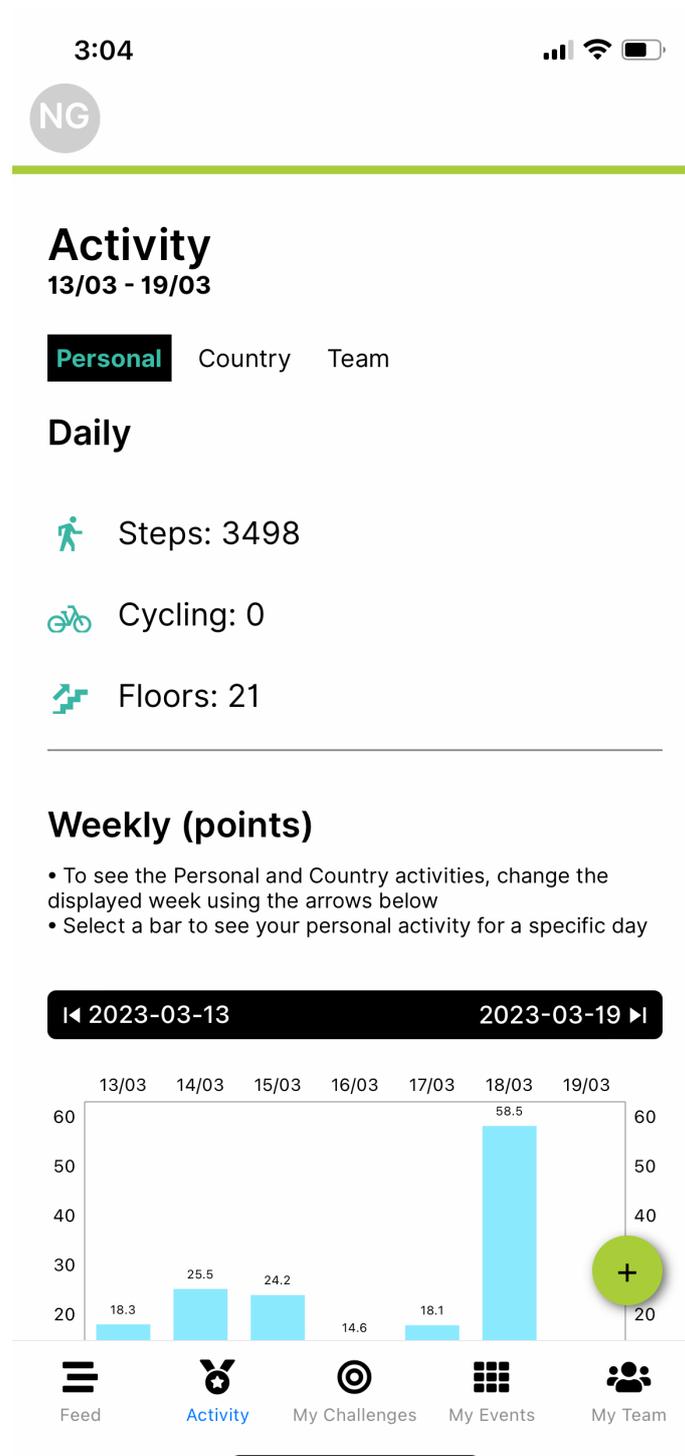
In order to change the week, the user only needs to click on left or right arrow next to the week *(example click on the arrow before "2023-03-13" to view the week before, or on the arrow after "2023-03-19" to view the week after).*

In order to see the **Country** points, the user should simply click on "Country" at the top of the screen. In order to see the **Team** points, the user should simply click on "Team" at the top of the screen.
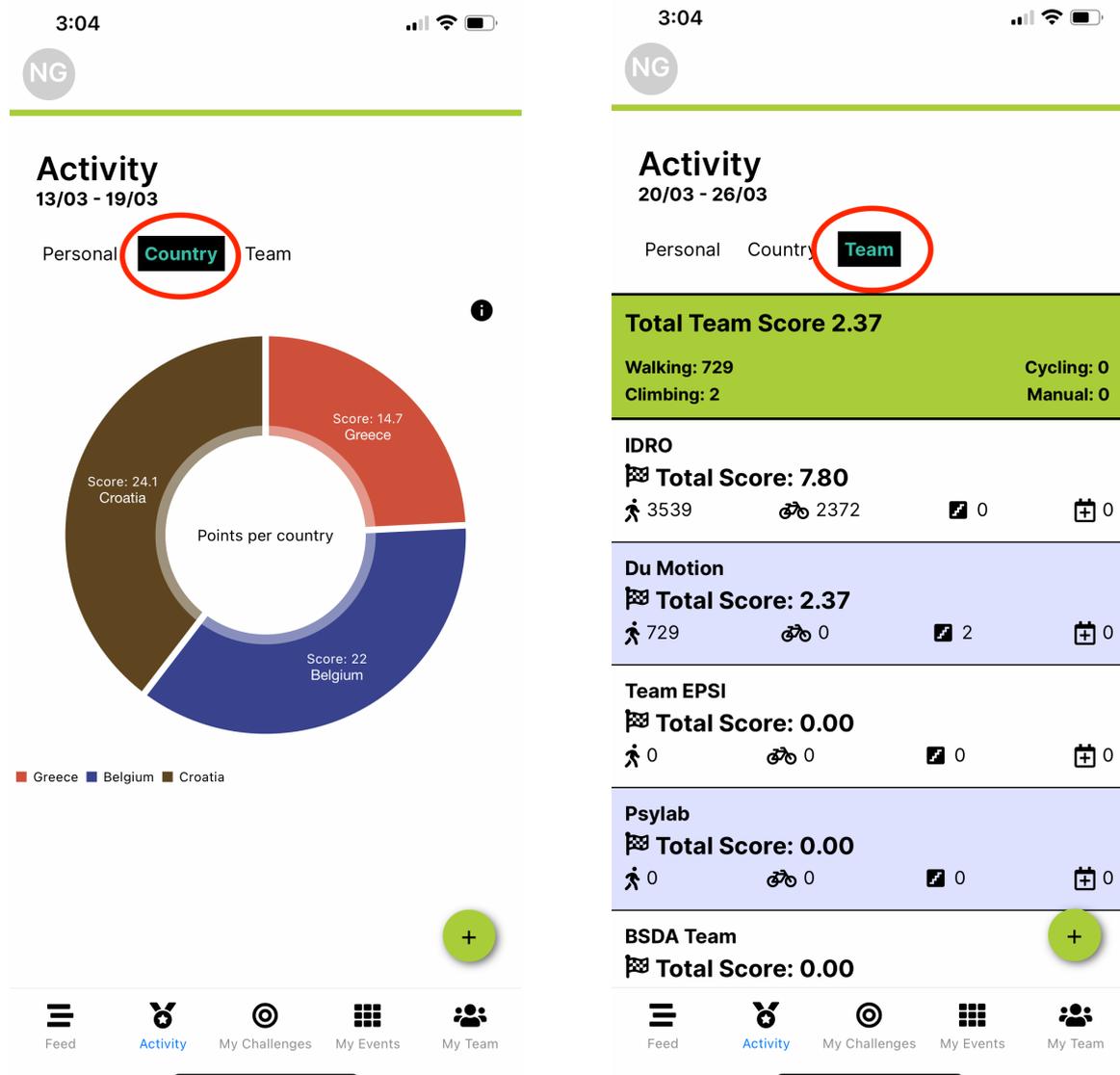
In these views, you can see the scores of each country represented in the app, as well as the Weekly ranking of the Teams (with the user's team being also displayed on top in green)

While the **Basic** activities like steps and number of floors climbed are recorded directly from the Source, other before mentioned activities can be added manually by clicking on the green plus sign in the lower part of the screen.
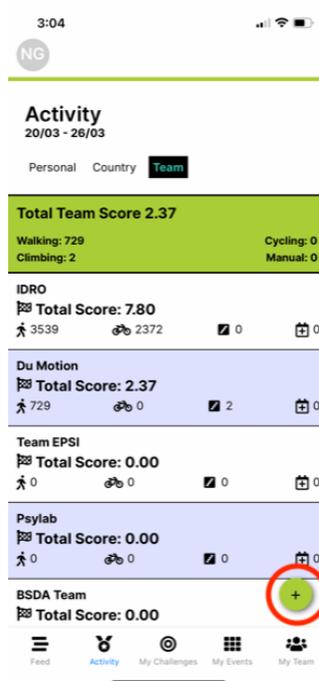
All you need to do is select the activity, and adjust "intensity", "date and time", and "duration". Once you click "Create", that score will automatically be calculated towards your Personal, Country and Team results.
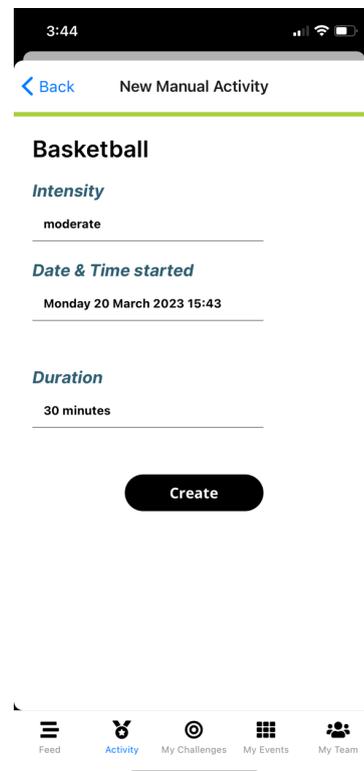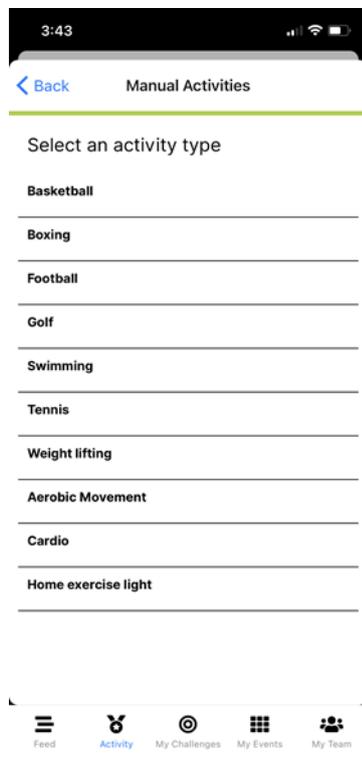
Challenges

Every user will be able to set up or join the Challenge.

The challenge can be any of the listed activities (either basic or sports).

In order to go to this section, simply click on "My Challenges" in the lower tab.
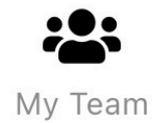
In this tab user can Create, or Join an existing Challenge.
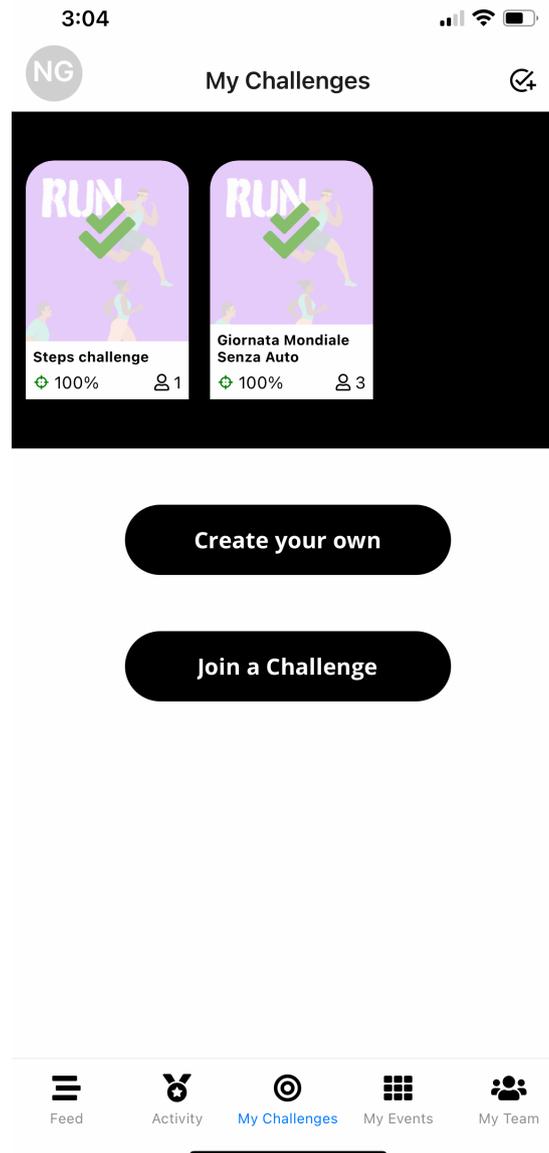
On the top of the screen, user can see all previous challenges (completed or ongoing).

Creating a Challenge

Creating a Challenge is simple, by clicking on "Create your own".

When creating a Challenge, the user will have to the option to choose three types of challenges, and will have to choose/type the following:

- Type of activity *(by clicking on Steps, or Cycling, or Stairs);*
- Name of the challenge *(the user enters the name of the challenge);*
- Target *(typing the number of steps, or distance in km, or number of stairs);*
- Challenge end date *(selecting the end date from the drop-down menu).*
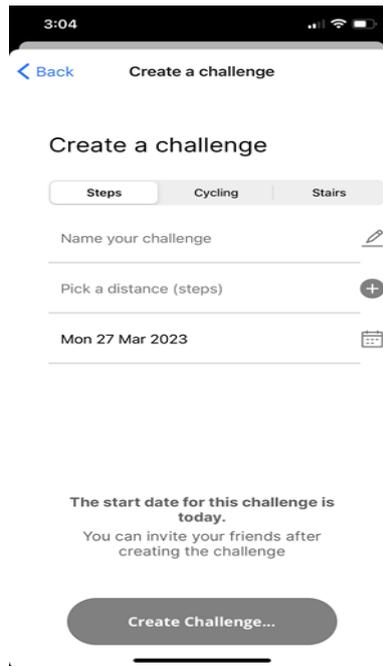
By clicking "Create Challenge", a popup screen with all the details of the challenge will appear, and by clicking OK, the Challenge will automatically appear in the top view of this section.
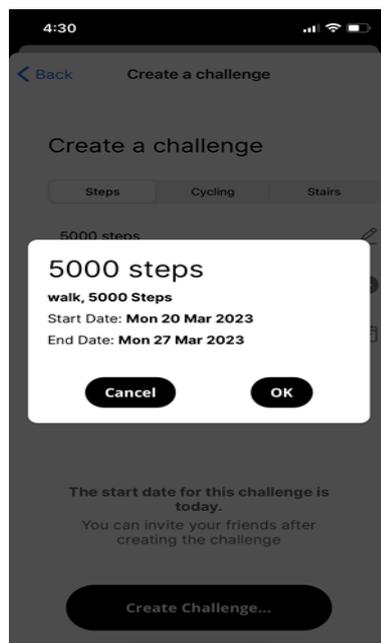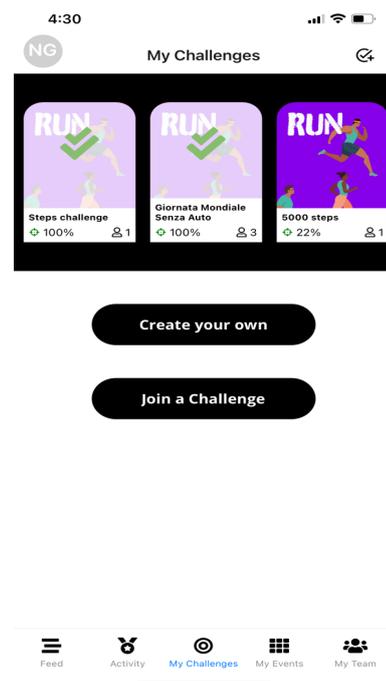
Clicking on the challenge icon on the top of the screen, it shows the current progress of the user in the given challenge (of the participant, but also the team or other participants in that challenge).
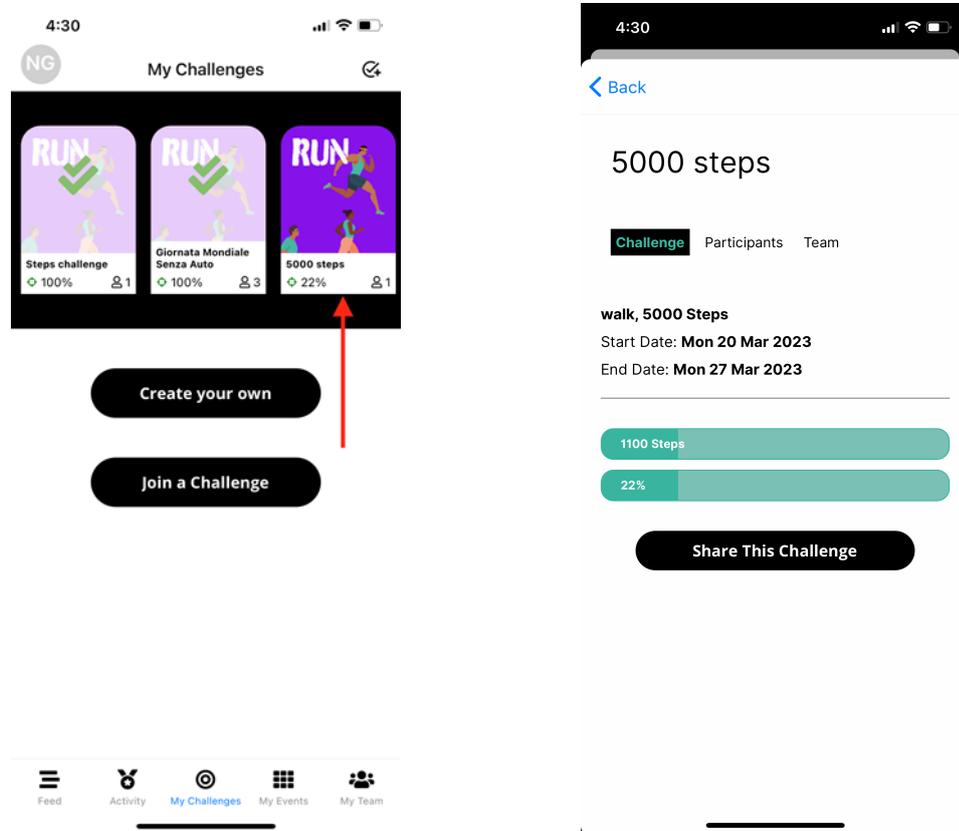
At this stage, the user is the sole participant in the challenge, but by Clicking on "Share This Challenge" they can share it with their contacts (text message, viber, e-mail...) by clicking the

 icon.
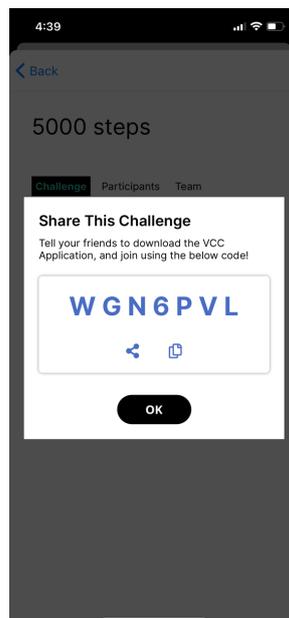
Joining a Challenge

In order to join a challenge, user needs to be invited by the challenge creator via text message, e-mail, viber message....). In that message the recipient will be given a 7 digit/letter code. Joining the challenge is as easy as clicking on "Join a challenge" and typing the 7 digit/letter code received by the user).
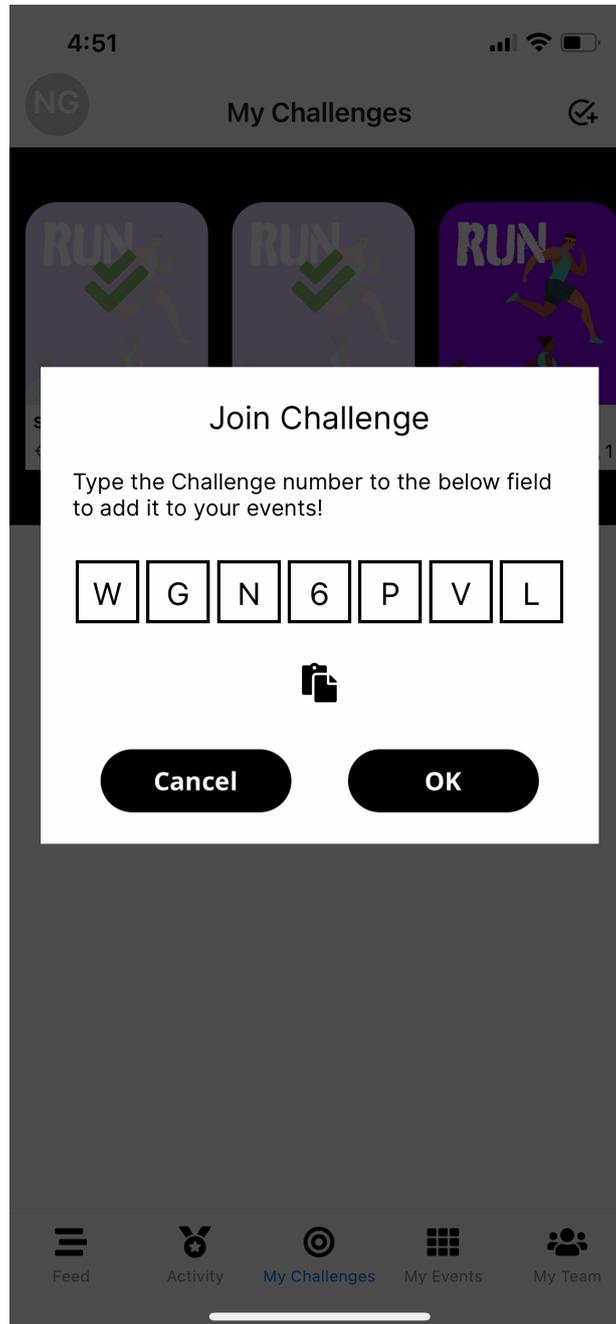
After clicking "OK", the user will become a participant in the challenge and will be able to see it on top of "My Challenges" menu.

Events

Each user will be able to Create or Join an Event. Events can be accessed by clicking on My Events icon in the lower tab.

Events are divided into ONLINE and OFFLINE events.
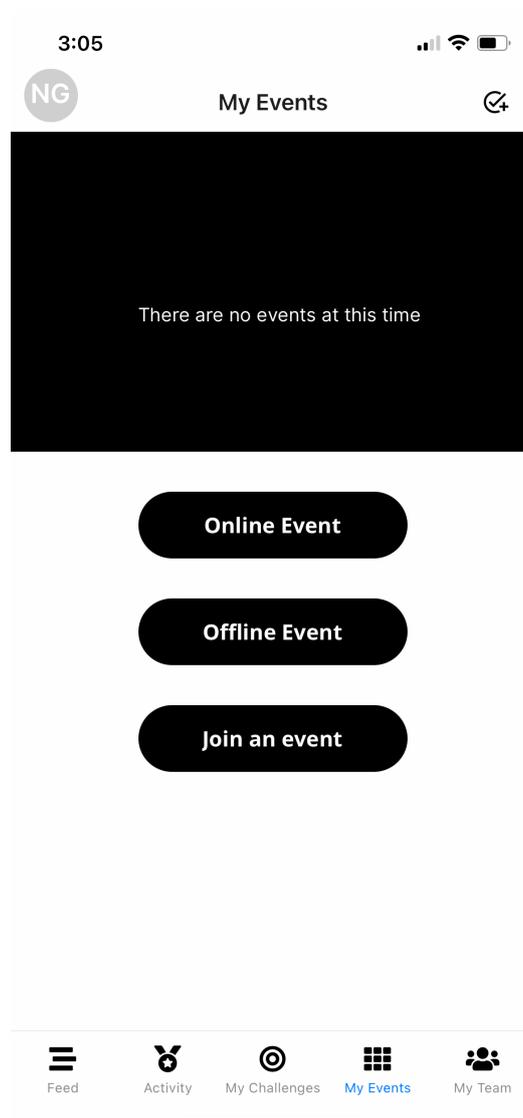
Any existing events will be shown in the top part of the screen. If there are no events (created or joined), "There are no events at this time" will be displayed.

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Creating an Event

When creating an Event, the user will have to choose:

- Type of Event *(user can click on "Online" or "Offline" Event, depending on the one they want to create);*
- Name of the Event *(the user enters the name of the Event);*
- Start of the Event (the user selects date and starting time from the drop-down menu);
- End of the Event (the user can select date and ending time from the drop-down menu);
- The user can also select a Full day option by toggling the "Full day" tab;
- For Offline Events, the user will enter the location of the event;
- For Online Events, the user will enter the URL.
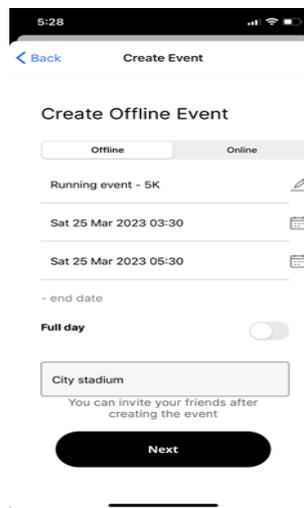
By clicking "Next ", a popup screen with all the details of the Event will appear. At this stage the user can also add a cover photo to the Event, and by clicking "Create Event", the Challenge will automatically appear in the top view of this section.
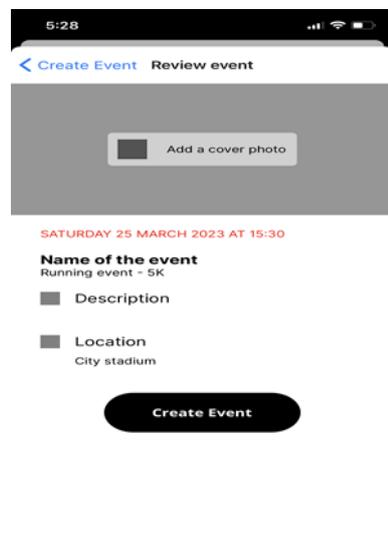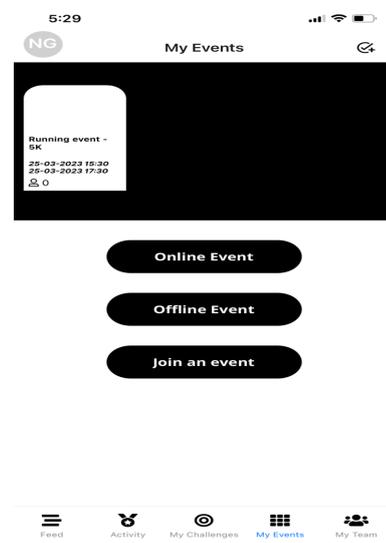
At this stage, the user is the sole participant in the Event, but by Clicking on the Event icon at the top part of the screen, they will be given an option to share the event. After clicking "Share this Event" they can share it with their contacts (text message, viber, e-mail...) by clicking the

icon. *(same as with Challenges)*

Joining an Event

In order to join an event, user needs to be invited by the event creator via text message, e-mail, viber message....). In that message the recipient will be given a 7 digit/letter code. Joining the Event is as easy as clicking on "Join Event" and typing the 7 digit/letter code received by the user).
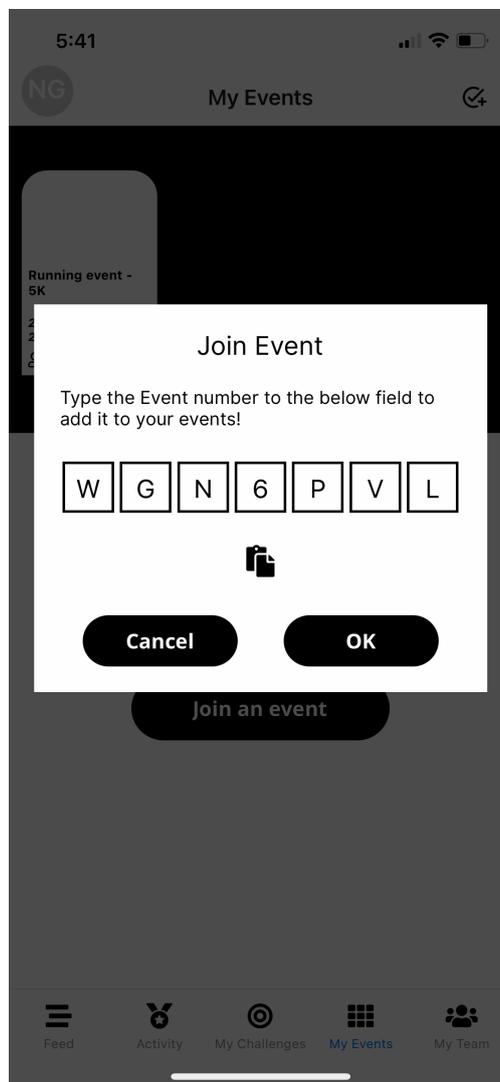
After clicking "OK", the user will become a participant in the event and will be able to see it on top of "My Events" menu.

Teams

Each user will be able to Create or Join a Team. Teams can be accessed by clicking on My Team icon in the lower tab.


A user can be a member of a maximum of one team. The user's personal points are added to the team's total points according to the already indicated formula. To join another team, you must first leave the current team.

Creating a team

When creating a Team, the user who creates the Team has administrator powers, and is able to change the name and profile picture of the team, as well as the ability to add new or exclude existing members.

When creating a Team, the user (administrator) will have to choose:

- Team name *(the user enters the name of the Team)*;
- Upload a profile picture (image from the existing image gallery in the user's device).
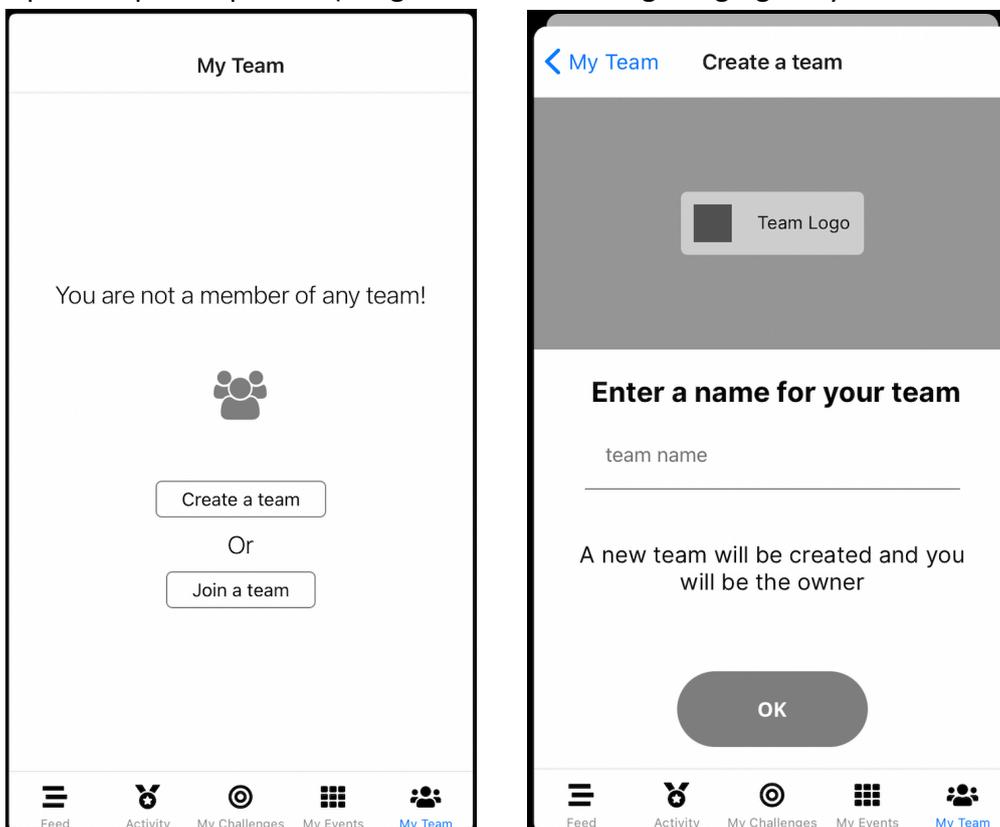
After creating a team, the initial screen is different for Team Administrator and Team Member.

The difference is that the Administrator has the authority to "Delete" the team, as well as to exclude members, while the Member only has the option to leave the Team.

The administrator is always displayed at the top of the list of team members.

Inviting new users to join the Team *(only by Team Administrators)*

The team administrator can invite other users to join the team by clicking the "Invite" icon.
Invitations can be sent via text messages, e-mail, viber messages...
Note: The invitation to join the team can only be sent to users who are not members of any team.

Joining a Team

In order to join a Team, user needs to be invited by the Team Administrator via text message, e-mail, viber message....). In that message the recipient will be given a 7 digit/letter code. Joining the Team is as easy as clicking on "Join Team" and typing the 7 digit/letter code received by the user).
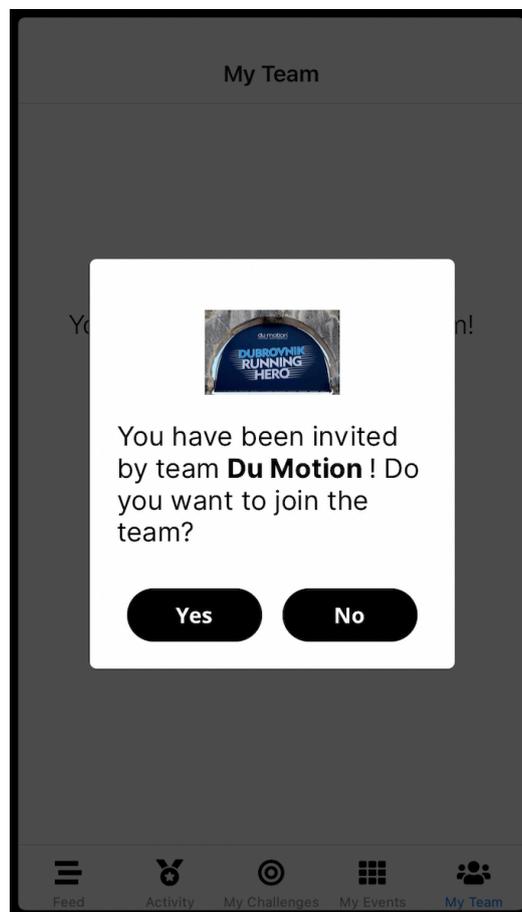
Disclaimer

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