

EWWS

European Week of Winter Sport

01/01/2024 – 31/12/2026

ERASMUS-SPORT-2023-SCP - 101133676



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CONSORTIUM

- L ORMA - ITALY Coordinator
- DES: DEPORTE PARA LA EDUCACION Y LA SALUD - SPAIN
- EPSI: EUROPEAN PLATFORM FOR SPORTS AND INNOVATION – BELGIUM
- EUSA INSTITUTE – SLOVENIA
- BSDA: ASOCIACIA ZA RAZVITIE NA BULGARSKIASPORT - BULGARIA
- LUNEX: INTERNATIONAL UNIVERSITY OF HEALTH, EXERCISE & SPORT - LUXEMBOURG
- NGO NEST BERLIN - GERMANY
- SKI KLUB RIJEKA - CROATIA
- FUNDACIO PRIVADA KILIAN JORNET – SPAIN



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DESCRIPTION

The general object of the “European Week of Winter Sport” project is to encourage the participation in sport and physical activity (Specific Sport Priority - Encourage healthy lifestyle for all) while raising awareness about climate change and promote sustainability (Horizontal Priority) through the creation and the implementation of the European Week of Winter Sport.

Needs analysis: Climate change, sustainability and sport are deeply interconnected and the latter can work as means to bring awareness to the former ones.

- Promotion of physical activities, also in winter
- Make winter sport more accessible and inclusive
- Make winter sport more sustainable and raise awareness about climate change

The target groups of the project are individuals and organizations involved in winter sports and physical activity, with a particular focus on promoting healthy lifestyles for all and raising awareness about climate change and sustainability. The main beneficiaries of the project are expected to be: Individuals, Sports organizations, Education and training providers, Local authorities and policy makers.



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OBJECTIVES

The general object of the “European Week of Winter Sport” project is to encourage the participation in sport and physical activity while raising awareness about climate change and promote sustainability through the creation and the implementation of the European Week of Winter Sport.

Specific Objectives and Activities

1. Identify needs, challenges and resources for organizing sustainable winter sport events:

- **Collection of best sustainable practices** in the events in Europe;
- Research on the **impact of winter sport** events on the environment;
- Research on winter sports federations **challenges, perspectives** for development and capacity building regarding the organization of sport events.



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OBJECTIVES

2. Support sport associations and municipalities in the organization and promotion of winter sport events for the EWWS:

- **Ideation** and **implementation** of the **European Week of Winter Sport**;
- Creation of a **toolkit** and a **guide** for the #BeWinterActive week implementation for sport clubs and municipalities;
- Creation of **5 video-tutorials** on how to create videos for promoting the event for the EWoWS with a focus on local tourism and sustainability that will compete in the EWoWS Awards (Promotional Videos);
- Organization of an **International Workshop** with 4 Sport Clubs/Municipalities representatives per participating organization country that will be trained for implementing a winter sport event during the EWoWS;
- Organization of **Local Winter Sport Pilot Events** with the support of the EWoWS Ambassadors;
- Organization of **Local Workshops** by the EWoWS that will train 12 Sport Clubs/Municipalities representatives in each participating organization country (108 in total).



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OBJECTIVES

3. Raise awareness about climate change and sustainability through the European Week of Winter sport and sport in general:

- Creation of **10 video-tutorials** about how to organize events with zero impact on the environment;
- Creation of a **Compendium of good practices** to organize sustainable sport events.
- Creation of a **Social Media Campaign** on the importance of sustainability in sport events, specifically in winter sport events.
- Organization of the **EWoWS Contest** for the Top 5 Best Promotional Videos and the Top 5 Best Sustainable Solutions Awards in the events organized.



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WORK PAKCAGES

WP 1: Project management and coordination (L'ORMA + DES)

WP 2: Initial Research (LUNEX + KJF)

WP 3: Toolkits and Educational Contents (NGO Nest Berlin + BDSA)

WP 4: Workshops, Pilot Events and Compendium for Sustainable Sport Events (EUSA + Skiclub Rijeka + DES)

WP 5: EWOWS Organisation, Impact and Dissemination (EPSI + L'ORMA)



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WP 1: Project management and coordination (L'ORMA + DES)

The methodology of this work package will involve effective project management and coordination to ensure all partners work together efficiently towards the project's objectives. L'ORMA will establish clear communication channels, organize regular meetings, and ensure that the project runs on time and within budget. The approach will involve regular monitoring and evaluation of project progress, as well as risk management to identify potential issues and take corrective action where necessary. DES will be responsible for quality, monitoring and evaluation.

Objectives:

- Managing all financial and administrative staff.
- Communicating smoothly among partners, without conflicts.
- Assessing the ongoing work in order to maintain constant improvement in the actions taken.
- Evaluating the results achieved, based on the objectives set at the beginning of the collaboration.



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WP 1: Project management and coordination (L'ORMA + DES)

TASK

- T1.1 - Manage administrative and financial matters
Making sure all the partners all follow the administrative and financial measures properly; collective of all the administrative documents (e.g., receipts) and sending them to the European Commission, as well as the transferring of EU funding to the partners.
- T1.2 - Coordinate the overall implementation and internal communication
Coordinating the communication and the workflow within the consortium; scheduling and facilitating the meetings.
- T1.3 - Coordinate the implementation of Transnational Partner Meetings
Coordinating and supporting the organization of the meetings of the consortium when held in the participating partners' countries
- T1.4 - Quality Control
Checking quality standards about project implementation and outcomes throughout the project.
- T1.5 - Monitoring and Evaluation
Constantly monitoring the project progressions, collecting feedback, drafting Evaluation reports, taking actions and adjustments in case of needs leading the whole consortium. Writing the Final Evaluation Report.



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WP 1: Project management and coordination (L'ORMA + DES)

D1.1	Project Management Plan L'ORMA	Electronic. English. 25 pages. The Project Management Plan outlines the approach and strategies for managing and executing a project successfully. It includes a brief description of the project, project objectives, timeline, budget, stakeholders, risks, and resources. The plan also outlines the roles and responsibilities of the project team and communication strategies for effective project implementation. It serves as a roadmap for the project team to follow throughout the project's life cycle to ensure that the project is delivered on time, within budget, and meets the stakeholder's requirements.	29 Feb 2024
D1.2	Quality Assurance Plan DES	Electronic. English. 20 pages. The Quality Assurance Plan outlines the strategies and procedures for ensuring the quality of the project's deliverables and outcomes. It includes a brief description of the project's quality objectives, standards, and guidelines, as well as the quality assurance activities and the roles and responsibilities of the project team for ensuring quality. The plan also identifies the tools and techniques for quality control and monitoring, as well as the processes for identifying, reporting, and resolving quality issues. It serves as a guide for the project team to ensure that the project's deliverables and outcomes meet the required quality standards and that quality is maintained throughout the project's life cycle.	29 Feb 2024



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WP 2: Initial Research (LUNEX + KJF)

The methodology for this work package will involve conducting thorough research to gather relevant information on the current state of sustainable winter sports events. The approach will include a review of existing literature and data sources, as well as surveys and interviews with relevant stakeholders. LUNEX and KJF will work together to analyze and synthesize the information gathered, identifying key findings and recommendations for the project.

Objectives:

- Identify needs, challenges and resources for organizing sustainable winter sport events;
- Collection of best sustainable practices in the events in Europe;
- Research on the impact of winter sport events on the environment;
- Research on winter sports federations challenges, perspectives for development and capacity building regarding the organization of sport events.



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WP 2: Initial Research (LUNEX + KJF)

TASK

- T2.1 - Collection of best sustainable practices in the events in Europe.
Mapping the sport events in Europe and collecting the best sustainable solutions for the organization and elaborating a document.
- T2.2 - Research on the impact of winter sport events on the environment.
Collecting information, researching and drafting a document for addressing the impact of winter sport events on the environment.
- T2.3 - Collection of feedbacks and considerations from sport clubs and federations about the sport events
Collecting feedback and researching their needs in order to proceed with the written research that will follow.
- T2.4 - Research on winter sports clubs and federations challenges, perspectives for development and capacity building regarding the organization of sport events
Addressing challenges, also financial ones, perspectives, possibilities of development and capacity building of the sport clubs and federations in regards the organizations of sport events



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WP 2: Initial Research (LUNEX + KJF)

D2.1	Best sustainable practices for events in Europe	Collection of best sustainable practices in the events in Europe. Digital. English. 18 pages.	30 Sep 2024
	LUNEX		
D2.2	The impact of winter sport events on the environment	Research on the impact of winter sport events on the environment. Digital. English. 20 pages.	30 Sep 2024
	KJF		
D2.3	Sport Clubs challenges and perspectives for development for the organization of sport events	Research on winter sports federations challenges, perspectives for development and capacity building regarding the organization of sport events. Digital. English. 20 pages.	30 Sep 2024
	LUNEX		



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WP 3: Toolkits and Educational Contents (NGO Nest Berlin + BDSA)

The methodology for this work package will involve developing effective toolkits and educational content for promoting sustainable winter sports events. The approach will involve a needs assessment to identify the target audience and their needs, followed by the development of educational materials, including videos, presentations, and interactive tools. The toolkits and educational content will be tested and refined through pilot events, and feedback will be used to improve the materials further.

Objectives:

- Create 5 Video-Tutorial about how to create the video for the Video Promotional Contest
- Design of a Toolkit and a Guide for the EWOWS Ambassadors
- Create 10 videos on how to create a Zero Impact event



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WP 3: Toolkits and Educational Contents (NGO Nest Berlin + BDSA)

TASK

- T3.1 - 5 video-tutorials to participate in the Video Promotional Contest
Creation of 5 video-tutorials to guide the sport clubs and municipalities in shooting videos to promote the sport event and the local tourism and to participate in the Contest as well
- T3.2 - How to organize an event for the European Week of Winter Sport: Toolkit and Guide for Ambassadors
Creation of a toolkit and a guide that will collect all the relevant information to organize an event during the EWoWS.
- T3.3 - Collection of feedbacks and experiences after the EWoWS
Identifying the sustainable solutions and collecting feedback from stakeholders, sport clubs, municipalities, participants and within the consortium in order to improve and create the 10 videos about sustainable events.
- T3.4 - Zero Impact Events: 10 video- tutorials
10 video-tutorials about sustainable practises and solutions



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WP 3: Toolkits and Educational Contents (NGO Nest Berlin + BDSA)

D3.1	Promote your EWoWS event: 5 video-tutorials BULSPORT	5 video-tutorials. Duration from 3 to 5 minutes. English.	31 Dec 2024
D3.2	European Week of Winter Sport: Guide for Ambassadors NEST	20 pages. English. Digital.	31 Dec 2024
D3.3	European Week of Winter Sport: Toolkit for Ambassadors NEST	70 pages. English. Digital.	31 Dec 2024
D3.4	Zero Impact Events: 10 video-tutorials BULSPORT	10 video-tutorials. Duration from 3 to 5 minutes. English.	30 Sep 2026



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WP 4: Workshops, Pilot Events and Compendium for Sustainable Sport Events (EUSA + Skiclub Rijeka + DES)

The methodology for this work package will involve organizing workshops and pilot events to promote sustainable winter sports events. The approach will involve engaging stakeholders, including sports organizations, local communities, and athletes, to participate in the events. Skiclub Rijeka will host pilot events to demonstrate sustainable winter sports practices, and EUSA and DES will organize workshops to promote sustainable winter sports practices and develop a compendium of best practices for sustainable sport events.

Objectives:

- Organize Local Workshops for the EWoWS Ambassadors.
- Organize Local Winter Sport Pilot Events
- Organize Local Workshops by the EWoWS Ambassadors for local sport clubs and municipalities representatives
- Create a Compendium of good practices to organize sustainable sport events.



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WP 4: Workshops, Pilot Events and Compendium for Sustainable Sport Events (EUSA + Skiclub Rijeka + DES)

TASK

- T4.1 - International Workshops for EWoWS Ambassadors
25 Sport Clubs/Municipalities representatives (the EWoWS Ambassadors) per participating organization country will be trained for implementing a winter sport event during the EWoWS.
- T4.2 - Local Winter Sport Pilot Events
Organization of Local Winter Sport Pilot Events with the support of the EWoWS Ambassadors.
- T4.3 - Local Workshops for EWoWS Ambassadors
The EWoWS Ambassadors will train 10 Sport Clubs/Municipalities representatives from each participating organization country.
- T4.4 - Collection of feedbacks from EWoWS Ambassadors, participants and stakeholders
After the Workshops and the pilot events, there will be a report to collect the feedback and considerations in preparation for the actual implementation of the EWoWS.
- T4.5 - Compendium of Sustainable Practices for Sport Events
Collecting all the good practices identified that work for winter sport events and creating a user-friendly compendium



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WP 4: Workshops, Pilot Events and Compendium for Sustainable Sport Events (EUSA + Skiclub Rijeka + DES)

D4.1	Compendium of Sustainable Practices for Sport Events	Digital, English, 25 pages.	30 Sep 2026
	EUSA		



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WP 5: EWoWS Organisation, Impact and Dissemination (EPSI + L'ORMA)

The methodology for this work package will involve promoting and disseminating the project and its outcomes effectively. The approach will include developing a communication plan to engage stakeholders and raise awareness of sustainable winter sports events. EPSI and L'ORMA will collaborate to create promotional materials, including social media campaigns, press releases, and events, to promote the project. They will also monitor and evaluate the impact of the project and use the results to improve future projects. DES will be responsible for the Impact Report.

Objectives:

- Creation of a Social Media Campaign on the EWoWS and importance of sustainability in sport events, specifically in winter sport events
- Organization and coordination of the European Week of Winter Sport
- Organization of the EWoWS Contest for the Top 5 Best Promotional Videos
- Organization of the Top 5 Best Sustainable Solutions Awards in the events organized.



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WP 5: EWoWS Organisation, Impact and Dissemination (EPSI + L'ORMA)

TASK

- T5.1 - Communication and Dissemination Strategies: ideation, coordination, implementation
Ideating the Social Media Campaign, the Communication and Dissemination Strategies, creating project identity, contents; coordinating the consortium; getting in touch with stakeholders.
- T5.2 - Implementation and coordination of the European Week of Winter Sport
Officially launch the EWoWS, coordinating the other partners, monitoring the progress and being able to support the other stakeholders.
- T5.3 - EWoWS Top 5 Best Promotional Videos Contest
Organizations of the Contest: launching the contest, promoting it, collecting and selecting along with the partners the winners; moderating the final ceremony to announce the winners.
- T5.4 - EWoWS Top 5 Best Sustainable Solutions Awards
Organizations of the Awards: launching the contest, promoting it, collecting and selecting along with the partners the winners; moderating the final ceremony to announce the winners.
- T5.5 - Impact Report
Collecting feedback, analyzing data and evaluating the impact of the activities.



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WP 5: EWoWS Organisation, Impact and Dissemination (EPSI + L'ORMA)

D5.1	Communication and Dissemination Plan EPSI	Digital, English, 25 pages. The document will be focused on the overall communication and dissemination of the project.	31 Mar 2024
D5.2	Social Media Campaign EPSI	Digital, English, 25 pages. The document will be focused on the overall communication and dissemination of the project.	31 May 2024



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EVENTS - MEETINGS

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Kick-off Meeting	Madrid, Spain	2 days	9 staff	26 Jan 2024
TPM1 - Transnational Partner Meeting	Luxembourg	2 days	9 staff	Jan – Mar 2025
International Workshops for EWoWS Ambassadors - Training about the Guide and the Toolkit	Zagreb, Croatia	2 days	36 Participants + 4 staff	Jan – Mar 2025
Local Workshops by EWoWS Ambassadors - Training about the Guide and the Toolkit by the Ambassadors	All partners countries	1 day	108 participants (12 each partner organization) + 36 staff (4 each partner organization)	Jul – Sep 2025
TPM2 - Transnational Partner Meeting	Berlin, Germany	2 days	9 staff	Jan – Mar 2026
European Week of Winter Sport - Winter Sport Events in different locations	All partners countries	7 days	5 staff for each event + 200 expected attendees for each event	Oct 2025 – Mar 2026
Final Conference- Closing Meeting	Milan, Italy	2 days	18 staff + 100 expected attendees for each event	Oct – Dec 2026



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BUDGET

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partner	WP1	WP2	WP3	WP4	WP5	TOTAL
L'ORMA	18.000	12.000	12.000	12.000	15.000	69.000
EPSI	8.000	8.000	7.000	12.000	13.000	48.000
BSDA	8.000	8.000	12.000	12.000	5.000	45.000
EUSA	8.000	8.000	7.000	13.000	5.000	41.000
SKY CLUB RIJEKA	8.000	8.000	7.000	13.000	5.000	41.000
NEST BERLIN	8.000	8.000	12.000	12.000	5.000	45.000
DES	8.000	7.000	6.000	8.000	4.000	33.000
KJF	6.000	10.000	6.000	8.000	4.000	34.000
UNILUNEX	8.000	12.000	7.000	12.000	5.000	44.000
TOTAL	80.000	81.000	76.000	102.000	61.000	400.000

TO BE DECIDED

1. **European Week of Winter Sport – WHEN? Which week? Fixed or it changes every year?**
2. **What do we mean with Winter Sport? Which sports do we include?**
3. **Sustainability – what are we doing from now to make the project sustainable in the future after the European Funds?**
4. **Do you have any questions?**



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NEXT STEPS

1. **Bilateral Agreements and payments – after KOM**
2. Sharing project managers/ organizations **contacts**:
 - dropbox folder
 - fill in the contact excel file with all the needed information
 - Whatsapp group: join the group with the QR CODE
3. Fill in the evaluation form of the meeting – **LINK ZOHO**



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