



INCLUSION THROUGH MEDIAS



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1st International Congress Europe is Moving

Date and time : Wednesday 15th December from 9:00 am to 13:00 pm Madrid Time

Place: Universidad Pontificia de Comillas (entrada ICADE). C. de Alberto Aguilera, 23, 28015 Madrid - <https://goo.gl/maps/UDgi8Fpp8FjPjVRH8>

Agenda:

- **Part 1 (9:00 - 10:20 a.m.): presentation of the congress**
 - Introduction of España se Mueve: Mr. Fernando Soria Hernández (Project Manager of España se Mueve).
 - Opening of the Congress by Mr. Alberto Tomé (Vice-counselor of Sport. Community of Madrid and head of Sports in the Government of the Region).
 - Intervention by Universidad Pontificia Comillas: Ms. Clara Martínez García (Vice-rector of students and alumni).
 - Intervention of the Slovenian Embassy in Spain: Ms. Tina Grgantov, First Counsellor (Second Head).
 - Intervention of the Bulgarian Embassy in Spain: representative of the embassy: Ms. Desislava Petrova (Counselor).
 - Presentation of the research carried out in each of the 3 countries + global perspective by comparing them.
 - Spain: Mr. Marc Declercq (Projects Area of España se Mueve) and Mr. Fernando Soria Hernández (Project Manager of EsM).
 - Bulgaria: Mr. Konstantin Zankov (BSDA Board Member).
 - Slovenia: Mr. Antonio Saccone (Journalist in Radio Capodistria).
- **Coffee break (10:20 - 10:50 h)**
- **Part 2 (10:50 - 12:50 h):** dedicated to generate a discussion forum around the thematic of the project, to discuss about the current situation and to be able to launch ideas to get the media to be more committed with the dissemination of actions for the promotion of social inclusion and equality through sport. There will be two round tables with experts from the 3 participating countries (Spain, Bulgaria and Slovenia).
 - The first one is made up of experts from the communication sector:
 - Mr. José Manuel González Huesa (Director General of Servimedia).

- Mr. Fernando Soria Dorado (President of España se Mueve and Director of Deportistas and Munideporte.com).
- Mr. Antonio Saccone (Journalist Radio Capodistria / RTV SLO - Slovenia).
- Mr. Konstantin Zankov (BSDA Board Member - Bulgaria).
- Mr. Juan Manuel Merino Gascón (General Secretary of the Madrid Sports Press Association).
- Between the two sessions, Mr. José Manuel González Huesa, Director General of Servimedia, will present an example of good practice related to the topic of the event.
- The **second round table/panel** will be made up of professionals from entities that undertake all kinds of actions to promote social inclusion and equal opportunities through sport: associations, foundations, NGOs, sports clubs and public authorities:
 - Mr. Marcos Herrero (Director of the Sports Area of the Fundación a la Par).
 - Mr. Marc Declercq (Vice-president of the Spanish Pickleball Association).
 - Mr. Konstantin Zankov (BSDA Board Member - Bulgaria).
 - Mr. Adrián Aguilar (Sports Coordinator of the ADF Foundation).
 - Mr. Antonio Saccone (Journalist Radio Capodistria / RTV SLO - Slovenia).
 - Ms. Evelia Franco, (Head of Studies of CAFYDE of the Pontifical University of Comillas)
- **Closure of the congress (12:50 - 13:00 h):**
 - Mr. Félix Jordan Urries Mur (General Director of Young Sport Foundation of the High Council of Sports of Spain -CSD-).
 - Mr. Fernando Soria Dorado (President of España se Mueve).

You can follow it via streaming (in English) through the following [LINK](#)

"Europe is Moving: Sport inclusion through medias"

This is an Erasmus+ project under development for the European Commission. Three countries are involved: Bulgaria, Slovenia and Spain (Coordinator)

Partners of the project

- **España se Mueve:** An organization dedicated to the promotion of healthy lifestyles through sport. It acts mainly through communication actions, with the largest media network in the country in the field of sport/health. One of its objectives is to connect all stakeholders involved in sport in order to achieve the above mentioned objective; it has nearly 80 partners of all kinds (public authorities, companies, professional groups, non-profit organisations, clubs, federations, educational centres...). www.espansemueve.es
- **Radio Capodistria.** It is an active part of RTV Slovenija, the Slovenian public broadcasting service. It broadcasts in Italian, 24 hours a day, in medium wave (AM), stereo frequency modulation (FM) and satellite. Founded more than 69 years ago, it plays an important cross-border role: more than 100,000 listeners daily in Italy, Slovenia and Croatia. <https://www.rtv slo.si/capodistria>
- **Bulgarian Sports Development Association (BSDA).** Founded in 2010, it is a public non-profit organisation dedicated to the development of Bulgarian sport and the improvement of sports culture in Bulgaria. It believes that sport should be part of the modern life of children and young people and that it should provide them with values such as motivation, discipline and fair play. <https://www.bulsport.bg/>

About the Project

On a day-to-day basis we can see and live through our personal, social and professional environment all the problems that happen in our society: discrimination, racism, illnesses (physical and mental), poverty, economic problems in families, difficulty in accessing employment,...

Sport is a transversal discipline, it is connected to all fields and sectors (physical, mental and emotional health, social inclusion, education, tourism, politics, entrepreneurship and sustainability,...). This reflects the fact that sport is a very powerful "tool", if used properly, to fight the problems our societies are confronted with and to help people to live a better life.

The European Union (EU) is fully committed with the improvement of the quality of life of its citizens. It has therefore established a policy and resource framework to assist all European actors in implementing actions to meet objectives such as the theme of this project: promoting social inclusion and equal opportunities in sport.

Through this project we want to contribute to achieve this goal within the established international and European framework:

- UN Sustainable Goals: 3 (good health and well-being), 5 (gender equality) and 10 (reducing inequalities).

- The strategic commitment to gender equality (European Commission).
- The Europe 2020 strategy for smart, sustainable and inclusive growth: European Commission's Social Investment Package (SIP), Platform against poverty and social exclusion.
- The 2010 Council conclusions on the role of sport as a resource and engine for active social inclusion recognised the potential of sport and physical activity to contribute to social inclusion. This was supported by the publication of the 2011 Communication on Sport.
- European Disability Strategy (2010-2020).
- EU Strategy for equality between women and men (2010-15).
- Communication on social investment for growth and cohesion (Towards social investment for growth and cohesion, including the implementation of the European Social Fund 2014-2020).
- Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions - Developing the European dimension in sport.
- Erasmus+ Programme 2021-2027

The above mentioned policies and standards developed in this framework do not usually mention the medias as an actor in their development, nor as a resource to communicate and disseminate.... This project aims to make the media sector more and better involved in the promotion of social inclusion and equal opportunities.

The media should be seen as an actor with a dissemination and promotion role. We believe that this is an innovative approach, "Europe is moving" means not only moving to make more inclusion initiatives through sport, but also to disseminate the policies and good projects carried out under this topic.

We live in the "Digital Time", where Communication is one of its milestones. Communication and its high level of development is one of the main aspects of humanity and a crucial factor in our society (communication between people and communication as a sector). Nowadays we are more connected in all aspects and levels through the Media (TV, newspapers, magazines, Radio, Internet and social medias).

In this framework, the media have an incredible power to inform, to have an influence every day on what we think and how we think, to educate by promoting (or not) good practices, to create and break down walls....

That is why we want to focus on them in this project, as they are a key actor and also a Catalyst for other actors. The starting point of the project is the following assumption: The media focus mainly on elite sport, dedicating limited time and resources to "sport for all" and "sport as leisure and health"

We make this statement from our daily lives: we read newspapers, we watch TV, we listen to the radio, we look at websites, social media... and we only see very few contents in the media related to social inclusion and equal opportunities through

sport. This situation has been recognised even by professionals in the sector, who basically say that they need good audiences for their media to be sustainable, cost-effective, because they get good audiences from elite sport. So they continue to focus on that area.

We want to contribute to change the current paradigm basically focused on elite sport and focus more on actions related to the promotion of social inclusion and equal opportunities through sport. This is why we want the media to assume their key role in the equation and to carry out more dissemination actions and promotional campaigns in this field.

One of the aims of this project is to carry out an investigation in order to gather real information and data so as to enable us to assess and take a "snapshot" of the situation and to see how true the starting hypothesis is. A research focused on the number and nature of the dissemination and promotion practices carried out on the subject of the project by the main media in our three countries

We will share the research and its outcomes with all the stakeholders of the sport sector (the main target being the media) at the International Congress. We will publish at all levels (local, regional, national and EU), a Memorandum with the findings of the research presented at the Congress and also Recommendations of good practices addressed to media entities and organisations (public and private) with the purpose to improve the collaboration between them to achieve more and better dissemination and promotion actions related to the topic of the project.