

## **SPACHE CAPACITY BUILDING FRAMEWORK**

The overall goal of the SPACHE project consists in contributing to the call objective to encourage participation in sport and physical activity, especially by supporting the implementation of the Council Recommendation on health-enhancing physical activity and being in line with the EU Physical Activity Guidelines and the Tartu Call for a Healthy Lifestyle". It aims to do this by leveraging cultural heritage resources to enhance sports/physical activity practice for all, mainly locals, immigrants, other social groups and tourists. It also contributes to building policymakers' and stakeholders' awareness of why and how to value cultural heritage in sport/physical activity and their capacities to implement it.

### **Why SPACHE Capacity Building Framework**

The SPACHE Capacity Building Framework is developed to build knowledge on using cultural Heritage resources for enhancing sport/physical activity practice for all. The capacity-building framework is based on the following:

- The literature on sport and cultural heritage,
- Good practices,
- Guidelines on how to leverage cultural heritage resources to make sport/physical activity more attractive to all,
- Knowledge of the social impact produced by pilot programmes, using heritage resources in the sports arena,
- Set of training materials targeted to policymakers and stakeholders.

### **Aims**

- To build/strengthen the capacities of actors in this area.
- To educate on how to use cultural heritage as a resource in the sport/physical activity field.
- Equipping stakeholders with the necessary training to understand their realities and means for conserving the cultural heritage and its leverage in the sport/physical activity area.
- Provide a space for training, knowledge and experience sharing and exchanging expertise in a learner-centric environment.
- Create tangible assets to be piloted during the project lifespan and implemented far beyond.
- Develop and train stakeholders to safeguard the project's legacy beyond the 2-year lifespan.
- Enlightening stakeholders on the value of intergenerational learning and engagement

### **TARGET GROUP**

The SPACHE Capacity-Building Framework has been developed to expand knowledge in both the cultural heritage and sport/physical activity field on the potential of integrated cultural heritage and sport/physical activities. The target group include;

1. Policymakers
2. Location Managers
3. Sport Managers
4. Marketing organisations of municipalities
5. Tourists
6. Locals

## KEY LEARNINGS

the capacity-building framework will provide the following key learnings:

- How to use cultural heritage as a sport/physical activity resource.
- Develop a shared understanding of what constitutes physical activity, cultural heritage, and the interaction between the two concepts.
- Discover the power of cultural heritage and physical activity/ practice for all to boost organisations' growth.
- Explore how to contribute to increasing sports participation in the cultural heritage sites, fostering sustainable development and leaving a positive social footprint.
- Analyse the challenges, opportunities, needs, and expectations of organisations and their members in physical activity and cultural heritage.
- Reflect on the governance of cultural heritage organisations and how to position physical activity in their structures and policy papers.
- Define cultural heritage and physical activity priorities and solutions adapted to organisations' human and financial capacity.
- Think about how to adapt sports offers depending on target groups, purpose, venues, and types of activities.
- Learn from good practices of other Cultural heritage and Physical activity organisations.
- Brainstorm cultural heritage and physical activity initiatives, programmes and events that could be developed.
- Find out how to develop a low-cost/high-impact approach to Cultural heritage and Sport for All activities, ensuring a positive return on investment.
- Create awareness of intergenerational exchanges to advocate and preserve cultural identity and rituals through different generations.
- Discover ways of identifying intangible and non-tangible cultural heritage
- Promote education for protecting natural spaces and places of memory through sports.
- How to prevent any damage or impact to cultural and natural heritage during sport.
- How to use cultural heritage to motivate people to be active.

## BENEFITS

The Cultural Heritage stakeholders such as location and site managers, sport managers policymakers, marketing organisations of municipalities, tourists, and locals participating in the SPACHE Capacity-Building workshop will:

- Be trained, qualified, empowered and build capacity on cultural heritage and physical activity.
- Increase the visibility, reputation, and recognition of their organisation.
- Improve their governance in physical activity and cultural heritage.
- Develop and train leaders and managers on identifying cultural heritage sites.
- Develop and train leaders and managers in cultural heritage sites.
- Offer a new service to their members and partners.
- Build cooperation with their members and increase understanding of their needs and expectations.
- Expand the horizon of their cultural heritage activities.
- Pave the way towards increasing sport participation in cultural heritage sites.

- Become part of the global Sport for All Movement, joining the TAFISA network of 400+ organisations and gaining access to experts in numerous fields related to Sport for All and physical activity.
- Exchange knowledge and experiences with experts and representatives from other Cultural heritage and physical activity organisations.
- Receive a participation certificate.

## STRUCTURE

- Curriculum,
- Educational modules
- Facilitators Guidelines
- Host Guidelines
- Presentations
- Reports, guidelines,
- Handbook

## DELIVERY FORMAT

- **An Interactive Approach**

The SPACHE Capacity-Building will be delivered through interactive discussion between the facilitators and participants made up of relevant stakeholders. The interaction will run from steps 1 of “Understanding, 2 of “Engagement”, and the priorities, objectives, programme, and contents of step 3 “, Training” jointly defined to ensure that the needs, expectations, and interests of the host organisation, SPACHE team, Sport organisation and Cultural heritage locations are always reflected. The training, therefore, mixes mandatory/standardised modules with optional modules selected by the SPACHE team and organisers.

Training sessions blend top-down presentations with peer learning and knowledge and experience sharing by introducing good practices and bottom-up interactive sessions that engage participants in brainstorming activities and group work, enabling them to reflect on their situations and create the conditions for practical application after the training is over.

- **Inclusion, diversity, and gender awareness**

Participant-oriented educational work also includes the conscious handling of inclusion and diversity of people, e.g., about sex/gender, nationality, ethnicity, religious belief, disability, sexual orientation etc. The SPACHE capacity-building framework, therefore, aims to create an inclusive climate in which diversity and gender awareness, and consciousness are seen as enrichment.

- **Piloting educational modules**

- Educational modules will be piloted during the transnational meetings organised in Month 24 and a specific capacity-building workshop alongside the local multiplier sport event 2.
- Testing of educational modules will be done through 2 workshops using an action learning set methodology.

- **Workshops**

The workshops aim to expand the knowledge of policymakers, location managers and other stakeholders in the cultural heritage and sport/physical activity field on the potentialities of integrating cultural heritage and sport/physical activities and the methodologies, methods, and tools for achieving this potential. The workshops will be delivered in the following steps.

- Definition of the workshop plan,
- Communication and dissemination of the workshop to reach the target group,
- Sharing of documents before the workshop with registered participants, delivery of the workshops
- They are delivered through the multiplier sport event and a webinar.
- Drafting the workshop report and sharing it with the participant

Workshops		
Delivery Format 1: Build organisational capacity for a sport organisation	Delivery Format 2: Build organisational capacity for a Cultural heritage	Delivery Format 3: Build capacity of multiple organisations of both sport, physical activity and cultural heritage and other interested parties
<p><b>Part 1: Needs Analysis</b> Participants reflect on the sport <b>organisations</b> or clubs' and their members' status on policy, strategy &amp; operations.</p> <p><b>Part 2: Way Forward</b> Participants brainstorm ideas of what actions could be taken to promote/develop sport in the cultural heritage sites based on identified priorities, needs and capacity.</p> <p><b>Part 3</b> Design of an action plan</p>	<p><b>Part 1: Needs Analysis</b> Participants reflect on the <b>cultural heritages</b> and its stakeholder's policies, strategy &amp; operations.</p> <p><b>Part 2: Way Forward</b> Participants brainstorm ideas of what actions could be taken to <b>cultural heritage sites as venues for sport and physical activity</b> based on identified priorities, needs and capacity.</p> <p><b>Part 3</b> Design of an action plan</p>	<p><b>Part 1: Reflection</b> Participants individually perform a SWOT analysis of their organisation and identify needs and expectations to better promote/develop the sport in the cultural heritage sites or cultural heritages for sports activities.</p> <p><b>Part 2: Round Table</b> In groups, participants share the results of their reflections and exchange. Good practices and success factors are discussed.</p> <p><b>Part 3: Designing solutions.</b> Groups brainstorm solutions for how Sport and cultural heritages could be better promoted/developed, including:</p> <ul style="list-style-type: none"> <li>- A potential framework</li> <li>- A support/solidarity system whereby spots organisations/Clubs and cultural heritages help/support each other.</li> </ul>

▪ **Dissemination of the tools**

Defining the Communication and Dissemination Plan, including communication and dissemination tools, targets, activities, and responsibilities, will disseminate the capacity-building tools.

- A specific webinar, organised.

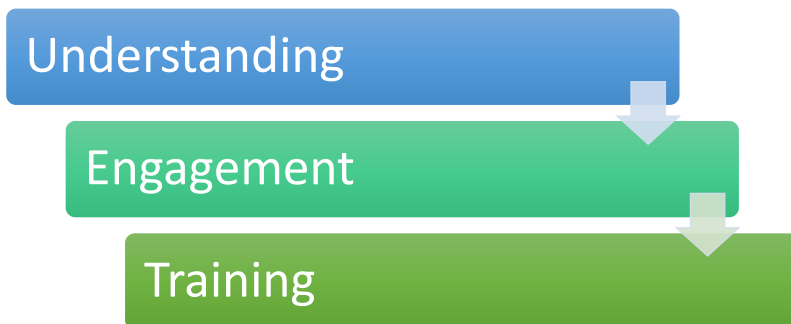
- Within a particular workshop organised
- Within the final project, multiplier sport event
- The capacity-building framework will also be disseminated during the World Congress of TAFISA, which includes around 500 participants from EU and non-EU MS.
- Partners and project networks
- Policymakers, location managers, sports managers and stakeholders in the sport/physical and heritage areas.
- Other project partners' communication and dissemination tools, e.g., websites, newsletters, social media platforms, online outreach campaigns, events, conferences etc

## IMPACT

The Capacity Building Framework will contribute to building policymakers' and stakeholders' awareness of why and how to value cultural heritage in sport/physical activity and their capacities to put it into practice.

## CURRICULUM

The SPACHE Capacity-Building Framework contents are conveyed in an experience-oriented and holistic manner. Experiential contents and methods ensure different sensory channels (e.g., visual, acoustic, tactile). The approach satisfies the participant's different learning types and primary ways of absorbing and processing information by alternating theory and practice. The training will be delivered through group work, knowledge and experience sharing between participants and interactive discussions.



## STEP 1: UNDERSTANDING

### Aims

- Increase and develop an understanding of Cultural heritage.
- Increase and understand the relationship between Cultural heritage and Physical activity.
- Increase and develop an understanding of tangible and non-tangible cultural heritage.
- Boost understanding of physical activity's role in creating tangible and intangible cultural heritage.

## Content

- General presentation of the SPACHE project and Capacity-Building Framework
- Discuss the importance of building the capacity of Cultural Heritage sites, sports, and Physical activity.
- Discuss the Cultural heritage vision and mission, how Sport and physical activity align and what it could bring.
- Discuss the mission and vision of the sports organisation and how they align to hosting their activities in cultural heritage sites.

## STEP 2: ENGAGEMENT

### Aims

- Identify organisations involved in Sport and cultural heritage.
- Review the level of engagement between the organisation and the cultural heritage site community.
- Reflect on the impact of physical activity in various cultural heritage sites.
- Identify the sustainability of this physical activity.

### Content

- An online self-evaluation questionnaire for the host or continental/national sport organisation/ cultural heritage site to fill in. The questionnaire includes questions about the host organisation's statutes, policy papers, structure, strategy, vision, mission, objectives, sport, and other events.
- A working meeting to discuss the questionnaire's results and the training's structure, format, programme, target group/s and organisational requirements.
- The meeting is followed up by a written proposal from the SPACHE team to the host organisation or vice versa, depending on where the interest originates.

## STEP 3: TRAINING

The training can be delivered onsite and online. Onsite training takes 2 hours or 2 consecutive days, depending on the modules and content you choose to cover. While online training can be organised from 4 hours up to 5 days during the same week or over several weeks with shortened sessions, and to be agreed upon with the host organisation.

### Aims

- Share knowledge and experience.
- Train Sport organisation managers and stakeholders on fully utilising cultural heritage sites through sports.
- Train location managers to partner with sport organisations and open cultural heritage sites for sport and physical activity.
- Train marketing organisations of municipalities to include in their agenda the promotion of cultural heritage sites for sport and physical activity.

- Support participants in evaluating various physical activities for cultural heritage sites.
- Assist participants in structuring and leveraging resources for enhancing physical activity at cultural heritage sites.
- Train participants on intergenerational knowledge exchange through physical activity.

### **Content:**

Educational modules will consider the following:

- Needs and expectations of the anticipated target groups;
- Realities of the various regions of the EU in terms of the Sport for All and Cultural Heritage environments;
- Identification of critical themes of action which consider the objectives and perceived outcomes of the workshop;
- Workshop contents, the format of learning and teaching, workshop delivery (online/in-person, selection of trainers, etc.), participation requirements, number of participants, monitoring, continuous development and evaluation system and any associated costs;
- Tangible materials to aid workshop participants in learning, e.g., guidelines to enable a “train the trainer” concept.

### **Modules**

#### **1. historical perspective of Cultural Heritage and Sports**

- a) About SPACHE
- b) History of Sport, physical activity, and Cultural Heritage
- c) Understanding the positive aspects of cultural heritage and sport
- d) Progress in Sport and Cultural heritage

#### **2. Harnessing cultural heritage through sport**

- a) How to use physical activity to identify cultural heritage.
- b) How to identify tangible and non-tangible cultural heritage
- c) How to create more physical activities through cultural heritage and open more cultural heritage sites through sports

#### **3. Designing sport and physical activity initiatives in the cultural heritage sites**

- a) Define Target groups for different sports and physical activity initiatives in cultural heritages, i.e., professional sports events, non-competitive sports events, capacity-building initiatives, advocacy events, and physical activity events.
- b) Align initiatives with purpose themes and UN SDGs.

### **Expert Facilitators**

The SPACHE Capacity-Building training will be delivered by a team of two to three experts and facilitators that share and know the environment, realities, needs and challenges of the participants. The pool of experts and facilitators delivering the Capacity-Building training covers a

wide range of fields and areas of expertise related to Sport for All, Cultural heritages, sport participation, governance, target groups, purposes, and types of activities.

The choice of facilitators to deliver each training according to the priorities, objectives and contents identified between the SPACHE Team and organisers.

### **Certificates**

Participants in the SPACHE Training will receive certificates of participation attesting their capacity-building in Sport, Physical Activity and Cultural Heritages. They will also receive presentations following the workshop and be able to optimise their use of the SPACHE handbook.