



**OLYMPICS**  
**ALL**  
CERVEIRA 2015

**INTERGENERATIONAL OLYMPICS 2015!**

**ASSESSMENT OF MERIT OF THE PROJECT**

**FOR A MORE INCLUSIVE SPORT,  
WITHOUT BORDERS, AGE OR GENDER!**

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## INTRODUCTION

This report does an Assessment of Merit of the Project "Intergenerational Olympics 2015! For a more inclusive sport, without borders, age or gender! ”.

This initiative, whose objective was to promote sport through healthy competition in various sports and traditional games, began on May 1, 2015 and lasted until April 2016. It involved a number of entities, including the City Council of Vila Nova de Cerveira, in partnership with the School of Sport and Leisure of the Polytechnic Institute of Viana do Castelo (IPVC), and all municipalities in the Minho-Lima region and its twin towns.

The project "Intergenerational Olympics 2015" contemplated two major activities: the Olympics4All - Intergenerational Olympics and the International Congress on Inclusive Sport.

The Olympics4All consisted in the first Intergenerational Olympics and took place between 6 and 11 September 2015, coinciding with the celebration of the European Sports Week. This event required a set of preparation and dissemination initiatives that are described in the following chapters.

The International Congress on Inclusive Sports, held on April 6, 2016, day that celebrates the World Day of Physical Activity, consisted of an event of sharing and discussion of methodologies related to sport and the sharing of good sport practice in Portugal, Spain and France for the most disadvantaged populations.



## THE PROJECT

The Project "Intergenerational Olympics 2015! For a more inclusive sport without borders, age or gender" included two main activities, the Intergenerational Olympics and the International Conference on Inclusive Sport.

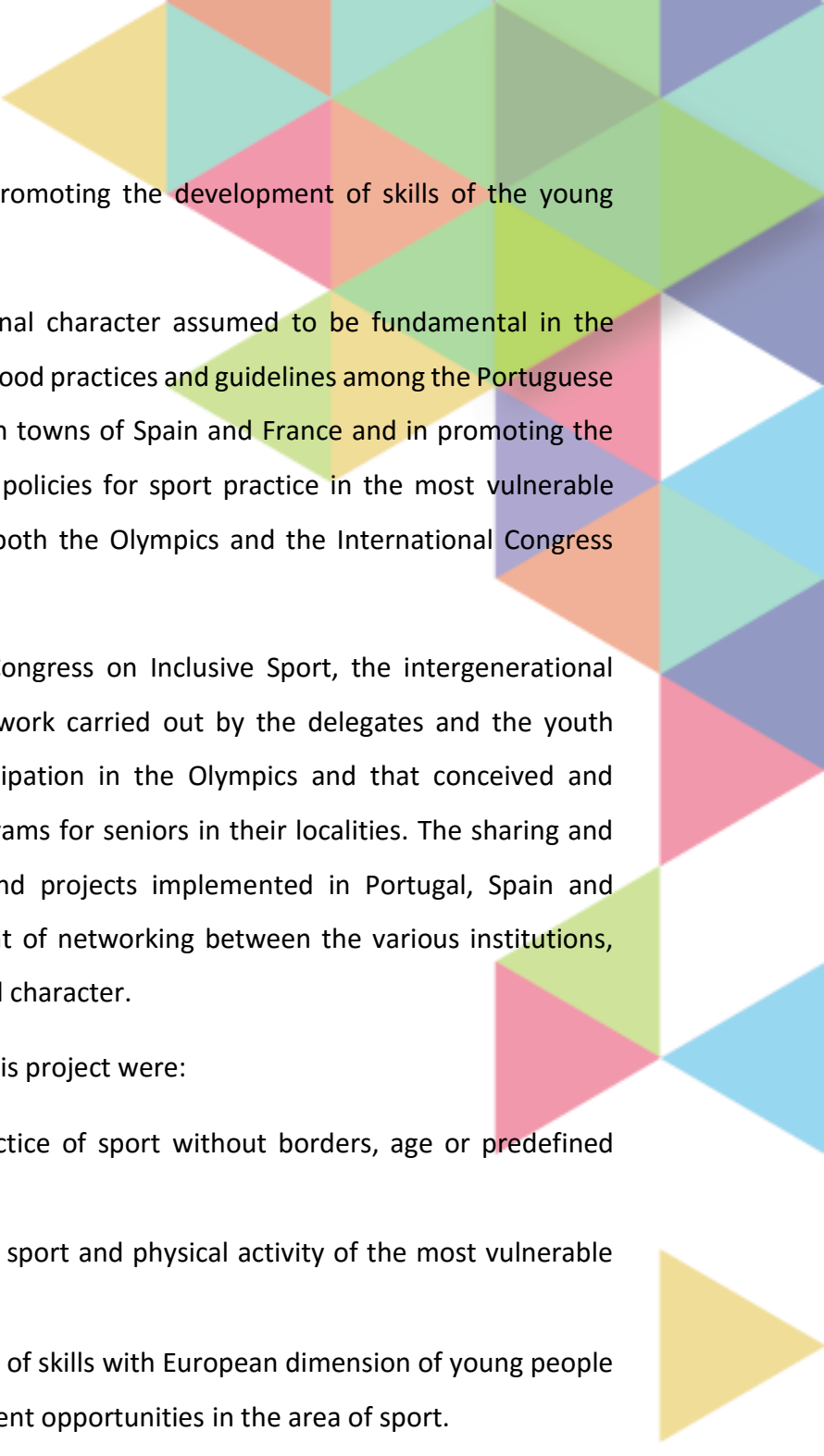
In addition to the well-known benefits of the practice of physical sport for health and well-being, sport is a cultural manifestation of approximation of people and various cultures that, through the acquisition and sharing of values and experiences, becomes fundamental to social cohesion and to life in community. Therefore, this project was based, in addition to the role of sport in health, the importance of sport as a tool for enhancing social inclusion.

It was with these two guiding principles that the Project promoted, on the one hand, a reciprocal process of learning, respect, understanding and appreciation between two generations and increased, on the other, the practice of physical sport in disadvantaged populations.

In addition, the Project also sustained itself in two key-dimensions: transnationality and intergenerationality.

With regard to the Intergenerational Olympics 2015, these two basic assumptions of the Project were implicit in the constitution of the participating teams. The teams had elements of each of the Portuguese municipalities and elements belonging to the twinned location. With regard to the intergenerationality, it should be noted that the teams still included elements of two distinct age groups (on the one hand, participants aged 60 or more and, on the other, young participants aged between 18 and 30), thus ensuring interaction and socializing between two generations.

In short, the Olympics in its intergenerational aspect, provided the interaction between generations in the practice and promotion of sport, reinforcing a process of reciprocal learning and experience of values such as respect, understanding, recognition and



appreciation among generations, promoting the development of skills of the young people in this area.

On the other hand, the transnational character assumed to be fundamental in the sharing and transfer of knowledge, good practices and guidelines among the Portuguese municipalities involved and the twin towns of Spain and France and in promoting the development of local and regional policies for sport practice in the most vulnerable elderly population. In this regard, both the Olympics and the International Congress assumed a fundamental role.

With regard to the International Congress on Inclusive Sport, the intergenerational character of the event lies in the work carried out by the delegates and the youth involved, resulting from the participation in the Olympics and that conceived and implemented physical activity programs for seniors in their localities. The sharing and dissemination of methodologies and projects implemented in Portugal, Spain and France, as well as the enhancement of networking between the various institutions, provided this activity a transnational character.

In short, the general objectives of this project were:

- Raise awareness of the practice of sport without borders, age or predefined gender;
- Broaden the participation in sport and physical activity of the most vulnerable groups;
- Contribute to the acquisition of skills with European dimension of young people in view of creating employment opportunities in the area of sport.

The specific objectives were:

- Contribute to social inclusion, integration and equal opportunities to the most vulnerable groups;
- Strengthen the role of sport in health promotion;
- Offer opportunities of non-formal and informal learning with a European dimension as well as innovative possibilities of creation of employment opportunities in the area of sport;

- 
- Encourage mutual intergenerational understanding among participants from different countries through sport;
  - Increase the mobility of citizens and enhance their consciousness of European citizens;
  - Contribute to the exchange and cooperation between twin towns at a European level in the field of sport;
  - Ensure greater visibility and impact of this sporting event at a European level and its sustainability in the following years.

## **ANALYSIS OF THE IMPLEMENTATION OF THE PROJECT**

In this chapter are presented and described the activities carried out under the Project, comprised in its main activity.

As mentioned, the Intergenerational Olympics 2015 covered two main activities, the Olympics itself (Olympics4All) and the International Congress on Inclusive Sport.

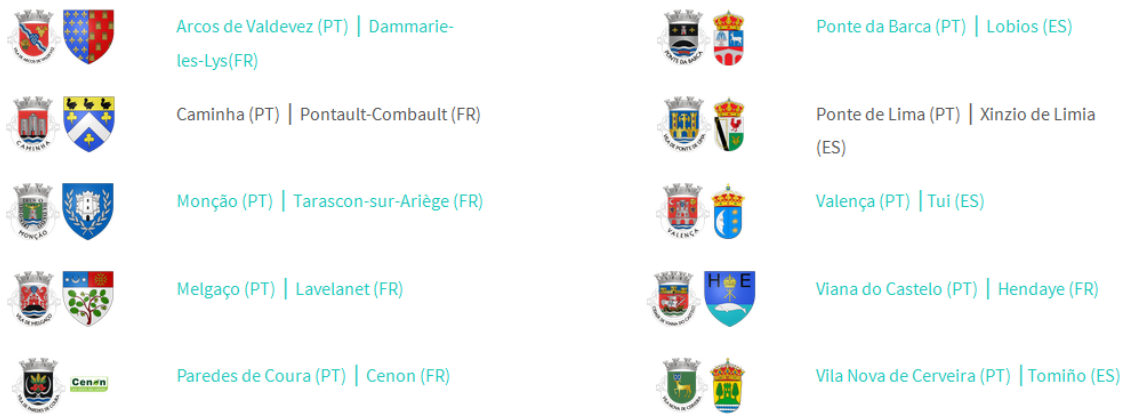
Thus, after the description of each activity, the relevant evidence will be presented. At the end a comparative analysis is made between the general and specific objectives of each activity and the results/targets achieved, taking into account the defined evaluation indicators.

In addition to the achievement of the event itself, the Intergenerational Olympics demanded a set of preparation activities to ensure a competent accomplishment of the event. These activities are described in the following points.

## **ESTABLISHMENT OF CONTACT WITH MUNICIPALITIES**

The first step in the preparation of the event consisted in establishing contact with the twenty municipalities involved in the application. Despite the commitment to partnership and implementation of the project accepted during the execution of the application, this activity was considered fundamental in the involvement of partners in the launch of the event, ensuring alignment in its implementation.


In the following image there is a list of the municipalities involved at this stage, with the definition of the twinning.



In order to materialize the cooperation network among the municipalities in the Minho-Lima region the "Intermunicipal Commitment - Olympics4All" was celebrated which established the agreement between the signatory organizations in collaborating with the City Council of Vila Nova de Cerveira in the organization, dissemination and promotion of the project (see [Annex 1](#)).

It is emphasized at this point that the municipality of Les Clayes-sous-Bois (FR), twinned with the town of Ponte da Barca (PT), and predicted in the application, was replaced by the municipality of Lobios (ES). This change was due to the inability to engage in fruitful contacts by the organizing team and the Portuguese municipality with the respective twinned location, having opted in the first two months of implementation of the project to invite Lobios considering the existing friendly relations and cooperation between the two locations.

After defining the twinning and cooperation network it was imperative to elect the delegates of each participating municipality. This responsibility belonged to each municipality. It should also be noted that this function played a key role throughout the event, guiding and coordinating the respective team and establishing the link between it and the organization of the Olympics.



As explicit in the application, it became imperative to set up a working team dedicated to the development of the Project. The following teams were formed, depending on the needs identified:

The Executive Committee had as its main mission the coordination of the activities of preparation and implementation of the Project, making the link between the working groups and guiding the development of the project.

Constituted by the official representatives, the Committee of Honour was created in order to provide the exchange of ideas and experiences between representatives of the various teams involved.

The Sports Group was responsible for the preparation of the various regulations of the sporting activities, budgets requisition and purchase of sports materials, organization of games and monitoring of results. The regulations created are in [Annex 2](#).

The Logistics Group, in charge of food and transport, had as its main tasks the organization of meals, budgeting and acquisition of food products, organization of canteens, budgeting and hiring transportation and preparation and supervision of itineraries.

The responsibility for budget implementation, control of acquisition and evaluation procedures of the Project belonged to the Financial Group.

The Marketing and Communications Group was also created, being responsible for all the Project's dissemination to the media, social networks and the platform created within the Project.

The intention to hold a remarkable sporting event for all, with the ability to reinforce the importance of physical activity on health and well-being, prompted the creation of the Ambassador.

In this sense, people who have distinguished themselves by the practice of physical activity and who maintain a strong connection to the social aspect were identified. This analysis led to the invitation of Manuela Machado, former Olympic athlete, to be the ambassadress of Olympics4All.



Consisting the Olympics4All as an initiative that, in addition to combining the importance of physical sport on health and well-being, also reinforces the importance of sport as a cultural manifestation of bringing people, cultures and nations together, the association of this personality to the initiative was clear.

The sharing of testimonies and experiences of this former athlete, contributed to strengthen the role of sport in promoting health and to promote values of fair play, tolerance, cooperation, respect, loyalty and friendship associated with sport.

### CREATION OF THE IMAGE /CORPORATE IDENTITY OF THE PROJECT

Completed the contact and involvement of the partner municipalities, and set up the working groups, the step that followed was the creation of the image and all visual identity of the Project. This phase had a fundamental character, since it served as the basis for all communication support used during the execution of the Project.

In the next image there are some of the graphic supports used in the various documents of the Project.



Olympics4All  
Desporto sem fronteiras  
Desporto sem idades  
Desporto sem género  
DESPORTO PARA TODOS –  
Pela Intergeracionalidade



Intergenerational Olympics  
2015! For a more inclusive  
sport, without Borders, Age  
or Gender!

## DESIGN, PUBLICATION AND DISSEMINATION OF COMMUNICATIONAL SUPPORTS

After having designed the image of the Project and all its derivatives, the step that followed was the implementation of communication supports.

These consisted of posters, roll-ups and outdoors, that were distributed by the various partners and used during the event. These supports contained information related to the Project, including the activities to be carried out and useful information to the potential participants.

In addition to these communication supports defined in the application, medals and the trophy of the Olympics were also created, as well as maps of the town with the locations of the event and the signs for the locations of the activities.

Besides the material and communication supports, in order to involve the whole community in the project, during the different development stages of the Olympics4All, several news related to the Project were published in the national and international press.





The following table summarizes the news published in different media and media and communication means municipalities.

Title	Agency/Organ	Date
Olimpíadas Intergeracionais 2015 - Por um desporto mais inclusivo, sem fronteira, sem idade, sem género	Câmara Municipal de Ponte de Lima (cm-pontedelima.pt)	22/05/2015
Municípios alto-minhotos associam-se a candidatura de Cerveira pelo desporto inclusivo	Município de Vila Nova de Cerveira	11/06/2015
O Município de Caminha vai participar nas Olimpíadas Intergeracionais 2015	Câmara Municipal de Caminha (cm-caminha.pt)	11/06/2015
Apresentação do Olympics4All	AltoMinhoTV	12/06/2015
Vila Nova de Cerveira: Olimpíadas Intergeracionais promovem desporto inclusivo	correiodominho.com	12/06/2015
Caminha nas Olimpíadas Intergeracionais	Valemais.pt	15/06/2015
Cerveira recebe o projeto Olympics4All em Setembro	ValeMais.pt	24/06/2015
O concello de Tomiño e a Câmara de Vilanova de Cerveira participan nas "Olimpiadas Interxeneracionais 2015"	Concello Tomiño	14/08/2015
Tomiño y Cerveira participarán en las Olimpiadas Interxeneracionais com otros equipos europeos	Faro de Vigo	16/08/2015
Tomiño y Vilanova de Cerveira participan en las Olimpiadas Interxeneracionais 2015	Telemariñas	17/08/2015
O Concello de Tui participará como Eurocidade Tui-Valença nas Olimpíadas Interxeneracionais de Vila Nova de Cerveira	Concello de Tui	20/08/2015
Tomiño y Cerveira se dan la mano en el deporte	Atlántico – A. Metropolitana	20/08/2015
Cerveira assinala Semana Europea do Desporto com Olimpíadas Intergeracionais	GaliciaSuroeste	22/08/2015
Vila Nova de Cerveira: Olimpíadas Intergeracionais promovem desporto inclusivo	Correio do Minho	25/08/2015
Cerveira assinala Semana Europea de Desporto com Olimpíadas Intergeracionais	Câmara Municipal de Vila Nova de Cerveira (cm-vncerveira.pt)	31/08/2015

Desporto inclusivo junta em Vila Nova de Cerveira 320 atletas dos 18 aos 60 anos	Lusa	01/09/2015
Desporto inclusivo junta em Vila Nova de Cerveira 320 atletas dos 18 aos 60 anos	Ominho.pt	01/09/2015
Desporto inclusivo junta em Vila Nova de Cerveira 320 atletas dos 18 aos 60 anos	Antena Minho	02/09/2015
Desporto inclusivo junta em Vila Nova de Cerveira 320 atletas	ocaminhense	03/09/2015
Olimpíadas Intergeracionais com dois embaixadores de ouro	Local.pt	03/09/2015
Olympics4All – Iniciativas	Câmara Municipal de Melgaço	06/09/2015
Hendaye: un jumelage sportif avec le Portugal; Un appel est lancé aux sportifs hendayais afin de participer à des olympiades entre villes jumelées	SudOuest.fr	07/09/2015
Entrevista a Aurora Viães, vereadora de Cultura de Cerveira, sobre as Olimpíadas Interxeracionais	Podcast Radio Municipal de Tui; Magazine y variedades	07/09/2015
Sucesso do Olympics4All assegura continuidade em 2016	Blogue do Minho	10/09/2015
Olympics4All conta com 300 participantes	AltoMinhoTV	11/09/2015
Cerveira: Autarquia e participantes fazem balanço positivo do Olympics4All	Rádio Vale do Minho	11/09/2015
Olimpíadas Intergeracionais com dois embaixadores de ouro	Caminha2000.com	11/09/2015
Ponte da Barca fez-se representar nas olimpíadas intergeracionais	Município Ponte da Barca ( <a href="http://www.cmpb.pt">http://www.cmpb.pt</a> )	11/09/2015
Cerveira: sucesso do Olympics4All assegura continuidade em 2016	O Caminhense	11/09/2015
Monção: Olimpíadas Intergeracionais reforçaram amizade entre comunidades geminadas	correiodominho.com	14/09/2015
Olimpíadas Intergeracionais reforçam amizade entre comunidades geminadas	Câmara Municipal de Monção ( <a href="http://cm-moncao.pt">cm-moncao.pt</a> )	14/09/2015
Sucesso do Olympics4All assegura continuidade em 2016	Rádio Geice	14/09/2015
Paredes de Coura nas Olimpíadas Intergeracionais 2015	Padornelo	14/09/2015
Olympics4All é para repetir em 2016	Rádio Alto Minho	14/09/2015
APPACDM de Viana do Castelo realiza demonstração de circuito em cadeira de rodas no Olympics4All	APPACDM-viana.pt	15/09/2015
Sucesso do Olympics4All assegura continuidade em 2016	Caminha2000.com	18/09/2015
Hendaye aux Olympiades intergénérationnelles 2015	La Semaine du Pays Basque	24/09/2015
Desporto inclusivo junta em Vila Nova de Cerveira 320 atletas dos 18 aos 60 anos	ominho.pt	01/10/2015
Alegria, convívio e desporto marcam o Olympics4All	Minho Digital	02/10/2015
Olimpíadas Intergeracionais com dois embaixadores de ouro	Infogauda	05/10/2015



Quim Sá conquista ouro em Cerveira	Notícias de Coura	06/10/2015
Recherche de candidats aux Olympiades intergénérationnelles	Ville D'Hendaye – Hendaiako Herriko Etxea	07/10/2015
Olympics4All – Olimpíadas Intergeracionais	infouniminho	07/10/2015
Olimpíadas Intergeracionais promovem desporto e reforçam amizade	Município de Monção	07/10/2015
Caminha participa nas olimpíadas Intergeracionais 2015	Correio do Minho	07/10/2015
Cerveira assinala Semana Europeia do Desporto com Olimpíadas Intergeracionais	GaliciaSuroeste	22/08/2015
Tui participará como Eurocidade Tui-Valença nas Olimpíadas Interxeneracionais de Vila Nova de Cerveira	Xornal de Galicia	08/10/2016
Tomiño e VilaNova de Cerveira Participan nas “Olimpiadas Interxeneracionais 2015”	Comarcas na Rede	08/10/2016
Alegria, convívio e desporto marcam o Olympics4All	MinhoDigital.com	19/02/2016
Cerveira assinala Semana Europeia de Desporto com Olimpíadas Intergeracionais	Descla	s.d.
Olympics4All - Olimpíadas Intergeracionais	ViralAgenda.com	s.d.
Olympics4All – Olimpíadas Intergeracionais	info.uniminho.eu	s.d.
Olympics4All - Olimpíadas Intergeracionais	eventos.municípiosefreguesias	s.d.
Vila Nova de Cerveira: Terminam sexta-feira Olimpíadas Intergeracionais	Rádio Geice (radiogeice.com)	s.d.
Olympics4All – Olimpíadas Intergeracionais	heyevent.com	s.d.
Olympics4All – Olimpíadas Intergeracionais	Allevents.in	s.d.
Olympics4All - Olimpíadas Intergeracionais	www.evensi.com	s.d.

Table 1 – Published news

## HOLDING OF PRESS CONFERENCE

In a perspective of presentation and dissemination of the Project and the involvement of the whole district, a press conference was held.

The press conference, held on 11 June in Ponte de Lima, and in the context of the Intermunicipal Community of the Minho-Lima meeting (Comunidade Intermunicipal do Alto Minho), with the participation of various representatives of the partner municipalities, consisted in the launching event of the Project.

In addition to the evidence presented below, the [annex 3](#) contains the registration activity.



## **CREATION OF THE ONLINE PLATFORM**

Also within the dissemination of the project, but mainly with the aim of establishing a work network, the portal <http://www.olympics4all.eu> was created.

This online platform consisted in a space of debate and forum, promoting the practice of physical activity in the elderly, preparing and motivating the participants for the Olympics. Furthermore, it also assumed an informative and supportive role to participants, providing all documentation and clarifications required for the participation.

The platform allowed to present and frame the Project, its objectives and meet the skills and responsibilities assigned to the various teams of the organization. The society and the general public, through the news and information on the platform, obtained access to the development of the Project, allowing them to monitor and watch the event.

Apart from this, several information was also provided especially directed to participants. This information refers to Vila Nova de Cerveira, the twinned towns and their participants, transport schedules, event locations and distribution of teams in the accommodation places, as well as the regulations of all sports activities and results.



Figura 1 - Homepage <http://www.olympics4all.eu>

The portal content are detailed in [Annex 4](#).

In addition, the event was even disseminated on social networks, enabling the sharing of news, multimedia content and information related to the Olympics.

## **DISSEMINATION WORKSHOPS, MEETINGS OF RECRUITMENT AND SELECTION OF PARTICIPANTS**

Defined the municipalities involved and twinning participants, created the image of the Project and the communication support, publicly presented the Olympics and created the online platform, the next step were workshops of dissemination of the event and meetings of recruitment and selection of the participants.

The recruitment process and selection of the participants focused constantly on the target groups aimed. It is necessary to emphasize that the Project contemplated the involvement of seniors with low levels of sports practice and with less access to sports equipment for the practice of sport in communion with the involvement of young people with previous training in the area of sport or young athletes or former athletes.

In this way, and considering the proximity between the partner organizations and the defined target audience, it was assumed to be strategic the involvement and responsibility of the partner municipalities in this activity.

Following this guidance, and with the support of the organising body, several local members of the network of partner municipalities were involved. Therefore, many municipal social networks and, consequently, multiple Private Social Welfare Institutions, Seniors Associations, local Sports Associations, among others were involved.

In order to support the process of recruitment and selection of participants, a registration form for the event was created which was available to the partner organizations and also on the Olympics website ([Annex 5](#)).

Recruitment and selection procedures carried out with the partners, involved the holding of workshops of dissemination of the event and recruitment and selection meetings with the candidates willing to participate.

These meetings were held during the months of May, June and July, in all the towns involved in the Project, accounting a total of 17 dissemination workshops and 11 preparatory meetings of recruitment and selection of participants, involving representative institutions for elderly and youth and providing the efficient capture of the target audience defined in the application ([Annex 6](#)).

The following table presents the meetings and workshops held during the dissemination of the project

<b>Preparatory Meetings Recruitment</b>		
Date	Venue	N.º Participants
04-05-2015	Município dos Arcos de Valdevez	2
05-05-2015	Município de Ponte de Lima	3
05-05-2015	Município de Ponte da Barca	2
06-05-2015	Município de Melgaço	2
06-05-2015	Município de Monção	2
07-05-2015	Município de Caminha	3
07-05-2015	Município de Viana do Castelo	3
12-05-2015	Município de Vila Nova de Cerveira	2
12-05-2015	Município de Paredes de Coura	4
13-05-2015	Município de Valença	3
13-05-2015	Município de Tui	2

**Workshops de Disseminação**

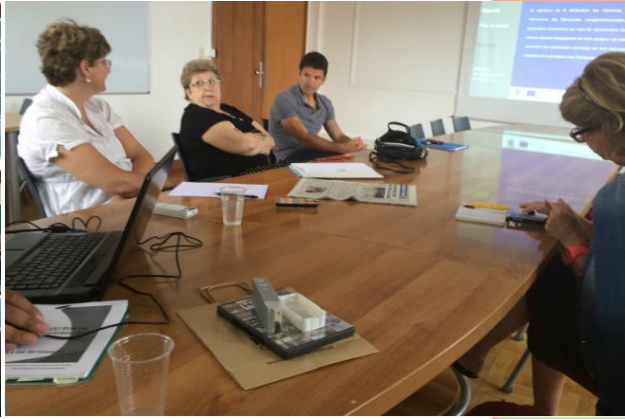


Data	País	Local	N.º de participantes	N.º de técnicos/as participantes
19-05-2015	Portugal	Município de Ponte de Lima	17	3
23-05-2015		Município de Vila Nova de Cerveira	13	5
25-05-2015		Município de Paredes de Coura	9	2
27-05-2015		Município de Monção	6	2
28-05-2015		Município de Melgaço	11	3
29-05-2015		Município dos Arcos de Valdevez	10	2
05-06-2015		Município de Viana do Castelo	15	3
08-06-2015		Município de Caminha	14	2
20-06-2015		Município de Valença	29	2
02-07-2015		Espanha	Lobios	9
24-07-2015	Tomiño		8	1
07-07-2015	França	Cenon	5	2
08-07-2015		Hendaye	4	2
09-07-2015		Tarascon-sur-Ariège	5	2
09-07-2015		Lavelanet	5	2
13-07-2015		Pontault-combault	4	2
13-07-2015		Dammarie-les-lys	4	2

Table 2 - List of meetings and workshops held during the dissemination of the project and recruitment of participants

Below are presented some of the photographic records of the preparatory meetings and workshops held.









## **PREPARATION OF PARTICIPANTS FOR THE OLYMPICS**

Finalized the recruitment process and selection of the participants, the preparation of the teams began.

Various training sessions were held with teams, coordinated by a technician from each municipality. These sessions comprised all sports and traditional games included in the Olympics.

In addition to the preparatory character in physical terms, these training sessions strengthened the relationship between the participants, consequently reinforcing the constituted twinnings.



## **PURCHASE OF MATERIALS AND LOGISTICS**

Included in the preparation of the Olympic Games, it was necessary to purchase sports materials, arrange journeys and accommodation for the participants, as well as all the coordination of transportation of the participants from the Minho-Lima municipalities.

## **PREPARATION MEETINGS**

The preparation of the Olympics also demanded the holding of meetings by the Executive Committee in order to effectively guide the work. The records of the preparatory meetings can be found in [Annex 7](#).



## CARRYING OUT OF THE OLYMPICS

The vast work of preparation, described formerly, culminated in the carrying out of the Olympics.

The Intergenerational Olympics contemplated the practice of eight sports, divided between traditional games and sports competitions.

With regard to the traditional games, these included Breaking the pot game, Tug-of-war, Quoits and Pétanque. These games were held in the “Castelinho” Leisure Park and Rafael Pedreira Stadium.

In relation to the sporting competitions, these consisted in athletics, basketball, football (championship of 7) and swimming. The launch of weight, relay race and 1500 metres race were the modalities included in athletics. With regard to swimming, this included individual and group competitions.

The “Castelinho” Leisure Park was the place where the basketball competitions were held, while football was held in the football stadium. The athletics competitions were held at the pier of the Minho River and at the stadium, whilst the swimming competitions took place in the swimming pools of the INATEL Cerveira Hotel, as the municipal swimming pools of Vila Nova de Cerveira were under refurbishment works.

In this chapter, the indicators related to the Olympics and its participants will be presented and described.

Involving 3 countries, 14 locations and 207 participants (including the delegates) the Olympics were held on the planned dates. Integrated in the organization of the event were 31 young volunteers who were involved in the initiative, accompanying the participants during the whole stay and supporting the team organizer of the event in logistical issues. This number also added 30 employees of the municipality of Vila Nova de Cerveira, from various functional areas, whose performance was essential to the accomplishment of the Olympics. The distribution of participants according to the locality involved is presented in the following graph.



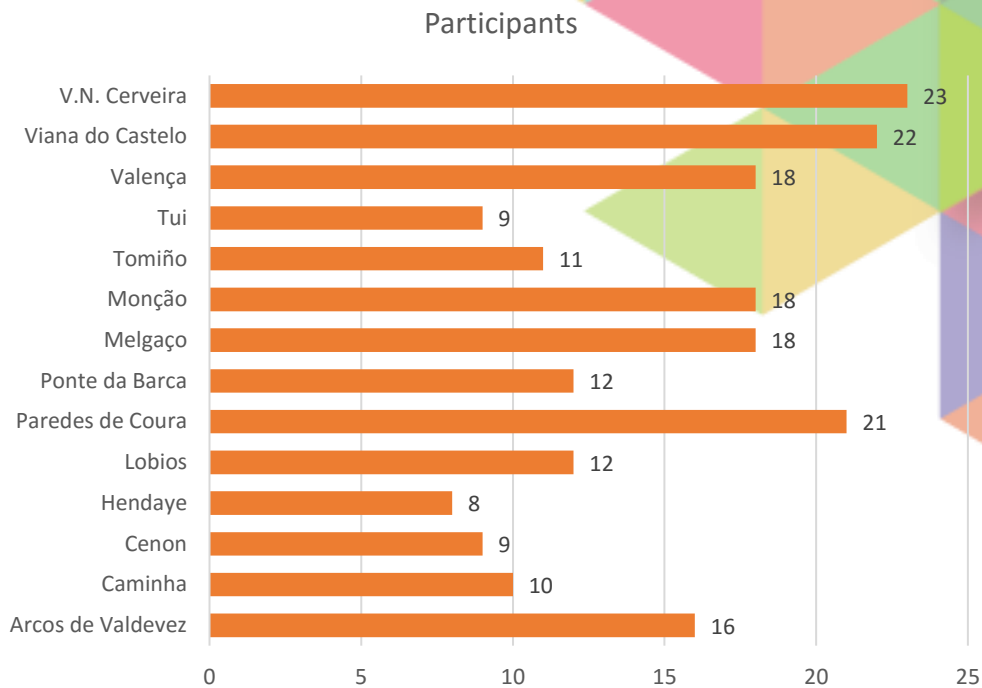


Figure 1 - Distribution of participants in the Olympics by Municipality

After analysing the participations it is highly noted the involvement of 3 Spanish locations (Tui, Tomiño and Lobios), totalling more than 30 Spanish participants. The French participation in the Olympics contemplated the involvement of 8 participants of the town of Hendaye and Cenon twinned respectively with the municipalities of Viana do Castelo and Paredes de Coura.

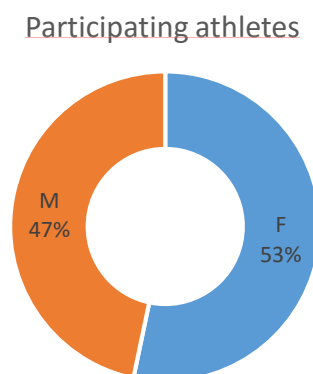
It is important to refer that from the 20 locations predicted in the application, 6 locations did not participate in the Olympics. Despite the persistent work to establish contacts between the organization and those entities and the meetings held in these locations, there was the cancellation of the participation of a Portuguese location (Ponte de Lima) and respective Spanish twinning location (Xinzio de Lima) and four French locations.

The French locations were the ones that showed a higher rate of withdrawal, having participated in only two of the six locations predicted initially in the application. The withdrawal of the French locations seem to foresee an increased difficulty in maintaining the involvement and commitment of more distant locations. Through the satisfaction questionnaire administered by the Delegate of Hendaye it was discovered that a greater

advance in information from participants could facilitate the organization of participation and thus possibly reduce the rate of withdrawal of French municipalities in relation to the Project. The delegate of Cenon also referred that the difficulty experienced in the initial communication between French cities and the respective twin locations and the articulation of the details regarding date (early September) made it difficult to mobilize participants in these locations.

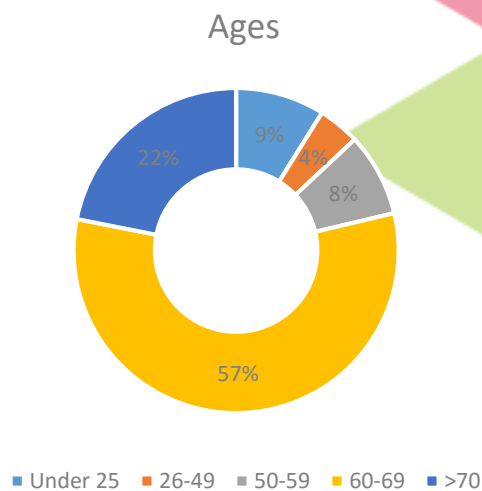
However, and despite the withdrawal of these 6 locations, the participation of more than 200 people in the Olympics demonstrates a strong involvement of the participating locations and a strong adherence to the Project from the people of these towns.

Regarding the distribution of participants according to gender, it should be noted that during the process of recruitment and selection there was a concern to ensure a balanced representation of men and women. As we can see in the following chart that procedure was successfully implemented, and the Olympics were able to involve a balanced participation between genders.



*Figure 1 - Distribution of participants of the Olympics by Gender*

The participation of different generations consisted of a basic assumption of the project. Although aimed at a more advanced age population, the transgenerational nature of the Project included the interaction and mutual learning between generations. In order to achieve this goal it was crucial to ensure the involvement of these generations, as shown in the following chart. Despite a higher participation rate of the age group over 60 years old, we can see a significant participation of younger athletes.



*Figure 2 - Distribution of participants of the Olympics by Age Level*

Throughout the Olympics, and as defined in the schedule, several working meetings were held in order deal the results of the competition, adjust aspects of organization and share input and perspectives about the event.

Regarding the timing of the Olympics, the event followed the set schedule, having been necessary to readjust some aspects throughout the preparation and holding of the event, including locations of certain sporting activities.

The results obtained by the participating teams in the different sports and respective ratings are available on the site <http://www.olympics4all.eu>.

Starting on September 6, the first day of the Olympics consisted in the displacement of the participating teams to Vila Nova de Cerveira. After the teams arrived, the reception of the committees was made and the participants were welcomed.

In order to ensure an efficient conduct of the Olympics, on the first day the Executive Committee, Technical Team and delegates met together with other teams involved in carrying out the Olympics. In this meeting were shared the various aspects related to the event, provided guidance and clarifications and transmitted the principles of organization and collaboration ([Annex 8](#)).



The first day ended with the Olympics Opening Ceremony, held at the “Cineteatro” of Vila Nova de Cerveira, which was attended by the Honour Committee, Executive Committee, staff delegates, participating athletes, Sports and Social Associations of the region and the public in general.



The remaining days of the Olympics were dedicated to carrying out the sports previously set. In addition to these, during the event technical meetings were held between the Executive Committee and the delegates, coordinating the implementation of the Olympics, sharing improvement actions and gathering the scores obtained ([ANNEX 0 - Presentation Olympics](#)).



The Olympics, in addition to its sporty, transnational, intergenerational and with no gender character, possessed an important inclusive aspect. During the event several awareness-raising actions related to motor disability carrier citizens were held.

With the support of the Portuguese Association of Parents and Friends of Mentally Deficient Citizens (APPACDM) wheelchair routes were promoted, arousing the constraints experienced by people with reduced mobility in their daily lives.





In addition to these activities, a musical show was carried out, providing a moment of cultural interaction between the participants.



The closing ceremony consisted in a moment of conviviality and interaction between the participants, contributing to mutual understanding between different generations of participants coming from different countries.

In this event, medals of participation, individual and collective awards were handed out. The testimonies and sharing experiences contributed to the strengthening of the role of sport in health promotion.



Concluded the Olympics it is important to mention the meeting held on 15 September, between the municipality of Vila Nova de Cerveira and the School of Sport and Leisure, where various aspects were discussed, namely the continuity of the Project,

appreciations, certificates, the seminar, the evaluation of the initiative among the delegates and other logistic aspects.

## **YOUTH ENTREPRENEURSHIP AND INTERNATIONAL SEMINAR ON INCLUSIVE SPORT**

During the Olympics, moments of sharing and acquisition of knowledge and expertise by the younger people were provided, through informal and non-formal education transmitted by the elders, promoting a new look at the issues of aging, stimulating and recovering traditional games and promoting lifelong learning.

In order to promote the creation of youth entrepreneurship projects, applying the knowledge gained to the reality of each municipality of the young participants, sport and physical activity programs were designed adjusted to the elderly, to be applied by the youth with skills in the area of sports participating in the Olympics.

In order to ensure the carrying out of these projects, after the Olympics in September 2015, guideline files were provided to the young people who participated in the event for the development of the entrepreneurship project. These files were provided on the [Annex 10](#).

In addition, and in order to support and encourage these youth entrepreneurship projects, meetings were held in various locations throughout the Project, in order to monitor and support the survey, design and implementation of these projects ([Annex 11](#)).

<b>Date</b>	<b>Venue</b>	<b>Subject</b>	<b>Nº Participants</b>
20/11/2015	Cerveira/ Tomiño	Intergenerational Olympics - Youth Projects	6
16/12/2015	Paredes de Coura	Intergenerational Olympics - Youth Projects	4
21/12/2015	Monção	Intergenerational Olympics - Youth Projects	4
23/12/2015	Valença	Olimpíadas Intergeracionais – Projeto Jovem	3
08/01/2016	Viana do Castelo	Intergenerational Olympics - Youth Projects	5



03/02/2016	V.N. Cerveira	Meeting by videoconference with French 3 municipalities - Youth Entrepreneurship Projects
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Table 3 – Meetings - Youth Projects

The International Seminar on Inclusive Sport, held on 6 April 2016, consisted in an activity that aimed to discuss and deepen the methodologies and integration in sport of the most disadvantaged populations in the countries participating in the Project (Portugal, Spain and France).

For the organisation and preparation of the International Seminar, preparation meetings were held, involving delegates in order to distribute tasks and adjust the various components of the event ([Annex 12](#)).

Still within the framework of the preparation of the International Seminar, various telephone contacts were made in order to transmit the issues discussed at the meeting held on 26/02/2016, request feedback about the youth entrepreneurship projects and good practices in the municipalities, inviting municipalities to attend the next meeting and deal with the logistics aspects inherent to the participation of each Municipality in the Seminar.

Through the extensive work of preparation of the Seminar, described previously, it was possible to define the program of the Seminar.


In the following table are listed the news and references in various media for the International Seminar.

Title	Agency/Organ	Date
Cerveira recebe Seminário Internacional de Desporto Inclusivo	Câmara Municipal de Vila Nova de Cerveira	30/03/2016
Cerveira recebe Seminário Internacional de Desporto Inclusivo a 6 de abril	Alto Minho TV	30/03/2016
Cerveira recebe Seminário Internacional de Desporto Inclusivo	<a href="http://bloguedominho.blogs.sapo.pt">http://bloguedominho.blogs.sapo.pt</a>	30/03/2016
Desporto inclusivo em debate na quarta-feira em Vila Nova de Cerveira	Rádio Alto Minho	04/04/2016
Cerveira recebe Seminário Internacional de Desporto Inclusivo	Cerveiranova.pt	05/04/2016

Cerveira acolhe Seminário de Desporto Inclusivo esta quarta-feira	Rádio Vale do Minho	06/04/2016
Olimpíadas Intergeracionais: Da teoria à prática, um exemplo a seguir	Olympics4all.eu	06/04/2016
Cerveira recebe Seminário Internacional de Desporto Inclusivo   Altominho TV	Youtube.com, Alto Minho TV	06/04/2016
Paredes de Coura participou no Seminário Internacional Desporto Inclusivo, em Vila Nova de Cerveira. O encontro assinalou o encerramento das Olimpíadas Intergeracionais (Olympics4all) que decorreram em Setembro de 2015	Página do Facebook do Município de Paredes de Coura	06/04/2016
Olimpíadas Intergeracionais: Da teoria à prática, um exemplo a seguir	<a href="http://www.galiciasuroeste.info">http://www.galiciasuroeste.info</a>	07/04/2016
Cerveira: Mais de duas centenas marcaram presença no Seminário do Desporto Inclusivo	Rádio Vale do Minho	07/04/2016
Seminário Internacional de Desporto Inclusivo Olympics4All Cerveira 2015 Reportagem Alto Minho Tv	Página do Facebook do Município de Vila Nova de Cerveira	07/04/2016
Olimpíadas Intergeracionales, el deporte no tiene edad	<a href="http://www.gruposcomunicaciongalicia.com">www.gruposcomunicaciongalicia.com</a>	07/04/2016
OLIMPÍADAS INTERGERACIONAIS: DA TEORIA À PRÁTICA, UM EXEMPLO A SEGUIR	Infominho.com	07/04/2016
Olimpíadas Intergeracionais: Da teoria à prática, um exemplo a seguir	Câmara Municipal de Vila Nova de Cerveira	07/04/2016
Olimpíadas Intergeracionais: Cerveira recebe Seminário Internacional de Desporto Inclusivo	Rádio Geice	07/04/2016
Após as olimpíadas intergeracionais, Vila Nova de Cerveira vai receber um seminário internacional de desporto inclusivo	<a href="http://esposendealtruista.blogspot.pt">http://esposendealtruista.blogspot.pt</a>	08/04/2016
Apos Olimpíadas Intergeracionais, Cerveira Recebeu Seminário Internacional de Desporto Inclusivo	<a href="http://www.minhodigital.com">http://www.minhodigital.com</a>	08/04/2016
Seminário Internacional Desporto Inclusivo	Câmara Municipal de Viana do Castelo	s.d.
Cerveira recebe Seminário Internacional de Desporto Inclusivo	Olympics4all.eu	s.d.
Cerveira recebe Seminário Internacional de Desporto Inclusivo	Caminha2000.com	s.d.

Table 4 – Published news

The event started with the Opening Session, with the participation of the Mayor of Vila Nova de Cerveira and the representative of the Polytechnic Institute of Viana do Castelo. Subsequently, the first panel on the theme "Quality of Life in the Third Age" had as sub-themes "Exercise and Longevity", thematic approached by César Chaves (Assistant



Professor at the School of Sport and Leisure of the Polytechnic Institute of Viana do Castelo, "Monitoring and Evaluation of Exercise", which had as speaker John Calhoun (Assistant Professor at the School of Sport and Leisure of the Polytechnic Institute of Viana do Castelo, "Parkinson and Aquatic Activity" presented by Professor José M<sup>a</sup> Cancela, of the University of Vigo and "Physical Activity and Psychological Gains in Elders" presented by Professor Carla Faria da School of Education of the Polytechnic Institute of Viana do Castelo ([Annex 14](#)).

The second panel had as theme "All for Sport –Intergenerationality in Sport" and had as guests the various athletes who shared their testimony with regard to the practice of physical exercise.

The third panel "Intergenerational Olympics 2015" was based on the presentation of the Youth Entrepreneurship Projects, analysis of good practice in the municipalities of Alto Minho and the presentation of testimonies of participation in the Olympics ([Annex 15](#)).

The final part of the Seminar was based on the evaluation of the Olympics Project, with the presentation of good practices and suggestions in relation to the Project.

Three innovative projects to promote physical activity in the senior population were also presented at the Seminar, designed by Portuguese, Spanish and French young people who participated in the Olympics, some of which are already being put in practice in partner municipalities of the Project ([Annex – 17](#)).

The event was attended by over 240 people (considering the presence of people who didn't sign the register of attendance), coming from the most diverse locations: Vila Nova de Cerveira, Tomiño, Paredes de Coura, Melgaço, Viana do Castelo, Valença, Monção, Arcos de Valdevez, Caminha, Paredes de Coura and Tui. In addition to the participants from these municipalities, there were also students from the School of Tourism and Leisure of the Polytechnic Institute of Viana do Castelo ([Annex – 18](#)).





**OLYMPICS HALL CERVEIRA**

**PROGRAMA**

**SEMINÁRIO INTERNACIONAL DESPORTO INCLUSIVO**

**06 ABRIL 2016**  
**INATEL**  
**V. N. DE CERVEIRA**

9:30 Sessão de Abertura  
 Apresentação da Comissão Organizadora do VII Fórum de Cerveira  
 João Passado Brito Rodrigues  
 Apresentação do Trabalho Realizado no âmbito do Projeto de Inovação  
 Na Inclusão  
 Filipe de Matos

10:00 - Coffee break

10:15 - **Panel I - Qualidade de Vida na 3.ª Idade**  
 10:20 - Exercício e Longevidade  
 José Gomes - Professor Doutor da FEUP-FCUP  
 10:30 - Monitorização e Avaliação do Exercício  
 João Gomes - Professor Doutor da FEUP-FCUP  
 11:00 - Coffee break

11:15 - **Workshop e Atividade Aquática**  
 José M. Gomes - Professor Doutor da FEUP-FCUP  
 11:45 - **Atividade Física e Doenças Patológicas**  
 José Maria Nunes  
 Sónia Paiva - Professora Doutora FEUP-FCUP  
 Susana Silva - Mestranda Doutora da FEUP-FCUP  
 12:00 - Almoço

12:15 - **Panel II Todos pelo Desporto**  
 12:20 - A Interdependência do Desporto  
 14:00 - Atividade Desportiva  
 Professor João Gomes - Professor Doutor da FEUP-FCUP

14:15 - **Panel III Interdependência Olímpica 2016**  
 14:20 - Projetos de Atividade Física nos municípios  
 do Alto Alentejo  
 15:15 - Projetos de Empreendedorismo Juvenil  
 15:45 - Testemunho de Participantes nas Olimpíadas  
 Interdependência  
 Moderador: João Nunes - Técnico Superior de Ciências Desportivas  
 do Tênis de Mesa de Cerveira  
 16:15 - Coffee break

16:30 - Avaliação do Projeto Olímpico,  
 Base Teórica e Resultados  
 Mónica Botelho  
 Aurora Viana - Mestranda de Ciências Desportivas  
 do Tênis de Mesa de Cerveira  
 17:00 - Encerramento

Este projeto encontra-se financiado e apoiado institucionalmente pelo Município de Vila Nova de Cerveira e pela União Europeia através do Fundo Europeu de Desenvolvimento Regional.

**OLYMPICS HALL CERVEIRA**

**Seminário Internacional Desporto Inclusivo**

**06 ABRIL 2016**



**SEMINÁRIO INTERNACIONAL DESPORTO INCLUSIVO**

**CERTIFICADO**

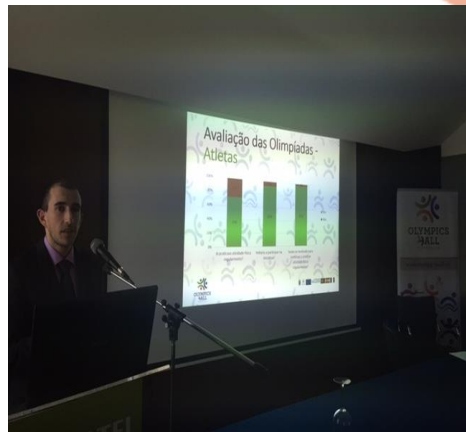
Certifica-se que \_\_\_\_\_ participou no Seminário Internacional Desporto Inclusivo, promovido pelo Município de Vila Nova de Cerveira em parceria com a Escola Superior de Desporto e Lazer -IPVC, no dia 06 de Abril de 2016 no INATEL CERVEIRA HOTEL.

O Presidente do Município de Vila Nova de Cerveira

*Fernando Nogueira*

Fernando Nogueira







## CHANGES TO THE PROJECT

It is described, in this item, the changes made to the project, comparing the original proposal in the application and the final results obtained with the completion of the project.

With regard to changes in timing, no significant changes were made related to the two major events. The Olympics took place during the celebration of the European Week of Sport, between 06 and 11 September 2015, as previously defined. Similarly, the International Seminar took place on the date set, 6 April 2016, coinciding with the World Day of Physical Activity.

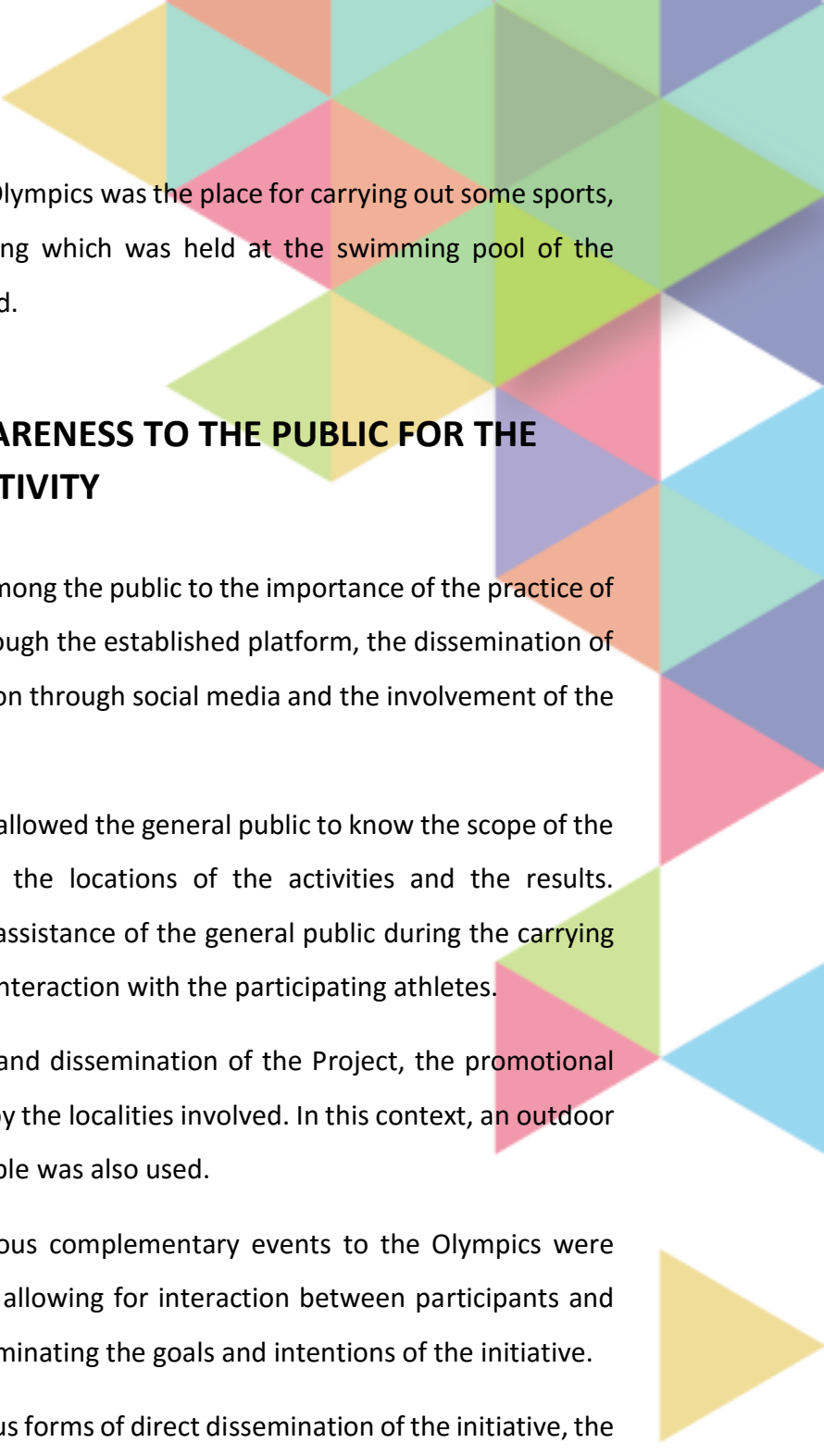
The activity concerning dissemination workshops lasted a little more than expected, having the workshops been carried out in Spain and France in July and not during the months of May and June as previously defined.

With regard to changes made to the partners of the Project, the withdrawal of the six partner towns already mentioned was the primary change in this area. As a result of this change the number of participants was also slightly reduced, despite the efforts carried out by the participating locations in involving a higher number of participants than the one initially stipulated.

As a result, a total of 207 people participated in the Olympics, including delegates (14), youth (19) and elderly (174). To this number must be added about 60 participants in the event, among which 31 young volunteers and 30 employees of the municipality of Vila Nova de Cerveira.

With regard to the activities, they were as defined, they were all carried out, as described in previous chapters.

Only two small changes were made to the activities defined. With regard to the online platform for dissemination and working network, the address previously set was changed.



The other change made during the Olympics was the place for carrying out some sports, particularly with regard to swimming which was held at the swimming pool of the INATEL Hotel, as formerly mentioned.

## **DISSEMINATION AND AWARENESS TO THE PUBLIC FOR THE PRACTICE OF PHYSICAL ACTIVITY**

The dissemination and awareness among the public to the importance of the practice of physical activity was carried out through the established platform, the dissemination of the materials created, communication through social media and the involvement of the volunteers.

The platform created, as described, allowed the general public to know the scope of the project, the activities carried out, the locations of the activities and the results. Accordingly, it was guaranteed the assistance of the general public during the carrying out of the sports competitions and interaction with the participating athletes.

During the phases of presentation and dissemination of the Project, the promotional materials created were distributed by the localities involved. In this context, an outdoor to publicize the initiative to the people was also used.

The possibility of carrying out various complementary events to the Olympics were opened to the general community, allowing for interaction between participants and the community in general and disseminating the goals and intentions of the initiative.

Finally, and in contrast to the previous forms of direct dissemination of the initiative, the recruitment of young volunteers contributed to the indirect dissemination of the initiative with the society. The experience and knowledge gathered from the participation in the Olympics by young volunteers enabled these to have assumed a role of "ambassadors", transmitting experience to the general public.

## EVALUATION OF THE EVENT –INTERGENERATIONAL OLYMPICS

Finalized the Intergenerational Olympics, it was asked to the participants to evaluate the event. To do so, two questionnaires were designed to collect feedback from the participants and delegates.

### PARTICIPATING ATHLETES

Regarding the version intended for the participating athletes, the questionnaire included a quantitative dimension, complemented by a qualitative dimension. The dimensions evaluated focused on assessing the initiative undertaken, satisfaction with accommodation, transportation and meals provided, sports activities offered, evaluation of regulations, interaction between participants generations and the performance of volunteer and staff.

In addition to the evaluation of these dimensions, a survey was still carried out regarding the practice of regular physical activity, the interest of participating again in an initiative like this and the motivation to continue the practice of regular physical activity.

The scale used in these evaluations was a Likert type scale of five points, where 1 represented "very bad" and 5 "excellent" ([Annex 20](#)).

Performed the statistical analysis of the quantitative component, we can see that, overall, the participants evaluated the event very positively.

The fact that no average scores were below 3 points show satisfaction of the participating athletes.

This evaluation, in addition to revealing the success perceived by the participating athletes in relation to the event, demonstrates the great importance assigned to the initiative by the athletes and the success in the implementation of the objectives proposed.

The following graph summarizes the results obtained illustrating the satisfaction of the participants in the different dimensions.

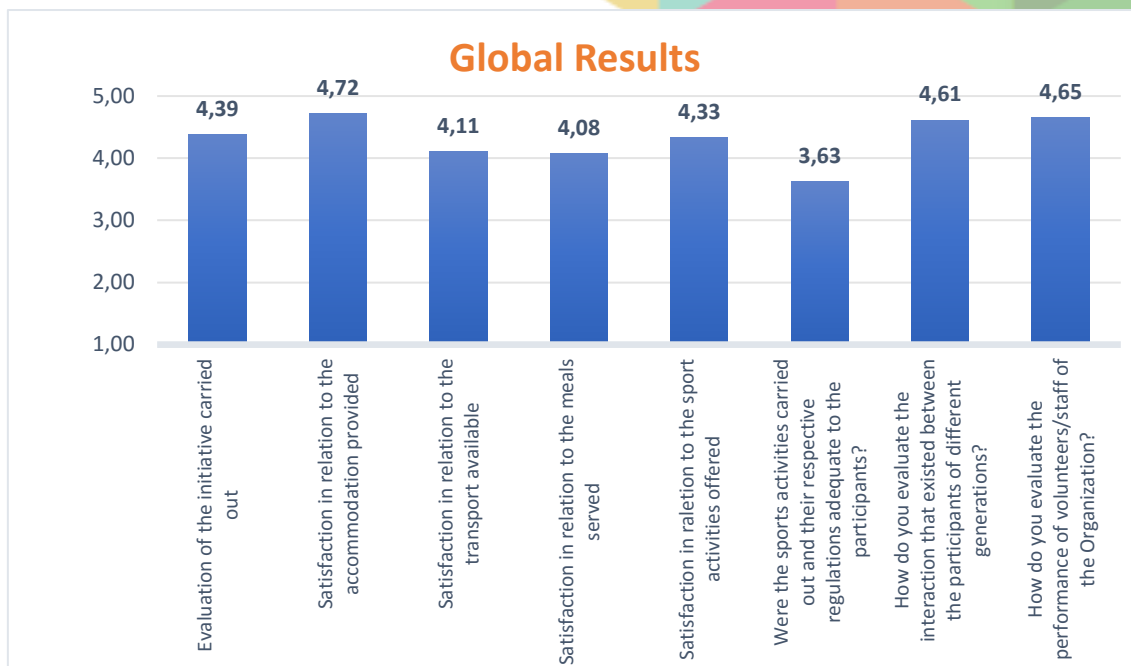


Figure 3 – Evaluation results of the Olympics from the participants

In the following tables are presented the three dimensions with better evaluations, as well as the three dimensions with less positive evaluations in relation to the others.

Top 3	Scores
Evaluation of the initiative carried out	94%
How do you evaluate the performance of the volunteers/staff of the organization?	93%
How do you evaluate the interaction that existed between generations?	92%

Analysing the three dimensions with higher scores we note, first, that the dimension best evaluated was the satisfaction of the initiative carried out. With a close degree of satisfaction, the dimensions related to the performance of volunteers and staff, and the interaction between the participants of different generations complete the Top 3.

Bottom 3	Scores
Were the sports activities carried out and their respective regulations adapted to the participants?	73%

<b>Note:</b> Criteria whose ratings are higher than 75% are not considered.	

Of all the dimensions with lower scores stands out the satisfaction of the adequacy of the regulations of the participants and the respective sports activities. Despite not having been evaluated negatively, the participating athletes identified this dimension as being targeted for improvement.

In addition to the evaluation of satisfaction regarding several dimensions of the Olympics, specific data related to the practice of physical activity by the participants and their receptivity to participate in similar initiatives was also collected.

As a result of the Olympics, and questioned about the motivation to keep practicing physical activity regularly, 97% of the participants responded affirmatively.

Finally, and considering the desire to participate in similar initiatives, 93% of the participants indicated the desire to participate again.

The following graph summarizes the results described previously.

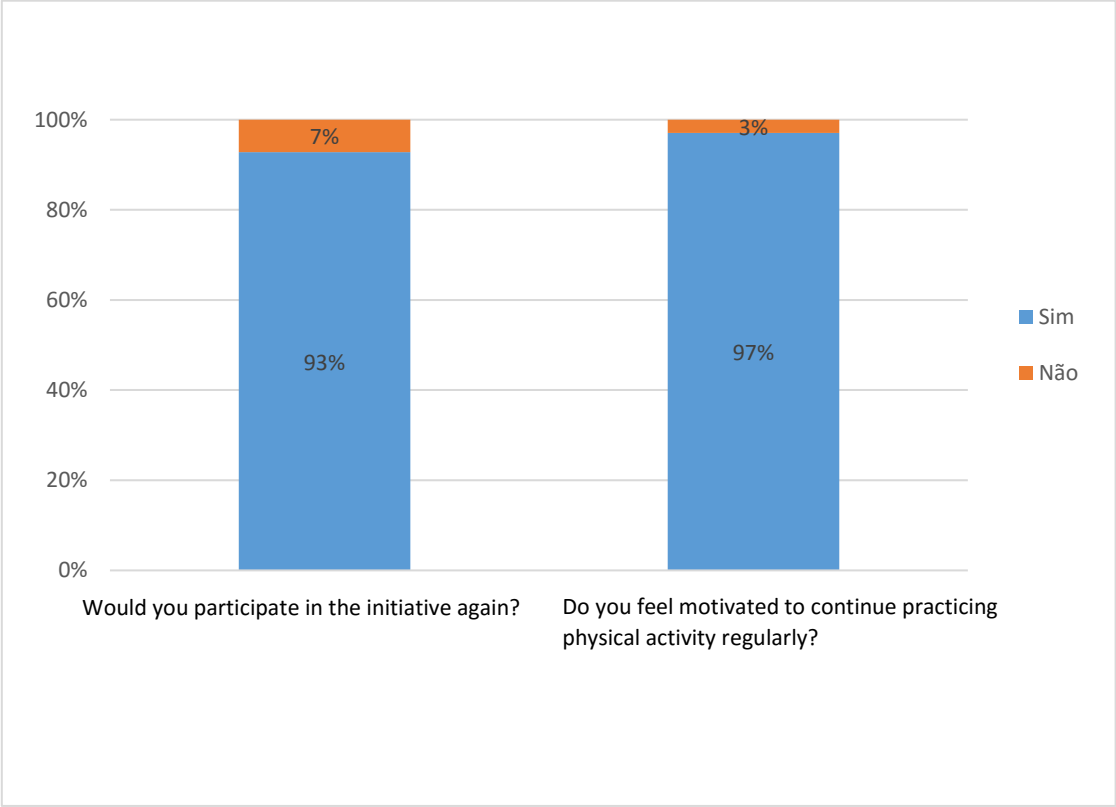


Figure 4 – Results of the analysis of practicing physical activity and the impact of the initiative among the participants

As mentioned previously, the satisfaction questionnaire of the Olympics addressed to the participants included a qualitative component.

Among the general suggestions presented, the desire to continue this initiative and to participate again, the satisfaction with the participation in the event and the opportunity to gain initiative and continue with the practice of regular exercise were highlighted.

As very positive and valued aspects, the exchange with other participating countries and the coexistence with other generations, as well as the receptivity of the population, were emphasized as well.

## DELEGATES

The evaluation carried out among the delegates had as purpose, on the one hand, to understand the satisfaction in relation to the Project and, on the other hand, to evaluate the impact of this initiative in the respective municipalities.

The evaluation by the delegates was conducted through a questionnaire of satisfaction. This questionnaire was made up of a quantitative component, assessed on a 5 point scale where 1 meant "very negative/difficult" and 5 – "very positive/easy", complemented by a qualitative component ([Annex 21](#)).

The following table summarizes the items assessed in the respective dimensions:

Dimension	Criterion
<b>Carrying out and organization</b>	General organization of the event
	Underlying theme
	Communication with the organizing municipality
	Explanation of the objectives of the initiative
	Implementation of the timing of the Olympics



	Support provided by the volunteers
	Support/availability of the Organization
	Location of the event
	Quality of the sports infrastructures
<b>Team and Twinnings</b>	Articulation with the twin location from its municipality
	Dissemination of the initiative in its municipality
	Difficulty in forming the team
<b>Logistics</b>	Transportation available
	Quality of meals
	Quality of accommodation
<b>Regulations</b>	Adequacy of the regulation to sports and traditional games
	Application of scoring criteria of the games
<b>Interaction between Participants</b>	Conviviality/interaction between the elements of its municipality and the twin municipality
	Conviviality/interaction between generations
<b>Complementary Activities</b>	Relevance of the cultural and awareness activities available
	Accessibility and contents of the site <a href="http://www.olympics4all.eu">www.olympics4all.eu</a>
<b>Impact of the initiative</b>	Impact of the initiative in its municipality
	Overall impact of the initiative

*Table 5 - Grouping of evaluation criteria of the Olympics by the delegates per dimension*

The analysis of the results, taking into account the dimensions, features extremely positive results, since all the dimensions obtained positive scores. Only the dimension “Teams and Twinnings” got a score a little lower than the average of the remaining dimensions.

We can identify the dimensions related to the conduct and organization of the event and to logistics as the dimensions better evaluated. In reverse, the dimension related to the establishment of Teams and Twinnings was the one that obtained, less favourable ratings, despite being positive. The remaining dimensions obtained ratings relatively close to each other and significantly higher than the average value.

The average ratings per dimension is presented in the following graph.

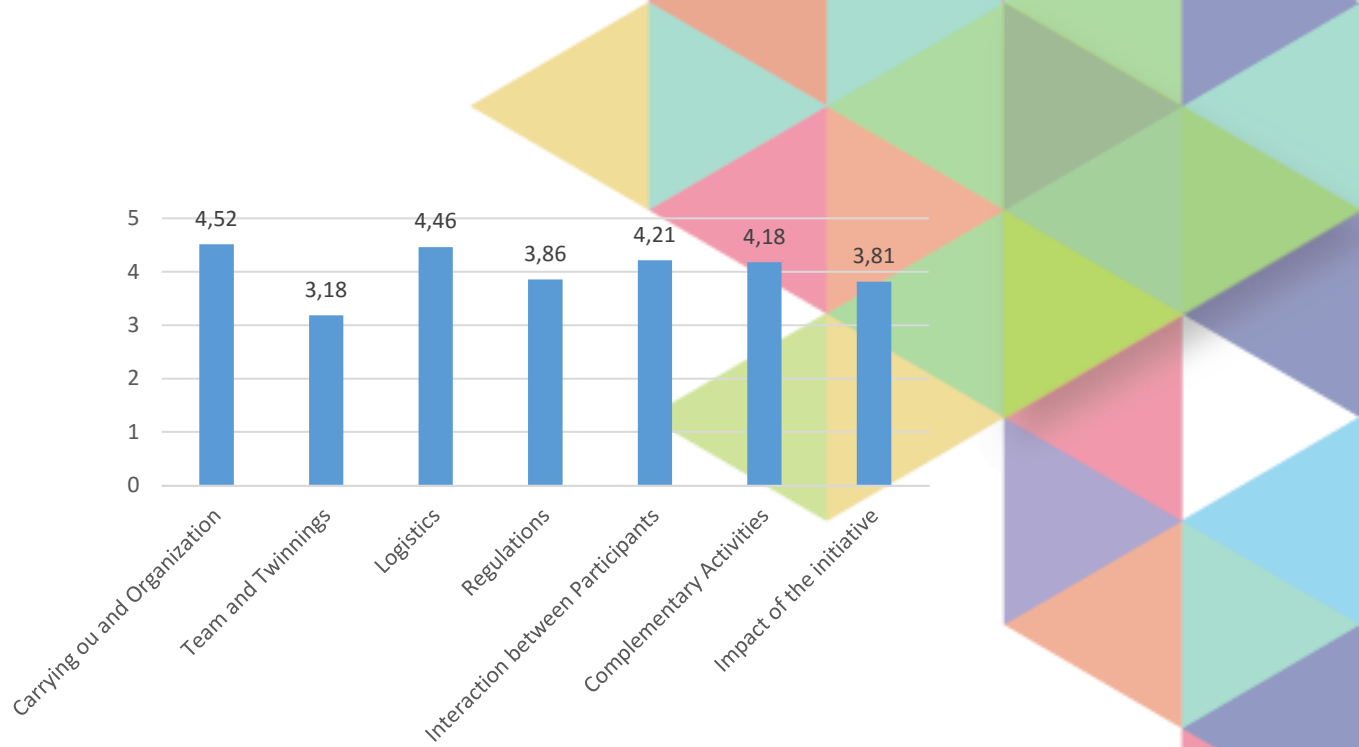


Figure 5 - Results of the evaluation by delegates, per dimension

The results obtained are shown in the following graph.

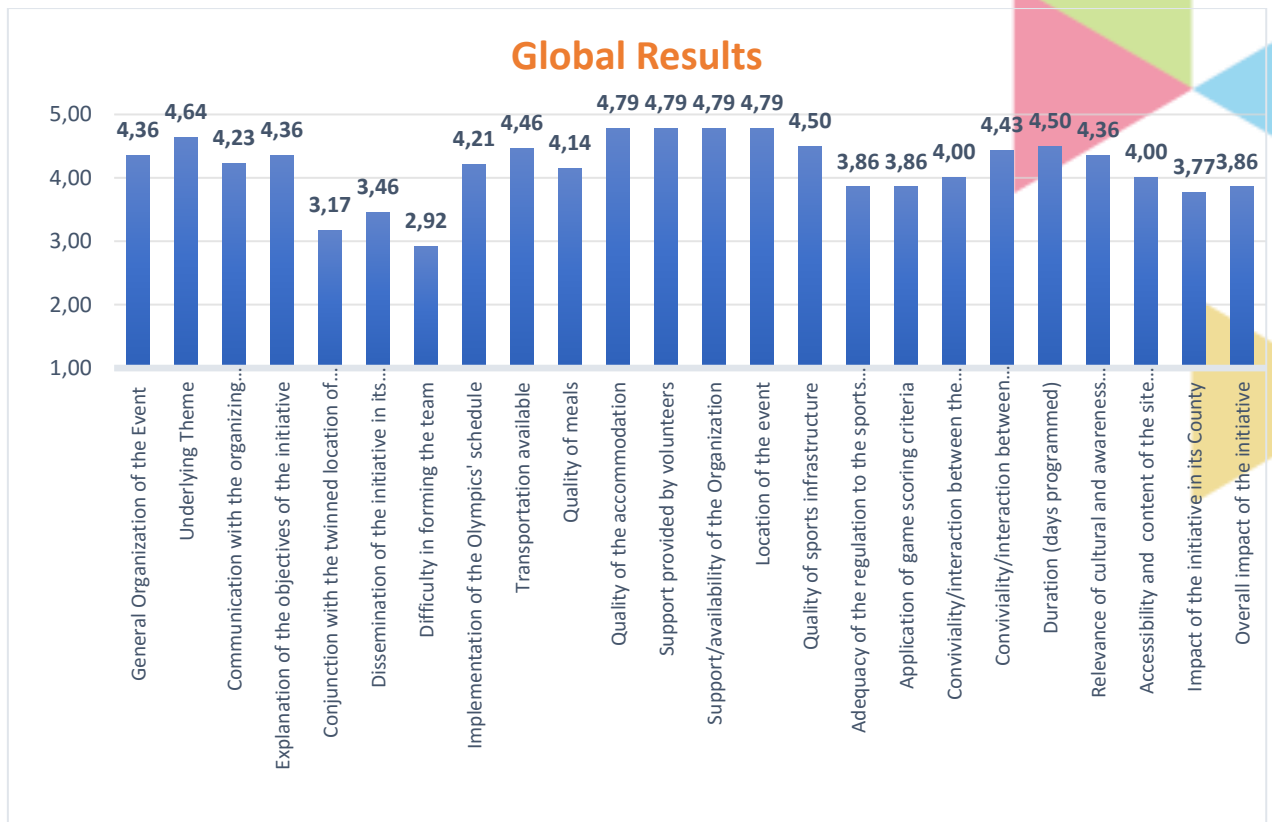


Figure 6 - Results of the evaluation of the Olympics, per criterion, by the delegates

In the following tables are presented the five criteria with the best and less positive evaluations.

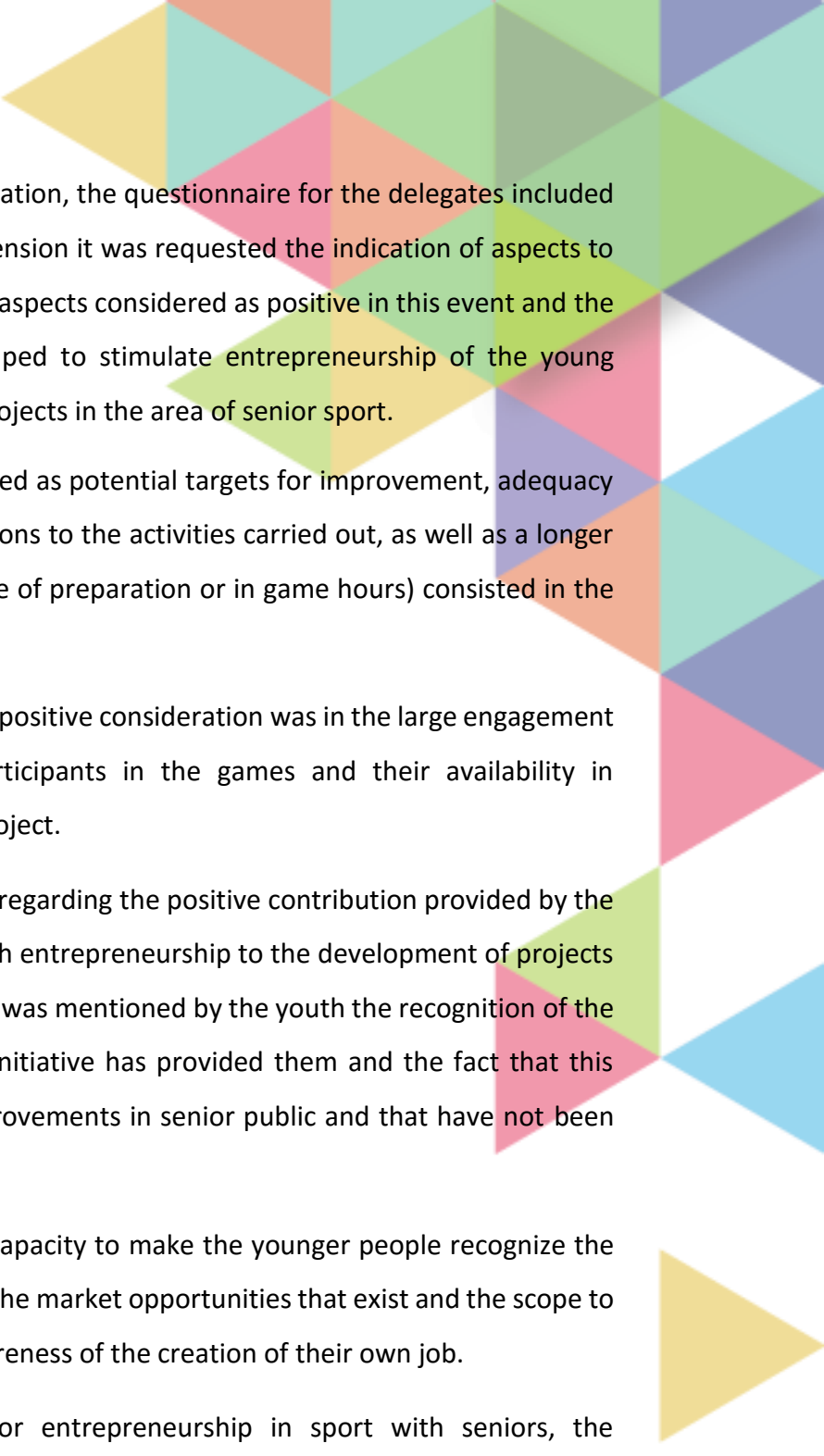
Top 5	Scores
Quality of Accommodation	96%
Support provided by volunteers	96%
Support/availability of the Organization	96%
Location of the event	96%
Underlying theme	93%

Conducting an analysis of the Top 5, it is clear that the majority of criteria that are included in this set obtained the same score.

The criteria that make up the Top 5 relate essentially to the dimension "Carrying out and Organization", namely the satisfaction related to the support provided by the volunteers and organization, the quality of the accommodation and location.

Bottom 5	Score
Difficulty in forming the team	58%
Conjunction with the twinned location of its municipality	63%
Dissemination of the initiative in its municipality	69%
<b>Note:</b> Criteria whose evaluations are greater than 75% are not considered.	

The analysis of the criteria with less favourable ratings reflect the difficulties in the dimension "Team and Twinning", in particular the difficulties of articulation with the twinned location, difficulties in the establishment of the team and in the dissemination of the initiative in the municipalities. In fact, these were the criteria that showed lower satisfaction among the delegates.



In addition to the quantitative evaluation, the questionnaire for the delegates included a qualitative dimension. In this dimension it was requested the indication of aspects to be improved in a next edition, main aspects considered as positive in this event and the opinion on how the event has helped to stimulate entrepreneurship of the young participants in the preparation of projects in the area of senior sport.

With regard to the aspects highlighted as potential targets for improvement, adequacy and strict application of the regulations to the activities carried out, as well as a longer preparation time (either at the stage of preparation or in game hours) consisted in the aspects mentioned the most.

The other aspect that elicited a very positive consideration was in the large engagement of young people with all the participants in the games and their availability in participating/collaborating in the Project.

The opinions have been consensual regarding the positive contribution provided by the event on the empowerment of youth entrepreneurship to the development of projects in the area of senior sport. In fact, it was mentioned by the youth the recognition of the importance and benefits that this initiative has provided them and the fact that this activity has brought significant improvements in senior public and that have not been unnoticed by the youth.

It was also highlighted the event's capacity to make the younger people recognize the interest in working with this public, the market opportunities that exist and the scope to arise new projects and also the awareness of the creation of their own job.

The experience and motivation for entrepreneurship in sport with seniors, the acquisition of knowledge on the needs and potential of seniors in the practice of physical activity and the possibility of young participants to develop initiatives with the respective municipalities for the continuous practice of physical activity were other ways outlined of how the project contributed to youth entrepreneurship.

## EVALUATION OF THE INTERNATIONAL CONGRESS OF INCLUSIVE SPORT

Held on 6 April 2016 at the Inatel Cerveira Hotel, the International Congress of Inclusive Sport intended to be an event able to present and discuss methodologies and practices concerning the integration in sport of the most unfavourable populations.

The involvement of 240 participants in the International Congress (see the attendance record in annex 18) represents a favourable indicator of the ability of the event to attract participants.

In what concerns the evaluation of the International Congress it was requested to participants to indicate their degree of satisfaction with regard to the following aspects: content and themes presented, space and location, speakers, event organization and fulfilment of expectations. To do so, a Likert type scale consisting of 5 points, where 1 meant very dissatisfied and 5 very satisfied was used ([Annex 22](#)).

The characterization of the demographic data collected is presented in the following graphs (analysis of the responses of the participants who filled out the survey).

With regard to the characterization of the participants by age, we found out that most of these were 60 years old or more. It is important to highlight, however, the significant participation rate of people under the age of 25 (24% of the participants).

Participants by age

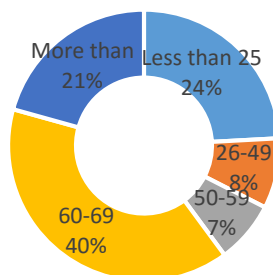


Figure 7 - Distribution of participants in the seminar, by age



The participation of men and women, similar to what happened with the Olympics proved to be balanced. The following graph shows the distribution of participants by sex.

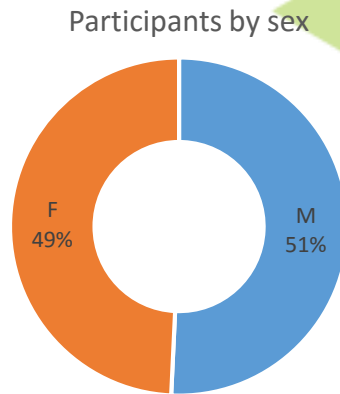


Figure 8 - Distribution of participants in the seminar, by sex

Despite the expected majority of participants in the Seminar having also been participants in the Olympics, there is a significant percentage of "new" participants, i.e. people who did not take part in the Olympics but who were interested in its content and themes presented and discussed at the seminar.

Did you participate in the Olympics?

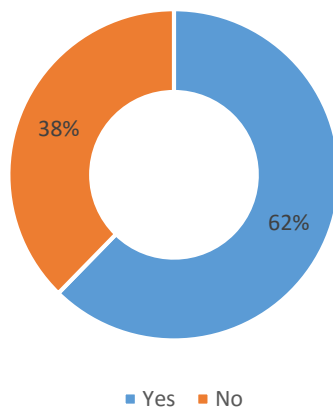


Figure 9 - Distribution of participants in the seminar, depending on the participation in the Olympics

With regard to the 124 participants in the Olympics present at the seminar and who replied to the questionnaire, they were asked if they started practicing physical exercise

regularly after such participation. These two items related to the impact of the Olympics on the practice of physical exercise made it possible to evaluate, after 6 months since its accomplishment, the capacity of the event in promoting the practice of physical exercise.

Asked about the practice of regular physical exercise after participating in the Olympics, almost all of the respondents stated that they continued to practice physical exercise regularly (95%). The data presented demonstrate the ability of the Olympics to promote and create habits of exercising.

After participating in the Olympics, did you start exercising frequently?

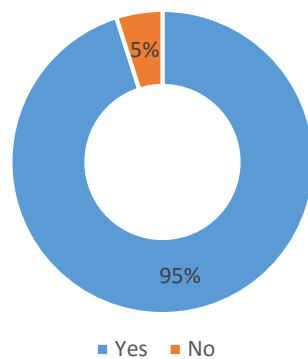


Figure 10 - Percentage of people who participated in the Olympics and that started to practice regular physical exercise

In addition, the question "after participating in the Olympics, the practice of physical exercise ..." was intended to assess the impact of the Olympics on exercising. Through the obtained results we can see that the Olympics, in addition to contribute to the maintenance of the practice of physical exercise, prompted the increase of physical activity in a significant percentage of participants (26%).

After participating in the Olympics exercising...

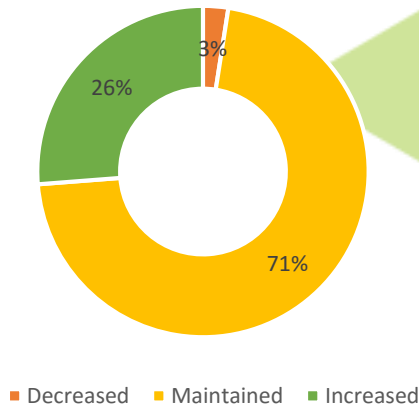


Figure 11 - Percentage of people who participated in the Olympics, by frequency of exercising

The following analysis is to assess the satisfaction of the participants with regard to the Seminar. By examining the following chart it is possible to see that the evaluations performed were clearly positive, having the various items been evaluated with scores higher than four points. The items related to the “Organization of the event” and “Content and themes presented” were aspects in which the participants demonstrated greater satisfaction.

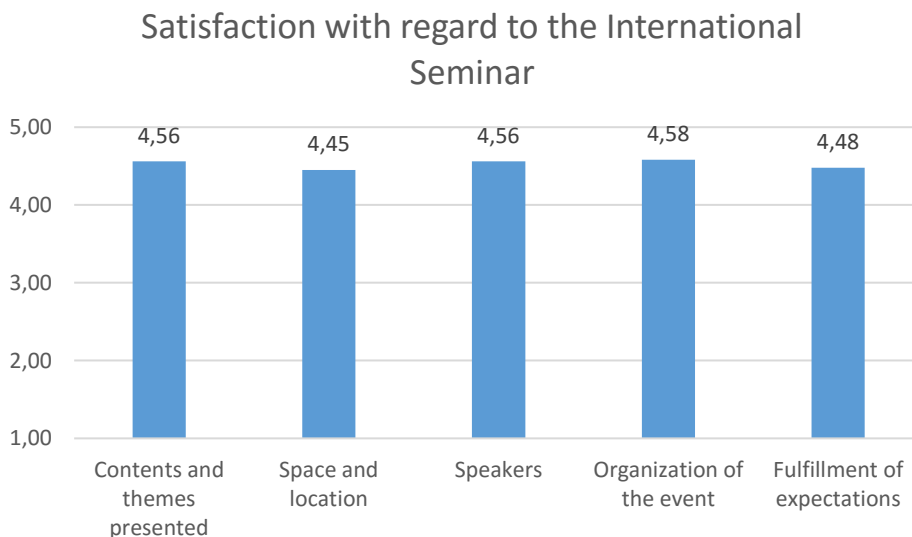


Figure 12 - Evaluation of the International Seminar by participants

## TESTIMONIALS OF DELEGATES

In a perspective of quality control the delegates were asked to give a small testimony about the importance of the Project in the respective municipalities, which are presented below:

Bruno Gigante – Delegate of Viana do Castelo

"This project has aroused and increased interest in physical activity in our group. The impact is very positive. "

Elisa Vilarinho – Delegate of Melgaço

"Participants are now more interested and active and continued with physical activity in their lives. We realize that they even began to involve other people".

Henrique Reis – Delegate of Paredes de Coura

"Participants really enjoyed it, they became quite aware and want to participate again. The project, undoubtedly, promoted sport and a greater awareness of its importance. "

Manuel Rodrigues – Delegate of Arcos de Valdevez

"Our only regret is that the project cannot be extended to a larger number of seniors. It was very important and touched people in a way that the municipality itself would not have been able to."

Magda Pinto – Delegate of Monção

"After this project, we now have a large group of people who began attending sports classes. This project spurred the interest of practising physical activity of people who were not interested before."

Elisabete de Santiago – Delegate of Tomiño

"The elderly people who participated in this project are now more interested, they began to attend our classes. They are more motivated to practice sports that they did not know, because they have experienced them in the Olympics. "

## **IMPACT OF THE INITIATIVE ON THE PARTICIPANTS AND ORGANIZATIONS INVOLVED**

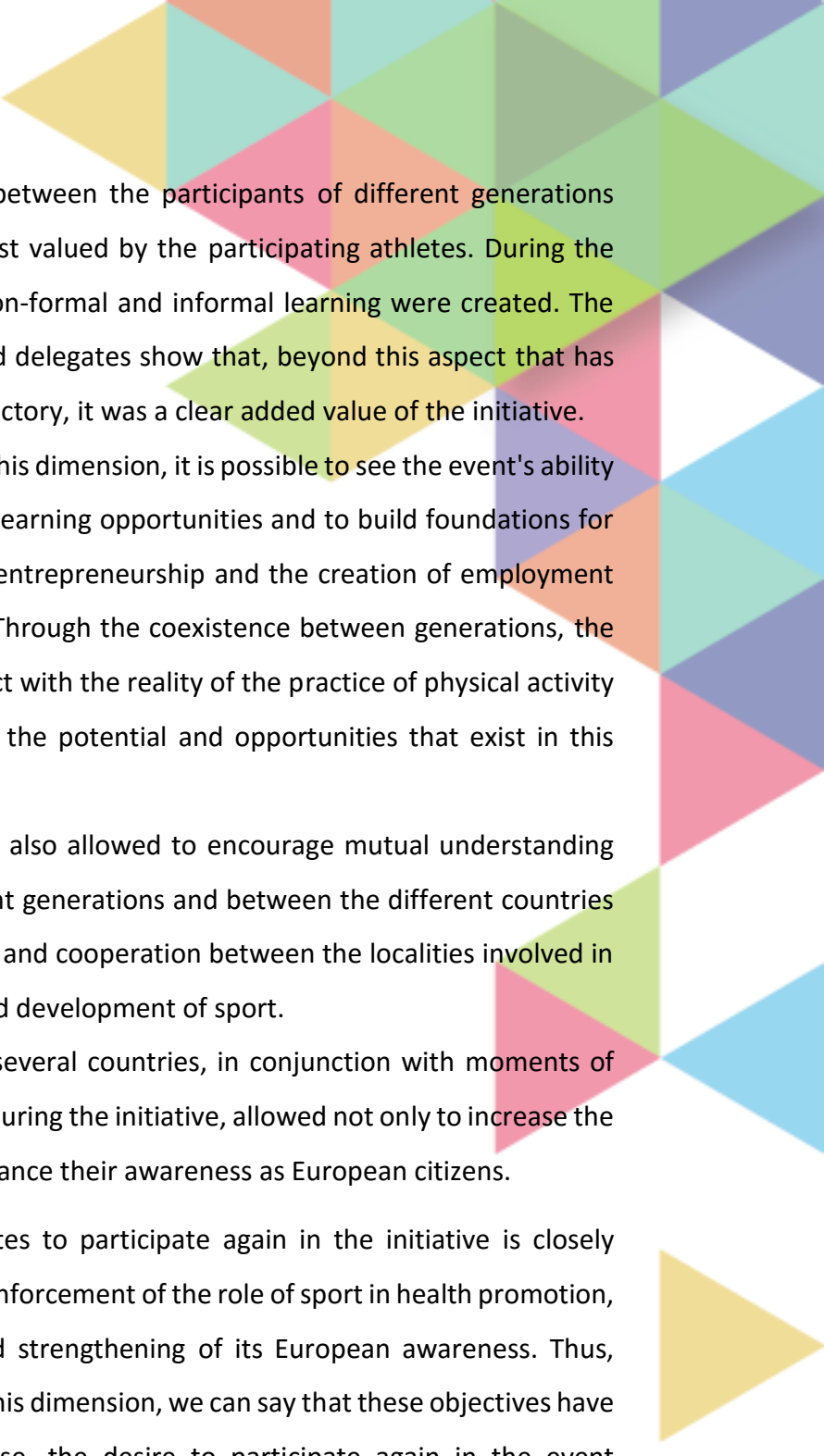
This chapter contains the analysis of the results presented above and their importance in achieving the goals of the Project. More specifically, the study of the impact of the initiative on participants and organizations involved is done by evaluating the achievement of the defined objectives.

Considering the methods of recruitment and characterization of the participants (various age groups, both genders and different countries), and taking into account the evaluation of the initiative carried out by the participants, we can see the event's ability to enhance social inclusion and equal access to physical sport. Awareness-raising activities during the course of the event contributed to a greater awareness of social inclusion, sensitizing the participants and the entire community to this issue.

Accordingly, and taking into account the fact that the Olympics have involved participants from different countries, different age groups, people of both genders and different levels of physical activity, this indicator allows us to conclude that this initiative has proved to be able to raise awareness for the practice of sport without borders, without age and without gender and broaden the participation in sport and in the activities of the most vulnerable groups.

The satisfaction in relation to the sports activities provided contribute to the strengthening of the role of sport in health promotion, raising awareness of the participants about the benefits of physical activity and stimulating its regular practice.





The evaluation of the interaction between the participants of different generations consisted in one of the aspects most valued by the participating athletes. During the Olympics numerous moments of non-formal and informal learning were created. The data collected from participants and delegates show that, beyond this aspect that has proved to be one of the most satisfactory, it was a clear added value of the initiative. Considering the results achieved in this dimension, it is possible to see the event's ability to offer informal and non-informal learning opportunities and to build foundations for the youth to launch themselves in entrepreneurship and the creation of employment opportunities in the area of sport. Through the coexistence between generations, the youth had the opportunity to contact with the reality of the practice of physical activity by the elderly, becoming aware of the potential and opportunities that exist in this market.

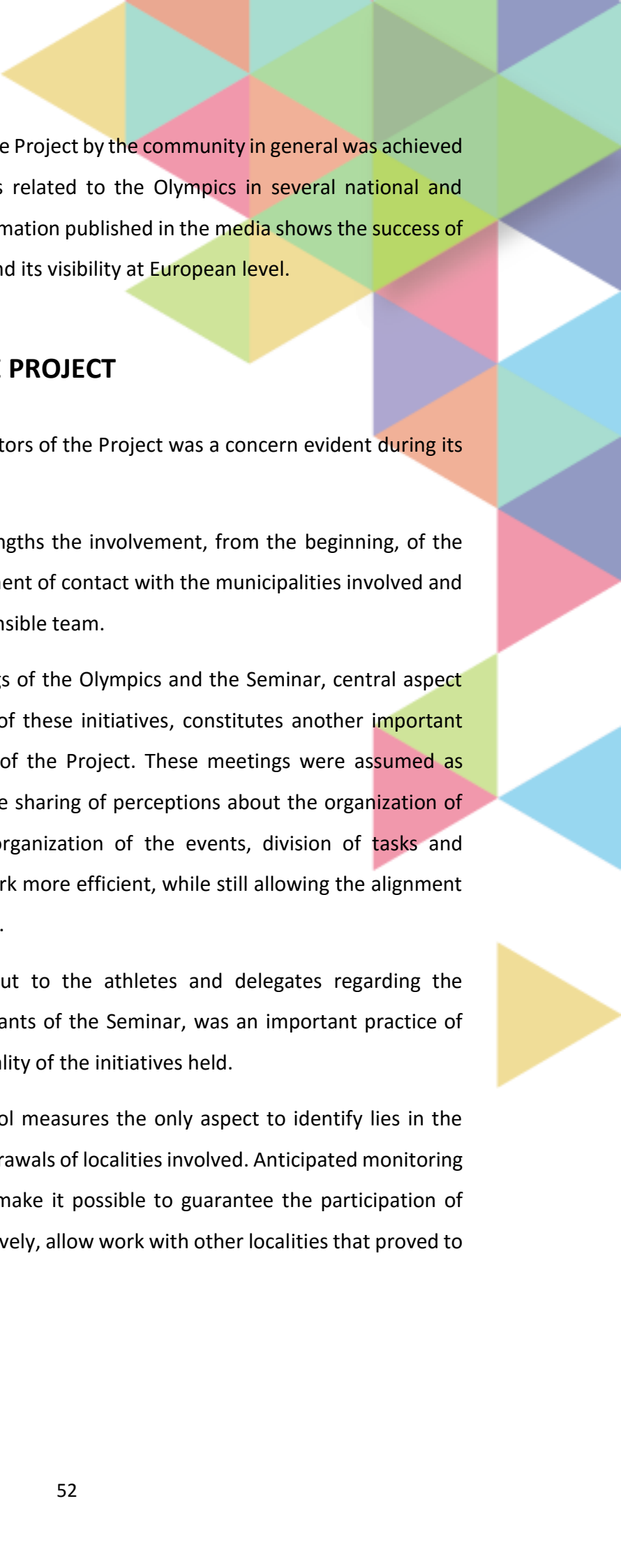
The interaction raised by the event also allowed to encourage mutual understanding between the participants of different generations and between the different countries involved and enhance the exchange and cooperation between the localities involved in the framework of the promotion and development of sport.

The participation of athletes from several countries, in conjunction with moments of interaction and exchange provided during the initiative, allowed not only to increase the mobility of citizens as well as to enhance their awareness as European citizens.

The desire expressed by the athletes to participate again in the initiative is closely related to the specific objectives: reinforcement of the role of sport in health promotion, increase of mobility of citizens and strengthening of its European awareness. Thus, considering the results obtained in this dimension, we can say that these objectives have been achieved. In addition to these, the desire to participate again in the event reinforces the satisfaction regarding the event held.

In addition, the answers obtained from the participants concerning the motivation to continue to practice of regular physical activity show an important enhancement of the role of sport in health promotion.

This impact was also assessed through the results of the survey carried out at the International Seminar from the participants, enhancing the ability of the Olympics to promote and increase the practice of physical activity among the target population.



On the other hand, the visibility of the Project by the community in general was achieved through the dissemination of news related to the Olympics in several national and international media. The list of information published in the media shows the success of the dissemination of the initiative and its visibility at European level.

## **QUALITY CONTROL OF THE PROJECT**

The monitoring of the quality indicators of the Project was a concern evident during its achievement.

In this context we highlight as strengths the involvement, from the beginning, of the localities, the permanent establishment of contact with the municipalities involved and the frequent meetings by the responsible team.

The holding of preparatory meetings of the Olympics and the Seminar, central aspect for the successful implementation of these initiatives, constitutes another important practice of monitoring the quality of the Project. These meetings were assumed as fundamental, since they allowed the sharing of perceptions about the organization of the initiatives, reflection on the organization of the events, division of tasks and responsibilities in order to make work more efficient, while still allowing the alignment and coordination of the whole team.

Finally, the consultation carried out to the athletes and delegates regarding the Olympics, as well as to the participants of the Seminar, was an important practice of auscultation and monitoring the quality of the initiatives held.

As weaknesses of the quality control measures the only aspect to identify lies in the inability to anticipate possible withdrawals of localities involved. Anticipated monitoring of participation of localities could make it possible to guarantee the participation of these localities involved or, alternatively, allow work with other localities that proved to be interested in participating.

## COMPILATION OF GOOD PRACTICES

In this chapter the best practices identified throughout the Project are presented.

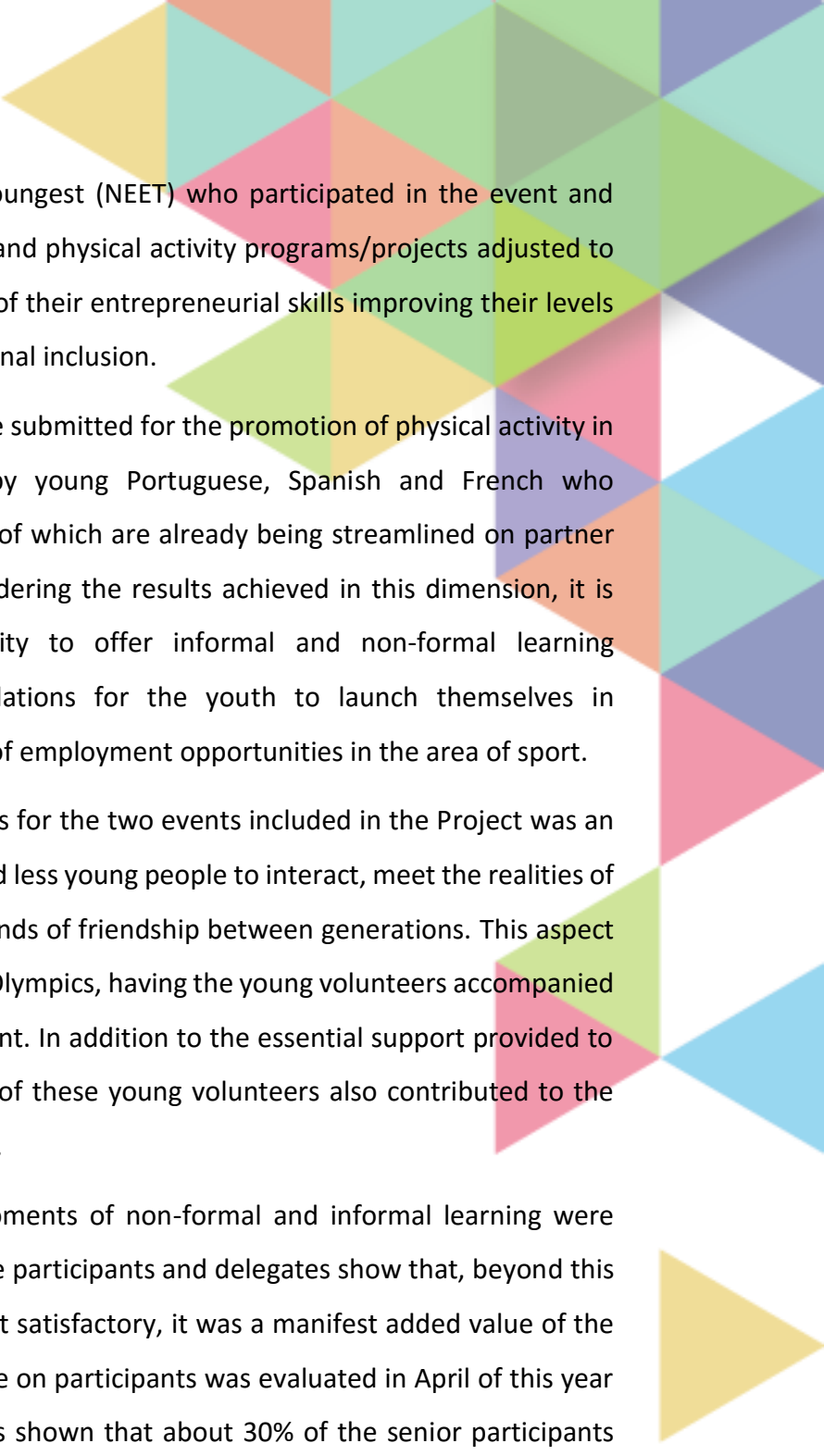
Still in the context of the preparation of the application, it is important to highlight the concern in involving and establishing the commitment of participation with the different partner municipalities.

At the beginning of the project several work teams were created responsible for the aspects inherent to the organisation of the initiative. The creation of these teams led to the facilitation of organization of the initiative. In addition to the creation of these teams, the creation of the figure of Ambassador of the Olympics showed to be a good practice, contributing to the dissemination of the initiative, to the awareness of society about the importance of the initiative and to sharing experiences and contributions inherent to the practice of sport among the participants.

With regard to the Olympics, we highlight the participation of different generations, genders and nationalities. This diversity achieved, in the first phase during the recruitment of the participants and later in conjunction with the partner municipalities, contributed to the achievement of the goals inherent to the Project, such as the increased awareness of sport without borders, without age and without predefined genre and the participation in sport and physical activity of the most vulnerable groups. As described, the Intergenerational Olympics Project had as one of its central objectives the participation and interaction between different generations. Inherent to the intergenerational character, the ability demonstrated in fomenting interaction and mutual learning between the participants of different generations was a very positive aspect. When analysed the perceptions of athletes and delegates, they both demonstrate this aspect as one of the most positive during the Olympics.

Still with regard to the Olympics program, the involvement of activities with an inclusive aspect, such as awareness-raising actions related to motor disability carrier citizens, deserve an important highlight.

Promoting Youth Entrepreneurship was one of the goals of this project namely through the identification of new business opportunities in this area. Thus, the acquisition of



knowledge and expertise by the youngest (NEET) who participated in the event and consequently the creation of sport and physical activity programs/projects adjusted to the elderly resulted in the increase of their entrepreneurial skills improving their levels of employability and socio-professional inclusion.

To date, six innovative projects were submitted for the promotion of physical activity in the senior population designed by young Portuguese, Spanish and French who participated in the Olympics, some of which are already being streamlined on partner municipalities of the project. Considering the results achieved in this dimension, it is possible to see the event's ability to offer informal and non-formal learning opportunities and to build foundations for the youth to launch themselves in entrepreneurship and the creation of employment opportunities in the area of sport.

The recruitment of young volunteers for the two events included in the Project was an important opportunity for young and less young people to interact, meet the realities of different generations and create bonds of friendship between generations. This aspect was particularly evident during the Olympics, having the young volunteers accompanied the participants throughout the event. In addition to the essential support provided to the Organization, the participation of these young volunteers also contributed to the awareness of it with regard to sport.

During the Olympics numerous moments of non-formal and informal learning were created. The data collected from the participants and delegates show that, beyond this aspect proved to be one of the most satisfactory, it was a manifest added value of the initiative. The impact of the initiative on participants was evaluated in April of this year by carrying out a survey, and it was shown that about 30% of the senior participants have increased the practice of physical exercise. On the other hand, the project's replication potential is guaranteed with the holding of the second edition of the Olympics in 2016 in the Alto Minho district.

Considering that the ageing in Europe is a challenge for this century, this project proves to be a good practice, likely to be replicated both in Portuguese municipalities as well as in the most aged regions of Europe.





## **DIFFICULTIES OF IMPLEMENTATION AND IMPROVEMENT TARGETS**


The main difficulty in implementing the initiative resided on the withdrawal of some localities committed to participate. This aspect was, to some extent, overtaken by the higher participation of localities who participated with more athletes. However, coordination with localities from other countries so as to ensure the participation of these proved to be the main difficulty in implementing the Project. This may be explained, on the one hand, by the weak participation of some localities in European projects, revealing inexperience in projects of this size which increases its resistance in the involvement and its integration while active partners in projects of this scope, and on the other hand, by the insufficient interaction dynamics between some Portuguese municipalities and the respective twinned towns. Nevertheless, in the next edition of the Olympics it will be necessary to strengthen the preparation and involvement of twin towns, in order to ensure the participation of all partners in the project.

With respect to improvement targets and resulting from the auscultation held to the participating athletes and delegates we can identify three main aspects that require slight improvements in subsequent editions.

The most evident aspect concerns the reinforcement of twinning. The difficulties derived from the distance, multiple languages, the considerable number of twinings and little interaction between localities in this type of event may have been, to some of the aspects, able to create difficulties in the establishment and coordination of twinning.

The existence of more time to practice and prepare for participation in the Olympics was another of the aspects indicated as target for improvement. Insufficient interaction between some twinning made synchronized practice of some collective modes between twinned towns difficult.

Suggestions for improvement in the regulations of the competitions were also identified, enhancing greater suitability to the audiences of the Olympics.



Finally, it was even suggested by the participating athletes the introduction of other sports. In this context, and taking into account the existing conditions in the locations where the event can be held in future editions, the introduction of new sports could be envisaged.

## FINAL CONSIDERATIONS

The first consideration focuses on the innovative nature of the project. As the event aggregates transnationality, intergenerationality, equality between men and women and the inclusion of vulnerable groups, the Intergenerational Olympics is assumed to be an innovative initiative in the Minho-Lima region and in the participating locations. Furthermore, the fact, not foreseen in the application, that the Organization has promoted youth volunteering, offering to more than 30 young people the opportunity of informal and non-informal learning was very important.

The acquisition of knowledge and expertise of the younger people (NEET) is another aspect that deserves attention, and which manifests itself in the innovative projects of promotion of physical activity in the senior population designed by young Portuguese, Spanish and French who participated in the Olympics. Considering the results achieved in this dimension, it is possible to see the event's ability to offer learning opportunities and to build foundations for the youth to launch themselves in entrepreneurship and the creation of employment opportunities in the area of sport.

Resulting from the innovative character and the importance of the Project for the region, the desire to continue with this initiative deserves particular relevance. In fact, completed the first edition of the Intergenerational Olympics, the feedback collected from all the people involved (athletes, delegates, organization and municipalities) is unanimous on positive assessment of this edition and the importance in ensuring the accomplishment of future editions.

This aspect is, possibly, the one that most shows the success of this first edition of the Olympics, and everyone's desire, including the political power, to give continuity to the initiative.

The result evidenced, and that characterizes the event as good practice with potential to be replicated in other locations/regions, is related to the maintenance and the development of sport in the Olympic participants. On the one hand, the promotion of some partner municipalities for carrying out further trainings, on the other hand, the increase of physical activity in a substantial percentage of participants (26%).

Finally, the evaluations and testimonies obtained from athletes and delegates reveal an obvious satisfaction and willingness to participate in further editions. These indicators demonstrate the success of this first edition, providing excellent conditions for carrying out further editions.



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## **Annexes**

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