

## DRAFT PROJECT

### PROGRAMME

**“ERASMUS+” PROGRAMME**  
EACEA – Education, Audio-visual and Cultural Executive Agency (Brussels)  
ACTION: SPORT - COLLABORATIVE PARTNERSHIP

**DEADLINE for the submission: 14th May 2015 – 12 a.m.**

### TITLE

**“Positive Lifestyle In Fitness Experience ”**  
**(Acronym: P.L.I.F.E.)**

### APPLICANT

**CENTRO SPORTIVO ITALIANO (C.S.I.)**

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### DURATION OF THE PROJECT

**24 months**

(From 01/01/2016 to 31/12/2017)

### ESTEEMED BUDGET OF THE PROJECT:

Total Value of the project (eligible costs): **€ 500.000,00**

EU financing: **80%** of total eligible costs = € 400.000,00

Partners Co-Financing: **20%** of total eligible costs = € 100.000,00

*The distribution of EU gran twill be defined on the basis of numbers of partners and their function inside the project.*

### PARTNERSHIP

**NOTA: Minimum 5 partners from at least 5 different European Countries**

*List of Eligible Partners (not exhaustive list):*

- ✓ a public body in charge of sport at local, regional or national level;
- ✓ a National Olympic Committee or National Sport confederation;
- ✓ a sport organisation at local, regional, national, European or international level;
- ✓ a national sports league;
- ✓ a sport club;
- ✓ an organisation or union representing athletes;
- ✓ an organisation or unions representing professionals and volunteers in sport (such as coaches, managers, etc);
- ✓ an organisation representing the 'sport for all' movement;

- ✓ an organisation active in the field of physical activity promotion;
- ✓ an organisation representing the active leisure sector;
- ✓ an organisation active in the field of education, training or youth.

### **SHORT DESCRIPTION OF THE PROJECT (*Abstract*)**

Negative and alarming elements about exponential growth, in Europe and all over the world, of cardiovascular and respiratory illness and of problems linked to obesity, metabolism and depression (especially between young people), indicate how the international attention to these themes is not yet sufficient. Many people (above all young people), yet today, choose to not practice physical activities. There are many different reasons for this choice: economic, social, cultural, environmental causes. In western countries, costs for healthcare are increasing. Many Governments are trying to reduce these exorbitant costs.

Fitness sector can give an essential contribution to enhance health of people and to reduce healthcare costs. There are many scientific studies that prove that benefits of physical activity are many and they help to prevent many pathologies like heart attack, diabetes, ictus, osteoporosis and much more.

Physical activity is an essential element of new Life Style Medicine: nurse illnesses and pathologies not only with drugs but also with healthy life style. Medical Science is ready to prescribe physical activity with the same value of a drug, physiotherapy or a surgical intervention. Anyway, a common programme shared between all European stakeholders fails. Europe needs of an Official Rules, of an efficient management at international level that can generate a good collaboration between Fitness trainers and people who works in Medical Science.

Furthermore, to catch this opportunity, Fitness area has to create requirements for a structural change in its field to create a product available for everyone, with a high quality and with the same value of a drug. This intervention must be realized through a new approach of "customization of crowd".

With the aim to attract "inactive" people (above all youth), an innovative and enchanting proposal is essential. It have to be "coloured and sparkling", an unforgettable experience. The challenge of fitness area, indeed, is to distance people from drugs to prevent and nurse illness only with physical activity. Furthermore, the amusement is strategic, removing all negative aspects of sport. Physical activity, indeed, can't be perceived like a punishment. It is, instead, a time for socialization, like a "fitness party" with healthy and enchanting themes, aimed to people who wants a better life style.

In this point of view, the project wants to create a European efficient Network through European Stakeholders and through an integrate programme of shared actions. Inside the Network the Medical Fitness is a "Positive Life Style Hub", a keystone around which many positive life styles rotate, a "gate" that allows the entrance to a kaleidoscope of healthy experiences.

### **OBJECTIVES**

- ✓ Support, promote and implement political actions in support of physical activity indicated inside European Guide Lines about physical activity ("EU Physical Activity Guidelines" - Recommended Policy Actions in Support of Health-Enhancing Physical Activity) approved by European Union on September 2008 and by Sport Ministers of different EU Countries in November 2008;
- ✓ Build a European Network of stakeholders to promote and increase the Medical Fitness discipline like a "Positive life style" functional to health and wellness of European Citizens to

local sustainable development;

- ✓ Appraise and spread principles and values of Medical Fitness like an experience to enhance quality life and to fight against sedentary. This will be an innovative and shared approach to sustain European Citizens during all their life, since childhood to the Fourth Age;
- ✓ Indicate and define new approaches and new methodologies for “training” and for “customization of crowd”. The aim is that physical activity will be available for everyone and it will be a “natural medicine” to enhance own life;
- ✓ Make aware political and public institutions about adoption of new policies in sport area and about a more efficient action to recognize and share Medical Fitness. To obtain a real success, a constant integration between all stakeholders is essential. The will is to build qualified structures and centres supported by Public Healthcare;
- ✓ Value the relationship between physical activities and psychophysical well-being through specific actions of promotion and sharing. This relationship will allow a social, cultural and ethical growth of people, like single person and like member of a community;
- ✓ Increase the awareness of stakeholders and of political decision makers about close link between adoption of “positive life style” and reduction of costs of public healthcare;
- ✓ Promote innovative synergies between sport, well-being, training, education and youth through also acquisition of more awareness of importance of fitness and healthy life style, above all between young people;
- ✓ Value and promote competence of workers in fitness sector, also through identification of new career possibilities for athletes, trainers, personal trainers, new professional figures and new possibilities of employability for young people;
- ✓ Promote and spread values of equality, freedom, equal opportunities, sharing, respect, tolerance and faith, in line with principles of “Sport for all”!

## **WORK PROGRAMME**

### **WP.1: Coordination and management of the project.**

- 1.1. Kick-off meeting;
- 1.2. Management of internal system for communication;
- 1.3. Financial and administrative management of the project;
- 1.4. Constant monitoring and quality control;
- 1.5. Evaluation of final results of the project;
- 1.6. Evaluation of conditions for “follow-up” of the project;
- 1.7. Final Meeting.

### **WP.2: Study, Analysis and identification of new scientific approaches and methodologies of “Medical Fitness” oriented to enhance quality life and to achieve a “Positive Life Style”.**

- 2.1. Survey and multi-disciplinary research;
- 2.2. Exchange and study of Best Practices;
- 2.3. Analysis and multi-sectorial elaboration of results;
- 2.4. Identification of relationship and level indicators;
- 2.5. Identification of issues in practice of analysed activities;
- 2.6. Definition of brief – medium – long terms objectives;
- 2.7. Definition of strategic lines and methodologies of approach;
- 2.8. Final report of activities;
- 2.9. Draft of European Catalogue of experiences and good practices in the field of Medical Fitness.

### **WP.3: Creation and activation of European Network of Stakeholders for information, promotion, valorisation and spread of Medical Fitness like “Positive Life Style Experience”**

### **respecting EU Guide Lines about Physical Activities.**

- 3.1. Identification of Stakeholders involved and subdivision of roles and functions inside the Network;
- 3.2. Realization of a European database of subjects, instruments, structures, systems and information;
- 3.3. Implementation of a digital platform that will virtual, interactive and Multilanguage;
- 3.4. Virtual Building of a European Centre collecting information and documents about development of Medical Fitness in Europe;
- 3.5. Draft and sign of an Agreement between all partners to activate the Network;
- 3.6. Draft and sign of an Official Integrate Programme of Action between stakeholders and decision makers to indicate shared actions and to establish roles and duties with the aim to obtain medium-long term results.

### **WP.4: Realization of first European Workshop about Medical Fitness to promote a positive Life Style (P.L.I.F.E. EU-Workshop).**

- 1.1. Selection of participants;
- 1.2. Definition of the Programme;
- 1.3. Planning of the events and identification of work-themes;
- 1.4. Communication and promotion of the Workshop and invitation of participants;
- 1.5. Realization of the workshop;
- 1.6. Demonstrative and collateral events;
- 1.7. Evaluation and elaboration of results and final Report of the activities.

### **WP.5: Creation of a “Positive Life Style Card” for European young citizens (between 14 and 19 years) – Experimental phase.**

- 5.1. Identification of schools/educative centres/classes that will take part at Experimental Phase;
- 5.2. Informative actions to educate and make aware students;
- 5.3. Elaboration and distribution of questionnaires to value the activity;
- 5.4. Customized expert advice and collecting of data;
- 5.5. Planning of a “Fitness European Party” to show that Fitness is also amusement and socialization;
- 5.6. Delivery of “Positive Life Style Card” (P.L.I.C.);
- 5.7. Creation of the Virtual Community “P.L.I.F.E.”;
- 5.8. Collection and elaboration of questionnaires to evaluate the activity.

### **WP6: Communication and dissemination (transversal action).**

- 6.1. Sito web;
- 6.2. Paper promotional material (brochure, folders, flyers, posters, etc.);
- 6.3. Newsletter;
- 6.4. Gadgets;
- 6.5. Promotion through media, social media and web 2.0 instruments;
- 6.6. Multimedia tools (photos, posters, videos, etc.).

## **CONTACTS**

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