Parallel Session 4 - Sport and Physical Activity in Cultural Heritage Environments

Sport and Cultural Heritage, a Smart Connection!

Defining Cultural Heritage

"shared resource and a common good"

"heritage is made up of local stories that together make the history of Europe"

"a rich and diverse mosaic of cultural and creative expressions"

"a legacy for those to come"

European Commission (2014)

Types of cultural heritage

Tangible cultural heritage

- movable cultural heritage (paintings, sculptures, coins, manuscripts);
- immovable cultural heritage (monuments, archaeological sites)
- underwater cultural heritage (shipwrecks, underwater ruins and cities)

Intangible cultural heritage

- performing arts, social practices, rituals, festivals, knowledge and practices, skills to produce traditional crafts.

Natural heritage

- natural sites, cultural landscapes, biological or geological formations

According to UNESCO

Defining Sport and Physical Activity

Sport means all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being.

Physical Activity and “physical play” refer to anything that gets people to move in complex, skill-building ways that enhance endurance, strength, balance, coordination, etc. That could be tennis or football, Zumba or break dancing.

For **kids**, it might be a game of tag.

For **older people**, it could be jogging, swimming or ballroom dancing.

Designed to move. A Physical Activity Agenda (2018)

Advantages of the link Sport and Cultural Heritage

- Human are designed to move and to be active! Designed to move, 2018

- Physical Activity is a biological and human need. WHO, 2018

But..

- **Globally, 23% of adults and 81% of adolescents (aged 11–17 years) do not meet the WHO global recommendations on physical activity for health.**

- Physical Inactivity has enormous health, well-being and quality of life costs. WHO, 2018

Advantages of the link Sport and Cultural Heritage

- Cultural heritage it forms an integral part of the life of its citizens.

ESPON, 2019

- More than 7 out 10 of Europeans (73%) live near some form of culture heritage

Eurobarometer CH, 2019

- Cultural heritage stimulates growth, cultural development and creativeness.

EC, 2018

The **power of cultural heritage to favour happiness, the satisfaction with leisure activities and health and well-being** is particularly **relevant for enhancing physical activity.**

Eurobarometer CH, 2019

Relevance for the policy makers

- Policymakers usually underestimate their capacity to brand and promote the territory, so is very important to know the potential that cultural heritage and physical activity/sport can have on people's well-being and quality of life.

- Linking cultural heritage and sport, may be a great opportunity for policy makers to adopt strategies and organize activities, with a great social and economic development, at local level.

Relevance for locals and tourists

- Combining cultural heritage and sport activity can provide **locals** with cultural participation opportunities, and to know the values associated to them. This will contribute to increase their sense of local belonging. In the case of immigrant population, it will provide social inclusion opportunities, by creating bridges between local inhabitants and immigrants.
- Sport in cultural heritage environments strategies allows **tourists** to experiment in a more intimate and personalised way the cultural heritage of a specific destination and will promote their sport and physical activity practice.

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Introduction to SPACHE

The SPACHE - Sport and Physical Activity in Cultural Heritage Environments project aims to promote participation in sport and physical activity for all, by leveraging the cultural heritage resources.

SPACHE

SPORTS AND PHYSICAL ACTIVITY IN CULTURAL HERITAGE ENVIRONMENTS

Co-funded by the Erasmus+ Programme of the European Union

Who?

TEMPO LIVRE
GUIMARÃES

CÂMARA
MUNICIPAL DE
GUIMARÃES

SLOVENIA

ISTITUTO
PER LA
RICERCA
SOCIALE
irs

ALTOGARDA
VOLLEY

Sport
Fryslân

TAFISA
The Association
For International
Sport for All

Sport and
Citizenship
Sport serving society

Sport et
Citoyenneté
Le Sport au service de la société

Why?

- The overall goal of the SPACHE project consists in contributing to the call objective **"*Encourage participation in sport and physical activity, especially by supporting the implementation of the Council Recommendation on health enhancing physical activity and being in line with the EU Physical Activity Guidelines and the Tartu Call for a Healthy Lifestyle*".**

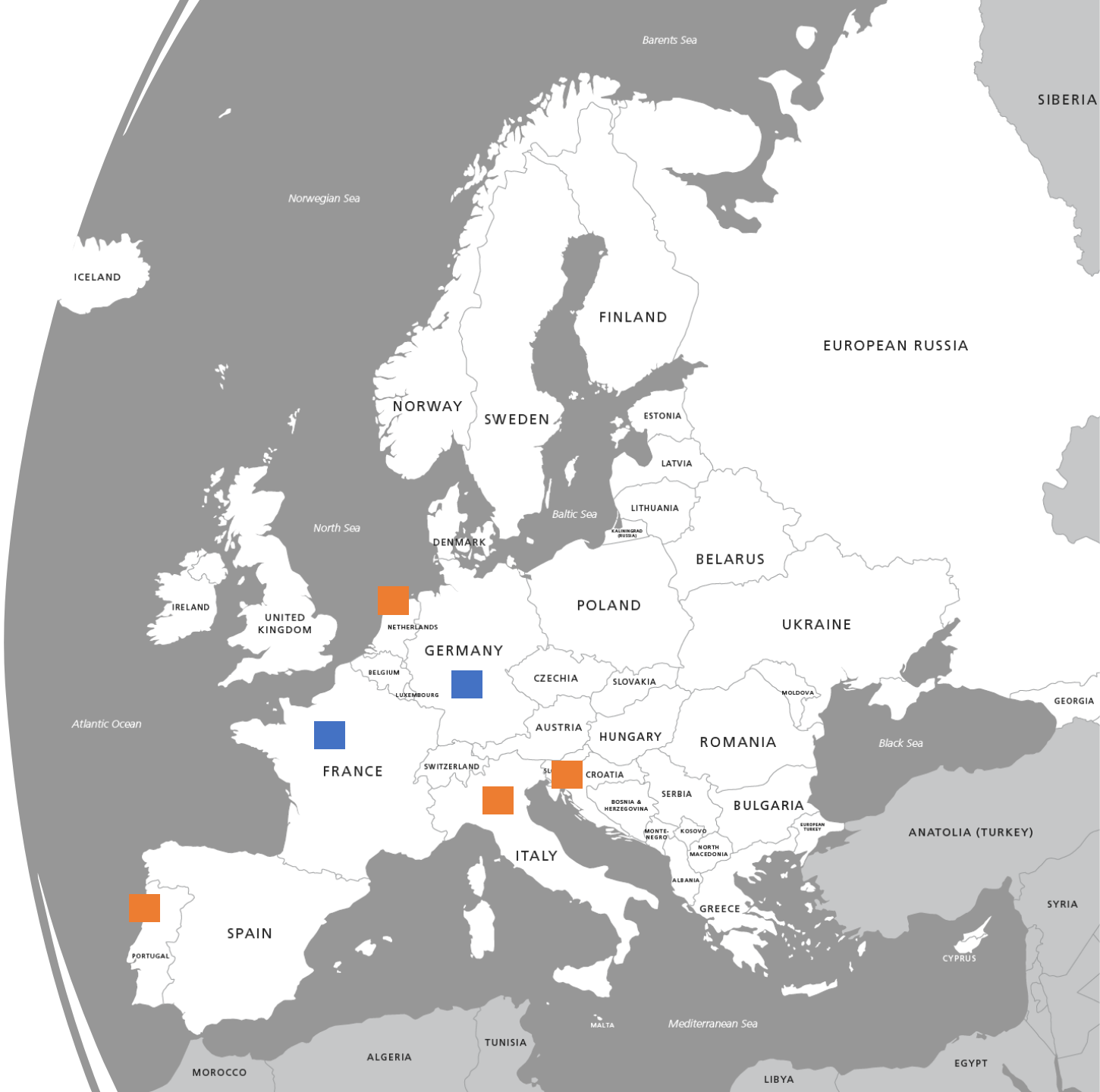
- Several studies have underlined the strong link between cultural heritage and sport. While sport can be considered a "window into people's cultures" (Ramshaw G., 2014), culture and heritage are relevant motivators for sport practice, being often identified as main attributes in the articulation of sport events (Perna F., 2019, Derom I., Ramshaw G, 2016).

What?

- ANALYSIS OF LITERATURE REVIEW AND GOOD PRACTICES
- INTERNATIONAL WORKSHOPS
- LOCAL WOKSHOPS
- MULTIPLIER EVENTS
- NEWSLETTERS
- HANDBOOK AND SPECIAL JOURNAL EDITION
- PILOT PROGRAMMES

Where?

- The Pilot Programmes will be held in four countries:
  - ITALY
  - NETHERLANDS
  - PORTUGAL
  - SLOVENIA
- Other partners:
  - FRANCE
  - GERMANY



When?

- The SPACHE - Sport and Physical Activity in Cultural Heritage Environments, project started in January 2021 and will end in June 2023.

2021

2022

2023

Objectives

- **SO1** Explore linkages between sport and cultural heritage in theory and practice

- **SO2** Test specific pilot non-competitive sport/physical activity programmes using cultural heritage as leverage

- **SO3** Produce knowledge and learning on cultural heritage as leverage for non-competitive sport/physical activity for all

- **SO4** Communicate and disseminate shared knowledge on cultural heritage and non-competitive sport/physical activity

Expected changes

- Raising **awareness** and building **capacities** of policymakers and stakeholders on heritage-based non-competitive and regular sport/physical activity strategies
- Increasing the adoption of heritage-based non-competitive and regular physical/sport **strategies**
- Enhancing physical active **lifestyles** and cultural participation and satisfaction in pilot programmes contexts
- Strengthening the sense of **local and European identity** in pilot programmes contexts
- **Attractiveness** of pilot programmes cities

Thank you!

Obrigado!

Hvala!