



SPACHE

SPORTS AND PHYSICAL ACTIVITY
IN CULTURAL HERITAGE ENVIRONMENTS

SOCIAL IMPACT ASSESSMENT REPORT



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Introduction

The evaluation of the SPACHE Pilot Program has been carried out in order to assess the impacts produced by the program itself using the methodology of the Social Impact Assessment (SIA). This specific evaluation is focused on the possible social impacts of a project or of an action. Relying on the desk analysis of documents produced within the project and online/phone interviews with project partners the Social Impact Assessment intended to collect and analyse data on the implementation of pilot programs and on the individual and collective changes achieved by implemented pilot programs.

In literature, impact assessment is the process of identifying the future consequences of a current or proposed action. To this end, the SIA includes “the processes of analysing, monitoring and managing the intended and unintended social consequences, both positive and negative, of planned interventions (policies, programs, plans, projects) and any social change processes invoked by those interventions. Its primary purpose is to bring about a more sustainable and equitable biophysical and human environment”¹. It is an outcome-oriented perspective looking at eventual social changes emerged in a short, medium, or long-term period.

The **important features** of this understanding of **SIA** are that:

1. The goal of impact assessment is to bring about a more ecologically, socio-culturally and economically sustainable and equitable environment. Impact assessment, therefore, promotes community development and empowerment, builds capacity, and develops social capital (social networks and trust).
2. The focus of concern of SIA is a proactive stance to development and better development outcomes, not just the identification or amelioration of negative or unintended outcomes. Assisting communities and other stakeholders to identify development goals, and ensuring that positive outcomes are maximised, can be more important than minimising harm from negative impacts.
3. The methodology of SIA can be applied to a wide range of planned interventions, and can be undertaken on behalf of a wide range of actors, and not just within a regulatory framework.
4. SIA contributes to the process of adaptive management of policies, programs, plans and projects, and therefore needs to inform the design and operation of the planned intervention.
5. SIA builds on local knowledge and utilises participatory processes to analyse the concerns of interested and affected parties.
6. The good practice of SIA accepts that social, economic and biophysical impacts are inherently and inextricably interconnected. Change in any of these domains will lead

¹ Vanclay, 2003: 5-12.

to changes in the other domains. SIA must, therefore, develop an understanding of the impact pathways that are created when change in one domain triggers impacts across other domains, as well as the iterative or flow-on consequences within each domain.

7. SIA must be reflexive and evaluative of its theoretical bases and of its practice.

The Social Impact Assessment of the SPACHE project, presented in this report, focused mainly on impacts related to participants' lifestyles, their health and well-being, as well as their knowledge of the cultural heritage. In addition, the community dimension will be analysed from the perspective of the social cohesion and intergenerational exchange.

The Social Impact Assessment has been developed on the basis of methodologies and tools drafted in the Social Impact Assessment plan. The proposed approach aimed at providing learning not only on the impacts achieved, but also on how the changes achieved have been obtained and on the target groups that are benefitting most of the achieved changes.

The implementation of the social impact assessment presented in this report is thus aimed at providing an answer to the following questions:

- Have pilot programs contributed to bringing about the expected changes at both the individual and collective levels?
- Have pilot programs produced unintended effects? For whom, why and how?
- For whom has the program brought about changes?
- Why and how have changes been brought about? Which context factors and pilot programs design factors influence the changes achieved?
- What has worked and what has not?

The present report is structured as follows. In the first part, a general overview of the WP3 Pilot Program Testing Activity within the SPACHE project is presented. Then, the methodology and the tool used for the evaluation are introduced. In the second part, the descriptive statistics of the whole population that participate in the Pilot Program are reported, and some specific issues related to the communication strategy, reasons behind the participation and the overall satisfaction are discussed. The third part focuses on the specific case of each country, presenting the main results of the quantitative and qualitative evaluation. The fourth and final part present the evidences from the analysis of cross-dimensional indices related to the Physical Activity as leverage for Cultural Heritage promotion, to Cultural Heritage as leverage for Physical Activity practice and to Social Cohesion.

In the Statistical Annex, available at the end of this document, the tables with all the results obtained from the analysis of the questionnaires are included.

1. General overview on pilot programs

The WP3 - **pilot program testing**, within the framework of the SPACHE project aimed to build on the knowledge acquired in previous workpackages in order to define a specific pilot programme in partners' context to test the use of cultural heritage as a leverage for sport/physical activity. Indeed the pilot program testing consisted in the implementation of the activities that the partner designed during the first phase of the project. Focusing on the project objectives, that were the promotion of the cultural heritage and the involvement of the population in sport and physical activities, in order to impact the individual and social well-being, each partner delivered its pilot program in the relative local context.

Following activities carried out in previous workpackages which provided in-depth information on how cultural heritage contributes to enhancing sport/physical activity practice, to the rediscovery and care of local cultural heritage and to shaping local and European identities, partners were asked to develop specific local pilot programs.

The Pilot programs, implemented during 2022 in the four different countries, involved more than 400 adults participants and more than 125 children. They targeted local citizens, national tourists and foreign tourists. The activities gathered active and inactive people, as well as people that already knew the local cultural heritage and people that discovered it with the SPACHE project. The general feedback from the participants, according to interviews and informal responses, was extremely positive.

The implementation of foreseen actions took place in four different local contexts: Italy (Gargnano municipality), Portugal (Guimarães municipality), Slovenia (Piran municipality) and Netherlands (Friesland province). The actions have been undertaken by the respective partners: Alto Garda Volley and Municipality of Gargnano (Italy), Tempo Livre and City Council of Guimarães (Portugal), Olympic committee of Slovenia – Association of Sport Federations (Slovenia) and Sport Fryslân (Netherlands).

The pilot programs design could leverage on relevant cultural heritage resources that feature the different local contexts.

In particular, recognised as the birthplace of nationality, **Guimarães** plays a central role in the history of the construction of Portugal. D. Afonso Henriques, the founder of the country, was born in Guimarães, and from there set out to conquer the territory that is now Portugal.

Since 2001, Guimarães been classified as a World Heritage site by UNESCO for the urban and social regeneration and rehabilitation process of the old city. Besides the valorisation of cultural and heritage aspects, the inversion of the process of urban space degradation

and the improvement in citizens' quality of life at various levels (quality and use of public space, security, mobility, waste collection), are some of the indicators of a classified and rehabilitated Historical Centre that has become a national and international reference. In 2012, Guimarães hosted the European Capital of Culture and in 2013 was declared European City of Sport. Guimarães also holds the national brand of "Sport Friendly Municipality". The cultivation and exploitation of linen is one of the oldest cultural manifestations of Guimarães and integrates the intangible cultural heritage of the municipality.

The Municipality of **Gargnano** is an Italian municipality in the province of Brescia located in the Alto Garda area and includes the Alto Garda Bresciano Regional Park, a natural protected area. It has an area of about 80km² distributed over a very particular area and appreciated from the tourist point of view, being both overlooking Lake Garda and located in typically hilly and mountainous areas. Some hamlets are directly on the lake, while others are scattered in the hilly and mountain hinterland. As a consequence of its naturalistic beauty, it is a protected area from a landscape point of view, and consequently a popular destination for tourists and nature lovers. In order to value its natural heritage in the sport area, the municipality has created several walking, jogging and hiking trails. Gargnano is also famous all over the world for its typical local products, i.e. the cultivation of olives and lemons.

The Slovenian partner focused the development of the pilot on the intangible heritage related to historical games long-lasting tradition. **Piran**, a town in the South-Western part of Slovenia on the Gulf of Piran, being one of the major towns of Slovenian Istria. It is also one of the major tourist attraction in Slovenia. Piran is the birthplace of the composer and violinist Giuseppe Tartini, who played an important role in shaping its cultural heritage. The town is characterised by medieval architecture and includes several monuments and other cultural resources: e.g. Piran town walls, Tartini Square with a monument dedicated to Giuseppe Tartini, Tartini's house, Church of Saint George, the Piran Coastal Galleries, a public institution encompassing a group of six public contemporary art galleries. The Pilot program has presented old traditional sports games as a source of cultural heritage on the streets of Piran and made available an orientation walking, organizing circular paths with different tasks challenging people to get active.

As regard the Dutch pilot, the territory identified for the experimentation was Heerenveen, a town in the province of Friesland (Fryslan), in the north of the Netherlands, which counts 32,900 inhabitants (2018 data). The town includes two museums: Museum Belvédère, dedicated to modern and contemporary art, and the Museum Heerenveen, dedicated to the local history and culture.

The town is characterised by several sport heritage resources. It is famous worldwide for the fastest lowland speed skating rink in the world, which host annually international events with thousands of participants.

As it will be better presented in the chapter 2, each pilot program focused on a different type of cultural heritage namely:

- the tradition of Linen production (Portugal),
- the historical side of the city of Piran and the traditional game of Škuljanje (Slovenia),
- the landscape and the rich cultural heritage of different locations in the Garda lake area and the in the city of Gargnano (Italy),
- a cultural tour around the Friesland region (Netherlands).

The Pilot program implemented in **Portugal** focused on the intangible heritage of the process of Linen production and it targeted three different groups of participants: the elder population (Linen in happy life), the already active population (Linen at the gym) and the children (Linen at school). Overall, the people involved were 163, according to the summary table below.

The programmed activity in **Slovenia** consists of two different sub-activities: the orientation walk across the historical city of Piran and the practice of traditional games, with the guidance of both an expert in the field of local culture and heritage, and a local athlete that supervised the physical activity.

In Italy the actions of **Gargnano**'s programs were divided in six groups: "Bassa Via del Garda" (trekking), "Fontanelle Park" (beach volley and water games), "Il Brolo" (sport for families), "Limonaia" (postural gymnastic), "Villa Bettoni" (fitness circuit) and "Sport for all in Gargnano" (promotion event about sport and physical activity).

Regarding Netherlands, the pilot had three main activities in **Friesland**: "The lighthouse" (Climbing and abseiling), "Bonifatius Tour" (Canoeing/ cycling/ walking along the route) and "Street Art Tour (Walking and sightseeing).

1.1 Evaluation Methodology

The methodology for the evaluation of the social impact of the pilot program has been structured according to the synthesis in table below. Both quantitative and qualitative methods have been used in order to analyse the characteristics of participants and the impacts of the activities in the different contexts.

Country	Pre-testing phase	On-going evaluation	Post-testing phase	Additional material
Portugal	Qualitative assessment through bilateral meeting with the partner in charge of the pilot implementation	Ex-post evaluation questionnaires for adults and children	Semi-structured interview with the partner in charge of the pilot implementation	-
Italy	Qualitative assessment through bilateral meeting with the partner in charge of the pilot implementation	Ex-post evaluation questionnaires for adults and children	Semi-structured interview with the partner in charge of the pilot implementation	Semi-structured interviews with participants in the pilot programs (adults and children)
Slovenia	Qualitative assessment through bilateral meeting with the partner in charge of the pilot implementation	Ex-post evaluation questionnaires	Semi-structured interview with the partner in charge of the pilot implementation	-
Netherlands	Qualitative assessment through bilateral meeting with the partner in charge of the pilot implementation	Qualitative information collected by the partner in charge of the pilot implementation	Semi-structured interview with the partner in charge of the pilot implementation	-

The steps of the analysis aimed to explain properly how the implementation has been carried out and what results and impacts have been produced on the target population.

As shown in the table above, the methodology used for the assessment slightly differs among partners in terms of methods and targets involved. For this reason, tools developed in the planning phase (see Social Impact Assessment Plan) have been adapted and customised in progress, in order to address partner needs but at the same time trying to safeguard as much as possible the need to carry out a transversal assessment of the overall SPACHE project.

As it will stand out from the analysis that will be presented in the following pages, the main difference is related to the on-going evaluation that was mainly based on quantitative information collected through the ex-post evaluation questionnaires developed by IRS (the partner in charge of the overall evaluation task) for most of the partners, except for The Netherlands that directly collected qualitative information on the pilot implementation.

In details, the data collection process used the following supporting documents and evaluation tools:

- **Bilateral meetings (first round)**

In order to identify and assess main expected results of the pilot programs, a set of bilateral meetings with partners has been carried out. During these meetings IRS' researchers collected information and feedbacks on how to customize the pre-post questionnaires for each specific pilot program

- **Pre-Post questionnaires for participants of pilots' activities**

The impacts has been assessed using questionnaires, available in the Social Impact Assessment Plan, in order to collect information about the contribution of the project in bringing the expected and unexpected changes.

The project partners have been provided with specific questionnaires, tailored on the features of the pilot, in order to take into account the different kind targets within each pilot's participants and activities. However, the questionnaires' main structure remained the same for each pilot. The questionnaire was organized in four sections: **Socio-demographic** information of participants, Detail on **reasons to participate in the pilot** and connection with SPACHE program activities, **Self-assessment of perceived impact** of the pilot and **Satisfaction** with respect to the activities. The third section of the questionnaire represented the ground to build the impact indices discussed in the final part of this report.

To ensure the most effective collection of information about the impacts of each pilot, a preliminary questionnaires' testing-session has been organized in specific cases (Gargnano, Italy and Guimarães, Portugal). This testing contributed to show weaknesses of the tool, giving the possibility to adjust it before the official implementation of SPACHE programs.

The questionnaires was available in English and in the official language of the country where the pilot was implemented.

- **Children's questionnaire**

Because of the design of activities involving children in some specific pilots (Gargnano, Italy and Guimarães, Portugal), an alternative questionnaire targeting specifically children has been prepared. This tool has been designed with the help of children's activities coordinators. This questionnaire allowed IRS to collect information about children's perception and opinion, and to measure the extent of the perceived impact.

- **Semi structured interviews**

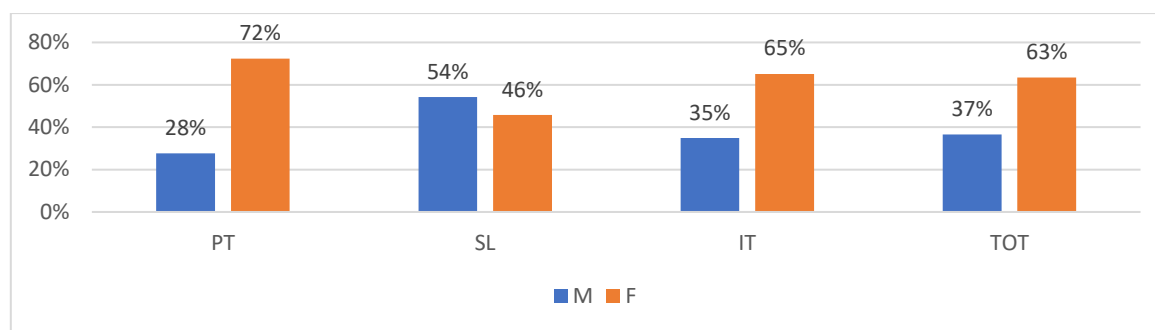
At the end of the pilot programs and before the draft of the impact analysis, a final round of semi-structured interviews aimed at collecting qualitative information on the program design and implementation process, effectiveness and sustainability as well as on the main

mechanism that favoured/blocked the success of the intervention. The interviews have been carried out by IRS during January 2023. The template used during the semi-structured interviews is available in the Social Impact Assessment Plan.

1.2 The participants in the pilot programs: socio-demographic profile and main evidences from questionnaires

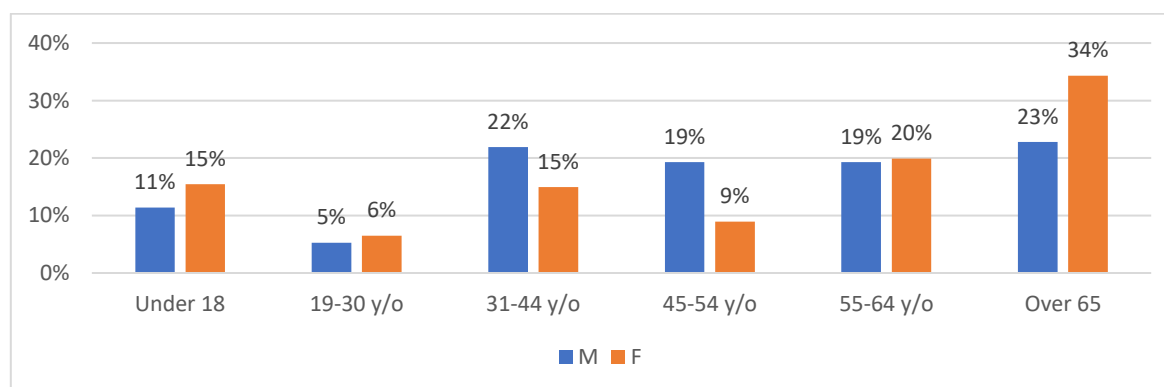
The following descriptive statistics provide an overview on the adults participants to the pilot program in the four countries. Overall, the partner collected **334 questionnaires**, considering all the thirteen activities carried out during 2022.

Figure 1 – Participants, by gender



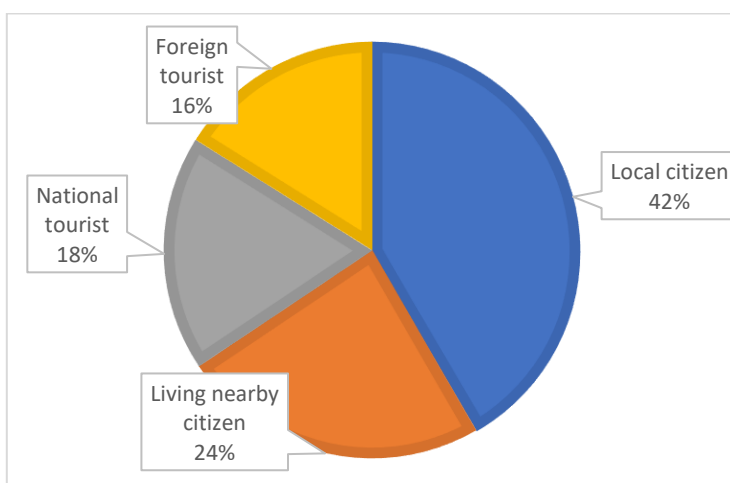
The 63% of the participants consists of women, while the remaining 37% of men. As will be discussed in the following chapters, those shares vary from one country to another, reflecting also the difference in the specific target of the pilot activities. Overall, with the exception of the Slovenia, we observe a majority of women over men. Figure 2 below reports the age and gender disaggregation of participants. As can be seen, women are more numerous than men in the groups under 30 years old and over 55 years old.

Figure 2 – Participants, by gender and age group



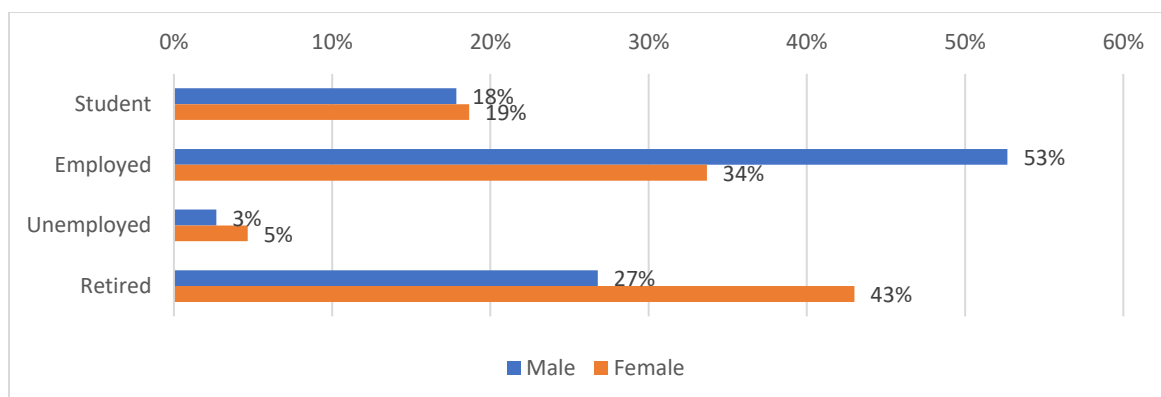
The participation of women among the intermediate age groups might have been limited by the presence of family duties, that are less heavy in the younger and older age groups. While the pilot activities have been partially designed to attract families, for the future development of the project might be valuable to take into account the gendered aspect of the conciliation of care activities and leisure/sport participation. According to the data collected, the pilot activities attracted people from different origins and background. This represented a significant strength of the project, because it allows to collect feedbacks from different groups of the population and to evaluate, according to their specific perception and needs, which mechanisms worked better in achieving the project objectives. Considering participants' origins, a large share (66%) belongs to the local population. However, among the remaining 34%, people are evenly divided among foreign and national tourists. In particular, the 16% of the participants come from abroad. Despite the variations that we observe among countries in terms of origin of participants, that are going to be discussed in the following paragraphs, it is important to remark that the dissemination and the protection of the cultural heritage of the territory should involve not only local citizens, but also tourists. In this sense, the involvement of this category in the implementation of the pilot activities of SPACHE project is a valuable element that should be stressed and considered in the design of future activities. Some useful insights about the relationship between tourism, cultural heritage promotion and protection of territory emerged from the qualitative assessment with the partners.

Figure 3 – Participants, by origins



Analyzing the work situation of the participants by gender, we observe how the majority of men participants are employed while the majority of women are retired. The shares of students and unemployed are similar.

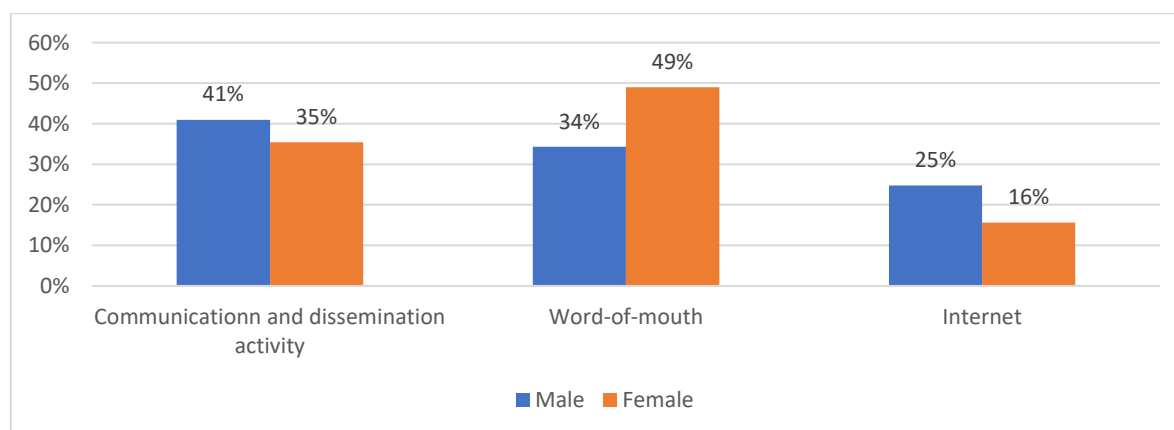
Figure 4, Participants by work situation and gender



1.3 Communication strategy, reasons to participate and overall satisfaction

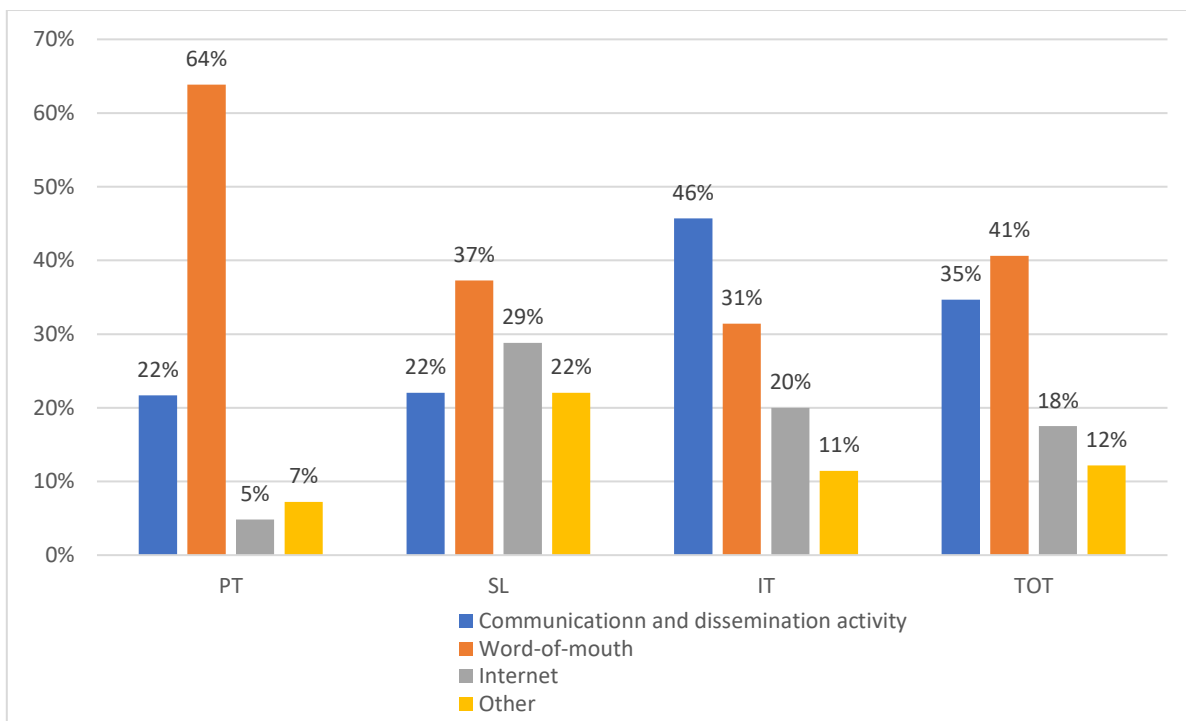
The questionnaire submitted to the participants aimed to explore not only their socio-demographic characteristics, but also some dimensions related to the pilot program organization, implementation and expected impact. As displayed in Figure 5, the communication and dissemination activities of the project and the word-of-mouth were one of the most common ways for people to get to know the SPACHE project and the pilot program implementation. While the first, the communication and dissemination activities, seems to be more effective for men, the latter appeared to be more relevant for women participating in the pilot program. On average, around the 20% of the participants heard about the project on Internet.

Figure 5 – How did you hear about SPACHE project and the activities organized in your territory? (by gender)



Those shares, that differ significantly from one country to another, reflect the different strategies used by the partners to reach the respective target groups, as shown in Figure 6.

Figure 6 – How did you hear about SPACHE project and the activities organized in your territory? (by territory)



For example, in some contexts, larger attention has been given to the involvement of local communities and local actors, such as schools and associations. In those environments, the word-of-mouth (e.g. Portugal) and the project communication and dissemination activities (e.g. Italy) overcame internet, as means of spreading information about the project organization. In other contexts, the main objective was to attract tourists and non-local population, and the role of internet was relevant to spread project news and advertising.

Figure 7 and 8 show some example of dissemination and communication materials developed by the Portuguese and the Italian partners.

Figure 7 – Example of Portuguese communication and dissemination material



A. LINHO NA ESCOLA

SPACHE – Sports and Physical Activity in Cultural Heritage Environments, é um projeto cofinanciado pelo programa Erasmus+ da União Europeia, de promoção da atividade física, e que pretende fortalecer a participação cultural e o sentimento de identidade local e europeia. Envolve seis países, representados por nove entidades – a Tempo Livre (Portugal), que coordena o projeto e os restantes parceiros: Câmara Municipal de Guimarães (Portugal), Comune de Gargnano (Itália), Alto Garda Volleyball (Itália), IRS (Itália), Olympic Committee of Slovenia – Association of Sports Federations (Eslovénia), TAFISA (Alemanha), Sport Frydlin (Países Baixos) e Sport et Citoyenneté (França).

REGRAS DO JOGO: Para jogares este super jogo da "Macaca" inspirado no Cido do Linho, deves atirar a patela para a primeira casa. Antes de começares o percurso, realizas a tarefa indicada para cada casa e só depois podes deslocar-te até lá ao pé-coxinho apanhando a patela e voltando para trás. Efectua o mesmo processo até chegares à última casa. Na casa 4 e 5, 7 e 8, e 11 e 12 os dois têm de ser colocados em simultâneo. Depois de saltar as últimas casas é necessário efetuar o percurso contrário. Salta e diverte-te!

No âmbito deste projeto, a Tempo Livre e a Câmara Municipal de Guimarães, em articulação com os parceiros locais: ADCL (Associação para o Desenvolvimento das Comunidades Locais), Agrupamento de Escolas do Vale de São Torcato e Grupo Folclórico da Cordeira, pretendem implementar um Programa Piloto na cidade de Guimarães que terá a Tradição do Linho, como base para o desenvolvimento de ações que promovam a prática de Atividade Física. O Cido do Linho é composto por todas as fases necessárias desde o cultivo até à transformação do linho, que culmina com o fabrico dos mais diversos produtos. O conceito deste Programa Piloto, está precisamente baseado na inspiração nas tarefas do Cido do Linho, para se realizarem jogos, sessões de atividade física e circuitos de treino. Participa!



Ciclo do Linho

1. SEMEAR 2. TECEr 3. DUBAR 4. ENSARILHAR 5. FIBR 6. ASSEAR 7. ESPADELAR 8. MALHAR 9. SECAR 10. MOLHAR 11. RIPAR 12. ARRANCAR

1. Inicia o jogo começando a rodar os braços, como se estivesse a semear o linho. É o teu aquecimento!

2. Faz 5 agachamentos. Dobra bem os joelhos e "arranca" o linho da terra!

3. Faz 5 ripar! Puxa um braço de cada vez para junto do corpo.

4. Vamos malhar! Alonga bem os teus músculos e articulações!

5. Espreguiça-te ao sol. Alonga bem os teus músculos e articulações!

6. Eleva os joelhos alternadamente enquanto as palmas da mão batem uma na outra 10 vezes.

7. Conversa e socializa com os teus colegas faz bem à mente e ao corpo. Tens 1min para conversa "fiada".

8. Eleva bem os teus braços e "malha" com força 5 vezes de cada lado!

9. Faz como se estivesse a "pedalar" com as mãos 20 repetições

10. Estás perto do fim! Faz 5 remadas e tens todas as tarefas concluídas!

11. Imagina que estás a "tecer" um novelo de linho. Mexe bem os teus dedos durante 10 segundos!



A. LINHO A SALTAR



Figure 8 – Example of Italian communication and dissemination material



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FREE EVENTS - REGISTRATION REQUIRED

IN ORDER TO PARTICIPATE PLEASE SIGN UP HERE

progettospachegargnano@gmail.com

HAVE YOU FINISHED THE ACTIVITIES OF THE SPACHE PROJECT? PLEASE, FILL IN THE QUESTIONNAIRE

ADULTS CHILDREN

PILOT PROGRAM EUROPEAN PROJECT



SPACHE GARGNANO 2022

IN COLLABORAZIONE CON

PRO LOCO GARGNANO - THIS IS GARGNANO

UFFICIO INFORMAZIONI TURISTICHE

Via Roma 45 - 25084 GARGNANO (BS)

tel. +39 0385 042100 - +39 379 2341754

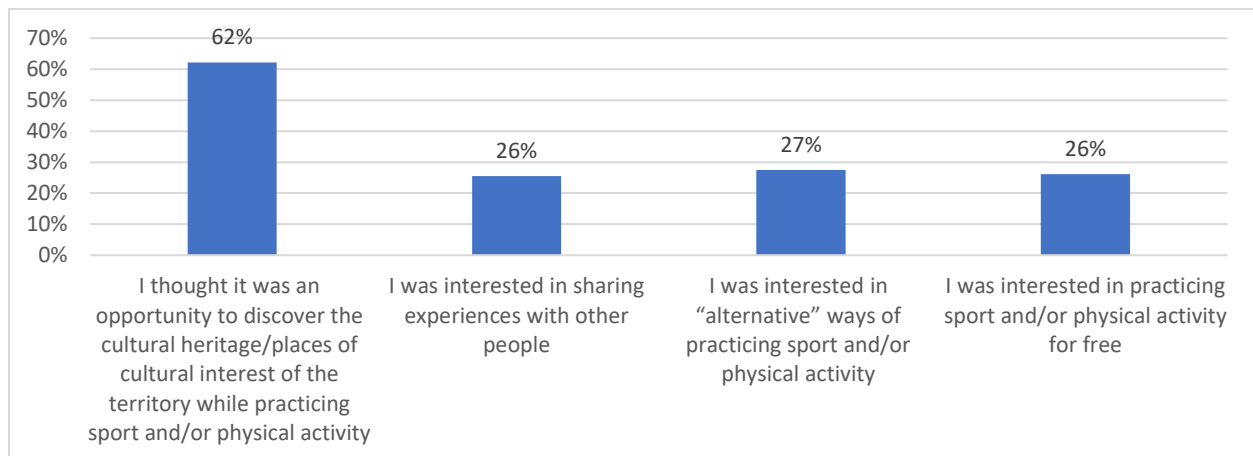
www.thisisgargnano.it - info@thisisgargnano.it

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progettospachegargnano@gmail.com

The difference in the target groups involved, however, has not been reflected by different motivations behind the participation in the activities as shown by Figure 9. The main reason behind the participation was the opportunity of discovering cultural heritage while practicing sport activity. As will be presented in the conclusive chapter of the report, the relationship between sport practice and cultural heritage, and the reciprocal role of leverages that those dimensions had, emerged under different perspectives in the different contexts. The other reasons for participating in the SPACHE activities were related to sharing an experience with other people (26% of respondents) and to alternative ways to practice sport activities/practicing sport for free. The aspect of the social cohesion and the formation of personal links and friendships between participants was largely reported in the qualitative assessment as a positive impact of the project. This can be considered as an unexpected impact: even if the participants did not decide to participate for this specific reason, they benefited of it from an a posteriori perspective.

Figure 9 – Why did you decide to participate in SPACHE activities?



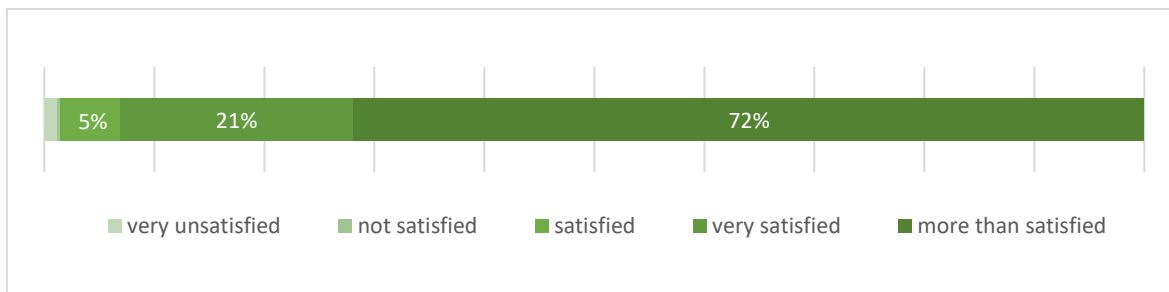
In terms of overall satisfaction, both the quantitative and qualitative assessment reported a satisfaction above the expectations. According to the questionnaires, more than the 90% of the respondents reported to have an extremely high level of satisfaction. The open feedbacks from the questionnaires can be divide into three main groups:

- First, some of the respondents communicated their enthusiasm and satisfaction with respect to the participation in the activities, thanking the organizers and wishing to participate in eventual follow-up of the project;
- Second, a lower number of answers is related to share additional information on the perceived impacts of the project. In particular, the respondents highlighted how the SPACHE project helped them in starting doing physical activity again, with a positive

effect on their health. Some other participants reported that through the project activities they deepen their knowledges about cultural heritage and local traditions;

- Third, a relevant number of suggestions for the follow-up of the project are proposed by the participants. One of the aspect that might be potentiated, according to the respondents, concerns the communication about the organization of the activities, in order to reach also different targets.

Figure 10 – Overall, how satisfied are you with the SPACHE project activities?



2. Design and implementation of the pilot programs: country-specific results

This section aims to present the main results and evidences for every country of the social impact assessment based on the overall methodology framework and tools presented in the social impact assessment plan.

Each paragraph is structured as follows:

- First, it is presented a specific overview of the pilot program implemented, with the participants involved in each activity and the period of implementations;
- Second, descriptive statistics on participants data socio-demographic characteristics are presented. Given the fact that the activities in different countries targeted different groups, those results will differ significantly from one country to another;
- Third, the main results from the analysis of the questionnaires concerning the participants' feedbacks are reported and discussed. All the tables are available in the Statistical Annex at the end of the report;
- Fourth, a conclusive paragraph collects together all the evidences coming from the quantitative evaluation (questionnaires analysis), qualitative assessment with project partners' (bilateral meeting and semi-structured interviews) and, where available, semi-structured interviews from the participants in the pilot activities.

2.1 Portugal

The Pilot program implemented in Portugal focused on the intangible heritage of the process of Linen production. The activities were implemented in the Spring 2022, and they targeted three different groups of participants: the elder population ("I am Linen in happy life"), the already active population ("I am Linen at the gym") and the children ("I am Linen at school"). Overall, the people involved were 163, according to the summary table below.

Linen is an herbaceous plant that reaches a meter in height and belongs to the linaceae family. It is basically composed of a fibrous substance, from which long fibers are extracted for the manufacture of fabrics. Due to its durability and resistance, linen threads are therefore used in the most diverse products: bedding, kitchen towels, curtains or even clothes. In this way, the reference for the creation of the Pilot Program was the **Linen Cycle** itself. The Linen Cycle is made up of all the necessary stages from cultivation to the transformation of linen, which culminates in the manufacture of the most diverse products. This cycle lasts for several months, in which the most diverse tasks are carried out, from sowing, plowing, smoothing, washing, transporting, which translate into physical manifestations and actions, some more, others less dynamic. The concept for the

elaboration of the different activities was thus precisely based on the inspiration of the tasks for the Linen Cycle, to carry out games, physical activity sessions and training circuits in the gym.

The implemented pilot programs consisted in:

- “I am Linen at school”: The students spontaneously performed physical activity and at the same time they got to know the various phases of the Linen Cycle. Within this activity, not only students made movements inspired by these tasks, but that they also had access to images and communication products, which allow them to acquire knowledge about the intangible cultural heritage of the Lynen cycle. The target audience for the launch of the activity were the 4th grade classes (9/10 years) of each school, with the future objective of making the activity available to the entire school community;
- “I am Linen in happy life”: Following the same concept of inspiration in the Linen Cycle tasks, wo physical activity sessions were aimed at involving a senior audience. The two sessions were guided by a physical instructor teacher;
- “I am Linen at the Gym”: the activity developed in a gym involved the implementation of a Training Circuit, which reproduces the various phases of the Linen Cycle and the different tasks involved. Here different materials has been used, such as gym machines, ropes and dumbbells, in order to make the exercises more diverse and motivating for people already physically active.

Table 1 – Portuguese pilot implementation

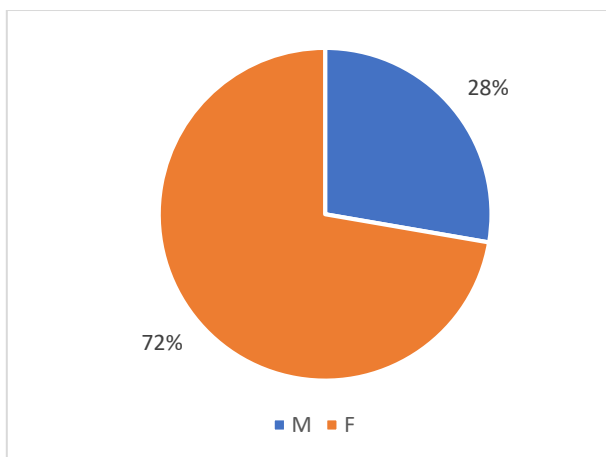
Activity	Period of implementation	Number of participants
Linen in happy life	March – July 2022	58
Linen at the gym	March – July 2022	25
Lynen at school	March – June 2022	80

2.1.1 Evidences from questionnaires

2.1.1. Adults

The collected adult questionnaires were 83. According to the information about socio-demographic characteristics of the participants, the 72% were women. The Portugal case has seen a higher participation of female participants, probably due to a prevalence of women within the associations involved.

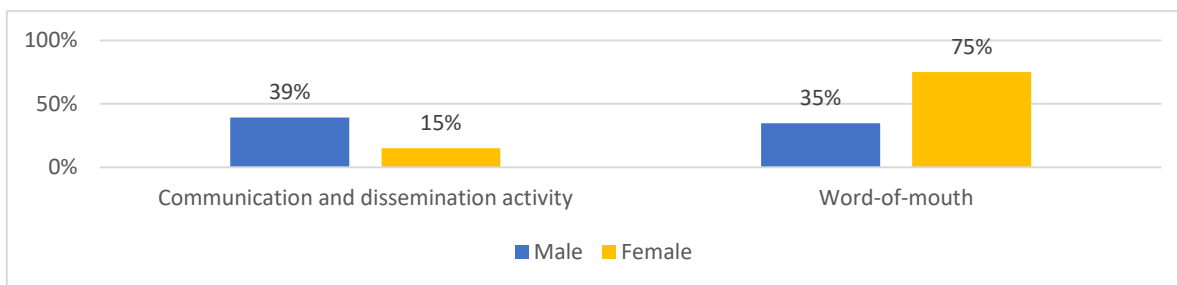
Figure 11 – Participants to the Portuguese pilot program by gender



When it comes to the age groups of participants, coherently with the targeting of the activities, the large majority (60%) was over 65 years old. Within the remaining 40%, the 12% was between 55 and 64 years old. The participation of the young people (under 30) was lower than 10%. This unbalance between age groups reflect the specific population that the pilot aimed to involve. However, potential follow up of the project might consider a broader targeting of other age groups. The majority of the participants was local or nearby living citizens, and retired (67%).

For what concerns the organizational aspects of the Pilot program, the 64% of the participants got to know the SPACHE activities through the word-of-mouth, even if with some variation in the shares if we consider the gender disaggregation.

Figure 12 - How did you hear about SPACHE project and the activities organized in your territory? PT by gender

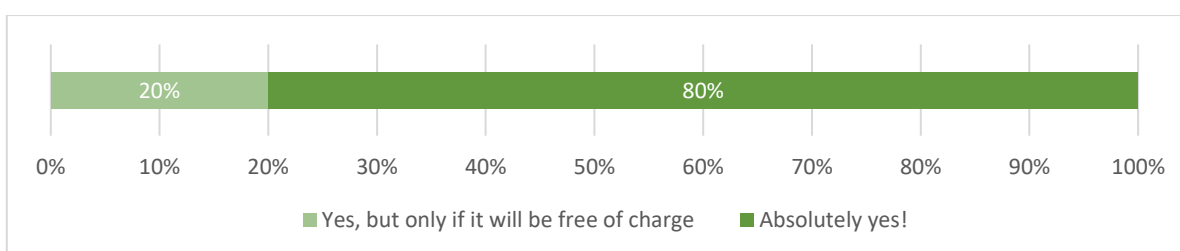


The main reason why the participants decide to take part in the SPACHE activity in Portugal was for discovering the cultural heritage of the local territory while practicing physical activity. A significant share of respondents, however, reported that they were interested in

share experiences with other people. This aspect about the social cohesion and interpersonal exchange that emerged in the Portugal case represents an interesting element for further development of the project. Alongside cultural heritage discovery and physical activity promotion, a third factor positively impacted the well-being of the participants: the opportunity of being involved in an experience shared with other people.

As can be seen from Figure 13, the totality of the participants are willing to keep participating in the SPACHE project activities, even if a 20% under the condition that it would be free of charge. This positive results is confirmed from the reported satisfaction level of participants, that is for everyone extremely high (11% very satisfied, 89% more than satisfied).

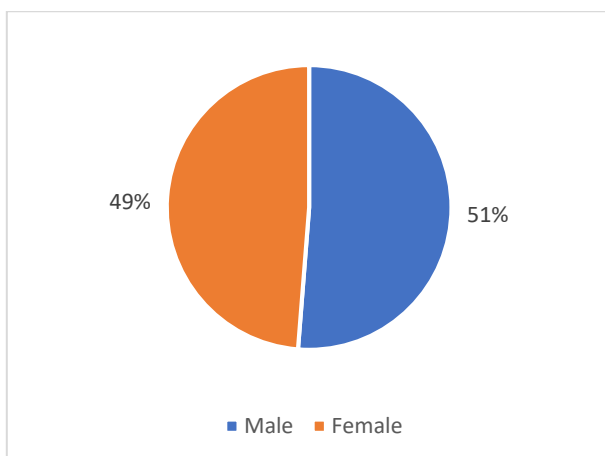
Figure 13 – Would you like to continue to participate in SPACHE activities?



2.1.1.2 Children

The children that took part in the pilot program were 80. The activity was carried out in their school, with the fundamental support of the teachers.

Figure 14 – Children participants in the PT pilot program, by gender



The children were equally divided among male and female. After the activity, they were asked to fill in a short survey with targeted questions, in order to explore their level of participation and enthusiasm in relation to the activity, as well as the potential impacts. The

following tables report the main results for the dimensions of social cohesion, participation in physical activity and discovery of cultural heritage.

Table 2 – Portuguese children social cohesion and relationships

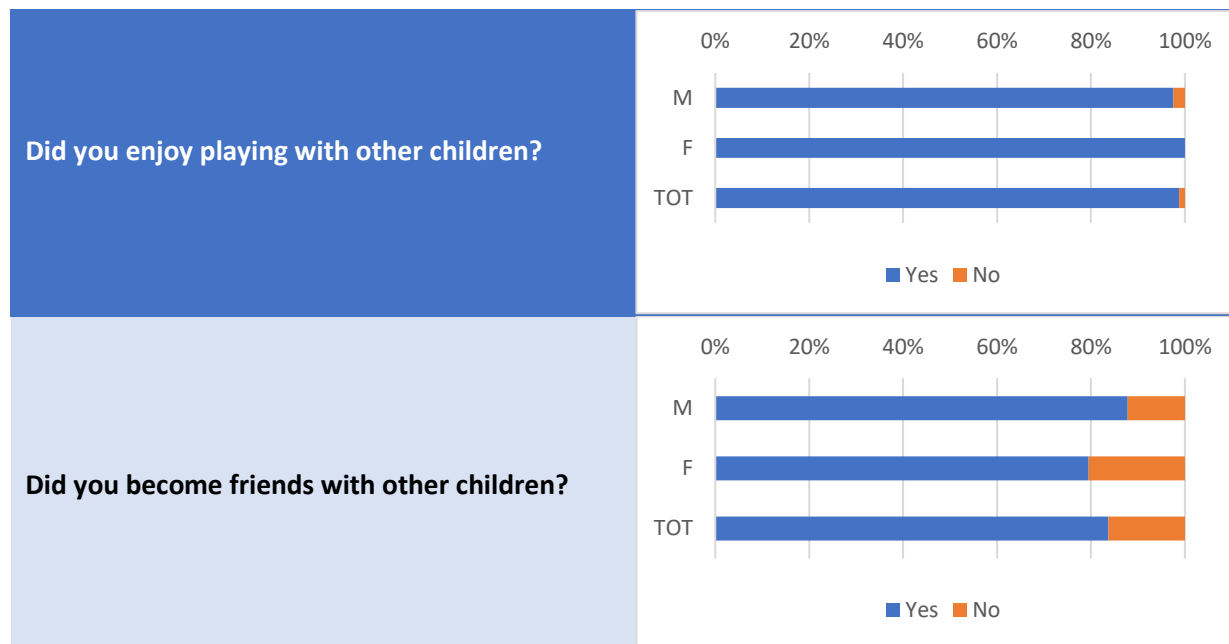


Table 3 – Portuguese children participation in physical activity

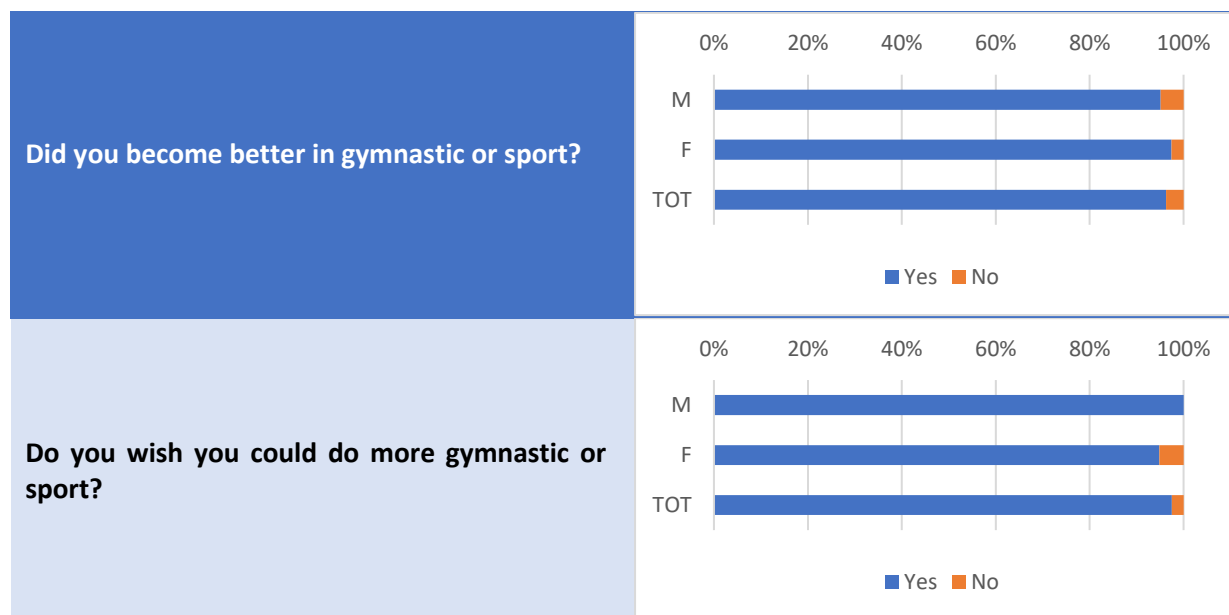
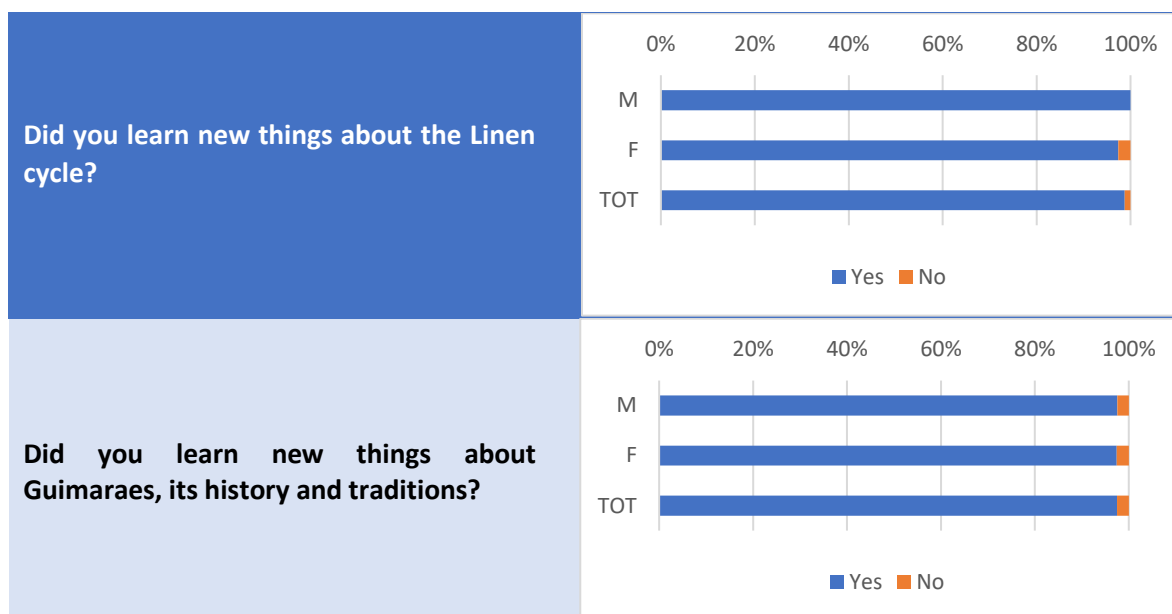


Table 4 – Portuguese children discovery of traditions and cultural heritage



2.1.2 The case of the Portugal: tradition, intergenerational exchange and social cohesion

Starting with the guidelines and the previous material collected through the activity of SPACHE in 2021, the first idea of development of the Portuguese pilot program was oriented at organizing physical activity and sport practice in a cultural relevant location, such as a museum or an historical castle. Indeed, the material heritage and the relevant cultural locations in Portugal and in the city of Guimaraes are abundant. After an initial phase of brainstorming, the organizers realized that the **long tradition of the Linen production had a fundamental role for the city of Guimaraes** and decided to focus their pilot on it. The inclusion of the intangible heritage in the design of the program allows the Portuguese partner to integrate naturally a historical tradition with the physical activity. Indeed, the production of linen required intense physical work and specific movements, that have been easily adapted to the pilot. The idea of including intangible heritage might be extended to other products of the traditional manufacturing, and it has potential for the scalability to other territories and contexts.

The design of the pilot, once that the Line tradition was chosen, involved many active associations related to the Line production that operate around the city of Guimaraes. For example, there is a festival linked to the Linen production held every year, that see the participation of many different territorial stakeholders. Once established the topic, the Linen production, the organizers individuated **the target groups in i) the elderly people, ii) the already active citizens that attend the gym, iii) the children from school**. The selection

of the target allows to involve additional stakeholders in the programming phase, and specifically the schools management, actors from the gym and an association that works with elderly. The involvement of different stakeholders was smooth and enriching from the beginning, and the co-participation in the definition of the trial represents an added-value for the success of the Portuguese case. Indeed, one of the objective after the first experience with the Linen Pilot is to maintain and strengthen the cooperation between organizations. The development of a solid partnership that might support further projects is a key element for the establishment of a “SPACHE” model, as a good practice for sustainable follow-up of the pilot. Additional stakeholders that might be involved are other institutional actors and organizations that already work for the protection of intangible cultural heritage. Expanding the pilot program to other aspects of the local tradition might be a long term strategy to foster **the intergenerational exchange**, preserving the heritage of the local community. Some potential follow-up of the program have already been presented to institutional actors, active at different governmental levels.

For what concerns the implementation of the pilot program, the qualitative assessment with the actors involved highlighted different elements within the different activities offered to the target groups.

- *Linen Happy life*

The participants in the program showed an enthusiasm and active involvement above the expectations of the organizers. It has been highlighted that one of the potential threats to the success of the problem could have been the bad weather, because the activity was organized outside. However, the participation was not harmed by the rain, and every participant looked satisfied and thrilled by the pilot. As reported by the organizers, the elderly participants were extremely involved also because the Linen tradition is part of their individual memories and childhood. Many of them remembered the experience of seeing the Linen production process, and the occasion of recalling it generates many positive spillovers. First, they were motivated in doing physical activity in an inclusive context, that has a positive effect on their physical well-being. Second, they could share childhood memories and link the intangible local heritage with their personal history. Third, they benefited from the social interactions and the community exchange that the pilot generated. Those aspects emerged also from the quantitative evaluation of the participants’ feedbacks, as will be reported in the following sections of the report.

Another highlighted element concerned the logistical aspect of the organization. Indeed, the lack of public transportation required the organizers to provide a private bus. For this, the support of the associations was crucial.

- *Linen at School*

The activity with children was implemented thanks to the support of the school and of the teachers. The feedback from the organizers was positive, and the pilot represented an occasion to promote, through the game, the local tradition and the history of the territory. In this sense, the intergenerational transfer of knowledge about tradition is a valuable element of the pilot that should be fostered in the future projects related to this activity. The involvement of more schools, at different educational level, and of institutional actors in charge of designing the sport curricula for students seem to be a potential positive enlargement of the project.

- *Linen at the Gym*

The activity organized at the Gym was targeted to a group of the population already active, because it concerned a circuit proposed to people used to frequent the gym. The feedback from the participants were overall positive, but the qualitative assessment with the organizers highlighted that, with respect to the other target groups, the participation was less enthusiastic. Indeed, people that are already enrolled in regular sport activities usually have their own schedule and training routine, and they enjoyed less the proposal of adding new element related to the Linen tradition. The implementation of the pilot encountered slightly more resistance by them, and potential follow-up probably will not include the already active population.

In all the phases of the pilot program, the presence of the European partnership was crucial for communicating the project objectives to the external actors. This helped the participants in feeling part of an important activity, supported by the European Union. It facilitated the cooperation and it fostered a sense of pride among participants, that produced an even higher involvement and commitment to the project success. This was especially useful for what concerns the future development of the pilot program, even outside the SPACHE framework. Indeed, the experience of being part of a large European partnership and the positive impact generated from the pilot program will be crucial element to be highlighted in the dialogue with additional institutional actors, in order to encourage their participation in the follow-up.

In conclusion, the key elements that emerged from the three activities of the Portuguese pilot can be summarized as follows:

- The pilot represented an important occasion to practice physical activity for those groups of population that are usually not active. On the contrary, the activity in the gym impacted less the target group because of the pre-existing individual physical routines. The potential follow-up of the project will involve mainly elderly people and children.

- The promotion of the intangible heritage represented a valuable occasion to shed light on a local tradition, and the design was appreciated by all the different actors involved in the organization. The features of the program allow easily its scalability and replicability in different contexts, focusing on different aspects of the intangible heritage and on manufacturing tradition of territories. The participation of elderly people represented in addition an occasion to link the local heritage with their personal memories, generating a positive impact on the individual well-being and social cohesion. Indeed, they felt part of the same community, and this feeling of belonging increased the enthusiasm of taking part in the project.
- The most relevant aspect of the pilot, according to the qualitative feedbacks of the organizers, is the intergenerational exchange between different age groups in the population, that foster social cohesion under the sharing of a common cultural background. This element will be deepened and considered as crucial for the follow-up of the project.

2.2 Italy

The Italian pilot aimed at offering to the participants many different occasions to discover and appreciate the richness of the local territory of Gargnano, while practicing physical activity. The offer was also focused on the promotion of the physical well-being, as a fundamental dimension for the individual citizens and their whole community. The proposed activities can be grouped into six main groups, as reported in the table below. The activities targeted the adult population and the children, and the main evidences emerged from these two target groups are presented in the paragraphs below. While the organized activities targeted both adults and children, the questionnaires submitted were – accordingly to the evaluation methodology – specific suited to each group.

The implemented activities were:

- **“Villa Bettoni e Sport”**: A fitness routine was proposed to participants in a suggestive location, part of the local cultural heritage. The main purpose of this activity was to let people experience the cultural heritage not in a passive way, as simple observers, but by feeling integral part of it and taking care of their own physical well-being;
- **“Sport e famiglia – Brolo”**: The activities was organized in order to involve families living in the local territory, and to make them discovering the relationship between the cultural heritage and physical activity, creating at the same time an occasion for the local community to reinforce social cohesion;

- **“Armonie e sapori – la Limonaia”**: The main purpose of this action was to increase the awareness for a healthy life-style, that conciliate physical activity, proper nutrition and food education. The proposed activity was postural gymnastic, in a relevant location for the local food culture.
- **“Sport tra sabbia e acqua – Fontanelle park”**: Within this activity, the organizers offered to local citizens and tourists the opportunity to participate in team sports (beach volley) in natural and non-artificial contexts, to promote social cohesion and a healthy spirit of competition.
- **“BVG – Trekking and culture”**: The main purpose of this action was to physical activity with the natural resources of the territory, and especially hiking paths and mountain routes. The objective was to offer to tourists and residents the opportunity of discovering the beauty of the natural heritage, through trekking activities lead by professional guides. Sixteen different routes have been made available for the participants. Each one of them was related to an aspect of the cultural heritage of the territory;
- **“Sport for all”**: Within this activity, local associations offered to attendants of italian culture courses a selection of physical activities for improving the well-being of the local population. The proposed activities were circuit training, functional gymnastic, beach volley and beach tennis, and course for breathing techniques.

Table 5 – Italian pilot implementation

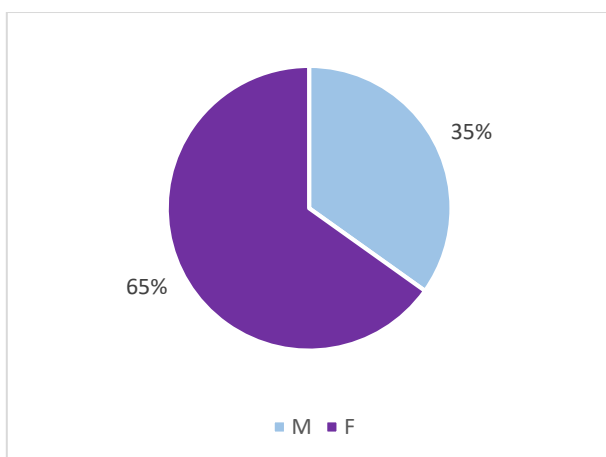
Activity	Period of implementation	Number of participants/questionnaires
VILLA BETTONI E SPORT	June 2022	51
SPORT E FAMIGLIA – IL BROLO	June 2022	10
ARMONIE E SAPORI - LIMONAIA LA MALORA	June 2022	24
SPORT TRA SABBIA E ACQUA - PARCO FONTANELLE	May – June – July – August 2022	42
BVG - TREKKING AND CULTURE	May – June – July – August – September 2022	110
CORSI DI CULTURA ITALIANA E SPORT – SPORT FOR ALL	April – May – June – July – August 2022	12

2.2.1 Evidences from questionnaires

2.2.1.1 Adult

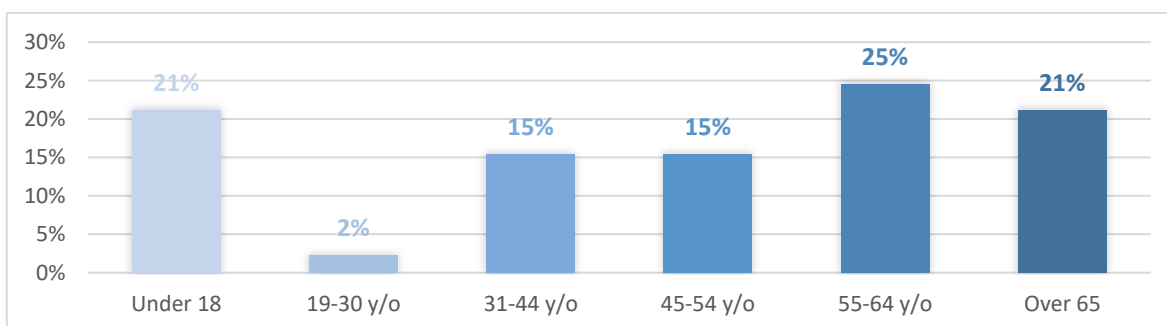
Overall, the adult questionnaires collected by the Italian project partners were 175. The male participants were the 35%, while the female 65%. Those distribution are in line with the project average.

Figure 15 – Participants to the Italian pilot program by gender



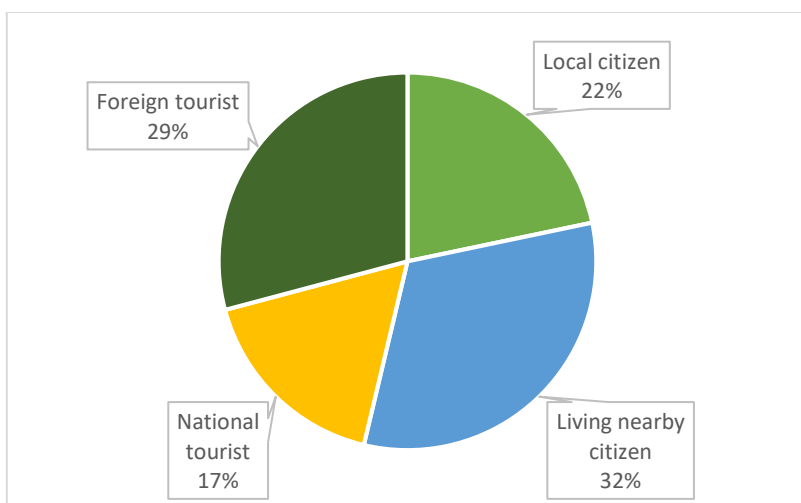
Observing the age distribution, there was a good balance between the different groups. Indeed, the under 18 and the over 65 represented both the 20% of the participants, and the 55-64 years old the 25%. The balanced distribution confirm the high attractiveness that the project activities have for all the age groups. The diversification of the activities made possible to involve people from different contexts and backgrounds. The aspect of intergenerational exchange in the Italian pilot was a point of strength that should be stressed and proposed again for the future activities.

Figure 16 – Participants to the Italian pilot program by gender, by age group



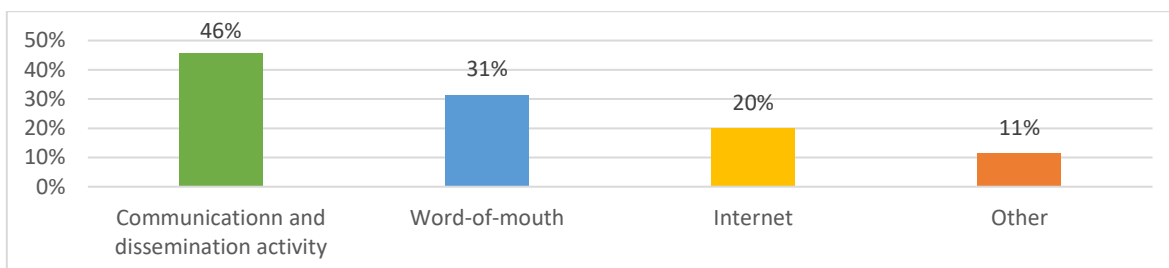
The balance in the categories of participants is evident also when it comes to the origins of the respondents. Indeed, the majority (54%) were local citizens or citizens living nearby, but a high share (29%) were foreign tourist. The national tourists were also well-represented in the sample (17%). The implementation of the activities in an area highly exposed to tourism was another point of strength that contributed to the success of the project.

Figure 17 – Participants to the Italian pilot program by gender, by origins



The majority of participants were employed (43%), followed by retired (28%) and students (22%). In the Italian pilot the communication and dissemination activity has been the most effective tool to reach the participants (46%), as reported in Figure 18.

Figure 18 – How did you hear about SPACHE project and the activities organized in your territory? IT

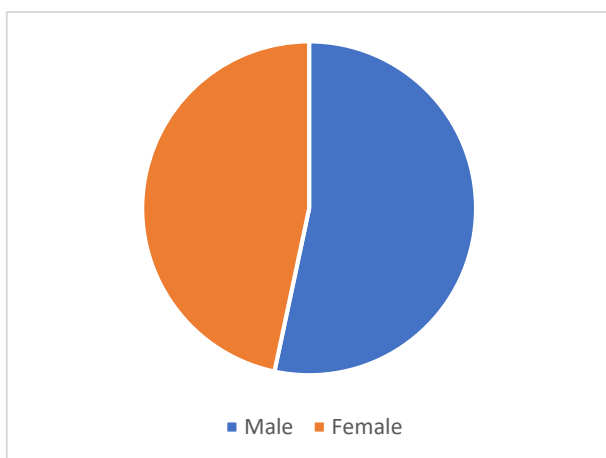


The main reason why the participants decide to take part in the SPACHE activity in Italy was for discovering the cultural heritage of the local territory while practicing physical activity (66%). A significant share of respondents, however, (24%) reported that they were interested in share experiences with other people. The 84% of the participants declared that they would be interested in participating again in the SPACHE activities. Of them, a 67% reported that would participate even in presence of subscription fees. Indeed, the 92% of the participants were highly satisfied with their participation in the project. The last element, highlighting the high satisfaction and the enthusiastic participation, made it possible for the organizers to offer to some groups of participants a follow-up of the project activities. From the perspective of the Social Impact Assessment, the change in the behavior of the people that started regularly to practice sport activity, thanks to the SPACHE project, is a crucial element that should be properly highlighted.

2.2.1.2 Children

The questionnaires collected from the children that took part in the pilot program were 45. The main activity targeting the children was organized in the city center of Gargnano. The focus of the activity was the recent history of Gargnano, related to the WWII and to the consequences for the local community. As highlighted by the organisers, the involvement and active participation of the teachers was crucial because the children perceived the activity as an occasion to have fun, practicing physical activity, but also to acquire new knowledge.

Figure 19 – Children participants to the Italian pilot program, by gender



The children were equally divided among male and female. After the activity, they were asked to fill in a short questionnaire with targeted questions, in order to explore their level of participation and enthusiasm in relation to the proposed activities, as well as the potential impacts. The following tables report the main results for the dimensions of social cohesion, participation in physical activity and discovery of cultural heritage.

Table 6 – Italian children social cohesion and relationships

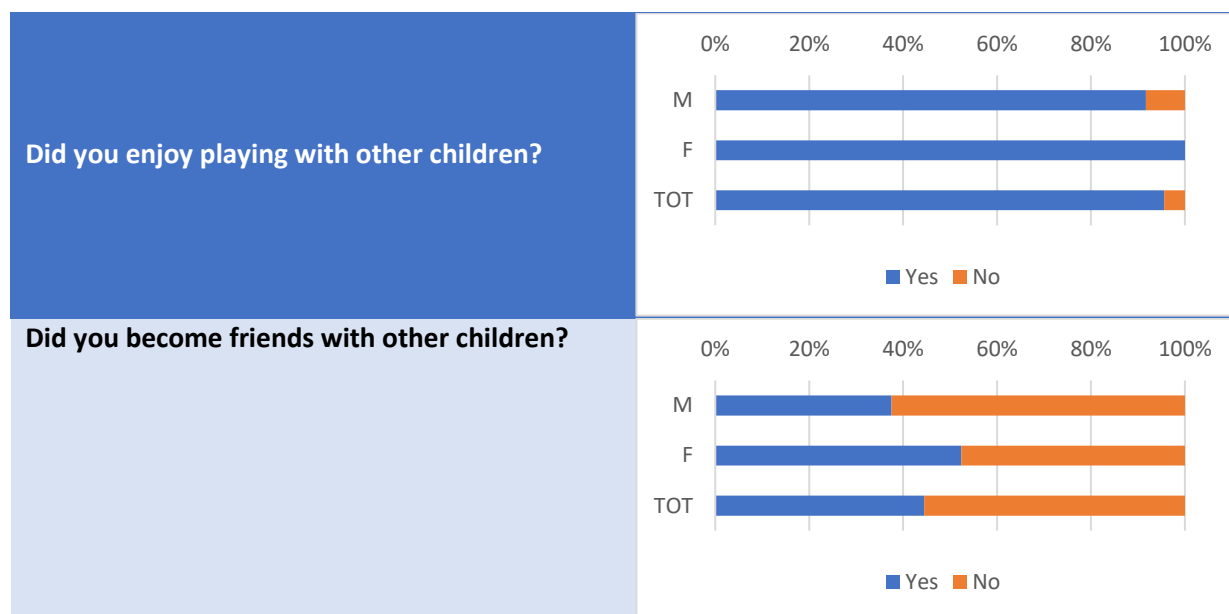


Table 7 - Italian children participation in physical activity

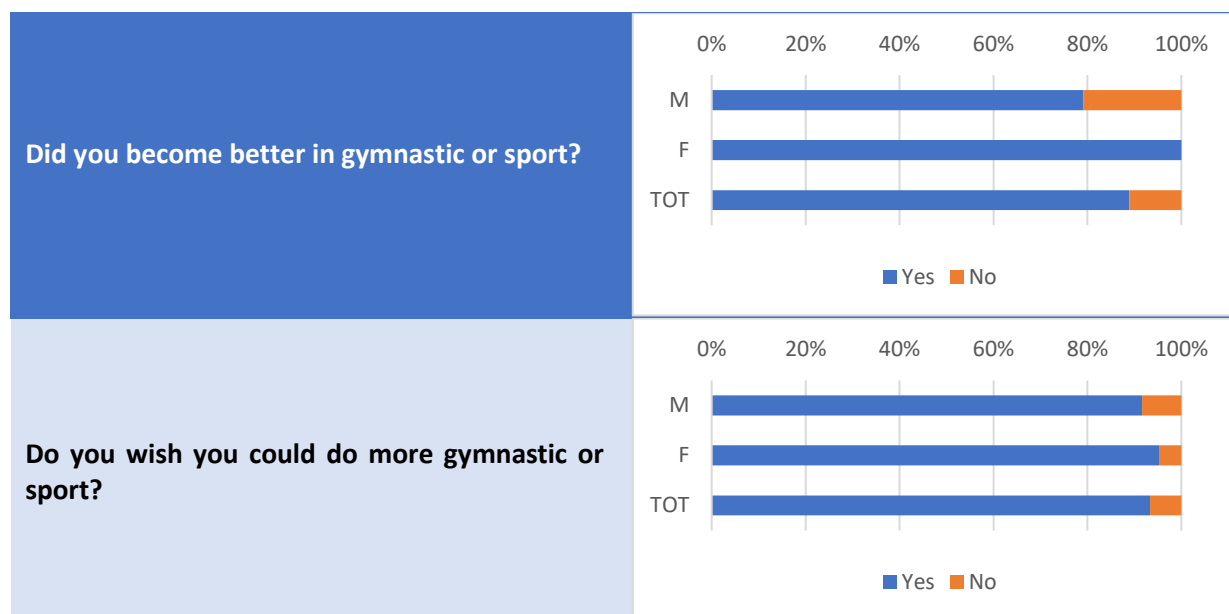
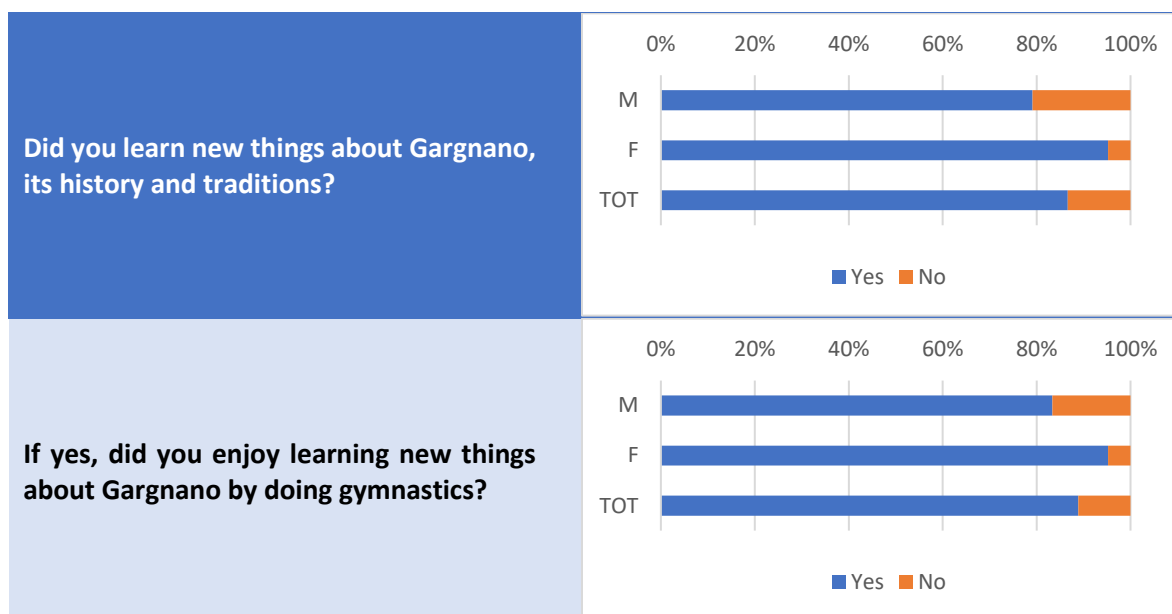


Table 8 - Italian children discovery of traditions and cultural heritage



2.2.2 The Italian pilot: the richness of the local heritage and the added value of the community

The Italian pilot program design phase aimed at finding different typologies of activities for promoting the cultural resources of the territory. Indeed, despite the small size of the Gargnano municipality, the richness of the local heritage, of the tradition and of the natural resources is very diversified. In the initial phase, the organizers collected multiple options of locations for implementing the pilot activities. The mapping process and the selection of the plausible options is a crucial step to properly design a pilot program that is well-suited to the possibility of the context. In a second moment, the network of actors in charge of the organization proceeded to establish contacts with the selected locations or with the reference institutions to develop a partnership for the pilot implementation.

The analysis of the territory and that of the plausible locations carried out in the first place allowed the organizers to start the dialogue with multiple potential stakeholders. The availability of the stakeholders and the compatibility between their needs and their requests and those of the project determined the final matches for the implementation of the activities. The active network of actors that participated in the definition of the initial proposals and the richness of the local territory in terms of cultural heritage have been highlighted as two of the main strengths of the Italian experience.

Once selected the available locations, given the constraints of the different properties, the dialogue between the project partner and the structures was aimed at defining when and

how the facilities would have been available for the project implementation. In this phase, the qualitative assessment reported the crucial role played by the private actor that owned the selected locations. Indeed, their proactive behavior and the openness in sharing the project aims and objectives were key elements for a transparent and successful cooperation. The project partner properly transmitted the potential impact that the SPACHE activities might have on the quality of the life of citizens, through direct and indirect benefits. As highlighted by the organizers, the improvement of the cultural offer and of the social well-being of the local territory were the core goals that the network of stakeholders wanted to pursue. This generated a high-level commitment to the project implementation. In addition, the organization of the activities in private locations, relevant for the cultural heritage of the territory, represented an occasion to increase their visibility, generating positive spillovers for the owners.

The high investment of the partnership and the sincere interest in improving the well-being of the population and in promoting the heritage of the local territory caused a positive snow-ball effect, triggering the enthusiasm and the active involvement of many different stakeholders. The communication and dissemination activities gathered together a high number of participants, that strongly appreciated the organization and the implementation of the pilot program activities. Indeed, the first presentation of the pilot program to the general population was the occasion to remarks the collective involvement of many different stakeholders, with the primary interest of promoting and improving the local resources.

The creation of this strong and coordinated network of stakeholders active at the territorial level was beneficial for the pilot success, but it is as well an important element for the follow up of the project. Indeed, the involvement of experts, local organizations, private actors and institutions facilitated the offer of a high quality proposal, strengthen by the cooperation of the stakeholders. This solid network was able to communicate to people the importance of doing physical activity and the value of the cultural resources of the territory.

This contributed to generate the high level of involvement and enthusiasm that has been assessed through qualitative and quantitative analysis with the project partners. The first element that has been highlighted by the organizers was the active engagement in the practice of the physical activity that the participants showed. Indeed, for many of them, especially from the less active groups of the population, the opportunity of practicing sport within the SPACHE activities was the occasion to start new sport routines and healthier life-style. Among the groups of participants, many people developed informal relationships and friendships, and the sport practice together is proceeding even outside of the SPACHE framework. The project sparked people's willingness of practicing physical activity, and this is evolving with enthusiasm and passion. After the end of the project, some of the activities

have kept being organised and the participation remained high, even with the introduction of a participation fee. Indeed, as the organizers highlighted, the free access to the activity is one push factor for the launch of the program, but many participants have been also willing to pay. They understood the importance of the physical activity practice and they wanted to actively contribute to the sustainability of the project.

One critical point emerged was about the relationship between communication activities and participation. The use of the social network for sponsoring the activities was on one side a positive strategy to reach out a large audience, while on the other side made it harder to plan with certainty the number of participants. Indeed, the lack of personal contacts and direct exchange with the people that were potentially interested in the participation generated some uncertainty about the numbers. This had implication for the organization in terms of budget, safety procedures and overall involvement of the resources. One mitigation strategy that the organizers suggested for this issue is an additional effort to engage in the program actors from local community, such as churches, schools, and local associations. A second important point to be remarked is the compliance with the national rules for the insurance and safety for the organization of the sport activities. It might imply additional costs for the promoters. The expertise of actors already familiar with the legislation was in this sense crucial for the success of the Italian case.

For what concerns the EU added value, the organizers remarked two main points:

- First, the structure of the EU project guarantees that a clear timetable and deadlines are set and respected. This made the implementation of the pilot more effective and it helped the coordination with other actors;
- Second, the link between the activity and the EU project was a strength from for the institutional perspective. Indeed, it gave visibility and prestige to the implemented activities, as well as credibility in the dialogue with other actors. It generates positive spillovers among the organizers and the participants.

In conclusion, the impacts of the program on the participants and on the context concerned primarily the occasion of practicing physical activity, especially for the groups of the population that were less active. The possibility of practicing sport in cultural relevant location was a plus that all the participants enjoyed. The key element of the program was the discovery and the desire of achieving a better level of physical well-being.

The extent of the focus the activities varies depending on the typology of the activity. For example, in the case of the trekking, that is a more common physical activity for the population in that area, the core element was the cultural aspect. One of the key observations made by participants was the combination of gastronomy, specifically the inclusion of unique, locally-sourced products that created an additional level of attraction.

The culinary aspect was considered to be of particular importance. It was also relevant to involve local businesses, even if they were not necessarily in the immediate vicinity of the activity, in order to build a local ecosystem that involved many different actors. This combination of factors proved to be incredibly effective and could be replicated in other areas.

Another positive outcome of the project was the formation of new friendships among the group of people who participated in the activities. This was seen as an opportunity for people to get to know each other better and create new social connections. One of the primary goals of the project was to bring together different communities within the territory, often separated by distance and lack of interaction, by creating a shared space for physical activity. This initiative successfully encouraged people from different areas to forge new relationships, thus fostering a virtuous circle of social interaction. Indeed, the project was open to people of all ages from neighboring villages and communities, and was seen as an opportunity to bring people together through shared interests and experiences.

2.3 Slovenia

The pilot program in Slovenia was focused on linking the opportunity of practicing physical activity with the intense tourism inflow that characterizes the city of Piran, as well as many other Slovenian city. The programmed activity consists of two different sub-activities: **the orientation walk** across the historical city of Piran and the **practice of traditional games**, with the guidance of both an expert in the field of local culture and heritage, and a local athlete that supervised the physical activity.

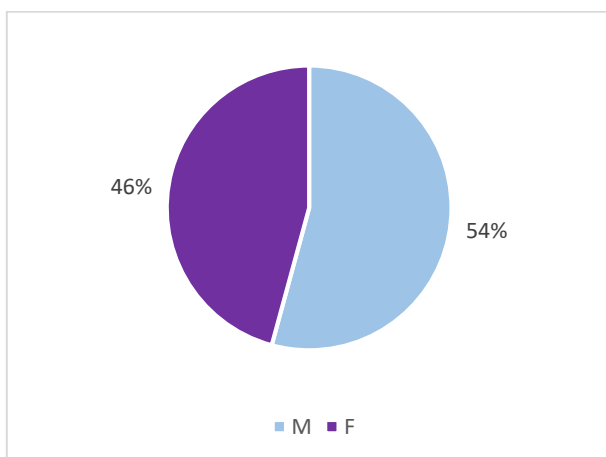
Table 9 – Slovenian pilot implementation

Activity	Period of implementation	Number of questionnaires
Promotion of traditional games and orientation walk	June 2022	59

2.3.1 Evidences from questionnaires

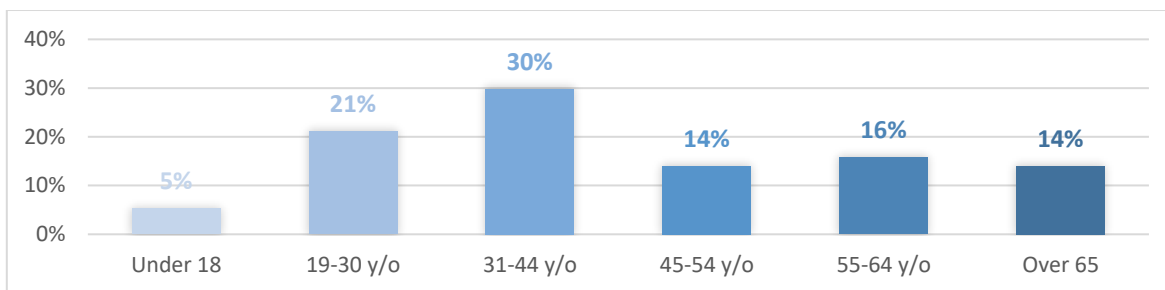
The Slovenian partner collected 59 questionnaires, even if the participants in the activity were assessed to be more. Observing the gender composition of the respondents, the majority is male (54%) and the 46% is female. The Slovenian pilot is the only one that reported a higher participation from men.

Figure 20 – Participants to the Slovenian pilot program by gender



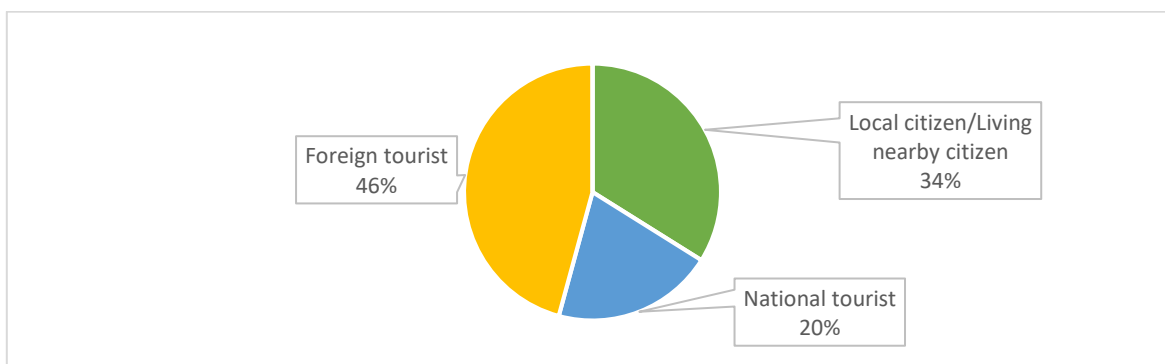
For what concerns the age groups, as can be seen from the figure below, there was an even distribution among categories. The larger share of participants was between 31 and 44 years old (30%). This evidence is coherent with the framework in which the Pilot was organized. Indeed, the occasion of the TAFISA conference allows to a high number of young people to try the activities proposed.

Figure 21 – Participants to the Slovenian pilot program by age group



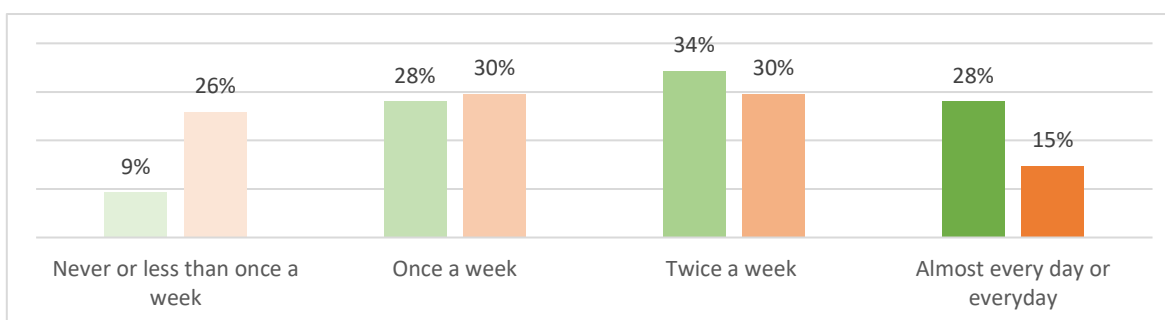
This is also confirmed by the distribution of participants by origins, shown in the figure below. The highest share of participants consisted of foreign tourists, while the 20% of national tourist. The specific design of the Slovenian pilot made it attractive for tourists, and this is the ideal target that organizers want to attract also with the future development of the project. For what concerns the work situation of the participants, the 54% are employed, coherently to what observed in the age groups distribution.

Figure 22 - Participants to the Slovenian pilot program by origin



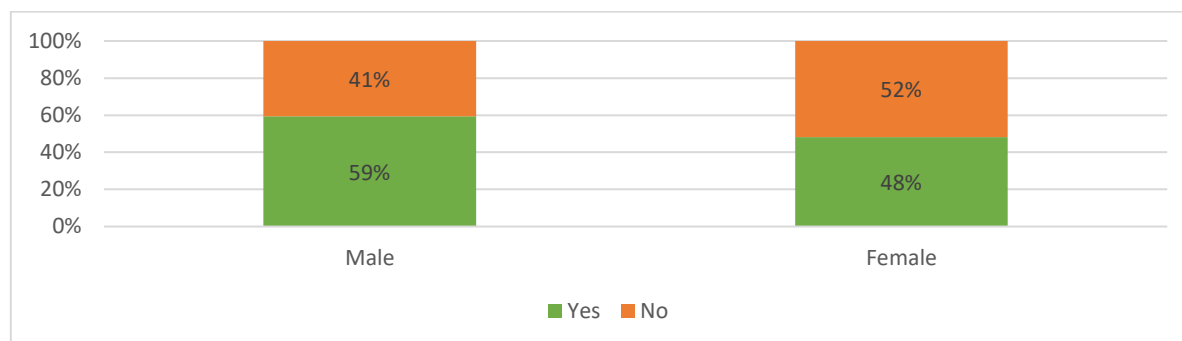
As required by the partner, the Slovenian questionnaires included also two questions to explore the level of sport participation and physical activity practice, before the pilot program. The respondents showed overall a high level of previous sport participation, probably due to the overlapping of the pilot with the TAFISA conference.

Figure 23 – Sport participation before the Slovenian pilot program, by gender (green = men, orange= women)



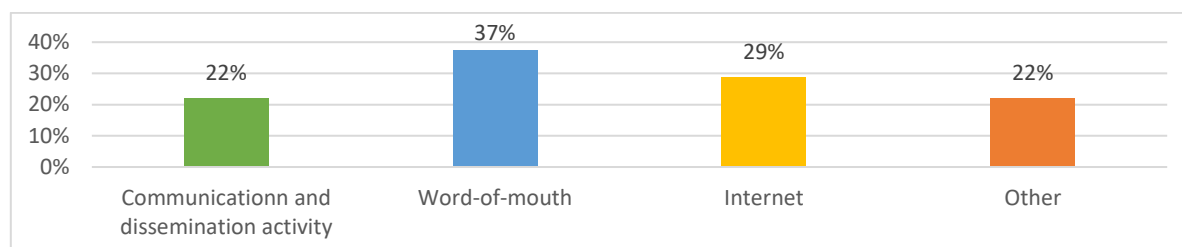
Similarly, the sample is almost evenly divided between people already members of sport organizations and not, with a difference of 10pp among men and women.

Figure 24 – Sport organization membership in the Slovenian pilot program by gender



In Slovenia word-of-mouth has been the main channel for people to get to know the SPACHE activities. However, an important role was also played by Internet (29% of respondents got information about the activities on the web).

Figure 25 - How did you hear about SPACHE project and the activities organized in your territory? SL



The main reason why the participants decide to take part in the SPACHE activity Slovenia was for discovering the cultural heritage of the local territory while practicing physical activity (51%). A significant share of respondents, however, (36%) reported that they were interested in alternative ways to practice sport and physical activity.

The 92% of the participants declared that they would be interested in participating again in the SPACHE activities. Of them, a 81% reported that would participate even in presence of subscription fees. Looking at the overall satisfaction of respondents, the 91% declare to be highly satisfied with the project activities (28% very satisfied, 63% more than satisfied).

2.3.2 The Slovenian case: tourism, physical activity and the involvement of the institutions

The programming phase of the pilot program concerned the definition of the idea and the potential integration of the program with other policies and interventions. The development of the pilot started from the realization that **landscape and cultural heritage**

of many cities in Slovenia are enjoyed only through a “passive” tourism, that does not actively engage with the opportunities of the territory. The element of the physical inactivity of the population and of the tourists, and the relevance that this issue has for the individual and collective well-being, was a crucial element in the phase of design and definition of the project.

The dialogue with the institution and the institutional support received from the actors in the territory were crucial element to ensure the success of the pilot. The organizers have plans to further develop the program and integrate it into the municipality of Piran, and to eventually expand to other cities in Slovenia. The program has been presented to the national ministry of Public health, with a focus on the role of sports and cultural heritage in promoting physical activity. The target group for the program would remain the people who are not currently active, and the goal is to encourage them to participate in physical activity through cultural activities and the valorization of the cultural heritage of the territory.

To expand the program to additional towns, Piran will need to develop adequate tools (for example, an application for mobile phone) and think about the sustainability of the project and its legacy. As the national Olympic committee, the organizers have good relationships and connection with stakeholders to involve. The implementation of the pilot during the TAFISA congress was a valuable occasion to allow people from different contexts and background to experience and discover the benefits of the program. Overall, Piran's pilot program has shown promise and has the potential to be scaled up to other cities in Slovenia. However, to do so successfully, they will need to carefully consider the sustainability of the program and how to ensure its long-term success. Based on the qualitative assessment and the evidence from the pilot program evaluation, the primary objective of the project's follow-up will be to reach and to motivate people who are currently inactive to engage in physical activity. In order to achieve this goal, and for the future development of the project is important to create partnership with relevant stakeholders, as such the educational institutions that train professionals in the field of tourism. Indeed, these individuals are future decision-makers in the tourism industry in the municipality and overall in the local territory, and the collaboration with them can the project's impact and outcomes.

The European Union has set a goal of promoting physical activity among its citizens. The primary goal of this project is to encourage people who are currently inactive to become physically active through sports and cultural activities. A safe sport environment is crucial for achieving this objective. While the funding is not the only priority, it is a critical factor in ensuring the initiative's success. Without sufficient investment to cover the project's operational costs, it would have been challenging to implement the initiative effectively. Moreover, having a strong partnership and a history of EU-funded projects can help promote the initiative's visibility and success. As highlighted by the organizers, another

aspect of the EU added value was that the project benefits from exchanging ideas and collaborating with other similar initiatives, in an international partnership such as the SPACHE one. By following the activities developed in other countries, the project can gain additional knowledge and insights that can contribute to its overall success. Finally, the European dimension of the project helped raise awareness among Slovenian citizens that this initiative is not unique to the Olympic Committee but is part of a broader EU-funded project to promote physical activity across Europe.

The program has demonstrated two different effects, depending on the group considered. Firstly, some participants in the pilot program, that were in Piran mainly for the TAFISA conference, were primarily attracted to the cultural heritage aspect of the program as they were already physically active. Secondly, the tourists showed more interest in the sports aspect of the program as it was an alternative way to explore and get to know the city of Piran. The integration of city sightseeing into physical activities has proven to be a key motivator for participation. The success of this approach, and the twofold impact discussed, suggests that every city has locations that can be utilized to promote physical activity and cultural heritage simultaneously.

Moreover, the program has also created opportunities for social cohesion and intergenerational exchange. Although there was not a significant age difference in the age group of participants, the program aims to involve families and people of all generations in physical activity to achieve long-term success. By involving families, the program can target future tourists of Piran and create a strong sense of community across different age groups. The initiative's link with the idea is straightforward, and the program can easily be modified to include family-friendly activities to encourage more significant participation. The cross-generational approach is crucial to the program's development and success, through the involvement of children, grandparents, and those who are less physically active. This approach will not only promote physical activity and cultural heritage but also create a sense of social cohesion and community building. By involving all generations in the program, it has the potential to create a link between different age groups and foster intergenerational relationships.

As final remark, it is essential to maintain the sustainability and the respect of the cultural heritage and natural environment as a key element while designing the program. The program must protect the local community and territorial cultural heritage while promoting physical activity, especially because one of the objectives is to attract tourists and non-local people. Emphasizing the protection of cultural heritage in the program's outcome is critical to ensure that the program remains sustainable and truly beneficial to the community.

In conclusion, the Slovenian program has demonstrated significant potentiality for the promotion of the physical activity and cultural heritage simultaneously. Furthermore, it can

contribute to create social cohesion and intergenerational exchange in the community, targeting families and people of all generations. The program's success lies in its ability to modify and tailor activities to the preferences of the potential target groups (inactive people, tourists, students, etc...) while ensuring the protection of cultural heritage and the local environment.

2.4 Netherlands

In the Netherlands, the pilot program was organized inspired by the largest cultural event in Fryslân, the Elfstedentocht (Eleven cities tour). The three main activities included in the pilot were “The lighthouse” (Climbing and abseiling), “Bonifatius Tour” (Canoeing/ cycling/ walking along the route) and “Street Art Tour” (Walking and sightseeing). Given the specific organization of the Dutch pilot program, the partner could not submit the evaluation questionnaires to all the participants involved.

However, 15 participants were selected to answer the questionnaires, in order to collect feedbacks and opinion from them. In addition, the actors in charge of the activities organization and implementation reported their qualitative assessment of the results of the pilot. The feature of the sample that replied to the questionnaire does not allow a deep analysis of the participants’ profile. The main characteristic of the respondents are reported in the table below.

Table 10 – Dutch pilot program implementation

	Respondents
Gender	5 men, 10 women
Age groups	7 under 30 years old, 8 between 31 and 50 years old
Origins	14 local citizens or living nearby citizens, 1 national tourist
How did you hear about SPACHE project activities?	8 participants through word-of mouth, 4 through internet, 2 through communication and dissemination activity of the project
Satisfaction	All the participants were highly satisfied with the pilot program activity

The qualitative assessment reported by the actors in charge of the implementation of the activities concerned three dimensions: the reason to participate, the organizational aspects and the main target. For the first dimensions, it was observed that there was a great need for social contact, and the enthusiasm of being together was the predominant element. The majority of the participants were living-nearby citizens, interested more in the sport activities than in the discovery of the cultural heritage (for the canoeing and the abseiling). For what concern the organization, an issue emerged was that of the need of booking with advance. For some activities, the last minute reservations made complex for the organizers to take care of some logistic details. Finally, the targets involved were people from different groups and background, but especially families looking for an one-day activity. The organizers noted that the participants were mostly already active people, because the proposed activities required a significant amount of physical strength and athletic

preparation (especially for canoeing and abseiling). Thus, the pilot program was not able to target a broader audience, including people not already physically active.

For this reason, the future development of the pilot and potential follow-up should reconsider the design of the proposed activities and improve the strategy to attract different target groups.

In addition, at the end of the pilot implementation, a semi-structured interview allowed the project partner to highlight the main elements about the program design and implementation process, effectiveness and sustainability as well as the main mechanism that favored/blocked the success of the pilot.

The actors involved in the pilot program design and delivery were private foundations and companies that own the locations where the pilot took place, volunteers involved as touristic guides and sport instructors that contributed to the activities implementation, a communication team and an event agency that took care of disseminating activities details to a broader public. The program was not integrated with other policies or similar interventions. But the content of the project (awareness and stimulation of exercise and cultural heritage) fits in well with the provincial policy in Friesland in the field of health, sports, recreation and tourism.

The main difficulties encountered in the pilot program implementation were: the high costs of realizing the activity (solved through the payment of a fee for the participation by the participants); the possibility of damaging the material heritage that represented part of the activity (for example, the church tower by the abseilers), that required additional insurance; the complex coordination between the need of booking the activity in advance and the cost of the instructor/touristic guide without certainty on the exact number of participants.

3. The promotion of the cultural heritage and the physical activity: perceived impacts across groups

The final part of the analysis of the pilot program implementations concerned the assessment of the most relevant impacts generated on three selected dimensions: physical well-being, heritage promotion and social cohesion. The qualitative assessment, in the form of the bilateral meetings and the semi-structured interviews with the partners, as well as the feedback informally collected from the participants, contributed to make the results more solid and complete.

As described in the evaluation methodology section, the indices were built using the assessment on perceived impact of the activities, reported in the third section of the questionnaire. Indeed, the participants were asked to express their agreement on a 1-5 scale with a list of statements that indicated potential effects of the pilot program on the involvement in physical activity, on the knowledge of cultural heritage and on well-being dimensions. The indices score were computed as the average between the individual answers to every item. The compatibility of the items and the solidity of the derived indices were assessed through a reliability analysis of the inter-items correlations. In order to compare the results, the average for each respondent has been normalized and then aggregated in three score range: high impact, medium impact and low impact.

The first index aims to measure the role that the cultural heritage promotion had in motivating the participants in practicing sport, in the SPACHE framework. It consists of the items that take into account the perceived physical well-being of the participants as well as the relevance of the context as a motivation for engaging in physical activity.

Table 11 – Index 1: From Cultural Heritage to Physical Activity

Cultural Heritage as a leverage for practicing Physical Activity (CH to PA)
I feel motivated to practice more often sport and/or physical activity.
Practicing sport and/or physical activity makes me feel active and vigorous
The place/context is a relevant aspect in engaging me in the practice of sport and/or physical activity
Discovering local traditions is a good way to increase the sport and/or physical activity practice

The second index reports the role that the willingness to practice physical activity had to stimulate the participants in discovering and enjoying the local heritage and culture, acquiring knowledge and participating in the protection of the local tradition. The items

considered remarks the role that the physical activity practice had in attracting people in taking part in the SPACHE project.

Table 12 – Index 2: From Physical Activity to Cultural Heritage

Physical Activity as a leverage for Cultural Heritage promotion (PA to CH)
I have increased my knowledge of local culture and/or tradition.
Practicing sport and/or physical activity in a typical local place is an opportunity to acquire knowledge about its history and tradition
Discovering local cultural heritage by practicing sport and/or physical activities can be a good way for promoting the local resources, culture and traditions
Practicing sport and/or physical activity in locally distinctive or innovative location, different from usual sporting centres, can be an opportunity to increase the bond with local territory

The third index assesses the perceived impact of participants on the dimension of social cohesion and intergenerational exchange. Indeed, one important objective of the project was to contribute to strengthen the local community cohesion and intergenerational exchange.

Table 13 – Index 3: Social Cohesion

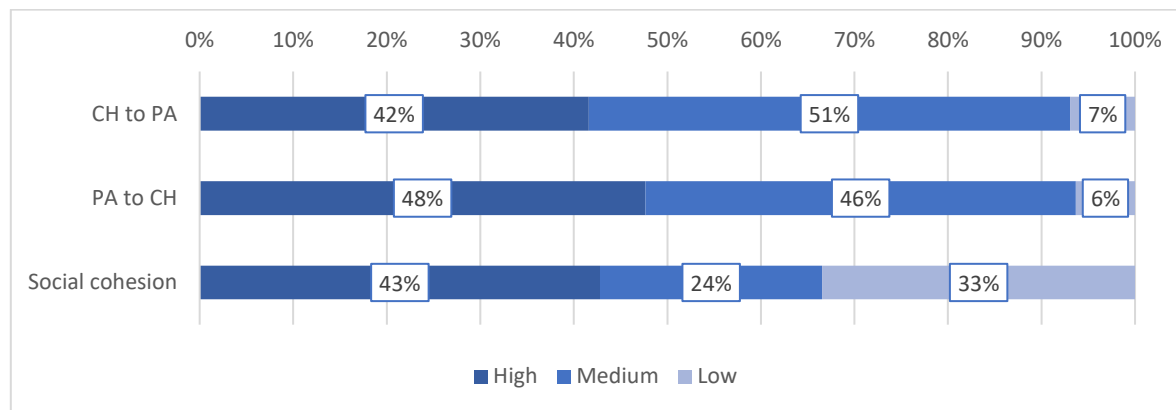
Social Cohesion Index
Practicing sport and/or physical activity in the local territory enjoying cultural heritage can be an opportunity to meet new people
Practicing sport and/or physical activity can be an opportunity to participate in local and /or traditional events together with other people
Practicing sport and/or physical activity is a good way to interact with people of different age and culture

As can be seen from Figure 26, the index that received an highest share of “high” impact according to the feedbacks of participants was the PA to CH Index. This general conclusion have been confirmed and highlighted also through the qualitative assessment and bilateral meeting with the partners. The first reason behind the participation in the activities was the desire to practice physical activity in a safe, inclusive and welcoming environment. According to the indices, the willingness to take part in the sport activities has been an interesting leverage for the knowledge of the local territory and the cultural heritage. The further design of programs and project aimed to promote the cultural heritage should take into account this aspect.

However, also the values for the other index (CH to PA) reported satisfying results. The disaggregation according to age groups and gender will detail this main results. The index that registered the highest share of “low” perceived impact among participants is the Social

Cohesion Index. Nonetheless, the large majority of the respondents reported a high perceived impact (43%).

Figure 26 – Overview of Indices distribution



The three figures below report the gender disaggregation for the analysis of the indices. Generally speaking, the women reported for all the dimensions a higher share of “high” perceived impact of the SPACHE program. The difference between the two group is of about 5 pp for all the indices considered. If we focus, on the other hand, on the share of people that reported a “low” perceived impact, in the second index (PA to CH) the men’s share is lower of 2pp than the women’s.

Figure 27 – CH to PA, by gender

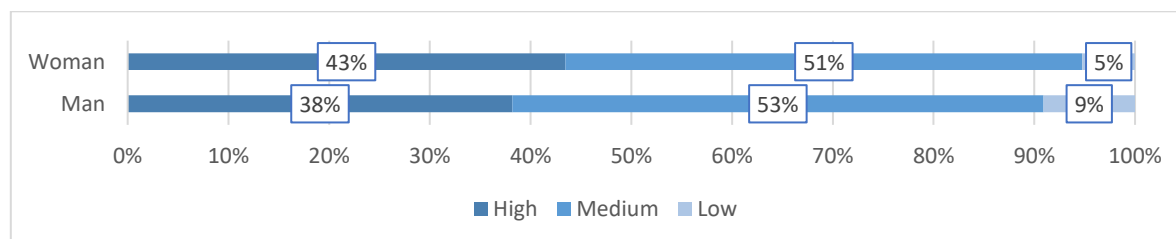


Figure 28 – PA to CH, by gender

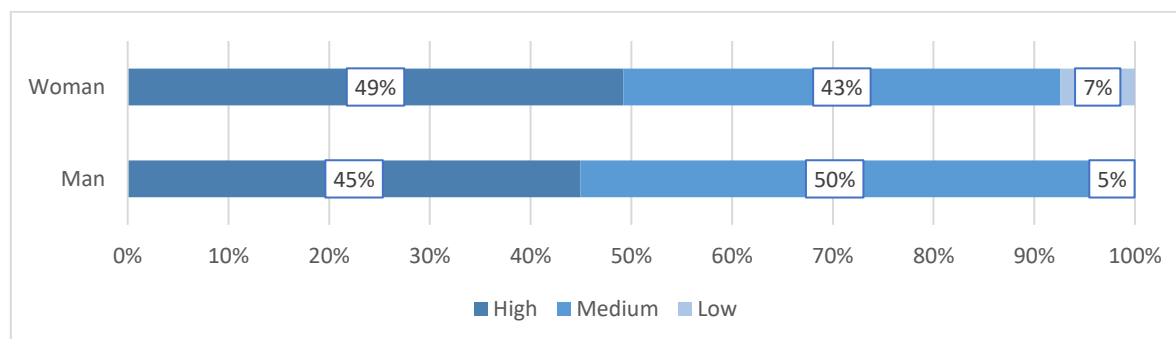
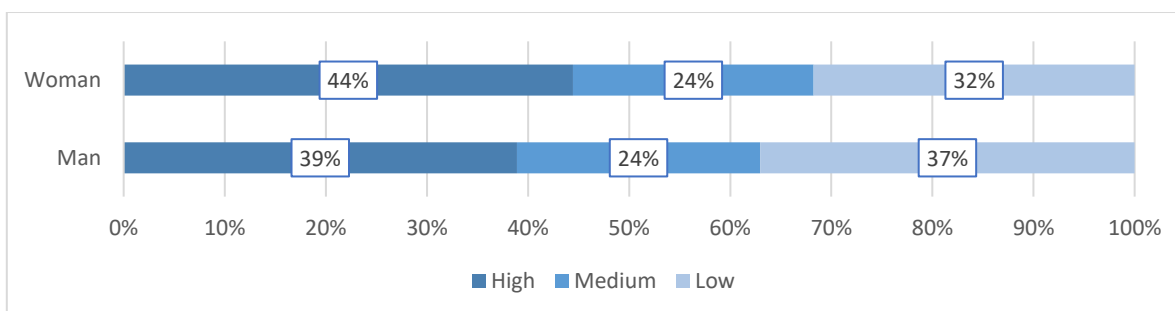


Figure 29 – Social cohesion, by gender



However, the gender disaggregation does not highlight extremely significant differences between the aggregate distribution of impacts. The analysis carried out on the age groups, reported in the three figures below, identifies some significant trends, especially for what concerns younger people (under 18) and older participants (over 65).

The first comment concerns the age group “Under 18” that has shown on average a higher share of “low” impacted respondents, for all of the three indices. This is particularly significant for the PA to CH index. As the index identifies the role of leverage that Physical activity had for Cultural Heritage promotion, the explanations for this results can be two. First, younger people are, in general, more physical active than older. Thus, as emerged from the qualitative assessment with the project partners, the more physical active people were less involved in the project activities, due to their already existing routine. Second, one important aspect of the cultural heritage promotion can be the sense of belonging to a specific territory, or the link with one’s own individual heritage. Younger people might be still in a discovery and understanding phase, where this sense of belonging or individual heritage is perceived as less strong.

However, the extremely positive results of the activities with children in Italy and Portugal, confirmed also by the enthusiastic interviews with the participants, might suggest that the involvement of youngest people should happen through the schools, local associations and other intermediate actors of the local community.

Figure 30 – CH to PA, by age group

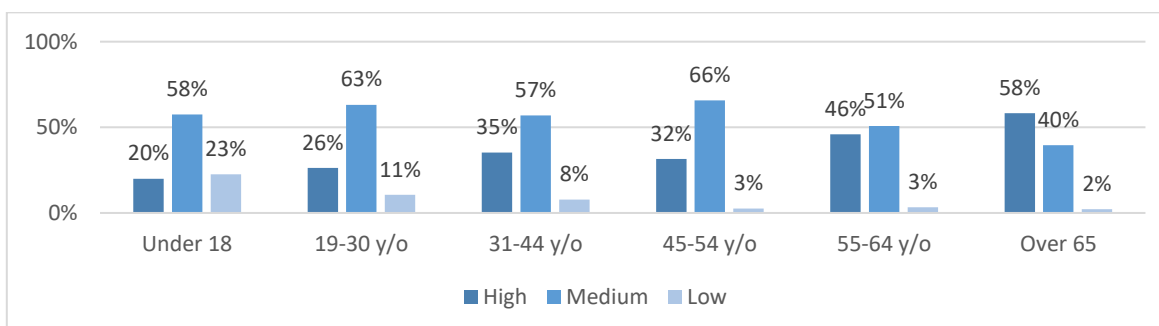
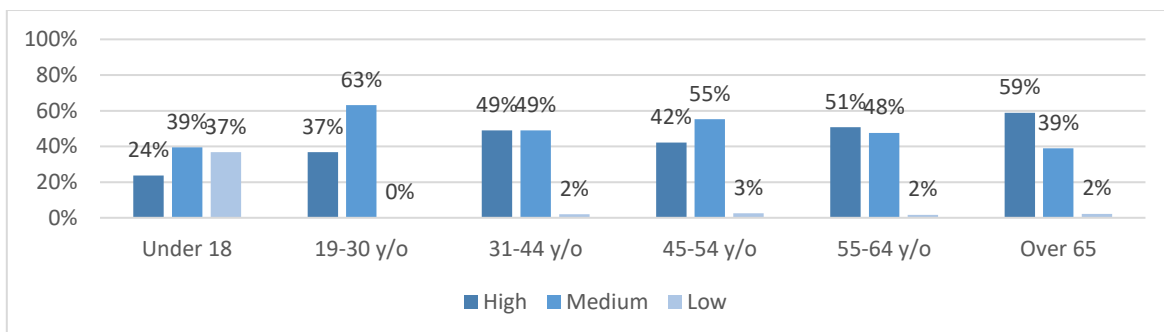
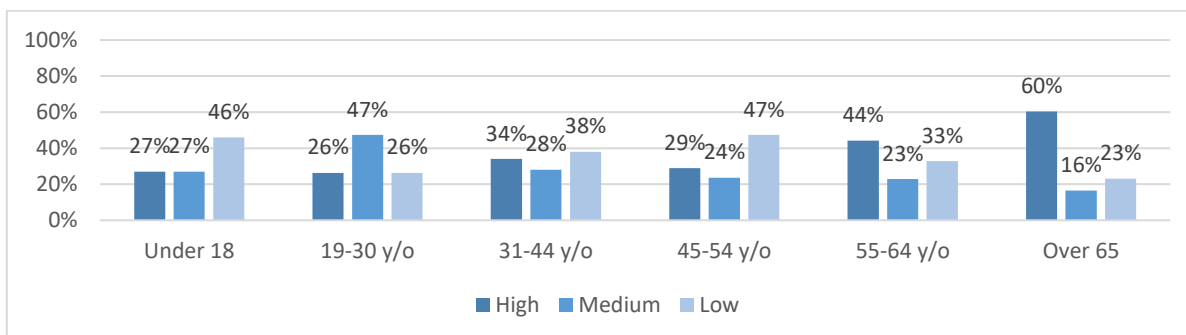


Figure 31 – PA to CH, by age group



The other interesting group to analyze is that of the Over 65 participants. Indeed, on average, the share of respondents that have been highly impacted by the program activities is extremely high for all the three indices. In the detail, 58% of the respondents over 65 years old perceived a high impact of the Cultural Heritage as leverage for practicing Physical Activity (against the 42 % of the whole sample). The 59% of the older participants, against the 48% in the general population, reported that the impact of the Physical Activity as leverage for Cultural Heritage discovery was high. Finally, for the 60% of the participants belonging to this age group, the impact of the Social Cohesion index was high. This last figure, around 20 pp higher than the share of the general population, should be taken into account as a important impact of the SPACHE project. Indeed, the factor that played the most important role among the reasons to participate into the activities was the willingness to practice sport, while one of the most relevant impact for this target group was an increased feeling of social cohesion.

Figure 32 – Social cohesion, by age group



4. Main findings and conclusion

The pilot programs of the SPACHE project, carried out during 2022, has seen the participation of more than 400 people across four countries: Portugal, Italy, Slovenia and Netherlands. The objective of the programs were to conjugate sport activities with the discovery and the promotion of the local cultural heritage, in order to impact the individual and the community well-being. The proposed activities aimed also at improving social cohesion and intergenerational exchange, providing the citizens with occasions to share experience. The participants were in majority women, evenly distributed across age groups and origins. The satisfaction and the enthusiasm for the activities have been highlighted through all the evaluation tools, and they were confirmed by the clear request to keep proposing the programs in the selected territories even after the end of the SPACHE project.

In the **design phase**, a crucial role has been played by the dialogue and the involvement of other actors, in order to build a network of stakeholders to cover all the needs of the project. In the Portuguese case, the involvement of cultural associations for the protection of the Linen tradition allow the organizers to design properly the proposed activity. In the Italian case, the dialogue with the private owners of the selected location and their active interest and participation in the project's objectives was a crucial step to ensure the possibility of using the local cultural resources. In the Slovenian case, the organizers needed at first to involve the local institutions (i.e. the municipality of Piran). In all the pilot programs, the openness and the active participation of those actors emerged as a fundamental element for the success of the activities.

In the **implementation phase**, the main element emerged was the high level of enthusiasm of the participants. Indeed they showed a great involvement, especially considering people belonging to the less active groups. According to this evidence, the assessment reported a general lack of opportunities for people to practice sport in safe, inclusive and interesting environment. Projects such as the SPACHE pilot programs are welcomed by the population as valuable occasions in this sense. In general, the impact on the well-being of the participants has been assessed on the dimensions of the practice of physical activity, on the discovery and knowledge of the local cultural heritage, on the social cohesion.

For what concerns the critical issues encountered, the organizational and logistic aspects required in advance a high level of coordination between organizers and participants, especially for the activities that needed to be booked in advance. Within this matter, the communication and dissemination activities targeting wider groups of population had a double effect: on one side, they allowed to reach high number of potential participants; on the other side, they made more difficult for the organizers to plan costs of the activities with knowing exactly the number of participants.

Another important element to be taken into account, especially in the perspective of follow-up of the project, is the sustainability and the respect of the cultural heritage and natural environment. The program must aim to protect the local community and territorial cultural heritage while promoting physical activity, especially if one of the objectives is to attract tourists, and thus threaten the ecosystem of the involved territories.

The **EU added value** mainly concerned the opportunity of representing, at the local level, an international partnership. This allowed the project partners to initiate and develop a solid dialogue with the other actors. In addition, the international partnership fostered the mutual learning and exchange of good practices and experiences. The funding aspect was also highlighted as important.

In conclusion, the impact on the involved population, assessed through the use of aggregated indices, seemed to concern mostly the use of the physical activity participation as a leverage for the discovery of the cultural heritage. A secondary channel of impact was the use of the cultural heritage as a leverage for encouraging the participation in sport activities. The effect on social cohesion was high especially across the older age groups, confirming the idea that these interventions should aim at producing specific positive effects in specific groups, considering the heterogeneity of the participants.

Question 1.1 - Sex (%)

Country	M	F
PORTUGAL	27,7%	72,3%
SLOVENIA	54,2%	45,8%
ITALY	34,9%	65,1%
THE NETHERLANDS	33,3%	66,7%
TOTAL	36,6%	63,4%

Question 1.2 – Age group (%)

	Male	Female	Total
PORTUGAL			
Under 18	0,0%	6,7%	4,8%
19-30 y/o	0,0%	5,0%	3,6%
31-44 y/o	30,4%	6,7%	13,3%
45-54 y/o	21,7%	0,0%	6,0%
55-64 y/o	4,3%	15,0%	12,0%
Over 65	43,5%	66,7%	60,2%
SLOVENIA			
Under 18	3,3%	7,4%	5,3%
19-30 y/o	20,0%	22,2%	21,1%
31-44 y/o	23,3%	37,0%	29,8%
45-54 y/o	16,7%	11,1%	14,0%
55-64 y/o	23,3%	7,4%	15,8%
Over 65	13,3%	14,8%	14,0%
ITALY			
Under 18	19,7%	21,9%	21,1%
19-30 y/o	0,0%	3,5%	2,3%
31-44 y/o	18,0%	14,0%	15,4%
45-54 y/o	19,7%	13,2%	15,4%
55-64 y/o	23,0%	25,4%	24,6%
Over 65	19,7%	21,9%	21,1%
TOTAL			
Under 18	11,4%	15,4%	14,0%
19-30 y/o	5,3%	6,5%	6,0%
31-44 y/o	21,9%	14,9%	17,5%
45-54 y/o	19,3%	9,0%	12,7%
55-64 y/o	19,3%	19,9%	19,7%
Over 65	22,8%	34,3%	30,2%

Question 1.3 - Where are you from? (%)

	Male	Female	Total
PORTUGAL			
Local citizen	100,0%	85,0%	89,2%
Living nearby citizen	0,0%	13,3%	9,6%
National tourist	0,0%	1,7%	1,2%
Foreign tourist	0,0%	0,0%	0,0%
SLOVENIA			
Local citizen	34,4%	33,3%	33,9%
Living nearby citizen	0,0%	0,0%	0,0%
National tourist	15,6%	25,9%	20,3%
Foreign tourist	50,0%	40,7%	45,8%
ITALY			
Local citizen	13,1%	26,3%	21,7%
Living nearby citizen	34,4%	30,7%	32,0%
National tourist	18,0%	16,7%	17,1%
Foreign tourist	34,4%	26,3%	29,1%
TOTAL			
Local citizen	36,2%	44,8%	41,6%
Living nearby citizen	22,4%	24,9%	24,0%
National tourist	23,3%	15,4%	18,3%
Foreign tourist	18,1%	14,9%	16,1%

Question 1.4 - What is your work situation now? (%)

	Male	Female	Total
PORTUGAL			
Student	4,3%	10,0%	8,4%
Employed	56,5%	6,7%	20,5%
Unemployed	0,0%	3,3%	2,4%
Retired	34,8%	80,0%	67,5%
Other	4,3%	0,0%	1,2%
SLOVENIA			
Student	18,8%	18,5%	18,6%
Employed	56,3%	51,9%	54,2%
Unemployed	3,1%	11,1%	6,8%
Retired	12,5%	14,8%	13,6%
Other	9,4%	3,7%	6,8%
ITALY			
Student	21,3%	21,9%	21,7%
Employed	45,9%	41,2%	42,9%
Unemployed	3,3%	3,5%	3,4%
Retired	29,5%	27,2%	28,0%
Other	0,0%	6,1%	4,0%
TOTAL			
Student	17,2%	17,9%	17,7%
Employed	50,9%	32,3%	39,1%
Unemployed	2,6%	4,5%	3,8%
Retired	25,9%	41,3%	35,6%
Other	3,4%	4,0%	3,8%

Question 1.5 - How often do you usually practice sport activity? (%)

	SLOVENIA		
	Male	Female	Total
Never or less than once a week	9,4%	25,9%	16,9%
Once a week	28,1%	29,6%	28,8%
Twice a week	34,4%	29,6%	32,2%
Almost every day or everyday	28,1%	14,8%	22,0%

Question 1.6 - Are you already member of any sport organization? (%)

	SLOVENIA		
	Male	Female	Total
Yes	59,4%	48,1%	54,2%
No	40,6%	51,9%	45,8%

Question 1.7 - How did you hear about the SPACHE project activities' organisation in your territory? (%)

	Male	Female	Total
PORTUGAL			
Communication and dissemination activity	39,1%	15,0%	21,7%
Word-of-mouth	34,8%	75,0%	63,9%
Internet	0,0%	6,7%	4,8%
Other	13,0%	5,0%	7,2%
SLOVENIA			
Communication and dissemination activity	25,0%	18,5%	22,0%
Word-of-mouth	37,5%	37,0%	37,3%
Internet	37,5%	18,5%	28,8%
Other	15,6%	29,6%	22,0%
ITALY			
Communication and dissemination activity	42,6%	47,4%	45,7%
Word-of-mouth	26,2%	34,2%	31,4%
Internet	23,0%	18,4%	20,0%
Other	13,1%	10,5%	11,4%
TOTAL			
Communication and dissemination activity	37,1%	33,8%	35,0%
Word-of-mouth	31,0%	46,8%	41,0%
Internet	22,4%	14,9%	17,7%
Other	13,8%	11,4%	12,3%

Question 1.8 - Which activity have you participated in? (%)

	Male	Female	Total
PORTUGAL			
Linen in happy life	34,8%	83,3%	69,9%
Linen at gym	65,2%	16,7%	30,1%
SLOVENIA			
Promotion of traditional games	54,5%	51,2%	76,3%
Orientation walk	45,5%	48,8%	67,8%
ITALY			
Villa Bettoni e sport	10,0%	12,8%	14,9%
Sport e famiglia	7,1%	3,4%	5,7%
Armonie e sapori - Limonaia La Malora	4,3%	14,1%	13,7%
Sport tra sabbia e acqua - Parco Fontanelle	10,0%	22,8%	23,4%
Trekking and culture	64,3%	43,6%	62,9%
Corsi di cultura italiana e sport	4,3%	3,4%	4,6%

Question 1.9 - How frequently have you participated in the above-mentioned activity/activities? (%)

	Male	Female	Total
PORTUGAL			
Just once	86,7%	91,7%	28,9%
Sometimes	6,7%	0,0%	1,2%
Often	6,7%	0,0%	1,2%
More or less always	0,0%	8,3%	1,2%
ITALY			
Communication and dissemination activity	53,3%	34,3%	39,4%
Word-of-mouth	25,0%	31,5%	28,0%
Internet	18,3%	20,4%	18,9%
Other	3,3%	13,9%	9,7%

Question 2.0 - Why did you decide to participate in the SPACHE project activities? (%)

	Male	Female	Total
PORTUGAL			
I thought it was an opportunity to discover the cultural heritage/places of cultural interest of the territory while practicing sport and/or physical activity	54,5%	34,7%	61,4%
I was interested in sharing experiences with other people	18,2%	18,9%	28,9%
I was interested in “alternative” ways of practicing sport and/or physical activity	21,2%	20,0%	31,3%
I was interested in practicing sport and/or physical activity for free	6,1%	23,2%	28,9%
Other (please specify)	0,0%	3,2%	3,6%
SLOVENIA			
I thought it was an opportunity to discover the cultural heritage/places of cultural interest of the territory while practicing sport and/or physical activity	31,9%	34,9%	50,8%
I was interested in sharing experiences with other people	19,1%	14,0%	25,4%
I was interested in “alternative” ways of practicing sport and/or physical activity	29,8%	16,3%	35,6%
I was interested in practicing sport and/or physical activity for free	14,9%	27,9%	32,2%
Other (please specify)	4,3%	7,0%	8,5%
ITALY			
I thought it was an opportunity to discover the cultural heritage/places of cultural interest of the territory while practicing sport and/or physical activity	46,1%	48,7%	66,3%
I was interested in sharing experiences with other people	14,6%	18,8%	24,0%
I was interested in “alternative” ways of practicing sport and/or physical activity	14,6%	17,5%	22,9%
I was interested in practicing sport and/or physical activity for free	21,3%	13,6%	22,9%
Other (please specify)	3,4%	1,3%	2,9%
TOTAL			
I thought it was an opportunity to discover the cultural heritage/places of cultural interest of the territory while practicing sport and/or physical activity	37,6%	62,4%	42,7%
I was interested in sharing experiences with other people	34,6%	65,4%	17,6%
I was interested in “alternative” ways of practicing sport and/or physical activity	39,1%	60,9%	18,9%
I was interested in practicing sport and/or physical activity for free	33,7%	66,3%	18,0%
Other (please specify)	38,5%	61,5%	2,8%

Question 2.1 - Following your participation in the SPACHE project activities, express your opinion on the following statements: (%)

Portugal

			Disagree	Agree
2.1a	I feel motivated to practice more often sport and/or physical activity.	M	8,7%	91,3%
		F	1,7%	95,0%
2.1b	Practicing sport and/or physical activity makes me feel active and vigorous	M	4,3%	95,7%
		F	0,0%	96,7%
2.1c	Practicing sport and/or physical activity makes me feel cheerful and in good spirits	M	0,0%	100,0%
		F	0,0%	98,3%
2.1d	The place/context is a relevant aspect in engaging me in the practice of sport and/or physical activity	M	4,3%	91,3%
		F	1,7%	95,0%
2.1e	I have increased my knowledge of local culture and/or tradition	M	4,3%	95,7%
		F	0,0%	96,7%
2.1f	Discovering local traditions is a good way to increase the sport and/or physical activity practice	M	4,3%	91,3%
		F	0,0%	96,7%
2.1g	Practicing sport and/or physical activity in a typical local place is an opportunity to acquire knowledge about its history and tradition	M	0,0%	95,7%
		F	0,0%	96,7%
2.1h	Discovering local cultural heritage by practicing sport and/or physical activities can be a good way for promoting the local resources, culture and traditions	M	0,0%	95,7%
		F	1,7%	95,0%
2.1i	Practicing sport and/or physical activity in the local territory enjoying cultural heritage can be an opportunity to meet new people	M	4,3%	95,7%
		F	0,0%	96,7%
2.1j	Practicing sport and/or physical activity in locally distinctive or innovative location, different from usual sporting centres, can be an opportunity to increase the bond with local territory	M	0,0%	95,7%
		F	0,0%	96,7%
2.1k	Practicing sport and/or physical activity can be an opportunity to participate in local and /or traditional events together with other people	M	4,3%	91,3%
		F	0,0%	96,7%
2.1l	Practicing sport and/or physical activity is a good way to interact with people of different age and culture	M	4,3%	95,7%
		F	0,0%	98,3%

Slovenia

			Disagree	Agree
2.1a	I feel motivated to practice more often sport and/or physical activity.	M	25,0%	59,4%
		F	25,9%	74,1%
2.1b	Practicing sport and/or physical activity makes me feel active and vigorous	M	12,5%	65,6%
		F	11,1%	88,9%
2.1c	Practicing sport and/or physical activity makes me feel cheerful and in good spirits	M	6,3%	75,0%
		F	0,0%	96,3%
2.1d	The place/context is a relevant aspect in engaging me in the practice of sport and/or physical activity	M	12,5%	71,9%
		F	18,5%	81,5%
2.1e	I have increased my knowledge of local culture and/or tradition.	M	21,9%	59,4%
		F	14,8%	77,8%
2.1f	Discovering local traditions is a good way to increase the sport and/or physical activity practice	M	18,8%	62,5%
		F	22,2%	74,1%
2.1g	Practicing sport and/or physical activity in a typical local place is an opportunity to acquire knowledge about its history and tradition	M	18,8%	62,5%
		F	14,8%	85,2%
2.1h	Discovering local cultural heritage by practicing sport and/or physical activities can be a good way for promoting the local resources, culture and traditions	M	18,8%	59,4%
		F	7,4%	92,6%
2.1i	Practicing sport and/or physical activity in the local territory enjoying cultural heritage can be an opportunity to meet new people	M	15,6%	65,6%
		F	7,4%	88,9%
2.1j	Practicing sport and/or physical activity in locally distinctive or innovative location, different from usual sporting centres, can be an opportunity to increase the bond with local territory	M	18,8%	59,4%
		F	14,8%	85,2%
2.1k	Practicing sport and/or physical activity can be an opportunity to participate in local and /or traditional events together with other people	M	15,6%	65,6%
		F	11,1%	88,9%
2.1l	Practicing sport and/or physical activity is a good way to interact with people of different age and culture	M	12,5%	68,8%
		F	7,4%	88,9%

Italy

			Disagree	Agree
2.1a	I feel motivated to practice more often sport and/or physical activity.	M	6,6%	88,5%
		F	3,5%	82,5%
2.1b	Practicing sport and/or physical activity makes me feel active and vigorous	M	1,6%	95,1%
		F	0,9%	91,2%
2.1c	Practicing sport and/or physical activity makes me feel cheerful and in good spirits	M	4,9%	93,4%
		F	0,9%	87,7%
2.1d	The place/context is a relevant aspect in engaging me in the practice of sport and/or physical activity	M	3,3%	88,5%
		F	1,8%	84,2%
2.1e	I have increased my knowledge of local culture and/or tradition.	M	6,6%	85,2%
		F	7,9%	78,9%
2.1f	Discovering local traditions is a good way to increase the sport and/or physical activity practice	M	3,3%	85,2%
		F	0,9%	85,1%
2.1g	Practicing sport and/or physical activity in a typical local place is an opportunity to acquire knowledge about its history and tradition	M	1,6%	91,8%
		F	4,4%	82,5%
2.1h	Discovering local cultural heritage by practicing sport and/or physical activities can be a good way for promoting the local resources, culture and traditions	M	0,0%	90,2%
		F	2,6%	82,5%
2.1i	Practicing sport and/or physical activity in the local territory enjoying cultural heritage can be an opportunity to meet new people	M	6,6%	86,9%
		F	0,9%	86,8%
2.1j	Practicing sport and/or physical activity in locally distinctive or innovative location, different from usual sporting centres, can be an opportunity to increase the bond with local territory	M	0,0%	91,8%
		F	1,8%	85,1%
2.1k	Practicing sport and/or physical activity can be an opportunity to participate in local and /or traditional events together with other people	M	1,6%	90,2%
		F	1,8%	83,3%
2.1l	Practicing sport and/or physical activity is a good way to interact with people of different age and culture	M	8,2%	83,6%
		F	0,9%	88,6%

Question 2.2 - Would you like to continue participating in the implemented SPACHE project activities after the end of the project? (%)

		No	More no than yes	Yes, but only if it will be free of charge	Absolutely yes!
PORTUGAL					
Linen in happy life	M	0,0%	0,0%	11,1%	88,9%
	F	0,0%	0,0%	16,0%	84,0%
Linen at gym	M	0,0%	0,0%	30,8%	69,2%
	F	0,0%	0%	31%	69%
SLOVENIA					
Promotion of traditional games	M	3,7%	0,0%	14,8%	81,5%
	F	0,0%	7,7%	15,4%	76,9%
Orientation walk	M	4,3%	0,0%	13,0%	82,6%
	F	0,0%	0,0%	18,2%	81,8%
ITALY					
Villa Bettoni e sport	M	12,0%	4,0%	16,0%	68,0%
	F	6,0%	10,0%	14,0%	70,0%
Sport e famiglia	M	18,2%	4,5%	22,7%	54,5%
	F	11,1%	14,8%	22,2%	51,9%
Armonie e sapori - Limonaia La Malora	M	20,8%	8,3%	16,7%	54,2%
	F	11,1%	7,4%	14,8%	66,7%
Sport tra sabbia e acqua - Parco Fontanelle	M	19,0%	14,3%	33,3%	33,3%
	F	6,0%	4,0%	12,0%	78,0%
Trekking and culture	M	7,5%	1,9%	13,2%	77,4%
	F	6,4%	0,0%	11,5%	82,1%
Corsi di cultura italiana e sport	M	9,5%	19,0%	33,3%	38,1%
	F	6,7%	6,7%	23,3%	63,3%

	No	More no than yes	Yes, but only if it will be free of charge	Absolutely yes!
PORTUGAL	0,0%	0,0%	20,0%	80,0%
SLOVENIA	2,0%	2,0%	15,3%	80,6%
ITALY	9,7%	6,4%	16,9%	67,0%

		Yes, but only if it will be free of charge	Absolutely yes!
PORTUGAL	M	22,7%	77,3%
	F	19,0%	81,0%
Slovenia	M	14,6%	85,4%
	F	17,4%	82,6%
ITALY	M	25,8%	74,2%
	F	17,1%	82,5%

Question 2.3 - Following your participation in the SPACHE project activities, express your overall level of satisfaction with regard to the activities? (%)

		Very unsatisfied	...	...	...	More than satisfied
PORTUGAL						
Linen in happy life	M	0,0%	0,0%	0,0%	11,1%	88,9%
	F	0,0%	0,0%	0,0%	14,9%	85,1%
Linen at gym	M	0,0%	0,0%	0,0%	38,5%	61,5%
	F	0,0%	0,0%	0,0%	35,7%	64,3%
SLOVENIA						
Promotion of traditional games	M	0,0%	0,0%	11,1%	55,6%	33,3%
	F	0,0%	0,0%	13,0%	43,5%	43,5%
Orientation walk	M	0,0%	0,0%	11,8%	47,1%	41,2%
	F	12,5%	0,0%	8,3%	37,5%	41,7%
ITALY						
Villa Bettoni e sport	M	0,0%	0,0%	14,3%	28,6%	57,1%
	F	0,0%	0,0%	11,1%	11,1%	77,8%
Sport e famiglia	M	0,0%	0,0%	20,0%	20,0%	60,0%
	F	0,0%	0,0%	0,0%	25,0%	75,0%
Armonie e sapori - Limonaia La Malora	M	0,0%	0,0%	33,3%	0,0%	66,7%
	F	0,0%	0,0%	4,8%	14,3%	81,0%
Sport tra sabbia e acqua - Parco Fontanelle	M	0,0%	0,0%	33,3%	33,3%	33,3%
	F	3,0%	0,0%	3,0%	30,3%	63,6%
Trekking and culture	M	0,0%	2,2%	4,4%	15,6%	77,8%
	F	1,6%	0,0%	1,6%	11,1%	85,7%
Corsi di cultura italiana e sport	M	0,0%	0,0%	100,0%	0,0%	0,0%
	F	0,0%	0,0%	33,3%	0,0%	66,7%

Question 2.4 - Following your participation in the SPACHE project activities, how much are you satisfied with regard to the organisational aspects (timing, location, etc...) of the activities? (%)

		Very unsatisfied	...	...	...	More than satisfied
PORTUGAL						
Linen in happy life	M	0,0%	0,0%	0,0%	11,1%	88,9%
	F	0,0%	0,0%	0,0%	14,9%	85,1%
Linen at gym	M	0,0%	0,0%	0,0%	38,5%	61,5%
	F	0,0%	0,0%	0,0%	35,7%	64,3%
SLOVENIA						
Promotion of traditional games	M	0,0%	0,0%	11,1%	55,6%	33,3%
	F	0,0%	0,0%	13,0%	43,5%	43,5%
Orientation walk	M	0,0%	0,0%	11,8%	47,1%	41,2%
	F	0,0%	0,0%	9,5%	42,9%	47,6%
ITALY						
Villa Bettoni e sport	M	0,0%	0,0%	14,3%	28,6%	57,1%
	F	0,0%	0,0%	11,1%	11,1%	77,8%
Sport e famiglia	M	0,0%	0,0%	20,0%	20,0%	60,0%
	F	0,0%	0,0%	0,0%	25,0%	75,0%
Armonie e sapori - Limonaia La Malora	M	0,0%	0,0%	33,3%	0,0%	66,7%
	F	0,0%	0,0%	4,8%	14,3%	81,0%
Sport tra sabbia e acqua - Parco Fontanelle	M	0,0%	0,0%	33,3%	33,3%	33,3%
	F	3,0%	0,0%	3,0%	30,3%	63,6%
Trekking and culture	M	0,0%	2,2%	4,4%	15,6%	77,8%
	F	1,6%	0,0%	1,6%	11,1%	85,7%
Corsi di cultura italiana e sport	M	0,0%	0,0%	100,0%	0,0%	0,0%
	F	0,0%	0,0%	33,3%	0,0%	66,7%

Question 2.5 - Following your participation in the SPACHE project activities, how much are you satisfied with regard to communicative aspects of the activities? (%)

		Very unsatisfied	...	...	...	More than satisfied
PORTUGAL						
Linen in happy life	M	0,0%	0,0%	0,0%	11,1%	88,9%
	F	2,2%	0,0%	0,0%	8,7%	89,1%
Linen at gym	M	0,0%	0,0%	0,0%	46,2%	53,8%
	F	0,0%	0,0%	0,0%	40,0%	60,0%
SLOVENIA						
Promotion of traditional games	M	0,0%	0,0%	15,8%	31,6%	52,6%
	F	0,0%	0,0%	4,3%	56,5%	39,1%
Orientation walk	M	0,0%	0,0%	10,5%	31,6%	57,9%
	F	0,0%	0,0%	0,0%	50,0%	50,0%
ITALY						
Villa Bettoni e sport	M	0,0%	0,0%	14,3%	42,9%	42,9%
	F	0,0%	11,1%	11,1%	22,2%	55,6%
Sport e famiglia	M	0,0%	0,0%	40,0%	0,0%	60,0%
	F	20,0%	0,0%	0,0%	20,0%	60,0%
Armonie e sapori - Limonaiia La Malora	M	0,0%	0,0%	0,0%	66,7%	33,3%
	F	0,0%	4,8%	4,8%	19,0%	71,4%
Sport tra sabbia e acqua - Parco Fontanelle	M	0,0%	16,7%	16,7%	16,7%	50,0%
	F	3,1%	0,0%	6,3%	28,1%	62,5%
Trekking and culture	M	0,0%	2,3%	0,0%	22,7%	75,0%
	F	1,6%	1,6%	4,7%	9,4%	82,8%
Corsi di cultura italiana e sport	M	0,0%	0,0%	100,0%	0,0%	0,0%
	F	0,0%	0,0%	33,3%	0,0%	66,7%

Children participation to the Pilot Programs

ANNEX B

April 2023

Question 1.1 - Sex (%)

Country	M	F
PORTUGAL	51,3%	48,8%
ITALY	53,3%	46,7%
TOTAL	52,0%	48,0%

Question 1.2 - Following your participation in the SPACHE project activities, express your opinion on the following statements: (%)

Portugal

			Male	Female	Total
Q1.2a	Did you have fun?	Yes	100%	100%	100%
		No	0%	0%	0%
Q1.2b	Did you enjoy playing with other children?	Yes	98%	100%	99%
		No	2%	0%	1%
Q1.2c	Did you become friends with other children?	Yes	88%	79%	84%
		No	12%	21%	16%
Q1.2d	Did you become better at gymnastics or sport?	Yes	95%	97%	96%
		No	5%	3%	4%
Q1.2e	Do you wish you could do more gymnastics or sport?	Yes	100%	95%	98%
		No	0%	5%	3%
Q1.2f	Did you learn new things about Guimaraes, its history and traditions?	Yes	98%	97%	98%
		No	2%	3%	3%
Q1.2g	Did you learn new things about the linen cycle?	Yes	100%	97%	99%
		No	0%	3%	1%
Q1.2h	Do you prefer learning history and traditions while playing games instead staying in classroom?	Yes	100%	97%	99%
		No	0%	3%	1%

Italy

			Male	Female	Total
Q1.2a	Did you have fun?	Yes	100%	100%	100%
		No	0%	0%	0%
Q1.2b	Did you enjoy playing with other children?	Yes	92%	100%	96%
		No	8%	0%	4%
Q1.2c	Did you make friends with other children?	Yes	38%	52%	44%
		No	63%	48%	56%
Q1.2d	Did you become better at gymnastics or sport?	Yes	79%	100%	89%
		No	21%	0%	11%
Q1.2e	Do you wish you could do more gymnastics or sport?	Yes	92%	95%	93%
		No	8%	5%	7%
Q1.2f	Did you learn new things about Gargnano?	Yes	79%	95%	87%
		No	21%	5%	13%
Q1.2h	If yes, did you enjoy learning new things about Gargnano by doing gymnastics?	Yes	83%	95%	89%
		No	17%	5%	11%

Total

			Male	Female	Total
Q1.2a	Did you have fun?	Yes	100%	100%	100%
		No	0%	0%	0%
Q1.2b	Did you enjoy playing with other children?	Yes	95%	100%	98%
		No	5%	0%	2%
Q1.2c	Did you make friends with other children?	Yes	69%	70%	70%
		No	31%	30%	30%
Q1.2d	Did you become better at gymnastics or sport?	Yes	89%	98%	94%
		No	11%	2%	6%
Q1.2e	Do you wish you could do more gymnastics or sport?	Yes	97%	95%	96%
		No	3%	5%	4%
Q1.2f	Did you learn new things about Guimaraes/Gargnano, its history and traditions?	Yes	91%	97%	94%
		No	9%	3%	6%
Q1.2h	Do you prefer learning history and traditions while playing games instead staying in classroom?	Yes	100%	97%	99%
		No	0%	3%	1%