



SPACHE

SPORTS AND PHYSICAL ACTIVITY
IN CULTURAL HERITAGE ENVIRONMENTS

SPACHE GUIDELINES



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1 Introduction

The Guidelines are designed within the SPACHE project with the aim to inform the process of designing the pilot programmes (WP2) by providing information on cultural heritage and sport/physical activity.

SPACHE projects: general and specific objectives

The overall goal of the SPACHE project consists in contributing to the Erasmus + objective "Encourage participation in sport and physical activity, especially by supporting the implementation of the Council Recommendation on health enhancing physical activity and being in line with the EU Physical Activity Guidelines and the Tartu Call for a Healthy Lifestyle". It aims to do it by **leveraging cultural heritage resources for enhancing sport/physical activity practice for all** and, in particular, for locals, including immigrants, and other various social groups, and tourists. The SPACHE project also aims to strengthen cultural participation, the sense of local and European identity and social capital as well as to enhance active sustainable mobility. In addition, through the focus on specific vulnerable categories, such as immigrants, the SPACHE project aims to contribute to promoting social inclusion.

The SPACHE projects aims to **focus on local heritage-based sport strategies that include non-competitive and everyday physical activity/sport targeted to both locals and tourists**. By focusing on daily sport/physical activity programmes, the project also moves beyond the one event approach to sport heritage events.

With these goals in mind, the project includes the **following specific objectives (SO)**:

- SO1 Explore linkages between sport and cultural heritage in theory and practice.
- SO2 Test specific pilot non-competitive sport/physical activity programmes using cultural heritage as leverage.
- SO3 Produce knowledge and learning on cultural heritage as leverage for non-competitive sport/physical activity for all.
- SO4 Communicate and disseminate shared knowledge on cultural heritage and non-competitive sport/physical activity.

Thus, the Guidelines provide a theoretical framework of cultural heritage as leverage for sport/physical activity and concrete examples of how this is pursued in practice that will guide SPACHE partners, as well as other stakeholders interested in using cultural heritage resources to enhance sport/physical activity, in the drafting of their own Pilot programmes.

In particular, the Guidelines aim to provide an understanding of the following aspects:

- Definition of cultural heritage and types of cultural heritage resources
- Definition of sport/physical activity
- Linkages between cultural heritage and sport/physical activity
- Examples of how cultural heritage and sport/physical activity resources can be combined to enhance sport/physical activity and cultural heritage
- Main lessons for the SPACHE pilot programmes: challenges and success factors.

The Guidelines are composed of six sections. The first two sections introduce the aim and the methodology followed for drafting the Guidelines, section three focuses on the definition of cultural heritage, section four on that of physical/sport activity, section five details how cultural heritage and sport/physical activity can be combined in theory and practice, while section six provides lessons for the SPACHE pilot programmes detailing challenges and success factors.

As mentioned previously, the guidelines are targeted in particular to SPACHE project partners, even though they will be available also for other stakeholders interested in the SPACHE topic.

2 Drafting the Guidelines: methodology

From a methodological point of view, the drafting of the guidelines included the following steps:

- Literature review

The process of literature review has included the following actions:

- Design of a grid for the collection and analysis of the literature on sport/physical activity and cultural heritage
- Collection of literature sources at international level and in partners' countries through a web search by key words and partners' knowledge
- Validation and quality control of literature sources by TAFISA, the WP leader
- Classification of collected information and the selection of the sources most relevant for the project purpose
- Analysis of the collected literature
- Drafting of a literature review synthesis and quality review.

Thirty-one resources have been included in the literature review analysis. Most of them refer to European literature, even though the mapping includes also some resources at international level. The box below includes a brief overview of the main literature resources considered in the analysis at national and international level.

Main literature sources

- Leveraging sport heritage to promote tourism destinations: the case of the Tour of Flanders Cyclo event (BE)
- Traditional Sport and Games: New Perspectives on Cultural Heritage (DK, HU, IE, PL, PT, UK)
- Traditional Dance Improves the Physical Fitness and Well-Being of the Elderly (GR), <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6463898/>
- "La Nascita del Calcio e l'identificazione con Firenze" (IT), <http://docplayer.it/131612561-La-nascita-del-calcio-e-l-identificazione-con-firenze.html>
- Running and cycling: sustainable sports mobility for the well-being of the person and the tourist development of the territories (IT), <https://arts.units.it/handle/11368/2981525?mode=full.1408#.YHPlOR8zaUI>
- Sporting events and impacts on host destination: Universiade Naples 2019 and the perception of the locals (IT)
- UNESCO heritage and sport, <http://dspace.unive.it/bitstream/handle/10579/10874/854481-1198987.pdf>
- Sport Events Tourism: An Approach to the Portuguese Case (PT), <https://core.ac.uk/download/pdf/302958154.pdf>
- Hiking as a wellness activity – an exploratory study of hiking tourists in Portugal (PT), <http://jvm.sagepub.com/content/16/4/331>
- Movement, sport and health: the importance of policies for physical activity promotion and impact on community (PT), www.epicentro.iss.it/attivita_fisica/pdf/18_9_web_rev.pdf
- International Day for Monuments and Sites under the theme of sport (PT), <https://portocanal.sapo.pt/noticia/82777>
- Handball and Culture: play Handball and visit the Alcobaça Monastery on the 8th of June (PT), <https://portal.fpa.pt/2019/06/andebol-e-cultura-joga-andebol-e-visita-o-mosteiro-de-alcobaca-no-dia-8-de-junho/>
- Sports tourism in a Portuguese city world heritage by UNESCO (PT), <http://dspace.uevora.pt/rdpc/handle/10174/22140>
- Cultural heritage strategy - starting points (SI), https://www.gov.si/assets/ministrstva/MK/DEDISCINA/STRAT_KD_2019.pdf
- The Walk of Peace from the Alps to the Adriatic, https://issuu.com/potmiru/docs/the_walk_of_peace_from_the_alps_to?utm_source=conversion_success&utm_campaign=Transactional&utm_medium=email

- Slovenian treasure troves of world heritage - UNESCO World Heritage (SI), <https://www.slovenia.info/en/places-to-go/attractions/unesco-world-heritage>
- «La mise en tourisme d'un territoire montagnard fragilisé. Sports de nature et patrimoine au cœur du projet de développement et de la politique de communication en Vicdessos (Ariège, France)” (FR), https://horizon.documentation.ird.fr/exl-doc/pleins_textes/divers14-10/010063040.pdf
- Recall: Games of the Past – Sports for Today (Europe), (PDF) Recall: Games of the Past - Sports for Today ([researchgate.net](https://www.researchgate.net/publication/281784480_History_and_Cultural_Context_of_Traditional_Sports_and_Games_in_Selected_European_Countries))
- History and cultural context of traditional sports and games in selected European countries (Europe), https://www.researchgate.net/publication/281784480_History_and_Cultural_Context_of_Traditional_Sports_and_Games_in_Selected_European_Countries
- Heritage, Health and Wellbeing (Europe), <https://gem.org.uk/resource/health-heritage-and-wellbeing-a-heritage-alliance-report/>
- Cultural Routes and Intangible Heritage (Europe), <http://www.decraproject.eu/images/Decra-EN-def2.pdf>
- Values and benefits of heritage. A research review (international), https://www.heritagefund.org.uk/sites/default/files/media/research/values_and_benefits_of_heritage_2015.pdf
- Heritage Sporting Events in Territorial Development (international), <https://www.tandfonline.com/doi/full/10.1080/14775085.2016.1263578>
- Heritage sport tourism in Canada (international)
- Heritage and sports (international)
- Sport, heritage, and tourism (international)
- Walking Tourism. Promoting Regional Development (international), <https://www.e-unwto.org/doi/book/10.18111/9789284420346>
- Designed to Move / Made to Play (international), <https://www.nike.com/pdf/made-to-play-designed-to-move-2020-report.pdf>
- Cultural Dance and Health: A Review of the Literature (international), <https://files.eric.ed.gov/fulltext/EJ833246.pdf>

More details on the literature review are provided in Annex 1.

In addition to the literature review, the Guidelines also draw on a set of good practice. Good practices were collected following a call among project partners and participants in the SPACHE workshop foreseen in WP 1. Overall, 35 good practices have been collected and 33 have been selected for the analysis. The good practices analysis was carried out through desk analysis of the main documents related to the respective good practice. A good practice fiche has been drafted for each practice. The good practices collected refer on the one hand to sport heritage events and on the other hand to heritage sports, be it tangible, intangible or mixed. The box below includes a brief overview on the good practices collected during the project, while Annex 2 includes the Good practices catalogue.

Good practices overview

- "La Loire à Vélo" (FR), <https://www.loireavelo.fr>
- "Le trail des tranchées" (FR), <https://www.traildestranchees.com>
- Urban Trail de la Butte Montmartre (FR), <http://www.utbmontmartre.fr/2021/>
- "Marathon des vins de Blaye" (FR), <https://www.marathondesvinsdeblaye.com/index.php?lang=fr>
- "La Vélomaritime" (FR), <https://www.lavelomaritime.fr>
- Run in Mont-Saint-Michel by Harmonie Mutuel (FR), <https://www.timeto.com/sports/running/run-in-mont-saint-michel-by-harmonie-mutuelle>
- Tamburello, in Costermano the sixth edition of the "Cup of Friendship" (IT), <https://daily.veronanetwork.it/sport-2/sport-verona/tamburello-a-costermano-la-sesta-edizione-della-coppa-dellamicizia/>
- Valtenesi Bike Tour (IT), <http://www.lagodigardasostenibile.it/edizione-2018/bike-tour-uscite-barca/>
- The Palio delle Mura (IT), <https://www.paliodellemura.it/>
- Sports with the Family (IT), <http://www.asinazionale.it/eventi/sport-in-famiglia-1>
- Ultra double W race (IT), www.doppiaw.com
- Mini Olympics of Falconara (IT), www.miniolimpiadifalconara.it
- Agreement between Cus Torino and Turin Museums Foundations (IT), www.custorino.it, www.fondazionetorinomusei.it
- Garda Landscape Festival (IT), www.lagodigardasostenibile.it
- Maraton Franja - Marathon Franja (SI), <https://en.franja.org/homepage.html>
- Pandolo (SI), <http://www.pandolo.si/index.php/mediji/>
- Škuljanje (SI), https://www.gov.si/assets/ministrstva/MK/DEDISCINA/NESNOVNA/RNSD_SI/Rzd-02_00055.pdf
- Pohod ob žici - The hike along the barbed wire - The path of memories and camaraderie (SI), https://www.timingljubljan.si/docs/20200420_ZLOZENKA.pdf
- Pot miru od Alp do Jadrana - The path of peace from the Alps to the Adriatic (SI), https://issuu.com/potmiru/docs/the_walk_of_peace_from_the_alps_to_the_adriatic?utm_source=conversion&utm_campaign=Transactional&utm_medium=email
- Tourism, Mining heritage (SI), <https://it.scribd.com/document/382442989/Black-Hole-Bike-Festival-2018-Brochure-Bro%C5%A1ura>
- Eleven Cities Bicycle Tour (NL), <https://www.fietselfstedentocht.nl/en/about-the-eleven-cities-bicycle-tour>
- Skûtsjesilen (NL), <https://www.skutsjesilen.nl/english/>
- Tocht om de Noord (Tour around the North, NL), <https://www.tochtomdenoord.nl/wandeltochten/tocht-om-de-noord>
- Gerlev Playpark (DK), <https://www.neweuropetours.eu/>
- Free walking tours (Europe), <https://www.neweuropetours.eu/>
- TAFISA European Sport for All Games (Europe), www.tafisa.org
- Half Marathon of Guimarães – The Run of Conquerors (PT), <http://www.runningwonders.com/meiamaratonaguimaraes/>
- APCG Walk (PT), <http://www.apcg.pt/ficheiros/RegulamentoXIIIcaminhada.pdf>
- Corrida pelo Património (Run for Heritage, PT), <https://www.cm-guimaraes.pt/p/corridapelopatrimonio2019>
- Passeio Dia Um de Portugal (Day One Bike Tour of Portugal, PT), https://www.cm-guimaraes.pt/pages/1453?event_id=1405
- Active City Innovation (ACI) project to promote urban outdoor recreation & movement (DE), <https://www.outdooractive.com/en>
- 16 Festivals of traditional Games and Sports of the World (ES), <https://www.granteatrocc.com/historico/womad/2002/index.html>

In addition to the good practices, an online international workshop has been carried out with stakeholders in the sport/physical activity in order to discuss the main findings of the literature review and good practices mapping.



The realisation of the workshop included the following actions:

- Definition of the workshop methodology and implementation plan;
- Implementation of the workshop;
- Report of the workshop shared with all participants;
- Communication and dissemination of the task deliverable.

The workshop involved 22 participants from various sport/physical activity organisations.

The agenda of the workshop is presented below.

Figure 1 SPACHE international workshop agenda

<div></div>	
Agenda	
Subject:	SPACHE Pilot Preparation Workshop
Date & Time:	17 June 2021, 10:00 to 12.30h (UTC+2)
Location:	Virtual via Zoom
Participants:	SPACHE Project Partners, SPACHE Advisory Board, Representatives of Good Practices, Stakeholders & Partners
<hr/>	
1.	Welcome & Introduction to the Workshop <i>Tempo Livre & TAFISA</i>
2.	Introduction to the SPACHE Project <i>Aims of the project, expected results, tasks and status</i> <i>Tempo Livre</i>
3.	Framing Cultural Heritage and Sport/Physical Activity <i>How do we frame cultural heritage? How do we frame sport and physical activities?</i> <i>Advisory Board</i> <i>Q&A</i>
4.	Linking Cultural Heritage and Sport/Physical Activity in Theory: Literature Review <i>Why? How? Which challenges and solutions?</i> <i>TAFISA</i> <i>Q&A</i>
5.	Linking Cultural Heritage and Sport/Physical Activity in Practice: Good Practices Review <i>Why? How? Which challenges and solutions?</i> <i>IRS</i> <i>Q&A</i>
6.	Discussion on Success Factors and Challenges <i>Group discussion on linking cultural heritage and sport/physical activity to draft guidelines for the SPACHE pilot programmes:</i> <ul style="list-style-type: none">• Which types of cultural heritage and sport/physical activities can best contribute to enhancing sport and physical activity?• Which are the most common challenges faced in linking cultural heritage and sport/physical activities? What solutions are there to overcome them?• Which factors enhance the use of cultural heritage to increase sport and physical activities?
7.	Learnings for Pilot Programmes <i>Reporting from working groups</i> <i>Q&A</i>
8.	Conclusions: next steps - 5 minutes <i>Tempo Livre / TAFISA</i>

The main findings of the workshop are included in Annex 3.

3 Defining cultural heritage

The definition of cultural heritage represents still an open issue within the heritage community (HERIWELL, 2021). Various frameworks of defining heritage co-exist nowadays.

Cultural heritage is restricted to items that fall under heritage registers at national/regional level or that are protected by the law. As such listings differ from one country to another (HERIWELL, 2020; Petti, Trillo and Makore, 2019), what heritage differs from one country to another or, in some cases (e.g. Germany), from one region to another.

Cultural heritage is also defined taking into consideration its institutional attributions (HERIWELL, 2021). Under this framework cultural heritage is defined based on whether the specific resource refers to works of the past or to contemporary works. For instance, while an opera house may be considered heritage if the building hosting is historic and/or if it refers to performances regarding works of the past (e.g. Verdi, Wagner), it is not to be considered heritage if it is hosted in a contemporary building and if it refers to contemporary performances (HERIWELL, 2021).

According to the EU COM/2014/0477 final The EU Towards an integrated approach to cultural heritage for Europe, cultural heritage is to be considered "shared resource and a common good" (EC, 2014, pp.2). The EC communication underlines that heritage "has been forged over time, but also across borders and communities" and that "Heritage is made up of local stories that together make the history of Europe" (EC, 2014, pp.3).

The European Commission also defines heritage as "a rich and diverse mosaic of cultural and creative expressions, an inheritance from previous generations of Europeans and a legacy for those to come" that "includes natural, built and archaeological sites, museums, monuments, artworks, historic cities, literary, musical and audio-visual works, and the knowledge, practices and traditions of European citizens" (<https://ec.europa.eu/culture/policies/selected-themes/cultural-heritage>).

Differently from the EC definition, in its "Fast Forward Heritage manifesto", Culture Action Europe calls for a more inclusive definition of cultural heritage that links past and present productions: "A forward-looking approach to heritage promotes an ethical and dynamic relation with the present. A value-based regenerative approach to cultural heritage is in continuous evolution, adaptation and dialogue with social and cultural changes. Cultural heritage and contemporary creation critically inform each other, and ultimately, co-create the heritage of the future. A new generation of cultural heritage policies and programmes should always take in consideration an active engagement with present cultural production and its impact in today's society as a guiding principle for future funding schemes" (Culture Action Europe, 2018, pp. 2). To a large extent, such a definition is provided by the Council of Europe Faro Convention. According to the Faro Convention, cultural heritage is "a group of resources inherited from the past which people identify, independently of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge and traditions. It includes all aspects of the environment resulting from the interaction between people and places through time." (Council of Europe, 2005, pp. 2). The Council of Europe definition pays indeed particular attention to the dynamic and evolving nature of cultural heritage and to its relation with the communities of reference. The Faro Convention unveils the changing nature of cultural heritage that it is strongly influenced by the values and beliefs of the reference community. In the Council of Europe's view, communities of reference have a relevant role in shaping cultural heritage: "a heritage community consists of people who value specific aspects of cultural heritage which they wish, within the framework of public action, to sustain and transmit to future generations." (Council of Europe, 2005, pp. 2).; "A heritage community is thus defined as a variable geometry without reference to ethnicity or other rigid communities. Such a community may have a geographical foundation linked to a language or religion, or indeed shared humanist values or past historical links. But equally, it may arise out of a common interest of another type. An interest in, for example, archaeology, can create an "archaeological community" whose members are linked only

by the cultural heritage which forms the focus of their activities” (Council of Europe, 2005, pp.6). Thus, heritage refers to the items that local communities collectively identify as heritage and for which they are responsible. Furthermore, by putting communities at the centre of heritage, this definition embeds the concept of participation. Moreover, in this sense heritage plays a relevant role in building citizen living together. In addition, the definition recognises the interconnection between human and natural influences in the cultural environment and landscape and pushes for adopting an approach that looks beyond the “historic environment” and pays particular attention to the immaterial forms of heritage.

According to UNESCO, the term heritage encompasses different forms of heritage:

- *Tangible cultural heritage*, including the following items:
 - movable cultural heritage (paintings, sculptures, coins, manuscripts, etc.);
 - immovable cultural heritage (monuments, archaeological sites, etc.)
 - underwater cultural heritage (shipwrecks, underwater ruins and cities, etc.)
- *Intangible cultural heritage* including oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts. According to UNESCO, intangible cultural heritage includes also contemporary rural and urban practices in which various cultural groups take part;
- *Natural heritage*: natural sites with cultural aspects such as cultural landscapes, physical, biological or geological formations
- *Heritage in the event of armed conflict*.

In addition to the categories identified by UNESCO, the HERIWELL Consortium (2021) underlines that cultural heritage includes also *contested heritage* (be it tangible or intangible) as well as more informal categories of heritage that are not usually covered by international conventions, such as for instance, *LGBTQ heritage* (in UK and NL), *decolonised heritage*, *traditions fostering climate action*, *consumer heritage* (e.g. film posters, graffiti, comics or covers of jazz and rock records). In addition, another form of heritage that has developed in the recent years is digital heritage.

For the purpose of the SPACHE project we will use the above mentioned definitions provided by the Council of Europe within the FARO Convention and by UNESCO.

Cultural heritage in SPACHE project

Cultural heritage refers to the resources inherited from the past, be them tangible (e.g. museums, collections, libraries and archives, including multimedia ones, industrial heritage, including design, monuments/individual protected buildings, architectural ensembles, cities, towns, religious buildings and artefacts, artistic works inherited from the past, archaeology, archaeological sites) intangible (historical events, traditional sport games, rituals, festivities, traditional crafts and arts), natural (landscape, underwater, etc.), which people identify as a manifestation of their continuously developing values, beliefs, knowledge and traditions and that result also from the interaction between people and the environment.

4 Defining physical activity

According to WHO (2018, pp.14) physical activity is “any bodily movement produced by skeletal muscle that requires energy expenditure”. According to WHO, physical activity includes recreational activities (e.g. dance, yoga, tai chi, gardening), but also mandatory activities, such as for instance activities carried out during domestic work or care duties as well as activities carried out during work (e.g. lifting, walking). In addition, physical activity also encompasses sport (i.e. organised physical activities), be them competitive or non-competitive. According to WHO, while both mandatory and recreational activities produce physical benefits, on condition that they are practised with regularity and intensity, not all of them have the same level of social and physiological benefits. Indeed, non-mandatory activities connected to work or home/care duties seem to have greater social and psychological benefits than the mandatory ones.

The **SPACHE project adopts the sport and physical activity definition provided by the *Designed to move. A Physical Activity Agenda* (2018):**

Sport/physical activity in SPACHE

“Sport means all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being. In other words, it is the effort of being physically active that is being emphasized rather than what is being played, the skill level or the points won or lost. (...) “sport” (or “sports”), “physical activity” and “physical play” refer deliberately to anything that gets people to move in complex, skill-building ways that enhance endurance, strength, balance, coordination, etc. That could be tennis or football, Zumba or break dancing. For kids, it might be a game of tag or playing on the monkey bars. For older people, it could be jogging, swimming or ballroom dancing.” (pp.10)

Considering the above definition, hereafter physical activity will refer both to sports and physical activity.

The **SPACHE project deliberately focuses on non-competitive sports**, interpreted as **sports that do not refer to professional sport activities and to competitions**. The focus on recreational sports/physical activity is due to the aim of the project to **reach people that are not at all or are not sufficiently and continuously engaged in sports/physical activity**, i.e. inactive and sedentary people. Thus, considering the focus of the project it is important to adopt a common understanding of sedentary and inactive people.

According to WHO (2018, pp. 14), **sedentary behaviour** refers to “**any waking behaviour characterized by an energy expenditure ≤ 1.5 metabolic equivalents, such as sitting, reclining or lying down**”. WHO underlines that sedentary behaviour can be **reduced** also through the **promotion of “incidental” physical activity** such as, for instance, standing, short walks to work/home/etc., standing, climbing stairs, etc.

Inactive people refers to **people, who even though are practising sport/physical activity to a certain extent, are not achieving the recommended levels of physical activity**. WHO (2018) recommends that adult people undertake 150 minutes of moderate-intense physical activity per week. According to WHO, adolescents should undertake 60 minutes of intense-moderate physical activity daily. This duration has to be calculated taking into consideration physical activity across multiple life areas: e.g. physical activity for work, including domestic and care work, for home/family care duties, for travel (e.g. walking, cycling) and for recreation (sports, be them professional or recreational, other types of physical activity).

5 Linking physical activity and cultural heritage

5.1 Why focusing on physical activity?

Sport, exercise and physical activity are essential parts of human behaviour. As pointed out by the *Designed to move. A Physical Activity Agenda* (2018) “humans are designed to move and be active.” (2018, pp. 10). In addition, physical activity is an essential element for a healthy life (International Chart for Physical Exercise, Activity and sports”, 1978; WHO, 2018). Physical activity is also a biological and human need as well as a human right. According to several authors (Dattilo, 2015; Keiber et. all, 2011; McCormick, 2015) physical activity/sport is a human and biological need as it acts as an “outlet for individuals in satisfying emotional needs” (CPISRA, 2017, pp.3) and as it allows them to “control, create and experience what they see as pleasurable, satisfying and rewarding experiences” (CPISRA, 2017, pp.3). Furthermore, Singleton and Darcy (2013) consider physical activity a fundamental human right due to its social value for the community and not only for individuals.

Nevertheless, living conditions in the context of contemporary societies have changed bringing about a reduction in physical activity and a shift towards a sedentary lifestyle strictly linked to the use of computers, TVs and smartphones. As underlined in the literature, until a few generations ago people used to walk, to run, lift, to carry, to work the land, etc., while nowadays the physical activity level has decreased dramatically. In the so-called WEIRD societies (Western, Educated, Industrialised, Rich and Democratic) physical inactivity is becoming a new norm (Bailey, 2018). This is clearly pointed out by several studies at EU (e.g. 2018 Eurobarometer N.247 on Sport and physical activity) and international level (WHO, 2018). In EU MS, the findings of the 2018 Eurobarometer N.247 on Sport and physical activity (EC, 2018) are worrying, showing the need for enhancing efforts to bring people into physical activity:

- The percentage of EU citizens that do not practise physical activity/sport has continued to increase since 2009: 46% of Europeans are physically inactive, meaning they never engage in sport or exercise (+4 percentage points – p.p.- compared to 2013);
- The percentage of EU citizens that never engage in any kind of other physical activity (e.g. dancing, cycling, gardening, etc.) has continued to increase passing from 30% in 2013 to 35% in 2017;
- The percentage of EU citizens that do not do any kind of vigorous or moderate physical activity in a given week has increased by 4 p.p. in the former case and +3. p.p. in the latter one: 58% of EU citizens do not practise any kind of vigorous physical activity in a given week and 47% do not do any kind of moderate physical activity;
- The EU percentage of people that spends more than 5 hours sitting has increased by 4 p.p. since 2013: 69% of the EU respondents spend between 2.5 and 8.5 hours sitting, while 16% of them spend more than 8.5 hours sitting.

The 2018 Eurobarometer underlines that engagement in physical activity and sport is lower among people with low levels of education, people with low access to economic resources, women and elderly people.

According to WHO, 1 in 4 adults, and 3 in 4 adolescents (aged 11–17 years) worldwide do not manage to meet the level of physical activity defined at international level. WHO underlines that higher levels of physical inactivity correspond to higher levels of economic development, characterised by an increased access to transportation, higher use of the technology and increased urbanisation.

Physical inactivity has enormous health, well-being and quality of life costs. WHO estimates, in fact, that annually 35 million people die of diseases associated with the physical inactivity. Physical inactivity is also responsible for 6% of coronary heart disease, 7% of diabetes type 2, 10% of breast and colon cancer and 9% of all premature deaths (Lee, I., Shiroma, E., Lobelo, P., Puska, P. Blair, S., and Katzmarzyk, P, 2012). Apart from human costs, there are huge financial costs caused by the increased

rates of heart diseases, stroke, diabetes, which put enormous pressure on health expenditures. WHO (2017) points out that the cost of physical inactivity amounts to INT\$ 54 billion per year in direct health care (2013 data), to which INT\$ 14 billion, representing the loss in productivity, has to be added. Overall, physical inactivity is responsible for 1-3% of the national healthcare costs, excluding costs for mental diseases and musculoskeletal conditions (WHO, 2017).

The problem regards not only adults, but also children, as recalled earlier. As revealed by Bailey (2018), "...for the first time in recorded history children have a shorter lifespan than their parents due to non-communicable diseases".

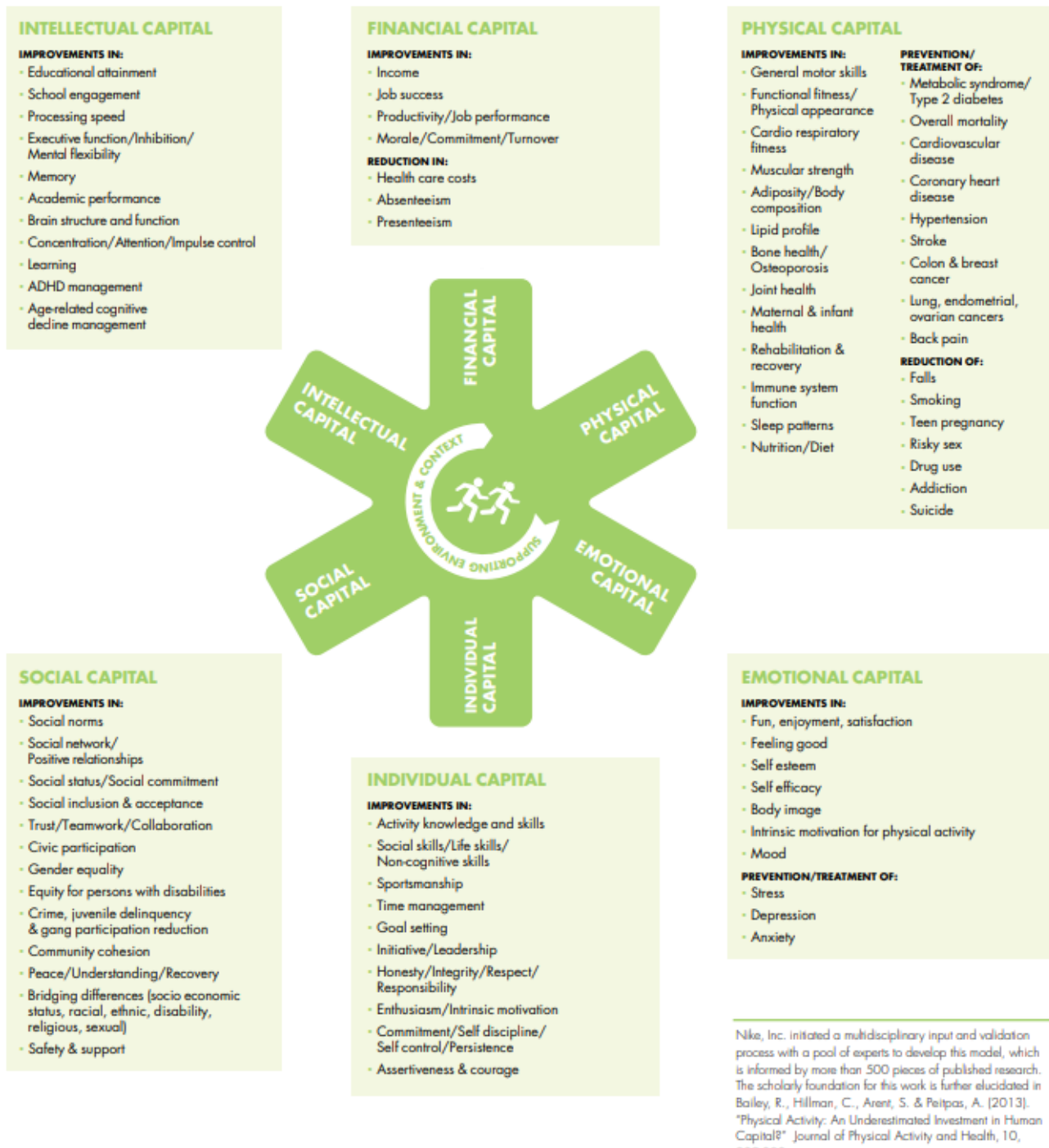
Thus, **one reason for focusing on non-competitive physical activity targeted to those less engaged in physical activity regards the reduction in damages produced by physical inactivity**. Indeed, non-competitive physical activity seems to be more accepted by categories furthest from physical activity, such as women and in particular minority women, or elderly (A.E. Olvera, 2008).

However, besides reduction of financial and human costs, focusing on non-competitive physical activity is particularly **relevant also for the social benefits of physical activity at both individual and collective level**, as recognised by several authors (Taylor, Davies, Wells, Gilbertson, Tayleur, 2015; Walsh, 2011; Holt et al., 2009; Temple et al., 2008; Boom et al., 2005; Cunningham, Beneforti, 2005; Coalter, Long, Duffield, 1986, etc.):

- *Physical and psychological wellbeing.* Sport/physical activity plays a critical role in the prevention and management of many diseases that account for a large proportion of health care costs. Furthermore, sport/physical activity offers physical (e.g. prevention of chronic diseases, reduction in the risk of musculoskeletal injury, reduced progression of osteoporosis, etc.) and mental health benefits (e.g. reduction in the risk of depression and suicide, reduction in the risk of dementia, therapeutic benefits for depression, anxiety and tension, eating, addictive and body dysmorphic disorders, age-related cognitive decline, the severity of ad and some symptoms of schizophrenia, etc.).
- *Development of social relationship skills*, including, for instance, self-esteem, self-efficacy, cooperation, reciprocity, a sense of belonging
- *Strengthening of social capital and social cohesion.* Sport is considered "a social glue" that contributes to both increasing both bonding and bridging social capital (Taylor, Davies, Wells, Gilbertson, Tayleur, 2015).
- *Development of cognitive skills* including executive/planning, attention, simultaneous and successive tasks, self-esteem, self-efficacy, self-regulation, locus of control, and/or social competences.

The study *Designed to move. A physical activity action agenda* classifies the physical and social benefits of physical activity in the following areas: physical capital, intellectual capital, financial capital, social capital, emotional capital and individual capital. The figure below details the main benefits of physical activity in each of these areas.

Figure 2 Physical and social benefits of physical activity



Source: Designed to move. A physical activity action agenda, pp. 25, <https://www.sportsthinktank.com/research,117856.html>

As underlined by the report, the wide spectrum of physical and social benefits of sport implies that continuous engagement in it improves people's well-being and favour their success in life.

These collective and individual benefits have been acknowledged for a long time now. For instance, during the Victorian age, George Edward Cotton, president of a British school, has promoted physical activity as a tool for preventing violence and for teaching the respect of rules. In that context the "games" were used to convert violence characterising the school context into peaceful confrontations. Pierre de Frédy considered sport a tool against corruption and youth's sedentary life and depravation. The 1978 International Charter for Physical Education, Activity and Sport pinpoints that sport has a

relevant role in promoting peace, equal opportunities, non-discrimination, social inclusion, solidarity, tolerance and non-violence, correctness and honesty (Menardi M., 2017). As recognized by UNESCO, "sport is a field of dreams and a force for fabulous positive change – we must do everything to harness this power" (Irina Bokova, UNESCO General Manager in Menardi M., 2017).

However, studies reveal that the above-mentioned benefits depend on the social interaction nature of the sport/physical activity practised. For instance, individual aerobic activities can bring about physical capital benefits, while social and individual capital benefits are brought about by group activities, together with their increased complexity. Furthermore, the achievement of the above-mentioned benefits also depends on the intensity and frequency of the physical activity. For the benefits to fully deploy, physical activity/sport practice should be continuous.

5.2 Why focusing on cultural heritage?

Cultural heritage is one of Europe's greatest strengths and it forms an integral part of the life of its citizens (ESPON, HERITAGE report, 2019).

According to the Special Eurobarometer on Cultural Heritage (EC, 2017), more than 7 out of 10 European respondents (73%) live near some form of cultural heritage. Furthermore, culture is deemed a widespread and valuable resource for Europe for different reasons. Among these reasons lies the intrinsic value of cultural heritage, its contribution to the personal growth and to the territories' prestige. The Special Eurobarometer on Cultural Heritage (EC, 2017) reveals that 84% of Europeans feel that cultural heritage is important to them personally, with a large majority also feeling that it is important to their region, country and the European Union as a whole. Most have a sense of pride in a historical monument or site, a work of art or tradition in their own region or country, and in other European countries. Furthermore, three quarters of the surveyed Europeans think that the EU and its Member States should allocate more resources to protecting Europe's cultural heritage.

These results have also been confirmed by a recent survey in 8 EU MS (BE, CZ, DE, ES, IT, NO, PL) undertaken by the ESPON HERIWELL Consortium (HERIWELL Consortium, 2021):

- 86% of the respondents consider that people should be proud of their cultural heritage;
- 81% of the respondents consider cultural heritage a resource for the development of societies or communities;
- 77% of the respondents acknowledge that cultural heritage is a resource for personal development;
- 73% of the respondents consider learning more about and sharing cultural heritage, in all its diversity, can bring people together and help to respect minorities or migrants and their traditions;
- 72% of the surveyed respondents consider that living close to heritage sites can improve people's quality of life.

An expanding international literature has pointed out the social benefits of cultural heritage:

- Historic England (2019) points out that engaging in cultural heritage or living near cultural heritage is associated with greater quality of life and life satisfaction. The study unveils the therapeutic effects of historic landscapes and spaces, like canals, rivers, historic parks as well as the importance of identity and connection.
- Fujiwara et al. (2014) shows that cultural heritage contributes to happiness, overall life satisfaction or satisfaction with domains such as leisure satisfaction or job satisfaction. For instance, a study conducted in Germany reveals that 87% of employees felt there was a better work atmosphere after transferring in an historical building (CHCfE Consortium, 2015).
- Cultural heritage stimulates personal growth, cultural development and creativeness. The Eurobarometer on Cultural Heritage (EC, 2018) survey shows a large consensus on the

importance of cultural heritage in education: 9 out of 10 people surveyed think cultural heritage should be taught in schools. Furthermore, as revealed by the Culture counts report (CHCfE Consortium, 2015) cultural heritage stimulates a better understanding of history. Pierre Bourdieu (1986) claimed that cultural heritage stimulates the ability to connect oneself to the past, and to the collective past of others via the recollection of or recreation of specific memories and histories.

- Cultural heritage contributes to the improvement of health conditions, increased well-being and reduced stress. Neuroendocrine and psychological indicators show a positive and significant effect of heritage access (Grossi et al. 2019). This is also proved by the research undertaken by Historic England (2019). The study showcases the benefits of an archaeological programme targeted to former soldiers: lower levels of anxiety, depression and posttraumatic stress disorder, increased sense of self-efficacy (Historic England, 2019). Furthermore, according to the study (Historic England, 2019) participants in the programme also increased their skills.
- Through the improvement of physical and psychological well-being, cultural heritage contributes also to the reduction of costs of the healthcare system. Fujiwara (2015) estimated that visiting heritage sites has contributed to reducing the costs of the British healthcare system by 193.2 million £, while visiting museums has reduced it by 105.1 million £.
- As underlined by the CHCfE Consortium report (CHCfE Consortium, 2015), cultural heritage fosters feelings of civic pride, belonging and cooperation. In the author's view, cultural heritage acts as a "community hub providing opportunities for bonding and bridging between different age groups, long time and new residents, different ethnic and religious groups" (CHCfE Consortium, 2015, pp. 29). In this perspective, culture shares with social cohesion the goal for better connected communities and shared values among EU citizens. Such perspectives relate to the concept of social solidarity and are linked to the values of tolerance and openness towards people with different cultures or abilities, assuming cultural diversity as a shared value: 'When individuals and groups feel common cause with others and can recognise and are prepared to act for the collective good, seeing themselves as members of the community' (Council of Europe, 2008).
- Historic England (2018) underlines that cultural heritage has both transactional (i.e. social inclusion, new skills, exercise, sense of purpose, intergenerational links and community development) and emotional benefits (i.e. connection to a place, higher sense of community, feelings of stability/comfort).
- Cultural heritage contributes to making neighbourhoods, towns and regions more popular places to live in, work in and visit, increasing their attractiveness for both residents and tourists (CHCfE Consortium, 2015).
- Cultural heritage contributes to the economic development of an area (Canziani and Moioli, 2010).

The **power of cultural heritage to favour happiness, the satisfaction with leisure activities and health and well-being** is particularly **relevant for enhancing physical activity**, as the search for health, well-being, relaxing, fun and happiness represent also some of the main motivations for practising sport/physical activity. In fact, according to the 2018 European Barometer 247, the most common reasons for engaging into sport/physical activity are health improvement (54%), fitness improvement (47%), relaxing (38%) and having fun (30%).

Fujiwara et al. (2014) reveals that **visiting heritage sites has a positive impact on well-being equal to or higher than other activities alone, such as, for instance, sports or arts**. This implies that in conjunction with other activities the contribution of cultural heritage to well-being could be even greater.

In addition, **the social connectedness power of cultural is particular relevant for increasing physical activity practice**, as it can provide opportunities for increasing social networks, which in turn may favour people's continuous engagement in sport/physical activity practice. The lack of somebody to exercise with is identified as a relevant barrier to sport/physical activity practice (Mulier Institute, 2018).

Equally important for sport/physical activity practice is the power of cultural heritage to enhance a search for roots (Taylor et al., 2015). As underlined by Lowenthal (1998), the search for family/community roots can be powerful. Furthermore, Byrne (2012) emphasises that the cultural heritage that is connected to our life histories (or perceptions thereof) is the one that is most intense, meaningful and intimate. For instance, Ramshaw's (Ramshaw, 2014) testimony of how he found himself searching for his grandfather cricket umpire, while being at a cricket match in England, and of how this search not only made the experience meaningful and powerful, but also representative of a quintessential part of the British culture, sheds light on the relationship between (personal) identity, sport and cultural heritage.

The **power of cultural heritage to trigger motivation to engage in physical activity** has been documented by several studies. For instance, the literature review of cultural dances undertaken by A.E. Olvera (2008) points out that non-competitive cultural dances are a more viable option for practising physical activity than "traditional" physical activity for those that face various types of barriers (e.g. fear of not being able to practice physical activity, shame of one's body, perception of unsafety, family burden, perception of physical activity as a male activity, social norms, costs) in approaching physical activity, such as, for instance, girls, women and in particular ethnic minority women, elderly. For instance, in the case of Native American women, tribal dances served as a "reminder of home" and as a way to connect with others, while being physically active (A.E. Olvera, 2008). Furthermore, the author points out that "cultural dance helped expand participants' knowledge of dance and culture outside their own culture in a positive environment and through physical activity" (A.E. Olvera, 2008, pp. 354). The relevance of traditional dances for enhancing physical activity has been underlined by the evaluation of the Erasmus + SW-UP project. According to the evaluation undertaken by IRS in 2019, using traditional dances during the gymnastics in the park sessions contributed to attracting more inhabitants, and in particular women, into the activity. In their study on the Tour of Flanders Cyclo event (2016), I. Derom I. and G. Ramshaw emphasise that natural heritage (i.e. iconic cobblestone hills characterising the trail), tradition, history and atmosphere of the event were among the main aspects that motivated participants to take part in the Tour. Perna et al. reach a similar conclusion in their study Economic Impact of Sport in Guimarães (2018). The study reveals that among a set of 13 image attributes, heritage and cultural events were the most mentioned and associated with sporting events, reaching a rating of 4.43 (up in a scale of 5 points maximum) among the survey respondents of their study.

Cultural heritage represents a **key resource not only for engaging in physical activity, but also for designing it**, as shown in the analysis of good practices conducted within the project.

The box below includes some examples of physical activities using cultural heritage as a key resource for their design, while more details are included in Annex 2.

Some examples of physical activities using cultural heritage as a key resource

- *La Loire à Vélo, La Vélomaritime (FR)* - the geographical features of the area, together with its natural and architectural heritage constitute key elements for the selection of the area where to localize the route.
- *Le trail des tranchées (FR)* – the trail draws on the major sites of the famous battle of Verdun (Ossuaire de Douaumont, Froideterre, Fleury-devant-Douaumont village, monuments of Verdun...) as well as on the memory of the Verdun battle.
- *Urban Trail de la Butte Montmartre (FR)* – the trail uses as a resource the heritage of Butte Montmartre, in particular monuments.
- *Marathon des vins de Blaye (FR)* – it uses the natural and tangible heritage of Blaye.
- *Run in Mont-Saint-Michel by Harmonie Mutuel (FR)*– it draws on the heritage resources of the UNESCO site Mont-Saint-Michel.
- *Valtenesi Bike Tour (IT)* – it uses the natural and tangible (i.e. castles) heritage resources of the Garda lake area
- *Agreement between Cus Torino and Turin Museums Foundations to bring sports into cultural places (e.g. museums, art galleries) (IT)* – the project uses cultural heritage resources to enhance the practice of physical activity (e.g. yoga, Pilates)
- *City Innovation (ACI) project to promote urban outdoor recreation & movement (DE)* – it uses the heritage of Munich in the area of sport and murders
- *Maraton Franja, The hike along the barbed wire - The path of memories and camaraderie, The path of peace from the Alps to the Adriatic (SI)* – they draw on war monuments present in the area, outdoor museums and natural heritage
- *Eleven Cities Bicycle Tour (NL)* – culture, folklore and tradition are key themes of this tour
- *Tour around the North (NL)* – culture and cultural heritage are key elements of this walk tour
- *Half Marathon of Guimarães – The Run of Conquerors (PT)* – born from the desire to join cultural heritage of the city centre and physical activity
- *Run for Heritage (PT)* – the run valorises the heritage resources of *Guimarães*, every year a special track is drawn within the world heritage classified area, including passing in gardens, monuments and museums along the way

Another reason to focus on cultural heritage in the physical activity area regards their **intrinsic nature**. This is the **case of traditional sports and games** in which intangible cultural heritage and physical activity are one and the same. Traditional games and sports are “are the sports, games and movements that are traditional to our cultures” (Tafisa, <https://www.tsgplatform.org/about/about-tsg/>). Traditional sports and games are “sporting games, frequently rooted in a long cultural tradition, which have not been regulated by official authorities. The rules of these games bear the distinctive characteristics of the local culture and show the great diversity that characterizes the immaterial recreational heritage.” (Parlebas, 2001 in R. Luchoro-Parrilla, 2021, pp. 2). Thus, traditional sports and games are “cultural expressions that contain representative values of those communities” (Parrilla, 2021, pp. 2). According to J. P. Warnier (2011) each player of traditional sports and games is “shaped, subjectified by its embodied material culture” (in Parrilla, 2021, pp. 2). Tafisa underlines that traditional sports and games are “a living legacy of what has gone before us, and how we can enrich the future.” (<https://www.tsgplatform.org/about/about-tsg/>). As pointed out by Tafisa (<https://www.tsgplatform.org/about/about-tsg/>), focusing on **traditional sports and games** allows to:

- **Increase the practice of physical activity**, as they are particularly attractive for **inactive people**. The fact that they are often based on fun and participation and not only on competition makes them particularly interesting for inactive people.
- Provide learning opportunities of local identities, traditions, costumes, music and various cultures. As pointed out by Parbelas (2005, pp.13) “Entering a game is entering a society. A game is a kind of emblem of culture; therefore, deep knowledge of playful practices is an important element of the knowledge of a society.”

- Foster social cohesion, as they bridge different cultures, and generations; through their bridging capacity they also foster social inclusion of specific categories, such as migrants, refugees, ethnic minorities, etc.
- Strengthen the European identity, as they “are part of Europe’s heritage and represent both the cultural diversity and common cultural background of our societies” (Tafisa, <https://www.tsgplatform.org/about/about-tsg/>).

It is worth mentioning that several traditional games and sports are recognised as World Heritage by UNESCO.

Some examples of European World Heritage Traditional Games and Sports

- *Hurling* (IE) – “Hurling, or Camogie (a form of Hurling played by women), is a field game played by two teams which dates back 2,000 years and features strongly in Irish mythology, most notably in the epic saga of Cú Chulainn” (UNESCO, <https://ich.unesco.org/en/RL/hurling-01263>);
- *Programme of cultivating ludodiversity: safeguarding traditional games in Flanders* (BE) – ludodiversity is defined as a “wide diversity in games, sports, physical exercises, dances and acrobatics” (UNESCO, [Programme of cultivating ludodiversity: safeguarding traditional games in Flanders - intangible heritage - Culture Sector - UNESCO](https://ich.unesco.org/en/RL/programme-of-cultivating-ludodiversity-safeguarding-traditional-games-in-flanders-intangible-heritage-culture-sector-unesco)). The programme includes 23 traditional games and sports, among which shooting games, bowl games, throwing games and ball games.
- *Human towers* (ES) – “Castells are human towers built by members of amateur groups, usually as part of annual festivities in Catalan towns and cities. The traditional setting is the square in front of the town hall balcony. The human towers are formed by castellers standing on the shoulders of one another in a succession of stages (between six and ten)” (UNESCO, [Human towers - intangible heritage - Culture Sector - UNESCO](https://ich.unesco.org/en/RL/human-towers-intangible-heritage-culture-sector-unesco))

The SPACHE project has also mapped several traditional games and sports particularly relevant for enhancing physical activity. Some examples are included in the box below, while Annex 2 provides further details on them.

Some examples of traditional games and sports mapped within SPACHE good practices

- *Tambourine* (IT and FR) - team sport originating from certain Italian and French regions. Tambourine is a game that takes its name from the tool used to hit the ball.
- *Pandolo* (SI) – it is an instance of a more general game concept, played across most of the Southern and Eastern Europe: belit, billarda (Spain), lippa, scianco, ciaramella (Italy), tzurca (Romania), gilli danda (India). Pandolo was officially recognized as Living cultural heritage by the Ministry of Culture of Slovenia and Slovene Ethnographic Museum in the year 2013. In the following year 2014, the Slovenian Pandolo Federation became a member of the Slovenian Olympic Committee.
- *Škuljanje* (SI) – it is an old social and sports game, precursor to bowling; in the past it was supposed to be a pastoral game.
- *Skûtsjesilen* (NL) – it consists in sailing with old freight ships; every year during the northern summer-holidays, over a fortnight, eleven races are sailed by fourteen skûtsjes in order to win the championship of Skûtsjesilen.
- *Gaelic games* (IE) - sports played in Ireland under the protection of the Gaelic Athletic Association (GAA). They include Gaelic football, hurling, Gaelic handball and rounders.

5.3 How the relation between cultural heritage and physical activity can be framed?

Several studies (Ramshaw G., 2014, Derom I. and Ramshaw G., 2016, Pinson J., 2016, Ramshaw G and Hinch T., 2016, Perna et al., 2018, etc.) have noted the **bi-directional link between sport and cultural heritage**:

"Sport can be seen as a window into people's culture (...)" (Ramshaw G. (2014), while *cultural heritage can be seen as a window into one's individual and collective self* (Wang N., 1999).

"Sport is part of every man and woman's heritage and its absence can never be compensated for." (Pierre de Coubertin in M. Menardi, 2017, pp.35)

"It is impossible to know a people until you know the game they play. To understand America, you need to know football. To understand Brazil, soccer." (R. MacGregor, 2006, pp. 7-10)

"Cultural diversity in physical education, physical activity and sport forms part of humanity's intangible heritage and includes physical play, recreation, dance, organized, casual, competitive, traditional and indigenous sports and games." (International Charter of Physical Education, Physical Activity and Sport, 1978, pp.1)

In both theory and practice the relation between physical activity and cultural heritage has been framed mainly in two ways:

A. Sport Heritage

As pointed out by Ramshaw (2014) in his article "Sport, heritage and tourism", many authors have investigated sport through the lens of its heritage nature:

- i. Sport halls of fame and museums have been investigated in relation to their role in creating and diffusing the sporting past (Adair D., 2014; Kidd B., 1996, Snyder E., 1991, Vamplew W., 1998, etc.) as well as in relation to broader political, social and economic agendas (Cronin M., 2012);
- ii. Sports stadia and venues have been investigated in relation to their potential as touristic attractions (Friedman M., 2007; Gammon S., 2011, etc.) and their role in commoditizing memory (Wright R., 2012), creating authentic experiences (Gammon S., Fear V., 2007; Ramshaw G. et al., 2013, etc.), constructing national identities (Ramshaw G., Gammon S., 2010), challenging stereotypes (Ramshaw, 2014) and reflecting both positive and negative legacies (Smith L., 2006).
- iii. Sport has been investigated in relation to its instrumental role in forming a shared heritage that shapes the identity of a destination (Ramshaw G., 2016). According to T. Hinch and G. Ramshaw (2014, pp. 238), "There is little doubt that sport can be integral in the construction of a shared heritage, in the same way that national mythologies can instil feelings of a common legacy or inheritance."

From this perspective, sport heritage is:

- "tangible immovable, which refers to spaces with particular relevance to sporting past, where the heritage is intrinsically bound to a specific location (sites or stadia);
- tangible movable, which refers to objects, articles and tangible experiences that do not need to be spatially rooted (sports museums and halls of fame, for instance);
- intangible, which refers to games, rituals, traditions, memories or events that can be either immovable or movable;
- goods and services, which can be identified through retro apparel (for goods) and retro stadia that attempted to provide a 'heritage experience' (for services)." (Ramshaw G. and Gammon S., 2005, pp. 233-235).

Examples of sport heritage in practice

- Messner Mountain Museum, a network of six museums located in the mountain, and in particular the MMM Corones, focused on Trad Adventure Alpinism, <http://www.messner-mountain-museum.it/en/>
- German Sports and Olympic Museum, <https://museenkoeln.de/portal/German-Sports-and-Olympic-Museum>
- The Wimbledon Lawn Tennis Museum, https://www.wimbledon.com/en_GB/museum_and_tours/index.html
- The Ski Museum, <https://www.skiforeningen.no/en/holmenkollen/skimuseet/>
- Trails in the Dolomite Mountains, a Unesco World Heritage site well-known for its touristic and sport potential (e.g. "La Sportiva Lavaredo Ultra Trail" yearly race), <https://www.ultratrail.it/en/regulations.html>
- La Loire à Vélo bike route, <https://www.loirebybike.co.uk/homepage/la-loire-a-velo-nature-culture-and-adventure/>
- La Vélomaritime bike route, <https://www.lavelomaritime.com/>
- Traditional sport and games, <https://www.tsqplatform.org/tsq-practice/tsq-inspirations/>

B. Sport heritage events

A more recent lens through which the intersection between sport and heritage is viewed refers to **sport heritage events**. Sport heritage events are still a concept under development in the literature. According to Pinson J. (2017), sport heritage events are based on local endogenous heritage resources and are characterised by: recurrence; the specific location; the local ownership; the longevity.

In these types of events, the sport event is no longer the only leverageable resource, as other local resources can impact on participation in the event, such as, for instance, the natural/cultural heritage of the route or area where the event takes place, symbolic resources (referred, for instance, to the history and traditions of the event itself and of its host destination), behaviour of spectators and experiences of participants (Derom I., Ramshaw G., 2016).

According to Pinson (2017), the following types of sport heritage events can be identified:

- *Sport events whose main feature is local heritage* even though they have a competitive dimension, such as, for instance, the Heritage Classic in ice hockey, the Arctic Winter Games, the Dragon Boat Race in Cina, etc.
- *Sport events whose competitive dimension is the main feature*, but that are strongly embed in local culture and places, such as, for instance, Wimbledon Championship, Boston Marathon, Tour de France, Kentucky Derby, etc.

Examples of sport heritage events in practice

The SPACHE literature and good practice review has identified several sport heritage events that are described in detail in Annexes 1 and 2. As noted below most of them focus on running and cycling.

- *Running*: Le trail des tranchées (FR), Urban Trail de la Butte Montmartre (FR), Marathon de Blaye (FR), Run in Mont-Saint-Michel by Harmonie Mutuel (FR), Ultra Double W Race, Half Marathon of Guimarães – The Run of Conquerors (PT), Run for Heritage (PT), The North Face Lavaredo Ultra Trail (IT)
- *Bike tours/races/festivals*: Valtenesi Bike Tour (IT), Maraton Franja (SI), Black hole bike fest (SI), Eleven Cities Bicycle Tour (NL), Day One Bike Tour of Portugal (PT)
- *Sailing*: Palio delle Mura (IT)
- *Walking*: Tour around the North (NL), Walk along the wire (SI), Walk of Peace (SI), APCG Walk (PT), Hannibal Pathway Cultural Route (IT)
- *Traditional games and sports*: Festival of traditional Games and Sports of the World (international), TAFISA European Sport for All Games (international)

Despite its social and economic relevance, the notion that sport-based heritage events can enhance intimate and personalised interaction with a host's heritage has received scant attention until recently (Ramshaw G., Gammon S., 2015). According to the author sport heritage events represent a good opportunity, in particular for tourists (national or international), to experience the local heritage and connect in a more intimate way with local identities. Furthermore, heritage-based sport events, focused on the unique features of the territory and local identity, contribute to increasing the attractiveness of territories and to attracting more tourists, which in turn results into local economic development and increased quality of life (Borghi, R., Mariotti, A., & Safarzadeh, N., 2011).

The study undertaken by Perna et al. (2018) in the Municipality of Guimaraes reveals the value of heritage-based sport strategies not only for visitors, but also for residents.

Ramshaw G. and Gammon S. (2016) show that not only major/special heritage sport events produce interest, but also *regular everyday sports*. According to the two authors, everyday regular sports are increasingly seen as a possibility to experience the heritage potential of a country or community.

Fryska Sport Yn Dyn Klasse (NL): an example of heritage resources embedded in regular everyday physical activity

Fryska Sport Yn Dyn Klasse is a programme developed by the organisation Sport Fryslan to stimulate the knowledge and memberships of the Frisian traditional and cultural sports like skûtsjesilen, keatsen, fierljeppen, Frisian horses, ice skating and Frisian draft. The programme aims to make primary children in the Dutch region of Fryslan aware of and engaged in traditional games and sports. The programme is targeted to children between 7 and 12 years old. It includes three main actions: lessons (learn), practice (clinics) or participation in competitions and visits to museums (experience). Schools can integrate lessons and/or clinics as part of physical education classes or as an extra-curricular or after-school project. For instance, Fryska Sport Yn Dyn Klasse has been incorporated in the Frisian language education program. The (local) volunteers of the Frisian sport clubs are partners of the programme. They teach the history and rules of the sports and help the practice during lessons and clinics. They also accompany the children to competitions and museums. During the school year 2016-2017, a total of 6.000 children had the opportunity to get in contact with the Frisian sports thanks to Fryska Sport Yn Dyn Klasse programme.

Source: <https://www.tsqplatform.org/criterium-des-jeux-sportifs-traditionnels-2/>

C. Heritage sport tourism

Physical activity represents a type of tourism that is suitable for the valorisation of heritage, while heritage can become a key element for enhancing a sport tourism offer. The relation between sport heritage or sport heritage events and tourism has been investigated by several authors. According to Ramshaw and Gammon (2005), **heritage sport tourism refers to a collection of sport sites and experiences that embed heritage, be it tangible, intangible, natural or mixed**. Gibson (1998) identifies three types of sport tourism, which are encompassing or are related to heritage:

- *Nostalgia sport tourism* that regards travelling related to sport attractions that often correspond to tangible heritage (e.g. museums)
- *Active sport tourism*, where participants actively take part in sport events/competitions, including also heritage sport events
- *Events sport tourism*, focused on remarkable events such as, for instance, the Olympic Games.

Ramshaw and Gammon (2005) identify several strengths of heritage sport tourism:

- Resilience in the face of commercialization, in particular due to its engaging nature. In sport heritage tourism, the audience is not an outsider, but an integral part of the event. From this point of view, sport heritage tourism manages to provide experiential authenticity (Wang, 1999).
- Development of a collective identity, which characterises the specific destination and contributes extensively to the creation of a destination image. As explained previously, heritage has an

essential role in identity creation. The same holds true also for sport. As underlined by Boyle and Haynes (2000) sport acts as a badge of identity for people involved in it and it is a specific trait of a place when placed in the tourism context (Nauright, 1996).

- Connection to the place. Ramshaw and Gammon (2005) emphasise that heritage sport tourism is strongly connected to the place. In their view, it also represents a way of infusing places with meaning, as experiences, settings, activities and social contexts shape the connection that people have to certain places.

Examples of heritage sport tourism

Urban Trail Lisbon

It joins sport, i.e. running competition (12 km), to the discovery of historic heritage. It aims to promote and develop tourism and sports in a sustainable way around the town. Every year there is a different trail, so that the participants who participate in the competition more than once can discover every year new interesting places. According to the organisers, the trail is important not only for locals, but also for tourists who are looking for an active tourism.

The urban trail concept has been developed also in other cities in Portugal (Oporto, Sintra, Coimbra) and Europe (e.g. Cagliari, Italy). Both in Portugal and in Italy, the urban trails aim bring back the active life to the cities centers. In particular, their goal is to promote and develop tourism and return the adventure and sport near our houses, done in a sustainable way that encourages tourism, culture and leisure, keeping away sedentarism and uniting families around their proud cities.

Source: <https://www.urbantrailrun.it/3/Concept>

Cel'Tiron Festival: promoting heritage through cultural and sports events

"Organised every two years in Thiron-Gardaïs, the Cel'Tiron Festival gives prominence to both local and European heritage connected to the history of the Tironensian Order. If you have never seen somebody throwing a tree trunk, this is the place to be! Settled in the park of the abbey church, between gardens and historical buildings, the festival allows the visitors to discover Scottish traditions – Highland games, dances and music – as well as local and European gastronomy. The friendly atmosphere invites everybody, young and old, to enjoy the diversity of the Tironensian Order throughout Europe. Did you know? The abbey of Thiron is mentioned in some chapters of the famous « Roman de Renart », a part of the medieval writings about Reynard the Fox. It is said that, in order to escape his enemies, Reynard the Fox turned Isengrim the Wolf into a monk of Tiron!" (FFICE, 2019, pp. 30-34).

Source: <http://www.decraproject.eu/images/Decra-EN-def2.pdf>

Tour of the Valtenesi Castles by bike

The tour consists in cycling to the main castles in Valtenesi area. The tour connects six castles present in the area. The first stop is Moniga Castle. The route continues towards the castle of Soiano del Lago and afterwards towards the Castle of Count Drugolo, a private residence and not open to visitors. The next stops are Sedena and the Lonato castle and the castle of Desenzano del Garda. The next stage of the tour is Sirmione. The tour continues with the return trip to Desenzano on the cycle track along the lake shore, before turning inland to reach Maguzzano Abbey. The route continues towards Padenghe sul Garda, where one can visit the castle of the same name. From here the tour ends with the return trip.

Source: <https://www.gardaride.bike/en/tour/7/tour-of-the-valtenesi-castles/>

The SPACHE project **will adopt the frame between cultural heritage and physical literature explained above**. Thus, actions included in pilot programmes will regard **sport heritage, including regular everyday sports, sport heritage events and sport heritage tourism**. In the case of sport heritage events, the **SPACHE project will move beyond the one-day event model** described in the literature, as the purpose of the project is to enhance continuous physical activity. Furthermore, pilot programmes also aim **to combine these typologies**.

6 Main lessons learnt for SPACHE pilot programmes

The literature review, the good practices analysis and the international workshop have unveiled several lessons to be considered in the design of pilot programmes, as detailed in the paragraphs below.

i. Heritage definition

As mentioned previously the SPACHE adopts the following definition of cultural heritage:

Cultural heritage refers to the resources inherited from the past, be them tangible (e.g. museums, collections, libraries and archives, including multimedia ones, industrial heritage, including design, monuments/individual protected buildings, architectural ensembles, cities, towns, religious buildings and artefacts, artistic works inherited from the past, archaeology, archaeological sites) intangible (historical events, traditional sport games, rituals, festivities, traditional crafts and arts), natural (landscape, underwater, etc.), which people identify as a manifestation of their continuously developing values, beliefs, knowledge and traditions and that result also from the interaction between people and the environment.

ii. Heritage resources

As pointed out in the literature review, good practices and international workshop, three main types of heritage seem to be most frequently used in connection with physical activity:

- *Tangible resources*, such as, for instance, castles, monuments, heritage sites. Often such resources are used to enhance the attractiveness of a specific physical activity. This is the case of cycling, walking, running trails/routes crossing historical centres, heritage sites or specific monuments, museums, etc. An innovative example of the valorisation of tangible heritage refers to bringing everyday activities (e.g. Pilates, Yoga) into museums (see practice n. 15 in Annex 2).
- *Intangible resources*, such as, for instance traditional games and sports or running/walking trails valorising the memories of the relevant historical events (e.g. Second World War). Intangible resources play a relevant role in enhancing physical activity as they are intimately connected to our identity, our societal and personal values, our history and our memories. In the case of traditional games and sports intangible heritage and physical activity are intrinsically connected.
- *Natural heritage*, such as, for instance, landscape. Natural heritage plays a relevant role in particular in heritage sport events and in heritage sport tourism and is often used both as an attractor and as a specific marker of an event/tourism offer. This is for instance the case of running races or cycling/walking trails across specific natural areas.

Digital heritage is less used in connection to physical activity. This may be due to the fact that on the one hand digital heritage is more recent and on the other hand to the fact that it might be less associated to physical movement. Nevertheless, it represents a heritage resource to which particular attention should be paid, especially considering the recent restrictions brought about by the COVID-19 crisis.

Often **tangible, intangible, and natural heritage resources are combined** to strengthen their potential to enhance participation in sport heritage/sport heritage events/sport heritage tourism.

When analysing heritage resources and physical activity, one issue that stands out is **the strong connection between heritage and the place**. Thus, in designing pilot programmes, particular attention should be paid to **local heritage resources** that can be valorised within pilot programmes. However, as pointed out by the international SPACHE workshop, intangible heritage offers the opportunity to focus also on local resources (e.g., hurling in Germany).

The selection of the heritage resources is particularly relevant and sensitive, as heritage may be understood differently by the various communities and may undergo changes along the years (as, for instance, in the case of contested heritage). From this point of view, **it is important to select heritage resources jointly with stakeholders, including citizens, of the pilot programmes areas**. Furthermore, as pointed out during the SPACHE international workshop a focus, a consideration of Pierre Nora's distinction between memories and history seems particularly relevant for the identification of what cultural heritage is in the context of pilot programmes: "memory is life itself; it is sustained by groups of living people; it evolves continuously and is open to the dialectic of remembering and forgetting. History is the problematic and incomplete reproduction of what no longer is. Memory is always relevant and contemporary in connection with the eternal present. History is a representation of the past." (Pierre Nora in A. Wiesand's speech in the SPACHE international workshop)

The identification of heritage resources to be used within pilot programmes jointly with local stakeholders is also particularly relevant for overcoming potential opposition in particular from stakeholders less opened to a non-traditional use of heritage resources or physical activity.

iii. Physical activity definition

As previously explained, the SPACHE project adopts the definition of sport proposed by the report "Designed to move. A Physical Activity Agenda" (2018, pp. 10):

"Sport means all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being. In other words, it is the effort of being physically active that is being emphasized rather than what is being played, the skill level or the points won or lost. (...) "sport" (or "sports"), "physical activity" and "physical play" refer deliberately to anything that gets people to move in complex, skill-building ways that enhance endurance, strength, balance, coordination, etc. That could be tennis or football, Zumba or break dancing. For kids, it might be a game of tag or playing on the monkey bars. For older people, it could be jogging, swimming or ballroom dancing."

Considering the above definition, in the SPACHE project sport and physical activity are used in an interchangeable way, considering the above meaning.

As detailed previously, SPACHE project focuses on *non-competitive sports, interpreted as sports that do not refer to professional sport activities and to competitions*.

iv. Physical activity types

When it comes to physical activity, the literature and the good practices reviews point out that running, cycling and walking are more often associated to cultural heritage, in particular to tangible and natural heritage or mixed heritage. Traditional sports and games are intangible heritage by nature. Rarely, sport heritage/sport heritage events/tourism focus on more than one physical activity. However, as pointed out in the literature review, the **combination of various types of physical activities is particularly relevant for involving more people**, as they have different interests, memories, identities, etc.

In addition, both the literature review and the SPACHE international workshop emphasise the **relevance of the non-competitive feature of the physical activity considered for engaging people** in its practice. This is particularly relevant for the engagement of inactive people.

v. People's engagement

How to reach a relevant number of people and to continuously engage them remains one of the most relevant challenges underlined in the good practices analysis. While the interconnection between heritage and physical activity has the potential to attract more people into the practice of physical activity and heritage use, there are also other factors that should be considered in order to ensure their continuous engagement over time:

- **Tailoring activities to the specificities of target groups.** This implies having a good knowledge of the cultural habits and traditions of the target groups of pilot programmes in order to identify the mechanisms that may attract people into the programme. Tailoring activities to the specificities of target groups is relevant not only from the point of view of the contents of the activity, but also from the organisational point of view.
- **Ensuring accessibility of the heritage physical activity/event/tourism for all.** Accessibility refers to various dimensions: e.g. flexibility of the schedule of the proposed activity; level of difficulty of the proposed activity; accessibility to the proposed activities for people with special needs; ensuring adequate transport infrastructure for reaching the heritage resource; financial accessibility.
 - *Considering different levels of difficulty of the selected physical activity/activities.* The demanding circuits (especially in the case of running, cycling) represent one of the main reasons for not engaging in the proposed activity.
 - *Flexibility of the schedule of the proposed activity/activities.* Not flexible schedules represent a factor for abandoning an activity or not engaging in it. Flexibility of the schedule is particularly relevant in the case of women, who often are responsible for most of the household/family care. SPACHE partners should pay attention to the fact that ensuring a flexible schedule also implies establishing a dialogue on this issue with heritage stakeholders (in particular in the case of tangible heritage).
 - *Easy procedures for accessing the activities.* The good practice review points out that people are more incentivised to participate in the proposed physical activities when there the procedures are not complicated.
 - *Paying attention to the needs of people with disabilities, of elderly people, people with chronic diseases or categories of people with special needs.* These categories may face particular mobility or other difficulties in participating in heritage physical activities/events/tourism. Thus, in the design of the heritage physical activity/events/tourism these needs should be taken into consideration. To this end the engagement of stakeholders representing these groups in the design of pilot programmes is particularly relevant.
 - *Financial accessibility.* Financial barriers are another relevant reason for not engaging in heritage sport/heritage sport events/heritage tourism, especially for target groups that are at risk of poverty (e.g. immigrants, refugees, ethnic minorities, unemployed people). These groups are also those most subject to the risk of inactivity. Costs of the proposed activities are relevant in particular in the case of physical activities requiring a specific equipment (e.g. bicycle, running equipment, some of the traditional sports and games). Ensuring free access to all categories or in particular to categories that are at risk of poverty (e.g. through vouchers, bonuses, reduction of the fee) and combining physical activities requiring the use of specific equipment with those that do not require it (e.g. walking) are two of the measures that can be adopted to lessen/overcome financial barriers.
- **Ensuring quality of the transport infrastructure,** especially in the case of the use of tangible heritage resources that are located in a specific area. Ensuring qualitative public

transport, safe parking for bicycles/cars/bikes, parking for people with disabilities is particularly relevant for engaging people, especially in the case of women.

- **Organising diffused heritage physical activity/events/tourism.** The literature on physical activity points out that people are more motivated to participate in physical activity when is close to their home/offices. This is even higher in the case of women, who face time shortage for personal care due to household/family duties. Organising heritage physical activities/events/tourism diffused in various neighbourhoods also allows people to get acquainted with heritage near them.
- **Connecting past to the present, especially in the case of the use of intangible heritage.** This is particularly relevant for specific target group, such as, for instance, youth. This can be achieved in various ways: e.g. through connecting past and present generations; through designing physical activities that connect past resources to modern ones and/or transpose them in the present in a contemporary way; through awareness raising campaigns raising knowledge of the past and of its resources.
- **Adopting a multi-channel communication of the proposed activities.** Besides tailoring the contents of the proposed activities, the literature and good practices review and the SPACHE international workshop show that it is important to tailor the communication message and channel to the specificities of target groups. The use of a multi-channel communication (word of mouth, social media, onsite publicity, engaging ambassadors acknowledged by target groups, etc.) enhances the dissemination of the proposed activities and the reach of a wider audience. As pointed out by stakeholders participating in the SPACHE workshop engaging ambassadors well-acknowledged by target groups is particularly relevant for engaging them in the proposed activities as ambassadors can inspire them.
- **Designing innovative, emotional and inspiring activities.** The use of inspiration as a motivation source is paramount, as pointed out by stakeholders involved in the SPACHE workshop. For instance, as revealed by the good practices review, combining digital activities with heritage based physical activity or mixing digital heritage and physical activity is an innovative way to enhance the attractiveness of the proposed physical activity (e.g. good practice no. 12). Another way to enhance attractiveness is to give access to heritage resources that otherwise would not be accessible to the public (see for instance the good practice n. 25). Equally important, in particular in the case of the use of intangible resources, is the valorisation of emotions in the design of the activities, as revealed by stakeholders participating in the SPACHE workshop.
- **Preceding the delivery of physical activities by awareness raising activities.** Both the good practices review and stakeholders involved in the SPACHE workshop underline the relevance of awareness raising activities for informing and motivating people to take part in the proposed activities.
- **Ensuring multilevel governance.** Paying attention to engaging all relevant stakeholders both at local and upper levels is particularly relevant for the success of the proposed activities. In particular, the SPACHE partners should pay attention to the engagement of heritage stakeholders since the design phase of pilot programmes. This is paramount, as cultural heritage resources might be subject to specific regulation. It is thus important to understand such regulation before designing the pilot programme. In addition, it is relevant to involve also civil society organisations and private actors in the field of both cultural heritage and physical activity.
- **Ensuring the protection of heritage resources.** Heritage resources (in particular tangible and natural) are often fragile and subject to specific regulation and protection rules. This implies that safety measures of the used heritage resources should be discussed with heritage stakeholders in the design phase of the proposed activities.

7 Annex I: Literature review

Title	7.1 La Nascita del Calcio e l'identificazione con Firenze
Country	Italy
Theme	Traditional Games
Type of heritage	Football to discover the city of Florence
Type of sport/physical activity	Football
Keywords	Traditional Sports, Traditional Games, Folks Games, National and Cultural Heritage
Summary	<p>Florentine football is the origin from which the first structural rules of some sports of the modern era derive. You certainly have the foundation for football and rugby.</p> <p>Over time, Florence has become the home of football and still continues in the tradition of that football played in the times of the Medici and the Strozzi, in the years of the Republic Fiorentina of Soderini and Savonarola and later also of the Lorraine.</p>
Relevance to SPACHE	<p>Traditional sport as an important aspect of European cultural identity. Particular attention is given to the development of this sport from its origins to the present day.</p> <p>. The sense of belonging and citizen pride very often lead each of us to deeply believe in our own traditions and history. The honour of remembering every time that football is a heritage of humanity and that it is a primacy of the city of the lily, once again brings Florence to the centre of the historical and cultural panorama of the world.</p>
Challenges	
Resources	http://docplayer.it/131612561-La-nascita-del-calcio-e-l-identificazione-con-firenze.html

Title	7.2 Running and cycling: sustainable sports mobility for the well-being of the person
Country	Italy
Theme	Tourism and Sports: Sport as a mean of socialization, urban redevelopment and tourist attraction
Type of heritage	Cycling to promote tourism and valorize minor territories of Milan
Type of sport/physical activity	Running, Cycling
Keywords	Running, Cycle tourism, Market trends, Valorisation of territories.
Summary	Sports tourism is a constantly growing phenomenon and Europeans indicate sporting activity as one of the reasons behind their vacation choice. Through the results of two surveys, the author analyzes the attitudes and behaviors of those who practice running and cycling, whether for competitive, amateur or tourist purposes. The management of this still expanding market requires, however, management skills capable of mixing the expectations of the different targets with proposals based on the principles of experientiality, soft and sustainable mobility and innovation.
Relevance to SPACHE	Cycling in particular is a sustainable mode of transport; it is ecological while at the same time offering a tourist attraction role as a possible niche to exploit and promote among the different ways of enjoying the city and the landscapes. Increased cycling should contribute to reducing noise and air pollution and it has important implications for both personal health, having been linked to lower rates of overweight as well as liveability and environmental resources.
Challenges	
Resources	https://arts.units.it/handle/11368/2981525?mode=full.1408#.YHPloR8zaUI

Title	7.3 UNESCO heritage and sport
Country	Italy
Theme	Tourism, Sport in Unesco Heritage
Type of heritage	UNESCO cultural sites
Type of sport/physical activity	Running events
Keywords	UNESCO, Sustainable tourism, Natural Heritage, Sustainable development, intercultural dialogue, destination branding, Trail Running, international tourism
Summary	<p>This research has shown that, although most UNESCO sites do not make great efforts to take advantage of the title, they have been awarded great strides are being made in this regard in the case of the Dolomites. Although the Dolomites already boasted a high level of notoriety when enrolled in the World Heritage List, it appears that the UNESCO title is promoted and widely used to communicate the Dolomites as a unique destination, strengthen their value of excellence and give them greater credibility and trust. The UNESCO recognition, defending values that are in line with the most recent demand trends, represents the opportunity to meet the needs of the market by focusing on innovative and creative products, inspired by the values of sustainable development. The points of contact between «The North Face Lavaredo Ultra Trail» and the UNESCO Dolomites heritage are also evidenced by the widespread knowledge that the athletes have shown towards the UNESCO recognition through the survey that was proposed to them.</p> <p>From the responses received, the great importance of this event for the Dolomites emerged, which, together with the beauty of the environment, has proven to act as a stimulus for an increase in future tourist flows.</p>
Relevance to SPACHE	The environment and sport become an important combination to develop the sustainable tourism necessary to preserve the landscapes and natural beauties of which our territory is rich.
Challenges	
Resources	http://dspace.unive.it/bitstream/handle/10579/10874/854481-1198987.pdf

Title	7.4 Sport Events Tourism: An Approach to the Portuguese Case
Country	Portugal
Theme	Sports Events Tourism
Type of heritage	Nostalgia Sport Tourism, Active Sport Tourism, Event sport tourism
Type of sport/physical activity	Paragliding, skysurfing, Hang-gliding, Tennis, Footbal, Athletism, surf, sailing, windsurf
Keywords	Sports Events Tourism, Portugal, Land Event, Water Event, Air Event, Motivations, Place, Activity, People.
Summary	Sports events assume a major importance in tourism. Considering that, it becomes imperative to study the different types of involvement that tourists may have in all of the involved processes. This study's intention is to define a framework model which will allow the understanding of the main touristic motivations for tourists' participation in sports events activities, particularly considering the Gammon & Robinson's classification and Weed & Bull . The main objective of the study is to create a consistent theoretical basis for the study of these events.
Relevance to SPACHE	Focusing on tourism trends can add to an overall positive view and reaction to sports activities and events.
Challenges	Focusing on tourism trends can add to an overall positive view and reaction to sports activities and events.
Resources	https://core.ac.uk/download/pdf/302958154.pdf

Title	7.5 Hiking as a wellness activity – an exploratory study of hiking tourists in Portugal
Country	Portugal
Theme	Hiking and Physical Activity, wellness tourism
Type of heritage	Village tourism
Type of sport/physical activity	Hiking
Keywords	Hiking, Genuineland, Portugal, rural tourism, wellness tourism
Summary	New forms of tourism are gaining ground throughout the world. Nowadays, successful tourism destinations must offer variety and new tourism products, addressing special interest niches. The wellness concept typically integrates physical activity combined with relaxation of the mind and intellectual stimulus, enhancing well-being through a balance of the body, mind and spirit. Promoting well-being is a relevant motive of most tourists and should be regarded in any tourism marketing strategy. In the present study we show the results of an exploratory survey of hikers in Portugal and discuss possible implications on planning and management of rural tourism destinations, with emphasis on the creation of integrated wellness products.
Relevance to SPACHE	Physical activity, related to the concept of wellness is a potential for attracting sports events and physical activities into different environments, such as Cultural Heritage sites.
Challenges	Hiking activities depend on the destination's capacity of providing well designed and managed walking trails, integrated in an appealing, differentiated.
Resources	http://jvm.sagepub.com/content/16/4/331

Title	7.6 Movement, sport and health: the importance of policies for physical activity promotion and impact on community
Country	Italy
Theme	Health Promotion, Physical activity
Type of heritage	
Type of sport/physical activity	Physical activity in general
Keywords	Health promotion; Physical activity; Public health
Summary	Physical activity is one of the major prevention measures of chronic non-communicable diseases, it allows maintenance of psychophysical well-being and improved quality of life, in both sexes and all over the life course. International and national physical activity-promoting policies are described, basing on the «Global Recommendations on Physical Activity for Health» developed by the World Health Organization, which reinforce the principle of physical activity for all and give information to implement intersectoral programs, aimed at decreasing the burden of disease as well as direct and indirect costs associated with sedentariness.
Relevance to SPACHE	A current photograph of the Italian population in relation to physical activity as well as the scientific report of the public health benefits that physical activity produces respectively for children, young people, adults and the elderly.
Challenges	
Resources	www.epicentro.iss.it/attivita_fisica/pdf/18_9_web_rev.pdf

Title	7.7 Sporting events and impacts on host destination: Universiade Naples 2019
Country	Italy
Theme	Tourism
Type of heritage	Touristic Sites
Type of sport/physical activity	Trekking, The eco-marathon, Eco-running, Sky-running, Nordic walking, Ski-mountaineering, Orienteering, sport tourism
Keywords	Sporting event, Tourism, locals, sport tourism.
Summary	<p>It is precisely sporting events that represent one of the cornerstones of today's tourism offer. These have great potential as they offer the opportunity for individuals not only to actively or passively take part in the event itself, but also to get to know new nations and immerse themselves in their customs and traditions.</p> <p>This strengthening of tourist flows is mainly due to the dissemination, on a global level, of the image of the host city as a tourist destination by the numerous media present at the event.</p> <p>Sporting events are able to positively and negatively affect not only the tourism sector, but also other areas. In the socio-cultural sphere, among the positive impacts it is possible to list the increase in local and national pride, the greater social integration, the creation of a state of well-being, the increase in sports practice, while among the negative ones we find greater congestion, the increase of abuse, social inequity, crime and vandalism, the reduction of security. Finally, in the political arena, sporting events can be used to increase the global visibility of political groups, enhance their careers, to foster alliances between corporate and political elites or to promote political projects globally.</p>
Relevance to SPACHE	Events can attract tourists who otherwise might not visit a particular place; the spending of event tourists generates economic benefits; event tourism can be leveraged for maximum value in combatting seasonality of demand, spreading tourism geographically, and assisting in other forms of urban and economic development.
Challenges	
Resources	dspace.unive.it/bitstream/handle/10579/17574/875576-1243177.pdf?sequence=2

Title	7.8 Cultural heritage strategy - starting points
Country	Slovenia
Theme	Cultural Heritage, Slovenia
Type of heritage	Landscapes and biotic diversity of Slovenia
Type of sport/physical activity	Physical activity in general
Keywords	Cultural heritage
Summary	The general objectives of the strategy are to contribute to the quality of life and to more through heritage connected society, to accelerate the sustainable development of Slovenia and to improve the society's attitude towards ours heritage. The achievement of these objectives shall be in accordance with international treaties, European recommendations and It ensures the Constitution of the Republic of Slovenia at the level of the state, regions and local communities.
Relevance to SPACHE	It is important for further analyse of how physical activity and sport can be included in cultural heritage of Slovenia.
Challenges	
Resources	https://www.gov.si/assets/ministrstva/MK/DEDISCINA/STRAT_KD_2019.pdf

Title	7.9 The Walk of Peace from the Alps to the Adriatic
Country	Slovenia
Theme	Tourism/Museum
Type of heritage	Outdoor Museums/historical and natural heritage/natural landscapes
Type of sport/physical activity	Walking
Keywords	<p>"Trekking along the about 100 km long Walk of Peace, or only along a part of it, offers to every visitor an active rest in the wonderful, tranquil, unspoiled nature marked with the river Soča, the world of medium-high and high mountains, flocks of sheep and goats, and still active alpine pastures in summer, and the history of the First World War. The walk starts at Log pod Mangartom at the entrance to the mine shaft named Štoln, and ends at the outdoor museum Mengore near Most na Soči. At the seat of the Foundation, the Walk of Peace Information Centre was established in the same year, and the guide service operates within its frame. Since 2011, following the example of the Walks of Peace in the Upper Soča Region, the Foundation has been arranging the «Walk of Peace from the Alps to the Adriatic» in cooperation with numerous partners from both sides of the Slovenian-Italian border.</p> <p>Another task of the Walk is to promote the identity of the area in question and develop tourism in the cross-border area along the Soča river."</p>
Summary	It is important for further analyse of how cultural heritage of Slovenia can enhance physical activity among citizens.
Relevance to SPACHE	It is important for further analyse of how cultural heritage of Slovenia can enhance physical activity among citizens.
Challenges	Walking in the landscapes at own risks, suitable biking equipment, people who are not acquainted with the terrain and are not experienced are warned from walking.
Resources	https://issuu.com/potmiru/docs/the_walk_of_peace_from_the_alps_to_the_adriatic?utm_source=conversion_success&utm_campaign=Transactional&utm_medium=email

Title	7.10 Slovenian treasure troves of world heritage - UNESCO World Heritage
Country	Slovenia
Theme	Tourism
Type of heritage	Landscapes of Slovenia, traditional craftman, festivals
Type of sport/physical activity	Different types of cultural activities
Keywords	
Summary	Introduction on official Slovenian tourist board
Relevance to SPACHE	It is important for further analyse of how cultural heritage of Slovenia is included enhancing physical activity and sport for citizens.
Challenges	
Resources	https://www.slovenia.info/en/places-to-go/attractions/unesco-world-heritage

Title	7.11 La mise en tourisme d'un territoire montagnard fragilisé
Country	France
Theme	Tourism
Type of heritage	Archeological, landscapes, identity
Type of sport/physical activity	Adventures Sports
Keywords	Heritage, Sport, Wild Environments, Development, Identity, Tourism, Touristic activities.
Summary	The publication underlines how tourism, through a development of sport articulated with heritage, has succeed to ensure economic prosperity to Vicdessos in a deindustrialisation context. This village has paid attention to the identification and valorization of the different forms of heritage of the territory in order to develop its new offer.
Relevance to SPACHE	The publication shows us how a territory can use its lands, identity, culture and heritage (archaeological, industrial...), in other words its ressources, to promote sport to contribute to its development. It has been developing at the same time with tourism, a way to promote a concept created by Vicdessos: "station de sport-nature".
Challenges	Lack of equipment for tourist (athletes) , not enough facilities lik restaurants, housing, etc.
Resources	https://horizon.documentation.ird.fr/exl-doc/pleins_textes/divers14-10/010063040.pdf

Title	7.12 Traditional Sport and Games: New Perspectives on Cultural Heritage
Country	Hungary, UK, Poland, Denmark, Ireland, Portugal.
Theme	Traditional sport and games
Type of heritage	Folklore, singing, dance
Type of sport/physical activity	Various types of Traditional games
Keywords	Traditional games, cultural heritage
Summary	The rise of the international sports movement in the 20th century has caused traditional games and sports to be behind or even disappear. This renaissance is due to the significant role traditional games and sports can play today as part of our cultural heritage and local identity.
Relevance to SPACHE	Congresses and seminars organized during the TAFISA World Festivals have been occasions to regularly approach the topic of the traditional games and sports. The publication analyzes, in a scientific or ethnological manner, what we understand as traditional games and sports. It attempts to clarify the difficulty in comparing modern games and traditional sports, describes and trace the origin some of the many forms of traditional games, giving examples from different regions of the world.
Challenges	Traditional games are being replaced by modern ones; TSG were only kept in rural schools.
Resources	file:///C:/Users/zahya/Downloads/HistoryandCulturalContextofTraditionalSportsandGamesinSelectedEuropeanCountries%20(1).pdf

Title	7.13 Recall: Games of the Past – Sports for Today
Country	Europe
Theme	Traditional Sport and Games
Type of heritage	
Type of sport/physical activity	Brennball, Baldersball Blindman's buff, Guardians of the fire place, Fistball, running, running rounders, football, walking, tossing, spinning, playing tricks, pin games, throwing balls, locomotion games, strenght games, catching games, baseball, volleyball, pin games.
Keywords	Traditional games, cultural heritage.
Summary	Project "Recall: Games of the Past – Sports of Today" provides sports leaders, groups and communities with a treasure trove of unique and innovative culturally rich games to play. The book draws on European countries' traditional sports and games, which have established historical and cultural foundations for play, movement, and sport.
Relevance to SPACHE	Since there are few organizations dealing with traditional sports and games in Europe and around the world, the book, which is part of the overall project outcomes and deliverables , gives an example of fifty Traditional Games collected from all over Europe. It presents a treasure box of often unknown or forgotten sports and games that do not only enrich the face of today's sport that can contribute to the better understanding of our cultural heritage in a playful way.
Challenges	Space, number of players, equipment, rules of the games are sometimes much complex.
Resources	(PDF) Recall: Games of the Past - Sports for Today (researchgate.net)

Title	7.14 History and Cultural Context of Traditional Sports and Games in Selected
Country	Europe
Theme	Traditional Sport and Games
Type of heritage	
Type of sport/physical activity	Traditional Sport Games in general
Keywords	Anthropology, Cultural Heritage, Traditional Sports and Games from Denmark, Hungary, Ireland, Poland, Portugal.
Summary	This work is aimed on Traditional Sports and Games (TSG) as an important factor of cultural aspect of European identity in a historical perspective. The authors ground their explorations in findings from culture-historical and contemporary studies on TSG in selected countries. This work is directed particularly to those interested in historical knowledge and development on the study of TSG. Play[1] as a part of human culture has been researched on historical, biological, psychological and social/cultural bases. Research has proceeded based on extensive survey data (e.g. Strutt, Piasecki) with other, more specific methodology (e.g. Huizinga, Møller, Lipoński). In that article the authors try to describe chosen examples of European scholars' thoughts from different times and different cultures on TSG.
Relevance to SPACHE	The article discusses the socio-cultural characteristics of the sports of the nobility and the common origins of some popular games in selected European countries. It also argues that spontaneous and freely invented games based on local traditions help to develop creativity and social, cognitive and motor skills. They also provide a valuable opportunity to explore other cultures and learn more about one's own is through play. It shares cultural heritage and exchanges the most valuable elements of European traditions in physical culture. The book "Recall: Games of the Past – Sports for Today" which is the basis for this article collects, reconstructs and re-introduces detailed information about numerous. Traditional Sport and Games from selected European countries.
Challenges	
Resources	(PDF) History and Cultural Context of Traditional Sports and Games in Selected European Countries. (researchgate.net)

Title	7.15 International Day for Monuments and Sites under the theme of sport
Country	Portugal
Theme	Monument, Traditional Sports and Games
Type of heritage	Historical monuments and sites, Museums, National Heritage sites
Type of sport/physical activity	Different sport activities
Keywords	Monuments, Museums, National Heritage, Traditional Sports, Clubs, Portugal.
Summary	General Direction of Cultural Heritage of Portugal, celebrated the International Day for Monuments and Sites, promoting 750 sporting and cultural activities, associated with the country's landmarks. The purpose was to highlight the cultural and social importance of sport throughout history and also to highlight the different forms of expression of the heritage associated with sport, such as in buildings or traditions.
Relevance to SPACHE	The selected article presents an event of national dimension that serves as an excellent example of promotion between heritage and sport, reaching a very wide audience across the country. This event promoted by a public entity was able to mobilize 610 public and private entities, in 152 municipalities in the national territory, being a great reference in the matter.
Challenges	
Resources	https://portocanal.sapo.pt/noticia/82777

Title	7.16 Handball and Culture: play Handball and visit the Alcobaça Monastery
Country	Portugal
Theme	Culture, Monument, Handball, Street Sports, Inclusive Sport
Type of heritage	Local museums and monuments
Type of sport/physical activity	Handball
Keywords	Monuments, Museums, National Heritage, Clubs, Street Sports, Handball, Portugal, Porto, Lisbon, Alcobaça, Batalha.
Summary	<p>Handball and Culture is an initiative organized by the Handball Federation of Portugal, in partnership with several entities - General Direction for Cultural Heritage, Municipalities, Schools, Local Clubs and Regional Associations - which aims to promote sports and, at the same time, contact of children and young people with cultural heritage. In this event, street handball games are held with athletes between the ages of 8 and 13, and then visit local museums and monuments.</p> <p>This initiative also includes a handball demonstration for people with intellectual disabilities, showing how the sport can be inclusive.</p>
Relevance to SPACHE	This event and the respective article that promotes it demonstrate the capacity of an initiative that involves sport and culture to be able to attract relevant institutional partners and mobilize hundreds of young people to practice sports and to get involved with cultural heritage.
Challenges	
Resources	https://portal.fpa.pt/2019/06/andebol-e-cultura-joga-andebol-e-visita-o-mosteiro-de-alcobaca-no-dia-8-de-junho/

Title	7.17 Sports tourism in a Portuguese city world heritage by UNESCO
Country	Portugal
Theme	World Heritage, Sports Tourism
Type of heritage	Monuments of the city Évora
Type of sport/physical activity	Walking
Keywords	Monuments, World Heritage, Sports Tourism, Walking, Évora, Portugal.
Summary	Sports tourism is becoming increasingly important in tourism supply. This study aimed to analyse the demand and supply in terms of sports tourism in Évora municipality. Tourists were interviewed regarding their motivations for sports in a world heritage city. There is a clear lack of strategy in the sector, which is evidenced by the fact that visitors do not present as they primary motivation to practice sport activities in this destination.
Relevance to SPACHE	This article is important because it reveals the lack of strategy for the sports tourism segment in a municipality like Évora, which has a historic centre and a world heritage site. Sports tourism could be an action to combat seasonality and be part of a process of diversifying the tourist offer in a cultural context.
Challenges	
Resources	http://dspace.uevora.pt/rdpc/handle/10174/22140

Title	7.18 Heritage, Health and Wellbeing
Country	Europe
Theme	Cultural heritage, health and wellbeing
Type of heritage	National play parks, Traditional Music, Archaeological projects, Museums, and Art galleries
Type of sport/physical activity	Dancing, walking, planting, craftsmanship, running, fishing, yoga.
Keywords	Cultural heritage, wellbeing, health, sport
Summary	A growing body of evidence has demonstrated how heritage in particular is beneficial for wellbeing. Heritage and Society , produced by Historic England on behalf of the Historic Environment Forum as part of their Heritage Counts series, found that engaging with or living near heritage is associated with higher life satisfaction and quality of life. The studies have demonstrated a statistically significant increase in participant wellbeing and suggest that heritage can have a therapeutic impact in part through the opportunities for reminiscence and reflection that it provides.
Relevance to SPACHE	<ul style="list-style-type: none"> • Definition of cultural heritage • Relevance of cultural heritage for wellbeing and health • Relation between sport and heritage
Challenges	
Resources	https://gem.org.uk/resource/health-heritage-and-wellbeing-a-heritage-alliance-report/

Title	7.19 Values and benefits of heritage - research review
Country	World
Theme	Cultural heritage, social benefits
Type of heritage	Museums, Galleries, natural landscapes, historic environment
Type of sport/physical activity	Green exercise
Keywords	Cultural heritage, social benefits, sport/physical activity
Summary	<p>The report provides information on the way in which people value heritage, on the motivations and barriers to visiting heritage sites, on the social benefits of heritage for individuals and communities and on its economic benefits.</p> <p>The report also mentions research in the sport area that provides information on the benefits of heritage in this area.</p>
Relevance to SPACHE	<ul style="list-style-type: none"> • Framing social benefits of heritage • Relevance of natural heritage for physical activity • Understanding barriers and drivers for using heritage resources
Challenges	Engagement barriers, Low participation
Resources	https://www.heritagefund.org.uk/sites/default/files/media/research/values_and_benefits_of_heritage_2015.pdf

Title	7.20 Heritage Sporting Events in Territorial Development
Country	World
Theme	Sport heritage, heritage sport events
Type of heritage	Local identity, museums, touristic attractions
Type of sport/physical activity	Ice hockey, Arctic winter games, Dragon Boat Race, cycling, marathons, running
Keywords	Cultural heritage, sport/physical activity
Summary	With a growing body of literature, sport heritage has, during the last decade, been recognized in many ways by academics. Timothy presents sporting artefacts and materials that can be considered as heritage resources and the role they played in cultures at different times and spaces In this perspective, to be physically engaged in an activity will reinforce the memories we have from it, setting the roots to a nostalgic vision of the event. This emotional connection to the event will also impact the impression of living a unique experience, making its reproduction difficult.
Relevance to SPACHE	<ul style="list-style-type: none"> • Relation between sport and heritage • Benefits of heritage sports
Challenges	The 'official' narrative surrounding the event is contested. Heritage sport events can become a source of conflict within the community around the local identity.
Resources	https://www.tandfonline.com/doi/full/10.1080/14775085.2016.1263578

Title	7.21 Heritage sport tourism in Canada
Country	Canada
Theme	Heritage sport, tourism potential of heritage sport
Type of heritage	Archaeological, architectural, and historical sites, collective identity
Type of sport/physical activity	Arctic winter games, football,
Keywords	Cultural heritage, sport/physical activity, sport heritage, tourism
Summary	In the context of heritage sport tourism, its resilience as an attraction appears to be drawn particularly from the emotions that characterize these experiences. Locals are able to consciously construct their identity in response to the way that others view them from outside. The article distinguishes "our" heritage from "their" heritage an important theme in Canadian identity. In terms of the final opportunity, the two cases suggest that heritage sport is uniquely tied to place. Interestingly, in the context of the CFL Grey Cup championship game, while there is an element of home versus visitors in terms of the East versus the West, there is also a sense that the host stadium is at least the "temporary home" to all CFL fans . There is a genuine sense of collective identity as a league and a nation despite the variety of team colours being worn by the fans.
Relevance to SPACHE	<ul style="list-style-type: none"> • Relation between sport and heritage • Benefits of heritage sports • Opportunities and challenges of sport heritage for tourism
Challenges	Organizational fragmentation of sport activities. These sports which are favoured by popular culture may overshadow the traditional games. most residents have little experience with traditional practices. Canadian spectators have become more familiar with other forms of sport, heritage, and culture through broadcast of international sporting events.
Resources	https://www.researchgate.net/publication/263287315_Heritage_sport_tourism_in_Canada

Title	7.22 Heritage and sports
Country	World
Theme	Heritage and sport and linkages between them
Type of heritage	Sport museums and halls of fame, fantasy camps
Type of sport/physical activity	Golf, football, tennis, baseball, ice hockey
Keywords	Sport, heritage, heritage sport, museums, sport events
Summary	Timothy argues that sport has played a central role in various cultures and societies for millennia, while the relics, events and locations of the sporting past are celebrated, venerated, and protected like any other type of heritage. Finally, we consider the future directions for the heritage/sport relationship, both inside and outside of touristic use.
Relevance to SPACHE	<ul style="list-style-type: none"> • Framing cultural heritage in relation to sport • Types of links between heritage and sport • Benefits of linking heritage and sports
Challenges	Sport games are still undeveloped in terms of participation, exposure, and equipment.
Resources	https://link.springer.com/chapter/10.1057/9781137293565_16

Title	7.23 Heritage sporting events: theoretical development and configurations
Country	World
Theme	Heritage sporting events
Type of heritage	Festivals, tourists' attractions
Type of sport/physical activity	Wrestling, Kayaking, Ballooning, Running, Golf, Cycling, Snowboard freestyle, Ice cross downhill, Cross-country Skiing, Ski mountaineering, Classical dancing, Sailing
Keywords	Sport, heritage, sport heritage events
Summary	This can be partly explained by an inclination to associate the notion of heritage with conventional ideas about folklore and traditional culture. Through a constructivist approach of heritage, this contribution argues that contemporary sports events, which would generally have competition as their primary focus, might also be perceived as HSEs. A qualitative–comparative analysis is conducted among 24 sports events in the French-speaking part of Switzerland, to observe the configurations of HSEs and understand which characteristics are necessary for the perceptions of a sports event as a heritage good.
Relevance to SPACHE	<ul style="list-style-type: none"> • Framing linkages between sport and heritage • Understanding characteristics of sport heritage events • Success factors of sport heritage events
Challenges	Some games are owned by private companies, participation is still low
Resources	https://www.tandfonline.com/doi/pdf/10.1080/14775085.2016.1263578?needAccess=true

Title	7.24 Leveraging sport heritage to promote tourism destinations: Tour of Flanders Cycle Event
Country	Belgium
Theme	Sport heritage, tourism
Type of heritage	Chanting, dancing, and traditional rituals, monuments, halls of fame.
Type of sport/physical activity	Cycling
Keywords	Sport heritage, tourism destinations
Summary	The findings reveal significant differences between national and international event participants in terms of their socio-demographic profiles, cycling behaviours, and event motivations. Active sport tourists who travelled internationally to take part in the event were more committed to experiencing and pursuing the event's heritage, as active participants as well as passive spectators. While sport tourism events are commonly identified as the key resource in the event leveraging literature, this paper highlights the leveraging potential of other event and destination-related resources, including event heritage, route, and atmosphere. The findings contribute to the conceptual framing of event leverage by identifying active sport heritage as an important resource to promote participation among sport tourists.
Relevance to SPACHE	<ul style="list-style-type: none"> • Framing linkages between heritage and sport • Concrete example of how to use heritage resources to enhance sport participation • Challenges and opportunities to leveraging heritage sport for tourism development
Challenges	Lack of attention to such potential events in terms of route, atmosphere and finances
Resources	https://www.researchgate.net/publication/305661927_Leveraging_sport_heritage_to_promote_tourism_destinations_the_case_of_the_Tour_of_Flanders_Cyclo_event

Title	7.25 Sport, heritage, and tourism
Country	World
Theme	Sport, heritage, and tourism
Type of heritage	Sport halls and museums, landscapes.
Type of sport/physical activity	
Keywords	Sport, heritage, tourism, nostalgia, memorialization, tradition, identity
Summary	<p>"The relationship between sport, heritage, and tourism is strong, and the breadth and depth of research that explores this relationship is significant. This collection adds to the heritage sport tourism literature by considering several new perspectives. In particular, authors have examined sport heritage as a vehicle for understanding and memorializing conflict, as a tool for both celebrating achievement and marginalizing people, as a field of dissonance that often does not conform to tourism promotion and marketing, as a topic that generates, commends, commodifies, and (sometimes) discards "living" heritage, and as a means for discovering, or imagining, genealogical roots. Ultimately, sport heritage illuminates many of the issues, challenges, and debates in heritage and heritage tourism more broadly, while also demonstrating that, through its constant making remaking, sport heritage rarely fossilizes."</p>
Relevance to SPACHE	<ul style="list-style-type: none"> • Framing linkages between sport and heritage • Examples of how to link sport and heritage • Social value of sport heritage • Links between contested heritage and sport
Challenges	
Resources	https://www.tandfonline.com/doi/abs/10.1080/1743873X.2014.904320?journalCode=rjht20

Title	7.26 Walking Tourism. Promoting Regional Development.
Country	World
Theme	Walking tourism, regional development
Type of heritage	Natural landscapes
Type of sport/physical activity	Walking
Keywords	Heritage, walking tourism, regional development
Summary	Walking tourism is now one of the most popular ways to experience a destination. It allows tourists to better engage with local people, nature and culture. It also meets the growing demand of travellers of outdoor activities in general, including when they travel. Walking tourism can be developed anywhere as a sustainable tourism offer with a relatively small investment. It can bring about social and economic benefits to residents and communities if properly developed and managed. This report showcases various successful examples of walking tourism and aims to serve as a practical reference for destinations with a focus on the role of walking tourism in regional development.
Relevance to SPACHE	<ul style="list-style-type: none"> • Using cultural heritage to enhance walking tourism • Benefits of walking tourism for regional development
Challenges	
Resources	https://www.e-unwto.org/doi/book/10.18111/9789284420346

Title	7.27 Cultural Routes and Intangible Heritage
Country	Europe
Theme	Intangible heritage, cultural routes
Type of heritage	Cultural Itineraries/routes
Type of sport/physical activity	Walking, hiking, biking
Keywords	Cultural routes, tourism, intangible heritage
Summary	The Hannibal Pathway «the main overland walk on the» Phoenician Route - Cultural Route recognized by the Council of Europe «represents a case of study that allows to reflect over the impact of cultural tourism based on immaterial heritage. In fact, in the areas where the battle of 21 June 217 BC took place, nothing tangible is left, except the landscape that has kept its conformation intact. In these areas, thanks to the foresight of the local governments in the last three decades, the landscape of the plain has been preserved».
Relevance to SPACHE	<ul style="list-style-type: none"> • Potential of cultural routes for enhancing sport • Contribution of cultural routes to tourism
Challenges	
Resources	https://www.researchgate.net/publication/307704584_Cultural_Routes_and_Intangible_Heritage

Title	7.28 European Cultural Routes Today: Results of the DECRA Project 2017-2019
Country	Europe
Theme	Tourism, sites, nature
Type of heritage	Cultural routes
Type of sport/physical activity	Walking, hiking, biking
Keywords	Cultural routes; tourism; tangible, intangible and natural landscapes/heritage
Summary	Report on the DECRA project; reflection of 18 European Cultural Routes; gathering, analysing, discussing and transmitting practices and skills of the members of the European networks of ECRs; collect data about experiences in involved networks, to analyse them and to develop digital tools enabling different target audiences to learn and use these knowledge and skills in order to foster a dissemination and a transfer of these skills and abilities, and thus, to foster educational and cultural cooperation at a European level.
Relevance to SPACHE	<ul style="list-style-type: none"> • research on why and how CH does attract audience • how can digital tools help attract audience • CH as an outdoor activity enhances physical activity automatically • CH as a learning opportunity • Built European network and learn/help each other
Challenges	<ul style="list-style-type: none"> • visibility (unknown by the public at large) • small budgets / little governmental support • depending on volunteer work / engagement of local people and stakeholders • not necessarily successful in certifying the routes • different or missing networks and organisational structure of partners
Resources	http://www.decraproject.eu/images/Decra-EN-def2.pdf

Title	7.29 Traditional Dance Improves the Physical Fitness and Wellbeing of the Elderly
Country	Greece
Theme	Traditional sports
Type of heritage	Dance
Type of sport/physical activity	Dance
Keywords	Dance, fitness, wellbeing, traditional sports, elderly, intangible CH
Summary	Physical activity as one of the most important factors for maintaining good health in older age and increasing life expectancy; dance as an activity that involves coordinating movements with music, as well as brain activation, requires coordination of body movements with rhythmic stimuli, developing the adaptability of the movement, study with 130 elderly people, attended Greek traditional dance sessions, results showed a significant improvement in their physical fitness, elderly seem to enjoy dancing as an activity while maintaining their functionality, traditional dance cause prosperity in their lives by promoting active aging.
Relevance to SPACHE	<ul style="list-style-type: none"> • usage of traditional dances/cultural heritage to enhance PA/sport in inactive target group • results of programme (improvement of PA) • specific target group: elderly
Challenges	<ul style="list-style-type: none"> • how to first activate elderly (with often low fitness level) • find the "right" traditional dances to attract participation • getting financial support • finding volunteers to teach the elderly
Resources	https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6463898/

Title	7.30 Designed to Move / Made to Play
Country	International
Theme	Play
Type of heritage	Play / children's games
Type of sport/physical activity	Play / children's games
Keywords	Play, children, traditional sports, decreasing fitness levels of children, intangible CH
Summary	<p>NIKE Foundation:</p> <ul style="list-style-type: none"> • PA not an integral part of daily life anymore, results in human and economic costs, research results on increase of global inactivity (focusing children), framework for action to enhance physical activity (in children, also by play) • Research shows that active kids do better in every possible way (health, confidence, school, life). But globally, only 1 in 5 kids gets the physical activity they need to thrive, and we know that some kids face more barriers to getting and staying active than others. That's why we're sharply focused on getting all kids moving through our global commitment, Made to Play. We believe play and sport should be safe, fun and designed for all kids — regardless of background, gender identity, ability or aspiration.
Relevance to SPACHE	<ul style="list-style-type: none"> • intangible CH to enhance PA • children's games as CH • specific target group children
Challenges	<ul style="list-style-type: none"> • worldwide approach / different environments and cultures (gender aspect, child labour, etc.) • budget given through NIKE Foundation / untransmissible to our project
Resources	https://www.nike.com/pdf/made-to-play-designed-to-move-2020-report.pdf

Title	7.31 Cultural Dance and Health: A Review of the Literature
Country	United States of America
Theme	Traditional sport
Type of heritage	Dance
Type of sport/physical activity	Dance
Keywords	Dances, fitness, well-being, traditional sports, non-active, intangible CH
Summary	Physical inactivity continues to be common. Dance, specifically cultural dance, is a type of physical activity that may appeal to some who are not otherwise active and may be a form of activity that is more acceptable than others in certain cultures. The purpose of this paper is to summarize literature describing the health benefits of cultural dance. In the seven articles reviewed there is evidence to support the use of cultural dance for preventing excessive weight gain and cardiac risk, reducing stress, and increasing life satisfaction. Cultural dance is a practical form of physical activity to promote physical and mental health among subgroups of populations that often have lower amounts of participation in physical activity.
Relevance to SPACHE	<ul style="list-style-type: none"> • intangible CH to enhance PA • literature review of influence of cultural dances on fitness and mental health • specific focus on inactive target groups • dances as PA "acceptable" in many cultures for all groups of society (e.g. women as well as men) • strong ties to improvement of fitness and well-being = health benefits • can enhance cultural awareness or pride • build new networks/social communities
Challenges	<ul style="list-style-type: none"> • gender aspect (PA not common for women in certain cultures) • financial aspect (participants cannot afford fees, rooms cannot be booked due to missing budget) • depends on volunteer teachers/coaches
Resources	https://files.eric.ed.gov/fulltext/EJ833246.pdf

8 Annex II: Good practices catalogue

Title	8.1 La Loire à Vélo
Theme	Tourism, Monuments
Organiser	Comité Régional du Tourisme Centre-Val de Loire
Target group/s	Families, seniors, children, educational groups, active and non-active, tourists
Location	From Cuffy (Centre-Val de Loire region) to Saint-Brevin-les-Pins (Loire-Atlantique region)
Type of heritage used	UNESCO site (Béhuard), Museum (Musée de l'Ardoise, Amboise castle, Blois castle, Oudon castel, Chinon fortress...)
Type of activity	Cycling through museums, castles, landscapes and gardens parts of UNESCO site
Timeframe	Throughout the year
Description	"La Loire à Vélo" is a 900km touring cyclist route which connects Cuffy (near Nevers, Centre-Val de Loire region) to Saint-Brevin-les-Pins (Loire-Atlantique region). This route follows the Loire river, its heritage, and is part of EuroVelo 6 (https://en.eurovelo.com/ev6 , or Atlantic - Black Sea)
Outputs	<ul style="list-style-type: none"> - https://www.loireavelo.fr - Distribution of promotional material (roadmaps, map holders, booklets, commercial editions of maps and topoguides...)
Outcomes	<ul style="list-style-type: none"> - Increase attractiveness of the territory, through providing an equipped route for cycling. The presence of the route contribute to increase the average length of stay. - Valorization of the Centre-Val de Loire and Loire-Atlantique region - Nearly one million cyclists uses every year the 900km touring cyclist route - Creation of the brand "Loire à Vélo" which offers a welcome and services adapted to touring cyclists. More than 600 professionals in tourism sector are engaged in the brand activities.
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - Having conducted a survey of the ground to know if a project could be successfully replicated: the two concerned regions designed a survey which has underlined that this area is a natural traffic route which encourages touring cyclist (no relief, practicable paths...). Moreover, there is a long practice of cycling clubs, and an important architectural heritage to discover. - Succeed to build a long-term project independent of political alternations - Sensitize all actors who might be concerned during the development of the project (public and private actors) <p>Challenges:</p> <ul style="list-style-type: none"> - 20 years have been necessary to build this touring cyclist route - Represented a significant financial investment (52 million euros of investment in infrastructure, signage and safety and the average cost per km was 61 000 euros). Regions had play a key role in terms of financial support: they have financed at 100% surveys and at 60% the infrastructure works.
Resources	https://www.loireavelo.fr

Title	8.2 Le trail des tranchées
Theme	Monuments
Organiser	SA SOCIETE D'ECONOMIE MIXTE LOCALE TOURISTIQUE GRAND VERDUN
Target group/s	Active and non-active, seniors, children (from 7 to 15)
Location	Verdun
Type of heritage used	Protected landscape (Verdun state forest, Natura 2000 site), Historical Heritage
Type of activity	Three trail running, children races (Mars'Up) and Nordic walking
Timeframe	Once a year
Description	Created to the memory of French soldiers in World War I who fought on the Battlefield of Verdun, the trail running enables to discover all the major sites of this famous battle (Ossuaire de Douaumont, Froideterre, Fleury-devant-Douaumont village, monuments of Verdun...). It is a way to commemorate an historical and decisive moment in French history
Outputs	<ul style="list-style-type: none"> - Commemorate battle of Verdun: six memory names have been given to the 6 circuits ("Bayonet" in memory of the "Trench of the bayonets", "Doughboy" – name of the American soldiers of the First World War...) - Want to be an eco-event in order to conserve the forest of Verdun classified Natura 2000 (temporary and non-harmful signage for the environment, few paper prints, registration only via internet...) - https://www.traildestranchees.com
Outcomes	<ul style="list-style-type: none"> - More than 3000 attendees every year - Connecting people about history of World War I - Keeping alive Historical Heritage
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - The spirit of commemoration is present throughout the sporting event: a minute of silence is observed in homage to the veterans, volunteers present themselves in military uniforms of the World War I and the course crosses several strategic places (old batteries, fortified shelters, ruins...) <p>Challenges:</p> <ul style="list-style-type: none"> - Succeed to adapt trail running to all ages to sensitize the most about historical heritage of the World War I - Number of participants is limited, namely because this sporting event take in roads or paths of a historical site (Natura 2000 zone and a forest classified as an "exceptional forest") - Promote the respect of the site and its environment
Resources	https://www.traildestranchees.com

Title	8.3 Urban Trail de la Butte Montmartre
Theme	Monuments
Organiser	Fondation du souffle
Target group/s	Families, active and non-active
Location	Montmartre, Paris
Type of heritage used	Historical Heritage, Cultural Heritage
Type of activity	Running race
Timeframe	Once a year
Description	Urban Trail de la Butte Montmartre goes by the emblematic places of the Butte Montmartre for a historical, touristic discovery, and to raise public awareness about the need to practice sports for having a better health. Local cultural organizations recreate the atmosphere and personality of Montmartre
Outputs	<ul style="list-style-type: none"> - A sporting, charitable and historical race which aims to promote sport and physical activity in all its forms - Reduce breath diseases, support research: the entire amount of the registration fees will be donated to research projects in breath health - http://www.utbmontmartre.fr/2021/index.htm#top
Outcomes	<ul style="list-style-type: none"> - 46 000 € have been fundraise in former editions
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - Support Fondation du souffle <p>Challenges:</p> <ul style="list-style-type: none"> - Motivating as many participants and spectators as possible - Raise funds to fight respiratory diseases and support research - Promoting the event
Resources	http://www.utbmontmartre.fr/2021/

Title	8.4 Marathon des vins de Blaye
Theme	Tourism, Monuments
Organiser	Marathon de Blaye
Target group/s	Active and non-active, families
Location	Blaye
Type of heritage used	UNESCO site (Citadelle de la Blaye, le verrou de l'estuaire), Historical heritage, Natural environment (estuaire de la Gironde)
Type of activity	Marathon
Timeframe	Once a year
Description	The Marathon des vins de Blaye aims to discover the municipality of Blaye (Nouvelle-Aquitaine region) and its vineyards, wine-producing (especially Blaye-Côtes-de-Bordeaux), castles, to runners and companions. This event is opened to French marathons runners as well as other nationalities
Outputs	<ul style="list-style-type: none"> - Discover to runners and companions the municipality of Blaye and its vineyards: aims to develop wine tourism - https://www.marathondesvinsdeblaye.com/index.php?lang=fr
Outcomes	<ul style="list-style-type: none"> - More than 30 wine tasting - 12 castles traversed - More than 800 marathon runners in 2019
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - Accessible and friendly marathon (people in costume, many volunteers and supporters, good spirit from the runners) - Promotes the local wines of the region through an itinerary reminiscent of reminiscent of the ancient medieval period <p>Challenges:</p> <ul style="list-style-type: none"> - Motivating as many participants, many spectators and family members as possible - Difficult and demanding circuit: not sheltered from the sun and/or wind - Number of participants is limited.
Resources	https://www.marathondesvinsdeblaye.com/index.php?lang=fr

Title	8.5 La Vélomaritime
Theme	Tourism, Monuments
Organiser	14 French regional and local authorities (Haut-de-France region, Normandy region, Brittany region, administrative departments of Nord, Pas de Calais, Seine Maritime, Calvados, Manche, l'Ille-et-Vilaine, Côtes d'Armor, Finistère, Communauté urbaine de Dunkerque, Le Havre Seine Métropole and Syndicat Mixte Baie de Somme – Grand Littoral Picard) and their touristic institutions
Target group/s	Families, children, tourists, seniors, active and non-active, educational groups
Location	From Roscoff (Brittany) to Dunkirk
Type of heritage used	UNESCO sites (Mont-Saint-Michel, Bayeux tapestry, Vauban towers in Saint-Vaast-la-Hougue...), museums (about the Second World War, Normandy landing, Caen castle...), protected landscape (Parc Naturel Régional des Caps et Marais d'Opale), intangible heritage (Granville Carnival), Historical Heritage, Cultural Heritage
Type of activity	Cycle, visit museums, protected landscape, cultural events...
Timeframe	Throughout the year
Description	Vélomaritime, the former EuroVelo 4, is a bicycle route of 1500km related to the marine world, sustainable development, local identity and the discovery of heritage for the five next years (2019-2023). It runs alongside the coastline from Roscoff (Brittany) to Dunkirk (on the Belgian border), and crosses 12 French administrative departments and regions. Vélomaritime offers the possibility to discover must have sites by bike: D-Day beaches, the Mont Saint Michel, the typical fishing villages...
Outputs	<ul style="list-style-type: none"> - Communication campaign of EuroVelo 4 on the French and foreign markets and through social media and ambassadors - Website: https://www.lavelomaritime.fr
Outcomes	<ul style="list-style-type: none"> - Having a high touristic visit - Encourage the sport activity and the cycling - Support a sustainable way to do tourism , while sensitizing tourists on local cultural heritage
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - Existence of numerous accommodations and garages specialized in bicycle repair along the Vélomaritime - Several car parks allow you to access the itinerary by car and to park there during your stay - Several advice and ideas of courses are proposed according to the duration of the stay, the expectations of each one... <p>Challenges:</p> <ul style="list-style-type: none"> - Promoting sport opportunity for a larger number of people (families, athletic and non-athletic persons...) - Interact and improve with all the municipalities and actors involved
Resources	https://www.lavelomaritime.fr

Title	8.6 Run in Mont-Saint-Michel by Harmonie Mutuel
Theme	Monuments
Organiser	Amaury Sport organisation (ASO)
Target group/s	Active and non-active, families, seniors
Location	From Cancale (Brittany region) to Mont-Saint-Michel (Normandy region)
Type of heritage used	UNESCO site (Mont-Saint-Michel), Cultural heritage, Historical heritage
Type of activity	Marathon
Timeframe	Once a year
Description	The Marathon du Mont-Saint-Michel is a sporting event which takes place in an exceptional environment, alongside the coastline (Cancalle, Le Viver-Sur-Mer, Cherrueix...), and in the heart of an emblematic location full of history and culture. This marathon is one of the only marathons where runners can see the historical finish-line before to begin the running. Each year, runners come from all over France and also from European countries and other corner of the world. At least, more than 30 different nations are represented
Outputs	<ul style="list-style-type: none"> - Running towards an historical place, a way to motivate seasoned and amateur runners - https://www.timeto.com/sports/running/run-in-mont-saint-michel-by-harmonie-mutuelle
Outcomes	<ul style="list-style-type: none"> - Gather more than 100 000 spectators per year - Gather more than 5 000 runners per year
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - The marathon's success has encouraged organisers to diversify their offer. Over the years, runners have asked to expand the marathon to other runnings. Since 2009, a marathon duo, Archange trail running, a run for people who do not have the same level or sport desire have been creating. - Gathered runners from all over France but also from many European countries and other parts of the world <p>Challenges:</p> <ul style="list-style-type: none"> - Challenges about resources, security...: has pushed the former organiser to get closer to a professional structure that already has experience.
Resources	https://www.timeto.com/sports/running/run-in-mont-saint-michel-by-harmonie-mutuelle

Title	8.7 Tamburello, in Costermano the sixth edition of the "Cup of Friendship".
Theme	Traditional Games
Organiser	Municipality of Costermano
Target group/s	Young people U14-16-18 years
Location	Costermano (VR) Italy
Type of heritage used	In the streets of the city anybody can practice tamburello matches regardless specific sport categories (OPEN)
Type of activity	The Game of Tambourine, or Pallatamburello, is a team sport originating from certain Italian and French regions. Tambourine is a game that takes its name from the tool used to hit the ball.
Timeframe	3/4 August 2019
Description	<p>The practice consists of the friendly match of tambourine between French and Italian teams (under 18) during the sixth edition of Friendship cup.</p> <p>The game of tambourine, or pallatamburello, is a team sport originating from certain Italian and French regions. Sport of ancient origin, a variety of which was already practiced by the Romans, developed in the Italian peninsula and from here it spread to the rest of the world. Monferrato, Valle d'Aosta, Lombardy, Veneto and Central Italy are full of castles and for this reason the game in these places became a nice occasion for parochial rivalry. The playing field was always bordered on one side by the ramparts of the castles. The chronicles tell of amazing matches between Alba and Asti, between Vicenza and Verona, between Padua and Monselice, between Mantua and Cremona not to mention the Tuscan area where the rivalries between Prato, Pistoia, Empoli, Arezzo, Florence and Siena. In Turin there was such a passion for sports that in the first half of the seventeenth century another field was built in the Isolate of San Pietro, practically where the Carignano Theater stands today, and to make the ball more visible, the supporting wall was colored in red and for this reason it was called "red trincotto". A definitive regulation of the game was established in 1920 and after 1930 the drummers became professionals in the specialties with 5 and 3 players per team. It is currently played by men and women in many countries, especially in France and Italy, and it has also been a game of the Mediterranean Games program. The F.I.P.T. is active in Italy. that is the Italian Federation of Tambourine Ball, which organizes, both in men and women, the Serie A, B, C, D championships, ie youth, amateurs, veterans, the Italian Cup and the Italian Super Cup.</p>
Outputs	- Event itself
Outcomes	<ul style="list-style-type: none"> - Cultural exchange on a European level - Keeping alive Cultural Heritage - Connecting people with similar interests, mindsets and ideas
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - Big outreach of participants and of spectators - Targeting young athletes, the event contributes to raise awareness on cultural heritage and historical tradition. <p>Challenges:</p> <ul style="list-style-type: none"> - Recruit young athletes - Raise awareness - Promote sport opportunities for young people - Strength cultural link between past and present
Resources	https://daily.veronanetwork.it/sport-2/sport-verona/tamburello-a-costermano-la-sesta-edizione-della-coppa-dellamicizia/

Title	8.8 Valtenesi Bike Tour
Theme	Tourism and local citizens
Organiser	Municipality of Moniga del Garda (BS) Italy
Target group/s	Tourists and local citizens of all ages.
Location	Valtenesi (Valtènesi) is an area in the Province of Brescia, exactly in the western area of Lake Garda. It is made up of coastal municipalities overlooking the lake and hilly municipalities lying on the morainic hills. Inland, to the north-east, it borders the Valsabbia. The seven Municipalities are: Padenghe sul Garda, Moniga del Garda, Manerba del Garda, San Felice del Benaco, Puegnago del Garda, Polpenazze del Garda and Soiano del Lago.
Type of heritage used	Protected Landscape. Discovering the castles, churches, landscapes and flavors of Valtenesi.
Type of activity	Cycling
Timeframe	21 April 2018
Description	<p>The practice consists of a bike route that cross the territory of seven municipalities around the Garda Lake.</p> <p>The first stop of the bike route is then Castello di Moniga, which can be visited inside by hand bicycle. The route continues towards Castello di Soiano del Lago, which however cannot be visited inside except on special occasions. Proceed towards the Valtenesi cycle path and then towards the Castle of Count Drugolo, a private property that cannot be visited. It starts in the direction of Sedena to reach the Castle of Lonato, which can be visited at the scheduled times, with the payment of a ticket. From here we head towards the Castle of Desenzano del Garda, which can be visited for a fee at certain times. Next stop Sirmione, where, however, it is a must to leave the bicycles outside the historic center. The castle can be visited after booking the ticket. The route continues in the direction of Desenzano, on the cycle path, passing along the lakefront, and then going into the hinterland and reaching the Abbey of Maguzzano. The route continues towards Padenghe sul Garda where you reach the castle of the same name, which can be visited inside.</p>
Outputs	- Websites, Guidelines, Toolkit
Outcomes	<ul style="list-style-type: none"> - Rediscover the territory and its history. Carry out physical activity among the treasures of the history of a territory. Enhancement of the historical and cultural riches of a territory. - Keeping alive the monuments of the territory and spread awareness on the local Cultural Heritage.
Lessons learnt (both in terms of strengths and challenges)	<p>Strengths:</p> <ul style="list-style-type: none"> - Through the biking (a sport suitable for everyone, independently of the physical level/athletic preparation), the practice improves the promotion of the local cultural heritage and increases the attractiveness of the territory <p>Challenges:</p> <ul style="list-style-type: none"> - Involve as many participants as possible, promote regional events, involve people of different ages, discover hidden historical beauties of the area
Resources	http://www.lagodigardasostenibile.it/edizione-2018/bike-tour-uscite-barca/

Title	8.9 The Palio delle Mura
Theme	Tourism, Local People, Monuments and Traditional Games
Organiser	Municipality of Peschiera del Garda
Target group/s	Local young and adult male citizens
Location	Peschiera del Garda (BS) Italy
Type of heritage used	Protected landscape, cultural heritage environment, UNESCO site.
Type of activity	Regatta, a race where boats compete along the water channels around the historical walls of the town.
Timeframe	From 16 August 2019 to 20 August 2019
Description	<p>The Palio delle Mura is a competition held in Peschiera del Garda in which the challengers, armed with oars and boats that were used by fishermen of the past. This palio was born to promote social participation among young people. The race develops around the waters of Peschiera, well known because it is surrounded by the waters of the Mincio river and Lake Garda and defended by picturesque walls. The Palio delle Mura in Peschiera del Garda, now in its 27th edition, renews the traditional and characteristic appointment: a fierce Venetian rowing competition around the canals of the "Fortress".</p> <p>The regatta consists of a regularity test on the unique course of its kind, around the sixteenth-century city walls, to be repeated twice.</p> <p>It is said that in the 1930s it was the custom of fishermen to challenge each other in this type of competition.</p> <p>The boats, in fact, are remakes of boats used by the fishermen of the time.</p> <p>About 20 traditional boats called Garda gondolas participate, competing with two rowers each with the Venetian style of rowing, that is standing. The days of the Palio della Mura are unique days of celebration to visit the city and its sixteenth-century Venetian walls. Peschiera is the perfect place for such a thrilling race since it is an island on the river Mincio with many channels, just like a little Venice, and the teams have to overcome the difficulties created by this particular structure, like passing under bridges that are very low or managing better than the others hard corners. Peschiera's fortress has been modified plenty of times before it became like we see it now.</p> <p>In medieval times Verona ruled over this city and Mastino della Scala, recognizing in Peschiera a strategic military site, started to build the fortress. Afterwards Peschiera became part of the so called Most Serene Republic of Venice and the fortress was improved and already in 1549 it took the shape of a pentagon. For many years this fortress was used to defend the town. From 1801 Peschiera became French and played a prominent part in most military campaigns conducted in Northern Italy. The French improved its defensive structure starting to build many forts in the land surrounding Peschiera.</p> <p>In 1815 Austria won over the French and settled in Peschiera. The Austrians continued building forts and bastions and started to build them also inside the fortress. Furthermore they urbanized the centre of the town improving the military power of Peschiera. Austrians built much of the biggest historical buildings you see in the centre. In 2017 the fortress of Peschiera became UNESCO's World Heritage</p>
Outputs	- Websites (see resources)

Outcomes	<ul style="list-style-type: none"> - Keeping alive Cultural Heritage Big outreach of participants and spectators
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - Spreading historical traditions to young people - Seeing the local territory as an ideal place for physical activity, because it offers many possibilities to practice physical activity. <p>Challenges:</p> <ul style="list-style-type: none"> - Strength cultural link between past and present - Rediscover ancient traditions closely linked to the territory - Revive the link between historical places and sports.
Resources	<p>https://www.lagodigardacamping.com/eventi-lago-di-garda/palio-delle-mura_n39.html</p> <p>http://www.hotelgarda-lake.com/prodotto/palio-delle-mura/</p> <p>https://www.paliodellemura.it/</p>

Title	8.10 Sports with the Family
Theme	Promotion of sport activities at local level
Organiser	Sport in Famiglia is an event conceived by Fabio Bertolacci, Regional Delegate of the Italian Motorboat Federation, and head of the sports project, organized by the Cast Sub Roma 2000 Association, in partnership with ASI - Italian Sports and Social Associations, a Sports Promotion Body since 1994 recognized by CONI - and by EUR SpA
Target group/s	Families
Location	Roma, Italy
Type of heritage used	All around the Capital
Type of activity	<p>Equestrian Sports, Skate, Parkour, Spinning, Rowing, Volleyball, Table Tennis, Fencing, Chess, Handball, Shooting, Bowls, Dance, Rugby, Climbing, Shooting, Tambourine Ball, Foosball, Weightlifting, Crossfit, Traditional Games , Indoboard, Golf, Skating, Modeling, Basketball, Cheerleaders, Baseball, Softball, Zumba Fitness, Martial Arts, Soccer, Street Sport, Orienteering, Squash, Vortex Athletics, Kick Boxing, Archery, Hockey on lawn, Adventure Sports, Badminton, Soccer Billiards, Boxing, Beach Volleyball, Taekwondo and much more.</p> <p>There are also many aquatic disciplines that will involve champions and athletes, with theoretical lessons and practical tests for all age groups, thanks to the collaboration of the Power Boating, Sailing and Waterskiing Federations. Canoe and rowing lovers can also try the characteristic Dragon Boat, of Chinese origins, which includes competitions between colourful boats.</p>
Timeframe	From 21 April 2018 to 1 May 2018 (the 7 th edition)
Description	<p>Sport in Famiglia (sport with the family) is an annual event that takes place in Rome.</p> <p>The 7th edition coincides with an important relaunch for the Capitoline Sport, full of events and news. The appointment is renewed at the Eur pond from 21 April to 1 May. Since 2012 SPORT IN FAMIGLIA, which now plays a fundamental role among the sporting events of the Capital, has consolidated a fascinating format, thanks to the growing number of practicable sports activities and professional athletes who join the project. Since 2012 there have been well over 60,000 visitors, for a completely free event dedicated to families full of fun with games, exhibitions, music, adventure park and with the possibility, first of all, to practice sports in the open air and in absolute safety. Among the purposes, in addition to the practice of healthy sports, SPORT IN FAMIGLIA intends to strongly stimulate the sense of aggregation and socialization of all participants.</p> <p>A great novelty of 2018 is the inclusion of the STRATEGY FOR YOUTH project, which aims to bring young people back to the center of political decision-making, especially in this initiative, the sporting one. The goal is social integration and inclusion, in order to reduce the gap between young people, institutions and policy makers in the youth sector for the enhancement of Sport as a tool for the rediscovery of the city.</p>
Outputs	- Websites, Guidelines, Toolkit, event itself
Outcomes	<ul style="list-style-type: none"> - Activation of non-active groups - Connecting people with similar interest about sports, increasing social cohesion - Keeping alive Cultural Heritage by carrying out various physical activities in historical environments of the capital - Big outreach (over 60.000 visitors)

Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - Mix of demonstrations & practical lessons (watch and try) - Personal exchange, direct contact, "hands-on" experiences <p>Challenges:</p> <ul style="list-style-type: none"> - Involve as many participants as possible - Recruiting volunteers - Promoting solidarity values.
Resources	<p>http://www.asinazionale.it/eventi/sport-in-famiglia-1</p> <p>https://www.teatrionline.com/2018/04/sport-in-famiglia-7-edizione/</p>

Title	8.11 Festivals of traditional Games and Sports of the World
Theme	Traditional Games and Sports, parallel activity of the biggest cultural event of the region Extremadura, called WOMAD-World of Music, Arts and Dance.
Organiser	AccETTD-Cultural and scientific Association of Tourism, Leisure and Sport Studies
Target group/s	All citizens
Location	Cáceres, Extremadura-Spain
Type of heritage used	Old part of the town-World cultural heritage by UNESCO since 1986 https://www.youtube.com/watch?v=AJtkEoYOd6M&list=PLHeZeigovoR83Ns9TOMTTcg3IhKHQ5H_F&index=5
Type of activity	Informal, non-competitive sport festival focusing to increase access, participation and integration through traditional games and sports.
Timeframe	10 th of May 2002 from 12 to 14 h.
Description	44 game stations, every station directed by two trainers/students, spread on different squares within the old part of the town Cáceres (2001 and 2002)
Outputs	<ul style="list-style-type: none"> - https://www.granteatrocc.com/historico/womad/2002/index.html (Otras actividades-Deportes del Mundo) - https://www.granteatrocc.com/historico/womad/2002/index.html - https://www.granteatrocc.com/historico/womad/2007/otras_2.html - https://elpais.com/diario/1999/05/04/cultura/925768812_850215.html
Outcomes	<ul style="list-style-type: none"> - Enrichment and complementation of the big Music festival WOMAD. - Revitalization of the old part complex of the town. - Alternative sport offers accessible for everybody. - Simultaneous sport practice of 44 game stations (2002) to avoid crowds. - Experimenting game cultures from other countries and cultures. - Experiential orientated learning of 100 students (every festival) of the Sport Science Faculty-University of Extremadura ("learning by doing").
Lessons learnt	<p>How important is a well thought organisation and preparation <u>before</u>, anticipating possible problems and keeping in mind that this is an open and attractive sport event in the public in a vulnerable setting! That means a lot of responsibility!</p> <p>Possible problems that needed answers and special instructions of the trainers/students: a) crowd, b) proper space for every game according to its characteristics, c) protection of valuable old infrastructure and ecological aspects (nests of hawks etc.).</p> <p>Lessons learnt... how important are some managing instruments ("Steuerungsinstrumente"): for example, if there were expected more than 50.000 music fans at the weekend in Cáceres, we had to avoid this crowd problem. The solution was to organize the sport festival on Friday and in the morning to have the guarantee to be able to manage a participation up to a maximum of 1000 people.</p>
Resources	100 high motivated students; logistic support from the local Music festival organisation.

Title	8.12 Active City Innovation (ACI) project to promote urban outdoor recreation & movement
Theme	Tourism and recreation in urban outdoor environments and cultural settings
Organiser	Outdooractive AG in collaboration with Munich University of Applied Sciences, Innovationsmanufaktur GmbH & Technical University of Munich (TUM)
Target group/s	Munich residents and visitors to the city of Munich
Location	Munich
Type of heritage used	<ul style="list-style-type: none"> - Cultural heritage of Munich in the area of murders - Cultural heritage of Munich in the area of sports
Type of activity	<p>Creation, publication and distribution of digital content (hiking routes, bike routes, Places of Interest, stories) to promote outdoor recreational activities and movement in the city of Munich and in preparation for the European Championships 2022 in Munich in context of the 50th anniversary of the 1972 Olympic Games in Munich.</p> <p>https://www.europeanchampionships.com/2022munich</p>
Timeframe	2020-2021, ongoing, further activities planned for 2022
Description	In collaboration with Outdooractive, Prof. Dr. Ralph Berchtenbreiter from Munich University of Applied Sciences prepared different university courses for applied digital marketing in tourism to investigate, how innovative digital content could be created to inspire the urban population of the city of Munich for movement and physical exercise. Using the Outdooractive platform technology as a basis for the creation of digital content, students collected data of Munich sport facilities (e.g. Skate Parks), worked out concepts for digital storytelling (e.g. murders, sports events, adventure tours), connecting cultural heritage Point of Interest (POIs) with hiking or bike routes.
Outputs	<ul style="list-style-type: none"> - https://munichbynatives.de/tours/ - https://munichbynatives.de/skate-city-munich/ - https://www.outdooractive.com/en/source/fakultaet-fuer-tourismus-digital-marketing-management-hochschule/43225415/#dmdtab=oax-tab4 - https://www.outdooractive.com/en/source/fakultaet-fuer-tourismus-digital-marketing-management-hochschule/43225415/#dmdtab=oax-tab3
Outcomes	<ul style="list-style-type: none"> - News media coverage by Munich tabloid "Abendzeitung": https://www.abendzeitung-muenchen.de/muenchen/uni-projekt-studenten-entwickeln-ungewoehnliche-muenchen-touren-art-732005 - News media coverage by radio station "Radio Energy" https://www.energy.de/muenchen/morningshow/best-of-energy-am-morgen (18 June 2021, "ENERGY AM MORGEN (7-8am). Player at 06:15 - 09:10 and from 37:50 - 40:20
Lessons learnt	<ul style="list-style-type: none"> - Collaboration with academia for developing conceptual ideas and creating digital content proved to be an efficient and effective strategy to generate innovative approaches and inspirations for utilizing cultural heritage as a background setting for the promotion of physical activities.
Resources	<p>Outdoor active platform: https://www.outdooractive.com/en</p> <p>Department of Tourism at Munich University of Applied Sciences: https://www.tourismus.hm.edu/en/home/index.en.html</p>

Title	8.13 Ultra Double W Race
Theme	Ultra Trail running 70km, Sky Race 30km, amateur walk 16km and amateur walk 11km
Organiser	A.S.D. DOPPIAW
Target group/s	Target groups: trail competitive runner, non-active people that want to discover trailrunning in panoramic heritage, children, students, senior, families, tourists ;
Location	Valtellina – LOVERO (CO) – TIRANO (CO)
Type of heritage used	Protected landscape and intangible heritage in alpine paths of Valtellina from Italy to Swiss
Type of activity	Ultra Trail running 70km – Sky race running 30km - Noncompetitive open walk 16km and 11km
Timeframe	Weekend of June each year
Description	<p>The "DoubleW ULTRA TRAIL 70 KM" walking race is a cross-border Ultra Trail that winds along the alpine paths of Valtellina (I) and Valposchiavo (CH). Departure from Lovero (SO) and arrival in Villa di Tirano (SO). Route in a natural environment of about 70 km with a positive difference in height of about 5100 m. The competition is intended to be semi-self-sufficient and is regulated by time gates and time limits.</p> <p>The "DoubleW ULTRA SKY 30 KM" foot race is a Sky Race that winds along the alpine paths of Valtellina. Departure from Lovero (SO) and arrival in Villa di Tirano (SO). Path in a natural environment of about 30 km with a positive difference in height of about 2500 m. The competition is intended to be semi-self-sufficient and is regulated by time gates and time limits.</p> <p>Double W FUN 16 km" is a non-competitive race open to all population.</p> <p>The 16 km route with a difference in height of 600 meters will start at the Adda di Lovero Park and finish at the Multifunctional Center of Villa di Tirano.</p> <p>The beautiful and easy WALK 11km of the Double W ULTRA is a walk that runs, in the initial stretch, a historical path between Baruffini and Roncaiola, the bread path, very spectacular and evocative but extremely simple and safe. After Roncaiola the WALK joins the final stretch of the DoubleW race course so as to be able to see the athletes in action live. After a short descent that will take the participants to Piattamala, it will be possible to go up to the enchanting church of Santa Perpetua which will offer a wonderful view of Tirano. A few more kilometers and you will reach the arrival of Villa di Tirano and the DoubleW Village where you can eat and celebrate until late at night.</p>
Outputs	<ul style="list-style-type: none"> - www.doppiaw.com - Photo shoots in the race
Outcomes	<ul style="list-style-type: none"> - Keeping alive Cultural Heritage by organization of the event - Activation of non-active target groups - Connecting people with similar interests - Cultural exchange on a European level - Awards and final party with traditional products help to increase social relationship between active athletes and non-active people
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - Combine competitive racing with a non-competitive experience - Niche sport that draws its strength from spectacular natural landscapes (for already active athletes) - Possibility to participate for spectators and family members of the athletes - Medium-large outreach (about 500 participants from 10 countries) - Official ITRA Member <p>Challenges:</p> <ul style="list-style-type: none"> - Motivating as many spectators and family members of the athletes as possible - Recruiting as many volunteers as needed - Promoting the event
Resources	www.doppiaw.com

Title	8.14 Mini Olympics of Falconara
Theme	Olympic games and traditional sports
Organiser	www.minioliimpiadifalconara.it
Target group/s	Target groups: school students from 7-14 years old (1.700 potential participants)
Location	Falconara Marittima (AN – Regione Marche)
Type of heritage used	Several location in Medieval city
Type of activity	Olympic games and sport games
Timeframe	From 23rd may to 2 nd June each year
Description	<p>The Mini Olympics of Falconara was born in 1978 as a sporting event open to all children, with the aim of directing young people towards clean sport and the desire that, over the years, it would become a ritual event for all Falconara families. The event, which started with 260 boys and reached 1200 during its 11th edition in 1989, has consolidated over time and has witnessed a growing participation in subsequent editions, leading to the establishment of the "Neighborhood Trophy", to be considered as true and just the "Palio Cittadino".</p> <p>The event is organized by the Municipal Administration with the collaboration of the Comprehensive Schools, the Sports Clubs, the Pro Loco Falconara and the volunteer citizens representing the districts. The territory is divided into four districts and each one is assigned a color: Old Palombina: BLUE; Center: RED; Stadio - Falconara Alta - Barcaglione - Villanova - Fiumesino - Poiole: ORANGE; CastelFerretti: GREEN.</p> <p>The students will participate for their own neighborhood of residence, while the residents outside the municipality, will participate in all respects, with the neighborhood where their school is located.</p>
Outputs	<ul style="list-style-type: none"> - Guidelines - Training schedules and programs - Opening and closing ceremony of the games - www.minioliimpiadifalconara.it
Outcomes	<ul style="list-style-type: none"> - Event itself - Activation of non-active children and students - Increase the sense of belonging to the territory or part of the city - strong sense of team - Keeping alive Cultural Heritage as Caste
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - Involve all the students of the city - Using historical heritage as place of sport game - Spread the culture of sport to young children <p>Challenges:</p> <ul style="list-style-type: none"> - Recruiting as many volunteers as needed - Motivating as many spectators as possible
Resources	www.minioliimpiadifalconara.it

Title	8.15 Agreement between CUS TORINO and TURIN MUSEUMS FOUNDATIONS
Theme	Sport activities in Museums
Organiser	CUS TORINO and TURIN MUSEUMS FOUNDATIONS
Target group/s	University students (also with disabilities)
Location	Turin – Palazzo Madama, GAM (Modern Art Gallery) and MAO (Oriental Art Museum)
Type of heritage used	Museums
Type of activity	Yoga, Pilates, Tennis table
Timeframe	From 10 October 2019
Description	The collaboration has the ambitious goal of spreading and promoting sports culture by bringing some disciplines into museums. Culture that marries sport and sport that marries culture is an interesting combination, because both open the doors of the world and bring people together.
Outputs	<ul style="list-style-type: none"> - Works of art kept in the halls of museums (guide); - Event itself - Special discounts for students and free entrance for children under 12 years old
Outcomes	<ul style="list-style-type: none"> - Activation of non-active students - Increase student's knowledge of works of art
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - Bring the university world and other targets to museums; - Creating the occasion to pursue both physical activity and cultural interests; <p>Challenges:</p> <ul style="list-style-type: none"> - Promoting the event to the Turin Universities - Motivating as many students as possible
Resources	www.custorino.it www.fondazionetorinomusei.it https://www.guidatorino.com/sport-incontra-arte-torino-yoga-pilates-musei/

Title	8.16 Paesaggio Garda Festival
Theme	Trekking, Bike tour, Tourism
Organiser	"L.A.C.U.S." Cultural and Tourism Association
Target group/s	All target groups: children, students, families, seniors, active and non-active, tourists
Location	All territory around Garda Lake (Garda Trentino, Alto Garda Bresciano e Valtenesi, GardaVeronese, Colline Moreniche)
Type of heritage used	Garda lake protected landscape
Type of activity	Festival aim to discover Garda Lake landscape through physical activity as several trekking paths and bike tours, food and wine tastings events, cultural and historic heritage congress, showrooms
Timeframe	From 1 st to 31th October each year
Description	<p>"The Paesaggio Garda Festival" aims to introduce participants to the uniqueness of the Lake Garda landscape by doing sports, theatrical, social, recreational, cultural, food and wine, historical, artistic and natural experiences.</p> <p>The Festival was created to propose activities that arouse emotions and make us reflect, it wants to create awareness with new and inclusive cultural initiatives, of sustainable tourism for families, young and old.</p>
Outputs	<ul style="list-style-type: none"> - Several trekking and bike tour paths around Garda Lake landscape (Maps, brochures and guides); - Meetings about historical proprieties about war world, green energetic strategy (Reports); - Guided tours in botanical gardens (flyers); - Theatre plays and showroom. - Bookshop and gadgets. - www.lagodigardasostenibile.it
Outcomes	<ul style="list-style-type: none"> - Increase in knowledge and awareness of the landscape, historical and cultural resources of Lake Garda; - Activation of non-active target groups through the discovery of the territory of Lake Garda by trekking or bike tours - Improve slow and sustainable tourism
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - Mix sport activity, cultural and historical events; - Several landscape that offers Garda Lake territory; - Attractive program (different interests involved). <p>Challenges:</p> <ul style="list-style-type: none"> - Marketing and Promoting the event nationally and on European level - Recruiting as many volunteers as needed - Interact and improve with all the municipalities involved
Resources	<p>www.lagodigardasostenibile.it</p> <p>@lagodigardasostenibile</p>

Title	8.17 Maraton Franja - Marathon Franja
Theme	Museum, national war monument
Organiser	Cycling club Rog
Target group/s	All target groups in the field of Sport for all (children, seniors, active and non-active, persons with disabilities etc) in urban and rural setting
Location	Ljubljana
Type of heritage used	<p>Marathon Franja was firstly organized on 22nd July 1982 by cycling club Rog (Rog at that time was a well-established bicycle manufacturing company). Organizers back then decided to name it after World War II hidden hospital (now protected as a war monument) which the marathon passes on its way, thus paying tribute to the bravery of medical personnel, taking care of wounded Partisans and allied armed forces.</p> <p>700 cyclists took part in the first edition of the race and most of them on non-racing bicycles. At that time, not even an entire route was paved- there was a 7 km long non-paved part (from the top of Kladje to Sovodenj) that caused a lot of punctures. At the start of the third edition of then already established marathon, participants were greeted by legendary doctor Franja Bajc Bidovec, after whom the hospital was named. She greeted and encouraged participants on occasion by famous words: "I know it won't be easy for you, believe me, it wasn't easy for us either...."</p>
Type of activity	Cycling for all targets
Timeframe	Every year
Description	<p>Since its start back in 1982 diverse crowd of people took part in Franja: from tourist amateur cyclists to professionals like Primož Cerin, Jure Pavlič, Valter Bonca, Robert Pintarič, Gorazd Penko and alike. At certain years, Marathon Franja was a part of a prestigious championship for the Golden Rog bicycle award, so many professional riders took part in the race for points. Many other well-known Yugoslav sportsmen took part in Marathon Franja through the years. In the eighties, foreigners began taking part in Franja. Such was a group of cyclists from the Netherlands who joined the race on their way to the Adriatic coast.</p> <p>A record number of participants was first achieved in 2002, when more than 1.900 cyclists took part. Since then, the number of participants constantly grows. In recent couple of years, the format of the marathon has been changed. A short version of Marathon (nicknamed Little Franja) was added (155km for original version and 97km for short version). And to include children and families, a special short cycling tour was introduced in 2005: Family and school marathon for everyone (28km) which takes place on the eve of Marathon Franja and is completely closed for traffic, making it safe for youngsters to take part.</p> <p>Start and finish area were moved to another location in the city in 2005, allowing for more space for entertainment programs. The entire cycling weekend is named Bike festival in which Marathon Franja is a centrepiece.</p>
Outputs	<ul style="list-style-type: none"> - Event itself - Diverse collaterals (flyers, brochures) - News and reports in media: ž

	<ul style="list-style-type: none"> - https://old.delo.si/sport/kolesarstvo/franja-je-moralna-dediscina-zato-je-ni-mogoce-pri-v-atizirati.html - https://www.finance.si/184075/Maraton-Franja-zanimiv-predvsem-zaradi-mnozicnosti - https://www.radio1.si/79254/ta-vikend-bo-maraton-franja-btc-city - https://domzalec.si/tag/maraton-franja-btc-city/ - https://www.spar.si/skupaj-za-boljsi-jutri/dobro-med-nami/sport/maraton-franja?icid=sca - Reports on organizers web site: https://en.franja.org/homepage.html
Outcomes	<ul style="list-style-type: none"> - Connecting people with similar interests - Promoting physical activity, inspiration for all generations - Keeping alive Cultural Heritage - Activation of non-active target groups
Lessons learnt	<p>Important historical sites that symbolize national determination to fight occupation in second world war could be a motivation for sport events.</p> <p>Strengths:</p> <ul style="list-style-type: none"> - Promoting solidarity values - Support of cycling association - Good organization - Promotion of cultural tradition - Support of the Municipalities where Marathon is passing - Sponsors <p>Challenges</p> <ul style="list-style-type: none"> - Promoting event nationally, internationally - Motivating as many participants as possible - Recruiting volunteers
Resources	<p>Marathons web site: https://en.franja.org/homepage.html</p>

Title	8.18 Pandolo
Theme	Traditional game
Organiser	Pandolo association of Slovenia
Target group/s	All target groups in the field of Sport for all (children, seniors, active and non-active, persons with disabilities etc) in urban and rural setting
Location	Slovenia
Type of heritage used	Intangible cultural heritage (Pandolo game)
Type of activity	Traditional team game
Timeframe	All year
Description	<p>The exact origins of the game are unknown; however, the literature estimates its origins go as far as the 11th century Venice Republic. Simple participation and crafting of the necessary equipment has made it a popular activity among young people and children in the past two centuries. Pandolo is an instance of a more general game concept, played across most of the Southern and Eastern Europe: belit, billarda (Spain), lippa, scianco, ciaramella (Italy), tzurca (Romania), gilli danda (India). It is reasonable to expect future developments in the fields of traditional sports will provide means of cooperation among listed games.</p> <p>Formally organized manifestation of Pandolo in Slovenia first started in 1993 with the first public tournament in the town of Koper, which has since been organised for 24 consecutive years. Other tournaments followed in the 90's first at the nearby coastal region in Strunjan, Piran, Hrvatini, Fiesa, Sečovelje, Pula, Brijuni, Izola. On the turn of the millennium the game spread also in other parts of Slovenia, such as Štajerska (north) and most recently Prekmurje (north-east) and Ljubljana. In the year 2000, three associations formed the Slovenian Pandolo Federation in to unify the game rules and form the Slovenian National Pandolo Championship. In 2020, we are witnessing the 21th official edition of the Championship, played at eight tournaments across Slovenia, often within local festivities and cultural events.</p> <p>Pandolo was officially recognized as Living cultural heritage by the Ministry of Culture of Slovenia and Slovene Ethnographic Museum in the year 2013. In the following year 2014, the Slovenian Pandolo Federation became a member of the Slovenian Olympic Committee, which is the first time a game from the family mentioned above was recognized as a sport by an authoritative organization.</p>
Outputs	<ul style="list-style-type: none"> - Events itself - Diverse collaterals (flyer) - News and reports in media: - Full reference list available at: http://www.pandolo.si/index.php/mediji/ <ol style="list-style-type: none"> 1. Printed media <ol style="list-style-type: none"> a. 27. 08. 2017, Primorske Novice, Pandolo je igra, Martin Stražar b. 16. 08. 2017, Delo, Gilli danda, Tip-Cat, batonnet, klis ali pandolo?, Anja Jerin c. 09. 08. 2017, Primorske Novice, Golf je priletna odslužena gospa, Nadja Bažec d. 06. 07. 2017, Primorske Novice, Pandolaši na Tartinijevem trgu, spletno uredništvo e. 17. 05. 2017, Primorske Novice, Igra, ki je Istro in Prekmurje povezala s svetom, Nataša Čepar f. Nataša Čepar, "Ostale so mačke in otroške igre", Slovenske Novice, 27. 08. 2014

	<p>g. Simona Bandur, "Igra, ki se je še ni prijela komercializacija", Delo, 07. 05. 2013</p> <p>h. Darja Valenčič, "Od pastirske igre do potencialnega olimpijskega športa", Dnevnik, 06. 05.2013</p> <p>i. Nataša Hlaj, "Prihaja rod mladih pandolašev", Primorske Novice, 07. 02. 2013</p> <p>j. Vida Toš, "Lesena paličica, ki jo loviš z maco", Pomurski Vestnik, 13. 08. 2011</p> <p>k. Miha Crnič, "Ob zmago zaradi napačnega štetja", Primorske Novice, 07. 06. 2010</p> <p>2. Radio</p> <p>a. Radio Koper, "Nedeljsko športno popoldne", 22. 12. 2014</p> <p>b. Radio Slovenija prvi program, "Nedeljska reportaža: Pandolo na pohodu", 19. 07. 2014</p> <p>c. Radio Capris, "Pandolo tudi uradno športna igra", 17. 12. 2014</p> <p>3. World-wide web</p> <p>a. RegionalObala.si, "Pandolo v Olimpijski komite", 17. 12. 2014</p> <p>b. RegionalObala.si, "Tretji pandolo turnir Koza Nostra uspel!", 18. 09. 2013</p> <p>c. PrimorkseNovice.si, "Mazza la panda zmagovalka Koze nostre", 18. 09. 2013</p> <p>4. Videos</p> <p>a. https://www.youtube.com/watch?v=I2qe60LJaoo</p> <p>b. https://www.youtube.com/watch?v=wezNmWZEUDQ</p> <p>c. https://www.youtube.com/watch?v=zhKiddeC1c4</p> <p>d. https://www.youtube.com/watch?v=WL4q7Cx_DLk</p>
Outcomes	<ul style="list-style-type: none"> - Keeping alive Cultural Heritage - Activation of non-active target groups - Reviving of urban environments - Touristic attraction - Connecting people with similar interests - Promoting physical activity, inspiration for all generations
Lessons learnt	<p>Young generation can revive old games of their grandparents</p> <p>Strengths:</p> <ul style="list-style-type: none"> - Recognized officially as a national cultural heritage - Organization under the national association - Spreading across the country <p>Challenges</p> <ul style="list-style-type: none"> - Promoting event nationally, internationally - Motivating as many participants as possible - Recruiting volunteers
Resources	Pandolo association web site: Full reference list available at: www.pandolo.si

Title	8.19 Škuljanje
Theme	Traditional game
Organiser	Clubs in Primorska region of Slovenia
Target group/s	All target groups in the field of Sport for all (children, seniors, active and non-active) in rural setting
Location	Slovenia (Primorska region)
Type of heritage used	<p>According to the tradition, the game is very old, at the end of the 20th century it was revived, since 2006 under the auspices of the Škulja Vogrsko Sports Association.</p> <p>Škulja is an old social and sports game, in the past it was supposed to be a pastoral game. The oldest inhabitants of Vogrsko still remember that it was once loved and often played by both children and adults. It was played on meadows, yards, vineyards, roads, wherever at least two competitors got together and there were a few shells at hand. The shell can be a stone picked from nature, slightly processed for a better throw. In Renče, the tradition of playing with half a brick has been preserved, as a result of developed brickwork. And so it is today. Game squats at home parties, meetings, picnics, for fun and as a competition.</p>
Type of activity	Traditional team game, folklore tourist events
Timeframe	All year
Description	<p>Škulja is a precursor to bowling, and with the advent of this game and the setting up of bowling alleys next to village inns, Škulja has slowly almost become forgotten. In the last years of the 20th century, however, interest in škulja increased again. In 2006, the Škulja Vogrsko Sports Association was registered, which takes care of the preservation of the heritage of our places, the rules of the game were written down and playgrounds for games, trainings and competitions were arranged.</p> <p>The name Škulja was known to only a few ten years ago. Today, the Škulja is played everywhere, at meetings of retirees, the disabled, veterans, retirees, students, various social gatherings and family celebrations.</p> <p>However, as development progresses in all areas, this game is also evolving, and more and more often, in addition to natural materials, players also play with specially treated aluminum shells. A modern version of squatting is a finger that plays with rubber tiles.</p> <p>Numerous modern sports and modern forms of socializing have pushed this old game almost into oblivion. Experiencing positive feelings while socializing, joint exercises and preparations, competitions and, last but not least, fun, are the reason for the rapid popularization of this old game. Practically anyone can shell, including the disabled and people with special needs. Scooping does not require large costs for play materials and equipment.</p> <p>In recent years, skuljanje has gained a lot of recognition, the game is spreading beyond the borders of the home municipality of Renče-Vogrsko, to the area of the lower Vipava Valley and Krasater wider at home and abroad. In Croatia, this game is called clapping.</p> <p>Škuljanje competitions contribute to the preservation of cultural heritage, the recognition of the place and the municipality. It contributes to the recognisability of places and their identity. It is an important factor in the development of tourism and an integral part of social events. As part of school activities, škuljanje is a sport that</p>

	<p>students love to play and is in line with educational goals and standards and is a welcome addition to the lessons.</p> <p>How to play:</p> <p>The pitch must be properly marked before the match (either with string, tape or otherwise...). The base can be different (grassy, sandy...) Balin is object, usually made of a material like a škulja. It is smaller than a škulja and is round in shape (or as similar to a sphere as possible). The Balin is thrown into the playing field. The Škulja is usually made of stone, but it can also be made of brick, aluminum or wood. It is of any shape, size and weight. Basic rules: The first to throw Balin is team that won the draw. In the continuation of the game, the team that scored a point in the last game throws the Balin.</p> <p>If a team throws Balin out of the court twice, the opposing team places it a third time, but not closer than 50 cm from the outer edge of the court.</p> <p>Balin is out of the playing field when he touches the edge of the playing field.</p> <p>That the Balin is outside the playing field also means that it is in front of the first playing line. The same applies to the cancellation of the game if the Balin is knocked back into the middle field during the game.</p>
<p>Outputs</p> <p>(e.g. report, guidelines, toolkit, website)</p>	<ul style="list-style-type: none"> - Events itself - News and reports in media: - Web sites: <ul style="list-style-type: none"> a. https://www.gov.si/assets/ministrstva/MK/DEDISCINA/NESNOVNA/RNSD_SI/Rzd-02_00055.pdf b. http://www.nesnovnadediscina.si/si/register/skuljanje - Printed media: <ul style="list-style-type: none"> a. https://novice.svet24.si/clanek/zanimivosti/5422afceb1aae/oni-vedo-kaj-je-to-kaj-pa-vi - Videos <ul style="list-style-type: none"> a. https://www.facebook.com/watch/?v=584830368324669
Outcomes	<ul style="list-style-type: none"> - Keeping alive Cultural Heritage - Activation of non-active target groups - Turistic attraction - Connecting people with similar interests - Promoting physical activity, inspiration for all generations
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - Recognized officially as a national cultural heritage - Promotion of local tradition <p>Challenges</p> <ul style="list-style-type: none"> - Promoting event nationally, internationally - Motivating as many participants as possible - Connecting clubs in national association
Resources	<p>Web site of Sport association Škulja Vogrsko web site: http://www.skulja.si/</p>

Title	8.20 Pohod ob žici - The hike along the barbed wire - The path of memories and camaraderie
Theme	National memory on occupation of Ljubljana (Capital city) during second WW
Organiser	Municipality of Ljubljana
Target group/s	All target groups in the field of Sport for all (children, seniors, active and non-active) in rural setting
Location	Ljubljana
Type of heritage used	Intangible heritage/Local history
Type of activity	Hike
Timeframe	May, every year
Description	<p>The march along the Path by the barbed wire was first organized in 1957. The march follows the almost 35 km long path around Ljubljana, where a wire fence of the Italian and later German occupiers stood during World War II and was therefore named the Path by the Wire. In addition to the memory of the liberation of Ljubljana (May 9, 1945), the event wanted to promote movement and a healthy lifestyle with its first performance, which is its main goal today.</p> <p>Over the course of six decades, Event has different names:</p> <ul style="list-style-type: none"> - Partisan march along the wire of occupied Ljubljana, - Along the wire of occupied Ljubljana, - Hike along the paths of partisan Ljubljana, - Embrace your place, - Hike along the paths of free Ljubljana, - Hike Ljubljana, - Hike along the wire. <p>The last name of the event Walk along the wire is valid since 2005.</p> <p>The name of the physical path itself The Path of Memories and Comradeship (the abbreviation PST is also used) has been valid since 1987.</p> <p>Especially in the last decade, the number of male and female recreational athletes who decide to either hike or run has been increasing every year. The event is organized every year in early May, at the weekend closest to May 9, when the City of Ljubljana celebrates Peace Day (formerly Victory Day), and since joining the European Union, we also celebrate Europe Day on the same day. The trail is available to hikers throughout the year, and as part of the event the second weekend in May.</p> <p>Every year, the event is traditionally opened by children from Ljubljana kindergartens. On Friday, the hikes of schoolchildren from primary schools and high school students will continue, and on Saturday the Trail will be filled with hiking enthusiasts and runners which forms a teams of three.</p>
Outputs	<ul style="list-style-type: none"> - Events itself - Various deliverables: - Leaflet: https://www.timingljubljana.si/docs/20200420_ZLOZENKA.pdf - Brochure: file:///C:/Users/gorazdc/Downloads/Pohod_ob_zici.pdf - News and reports in media: <ul style="list-style-type: none"> a. https://www.dnevnik.si/tag/pot%20ob%20C5%BEici b. https://siol.net/sportal/rekreacija/po-poteh-okupirane-ljubljane-tokrat-na-delovno-soboto-vecine-slovenskih-sol-video-496081

	<ul style="list-style-type: none"> c. https://www.ljubljana.si/sl/aktualno/ob-mestnem-prazniku-pripravljamo-ze-63-pohod-po-poti-ob-zici/ d. https://www.kamra.si/print.html?item_id=58087&tmpl=print - Videos <ul style="list-style-type: none"> a. https://www.youtube.com/watch?v=JZceZKqP41g b. https://www.youtube.com/watch?v=Q-CReoDmIhg c. https://www.youtube.com/watch?v=dSsFramGRIw d. https://www.youtube.com/watch?v=SVjdzuFvWto e. https://www.youtube.com/watch?v=BaCgFblqVN4 f. https://www.youtube.com/watch?v=cygHtk1rYNQ
Outcomes	<ul style="list-style-type: none"> - Keeping alive memory - Activation of non-active target groups - Connecting people - Promoting physical activity, inspiration for all generations
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - Good organization - Good infrastructure - Historical tradition to be promoted <p>Challenges</p> <ul style="list-style-type: none"> - Promoting events nationally, internationally - Motivating as many participants as possible
Resources	Web site: www.pohod.si

Title	8.21 Pot miru od Alp do Jadrana - The path of peace from the Alps to the Adriatic
Theme	Monuments in nature, Memory on first WW front line along the Soča river, tourism
Organiser	Foundation "Path of Peace in the Soča Region"
Target group/s	All target groups in the field of Sport for all (children, seniors, active and non-active) in rural setting
Location	Soča river valley (Slovenia/Italy)
Type of heritage used	Museums, protected landscape, Historical tradition
Type of activity	Trekking
Timeframe	All year
Description	<p>In 2007, the outdoor museums and the most important memorials of the Isonzo front in the Upper Soča region were interconnected into the Walk of Peace. It is dedicated to the memory of numerous victims of the First World War. Trekking along the about 100 km long Walk of Peace, or only along a part of it, offers to every visitor an active rest in the wonderful, tranquil, unspoiled nature marked with the river Soča, the world of medium-high and high mountains, flocks of sheep and goats, and still active alpine pastures in summer, and the history of the First World War. The walk starts at Log pod Mangartom at the entrance to the mine shaft named Štoln, and ends at the outdoor museum Mengore near Most na Soči. It is divided into five sections and trekking along each of them can be done in one day. It runs past military cemeteries and chapels, Kluže Fortification, outdoor museums, the Koritnica gorge, the Soča gorge, the idyllic mountain alps, the Kozjak fall, two charnel houses, at Kobarid and Tolmin, a memorial church of the Holy Spirit on the Javorca plateau, the Tolminka gorge, etc.</p> <p>At the seat of the Foundation, the Walk of Peace Information Centre was established in the same year, and the guide service operates within its frame. Besides giving information, the Centre also provides guides to visitors for guided tours along the Walk of Peace and through the outdoor museums; and an exhibition is staged in its rooms. Visitors can get selected handicraft and applied arts souvenirs there, made by local people.</p> <p>In collaboration with the Public Agency SPIRIT Slovenia, (Javna Agencija SPIRIT Slovenija), Sector of Tourism, and the Agency for Tourism of Friuli-Venezia Giulia (Agenzia Turismo Friuli Venezia Giulia), Slovenian and Italian tourist agencies and other providers have prepared several cross-border tourist packages along the Walk of Peace from the Alps to the Adriatic.</p> <p>From 150 projects, which applied for the Interact Project Slam 2020 the Walk of Peace project won as the best EU Interreg project.</p> <p>Presentation: https://www.facebook.com/watch/?v=289131532532130</p>
Outputs	<ul style="list-style-type: none"> - Touristic products - Various deliverables: - Guidebook - News and reports in media: <ul style="list-style-type: none"> a. https://www.slovenia.info/sl/zgodbe/na-potep-po-sledeh-soske-fronte - Videos <ul style="list-style-type: none"> a. https://www.youtube.com/watch?v=fQJzjaEPbDo b. https://www.youtube.com/watch?v=bST8ot0pSV8&list=PLvYGVfGv4leFitUdTsEla_dBiMuge7IRmV&index=3

Outcomes	<ul style="list-style-type: none"> - Keeping alive memory - Activation of non-active target groups - Connecting people - Promoting physical activity, inspiration for all generations - Promoting active sustainable tourism in nature
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - Beautiful nature - Presence of good cultural facilities (i.e. museums) - Support of national tourist board/cooperation among stakeholders <p>Challenges</p> <ul style="list-style-type: none"> - Better promoting events nationally, internationally - Motivating as many participants as possible
Resources	Web site: http://www.potmiru.si/eng/

Title	8.22 Black hole bike fest
Theme	Tourism, Mining heritage
Organiser	MTB Koroška – Cycling clubs from Carinthia region
Target group/s	All target groups in the field of Sport for all (children, seniors, active and non-active) in rural setting
Location	Črna na Koroškem/Carinthia region
Type of heritage used	UNESCO site - Karavanke/Karawanken Geopark (Karavanke/Karawanken Geopark lies between Mežica and Mt Peca and extends to the Austrian side. It boasts unique flora and beautiful minerals, which can be rarely seen anywhere else in the world. Some of the minerals were exploited below Mt Peca and Mt Obir as ore in the past, but today they can be admired in museums. Unforgettable adventures await you in the deserted mine in Mežica where you can explore the underground of Mt Peca by bike or kayak. The powerful natural forces have also formed beautiful caves with stalactites and stalagmites below Mt Obir)
Type of activity	Mountain bicycling
Timeframe	June and July every year
Description	Black Hole Bike Fest - 9 days of cycling events A multi-day mass mountain biking recreational-competitive event combined the best that Carinthia has to offer in the field of mountain biking. And Carinthia has a lot to offer, as in the last few years it has become one of the most renowned mountain biking tourist destinations, where mountain bikers from all over the world come to enjoy. Black Hole Marathon - with a route through abandoned mine shafts is unique in the world Black Hole enduro - 2-day competition with urban prologue in Ravne na Koroškem Unforgettable guided tours of Carinthian forests and peaks
Outputs	<ul style="list-style-type: none"> - Touristic product - Various deliverables: - Brochure - Event on social media: <ul style="list-style-type: none"> a. https://www.facebook.com/events/727883033943503/? b. https://www.facebook.com/events/1578724889021312/ - Videos <ul style="list-style-type: none"> a. https://www.youtube.com/watch?v=HUjY5mUt6C0 b. https://www.youtube.com/watch?v=o6ErZZBXMvs c. https://www.youtube.com/watch?v=cM9vZS0KtmI
Outcomes	<ul style="list-style-type: none"> - Touristic reviving of region in summertime - Connecting people - Promoting physical activity in nature - Promoting active sustainable tourism in nature - Developing new tourist products
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - Beautiful natural heritage, - Unique location (old mines) for practising sport activities - Cooperation of sport clubs from region - Support of the municipalities <p>Challenges</p> <ul style="list-style-type: none"> - Better promoting events nationally, internationally - Motivating as many participants as possible
Resources	Web site: https://www.facebook.com/blackholebikefest/

Title	8.23 Eleven Cities Bicycle Tour
Theme	Traditional cycling event
Organiser	The board of the Eleven Cities Bicycle Tour: https://www.fietselfstedentocht.frl/en/board
Target group/s	<p>Different categories of cyclists participate in the tour, but the length of the route makes the activities more suitable for prepared athletes. Fast 'race'-cyclists, sporty cyclists and real recreational cyclists. The bicycles of the participants also vary. During the tour you see a lot of racing bikes, but also 'regular' bicycles, transport bikes, tandems and recumbent bicycles. Some of the participants also turn their outfits into a real 'sport' and they ride the tour in the most colorful and at times hilarious costumes.</p> <p>This makes the tour suitable for many different target groups.</p>
Location	The route of this 235-kilometre tour along the Frisian eleven cities traditionally starts and finishes in Bolsward.
Type of heritage used	Historical cities: the bicycle tour is passing through eleven historical cities of the Dutch province of Fryslan.
Type of activity	Cycling
Timeframe	The tour is held every year on Whit Monday, the day after the Pentecost Weekend.
Description	<p>The Eleven Cities Bicycle Tour has been organised since 1912. Culture, folklore and tradition are the themes of this 235-km long bicycle tour along the 11 Frisian cities. It is a 235-kilometre-long bicycle tour on a single day.</p> <p>On this day, in almost every village and every town there are celebration. From music to banners with words of motivation and extra food or drinks, the audience has become an essential element in this enormous event.</p> <p>By this time the tour has become so popular that there are more registrations than the 15,000 available tickets. That is why there is a draw after the open registration for the tour. Once you have won the draw to participate in the tour, you will receive a ticket.</p>
Outputs	<ul style="list-style-type: none"> - A large sports event with many festivities along the route - Media attention (social media, newspapers, radio and television) - People visiting or passing through the historic cities in Friesland
Outcomes	<ul style="list-style-type: none"> - Extra attention for national sport number 1 in the Netherlands: cycling - Activation of different target groups - https://www.fietselfstedentocht.frl/en/
Lessons learnt (both in terms of strengths and challenges)	<p>Strengths:</p> <ul style="list-style-type: none"> - Good planning/design of the activities and organization of the initiatives - A mix of sport activities and celebration of the tradition during the tour <p>Challenges:</p> <ul style="list-style-type: none"> - 235 km is too long to participate untrained. It is not especially recommended for people who are less active or not active at all.
Resources	https://www.fietselfstedentocht.frl/en/about-the-eleven-cities-bicycle-tour

Title	8.24 Skûtsjesilen
	This good practice is twofold: 1) the national championship of Skûtsjesilen (in a competitive setting) 2) get acquainted with sailing and learn how to sail for different target groups (in a non-competitive setting)
Theme	Traditional games, Tourism
Organiser	SKS (Sintrale Kommisje Skûtsjesilen) for organizing the national championship and sailing schools for sailing lessons.
Target group/s	Participants on the national championship: experienced skippers. Participants on the sailing lessons: the public, inhabitants from the region and tourists. There are no age limits for learning to sail. There are even sailing lessons for young children and for people with physical or mental disabilities.
Location	Several Frisian lakes
Type of heritage used	Traditional objects: historical flat bottom boats used for sailing
Type of activity	Sailing
Timeframe	The national championship of Skûtsjesilen consists of 11 sailing races over two weeks. The rest of the sailing season for enthusiasts and tourists is all summer.
Description	<p>Every year during the northern summer–holidays, over a fortnight, eleven races are sailed by fourteen skûtsjes in order to win the championship of Skûtsjesilen. Skûtsjesilen is a synonym for sailing with old freight ships. These flat bottom boats were built at the beginning of the last century for the transportation of peat, manure and other loads to the farms. For this purpose, the ships had to sail in shallow waters. That's why these ships had to be built long and flat. Speed and maneuverability is characteristic of a skûtsje and therefore this type of ship is especially suitable for sailing competitions.</p> <p>The present skippers still directly come from ancient Frisian skipper families. Together they want to preserve the tradition of sailing contests with classical Frisian flat bottom boats and not just as a folklore. On the shore, the spectators of different generations together follow the movements of the skippers and their crew. The excitement and most of all the lively atmosphere of skûtsjesilen contribute to the unique experience of young and old, Frisian's and tourists alike. In addition to the competition, there are many opportunities, everywhere in Friesland, for the public and tourists to learn to sail. Sailing schools offers lessons and summer camps to learn to sail.</p>
Outputs	<ul style="list-style-type: none"> - A touristic sports event: https://www.skutsjesilen.nl/english/ - Many sailing lessons offered by sailing schools: Zeilscholen.nl Hét boekingsplatform voor zeilkampen - A lot of media attention (social media, newspapers, radio and television)
Outcomes	<ul style="list-style-type: none"> - To preserve the tradition of sailing with classical Frisian flat bottom boats - Activation of different target groups
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - A large touristic sports event with a large number of participants, spectators and tourists. It's a distinctive event for the whole region - A mix of competitive and non-competitive sport activities offered. <p>Challenges:</p> <ul style="list-style-type: none"> - The success of the event is strongly related to the climate conditions
Resources	https://www.skutsjesilen.nl/english/

Title	8.25 Tocht om de Noord (Tour around the North)
Theme	Walking tour that passes cultural spots and sights
Organiser	The board of the 'Tocht om de Noord': https://www.tochtomdenoord.nl/todn/organisatie-algemeen
Target group/s	The tour is for anyone who likes to assist to cultural activities (music, theatre, art, etc.) while walking. This makes the tour suitable for many different target groups. All participants can choose the distance they want to run per day: 40 km for two days or 25 km on the first day and 15 km on the second day. A special edition is being organized for children aged 4-12 years old who are allowed to participate in the Junior Tour.
Location	The event is being organized each time in a different place in the province of Groningen, in the northern part of the Netherlands.
Type of heritage used	Cultural heritage of the territory
Type of activity	Walking tour in Groningen with various cultural activities offered
Timeframe	The two-day walking festival is held annually during the last weekend of September
Description	<p>The Tour around the North is a two-day walking event with 6.000 participants, each time in another municipality in the province of Groningen. It is a cultural discovery tour in which participants not only pass by, but sometimes go straight through special cultural locations.</p> <p>Every year one of the human senses is central:</p> <p>'Sight' (2018) stands for looking at art</p> <p>'Sound' (cancelled in 2020 due to Covid 19 -> 2021) stands for listening to music</p> <p>'Smell' (2019) stands for the atmosphere in industrial and cultural locations and factories</p> <p>'Taste' (2016) stands for tasting regional products from the Groningen countryside</p> <p>'Touch' (2017) stands for experiencing and feeling theatre</p> <p>The underlying goal is always to experience and find out what history has taken place in the places where the participants walk past.</p> <p>The distance the participants walk is 80 kilometres in two days. Shorter stages are also possible.</p> <p>The Junior Tour around the North is held every year on the eve of the event, on Friday. All primary school children of the host municipality walk a small part (about 6 km) of the tour on that evening, as it will be done by the adults afterwards.</p>
Outputs	<ul style="list-style-type: none"> - A large walking event with many cultural activities offered along the route - Participants and public visiting or passing through cultural locations in the north of the Netherlands - Media attention - At each edition, the participants create a joint work of art to conclude the tour. That can be a theatre piece, or a giant puzzle, a mill of Lego bricks, etc. A few examples of the last years: - Puzzle of the map of Groningen:

	https://www.youtube.com/watch?v=Egbjg_BlnrM - Theatre 'The Flood': https://www.youtube.com/watch?v=xkeXs9UFwv4
Outcomes	- Attention to art, music, industrial heritage, regional products and theatre on the basis of the human senses: sight (art), sound (music), smell (industrial heritage), taste (regional products from the countryside) and touch (theatre) - Extra attention for the awareness of the history of the north of the Netherlands - Activation of different target groups https://www.tochtomdenoord.nl/wandeltochten/tocht-om-de-noord
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - A mix of walking and visiting cultural locations during the tour - Being able to see cultural sites from the inside, which you normally do not have access to - Well and professionally organized with the help of many volunteers - A key role for the villages along the route. The inhabitants are eager to use their energy and creativity to make the trip more beautiful every time. <p>Challenges:</p> <ul style="list-style-type: none"> - The organizers do not use signposts for the route. Each turn in the route is marked without words or arrows, but with cultural cues. The translation from 'directions' to 'something cultural from which the direction can be derived' is the biggest challenge for the organization
Resources	https://www.tochtomdenoord.nl/wandeltochten/tocht-om-de-noord

Title	8.26 Gerlev Playpark
Theme	Traditional Sport and Games Park (TSG)
Organiser	Gerlev P.E. and Sports Academy and Gerlev Playpark
Target group/s	Anyone with a wish to play TSG: teachers, leaders, instructors and educators, children, young people, grown-ups and elderly people
Location	Gerlev, Denmark
Type of heritage used	Traditional Games, tourism, cultural heritage
Type of activity	Gerlev Playpark is arranging classes in the history of sport and old games and takes part in festivals, sports arrangements, and activity days with demonstration and initiation of the classic old games.
Timeframe	The play park is open daily
Description	<p>The Playpark is established on a wish to show TSG to a broad audience. It contains more than 200 traditional games and plays. The guests can walk around in the park and via instructions in text and drawings try the relatively simple games and plays.</p> <p>Gerlev Playpark is in charge of several projects where TSG is used for new and exciting forms of physical activities. The projects often have a health care, pedagogical or cultural aspect on TSG.</p>
Outputs	- Gerlev Playpark – EPTSG (tsgplatform.org)
Outcomes	- Gerlev Play par, with more than 200 traditional games and plays, open to the public from educational institutions, kindergartens, societies and sport clubs, families, Danish and foreign tourists, elderly or people with handicaps. The playpark attracts between 20,000 to 25,000 visitors yearly, 50% of whom are adults
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - A playpark that contains more than 200 traditional games and plays - The park is open to everyone without restrictions - 20,000 to 25,000 visitors among them 50% adults - Gerlev Playpark has existed for 15 years and is recognized as a national attraction and as educational center for TSG as well national as international. - Gerlev Playship (The Gerlev Playship sails every summer period (May-September) visiting 20-25 harbors annually with the objective to promote the enjoyment of being physical active through TSG. - TSG projects outside the park such as: Urban Paly, HandiPlay, Play-agents at schools, Movable-Kingergartens, - The park established a positive change in the neighborhood with lower socio-economic communities <p>Challenges:</p> <ul style="list-style-type: none"> - Locally bound in one place (Equipment cannot be easily moved) - Availability and quality of the instructors in the park
Resources	https://gerlevlegetpark.dk/

Title	8.27 Free walking tours
Theme	Tourism, Monuments
Organiser	SANDEMANs NEW Europe
Target group/s	Mainly adults, small groups, individual travellers from all genders and ages.
Location	Amsterdam, Barcelona, Berlin, Brussels, Copenhagen, Dublin, Edinburgh, Hamburg, Jerusalem, Lisbon, Liverpool, London, Madrid, Munich, New York, Paris, Porto, Prague, Seville, Tel Aviv
Type of heritage used	Tourism, cultural heritage
Type of activity	Free walking tours, open for adults who are eager to discover the culture, history and language of a place while sharing interesting conversations with people from all over the world.
Timeframe	All year, on daily basis: 3 hours for free tour and 2 to 9 hours for private tours
Description	Free walking tours is an initiative that started in Berlin and expended to 19 countries; it offers free and private tours open to everyone in the fresh air with different people from various cultures. Tourists or visitors can enjoy sharing their fascinating stories while enjoying the city tour. Participants can organise their free tour using the online platform (https://www.neweuropetours.eu/).
Outputs	- https://www.neweuropetours.eu/
Outcomes	- Offer free walking tours. - Connect great guides with smart travellers. - Promote cultural heritage and local history in each city covered by the initiative.
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - The online platform connects tourists with the guides in an easy/fast/cheap way - No upfront costs - 20 different cities (Middle East, Europe , and USA) - No pre-booking needed - Small groups up to 9 people are welcome to participate - Support self-employed guides - World class tours with basic budget - Support local communities <p>Challenges:</p> <ul style="list-style-type: none"> - Not accessible to seniors who cannot take long tours - Outdoor weather is a challenge, - Availability of tour guides, - Schedule is not flexible (timings of the tours are not accessible through the day) - Limitation to group size (number of participants is limited) - Tours are not available in many cities - Logistics/ management of participants is difficult.
Resources	https://www.neweuropetours.eu/

Title	8.28 TAFISA European Sport for All Games
Theme	Traditional Sports and Games
Organiser	TAFISA
Target group/s	All target groups in the field of Sport for All (children, seniors, active and non-active, persons with disabilities, etc.) in different settings (urban, rural, workplaces, schools, sportclubs, etc.)
Location	Different European location every 4 years
Type of heritage used	Traditional Sports and Games, Cultural Heritage
Type of activity	Festival with sport demonstrations, cultural events, shows, conferences, workshops and expos.
Timeframe	Different events over 5 days every 4 years
Description	The TAFISA European Sport for All Games are the only events which bring together delegations from numerous European countries in a week-long spectacular festival to demonstrate and showcase Traditional Sports and Games (TSG). Local communities and citizens as well as regional and national visitors participate, discover and try out a variety of sports never seen before – also participating in friendly competitions.
Outputs	<ul style="list-style-type: none"> - Event itself - Conference/expo report - Diverse collaterals (flyer, brochures, etc.) - www.tafisa.org/tafisa-regional-sport-for-all-games
Outcomes	<ul style="list-style-type: none"> - Cultural exchange on a European level - Display of variety of TSG - Keeping alive Cultural Heritage - Connecting people with similar interests, mindsets and ideas to build strong networks in the field of Sport for All and TSG - Activation of non-active target groups - Big outreach (about 600 participants from 30 countries, thousands of spectators)
Lessons learnt	<p>Strengths</p> <ul style="list-style-type: none"> - Good communication/involvement of participants - Display of a huge variety of culture heritage from numerous countries - Mix of demonstrations & practical lessons (watch and try) - Personal exchange, direct contact, “hands-on” experiences - Festival character as a playful way to get to know new cultures/ TSGs (motivation for non-active spectators) - Platform for niche sports & games that seldom get this much attention (motivation for already active athletes) <p>Challenges</p> <ul style="list-style-type: none"> - Marketing and promoting the national event on a European level - Recruiting as many volunteers as needed - Keeping the different venues as close together as possible (one site) - Motivating as many spectators as possible
Resources	www.tafisa.org

Title	8.29 Half Marathon of Guimarães – The Run of Conquerors
Theme	Cultural Heritage, Inclusive Sport, Running
Organiser	Global Sport and Guimarães Municipality
Target group/s	Professional athletes, amateur runners, and informal sportsmen
Location	Guimarães - urban and historic centre
Type of heritage used	Cultural heritage, UNESCO site
Type of activity	21km run covering many spots of the city of Guimarães
Timeframe	Yearly
Description	Born thanks to the convergence of historical and unique heritage with the desire to make Guimarães the stage for one of the most emblematic races on the planet. Its Historic Center was recognized by UNESCO as a world heritage on December 13, 2001.
Outputs	<ul style="list-style-type: none"> - Event itself - Diverse collaterals (flyer, brochures, posters, etc.) - http://www.runningwonders.com
Outcomes	<ul style="list-style-type: none"> - Promotion of competitive sport; - Promotion of physical activity; - Disclosure of the historical heritage of Guimarães - High number of participants (6.000)
Lessons learnt	<p>Strengths</p> <ul style="list-style-type: none"> - Good promotion of the event - Positive economic impact for the city (Promotion of the brand Guimarães) - National and international impact of the Half Marathon of Guimarães – The Run of Conquerors in terms of both media coverage and participation also by tourists <p>Challenges</p> <ul style="list-style-type: none"> - Promote awareness actions for sustainable sports practice; - Increase the impact of the brand Guimarães - Unite several local institutions in the organization and promotion of the event.
Resources	http://www.runningwonders.com/meiamaratonaguimaraes/

Title	8.30 APCG Walk
Theme	Cultural Heritage, Inclusive Sport, Walk
Organiser	Guimarães Cerebral Palsy Association
Target group/s	All target groups (children, seniors, active and non-active, persons with disabilities)
Location	Guimarães - urban and historic centre
Type of heritage used	Culture heritage, UNESCO site
Type of activity	A walk through the streets and the historic centre of the city of Guimarães
Timeframe	Yearly
Description	It is a 5km walk through the streets of the city of Guimarães, passing through the historic world heritage site. The purpose of this event is to raise public awareness of the right to equality and non-discrimination, particularly for people with disabilities. It includes a mini-marathon and a wheelchair route for people with disabilities.
Outputs	<ul style="list-style-type: none"> - Event itself - Diverse collaterals (flyer, brochures, posters, etc.) - http://www.apcg.pt/xiii_minimaraton.php
Outcomes	<ul style="list-style-type: none"> - It promotes the message that all people, regardless of sex, racial or ethnic origin, religion or belief, disability, age and sexual orientation, should have equal treatment. - Connecting people with disabilities with non-disabilities people. - Activation of non-active target groups. - Great number of participants (around 5,000)
Lessons learnt	<p>Strengths</p> <ul style="list-style-type: none"> - Good promotion of the event - Support from the Guimarães City Council and the Rotary Club of Guimarães - Strong tradition in the city - 13th edition <p>Challenges</p> <ul style="list-style-type: none"> - Effective transmission of the message of the right to equality - Recruiting as many volunteers as needed - Motivating as many spectators as possible
Resources	http://www.apcg.pt/ficheiros/RegulamentoXIIICaminhada.pdf

Title	8.31 Corrida pelo Património (Run for Heritage)
Theme	Noncompetitive run
Organiser	Guimarães Corre Corre Association - Município de Guimarães
Target group/s	All target groups in the field of runners in an urban setting
Location	Historic Centre of Guimarães, World Heritage Site
Type of heritage used	UNESCO Cultural Heritage Historic Centre, Museums and Monuments.
Type of activity	Running
Timeframe	Every year on the 13 December (data of the classification of Guimarães AS World heritage Site.
Description	The Corre Corre Association promotes informal running groups every Monday night starting in the city centre. With the collaboration of the municipality, on the 13 December every year a special track is drawn within the world heritage classified area, including passing in gardens, monuments and museums along the way.
Outputs	<ul style="list-style-type: none"> - Event itself - Website
Outcomes	<p>The event promotes the association "Corre Corre" and its Monday night runs. Once a year it celebrates the World Heritage site classification. It Connects people around sports and the heritage, giving them new approaches to local heritage.</p> <p>Bonding of local community with the benefits of regular physical activity and the possibilities of discovering the World Heritage Site and its monuments. Moreover, the event gives participants access to areas of the historic centre that usually they do not engage with. It involved 660 participants in the 2019 edition. Due to COVID restrictions it did not happen in 2020.</p>
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - Strong local political commitment; - Strong local commitment and involvement of runners of all ages and backgrounds; - Engagement with local heritage managers; - Opportunity to "use" local heritage in new contexts. <p>Challenges:</p> <ul style="list-style-type: none"> - Expanding locations in historic centre open for the Run; - Managing heritage maintenance and requalification with sports activities; - Changing old ways of looking and preserving Heritage buildings by new ways of usage.
Resources	https://www.cm-guimaraes.pt/p/corridapelopatrimonio2019

Title	8.32 Passeio Dia Um de Portugal (Day One Bike Tour of Portugal)
Theme	Noncompetitive Bicycle Ride
Organiser	Associação Ciclismo do Minho - Município de Guimarães
Target group/s	All target groups in the field of cyclists.
Location	Historic Centre of Guimarães, World Heritage Site, and surrounding areas.
Type of heritage used	UNESCO Cultural Heritage Historic Centre, Castle of Guimarães (National Monument).
Type of activity	Cycling
Timeframe	Every year on the 24 th June (date of the Battle of S. Mamede)
Description	Promoted by the Cycling Association of Minho, Tempo Livre and Guimarães Municipality, the Day One Bike Tour of Portugal aims to encourage sports and mark an important historical date, the Battle of São Mamede of 1128 that would become designated as "the first Portuguese afternoon". The participation of public figures and sporting references has been one of the characteristics of Passeio Dia Um de Portugal, thus providing moments of interaction and coexistence in the context of an authentic "leisure cycling party" in which all the participants can participate.
Outputs	- Event itself
Outcomes	Bonding of local community with the benefits of regular physical activity and reinforcement of local identity. It overall involved 1000 participants and has had now 11 editions. Due to COVID restrictions it did not happen in 2020.
Lessons learnt	<p>Strengths:</p> <ul style="list-style-type: none"> - Strong local political involvement; - Involving all type of bike lovers in one same event; - Promoting local sense of identity with an important historic date; <p>Challenges:</p> <ul style="list-style-type: none"> - Managing a growing number of participants.
Resources	https://www.cm-guimaraes.pt/pages/1453?event_id=1405

Title	8.33 Gaelic Games
Theme	TSG, Intangible Cultural Heritage
Organiser	Gaelic Athletic Association
Target group/s	Community, grassroots orientated body catering for all players, administrators, coaches from underage boys and girls to adult Hurling , Gaelic Football, Handball, Rounders
Location	GAA HQ, Croke Pk, Dublin Ireland, contact Daniel MacCarthy , European Coordinator of TSG + 353 (0)871277615
Type of heritage used	UNESCO ICH, Games based cultural activities
Type of activity	Hurling is ancient ball (sliothar)and stick(Hurley) sport, one of the fastest field sports in the world, and the first codified sport under 1500-year-old Brehon laws. It is played by amateurs at grassroots community/parish club level and at elite inter county regional level as is Gaelic football , a famous catch and kick sport. The GAA has 2000 Irish clubs and 500 international clubs across 5 continents.
Timeframe	UNESCO Designated TSG and National TSG Projects 2021- 2026
Description	Establishing a European TSG and World GAA Programme and/or Centre at Louvain, Belgium
Outputs	Full time Coordinator
Outcomes	Establish a European TSG Learning, Expo and Exchange Network of TSG bodies that will involve GAA clubs in the SPACHE domain.
Lessons learnt	Ongoing
Resources	ERASMUS plus, GAA, TAFISA, governmental bodies

9 Annex III Report of the SPACHE online workshop

Project Name	SPACHE Pilot Preparation Workshop		
Date	June 17, 2021	Time	10 a.m. – 12:30 p.m. (UTC+2)
Moderator (s)	Ingrid Martel, Cristina Vasilescu	Location	Online
Workshop Objectives			
<ul style="list-style-type: none"> - Present and specify the practices of sport and cultural heritage and explore the link between the two. - Use output from good practices and Literature Review to design pilot programs. 			
Attendees			
<p>Ingrid Martel (TAFISA), Zahya El Amrani (TAFISA), Jean-Francois Laurent (TAFISA), Paula Maria Ramos Nogueira (Tempo Livre), Elena Ferrari (IRS - Istituto per la Ricerca Sociale), Cristina Vasilescu (IRS - Istituto per la Ricerca Sociale), Rodolphe Doité (Sport et Citoyenneté), Daniel MacCarthy (Gaelic Athletic Association), Gorazd Cvelbar (Olympic Committee of Slovenia – Association of Sport Federations), Anita Bakker (Sport Fryslân), Paolo Zeneri (Comune di Gargnano), Sérgio Gonçalves (Guimarães Municipality), Stephan Leifeld (WORLD JUDO Federation and World Jiu-Jitsu Confederation), Emma Paladino (IRS - Istituto per la Ricerca Sociale), Dirk Nasser (Association AccETTD-Spain), Vitor Marques (Município de Guimarães), Martin Soutschek (Outdooractive AG), Poli Chiara (AGV Alto Garda Volley Italy), Zuradelli Alberto (AGV Alto Garda Volley Italy), Amadeu Artur Matos Portilha (Tempo Livre, Guimarães), José Filipe Ferreira Fidalgo Martins (Tempo Livre), Cláudia dos Anjos Ribeiro Pinto Esteves (APCG), Finn Berggren (Gerlev Sports Park, Denmark), Malgozata Anna Bronikowska (Recall, Poland), Luis Rodrigues (Tempo Livre), Claudia Esteves (APCG), Andreas Wiesand (European institute for Comparative Cultural Research, Germany), Pedro Sarmiento (Sports Faculty of Porto University, Portugal).</p>			
Agenda, notes, discussion, issues			
Topic	Discussion		
Welcome notes (Ingrid Martel and Francois Laurent)	<ul style="list-style-type: none"> - Ingrid Martel started the workshop and explained its objectives. - Jean-Francois Laurent gave welcome words and thanked all participants of the SPACHE Workshop - Cultural heritage as a main item of the SPACHE Project is present in our daily life; thus, it is important to revive cultural heritage through sport for all. - Linking cultural heritage and sport is an opportunity to promote culture through physical activity. - Cultural heritage and diversity are two main themes of TAFISA's mission 2030, and SPACHE presents an opportunity to further explore the link between physical activity and cultural heritage. 		
Introduction to the SPACHE Project (Paula Nogueira)	<ul style="list-style-type: none"> - Welcome - Introduction to SPACHE and explanation of its objectives - SPACHE will run till 2023 in partnership with nine partners from Europe. - Overall goal of the SPACHE: "Encourage participation in sport and physical activity, especially by supporting the implementation of the Council Recommendation on health enhancing physical activity and being in line with the EU Physical Activity Guidelines and the Tartu Call for a Healthy Lifestyle." - by leveraging cultural heritage resources for enhancing sport/physical activity practice for all and, in particular, for locals, including immigrants, and other various social groups, and tourists 		
Framing Cultural Heritage (Andrea Wiesand)	<ul style="list-style-type: none"> - Cultural heritage includes diverse categories and items from the past that can be passed on to future generations. - Definitions of cultural heritage are very static e.g. languages are not included in the practices of cultural heritage » definitions have to be reinterpreted. 		

	<ul style="list-style-type: none"> - There are two main categories of cultural heritage: tangible (archaeological sites, historical centers, shaped landscapes, museums) and intangible (traditional skills of craftsmanship, carpentry, traditional games, and festivities, etc.) - Nowadays, heritage tends to focus on conservation of heritage social values are less considered. - Cultural heritage can be digitalized. - There are differences between officially recognized heritage and the practices of people. - Sport can be a leverage to open more and promote cultural heritage. - The linkages between sport/physical activity and cultural heritage are not much promoted, e.g., UNESCO listed 150 recognized intangible practices in the preservation of cultural heritage in Europe, in which only 11 practices are related to sport and physical activity. - However, that shows a clear recognition that sport and physical activity can play a major role in preserving cultural heritage
Framing Sport and Physical Activity (Pedro Sarmento)	<ul style="list-style-type: none"> - Since sport and physical education are changing, a connection between physical activity and the development of the society is needed. - In the past, the main objective was to think about the exercise of young adults, however, the trend is changing to include sport for all. - Politicians and decision makers must prepare themselves for such a change and get more people involved in physical activity » can pose challenges. - Covid-19 offers an opportunity to feel the necessity to be active. - People should exercise not only to improve physical and mental health but also to improve social and economic aspects of the society.
Comments (participants)	<ul style="list-style-type: none"> - People are now willing to be active after experiencing the inactivity that Covid-19 caused » resulted in an increasing trend of active families. - SPACHE project helps to engage more people in physical activity. - Politicians and decision makers must take measures and encourage physical activity. - Covid-19 and physical activity » Covid 19 has impact on cultural heritage, traditional games are easy to play without former skills or equipment, therefore it is easy to play at home with parents and children during the restricted possibilities during lock downs and home schooling.
Linking Cultural Heritage & Sport/Physical Activity in theory Literature Review (Ingrid Martel)	<p>A total of 40 papers and articles collected.</p> <p>Why focus on Cultural Heritage and Sport/Physical Activity?</p> <ul style="list-style-type: none"> - Simple actions to practice each day in order to maintain or improve well-being and mental health. - Five important elements of well-being: Be Active, Connect, Take Notice, Keep Learning and Give <p>Why visit or engage with CH?</p> <ul style="list-style-type: none"> - Culture can enhance well-being by enriching lives, giving a feeling of usefulness and self-purpose, reducing depression, tension or anxiety, and healing spaces for people with dementia and post-traumatic stress disorder. <p>Why Sports or Physical Activity?</p> <ul style="list-style-type: none"> - Six benefits: physical capital, emotional capital, individual capital, social capital, intellectual capital, and financial capital <ul style="list-style-type: none"> ➔ Sports events create deep-seated patterns of identification by calling upon emotions and passions. <p>Why combine Cultural Heritage and Sports or Physical Activity?</p> <ul style="list-style-type: none"> - Visiting heritage sites has a positive impact on wellbeing - Increases life satisfaction overall and develop new skills - bonding and bridging between different age groups, long term and new residents, different ethnic or religious groups - Connect with new people, be part of community: social solidarity, tolerance, openness - Motivating factor of cultural heritage as a surrounding setting to sport events or programs

	<p>Special Focus on Traditional Games and Sports (TGS)</p> <ul style="list-style-type: none"> - TGS combines both aspects automatically with no or little equipment needed (e.g. traditional dances) - Easily adaptable to different skill, fitness and age levels - Practice space can be almost everywhere - More accepted within different communities (e.g. gender aspect) - Improvement of fitness and wellbeing as byproduct <p>Types of Events/Programmes</p> <ul style="list-style-type: none"> - Tangible (objects, sights, monuments, museums) - Intangible (rituals, traditions, memories) <p>What target groups benefit most?</p> <ul style="list-style-type: none"> - Age: children, youngsters, seniors - Gender: men, women, both - Region: inhabitants, visitors, tourists - Participation: active and non-active - Setting: cities, rural areas, nature - Abilities: all fitness and skill levels - Employment status: unemployed, retired, veterans <p>What are the main challenges?</p> <ul style="list-style-type: none"> - People with different cultural backgrounds - People with different abilities and skill levels - No secure funding (often depends on volunteer work) - How to involve young people
<p>Linking Cultural Heritage & Sport/Physical Activity in Practice:</p> <p>Good Practices Review</p> <p>(Cristina Vasilescu)</p>	<ul style="list-style-type: none"> - A total of 33 practices in DE, DK, FR, IT, NL, PT, SI - Mixed heritage: tangible and intangible and mixed sports/physical activity (running, cycling, walking, etc.) - Sport heritage events based on local endogenous heritage resources and characterized by recurrence and the specific location, e.g., Urban Tail de la Butte, Montmartre, Palio delle Mura, Sport in the Family, etc. - Sport heritage tangible immovable, which refers to spaces with particular relevance to sporting past, where the heritage is intrinsically bound to a specific location e.g., La Loire a Velo Bike Tour, Valtenesi Bike Route, Pandolo, Walking Trail, Sport Activities in Museums etc. <p><u>Challenges</u></p> <ul style="list-style-type: none"> - Engaging people - Engaging stakeholders in a continuous collaboration - Bringing together stakeholders from heritage and sport/physical activity - Protecting/preserving heritage versus valorization of heritage - Challenging traditional ways of preserving and using heritage - Challenging traditional ways of doing sport/physical activity - Communication and marketing - Resources and their sustainability - Staff with interdisciplinary knowledge competences
<p>Discussion on Success Factors and Challenges</p>	<p>Questions to the good practices' representatives:</p> <ol style="list-style-type: none"> 1. Can you give us insights on challenges that you faced in linking cultural heritage and sport and physical activities and how you managed to overcome the challenges? can you also tell us the risks you faced and how you coped with them? which strategies you used to mitigate the risks? 2. How cultural heritage stakeholders reacted to such project? how you dealt with that? <ul style="list-style-type: none"> - Example 1: Gerlev Play Park was called historical play park when first founded. It included activities to preserve values, play and other activities. However, they faced challenges on how to preserve these values and interpret them in modern context to better understand their cultural values.

	<ul style="list-style-type: none"> - Example 2: when young people fight, they use martial arts tools and old kinds of weapons and clothes. Through such activity these young people were taking part indirectly in understanding the culture. - Example 3: in Portugal there is an initiative of an informal group of people running together and being active. Such movement caught the attention of the city because the activity is growing and that limits the use of public spaces due to the big size of the group. The city then challenged them to design running activities running around places that are not accessible, museums, historical sites. It helped people discover some places and historical sites they have never been to, it is indeed an intangible benefit of sport and cultural heritage. - Everyone has a knowledge of the value of our cultural heritage and that we have to preserve it is indeed our responsibility. Therefore, everyone is aware of the importance of the historical locations and the cultural buildings, thus they take extra care to preserve them. <p><u>Discussion:</u></p> <p>Cultural heritage and physical activity</p> <ul style="list-style-type: none"> - TAFISA conducted a study in 2015 in relation to cultural heritage and sports in which they highlighted history as a representation of the past and it should be on the "memoire" side of things. - People have to be creative and do sport and promote cultural heritage in local sport sites without building expensive sport facilities, e.g. some traditional sports and games of the year in Portugal take place during WOMAD "World Of Music Art and Dance" festival. - Three important keywords to promote cultural heritage through sport: preservation, security and creative adoption of sport and games. <p>Good practices</p> <p>1. Gerlev Play Park, Denmark</p> <ul style="list-style-type: none"> - Gerlev is an example that promotes cultural heritage through sport and physical activity <p><u>Challenges:</u></p> <ul style="list-style-type: none"> - Difficulties in managing large participations - <p>2. Active City Innovation</p> <ul style="list-style-type: none"> - Active City Innovation Project aims at getting urban population to do more physical exercises to be "healthier and happier". - The project also aims at providing a digital platform with a list of best practices around the world. It also designs tools and plans to create and offer good experiences and to sport enthusiasts. - The objective of the project is to find inspirations on how digital infrastructure can contribute to increase physical activity, connect people and spread the good practices worldwide. <p><u>Challenges:</u></p> <ul style="list-style-type: none"> - Good concepts and large amounts of thoughts are needed - Digitalizing the content, build tools and present it to people on their mobile phones required huge effort - Getting people outdoor through an inspiration based on the digital stories and concepts is a complicated task - Making the data internationally available
<p>Concluding Remarks</p> <p>(Ingrid Martel)</p>	<ul style="list-style-type: none"> - Personal contact or the network contribute significantly to the change and facilitates such big sports events