

GUIDELINES FOR IDENTIFYING MULTIPLIERS



1. About the project Sport Zajedno

The project “**Sport Zajedno - Promoting social inclusion and reconciliation through grassroots youth sport**” aims to promote social inclusion and post-conflict reconciliation among young people in and through grassroots sport across the Western Balkan region (WBR). Methods to achieve this objective include training, education, awareness-raising, capacity-building of local grassroots sport stakeholders and youth sport interventions.

Specific objectives of the project are:

1. To network and capacity-build local sport stakeholders (sport clubs, civil society initiatives, schools, municipalities) to harness the potential role of sport for bringing divided communities together, in particular through cross-community youth sport interventions.
2. To develop educational tools and raise awareness of how to implement inclusive grassroots sports activities which empower young people – with a focus on girls – and disadvantaged groups including migrants, ethnic minorities, and refugees.
3. Training among sport multipliers (coaches, educators, sport-for-peace practitioners) on how to practically foster gender equity and equal participation of diverse groups in grassroots sport events and in sport organisations.

The main challenges we want to tackle with this project are:

- Lacking capacities, cooperation and networks between sport stakeholders, Civil Society Organisations (CSOs) and vulnerable groups;
- Ethnic stereotypes among young people and lack of inter-ethnic understanding; interactive settings for cross-community inclusion and intercultural dialogue are missing;
- Girls playing sport are confronted with gender stereotypes, prejudice and lack of support;
- Lack of awareness and skills among football/sport stakeholders to promote fundamental rights, gender equality and respect for diversity.

Beneficiaries of the project are:

- Young people (12-29), in particular young women and girls;
 - Ethnic, national and religious minorities and other disadvantaged groups, including refugees and newly-arrived migrants;
 - Local sport educators and multipliers (coaches, trainers, youth workers, teachers, sport-for-peace practitioners);
 - Local sport stakeholders (grassroots sport clubs, sport federations, local authorities, municipalities, schools, civil society organisations, sport-for-development-and-peace NGOs, fan clubs).
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2. The role of the multipliers in the project

Nationalism, discrimination and exclusion of ethnically and socially marginalised groups are difficult socio-political issues in the Western Balkans region (WBR). These phenomena are manifested in the field of sports, especially in the most popular sport in the WBR, football. However, when certain conditions are met, sport can be a unifying force within and between communities.

Capacity building and partnership building among sports stakeholders, disadvantaged groups and civil society organisations to solve local and national problems is the key focus of the "Sport Zajedno" project. That is why **the central activity of the project is the capacity-building of multipliers** who, once they have gone through the process of training, participating in an inclusive sports event and mentored organisation of an inclusive sports event during the project, will be ready to continue **using sport as a tool for social inclusion, community work and work between communities**. Multipliers will be capacitated to be social actors who will actively contribute to the goal of recognizing and understanding how inclusion, as well as exclusion, works and how it can be practically encouraged or resolved.

Also, considering that one of the goals of the project is to empower young people, especially young people from marginalised groups (including women and young people of migrant, refugee or ethnic minority origin), and also that the approach used in the project is to empower marginalized groups precisely in order for them to be able to represent themselves, it is important to pay attention to the representation of members of marginalised groups (women, ethnic minorities, migrants and refugees) when choosing multipliers.

Participation in the project will bring the following benefits to multipliers (coaches, trainers, youth workers, teachers, practitioners of sports for peace):

- Increased skills, competences and knowledge to include, train and support vulnerable groups and work on social inclusion and reconciliation between communities;
- Direct access to evidence-based knowledge about the needs of how best to integrate newly arrived migrants and other minorities into sport;
- Access to new networks, personal development and increase of local partnerships.

3. Obligations of multipliers

Multipliers will be involved in a series of activities of the Sport Zajedno project. Several activities are directly aimed at multipliers, namely Training for multipliers, online mentoring sessions and the organisation of local inclusive sports events (LISE).

The idea of the **Training for multipliers** is based on an approach to sport that places greater emphasis on cooperation than competition, in which activities are shaped according to the person, according to their abilities and experiences. Selected multipliers will be taught practical methods and on the training, discussions will take place on how to organise and develop criteria for inclusive sports events, while also taking into account the green dimension of sports. **Training for multipliers will be organised from 15-17 November 2024 in Belgrade.**

After the training, multipliers in each country have the task of organising local inclusive sports events. Support in organising the event will be provided by the project consortium through **online mentoring sessions**. The first session will bring together all involved partners and multipliers to present the criteria developed during the training for local inclusive sports events and to find the first potential ideas for the implementation of such events at the local level. After that, each partner will hold regular mentoring sessions with their local multipliers and support them in designing, organising and implementing local events. In addition to the mentoring sessions, they will also be helped in the organisation of the event by the “**Development of Inclusive Sports Events**” manual.

Local inclusive sports events (LISE) are the core of the Sport Zajedno project. These events will ensure the inclusion of disadvantaged groups, follow a sport for development approach, be more entertainment-oriented than competition, and focus on the inclusion of ethnic minorities, migrants, women and girls and other underrepresented groups in sport. The events will have a strong focus on local needs and the ability to adapt to the specific situation in the country. **Local inclusive sports events should be held until July 2025.**

In addition to the mentioned activities, the multipliers will also be involved in a series of accompanying activities. At the **Girls Football Festival** (June 2024, Vienna, Austria) and the **3x3 basketball tournament** (July 2025, Sarajevo, BiH), the identified multipliers will have the opportunity to be part of an inclusive sports event - the festival will be the first experience of an inclusive sports event, while at the tournament multipliers will play an active role and assist in the implementation of activities.

The multipliers, together with the partner organisation, will also organise a **Mini Van Tour** station in their country. The Mini Van Tour is an activity for community work with stations in all partner countries from the Western Balkans. It will take place during the European Week of Sports 2025. The Tour not only brings together different target groups (children, youth, coaches, parents) with a focus on the inclusion of disadvantaged groups, but it is also a perfect tool for networking and bringing together relevant stakeholders in the region and town: sports clubs, local authorities, schools, youth initiatives and other civil society organisations.

28-30
June
2024

Girls Football Festival

Vienna, Austria

15-17
November
2024

Training for multipliers

Belgrade, Serbia

January -
July 2025

Mentoring sessions

online, all countries

Up to
July 2025

Local inclusive sport events

all countries

July 2025

3x3 Basketball Tournament

Sarajevo, Bosnia and Herzegovina

September
2025

Mini Van Tour

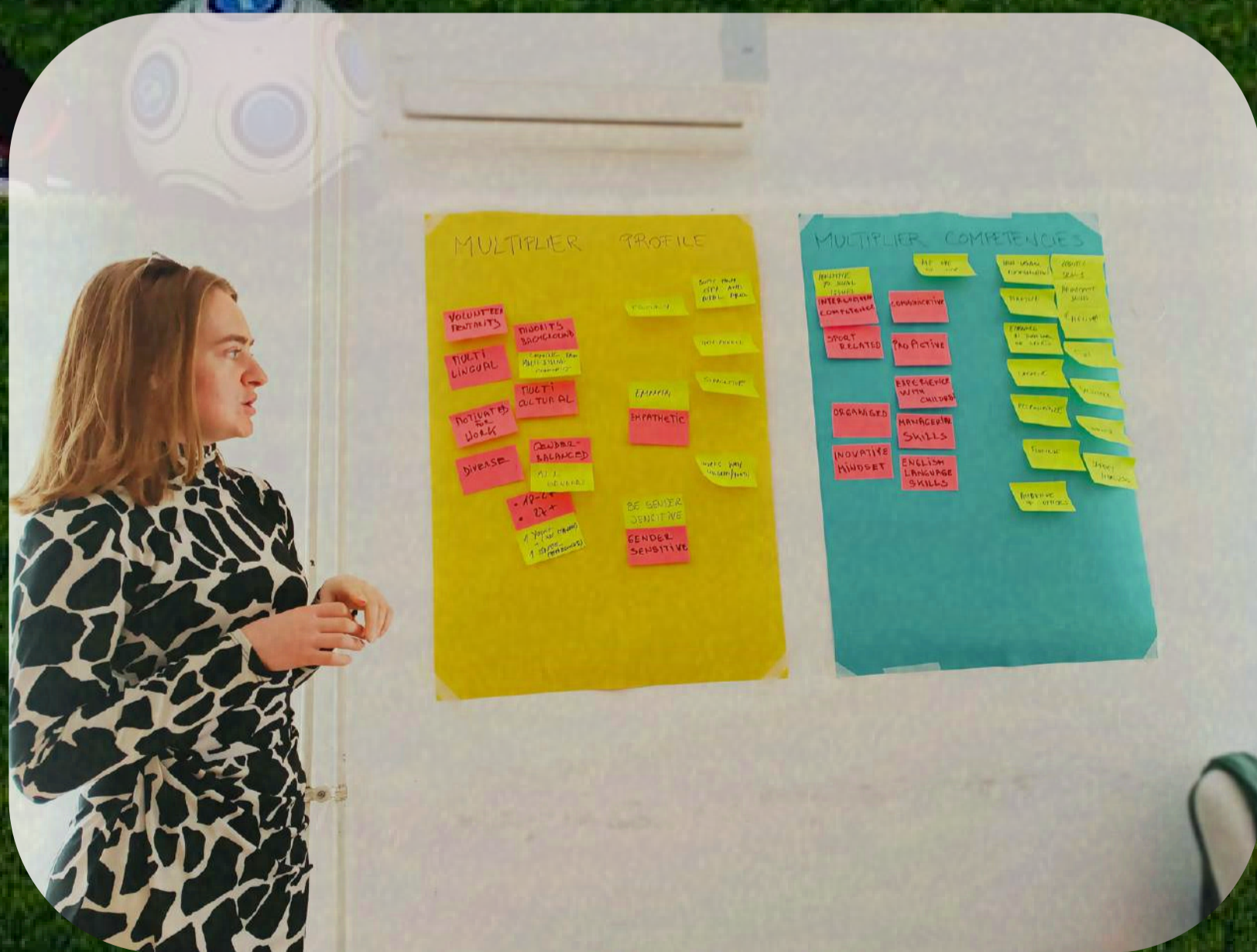
all countries

4. Workshop on the creation of guidelines for identifying multipliers

The project consortium met for the first time live from April 5 to 7, 2024 in Zagreb. In addition to the partner meeting, a workshop on the creation of guidelines for identifying multipliers was held at the meeting.

The workshop was conducted in two parts. In the first part of the workshop, the participants were divided into two groups. Within the group, the participants discussed and decided which profile characteristics the multiplier should have (15 min) and which competencies (15 min). Profile characteristics and competences were written by the group on post-it notes. After the group discussions were completed, the groups presented their findings to each other.

In the second part of the workshop, the participants were divided into two groups in relation to whether, after hearing all the ideas for the criteria, they already had some specific people in mind that they would engage as multipliers or not. Members of the group that already had potential multipliers in mind described them, after which a discussion began about the advantages and disadvantages of the defined criteria, which were then corrected.



5. Final Guidelines for identifying multipliers

After the workshop and as a conclusion of the discussion, the following guidelines for the identification of multipliers were determined:

MULTIPLIER PROFILE AND COMPETENCIES

- ✓ Multilingual (fluent in english)
- ✓ Has volunteer mentality
- ✓ Multicultural
- ✓ Motivated for work
- ✓ Aim is gender-balance
- ✓ Aim at city-rural area balance
- ✓ Has minority background/is coming from a multi-ethnic community
- ✓ Sensitive to social issues
- ✓ Has intercultural competencies
- ✓ Has managerial skills
- ✓ Has experience in children/youth work
- ✓ Has interest in sports and/or experience in sports (coaching)
- ✓ Is organised and structured
- ✓ Aware of activity timeline
- ✓ Has safety awareness
- ✓ Innovative mindset
- ✓ local/regional expertise in social inclusion (ethnic identities, minority groups)
- ✓ Open-minded
- ✓ Friendly
- ✓ Empathetic
- ✓ Acceptive of others
- ✓ Supportive
- ✓ Aware of the climate change challenges
- ✓ At least one is a young person (<30)
- ✓ Communicative
- ✓ Proactive
- ✓ Honorable
- ✓ Fun
- ✓ Flexible
- ✓ Creative
- ✓ Adaptive
- ✓ Has logistic skills
- ✓ Responsible
- ✓ Dedicated

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