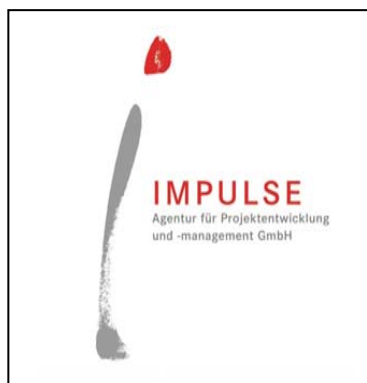




Vocational Training for Sports Centres Employees with European Certificate

Project no. 2009-1-BG1-LEOO5-01602



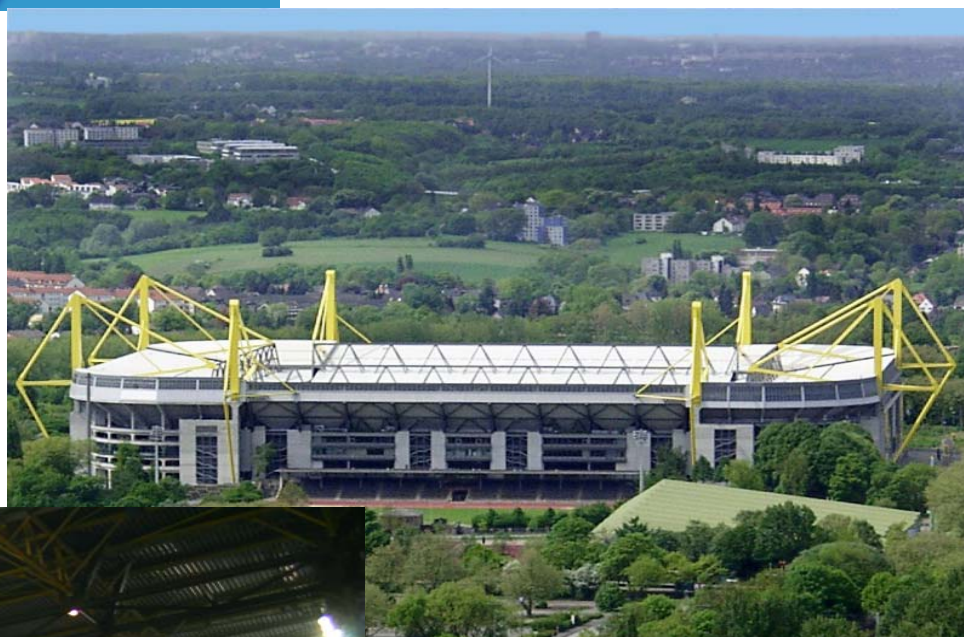
October 2009 - September 2011

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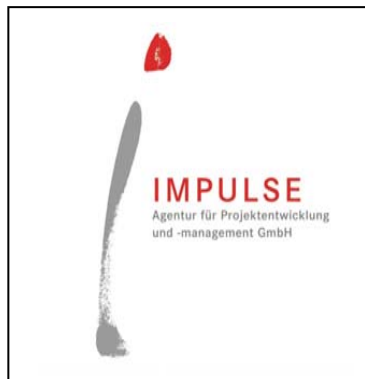
Dortmund



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Activity areas:

-  Development and application of EU-funded projects in support of SMEs by
-  Consulting
-  Qualification
-  Support in change management
-  Development and implementation of structures for lifelong learning



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Main fields of activity consulting and qualification

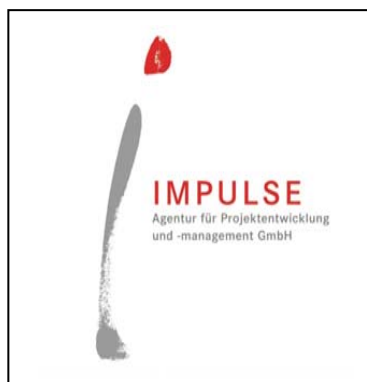
Retail trade



Sport



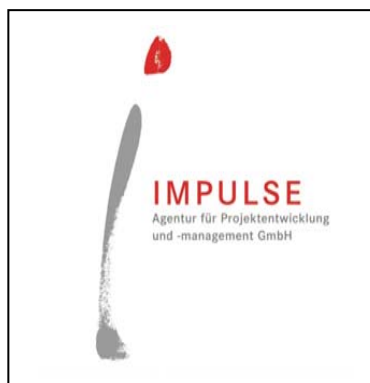
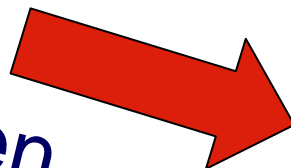
Tourism



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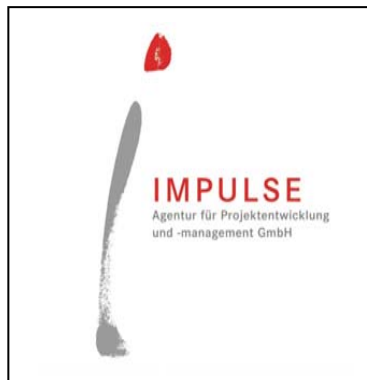


These
projects
have been
transferred





The result:
we created with our partners
8 Moduls
for **sustainable sports facilities**

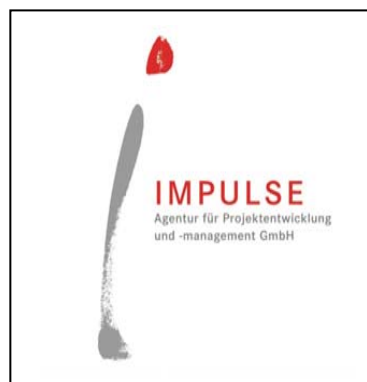


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<p>Module 01: Designing sports in sustainable facilities - vision, development concept, concept for operating the facilities</p>	<p>Responsible: Germany</p>
<p>Module 02: Controlling costs, steering of revenues – sustainable cost management in sports facilities</p>	<p>Responsible: Germany</p>
<p>Module 03: Winning, attending on and involving users - sustainable (modern) client-management in sports facilities, cooperation and partnerships</p>	<p>Responsible: Spain</p>
<p>Module 04: Suppliers, contractors and craftsmen in sports facilities – calling for tenders, placing orders and coordinate handling</p>	<p>Responsible: Ireland</p>

<p>Module 05: Construction, redevelopment, modernization – sustainable project management in sports facilities</p>	<p>Responsible: Slovenia</p>
<p>Module 06: Cleaning, care-taking, maintenance, repair – sustainable, economic and health preserving materials and substances in sports facilities</p>	<p>Responsible: Austria</p>
<p>Module 07: With the user, for the user – communications on planning, evaluation and resolving conflict</p>	<p>Responsible: Greece</p>
<p>Module 08: Manage a sports facility in accordance with regulations (standards, laws etc.) including health and safety</p>	<p>Responsible: Germany</p>

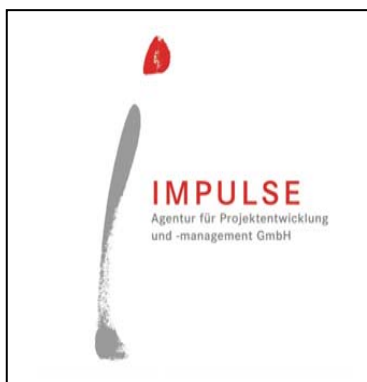




LEONARDO Project





What did we do in this new projekt?

Sustainable
Management of
Sports Facilities – SMS



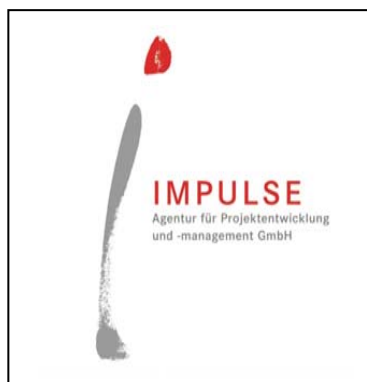
Four questionnaires

On the basis of tests developed in the previous project and testing materials provided by the Bulgarian and Swedish partners four questionnaires on the following topics have been developed:

-  Analysis of training needs and user requirements – eLearning evaluation
-  Multiple-Choice Test on „User orientation in sports facilities“
-  Evaluation of quality of the courses and its learning values
-  Evaluation of comments of course leaders /trainers



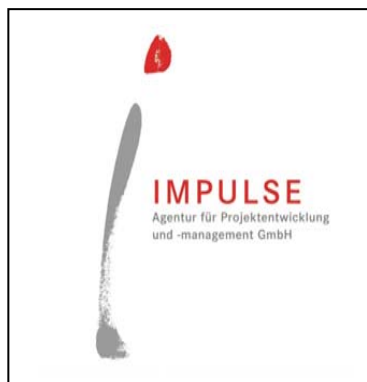
**We created the course
„User orientation in sports facilities“
And present it as a eLearning course**



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Field Trial of Project Products in Germany

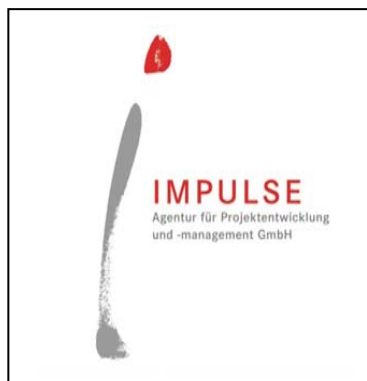
**The following courses have
been carried out with a total of
25 people within the framework
of a qualification and further
education during the months of
August and September 2011:**



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Courses

- Introduction: Sports Coordinator
- Course 1: Fitness Instructor
- Course 2: Active Aging
- Course 3: User orientation in sports facilities
- Course 4: Kinesiotherapy



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Sport management: Bin x IMPULSE Agentur x

telearn.tu-sofia.bg/moodle/mod/book/view.php?id=48&chapterid=66


Sustainable management of sports facilities

MES > Sport management > Books > Binding of users and specification of the target group

Table of Contents

- Customers
 - Instruments for clients and customer loyalty
 - The customer ABC model for the specification of the target group

Customers



It is the goal of customer retention tools, to support the process of building a longer-term relationship with the customer thus making the "initial purchaser" into a proper customer.

For example in the membership of an association membership, the client in becoming a member binds himself already longterm - a form of contract many a company can only dream of. But does that mean that the board members of an association then no longer have to do anything?

On the contrary - with the membership the customer gave to the association great confidence ahead, which needs to be redeemed now. The involvement of members in the social process of the association's life is the greatest guarantee for the longevity of an association relationship. Since it is no longer taken for granted that members stay to be members and do never leave the association it must be analyzed carefully why members leave and what countermeasures can be taken.

Some examples:

- Young people leave an association when they end their professional career in sports – does the association have an offer for keeping this target group? Or how are young people recovered after having started a family?
- A number of customers is joining the club as a member of, because they would like to participate in a certain course - are there tools that bring those members closer to the club? (Newspapers, festivals, special welcome, for more see below). It is crucial for a long-term membership to strengthen the WE-feeling.
- Users positively bound to the association are loyal towards malfunctions and willing to accept unsatisfactory conditions for a certain period if they know the normal state and are basically satisfied. In particular in the process before and during imminent changes in the organization or the loyalty of customers is a valuable commodity, but must not be overused.

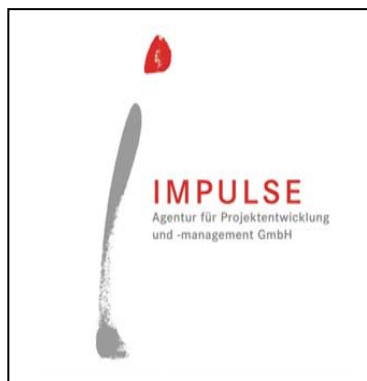
At a sports facility it is necessary to differentiate once more: there are not only end-users like the club members. The contract users are the association board members, schools, customers which use the sports facility for an event or customers, which use the training rooms of the sports facility. It is therefore useful to consider what to do in order to bind those customers long term .

Main fields of activities of the qualification

The courses were carried out in a face-to-face manner in the educational center of IMPULSE agency.

They served the purpose of thoroughly introducing the participants into the project Learning-platform and the content of the courses in order to allow them to later deepen their knowledge on their own from the Learning platform.

For each topic two courses were held for 12 and 13 participants.

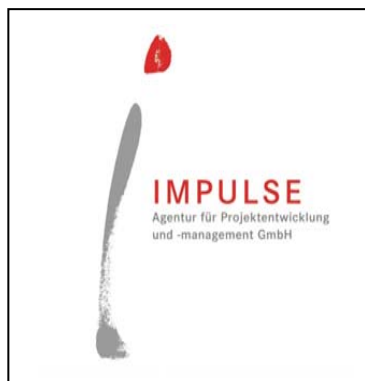


After carrying-out the courses, participants executed the Multiple-Choice-tests for the courses „*Fitness Instructor*“ and „*User orientation in sports facilities*“ .

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Certification




After successfully passing the test according to the assessment strategy developed by IMPULSE prior to examinations, participants received a certificate issued by IMPULSE stating the successful participation for each course attended.

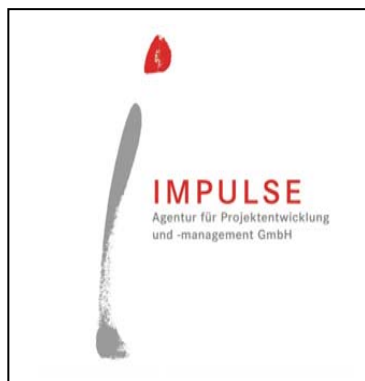


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Adaption/development in EuroSport project done

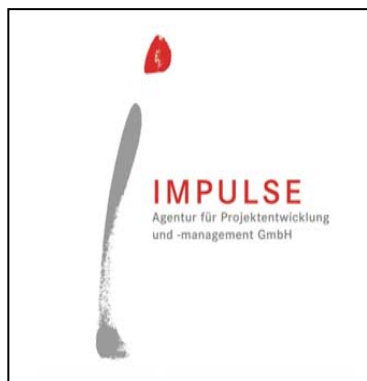
-  Within the previous project “*Sustainable management of sports facilities*” a module on relations to and with the user had been developed by one of the partners.
-  This module has been completely rewritten, actualized and extended for the Transfer-of-Innovation project and published on the eLearning-platform.
-  Courses of the partners have been tried out in Germany



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Further dissemination activities 1

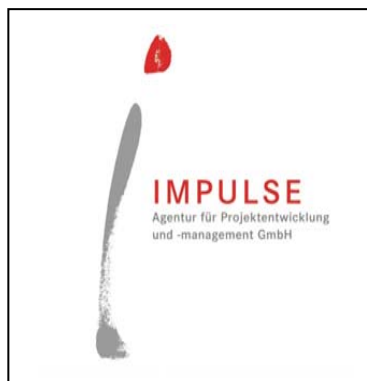
-  The following organisations in society, politics and/or sports have been introduced to the project:
-  Sports association of Brandenburg
-  German Gymnasts Association
-  European Sports Academy BB
-  STB



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Further dissemination activities 2

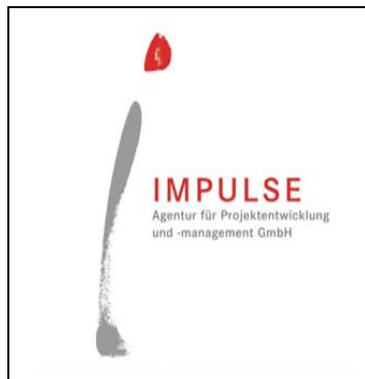
-  Representatives of these organisations have met twice for a one-day seminar to discuss results and consequences of the project for their work.
-  The meetings took place in Dortmund (March 2011) and Potsdam (April 2011)



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Outlook

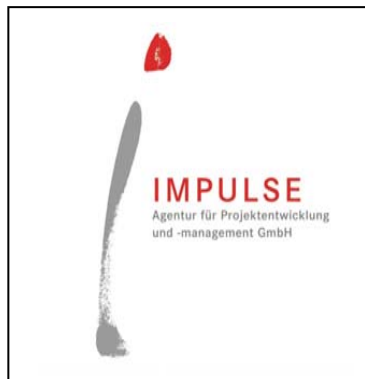
-  The topics of this project as to the role of sports and exercise at large have been manifold:
-  The role of sports and exercise in prevention (Fitness Instructor)
-  The role of sports and exercise for the health process (Kinesiotherapy)
-  The role of sports and exercise in coping with aging
-  Looking at sports as an economic factor (User orientation)



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Future Challenges

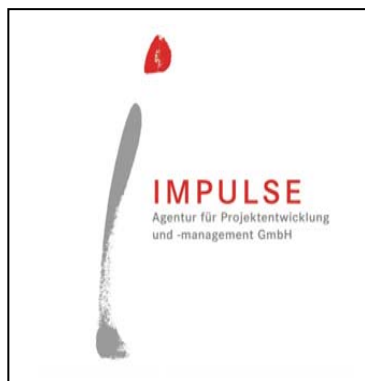
-  Health and its maintenance, i.e. prevention of illness, is increasingly becoming an important task both for the individual and society.
-  Society is confronted with dramatic demographic changes in the future
-  Prevention and anti-aging measures will be an important factor in the shaping of future health policies



Future Challenges






This implies that the development of new concepts and ideas on these challenges must become a continuous and sustainable process involving clear definitions for a healthy life-style and emphasizing the preventive quality of sports and exercising leading to a clear and applicable understanding of salutogenesis and personal responsibility.



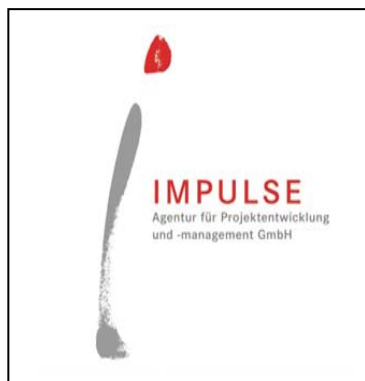
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Future collaboration

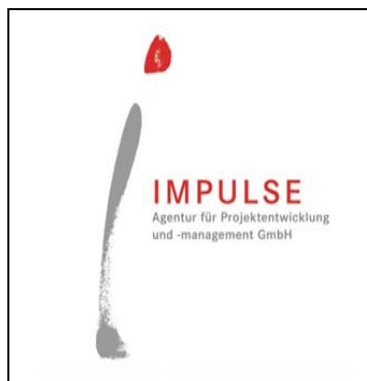
Given the above stated complex problems arising in the future from

-  an aging society
-  an increase in illnesses and costs for cures
-  an increase in risk factors like sedentary activities

it becomes clear that these problems are best addressed by a cooperation of all actors involved.



-  Therefore we are ready and looking forward to continue the fruitful exchange of ideas and concepts within the framework of European partnerships in the future.

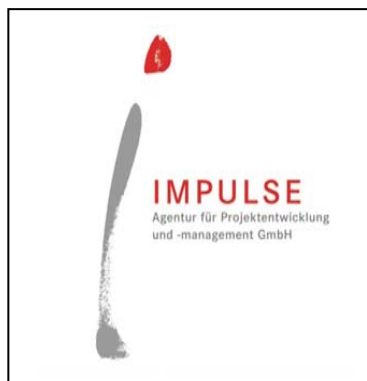


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Keynotes

on the development of teaching materials for **sports facilities**

- Sustainability – a principle coming from the forestry
- The life-circle and the 20 to 80 formula
- The operating concept as basis
- The outline model of a sustainable sports facility






Consequences...

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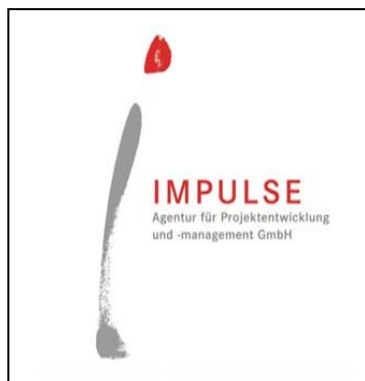
Sustainability

Decisions according to the criteria of Agenda 21

-  ecologically responsible
-  socially just
-  economically workable

Participation of co-workers, user und residents in planning and decision

systematic quality- and environment-management

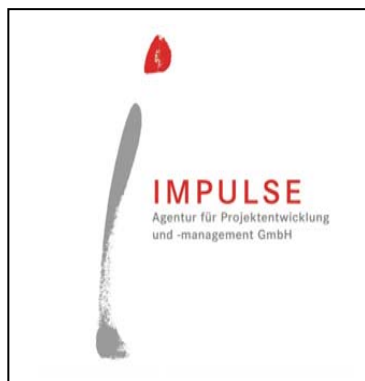


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Life-circle and 20-80 formula

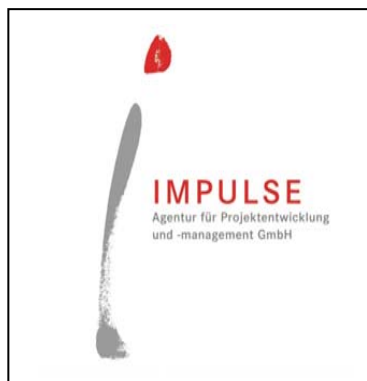
Life-circle of a sports facility =
a holistic process of development

- Duration: ca. 25 years
- Principle 20:80 =
 - 20% costs of investment
 - 80% operating expenses



Model: Sustainable sports facility

-  Sports facility
 -  < functional building
 -  = one piece of quality of life on-site
-  Goal: a successful sports facility = to achieve output- and development-goals  Agenda 21
-  Responsible management: basis of success
-  committed and capable co-workers: guarantee of success





LEONARDO Project




**The following materials have
been created,
which each partner could
use and develop further**

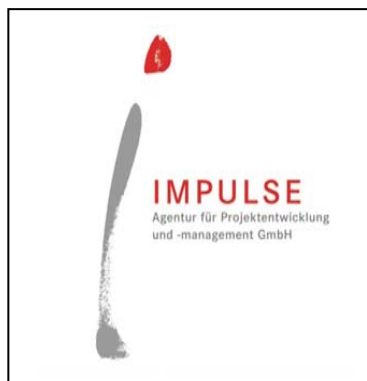
Sustainable
Management of
Sports Facilities – SMS

IMPULSE

Agentur für Projektentwicklung
und -management GmbH





8 Modules consisting of

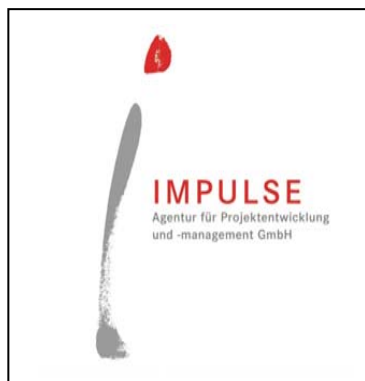
-  A text describing the content of the module on appr. 20 pages
-  Learning tasks, to test apprehension and understanding of participants
-  supportive materials



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Further materials

-  Summary for each module
-  Module descriptions
-  Teacher manuals
-  Glossary



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