



## YouSports Summer 2024 newsletter (public)

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*Updates of YouSports SNAC, for NAs who are not in the YouSports partnership*

*Giving an overview of:*

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- *What exactly is the YouSports SNAC?*
  - *'Social Sports' - what does that mean?*
  - *What YouSports does as a SNAC*
    - *How YouSports works*
  - *How it has built up as a strategic project, 2023-2024?*

- *Where to ask to get more information*
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*Use your arrow buttons to navigate this Sway. You can click the navigation button (bottom right) to go directly to the part that interests you most.*

Compiled by Susie Nicodemi, Coordinator

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What is the YouSports SNAC?



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*A Youth Strategic Project focusing on Social Sport as a tool for change (personal and social)*

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## Quick overview

- Created in 2022
- 14 NAs contributing
- Hosted by the French NA
- Funded by Youth TCA



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YouSports is a Strategic National Agencies Cooperation (SNAC), a long term strategic project to connect sport, youth work and non-formal education, for individual competence development and community/societal impact. We aim to increase and improve the use of sport in non-formal education, and the use of non-formal education in sport.

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### Social Sports: What is that?

Using sport as a tool can have different meanings and interpretations. We needed a definition to frame our project:

#### Social sport means:

Using sport as an educational tool for added value; to focus on the experience, as well as winning; to be engaging and fun; to reflect on the learning; to debrief the transferable competences to other real-life situations; to use as a process for individual development and community / societal impact.

From the Kick Off Event, France, June 2023

**YouSports Strategic Project,  
Erasmus+ and the European Solidarity Corps European Programmes**

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# For YouSports, Social sports...

## 1 Non-formal Education

...is a pre-planned educational process built on the diverse needs of individual participants, with clear realistic and measureable objectives and outcomes; has experience as the source of learning; is based on the values of youth work, with voluntarily engaged participants who have an active role in the learning process.

## 2 Individual development

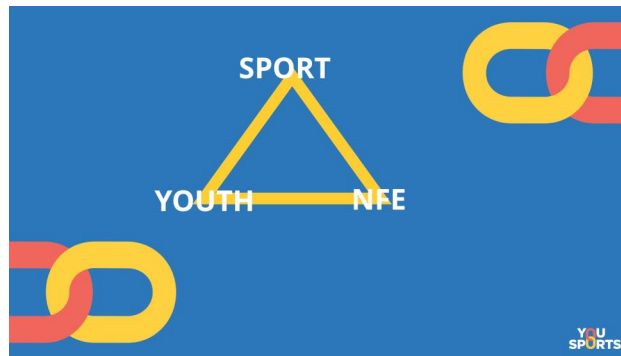
...develops attitudes, behaviours, skills, values and knowledge (competences) through the learning experience, and its transferability potential; improves physical and mental health and well-being; encourages a value-based approach for more respect (for others, for self, for rules, for environment) fairness, team work, equality, honesty, solidarity, empathy, cooperation, rights-based non-violent approach, excellence and integrity.

## 3 Community & Social impact

...connects people; brings awareness of 'other' and difference; builds relationships and networks; reaches those with fewer opportunities; bridges & transforms communities through improved competences; develops social and citizenship competences of political importance (inclusion, equity, sports ethics, accessibility etc); is a tool for international projects and intercultural learning; supports grass roots activism for positive social change.

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## What YouSports does



1 - The common ground for involved NAs is to have more and better connection between sport, youth and non-formal education







5 - Some TCA '24 activities are only for the 13 x NAs that work within YouSports (foreseen to later be rolled out to whole NA network)



## How YouSports works

There are 13 NAs involved in YouSports: Austria, Belgium (Flanders), Finland, France, Germany, Iceland, Ireland, Italy, Malta, Poland, Portugal, Spain, Türkiye.

YouSports works for the whole NA network. Most of the activities, products and outputs can be used by all Programme country NAs.



6 - First ever YouSports Steering Group, Dec '22

YouSports had its first Steering Group in Paris, December '22. It has 3 meetings per year, one of them in-person the others online. The Steering Group has representatives from youth sector, sports sector, TCA, communication teams...



*7 - Sharing, co-creating, ideating*

We have a Core Team, including Coordinator and host NA staff, and a Steering Group of active NA members



*8 - 2024 connection moments.*

We have regular themed Coffee Catch Up check-ins to keep up momentum, share practice, and encourage peer support between NA staff

## Building up Yousports as a strategic project

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YouSports has an **internal communication** approach, with the use of Basecamp, Satellite Working Groups, Coffee Catch ups, and online and physical Steering Group meetings.

For **external communication**, we produce two newsletters per year to keep people updated, have developed a visual identity, including a logo, hashtag, CVI Guidelines and shared templates on Canva for NAs to promote activities in a coherent way.



In June 2023, we had a large successful **Kick Off Event** in France, where 100+ practitioners active in social sport helped us co-create a definition of social sport as a frame for our SNAC. There were also many outputs that can be used further by the SNAC (visual resources, videos, final report with text etc).





We are building activity **tools and templates to re-use**, such as a Short Study Visit format and National Promotion toolbox for outreach to new audiences, Training Course format for youth leaders/sports coaches together, Online Webinars to showcase projects fitting Programme Action types etc.

We are looking at how to 'sportify' existing elements of European youth programmes, benefitting from sport as a tool. We will then start to look at how to 'youthify' some sports elements, increasing recognition of non-formal education, and encouraging sports coaches to develop their approach towards youth work.

[Want more info?](#)

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If you still have questions, or want more information about YouSports, contact Susie Nicodemi, the coordinator, on: [snacsports@service-civique.gouv.fr](mailto:snacsports@service-civique.gouv.fr)