



## **RALLY FOR CHANGE**

Project: 101134149 — Rally for Change — ERASMUS-SPORT-2023

Research of existing good practices in Europe  
at sports clubs' level, focusing on tennis clubs,  
for promotion of sport as a tool of health and  
encouraging sport participation

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## Introduction

The **Rally for Change: Fostering Innovation and Inclusiveness in Grassroots Tennis** general objective is to encourage healthy lifestyle among children aged 6<sup>th</sup> and 16<sup>th</sup> years old, to promote the tennis sport and physical activity as a tool for health and to encourage the practice of sport and physical activity towards maintaining children's physical health focusing on spinal health and overall wellbeing.

The specific objectives of the project are as follow:

SO1. To develop and disseminate innovative and inclusive grassroots tailored tennis program for children of different school ages (6th to 16th years old), skill levels and social backgrounds, with an emphasis on safe techniques, exercises to prevent back pains and spinal issues and on developing physical and mental health of children.

SO2. To elaborate and disseminate training guidelines for coaches and physical education teachers on how to teach safe and healthy tennis techniques with series of exercises which will support the overall well-being of the children, as well as how to recognize and address potential back pain or spinal issues in the children.

SO3. To enhance collaboration between tennis clubs, local schools and community organisations to offer after-school physical activities with focus on tennis exercises that promotes physical, psychological and social benefits of sport and physical activity for children's overall health and well-being.

SO4. To conduct an information campaign through social media channels, to elaborate and disseminate recommendations for the general public towards promotion of tennis sport as a tool for health and to provide support for children and their families on how to maintaining children's physical health focusing on spinal health and overall well-being.

This Rally for Change project includes the elaboration of a research of existing good practices in Europe at sports clubs' level, focusing on tennis clubs, for promotion of sport as a tool of health and encouraging sport participation. The research paper delves into the exploration of existing good practices in Europe, particularly within tennis clubs, aimed at promoting sports as a means of

enhancing health and encouraging participation. With a focus on tennis, this study aims to uncover the strategies, programs, and initiatives implemented by various clubs across Europe to foster a culture of active living and promote the benefits of sports participation. Through a comprehensive review of literature, case studies, and interviews with key stakeholders, this paper seeks to identify successful approaches and best practices that can be adapted and replicated in other settings to promote healthy lifestyles and increase sports engagement.

The paper is structured to provide a detailed examination of existing good practices both within specific countries, such as Bulgaria, Greece, and Serbia, and across Europe as a whole. It begins by exploring the initiatives undertaken by tennis clubs in these countries, shedding light on the diverse range of programs and activities aimed at promoting sports and encouraging participation. Furthermore, it examines similar efforts in other European countries, highlighting innovative approaches and successful collaborations between sports clubs, schools, and local communities.

By compiling a comprehensive overview of existing good practices, this paper not only serves as a valuable resource for the current project but also aims to inspire future initiatives aimed at promoting sports as a tool for health and social inclusion.

## Programs, initiatives at the club level in tennis and beyond, to promote the sport as a tool for health and to stimulate the mass participation in the sport

The first project that the club has started working on is called- Tennis is a sport for everyone. The Bulgarian Tennis Federation program is provided with the support of the Ministry of Youth and Sports and it is held for the 8th year in a row. Tennis trainings are free for kids between 6yo and 12yo. Tennis club “15-40” together with 35 clubs in 25 settlements, take care to give them new knowledge and inspire them to be more active and to play tennis. Every year the Bulgarian Tennis Federation provides all the necessary equipment and supplies for the trainings. The activities are three times a week during summer.



The second project is closely associated with the coaching staff at the club. In the autumn of 2023, our team consisting of - Nadezhda Petkova, Yoana Petkova, Denislav Prodanov, Boris Popov, Mihael Mihailov, Alexander Penev, Presiyan Koev, Mihail Petrov, went to Bucharest, Romania to take part in a two-week European project - Net Effect: Enhancing Grassroots Tennis Development, under the Erasmus+ Youth Exchange program. We received valuable new knowledge and up-to-date information from the world of sports science, thanks to Professor Rares Stanescu and his team of highly qualified and dedicated teachers from the Romanian National School for Sports Coaches "Ioan Kunst Germanescu". By conducting theoretical and practical sessions in the field of technique, tactics, physics and psychology, we were able to expand our knowledge so that we could be even more effective in our work. In addition to lectures, our team had the honor of visiting the National Tennis Center of Romania and some of the leading clubs in Bucharest.





The third project is called "Sports for children in their spare time". In 2023, the Program was implemented in 60 settlements throughout the country and provided the opportunity for more than 6,000 children to participate in free sports activities in 37 types of sports, under the guidance of more than 250 qualified sports specialists. The purpose of the program is to create conditions and opportunities for children to practice sports in their free time, with a view to improving their health, physical capacity and sports development. Using the possibilities of sports as prevention against diseases related to low physical activity and a sedentary lifestyle, intolerance, aggression, violence, the use of cigarettes, alcohol and drugs, formation and development of social qualities in children - teamwork skills, tolerance, leadership, discipline, confidence, compliance with the rules and principles of Fairplay. The program "Sports for children in free time" was developed to fulfill one of the main priorities of the Ministry of Youth and Sports - promotion and development of physical activity, the practice of sports by the various population groups. With the implementation of the Program, the negative trends related to the children's lifestyle are limited:

- hypodynamia, reduced capacity, overweight, spinal distortions;
- insufficient use of free time; • insufficient financial resources allocated to sports for children in their free time;
- increasing aggression and giving in to negative phenomena in society.

The indicated trends require the continuation and activation of the actions of the state and local authorities and of the sports clubs (SC) to create a positive attitude and encourage children towards sports activities.

The program was developed with a view to creating conditions for provoking children's interest in healthy physical activity, increasing and diversifying the opportunities to participate in sports activities in different types of sports during their free time, as well as familiarization and initial training in a type of sport.

The program and the introduced project financing make it possible to support the activities of SCs - executors of projects under the program, to increase the efficiency of their socially beneficial activities and to create an opportunity for the professional and work realization of the coaching staff and for the selection of children with prospects for sports development.

The program provides children with opportunities to acquire knowledge, skills and habits for practicing a type of sport through free access to a sports base, free activities and qualified coaching staff.



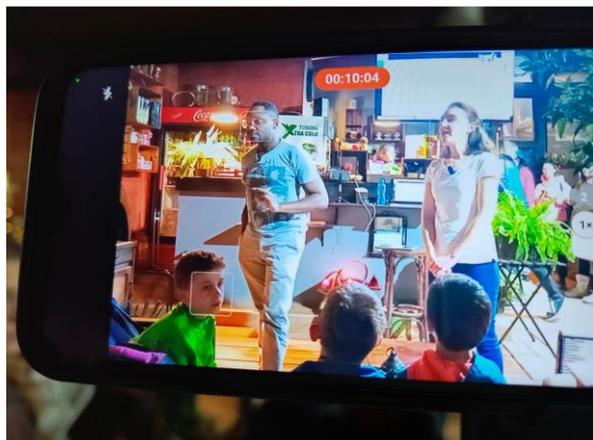
In June 2023, on our courts, at the invitation of our head coaches, we were visited by a special person in the field of mental development. His name is Moses Naloka. He is an international speaker, business development coach and entrepreneur. Moses has worked with the best in the industry such as: Tony Robbins, Robert Kiyosaki, Gary Vee and many more. As a motivational speaker and coach, Moses has decided to dedicate his incredible life to the benefit of other people, through a combination of his spirit of love and energy!

**Moses is the man who inspired the Olympic champion - Ivet Goranova on the way to her title in Tokyo!**

His lecture lasted for an hour and one of his aims was to change the mindset and perspective of any athlete or young coach aiming to reach the top. It should be noted that we are the first tennis club in Bulgaria that has touched the work of Moses. We learned many new and useful things, as the presence of the spirit and its energy are extremely strong.

From November 2023, "Tennis Club 15-40" officially started working together with him. It will be long-term, and the aim of the club is to give additional knowledge to the children. The club strives to build a community that inspires children and builds character that embraces challenges as opportunities. Each of the lectures has an interpreter who stands side by side with Moses and makes the lessons accessible to everyone in the club.





Another event that takes place on our courts is the "Children's Tennis Festival", which is organized for the second year by our club with the support of the "Sofia-European Capital of Culture" Foundation. Driven by the desire to show that tennis is a massive sport and leads to many positive effects for children - health, self-esteem, motivation, discipline, concentration, organization, independence, mutual respect, joys and fun - we believe that we are succeeding. In the event over 80 children are involved annually, including children from different countries, such as far away as Australia.

The hard work and fun on the court finishes with every children receiving a participation certificates, branded t-shirts and gifts.





Trio Consult is a joint project between Nikolay Pruvchev, Presiyan Koev and Manuk Hindliyan. What brought them together was the mission and desire to support the development of Bulgarian tennis for children and the young tennis talents. They believe that the young generation of tennis are our future and want to provide them with a better and competitive environment to develop their skills and capabilities together. The main activities they work on are:

- Organization and holding of tennis tournaments for all age groups
- Organization of tennis seminars and meetings with national and international partners.
- Conducting presentations and lectures that would be in help for parents and coaches.
- Organizing special events for children.





The "Live Active" campaign is an initiative aimed at encouraging people to lead a healthy and active lifestyle through regular physical activity and sports activities. The aim of this campaign is to increase awareness and motivation for people to get involved in sport and regular exercise by providing them with opportunities and resources to do so.

The main focus of the "Live Actively" campaign is:

**Highlighting the benefits of physical activity:** The campaign provides information about the positive effects that physical activity has on human health and well-being. This includes improving physical fitness, reducing the risk of various diseases and improving mental health.

**Providing opportunities to participate in sports activities:** The campaign offers different types of sports activities and training to match people's diverse interests and preferences. This can include training in tennis, soccer, swimming, running, yoga, and more. The campaign seeks to motivate people to start or maintain regular physical activity by providing them with support, inspiration and resources to achieve their goals. This can include motivational programs, contests, workout tips, and more.



Another project - "Sports for health", which refers to football, volleyball, badminton, basketball and other sports. The event is organized within the framework of the "SKILLS FOR HEALTH & SPORT IN EU SMALL COMMUNITIES" project under the ERASMUS+ Sport program and aims to present different types of sports on the territory of different cities, as well as to promote sports and a healthy lifestyle for people of all ages . The sports event will be attended by participants from the project's partner municipalities – Gallianico - Italy, Viana do Alentejo - Portugal and Krško - Slovenia.



## Existing good practices in Greece

### **TENNIS PROGRAMS IN GREECE**

#### 1.SCHOOL TENNIS

The Greek Tennis Federation, the Regional Tennis Associations and the local Tennis Clubs are running a program, which is called “School Tennis” where the Greek Federal Tennis Coaches introduce and teach tennis to the young students of the public elementary and middle schools.

#### 2. STREET TENNIS

The Greek Tennis Federation, the Regional Tennis Associations and the local Tennis Clubs are running a program, which is called “Street Tennis”, where the coaches and the members of the clubs introduce and teach tennis to the citizens in the main streets and squares of the cities.

#### 3. SEMINARS

The Greek Tennis Federation, the Regional Tennis Associations and the local Tennis Clubs organize seminars about tennis and health.







## ACTIONS AT THE 3rd UNION OF CENTRAL-WESTERN MACEDONIA COMPETITION ASSOCIATIONS FOR THE EUROPEAN WEEK OF SPORTS "BE ACTIVE"

- 1) On 23-09-2018 street tennis on the central pedestrian street of Aridaia Pella. Responsible for organizing the Aridaia Tennis Club with the cooperation of the Federal coach Adaloglou Michalis. 400 people of various ages participated. The event was attended by 500 people.
- 2) On 28-09-2018 school tennis at the 1st Primary School of Ptolemaida. The organizer is the Federal coach Adaloglou Michalis. About 200 students from all classes of the school participated. The event was attended by the school's 10 teachers.
- 3) On 27-09-2018 school tennis at the 2nd Primary School of Ptolemaida. The organizer is the Federal coach Adaloglou Michalis. About 180 school students participated. The event was attended by the school's 10 teachers.



## Existing good practices in Serbia

The Tennis Federation of Serbia, in cooperation with tennis clubs and elementary schools that perform single-shift work, organizes tennis lessons in schools, which students can attend.

<https://serbiantimes.info/tenis-postaje-novi-predmet-u-skolama-od-septembra-besplatniasovi-za-srpske-skolarce/>

<https://www.teniskisavez.com/vesti/tss--krenuo-u-realizaciju-projekta-bdquotenisu-scaronkolamaldquo/>

Every year, the Tennis Academy visits preschools and schools on several occasions in order to promote tennis in physical education classes and attract new members who will play sports in the future.

Every year, the town of Pirot organizes a free Christmas sports school while children are on winter vacation, so that children can try all sports, such as football, basketball, swimming, cooking, shooting...

<https://www.instagram.com/sportskicentarpirot?igsh=MWFwNDg2dmozdXk5MA==>



The Todorovic Tennis Academy tries to promote a healthy lifestyle and that it is important for children to play sports.

Social networks have become one of the most important things we use in our daily lives. On our Instagram and Facebook profile, you can find many texts about how tennis as a sport is important for people's health and what it provides us.

Work program includes a professional approach but also fun, because we believe that children learn best through play. We also do not forget to contribute to their upbringing and general education at any training session!

Parents are involved in monitoring the activities of their little ones.

Tennis is an excellent choice when it comes to a child's physical development. It affects the increase of strength, endurance and fitness as well as the improvement of the cardiovascular system. The result is a reduced level of risk of heart disease, diabetes, and obesity.

🎾 Tennis has a positive impact on mental health. It is an excellent way to relieve stress and improve mood, because it affects the release of endorphins. Tennis requires focus and concentration, which affects the improvement of cognitive skills and memory.

🎾 Trainings and tournaments are places where children meet and socialize through a common interest.



## Good practices in collaboration between sports clubs, school and local communities

The 15-40 Tennis Club collaborates with Britannica Private School, providing two hours of tennis training once a week. The collaboration between the 15-40 Tennis Club and the private school "Britannica" is an important initiative that opens up new opportunities for development and fun for students in the 1<sup>st</sup> and 2<sup>nd</sup> grades. Providing two hours of tennis practice once a week not only provides physically active activities, but also supports the overall development of children at an early age.

Children in the 1st and 2nd grades have the opportunity to learn about tennis as a sport and develop an interest in it from an early age. This provides them with an important foundation for continued participation in sporting activities throughout their school and life journey. Regular tennis training improves children's physical fitness, develops their motor skills and coordination. They are an opportunity for children to move and be active while having fun and learning new skills. Participation in sports at this early stage of development helps children develop social skills such as teamwork, sharing and interacting with teammates and coaches.

Our club also cooperates with another private secondary school "Giani Rodari" where the children are between preschool and 5th grade. Training sessions are held once a week. With an emphasis on introducing the sport and sparking children's interest from an early age.



The Bulgarian Volleyball Federation launched a large-scale initiative "With Volleyball at School". The project is looking for opportunities to ignite the interest of Bulgarian children in the beloved game and the most successful team sport in our country. The project "With volleyball at school" was launched in partnership between the Bulgarian Volleyball Federation, the Municipality of Sofia and the Regional Department of Education (RUO) Sofia-city, with the support of the European volleyball center CEV.

The program aims to show that volleyball and education can go hand in hand, building together the personality of Bulgarian children. The initiative promotes and develops volleyball among teenagers. The volleyball game was introduced to the students by professional coaches from the volleyball clubs. Open volleyball lessons are held with the aim of increasing interest in the game and discovering among the young talents at school the future big stars. Volleyball specialists introduce physical education and sports teachers to the new methods for early learning and development of adolescents. And the schools themselves are provided with material and technical support that will be available to the children and their physical education teachers.



The "Grassroots Football" project of the European Football Federation (UEFA) is one of the leading initiatives to promote grassroots football in Europe. "Grassroots Football" promotes the participation of children and youth in football by organizing trainings, competitions and football campaigns at local level. The aim is to provide an opportunity for young players to develop their football skills and have fun in a pleasant environment. The project provides training and support for coaches and teachers who work with young players. This includes certification programs, seminars and resources to develop soccer skills and training methodologies. UEFA supports the development of football infrastructure at local level by providing financial assistance for the construction and improvement of pitches, facilities and equipment. "Grassroots Football" promotes a healthy lifestyle through active participation in football and physical activity. The project supports initiatives to combat the sedentary lifestyle and to promote regular physical activity. The "Grassroots Football" project also has social goals, such as promoting integration and social inclusion through sport. Through football, opportunities are created for the social inclusion of children and youth from different social and cultural backgrounds.

"Grassroots Football" is an important initiative that plays a key role in the development of grassroots football in Europe and in promoting a healthy lifestyle among young people.



The International Tennis Federation (ITF) has a number of initiatives to promote tennis among students and in schools. One of these initiatives is the "Tennis in Schools" program which supports young people by teaching them to play tennis and promoting a healthy lifestyle. The Tennis in Schools program provides specialist curricula and materials that teachers can use to incorporate tennis into the curriculum. These materials are usually developed by qualified tennis coaches and adapted specifically for different age groups and levels of students.

The ITF supports schools by providing the necessary equipment to conduct tennis lessons, such as tennis rackets, balls and additional accessories. In addition, training resources for teachers and coaches are also provided.

The program seeks to organize various tennis events and tournaments in schools to encourage participation and competition among students. These events are an opportunity for students to apply their skills in real game situations and have fun with friends. The program not only promotes physical activity and sports, but also teaches students life skills such as sports ethics, sports discipline, cooperation and leadership.

"Tennis in Schools" is an initiative that aims to develop the love and interest for tennis among young people and provide them with the opportunity to develop their skills and potential in this sport.



The London Tennis Association (LTA) projects are known for their commitment to various initiatives to promote grassroots participation in tennis. One of their key projects is "Tennis for Everyone".

The LTA project focuses on providing accessible opportunities to play tennis for people of all ages, skill levels and social groups. This includes providing access to courses, clubs, lessons and competitions. The LTA project promotes the various formats of the game of tennis, including singles, doubles and junior tennis. This allows players to choose the format that best suits their preferences and skills.

The LTA offers a variety of instructional programs and resources for players of all levels, from beginner to advanced. This includes individual lessons, group training, competitions and skill development campaigns. The LTA project seeks to establish partnerships with local communities, schools and other organizations to promote tennis and physical activity. This can include organizing tennis events, supplying equipment and providing lessons in schools.

The LTA's Tennis for All program also focuses on the social and health benefits of participating in tennis, such as improving physical fitness, promoting social integration and developing personal skills.



The Sport for All program is an initiative that aims to encourage the participation of people of all ages and communities in sport and physical activity. This program is implemented both at the international and at the Bulgarian level:

#### International projects and initiatives:

The "Move Week" program: An ISCA (International Sport and Culture Association) initiative that takes place across Europe and aims to encourage people to be active and engage in various sports and physical activities. The "Move Week" program provides an opportunity to organize free events and activities in different communities.

European Weeks of Sport: An initiative of the European Commission that aims to promote participation in sport and physical activity across Europe. During the weeks of sport, various events, campaigns and initiatives are organized which cover different communities and age groups.

#### Bulgarian projects and initiatives:

National Project "Sports for Everyone": An initiative that takes place in various cities and regions of Bulgaria with the aim of encouraging the participation of local residents in sports and physical activity. The project offers different types of sports activities, training and competitions for people of all age groups. Sports camps and educational programs: Many sports clubs and organizations in Bulgaria offer specialized programs for the development of sports and physical activity among different groups of people. These programs include sports camps, training courses and educational events held throughout the year.

The Sport for All program represents a significant contribution to the promotion of sport and physical activity both internationally and in Bulgaria, providing opportunities for participation and development for people from different communities and age groups.

The "School Sports" program is an initiative that aims to encourage the participation of students in sports activities and competitions within the school environment. This program is again implemented both at the international and at the Bulgarian level:

International projects and initiatives:

European School Sport Day: An initiative of the European Union, which takes place in various countries in Europe with the aim of encouraging the participation of students in physical activities and sports. The program provides an opportunity to organize sports events and activities in schools, as well as to promote a healthy lifestyle.



International project "School for Sport": An initiative that aims to promote the participation of students in sports and physical activity by organizing various sports events and competitions. The project provides an opportunity for students to participate in football, basketball, volleyball and other sports events, as well as for the exchange of experience and practices between schools from different countries.

The program "European Lessons in Sport" takes place in different countries in Europe, covering a wide range of communities and schools. It is aimed at all member countries of the European Union, as well as at other countries that participate in the initiatives to promote sports and physical activity at the European level. Within the framework of this program, various types of sports activities, lessons and educational programs are provided, which take place in educational institutions and at the local level. The European Lessons in Sport program promotes the integration of sport into the school curriculum by providing specialized teaching materials and programs for teachers and students. These lessons focus not only on physical activity, but also on healthy lifestyles, sports values and social integration. The program offers a variety of sports activities and lessons that are suitable for different age groups and skill levels. This includes different types of sports, games, exercises and competitions that encourage student participation and motivation.

