

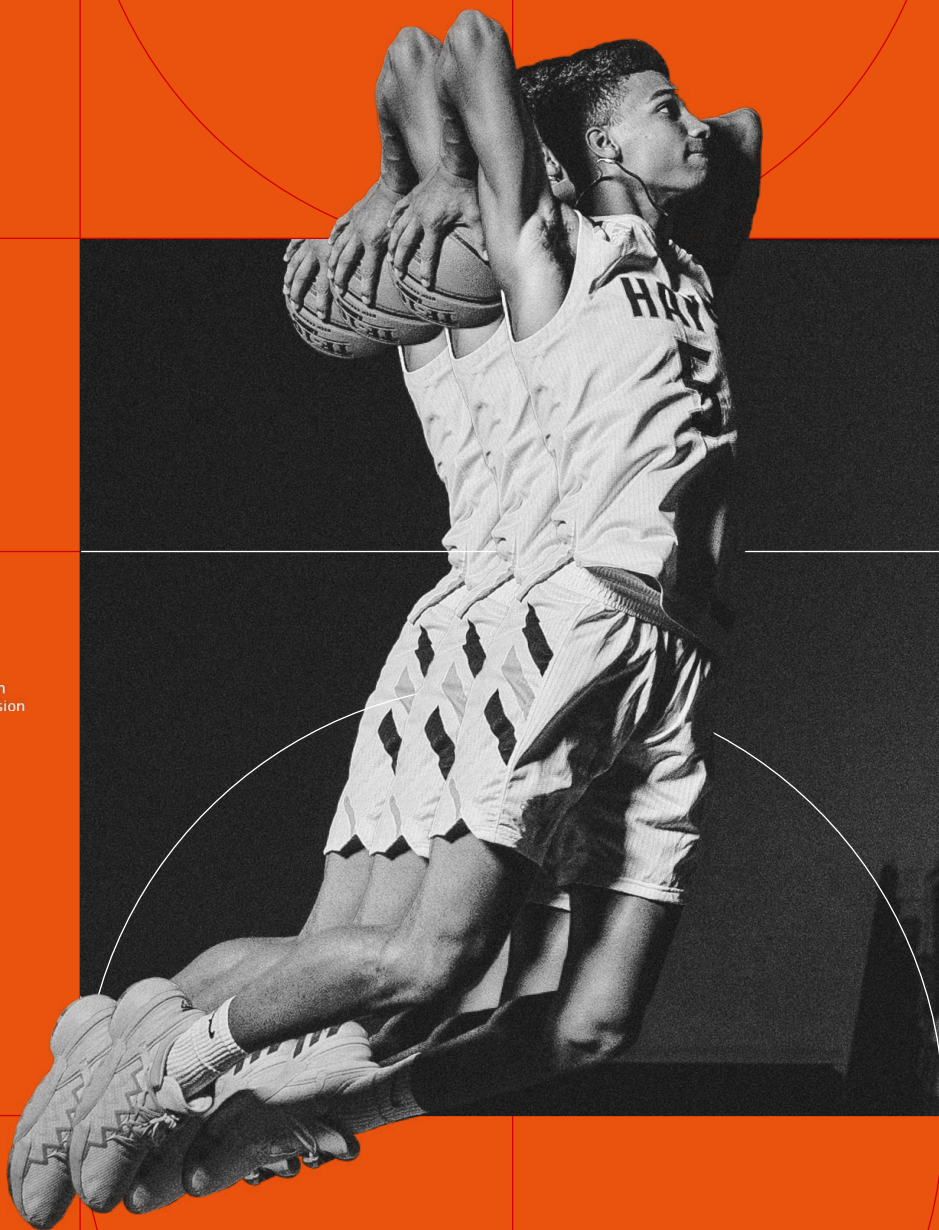
Athletes4society

T O O L K I T

Inspirational practices



Conducted as part of the Erasmus+ Athletes 4 Society Project: Empowering the public value of sport through athletes as role models.



How to build a societal impact programme that involves athletes as role models?



Authors & contributors

AUTHORS

Dr. Sofie Smismans - Researcher at the Department of Movement and Sport Sciences at VUB

Dra. Lynn Praet - Doctoral researcher at the Department of Movement and Sport Sciences at VUB

Dr. Ellen Maas - Specialist elite sport at Knowledge Centre for Sport and Physical Activity

Prof. Dr. Jan-Willem Van Der Roest - Research and education at Department Law, Economics and Governance at Utrecht University School

CONTRIBUTORS

Prof. Dr. Veerle De Bosscher - Head of Department SPLISS at VUB

Prof. Dr. Inge Derom - Research and education at Department Sport & Society at VUB

Prof. Dr. Maarten Van Bottenburg - Research and education in management and organisational science

Dr. Grzegorz Botwina - CEO at Institute for Sport Governance

Dr. Pawel Zembura - Board Member of the Foundation board at Institute for Sport Governance

Pedro Dias - Director Sport Evolution Alliance

Inês Caetano - Founder Sports Embassy

Cees Vervoorn - Chief Science Officer at Knowledge Centre for Sport and Physical Activity

Michal Barda - Mentor & Coach at Project Management & Mentoring and Coaching

Dr. Jarmo Mäkinen - Senior researcher at Finnish Institute of High Performance Sport KIHU

Dr. Kaisu Mononen - Senior researcher at Finnish Institute of High Performance Sport KIHU

Maarten Gijssel - Founder and managing director Kinetic Analysis Group

Melvin Franken - Data-analyst and project coordinator at Kinetic Analysis Group

Contact

WEB <https://spliss.research.vub.be/>

EMAIL athletes4society@vub.eu

INSTAGRAM [@athletes4society](#)

LINKEDIN [/company/athletes4society](#)

DISCLAIMER

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A person in a dark blue tracksuit is walking away from the camera across a lush green soccer field. They are carrying a large, white net filled with soccer balls over their shoulder. In the background, there is a tall black fence with a white goalpost on the left. Behind the fence, there are several trees with autumn-colored leaves. The sky is overcast and grey. The overall mood is quiet and focused.

[illegible]

A woman with long blonde hair in a ponytail, wearing a colorful geometric-patterned athletic top, is shown from the side, reaching up with both hands to catch a volleyball. The volleyball is yellow, black, and white. The background is a clear, bright blue sky. A yellow volleyball net is visible on the right side of the frame.

The objective of the project is to help people with diabetes to become more physically active by organizing certain events that promote sports, to give information about the positive effects of exercise and share information about how to combine physical activity with their condition.

Diabetic patients who are not physically active enough.

Sport participation & health.

Bas Van de Goor (former volleyball player).

The Netherlands.

A very visible role model.

www.bvdgfg.org



Johan Cruyff Foundation

GOAL

The aim of the foundation is to help children all over the world to stay healthy and to work together to help them hold their own in this often complex society. The goal is to increase physical activity amongst children with disabilities or illness and to help them improve their quality of life.

TARGET AUDIENCE

Young children with mental or physical disabilities or chronic illness.

MESSI THEME

Social equality & inclusion ; Sport participation & health.

INVOLVED ELITE ATHLETE

Johan Cruyff (former football player) initiated the programme. Besides, there are over 500 elite football players that have collaborated with the foundation.

RANGE

Spain, The Netherlands, United Kingdom, Asia, North and South America, South-Africa.

SUCCESS FACTORS

The name of the role model (i.e., Johan Cruyff), a strong organisation, the sports of soccer and the willingness of many stakeholders to support the foundation.

WEBSITE

www.cruyff-foundation.org

Mentelity Foundation

The foundation aims to help people with disabilities towards sport participation by removing boundaries and promoting sports.

	TARGET AUDIENCE
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People with disabilities.

	MESSI THEME
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Sport participation & health.

	<p>INVOLVED</p> <p>ELITE ATHLETE</p>
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Bibian Mentel (former para-snowbaording athlete).

	RANGE
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	<p>SUCCESS FACTORS</p>
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A very visible, strong and inspirational athlete in a time with very much attention for the Paralympic games and a very successful team performance.

WEBSITE



Back on Track Foundation

[illegible]



Edwin van der sar Foundation

GOAL

The aim of the foundation is to improve the life of patients suffering from brain injury through the positive impact of sports. They focus mainly on revalidation, prevention and participation. More concretely, the foundation guides patients to new jobs by having them helped by specialists. They have several projects to help people in revalidation and they work on prevention by launching a traffic education program and making them wear helmets

TARGET AUDIENCE

People with brain injuries

MESSI THEME

Sport participation & health

INVOLVED ELITE ATHLETE

Edwin van der sar (former footaball player)

RANGE

The Netherlands ; United Kingdom

SUCCESS FACTORS

The most important success factor seems to be the presence of Edwin himself accompanied by his wife who herself suffered a brain injury

WEBSITE

www.hersenstichting.nl/onderzoeken-en-projecten/projecten-edwin-van-der-sar-foundation-archief/

The objective of the foundation is to help people with disabilities to be more physically active and enjoy the benefits of sport by removing barriers for them and organising events that promote sport participation.

People with disabilities

Sport participation & health

Bibian Mentel (former para-snowboarding athlete)

The Netherlands

A very visible, strong and inspirational athlete in a time with very much attention for the Paralympic games and a very successful team performance.

www.mentalityfoundation.org/

A young boy with short blonde hair stands on a green artificial turf soccer field. He is wearing a red soccer jersey with white stripes on the sleeves, white shorts with a crest, red socks, and red sneakers. A white soccer ball with black and green patterns is on the ground near his feet. In the background, a goalpost with red and white vertical stripes is visible against a dark, out-of-focus stadium backdrop.

[illegible]



Football Memories

GOAL

The project is aimed at bringing together former soccer players and elderly football fans who are often suffering from dementia at a soccer club to relive soccer games from the past. Their goal is to collectively recalling (shared) memories to address the loneliness that often accompanies dementia.

TARGET AUDIENCE

(dementing) elderly

MESSI THEME

Social equality & inclusion ; Feel good & passion

INVOLVED ELITE ATHLETE

Former soccer players (no name were given)

RANGE

The Netherlands

SUCCESS FACTORS

The look and feel of the clubs made it a very strong experience for the participants.

WEBSITE

www.footballmemories.nl/

Scaled Mentorship



GOAL

The objective is to inspire and motivate young people to believe in themselves and develop social, academical, and emotional skills that are ‘necessary’ to thrive and succeed.

**TARGET
AUDIENCE**

Students between the age of 5 and 14 years old

MESSI THEME

Social equality & inclusion

**INVOLVED
ELITE ATHLETE**

Olympian and Paralympian athletes from North America
(e.g. Brigitte Lacquette–ice hockey player ; Sophia Herzog–Paralympic swimmer ; Christian Taylor-track and field athlete)

RANGE

North America

**SUCCESS
FACTORS**

WEBSITE

www.classroomchampions.org/impact

My Olympic friend

The main objective of the program is to tackle the high crime rates and sedentary levels among the Guatemalan youth. The project aims to share and inspire students to be better people and seek a better world using sport through the voice of the athlete, providing support and mentoring throughout the school year.

Guatemalan school students

Ethics & fair play; Sport participation & health

Guatemalan athletes

Guatemala

It was important to have a signed agreement between the Guatemalan Olympic Committee and the Ministry of Education in Guatemala. Next, it was essential to present the program to the regional directors that are in charge of several schools. Other success factors were that the program runs with very little budget which makes it very replicable in other NOC and the use of athletes were kids look up to.

Don't break the game



GOAL

The "Don't break the game" campaign boldly highlights human rights issues in sport in Finland. We embolden and encourage sportspeople, fans, and the wider audience towards a better sporting world, where we can all play sports safely and as our true selves.

TARGET AUDIENCE

Sportspeople, fans and the wider audience.

MESSI THEME

Social equality & inclusion.

INVOLVED ELITE ATHLETE

Finnish athletes (no names were given) with a diverse background who have previously worked for human rights.

RANGE

Finland.

SUCCESS FACTORS

The visibility of athletes.

WEBSITE

www.alarikourheilua.fi/en/

Kielce Municipality



GOAL

The objective of the project is to promote the city through marketing and building an international prestige status for Kielce. At the same time, athletes receive funding that can help them in their career and, in turn, promote local elite sport.

TARGET AUDIENCE

City of Kielce and athletes hailing from Kielce.

MESSI THEME

Prestige & image.

INVOLVED ELITE ATHLETE

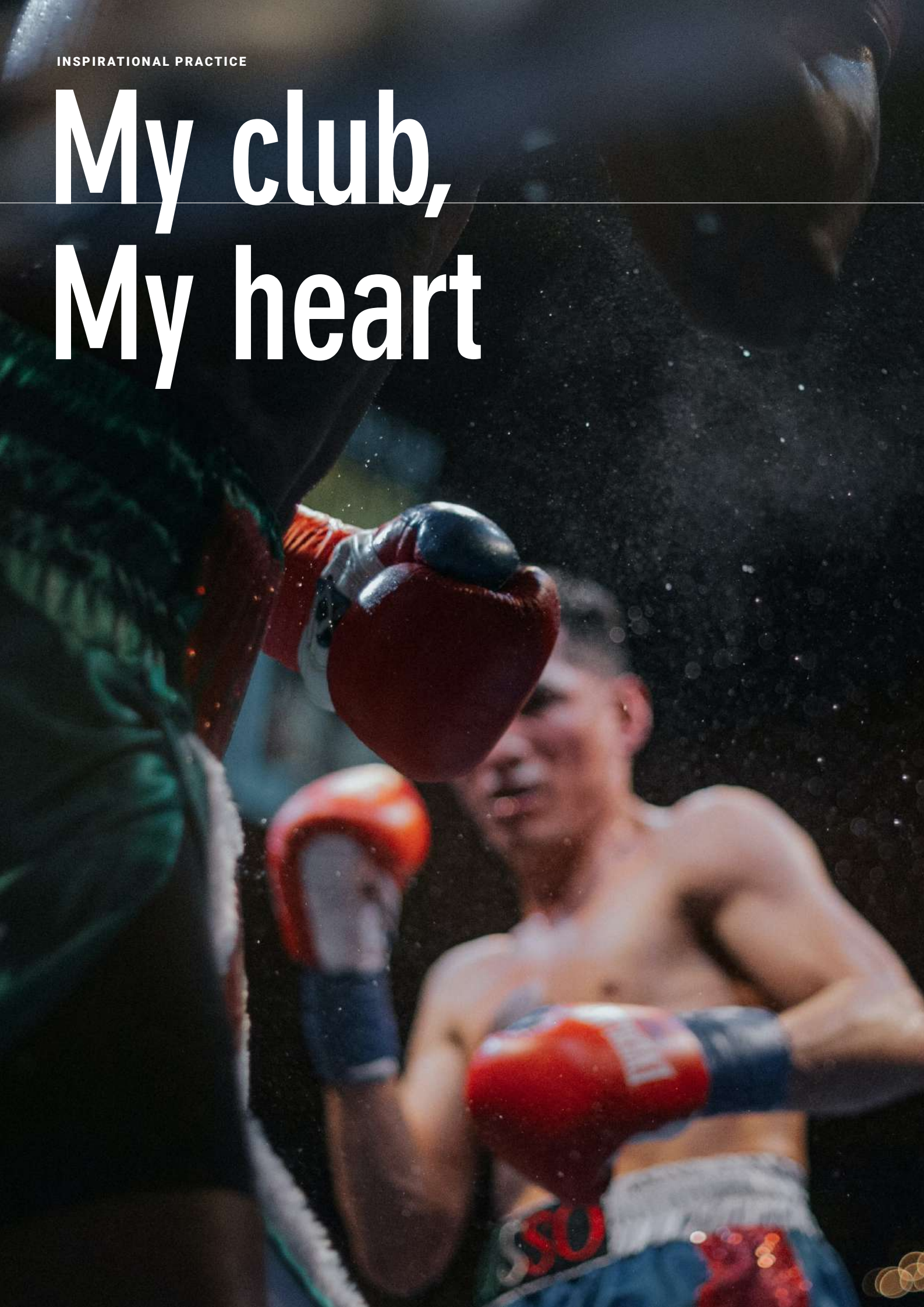
Polish elite athletes (no names were given).

RANGE

Kielce municipality (i.e., a large city in Poland).

SUCCESS FACTORS

It is important to have athletes with sufficient media reach and athletes with successes that allow for more media appearances. Another success factor is the willingness of athletes to engage in promotional activities.

A dramatic, low-key photograph of a boxer in a red and blue boxing stance, with another boxer visible in the background. The image is dark and moody, with a focus on the boxer's hands and gloves. The text "INSPIRATIONAL PRACTICE" is in the top left corner, and "My club, My heart" is in large white letters across the top. The background is dark with some bokeh light effects. The boxer in the foreground is wearing red gloves with blue accents and blue shorts with red and white details. The boxer in the background is wearing red gloves and blue shorts. The overall atmosphere is intense and focused.

INSPIRATIONAL PRACTICE

My club, My heart

[illegible]

Athletes involved in anti-doping education



GOAL

The project is aimed to raise awareness about doping in general society

TARGET AUDIENCE

Recreational athletes and young elite athletes

MESSI THEME

Athletes' ability & quality of life

INVOLVED ELITE ATHLETE

Elite athletes from Poland (no names were given)

RANGE

Poland

SUCCESS FACTORS

To ensure broad reach of the event it is important to have a diverse portfolio of athletes and ambassadors with a lot of followers on social media. Next, it is important to ensure that the ambassadors are actually into anti-doping and are willing to promote it.

WEBSITE

www.ceado.org/en/members/articleshow-polada-poland2

A full-page photograph of a football player in a green uniform with the number 5, running with the ball. The player is wearing a green helmet with a white face mask and a red 'W' logo. The background is a blurred stadium with spectators. The text 'INSPIRATIONAL PRACTICE' is at the top left, and 'Activity accumulation' is in large white letters across the top.

[illegible]



**We will
vaccinate**

[illegible]

[illegible]

	ATHLETES4SOCIETY - TOOLKIT 2023	
GOAL	The campaign tries to raise awareness about the unhealthy effects of inactivity, creating a social culture that values sport and physical activity more and to change people's activity behaviours	
TARGET AUDIENCE	Society from the European Union and the participating countries from Eastern Europe	
MESSI THEME	Sport participation & health	
INVOLVED ELITE ATHLETE	Athletes from all over Europe (e.g. Olympians, Paralympians, record-breaking athletes, national icons)	
RANGE	European Union and some Eastern European Countries	
SUCCESS FACTORS	Success factors were: having clear communication between all the partners and ambassadors to make sure the objectives are clear, everyone needs to promote the campaign in the most effective, to reach the most people possible and sufficient social media coverage and technology	
WEBSITE	www.sport.ec.europa.eu/initiatives/beactive-awards	
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A man in a fencing mask and jacket, sitting and looking to the side. The background is dark with red and black geometric patterns.

The aim of the campaign is to encourage children with disabilities to playsports and encourage them to believe in their own abilities

Children with disabilities

Social equality & inclusion; Sport participation & health

Paralympic athletes

Canada

www.paralympic.ca/



No to racism

GOAL

The objective of the campaign is combat racism in football by using several communication tools to express anti-racism statements.

TARGET AUDIENCE

Football players, football fans, football clubs, national federations members of UEFA, UEFA, and sponsors.

MESSI THEME

Social equality & inclusion

INVOLVED ELITE ATHLETE

Elite football players from teams that are part of the top UEFA's competitions (e.g., Cristiano Ronaldo, Lionel Messi)

RANGE

European Union and some Eastern European Countries

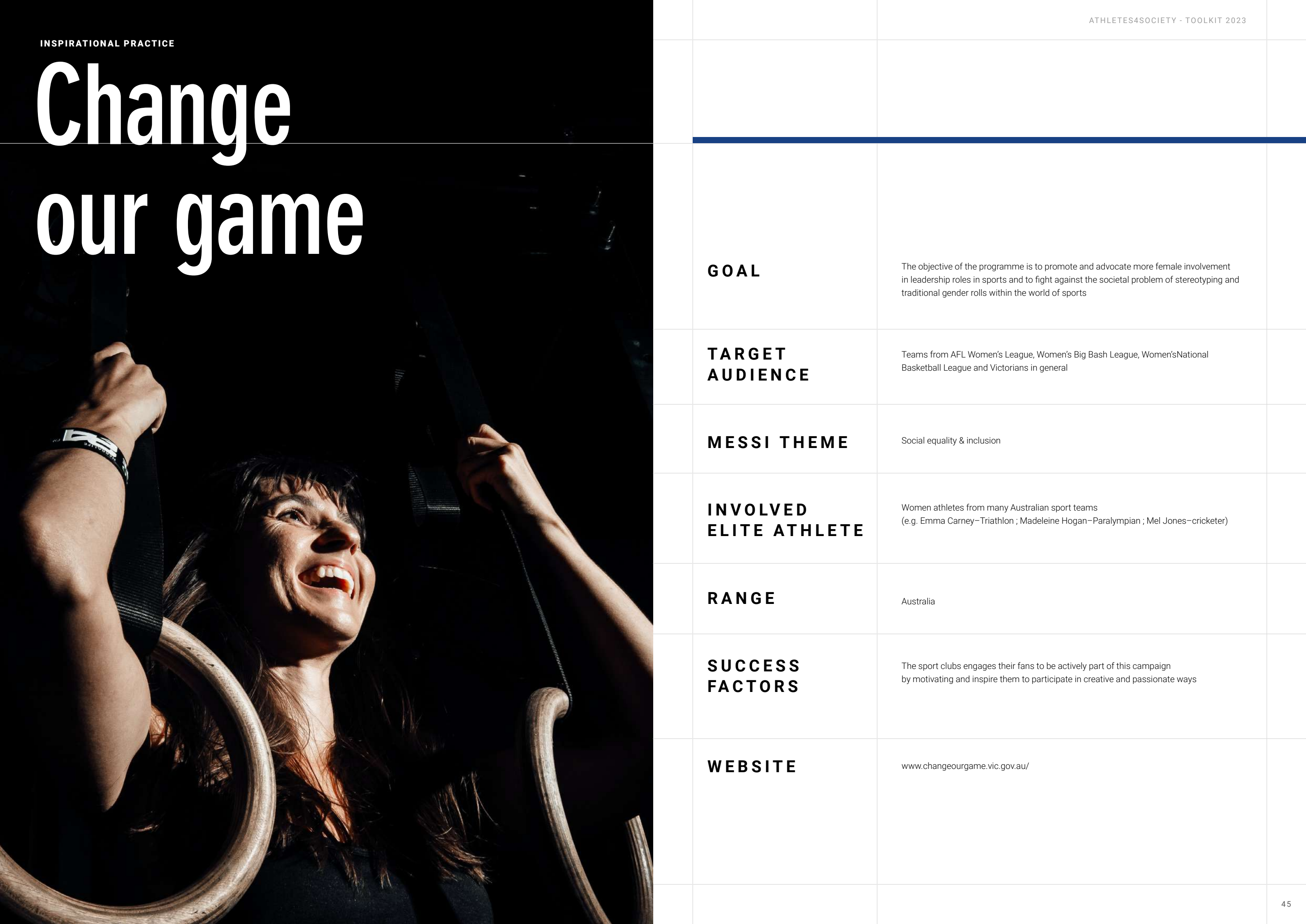
SUCCESS FACTORS

Football clubs engage their fans to be actively part of this campaign by motivating and inspiring them to participate in creative and passionate ways.

WEBSITE

www.uefa.com/insideuefa/sustainability/activities/0254-0d7efc2ee434-29566eccd8a0-1000--uefa-says-no-to-racism/

Change our game



GOAL

The objective of the programme is to promote and advocate more female involvement in leadership roles in sports and to fight against the societal problem of stereotyping and traditional gender rolls within the world of sports

**TARGET
AUDIENCE**

Teams from AFL Women's League, Women's Big Bash League, Women'sNational Basketball League and Victorians in general

MESSI THEME

Social equality & inclusion

**INVOLVED
ELITE ATHLETE**

Women athletes from many Australian sport teams
(e.g. Emma Carney–Triathlon ; Madeleine Hogan–Paralympian ; Mel Jones–cricketer)

RANGE

Australia

**SUCCESS
FACTORS**

The sport clubs engages their fans to be actively part of this campaign by motivating and inspire them to participate in creative and passionate ways

WEBSITE

www.changeourgame.vic.gov.au/

Get on side



GOAL

The goal of the campaign is to tackle gender discrimination, the lack of female representation in all levels of football and the negative attitudes against females in (high) positions in the football industry

TARGET AUDIENCE

The football industry in the United Kingdom and all women connected to it

MESSI THEME

Social equality & inclusion

INVOLVED ELITE ATHLETE

Athletes from United Kingdom football clubs

RANGE

United Kingdom

SUCCESS FACTORS

The football clubs should be able to engage their fans to be actively part of this campaign by motivating and inspiring them to participate in creative and passionate ways.

WEBSITE

www.womeninfootball.co.uk/get-onside/get-onside/

thin

A photograph of three women in a gym, all wearing black athletic wear. They are giving each other high-fives, suggesting a celebratory moment after a workout. The woman on the right is smiling and has a tattoo on her left leg. The background is a wooden gym floor with yellow and blue lines.

	ATHLETES4SOCIETY - TOOLKIT 2023	
GOAL	The project aims to educate young athletes through exemplary elite athletes about the off-field and on-field challenges they may face in their careers and to help them develop skills to handle these challenges with success.	
TARGET AUDIENCE	Young athletes from Estonia between 14 and 20 years old	
MESSI THEME	Athletes ability & quality of life	
INVOLVED ELITE ATHLETE	Estonian athletes (e.g. Allar Raja–rower, Epp Mae-wrestler, Robert Rooba–hockey player)	
RANGE	Estonia	
SUCCESS FACTORS	Equal distribution between boys and girls who are participating	
WEBSITE	www.anocolympic.org/noc-highlights/estonian-olympic-committee-hosted-the-annual-tiger-training-for-young-athletes/	
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