

SPORT  
IS COOL!

# UBC COMMISSION ON SPORT

## "SPORT IS COOL"

**UBC Commission on Sport**  
Joanna Leman



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## WHO & WHEN

### TARGET GROUPS:

- young people from UBC member cities
- adult people who professionally organise sports activities for young people and who work in sports departments of city administration, sports clubs and organisations

### DURATION OF THE CAMPAIGN:

- spring 2010 – autumn 2011 (launched at the UBC Commission on Sport Annual Meeting in Tallinn and concluded during the UBC Conference General in Liepaja (Latvia))



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## WHY

- to raise awareness of the physical activity as an important element of healthy lifestyle
- to promote sport as an interesting alternative to regular pastimes
- to stimulate young people to actively spend their free time, particularly during holidays in order to discover various aspects of the BSR tourist potential
- to promote water sports, in particular swimming, sailing, canoeing etc.



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## WHAT

- 1. Grant sessions:** years 2010 & 2011
- 2. Multimedia competition:** 2010
- 3. Conference** for professionals:  
winter 2010 or spring 2011
- 4. Sports workshops** for young people:  
spring/summer 2011



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## GRANT SESSION 2010

- WHO:** UBC member city (sports clubs, non-profit associations and institutions are to apply by the agency of municipality)  
**1 application per a UBC city**
- WHAT:** sports projects / initiatives
- WHEN:** projects scheduled between  
1 June – 31 October 2010
- GRANT:** up to 6,000 euro (in total)  
to be awarded for the best  
projects





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# GRANT SESSION 2010

**DEADLINE:** 21st June 2010

**APPLICATIONS should be E-MAILED to:**

UBC Commission on Sport Secretariat  
e-mail: [ubcsport@gdynia.pl](mailto:ubcsport@gdynia.pl)

**SELECTION CRITERIA:**

- targeted at young people
- involving as many youngsters as possible
- original and innovative ideas

**DECISION will be announced by:**

end of June 2010



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# MULTIMEDIA COMPETITION 2010

- WHO:** young people from UBC member cities  
no restriction as to number of applications  
per a UBC city
- WHAT:** computer presentations / films on how  
to actively spend your free time in your  
hometown
- DEADLINE:** 31 October 2010
- DECISION:** to be announced by mid-November 2010
- AWARDS:** to be attractive  
from youngsters' point of view
- DETAILS:** to be available on SportCom  
website soon





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## CONFERENCE 2010/2011

**WHO:** - professionals who organise sports activities for young people and who work in sports departments of city administration, sports clubs and organisations

**VENUE:** to be decided

**DATE:** winter 2010 / spring 2011

**DETAILS:** to be available on SportCom website soon







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# SPORTS WORKSHOPS 2011

**WHO:** young people

**VENUE:** to be decided

**DATE:** spring / summer 2011  
(exact date to be decided)

**DETAILS:** to be available on SportCom website  
by the end of 2010



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## CONTACT DETAILS

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**THANK YOU VERY MUCH  
FOR YOUR ATTENTION**

