



From Tradition to the Future, from Sports to Brotherhood Project

Traditional Sports Workshop

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English Transkript

!FALL
Integration För Alla



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Coordinator's speech

Ladies and gentlemen, welcome to our event.

I know that some people are turning their backs to me, but if you can, because I like to speak so much, so therefore it's good that if you 5-10 minutes turn your seat in this direction, I will be the focus. But later on, you will work in your groups so that way it will be okay. But at the beginning, in order to make this introduction, it will be always good that I have the eye contact. Do I need this one? Okay, actually I lost my voice yesterday with a group of people I was guiding. I will try to kill my voice again for today and shout as much as possible because this kills my dynamic. Okay, therefore, I keep it, I put it here, but in case you don't hear me or something, I will take it back.

Okay, how we close this, Karen, do you know how? Just okay, first of all, Loren, Karen, and Charlotte, can you come also, can you come to state so we can introduce who we are before we start what we were going to... Okay, Loren, come. Ken, my name is Necmettin, I'm originally from Turkey but I live in SW almost 15 years, so I have both sides. Therefore, there is a project that, in Turkish organizations, a lot of people from Turkey are here as well as other international people. Today, we are here in order to introduce our organization a bit, what we are doing, as well as connecting you to a European dimension with different fundings that we are going to explain today.

Before that, we would like to also tell who are the people behind this organization and this event. I would like to say Ali is doing most of the job with trainings and a lot of youth work with young people. And Karen is mostly the project that is long-term that is supporting us on the research side. Loren is a European volunteer from France and she will be around here if you would like to ask some questions about the different European projects. She will be here. Charlotte is also, by the way, I forgot, Ali and I are the ones who founded the organization from the beginning. So you can see some of the, you see if you look at these pictures, Ali is there, looking, his face, he's like with his... is totally different. I had long hair at that time, but very short, and I had a chubby face. I lost kilos, okay? So you can see the difference in 10 years, what happened to us. Okay, Charlotte is in the middle, still same Charlotte, same glasses, nothing changed, okay? But the t-shirts, actually, t-shirts also updated, so we have designed our organization.

Okay, so this was 200... it was not... okay, it was not 10 years ago, okay? So this was not that late. Okay, Charlotte is also... the organization together is developing an international project in the organization just I want to show them so that you know in the break and they will be around. And M... is here, and Margaret. M.. has been here quite many months, but Margaret, is it your first day? Margaret? Or yeah, so it's exactly... How... is a new, and then we have Tasnim is in your table, and then we have, as you correct, there are also two, three days fresh intern from Sweden, okay? So, and Mel is from Turkey, so we have international cooperation that we are working together. And I think it is just, I spoke on behalf of you, just in order to make it, if you have more voice later on, okay, we have more voice later, okay?

Practical things, we are here until 12:30, and there will be some photo shooting and also the camera behind. I know that some people are not comfortable, so therefore, we already got that. Like, who are these people? Okay, so therefore, we will not share those pictures, those people, those pictures will not be shared and will not be in the video, okay? So you can be sure. And because if you didn't say, oh, you can say later on also if you didn't say now or if you change your mind, 'Oh, I was in a group picture, I look much better, I am changing my mind,' this is also okay. But this will be taken into account, okay? So, because it's a big group and this should be documented because a historical moment for us after 10 years, we will show another 10 years later in another group, maybe here or maybe in Malo, somewhere else.

Okay, IFAL, as a name, comes from integration, for actually for shortening. For in case, If means in case, and it has been built in... I don't know if you know, who knows, I'm not, you have been there, so you know, do you know where? It's a very small town of... You know, the... You work, yes, yes, but it's a very small village. And at that time, there were a lot of young people who would like to have find a meeting place. Ifal has created it's not just the integration of the immigrants or refugees, it was also an integration point for the generations and integration points for people who haven't found the opportunity to discover each other with different methodology, sometimes sport, sometimes theater, sometimes free times activities, sometimes the projects that we went outside as a group.

Okay, so 2013, it has been built at the beginning as you see, you prepared very nice visualize, Lor, okay, very good visualization of the... and then you know that 2017, it becomes a bit more difficult to work in the small villages when a lot of young people moved, especially to big cities. So we start to think more L as more in order to make more international student environment bringing more people inside our capacity. And then COVID happened. When the COVID happened, unfortunately, we stopped activities and we managed to move Mal. We are now in ground and we are collaborating with L Medium Science Park and university students.

Okay, this was a very short travel from 10 years. Okay, I don't want to go too deeply, you don't need to know if you are not interested. Okay, I am very interested, I can speak a whole five hours about my... all my life in Swedish life is about... but I don't need to speak more. Have we do have... okay, okay, the video will summarize what I will tell so we can make this video. This video is not a very new video, but it's three minutes, what we have done, early stage until here and you will see like my old side of it, Char, Ali old side. It's quite an old video, but we like this video because all activities summarized what we are doing.

Okay, should we listen to this... should watch this video first? Okay, let's watch the video."

Still, all these memories are inside, as you see, like there are several methodologies. Like you see the music that we have used, we use the circus, we use volleyball in Turkey, you may use the horse for sports or other things, but here it's gymnastics on the horse. So you can do a variety of activities in a small village. And then we moved on to Malmo. This was the past and then we would like to play different than bigger than what we have done with a lot of young people. But it doesn't work without those organizations and network stakeholders, as well as the people who would like to work with young people.

And one of the things that we are doing here is likely because of that. I'm going to speak first more about the project that we have today here. But before that, we would like to maybe officially cut the cake. So then you can maybe say 'Happy Birthday' in maybe five different languages, and then we finish the official part of it and then we will go to the group. You can bring the cake, maybe we don't have a very big cake, maybe you can... everybody will eat the cake now, okay? After the cake. Okay, so then it's not just officially cutting, you can also taste it. Okay, okay, so maybe we can bring it from... Who made this cake? Is it... we should like applause to K. Ali. I mean, Ali should be here because it was 10 years ago, where is he? He left, he went downstairs, okay.

But, okay, this is a homemade... the cake is not professional, but it looks like more pide, okay. And also like... and also Loren, you can be also here. Come back, back. We can have it. Then we cut for Ali also, we cut for Ali, he can cut the next 10 years, but should I cut it? Okay, then let's give everybody the cake. We can help each other time, and if you can have... So while they are bringing your cakes, I can speak what Erasmus is. Have you heard about our European project, Erasmus Plus before? Erasmus, Erasmus Plus, Erasmus Plus, European funding for the young people or it can be for adult education, vocational education, for the companies.

Al, you missed the moment, it's okay, you can eat the cake, I just made down, okay? Good, good, it's fine, it's fine. So Erasmus Plus, before, people were knowing this student exchange, this was a student exchange. But now they put a plus at the end in order to include everybody, not just the university exchange, but also universities, schools, NGOs, vocational education, companies. Now it's bigger, bigger than just... Okay, yes, it's okay, very, do it very fast, good job.

But practically, how Erasmus project looks like, this is important. You can have young people from one place to another place, two months or 12 months volunteer. This is like how Loren is here. It's, you can have young people, five young people with a leader going to another country for a one-week training or youth exchange. This is, you can bring the people who work in this area, like youth workers, social workers, teachers, and then have a kind of common understanding around one topic, it's Erasmus. Therefore, actually, one group is here about this topic. And because of this, we would like to share one of the projects that we are going to today speak about.

How traditional sports or sports can be an engagement moment, like it can be a motivational factor to involve young people, to act as ambassadors to carry the culture. Because it's not always traditional or cultural sports are that attractive, but how we can make that attractive is actually one of the projects. And therefore, you are divided into groups that you are going to have different topics to discuss. Each group will have a certain topic to discuss about. Like, what are the questions, Charlotte, you have? Yes.

Do we have seven groups? We skip one question, so you will get one of these questions. You are not going to take all of them. Each table gets one question, okay? Then afterwards, what I would like from you is, in order to come to a conclusion, you can use your creativity. You don't need to write a text, maybe you can make a symbol that you would like to present, but you need to communicate what you have come to as a conclusion in your table.

Play-Doh is coming, this is number one, okay? So you will going to discuss what this question is and what is your answer and then summarize your final conclusion on the clip, either with a text or with drawings or symbols or different language. You decide how you're going to put it, and later on, you're going to present. Each table leader will have one person responsible, okay, and then present what you have discussed. But you need to be very... like, you need to choose the good moments of your discussions when you are present. Otherwise, it will be a bit boring, okay then.

Second part, Play-Doh. Each table has one Play-Doh. You don't need to play with that, except that group because you have children there. But what will we do with the Play-Doh is you had a discussion, discussion finished, you summarize, you finish also this one. You can decide how your answer, how you can transfer to your Play-Doh. You need to show as you can make a prototype with, like, for example, if you say that our answer is to activate young people, how you can show active young people with Play-Doh? Maybe you can make some young people. Okay, this is your creativity, okay? This is your creativity.

Then you will also show your Play-Doh results. Okay, what will you do? So we would like to not just discuss, but also put it on the text as well as show it as creativity. Okay, I think we can put in each table one... one question. One... it's okay, okay, you... you can maybe with Margaret, are you sitting with any group? No, maybe you can... you can sit..."

So we have around 5 minutes. If you finish your design and everything, you can have a little break. If not, keep working, okay? I punish you for it.

Last one minute, one minute.

The room is good, circle to each shoulder by shoulder, shoulder by shoulder, join the group, help each other, space. You don't need to translate this part, it's no problem. The important part I will tell.

Okay, but we play a game. Whenever you lose the game, you go around and then check other people's masterpiece. Okay, nobody will explain to you what it's about, but this is your perception, how they actually organized. And then if you can, keep your question of table on the flip chart so that people can walk. Okay, so the game is like this, but before the game, I can also translate that for in Turkish a bit fast. So, I translate even shorter, isn't it? Like, I didn't speak that long.

Okay, the game is like this: We will definitely have a time to express each other's, but you need to see maybe from your perspective these symbols without somebody interpreting. Some of them are stuck, yes, some of them are stuck, I cannot bring those to the table to make for.

Okay, the game is like this: We all see each other. You need to be in the circle, we see each other. If I put my telephone with ice so everybody could open my phone, okay, later okay. So the important thing, there is one object here we're all looking at that object. This is our total or maybe if you want to be in the middle command, you want to be in the middle, you can be in the middle, you can. But somebody should sit because you will be the object we are all looking at. You can also make a good 360 if you want, these tips.

So we all look in the middle. These two guys, not now, okay? I'm still explaining. I was saying one, two, three, we lift our head, park our eyes with another person's eyes. Okay, in another language, we have an eye contact.

Okay, but why I said the parking? Why I say parking? Because we cannot like, what was your name again? Anna? Anna and I, one, two, three, but we see each other, we are dead, okay? So normally, we shouldn't look at each other because the important part of the game not to lose, stay in the circle. Okay, but if you lose, you are still in the game, walking around, checking the other things. Okay, when the game finishes, everybody is sitting at their table and then wait.

Rule number one: Rule number, for, for, for, for, speech. If you will not look at each other, who, to whom I will look? The per of the G, look at each other. For example, look at me and I look at Anna, Margar, it comes always, sorry. And then none of us dead, none of us dead, okay? This is the strategy. We will protect ourselves from the bad eyes, okay? We have this, you know that in Turkey there is this blue things on the spot, the bad eyes, protection. This is a Turkish flag. There is very little this blue eye there, yeah, anyway, this is traditional things, okay.

Rule number one: If you look at somebody like if I one, two, three, Anna, Anna cannot move, she cannot do this parking, really. Parking, parking. Okay, the winner of the game will get a CH, second, R, second, rule. If you say again, one, two, three, I, Anna is looking to me, but I look between Anna and Asma, okay, this is not okay, you cannot look at here, okay? You must look at somebody, you cannot look at up, this is important, this very important, because some people like this is very important.

Let's try, let's try, let's try. If again, last, last thing. One, two, Anna and I look at how we die, how you understand, we did, you don't, but how you understand, understand we TR you, no, these kind of games always, there is, so we do like this, like this, again, we will sh, okay, one, two, we see each other, we sh, and maybe sh, so much we will take other office, some people will be ready so everybody look at the camera. Camera, Musta, okay, one, two, three, go.

Okay, this was example, at least two people. Okay, the two guys look at each other. Okay, okay, we do it again, but this time is real, and if you lose the game, what's your role? You walk around, check, our relax a bit, and understand, others also yeah, is controlling, contr, extra, check. Okay, one, two, three, go. Okay, two girls, two girls, to one, two, three, go.

Okay, I SM, very good, come closer, come, so we make this circle smaller and smaller so then they can work. One, two, three, go. Very good, very it show, come closer, come, closer. One, two, three, go. Out, come closer, come closer, come closer, see. One, two, three, go, again. One, two, three, go, who, who, who, k, oh, he's good that you kill him, good, yes. One, two, three, go, Ali, check if there's anybody cheing, okay. One, two, three, go, no, again. One, two, three, go, again. One, two, three, go, you need to look at a different direction, not every time. One, go, come closer, come closer, very good, come closer.

One, two, three, go, one, two, three, go, no, one, two, three, go, two, three, go, one, two, three, go, one, two, three, go, one, one, two, three, go, go, one, two, three, go, go.

[Applause]

Chocolate, chocolate, okay, take your seat, please sit down.

Down, down.

Okay, so we are going to start from, did you manage, some people left the game early to see, they will try to show somehow. So, we are going to start, we are going to start with this table. You don't need to come to stage, but maybe somebody stand up and with the voice, if you want, come, stay, come, come, I will take, first of all, forget your team now, forget your team now. Focus here now, only focus this side, okay?

First Grup Prezentation:

So, what was the question?

Praticipians:

What was the question? What factors contribute to the declining interest of young people in traditional sports?

Coordinator:

Again, Tas, we stop speaking, no problem, because they will focus here very good. Again, question:

Participiants:

What factors contribute to the declining, deining, deining interest of... traditional sports? Yes, what are they? Very short, you don't have so much time, two minutes.

Participiants:

First one is boring because more fun, plus interesting. There are more fun and interesting modern sports like, for example, football. Each generation has other interests like esports in the new era. Tradition, for our group, means like past, because traditional sports are more boring for new generations. Like every generation has another traditional sport.

Lack of awareness, like people don't know they exist. Traditional sports are mainly seen as for old people, and so image is not good. Also, elderly people mostly are part of it. Part of this also is a lack of funding, a lack of interaction between ages, the games and sports are too long.

Social media also, we like our phones. People are spending more time at social media and there is no need, so many for traditional sports and there is not so many places who will can do traditional sports. And you know that we should have conditions to do traditional sports. They're not also visible.

Coordinator:

Yeah, they are not visible that, like in football, there's a football cup in the world that is very visible, everybody sees it. But they don't take that space in the media to make it visible, to attract.

And then, the image of the traditional sport is all them, not and nowadays, new and digitalized world, people generally choose that online gaming and online sports and esports are more popular than that. Electronic devices are more popular for us. And then you decide to make... Yeah, this joystick is their symbol.

Okay, this is the problem. Okay, this is the problem of there, you did a very good summary of it. Is this Playstation or Xbox?

Participant:

PlayStation, PlayStation, PlayStation,

Coordinator:

I have Xbox, okay, thank you very much. We applause to the group, very good summary, well done, well presentation, well done, guys.

We take this group who would like to come to the stage from the group, yeah.

Second Grup Presentation:

Coordinator:

Already okay, okay. What about the question:

Participant:

Partihow can traditional sports be modernized or adapted to cater to the interests of young people?

We talked about different ways of adapting sports to the modern era. One approach is to focus more on the entertainment aspect. For example, we discussed how orienteering, when you run around in the forest with a map, has been transformed into an urban activity. By moving the sport from the forest to the cities, it becomes more visible to more people, especially spectators, who can then take part in sport and interest in the sport.

Another method is accessibility. This includes making sports accessible for disabled persons and limiting the performance spectrum. For example, in Malmö, there is a very hilly football field. On this field, highly skilled players do not gain an advantage from their skills, making it accessible for everyone. This allows people without much experience to play against those with a lot of experience.

We also discussed yoga, which was originally a meditative exercise but is now practiced in gyms as a form of exercise. This allows people to discover the meditative aspects of yoga through exercise.

Sharing common interests is also important. If you are into video games, you might enter eSports more easily because you already share the common interest of playing video games.

Coordinator:

If I summarize this it is one of the things that you make it accessible so accessibility make that maybe these barriers they disappear and then you do it in a different way either you bring the activity there or you find the people where they are so this is this is where or you transfer the activity that the young people can be put it inside especially nowadays A lot of people online this can be a really good like how traditional Sports can be met the people that young people mostly digitalized in in online can be met orts is actually one of the very important point that can be meet in place so this was very good thank you very much.

What was the symbol? So you did? Nor I. You, I will not bring to here, but this is the archery actually. In English, yes, this is a very good design. They did a different type of sport, or the video gaming, and this is the cricket and the ball. Like all this traditional sport, make it more visible. This is important. Like this is the symbolize of the visibility with the different. Very good, some of. Thank you very much. I know. Okay, this one. Let's go to this one.

Third Group Presentation:

Coordinator:

So just before we start that group, I know we stretch the time a bit, but I hope that if you don't mind, we will have 15 minutes more extra because we will have some guest speaker and then it's nice that these discussions happen. Then we finish. Okay, she's here, she's here, but don't worry. Oh, they made it presentation 2D. Okay, not 3D, but 2D. They manage to have a...

Participant:

Okay, let's see who visit our table, our Masterpiece. Anyone visit us? No one?

Coordinator:

Majority look I think, but they didn't understand.

Participant:

Okay, the question is how sport can be a meeting place for young people. Yeah, we didn't divide the sport traditional or modern sport. This is just sport. I mean, our focus is sports. Good. As you know, in places, some ttic meeting zone for the disaster times, I think many people noticed that, realized that, but every place should be a support place for young people. If I go somewhere in the city, in the Countryside, and if I jump, start to jump, if somebody sees me and they join me, and we start to jump all together, then that place becomes a support place. So we start your own..

Coordinator:

Your energy brings the people and this place transfers to the sport that everybody...

Participant:

Charlotte said this is different in here, this in sorry. Mar M said this is different in this area, in North Side, yes, we know it. This is cultural differences, but in South and the Eastern side of the world, yes, if I start on the street to jump and if I invite people, they come and they join me and we call it a sport because the place is ours. But here, maybe some are more isolated than ours, but we are sure that sport is always a meeting place for young people wherever you perform. Very good.

Coordinator:

This is not so many types of strategies, but actually the transformation of the system, like the place. Often they think we create a place, let's put the people, let's bring the people there. This is actually much better. Another way, I cannot say another way that we bring the people, that they make their own place as a place that they can play the sport. So that can be another strategy. Thank you very much. These are the people. Yes, these are people, people.

Participant:

This is a meeting zone, but it's empty, you know, and this is some old and nobody vis. Your people eat a lot. They need a lot of support. We create this and this will be created in the creation process.

Coordinator:

Thank you very much. Applause to the group.

Fourth Group Presentation:

Coordinator is translating from Fourth Grup:

The final question is about how young people can carry cultures and traditions through sports. They will choose from individual sports, group sports, and team sports and explain how this structure helps in the transmission of culture and traditions.

For this group, they chose social media as a strategy. TikTok, like I use quite a lot in TikTok, and then all the social media devices can be used in order to attract the people sport that is in these three categories. The second strategy is like bringing them inside the big event when it happens, bringing some especially young, noos who has the a lot of young people inside instead of bringing young people div inviting the organization that they can bring their. For this was also like not just locally but like as this kind of project International project can bring the young people together to understand what kind of traditional sports and it's not just the motivation any more sport but also to understand the different cultures because we want to know each other. Because not every young people has economically stable to have the opportunity to join this 10 funding local supports Human Resources we need to use in order to bring these people together.

Coordinator:

Thank you very this was very good presentation. [Applause]

I thought this a turtle, isn't it look like turtle? Yeah, it's a horse, a horse.

Fifth Group Presentation:

Yes, look at the okay, what is the question?

Participant:

Our question is how can traditional and mod sport be part of entrepreneur.

Coordinator:

So this question is a bit different how traditional sports and sport be connected to the entrepreneurship side. Okay.

Participant:

Actually, this part has done the presentation in a modern way. We have this part, this you see as we are using this talk away. Any kind of support, any kind of support that creates a new economy. And in order to use this economic opportunity, we need new ideas and entrepreneurs to make these ideas real. And this, our main idea, is this: using this economic advantage we can use these new ideas and entrepreneurship. And how more people are interested in sports means more new ideas are needed. This is our main focus on this project. Also, traditional sports revive forgotten professions. It means these new ideas or the forgotten profession can be done again, created again. For these opportunities created by any kind of sport might be transportation, increasing the number of competitions, or people are more doing sports. They create needs for transportation, accommodation, and gastronomy. Yeah, it affects many, many areas. Yes, that's our presentation.

Coordinator:

Very good, but just one thing that I could like as a social entrepreneur. So one thing, maybe like as you said, sport has many sectors. It's not just that I go today, let's go play football in the street. It's not like that anymore. The sport sector, how much money is inside football, even many sectors have a lot of money inside. Then we, as people who play, who are part of the sport, young people, can use this opportunity to direct to the entrepreneurship easily. Sometimes like why some countries host Olympic Games in their countries because it affects all economy other things. Okay, some people can host their home as an Airbnb. They become suddenly an entrepreneur. When the Olympics finish, these people still think that hide and Airbnb still. So these kinds of things we need to use aside to sustain and give an opportunity to young people that they can also not just use the sport as fun, but also a sustainability side that they can start their own business. You can stop thinking, no I just extend.

Participant:

This will affect more people are interested, it will affect more people, and like jersey sport sponsorship. You see how the economy, how sport creates economy like this.

Coordinator:

So it starts from small, playing football in the street, then it becomes or basketball in the street, or it becomes big like NBA, becoming bigger. So this was the symbol from the process showing the process.

Very good, thank you very much.

Sixth Group Presentation:

And the last group, yay!

Hello, what is the question?

Participant:

The question is how in difficult times can sport be an added value or how can it be used.

Coordinator:

So these difficult times can be like the crisis in economic, any moments in life. How can sport be an added value to get rid of these moments or can contribute in a better context of okay.

Participant:

We thought about Corona, but we our history as an example. Unfortunately.

Coordinator:

What kind of history?

Participant:

Well, our war history, the Bosnian balance. Yeah, during the 90s Bosnia unfortunately has experience with the war. We all were children back then at that time, but we do remember how our parents tried to manage with the bad with the difficult time and how they actually tried to give us some kind of childhood at war time. Okay, so of course it was not safe to play anything outside, but in the basements, children played a lot of, yeah, kind of sports, actually usually football. So we took as an example Edin Džeko. He is now one of the most famous football players in the world, and at the time of the Bosnian War, he had like seven or eight years when the war started. He actually played football on the outside also, although it was not safe, but mostly in the basements, and he never actually gave up his dream. So now he's the one he is, and the main message is sports keep your mind healthy.

[Applause]

Coordinator:

So you know that Džeko is playing in Fenerbahçe? Yes, and Zlatan Ibrahimovic is another example, like how also, not during the difficult times, but also how difficult times bring the people to a different context that they continue. Also, they have this opportunity and become a part of a community that they present. Also in the Covid time, it was difficult. Some people tried to make the online circus online. That's very difficult. Sport is very interactive and physical, so it is important also during this time to be able to be part of the sport. Another difficult time, for example, when I worked in a refugee center in Sweden, when the people come, if they don't get their residence, they are in stress and they don't know what will happen to them, positive or negative, it doesn't matter. But one year, two years, you don't have any answer. This stress can kill a person. So better to do something. Therefore, like in this war, the children should do something that they can forget what's going on around them at least, so then they have that healthy life at least some part of their time. Therefore, sport has a big impact, a positive impact on. Why you are here? You didn't present.

Participant: Because of the picture.

Coordinator:

Actually, this is your text. Yeah, you see that how terrible handwriting, and he chose a yellow pen that nobody will see. It is actually you write this for yourself. Yeah, show you. Okay, this is theirs. Actually, we cannot show, but you can. It will be difficult, but when you finish, you can look at this later on. But they made a football field. How do you pronounce his name? Džeko is in the middle, and the tanks are shooting around the football field. So it's the representation.

Thank you very much.

Coordinator's speech

Good to have an understanding is not just a sport or traditional sport, it is more than a life that we are always daily seeing. And then we, as a community, people, community change, how can we be involved in this kind of processes as a change maker? We finish that part. Thank you very much for everybody. We applaud ourselves. We are coming to the last part, and Charlotte, you can come and present how it will be.

Charlotte

So I would like to introduce to you Melinda. She will come and speak to us about some tips, some tricks, and some methods for marketing in sports and how you can attract more young people or people generally to your activities or to sports.

[Applause]

Melinda

So hi everyone. Nice to see all of you at the same time. As Char said, I'm Melinda and I'll talk a bit about sports marketing, but more from the perspective of how can we make more people fall in love with sports. I understand that you might be hungry and tired, so yeah, I'll try to keep it short. No problem, we are hungry, but we are also hungry for your information. No problem, we can eat whenever we want. No problem, super. So yeah, a bit of a short background about me. By day, I work as a project and marketing manager at a very small agency. We are two people, and we do educations and projects and consulting within brand strategy. So that's kind of my occupation for what I do by day. But then by night, I turn into my superhero, which is the sports lover and the playmaker who dreams about helping organizations make more people fall in love with sports. And that's why I'm so happy to be here today and speak to all of you. Just to give you a brief background of where I come from, because I grew up introduced to sport at a very young age, it has been very easy for me to love sports and I can't really get enough of it.

When I was a teenager, I was involved in five sports simultaneously while attending a high school with a sports profile. Sports have always been a significant part of my life—I've loved them deeply, so I might be biased when it comes to the question of why people should do sports. I could talk about that for hours.

In this presentation, I tried to empathize with those who didn't grow up with a sports background but are still curious about what sports can offer as adults. Besides my career as an elite athlete, which included playing floorball professionally in Switzerland, I've also been a newcomer to sports many times.

In 2017, when I moved to Malmö, I found myself without a sport or community. Despite going to the gym and running, I felt something was missing. In 2019, I joined a training group at Friskis & Sveltis preparing for an obstacle course race—a completely new challenge for me, driven by curiosity and my love for sports.

We trained together for 10 weeks and ran the race as a group, which was incredibly fun. It inspired me to make such activities an annual tradition. The following year, I tried bouldering through a beginner course, even though I wasn't very good at it. It was another way to explore a new sport in a supportive environment.

From there, my activities escalated quickly. I joined a trail running group and ran across the northern part of Sweden, including climbing Kebnekaise, the country's highest mountain. Last year, reintroduced to sports, I returned to floorball, tried CrossFit, joined an inline skating club, and explored archery in Malmö.

This might sound like a lot, but for some activities, I only tried them once, and that was enough for me. The ability to try new things is what I believe can help others, even adults like me, discover new sports. My journey has included both organized sports and the perspective of a beginner facing the fears and challenges of starting something new.

Understanding these motivations and fears is crucial to encouraging more people to engage in sports. Social connections and a sense of achievement drive many to join sports, but fear of not fitting in or not performing well enough can hold them back. Balancing curiosity with confidence is essential—sports are a great way to explore new interests and build self-assurance.

By addressing these motivations and fears, we can help more people experience the joy and benefits of sports, whether they're curious newcomers or seasoned athletes seeking new challenges.

It's not the same; you changed one of those aspects that maybe stop your confidence a bit. But once you have the knowledge about the sports and the rules, that's when you can build that confidence to start practicing it. So, this is kind of the background to think about. I think the goal should be to lower the bar of entry and make it as accessible as possible by adapting to those fears and motivations. One thing is to not focus on the practice first, but to actually focus on the experience. By having people join as spectators, I think the first idea many people have is maybe having people attend trainings or forcing someone to go out and run. But to really make people fall in love with sports, I think it's good to invite them into the atmosphere first as spectators. So, invite people to games. That way, they can build community, learn the rules at their own pace, find role models, and get to know the sport without the pressure of performing themselves.

Another great way of doing that is also by volunteering. So, if you volunteer at a sports event, volunteers are crucial for sports, period. First of all, and that's also a good way to get to know organizations from the inside, see how they work, understand the sport a bit better, and maybe get that first point of entry to then practicing it yourself. Another way of making sports more accessible, we talked about orientation work, is kind of shifting the focus from performance more to exploration and the joy of the sport. So, you can kind of sprinkle in the sport as part of another activity. Kind of like we did now, we had a fun game as part of this seminar. You can also do it as part of integration. You could have like a scavenger hunt or a city tour which is posed as a run, so you do it together as a run, but the main goal is kind of more exploring. That's a way to get people—

And also, speaking from my friends' experience because I have a lot of friends who don't do sports but they still sign up for charity races. And that's also another way which organizations can kind of shift the focus from individual performance more to collective achievement, raising awareness or achieving something together. One other important aspect is also the feeling of support. When you start a new sport, and I think both schools and companies play a big role in this in actually encouraging sports, helping people find them as well. And this is something that sports clubs can also benefit from if they contact schools and companies and do it like a company initiative that

both helps people discover sports but also helps organizations reach out to more people. Collaboration is also a big part of the marketing strategy when it comes to helping people find sports and fall in love with them, and also making sure that people feel invited.

I'm not sure if you have tried a new sport recently yourself, but one of the best ways I think is to join a friend or have a friend invite you. Not only do you have that social support from the start, but you also have someone you can ask, someone who can join you along the way so you don't feel alone in this and you get introduced kind of step by step instead of having to take a lot of steps on your own right away. So, making sure people feel invited to actually try things out is also one very important aspect. So, all of this is kind of from the perspective of the athlete or the person interested in sports, but what sports clubs and sports organizations can do is actually just kind of reverse it. So, if we talk about making people feel invited, it's actually about inviting people to games, creating communities around that and creating that kind of experience. It's also providing ways for volunteers to help out, to take that first step. You can offer free trainings, I think is the best way for an organization to have more people join, having instructors who can help you the first time around. And also, speaking directly to the fears and motivations that we talked about, making people feel seen and heard and understood that their struggles are something that we can work on together if they join the club.

And also, like you mentioned, bring a buddy events. Either having a deal if you come two people you get a special prize or if you're already part of a club, have a friend join for free, bring them to the next event, and we'll introduce more people at the same time to this point. Collaborators, we talked about as well, schools and companies finding ways where there's a mutual vision and mission that you have together that can help both parties engage more people in sports and also provide knowledge, even if it's about disability, making sure you're seen and heard but also highlighting the different sports that people are doing. Also, sharing the information that might be hard to know, like rules and what equipment you need, and all the things you need to prepare to take that first step, especially in traditional sports where materials and equipment can be very unique. I have also experienced that there is quite like a stigma for adult people to do new things because it's so much easier when you're a kid and you're introduced to it, and it's more accepted to kind of learn as you go. But as an adult, we're kind of expected to already have the answers and know all the things, so it's sometimes harder as an adult to ask those questions about the rules or what you need or how you prepare because you don't want to look stupid. Being proactive in that as a sports club or organization to actually be the ones sharing that information beforehand and also having people in place who can answer questions is a really big support for people who are curious to learn about a new sport but maybe don't know how or where to start. So yeah, that's kind of my take on sports marketing. There's so much more you can do, and I think we talked about a lot of very great initiatives when it comes to social media and visibility and doing cross-collaborations between sports that attract new audiences as well. I think that's great for getting more tactical, and this is more the strategic approach to where do we start and how do we get people to consider new sports and feel like they are invited to do so. So yeah, that's what I had to say. I hope we have some questions so we can talk more about it. And if you don't have any questions now, you can email me or find me on LinkedIn or Instagram if you want to see all the things I do. Thank you. [Applause]

Coordinator's speech

Thank you very much. It was very short and precise on how we can market and how actually a lot of strategies you mentioned can be really effective. We were playing football yesterday, all of us very focused on the football play against each other, two people outside, and nobody thinking about if we should invite them. And suddenly, one person in the game stopped and said, "Let's stop, maybe they

want to play too." And then they came inside. This is actually quite important, and we sometimes forget the simple steps on how to invite people. Like, "Can I go? If I should go, I feel comfortable." It's not so much pressure on me. So, inviting a buddy is a very good strategy that can be really effective. Thank you very much for this welcome, too.

And Loren has prepared one last questionnaire digitally. Have you known the Kihoot? Can we put the Kihoot on fast, because we will finish with this? I know the time is coming.

Because it's been prepared, now we will test you. Take your telephone, take your telephone, take your telephone internet. You can have the free internet with the guest, right? Ah, the questions are in English. I will translate fast, okay? The questions: if you answer, you get more points.

"For which foreign speech?"

"For who is this blue one?"

"Lima, who is Lima?"

"Foreign speech."

"They said that maybe yesterday he spoke. It was a lake. Why did you tell lake? We have 999,000 lakes in Sweden, but it doesn't mean that they are bigger than for."

"Okay, so this is your cont. No, no, next. Let's see who gets this first."

"Speech. Let's connect."

"Victor three of the most famous fore speech. Maybe, should Li never leave the leadership?"

"Liberty, equity, and fraternity. This is French. French liberty and make lord. No, it's a bit more hippie style. And then all for one, one for all is our project name. And then United in diversity, like united in sport, is the most of European Union. Next."

"Oh no, there's no next. Let's see who's the winner."

"Okay, put all these L."

"The third one is Melinda. Who is Melinda? Oh, very good. If I don't see it on the list, I would be a question. So it's good that you're on the list. There is the chocolate, the biggest chocolate, that you can do more sport to digest. Chocolate, and we would like to..."

[Applause]

Game Finished

Coordinator's speech:

Just before we finish, I would like to give this stage to Mahmut Çelikus, because he's the coordinator of the project. He would like to say a very short sentence, and then we will finish."

The coordinator is translating the words of the project manager:

Thank you to everybody for being here and taking part. He believes it has definitely had a good impact on them and also on us. The interactive way of working together was very beneficial. Thanks to me and also my team. It would be perfect to have this networking event. It's not just the personal experience but also bringing people with their own backgrounds to make those networks happen. Therefore, he is very thankful to all of you who joined. Thank you very much.

Coordinator's speech:

Okay, now we are finishing, and the Turkish team, I need to take them to lunch place. The lunch place is colleagues. But the rest of the team, I am really thankful that you have spent at least two hours with us. We didn't manage to speak about so many other topics and projects, but we are always working in Erasmus Plus with diverse target groups and diverse topics. Therefore, you are always welcome if you would like to join our projects that Charlotte will share later on as an email to your mail address. But at then, there will be a film about this event, and if you would like, we can also send it to you. Okay, thank you very much.

End