



INSTRUMENT FOR PRE-ACCESSION ASSISTANCE (IPA II) 2014-2020

MULTI-COUNTRY

EU4Youth: European Week of Sport beyond Borders in the Western Balkans

Action summary

The Western Balkan dimension of the European Week of Sport beyond Borders will promote participation in sport and physical activity in the region. It will support implementation of #BeActive campaign of the European Week of Sport initiative. In addition, it will raise participants' awareness and understanding of other cultures in the Western Balkans.

The main expected results of the action are increased number of young women and men practicing sport, and increased number of joint sport activities organised in the region. Key activities of the action will focus on organising sport events and mobilities in the context of sport and educational events, as well as promotion of physical activity and common values in relevant IPA II beneficiaries.

Action Identification	
Action Programme Title	IPA II Multi-country Action Programme 2020 – part 1
Action Title	EU4Youth: European Week of Sport beyond Borders in the Western Balkans
Action ID	IPA 2020/NEAR>EAC.04/MC/EU4YouthWeekSport
Sector Information	
IPA II Sector	9. Regional and territorial cooperation
DAC Sector	
Budget	
Total cost	EUR 1 million
EU contribution	EUR 1 million
Budget line(s)	22.020401- Multi-country programmes, regional integration and territorial cooperation
Management and Implementation	
Method of implementation	Direct management
<i>Direct management:</i> European Commission	Directorate-General for Education, Youth, Sport and Culture, Unit C4 (co-delegated by Directorate-General for Neighbourhood and Enlargement Negotiations)
Implementation responsibilities	Directorate-General for Education, Youth, Sport and Culture, Unit C4
Location	
Zone benefiting from the action	Western Balkans (Republic of Albania, Bosnia and Herzegovina, Kosovo*, Montenegro)

Specific implementation area(s)	N/A		
Timeline			
Final date for contracting including the conclusion of contribution/delegation agreements	31 December 2021		
Final date for operational implementation	72 months from the adoption of the Financing Decision		
Policy objectives / Markers (DAC form)			
General policy objective	Not targeted	Significant objective	Main objective
Participation development/good governance	<input type="checkbox"/>	X	<input type="checkbox"/>

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.

Aid to environment	X	<input type="checkbox"/>	<input type="checkbox"/>
Gender equality (including Women In Development)	X	<input type="checkbox"/>	<input type="checkbox"/>
Trade Development	X	<input type="checkbox"/>	<input type="checkbox"/>
Reproductive, Maternal, New born and child health	X	<input type="checkbox"/>	<input type="checkbox"/>
RIO Convention markers	Not targeted	Significant objective	Main objective
Biological diversity	X	<input type="checkbox"/>	<input type="checkbox"/>
Combat desertification	X	<input type="checkbox"/>	<input type="checkbox"/>
Climate change mitigation	X	<input type="checkbox"/>	<input type="checkbox"/>
Climate change adaptation	X	<input type="checkbox"/>	<input type="checkbox"/>

1. RATIONALE

PROBLEM AND STAKEHOLDER ANALYSIS

Sport has the power to unite, build bridges between cultures, and enhance understanding between people. The role played by sport in contemporary society for people's health and social inclusion is a major one. Sport is important for social and personal development and increasingly contributes to the economic growth and prosperity of local communities and regions.

Sport can be useful in stabilising good neighbourly relations, enhancing employment opportunities, as well as easing issues associated with migration, mobility and security. In particular, sport is a useful tool for empowering young people and promoting key EU interests of good governance, democracy, rule of law, and human rights. The promotion of sport and its values such as gender equality, provides opportunities to enhance capacity building in the Western Balkans.

The European Week of Sport (EWoS) initiative is part of an overall policy aiming at increasing the levels of participation in sport and physical activity in the EU. This level is stagnating and in some Member States even declining (as the 2018 Eurobarometer survey demonstrates). The situation in the Western Balkans is similar. This has an impact on society, people's health and results in direct and indirect economic costs (e.g., health care, employability, productivity). The need for action to better promote sport and physical activity has been regularly underlined at the policy level.

Albania, Bosnia and Herzegovina, Kosovo and Montenegro are currently not Erasmus+ Partners¹. Therefore, these IPA beneficiaries cannot fully benefit from the EWoS initiative.

OUTLINE OF IPA II ASSISTANCE

The main expected results of the action are: 1) established cooperation between the EU and the grassroots sport organisations (run by volunteers and civil society) in the targeted Western Balkans, 2) increased number of young women and men practicing in sport, including those belonging to vulnerable groups, and 3) increased number of joint activities organised in the region.

Key activities of the action will focus on organising sport events and sport mobilities, as well as promotion of physical activity and common values including on-line campaigns in relevant IPA beneficiaries. The action will be implemented by the sport movement and coordinated by the relevant coordinating bodies in the targeted Western Balkans IPA beneficiaries.

RELEVANCE WITH THE IPA II MULTI-COUNTRY INDICATIVE STRATEGY PAPER AND OTHER KEY REFERENCES

Enhancing cooperation in sport has been highlighted in the February 2018 Commission Communication on "*A credible enlargement perspective for and enhanced EU engagement with the Western Balkans*"², particularly within Flagship Initiatives 6.

Furthermore, the financial assistance dedicated to this action will mainly address social policies, integration, education, promotion of gender equality, lowering inter-ethnic distance thus contributing to reconciliation, good neighbourly relations and social inclusion, and human resources development as well as regional cooperation. The financial assistance is in line with, and in support of, the Enlargement Strategy for the

¹ Republic of North Macedonia, Republic of Serbia and Republic of Turkey are Erasmus + Programme Countries and therefore not covered by this action.

² COM (2018) 65 final.

Western Balkans and Turkey. The support will be consistent with other EU policies in the same area, in particular the South East Europe 2020, as well as Sustainable Development Goals (SDGs) and in particular SDG 17 – Partnerships for the goals.

LESSONS LEARNED AND LINK TO PREVIOUS FINANCIAL ASSISTANCE

The action is a pilot project to be implemented by the Directorate-General for Education, Youth, Sport and Culture. Links to similar financial assistance can be made to the reimbursements of the entry tickets for the participation of the Western Balkans in the EU programmes. The action will also take into account lessons learned under from the on-going pilot action for mobility of VET learners and staff.

2. INTERVENTION LOGIC

LOGICAL FRAMEWORK MATRIX

		OBJECTIVELY VERIFIABLE INDICATORS			SOURCES & MEANS OF VERIFICATION	
OVERALL OBJECTIVE(S) / (IMPACT(S))	INDICATOR'S NAME	BASELINES (INCL. VALUE & REFERENCE YEAR)	MILESTONES (INCL. VALUE & REFERENCE YEAR)	TARGETS (INCL. VALUE & REFERENCE YEAR)		
To promote participation of young women and men in sport, and to increase number of joint sport activities organised in the region	Awareness regarding the benefits of physical activity	(2020) Findings of EU enlargement reports	(2021) Findings of EU enlargement reports show increased awareness	(2022) Findings of EU enlargement reports note visible increase of awareness regarding the benefits of physical activity	-EU enlargement reports; -reports of international organisations; -surveys among citizens.	
SPECIFIC OBJECTIVE(S) / OUTCOME(S)	OBJECTIVELY VERIFIABLE INDICATORS (*)				SOURCES OF VERIFICATION	ASSUMPTIONS
Specific Objective 1: To promote healthy lifestyles and active citizenship.	Number of people taking up physical activity (including data disaggregated by sex) thanks to the project	0 (2019)	250,000	250,000	Project reports	
Specific Objective 2: To promote European common values	Number of involved sport organisations	0 (2019)	400	400		
	Number of sport events	0 (2019)	800	800		
	Number of joint sport events	0 (2019)	250	250		
OUTPUTS	OBJECTIVELY VERIFIABLE INDICATORS (*)				SOURCES OF VERIFICATION	ASSUMPTIONS
Output 1 (influencing Specific Objective 1) : Increased mobility in the region	Output 1: Number of projects including a mobility aspect	0 (2019)	250	250	Project reports	
Output 1 (influencing Specific Objective 2) : Enhanced cooperation with EU countries	Output 2: EU partners invited to the events	0 (2019)	100	100		

DESCRIPTION OF ACTIVITIES

Launched in 2015, the European Week of Sport was created with the aim to tackle the inactivity crisis by encouraging Europeans to embrace a healthy and active lifestyle. The European Week of Sport beyond Borders aims to promote this spirit beyond the EU borders. The Western Balkan dimension of the European Week of Sport beyond Borders will promote participation in sport and physical activity in the region. In addition, the action will raise participants' awareness and understanding of other cultures, offering them the opportunity to build networks of international contacts. The overarching campaign theme for the European Week of Sport is *#Beactive*.

The action will involve implementation of the *#BeActive* campaign in the relevant IPA beneficiaries in the Western Balkans ensuring visibility of the European Week of Sport initiative. Relevant coordinating bodies will plan the implementation of the *#BeActive* campaign in the relevant IPA beneficiaries in line with the guidelines of the campaign. This activity would consist of the following actions:

- preparation of the European Week of Sport (such as trainings of relevant coordinating bodies);
- implementation of activities planned during the European Week of Sport and/or in partnership with the European Week of Sport in 2020 and in 2021. The *#BeActive* Night or *#BeActive* Village could be part of the activities;
- on-line and communication campaigns;
- follow-up of the events.

During all three phases, each relevant Coordinating Body will need to include activities aimed at promotion of physical activity and healthy lifestyle with the focus on different target groups (e.g. young people, females, etc.) as well as on an intergenerational approach, and mobility activities inside the region and with the EU. Various ways of reaching out to different groups will be adapted to the specific circumstances also taking into account the implications of the COVID-19 pandemic.

RISKS

Although there are potential risks that will need to be monitored and when appropriate, to be mitigated for the duration of the programme, there are no pre-conditions for implementation of the programme. The following main risks have been identified:

- Limited implementation capacity of relevant coordinating bodies. This risk will be mitigated through a continuous support;
- Low interest of sport organisations in the Western Balkans to participate. Mitigation would include broad promotion of the action and involvement of main sport actors such as the National Olympic Committees and sport federations;
- Language barriers of participants of mobilities in sport and educational activities could be a potential additional risk.

CONDITIONS FOR IMPLEMENTATION

There are no particular pre-conditions for implementation of the programme. Financial decision adopted as early as possible.

3. IMPLEMENTATION ARRANGEMENTS

ROLES AND RESPONSIBILITIES

The main responsibility for the action will be with the relevant coordinating bodies. These have been nominated by the administrations responsible for sport in the relevant IPA beneficiaries in 2018 and :

- **Albania:** Albanian Federation of University Sport and the Albanian Federation of School Sport
- **Bosnia and Hercegovina:** Ministry of Civil Affairs
- **Kosovo:** Ministry of Culture, Youth and Sports
- **Montenegro:** Ministry of Sport

At the time of the Call for Proposals, administrations responsible for sport in relevant IPA beneficiaries may propose different coordinating bodies.

The main role of the relevant coordinating bodies is to help ensure that the European Week of Sport initiative is implemented and gets visibility in the participating beneficiaries and that the messages of the Week reach out to as many citizens as possible. The main role will be to prepare a plan, coordinate implementation and build the network of sport stakeholders at IPA beneficiary level.

Therefore, coordinating bodies will be responsible for:

- Event/s organisation;
- Coordination: ensuring close links with key players in the relevant IPA beneficiary during the year (e.g., National Olympic Committees, sport federations and confederations, schools, other civil society organisations, municipalities and/or local public administration, the media, etc.). These will play an important role not only during the European Week of Sport but also in keeping the message of the Week (*#BeActive*) alive throughout the year;
- Communication: ensuring visibility for the European Week of Sport initiative, as a multiplier of the centrally-developed *#BeActive* campaign and spreading the messages of the campaign to local communities. The coordinating bodies will also collect applications for the *#BeActive* awards scheme.

METHOD(S) OF IMPLEMENTATION AND TYPE(S) OF FINANCING (SEE ANNEX IMPLEMENTATION – BUDGET)

The action will be implemented through grants in direct management by the Directorate-General for Education, Youth, Sport and Culture based on a co-delegation agreement with the Directorate-General for Neighbourhood and Enlargement Negotiations.

The indicative duration of the grant contracts will be up to 24 months.

4. PERFORMANCE MEASUREMENT

METHODOLOGY FOR MONITORING (AND EVALUATION)

The evaluations should be carried out following Directorate-General for Neighbourhood and Enlargement Negotiations guidelines on linking planning/programming, monitoring and evaluation³. It is recommended that a Reference Group comprising the key stakeholders of this action be set up to steer the evaluation process and ensure the required quality level of the evaluation outputs as well as the proper follow-up of the recommendations of the evaluation. Having regard to the nature of the action, a mid-term, final, or ex-post evaluation/s may be carried out for this action or its components via independent consultants, or through a joint mission contracted by the European Commission or via an implementing partner.

³ https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/near_guidelines.zip

In case an evaluation is not foreseen, the European Commission may, during implementation, decide to undertake such an evaluation for duly justified reasons either on its own decision or on the initiative of the partner.

The evaluation reports shall be shared with the IPA II beneficiary and other key stakeholders. The implementing partner and the European Commission shall analyse the conclusions and recommendations of the evaluations and, where appropriate, in agreement with the IPA II beneficiary, jointly decide on the follow-up actions to be taken and any adjustments necessary, including, if indicated, the reorientation of the action.

The Directorate-General for Education, Youth, Sport and Culture, as well as the relevant EU Delegations/Office on the ground will contribute to the continuous monitoring of the action. In addition, the action might be subject to external monitoring in line with the European Commission rules and procedures.

5. CROSS-CUTTING ISSUES

GENDER MAINSTREAMING

This action will strive to promote gender equality, as well take measures to achieve equal opportunities for males and females in all aspects regarding the implementation of the action. Special attention in this regard will be given to young people including young talented athletes and staff, since the gender gap is still very high in this area (female's participation in sport and in coaching). The award criteria will mention gender sensitive aspects in order to balance the share of men and women taking advantage of this action, as well as to encourage vulnerable groups to actively participate.

EQUAL OPPORTUNITIES

Equal participation of women and men will be secured through appropriate information and publicity material, in the design of actions and accessibility to the opportunities they offer. An appropriate male/female balance will be sought on all the managing bodies and activities of the action.

MINORITIES AND VULNERABLE GROUPS

Sport is an effective tool for implementing social policy in the broad context. It has the power to unite, build bridges between cultures, and enhance understanding between people. Sport is a factor of inclusion of minorities and vulnerable groups. Particular measures will be developed to reduce inter-ethnic distance/ promoting social cohesion by fostering participation of all young people.

ENGAGEMENT WITH CIVIL SOCIETY (AND IF RELEVANT OTHER NON-STATE STAKEHOLDERS)

This action helps to ensure an inclusive and transparent dialogue, consultation and communication with all relevant stakeholders in the respective sectors. Sport organisations are mostly Civil Society Organisations and organisations run by citizens on the voluntary basis. This action will contribute to enhancing active citizenship and participatory model of democracy.

ENVIRONMENT AND CLIMATE CHANGE (AND IF RELEVANT DISASTER RESILIENCE)

The action has no link to issues on environment and climate change.

Climate action relevant budget allocation: EUR 0
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6. SUSTAINABILITY

It is envisioned that international dimension of sport will be included within the new Erasmus Programme, post 2020.

7. COMMUNICATION AND VISIBILITY

Communication and visibility will be given high importance during the implementation of the action. The implementation of the communication activities shall be funded from the amounts allocated to the action.

All necessary measures will be taken to publicise the fact that the action has received funding from the EU in line with the EU communication and visibility requirements in force. All stakeholders and implementing partners shall ensure the visibility of EU financial assistance provided through IPA II throughout all phases of the programme cycle.

Visibility and communication actions shall demonstrate how the intervention contributes to the agreed programme objectives, as well as the benefits of the action for the general public. Actions shall be aimed at strengthening general public awareness and support of interventions financed and the objectives pursued. The actions shall aim at highlighting to the relevant target audiences the added value and impact of the EU's interventions and will promote transparency and accountability on the use of funds.

Visibility and communication aspects shall be complementary to the activities implemented by the Directorate-General for Education, Youth, Sport and Culture, the Directorate-General for Neighbourhood and Enlargement Negotiations and the EU Delegations/Office in the field. It is the responsibility of the implementing partner(s) to keep the EU Delegations/Office and the European Commission fully informed of the planning and implementation of the specific visibility and communication activities. The Erasmus+ sport channels (e.g., Erasmus+ projects, relevant agencies at IPA beneficiary level, etc.) together with the relevant Erasmus+ Offices in the relevant IPA II beneficiaries will be used to disseminate a call across the EU Member States and in the region inviting applications for the initiative.

Actions should aim to show the link between the funds invested and the policy priorities behind them. When relevant for a specific intervention envisaged under the action, the communication and visibility plan will be based on an agreed communication narrative and master messages customised for the different target audiences. Effectiveness of communication activities will be measured inter alia through public surveys, if relevant, in the relevant IPA II beneficiaries on awareness about the action and its objectives, as well as the fact that it is funded by the EU.