



PILOT PROGRAM RAMNICU SARAT MUNICIPALITY



SWUP SUS RAMNICUL

This document will describe the pilot program that the City of Ramnicu Sarat (Romania) has developed to encourage women practice of outdoor sport in the framework of the European - funded SWUP project.

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INTRODUCTION

Ramnicu Sarat is a municipality with more than 33.000 thousand people, involved in the last 10 years in promoting healthy mentalities starting with youngsters, continuing with different social categories and over many efforts dedicated especially to the youth sector, with an essential attention directed to women.

Regarding the status of the city, the most important situation faced by the community is the lack of the sport fields dedicated to mass sports.

If 20 years ago, most of the children were playing a mass sport in front of the house or bloc and the sport fields belonging to the schools were open for access, today the mentality is on the way to be changed, and the facilities are the most important aspect mentioned together by youth and women, assumed at the local level, that could make the change, motivating and involving. Regarding the infrastructure at local level, the municipality has a Sport Hall dedicated together to specific competitions and mass sports actions and events based on: football, volleyball, handball, tennis, basketball, in which, still women are not more than 10% of the total number of people accessing mass sports. In the same time, the city has the local stadium, Olimpia, where during spring, summer and autumn, women usually are going to run, still being a place accessed by not more than 100 women. On the other hand, in all the seasons, at local level exists different possibilities to do Pilates, Zumba, kangoo-jumps, body building and aerobics though 4 specialized private sport gyms, assisted by specialized human resources. With all these, considering that the access payed, only a small part of the women is involved. Regarding the entities promoting mass sport in Ramnicu Sarat, at local level are functioning 2 NGOs: Athletic Club Onix and Olimpia Sport Club, plus Local Sport Club, belonging to the municipality, directly financed through public funds, but which does not involve any mass sports or adult branches for professional women teams, but only juniors. From the total number of athletes (500), both youth and seniors, girls / women are not more than 20%. On the other hand Athletic Club Onix is the only football team in Buzau region, involved in the second Romanian league, fact that in the last 2 years promoted a strong desire of starting a carrier in football for girls aged between 10 – 16 years old.



For that, the club developed different activities to increase in schools and high – schools the level of awareness regarding the importance of sport for health and personal and professional evolution, institution being a strong partner at local level. In the same time, considering that the head of the administration is represented by people with a considerable experience in sport: mayor, city manager – with roles of teacher, trainer or athletes, the municipality supports and has the background and projects to invest important sums of money for the development of the local infrastructure in order to create facilities for practicing indoor and outdoor mass sports together with promoting partnerships between municipality, institutions, NGOs from Ramnicu Sarat and oter Romanian and European cities.

Regarding the youth sector, with a strong impact for the evolution of the community and an essential place in the vision of the local administration, from 31 January 2019, Ramnicu Sarat has a Local Strategy for the Youth Field with specific measures for 2019 – 2025 period, implemented together by public and private sector. The document offer attention for women involvement considering that Sport chapter represents an absolute priority. The implementation of the Pilot Program will take into account the involvement of all these structures, will unify the human resources, and will generate a structure, SWUP SUS RAMNICUL CLUB, centered on women involvement in mass sports.



WHY RAMNICU SARAT MUNICIPALITY NEEDS THIS PILOT PROGRAMME TO BE IMPLEMENTED?

The Pilot Programme initiated by Ramnicu Sarat Municipality is based on the results of an internal analyze which says that because of different reasons, women involvement in mass sport at local level happens at a very low level. For that, the lack of the infrastructure facilities: sport fields, equipment, the weak motivation of women caused by the lack of a social background (friends to practice sports), the fear of security, together with the lack of free access on fields and volunteers prepared to do volunteer work and youth working in order to develop mass sports, especially in public spaces and free sport fields.

The preliminary results of the SW-UP survey applied in Romania (focused in Ramnicu Sarat city), demonstrates that for a total of 142 female respondents, young ones tend to be more active. In the same time, there are a few reasons which affects the women involvement in mass sport activities. In this way, 47% of the women consider that not having someone to go is a very important reason. On the other way being afraid of annoying behaviors such as aggression or being called names was mentioned by 10% of the Ramnicu Sarat respondents. In the same time, as the project study mentions, women from Ramnicu Sarat indicated that women only activities (mean 3.7) are preferred. Women from Ramnicu Sarat suggested, amongst other things, to create more awareness amongst women: 'To explain how important sport is for our health' and to integrate fitness (activities) in the public space: 'To build different equipment in the park like: bicycles, stepper, etc.' Following the study, in Ramnicu Sarat 56% of the questioned women were least active in SRPA on a weekly basis. Interestingly, in Ramnicu Sarat only being outside ranked within the top five motivations and was more often reported than enjoying the environment.

Also, the analyze says that having someone to go with' is especially a relatively frequently experienced barrier for young women and women Ramnicu Sarat (47%). Facilities close to their home/work is given less importance compared to women in other cities, whereas

having someone to go with, women only activities/facilities, and other specific programs are weighted more heavily.

Even if the facilities are not the best and the “history” of the local involvement is not the greatest, the majority of the women feel the need to do sport and to discover new contexts for sharing of experiences and socialization, together with discovering a healthy life and gaining a better body shape.

After the framework created, SWUP SUS RAMNICUL PILOT PROGRAMME (Annex 4) – which will be developed between February – March 2019, will centralize all the focus, representing the main topic to discuss regarding the awareness process for the local administration and community in Ramnicu Sarat.

ABOUT THE PILOT PROGRAMME

Our Pilot Programme is based on specific indoor and outdoor activities, started from the needs and situation of women at local level. For that, we will involve on the one hand specialized human resources and on the other hand will involve in the same places relevant persons in sport live of the community, together with important persons in the community and women ready to do sport.



For that, gym context and public spaces as: park, street or stadium will help to break the ice, to generate image and mentalities.

The Pilot Programme is structured, for that, in two types of activities: First of all on sport activities and on the other hand on awareness actions: conference and debates ready to generate mentalities together with specific competences of support for a healthy behavior.

Regarding the needs of women, having a healthy lifestyle and spending a social time are very important reasons that has to be achieved through the Pilot Programme, which aims to produce on the one hand the proper environment for practicing mass sports and on the other hand to connect women and to generate a strong Club of women in order to produce in a continuous way activities and projects at local level in order to increase the awareness level in which concern having a healthy lifestyle.

The awareness activities will be one time actions but will be followed by an important follow up through sport activities, as every awareness or informing activity will be connected with a specific physical action. For that we will ensure 4 awareness activities coordinated through methods as: seminar, debate or public café 2 indoor activities of Pilates (which will consist of 2 series of 15 women through 8 sessions of activity) and handball (involving girls, aged under 18 years old), one workshop of table tennis and 2 outdoor activities of: cycling, athletics, aerobics and running, coordinated by the group of mothers from Ramnicu Sarat.

Before the pilot activities, on the occasion of the Day of Ramnicu Sarat, we will organize two preparatory events aiming at starting mobilizing women on sport and better understand the local dynamics around sport and women. The first one is the COLOURED BIKE PARADE (1st Annex) – august 2018, targeting around 50 participants of which at least 30 girls. The second one is SWUP DAYS OF SPORT (2nd Annex) – 23 - 25 august 2018, in which we will organize meetings including both boys and girls especially aged before 20 around

football, beach volley and the project presentation. Moreover, the meeting of the SWUP consortium of partners in RAMNICU SARAT on the 23th-24th November 2018 (3rd Annex) was a very important event in Ramnicu Sarat, as the project gained the attention of the local television and the local community.

What is this Pilot Programme all about?

The aim of the Pilot programme is to create a cohesive community of women ready to practice mass sports and to generate social mentalities. The objectives of the designed programme are:

- To increase the number of women in mass sports as: athletics, Pilates, aerobics, football, volleyball, handball and other sports;
- To increase the participation of women in mass sports through a specific mass sport club generated inside of the project;
- To increase the cooperation between public administration and civil society entities in order to generate an implement the Pilot programme and future projects at local and European projects;
- To involve and activate different new entities at local level as: mothers group in order to access new groups of women ready to play sport
- To make women from the community more responsible for their health and to provide good practices

The Pilot Programme will be implemented in Ramnicu Sarat, Buzau region, Romania, both through indoor and outdoor activities, having a good plan of visibility and dissemination at local level

PRESS THE START BUTTON! STOP TO THE CONFORT ZONE!

Target Group

The programme will involve women aged between 14 and 70+ as: students, mothers, grandmothers, sisters / brothers or daughters, entrepreneurs, volunteers or NGO members, together with workers from the public institutions at local level and specialists which will contribute especially to the follow up of the activities, as trainers and facilitators of the actions. Families are also an important target group for our Pilot programme as we will involve mixt activities in order to improve the connections between members of the families and also between families at the local level. There are three very important categories of people that we want to involve in the project: first of all, women and people connected with sport, which by being involved will share experiences, knowledges, technics and methods of practicing a mass sport.



Secondly, women that never played a sport but that would like to start it! The message for them will be: PRESS THE START BUTTON! STOP TO THE CONFORT ZONE! On the third hand specialized human resources, especially women, ready to share, spread, and train other women will take part both as facilitators and trainers and as participants. A very important zone to be involved is the youth component, as in Ramnicu Sarat there are more than 5000 students, meaning approximatively 2500 girls. In the city they create a very active environment, even if the general behavior is not to support sport activities and not to practice sport in schools. That's why, by involving teachers together with youngsters, we want to generated the framework of a common involvement as a way of follow up. Even if in Ramnicu Sarat, youngsters feels the need of practicing a sport, the motivation or different other distractions stops them. For that, in schools, women teachers involved in our project will share and spread the information and experiences creating awareness and new youngsters coming to sport. The direct beneficiaries of the action plan will be the women selected from the community which will take part in the 8 actions designed.

The participation will be free and all the time coordinated by the municipality team, ready to design and follow a specific time plan and to generate on the other hand specific sport activities and on the other hand reflection and awareness regarding the central topics promoted by women involvement in mass sport at local level. In the same time, the local television, TV SAT will be an important partner for promoting the results of the Pilot Programme, contributing to the achievement of the objectives.

Action plan

No.	Activity	Period	Target groups	Number of participants
1	SWUP SUS RAMNICUL WOMEN SPORT CLUB	February 2019	Girls, Students, Mothers, grandmothers, women from administration, business companies, NGOs, etc. Will be the club generated through SWUP project, in which we will generate and implement an agenda of outdoor and indoor mass sport activities in order to promote awareness and action regarding the involvement of women in community through sport. The principles will be: free access of women, sharing the ideas and free participation in mass sport activities. The club will be started by 40 women from the community which will be invited to think and create and agenda of methods and activities for the next period of time, started through pilot activities during the eligible period of SWUP project.	50

No.	Activity	Period	Target groups	Number of participants
2	Pilates – a way to discover your body	February - March 2019	Mothers, grandmothers, women from administration, business companies, NGOs, etc.	30
3	SWUP bike cross	March 2019	Girls, Students, Mothers, grandmothers, women from administration, business companies, NGOs, etc.	80
4	Debate – role of the women in mass sports at local level	February 2019	Girls, Students, Mothers, grandmothers, women from administration, business companies, NGOs, etc.	50
5	Seminar – Actions to evolve – creating the SWUP SUS RAMNICUL sport agenda	March 2019	Girls, Students, Mothers, grandmothers, women from administration, business companies, NGOs, etc. (18 – 70+)	50
6	Handball – a way to unify people	March 2019	Students (14-18)	30
7	Action plan – Informal group of Mothers: athletics, aerobics in the nature, running in the park, table tennis	March 2019	Mothers (18 – 70+)	40
8	Public caffe – Sport as a strategy to build your heath and future	March 2019	Girls, Students, Mothers, grandmothers, women from administration, business companies, NGOs, etc.	60

Involvement of participants and partners

The 8 actions will involve more than 380 women from the community in two types of actions.

All these actions will be facilitated through SWUP project during February and March and will involve an important network of local partners as:

- schools, from where we will select women teachers together with all the directors of the schools;
- public institutions – women working here both having a decision or execution role;
- Business companies – women – head of the companies, together with employees;
- NGOs – volunteer girls and women together with the coordinators and presidents of the associations;

- Women from the community, member of different informal groups.

The partners that the pilot will engage are the following:

- The partner organizations which will share their results and perspectives and will generate new partnerships;
- Ramnicu Sarat community who will be more involved in generating activities and frameworks for women involvement in mass sport activities, will share and spread the results and also will be motivated to generate new activities in order to involve a bigger number of women, of all ages and all contexts;
- Ramnicu Sarat municipality, which will develop an important management capacity, together with an important portfolio of activities dedicated to women and by cooperating with them and sharing recommendations and added value, will improve the standards, infrastructure and conditions of practicing the mass sport and supporting women involvement in different sport activities.
- Local mass media, which will ensure the proper visibility of the designed activities in order to maximize the results.
- NGO's from the community which will disseminate the results and also will join the project with volunteers in order to organize the activities.



The strategy to engage women for our Action plan in order to implement the Pilot programme is focused first of all on identifying successful women from the community which on the one hand are practicing sport in a regular way, offering themselves as models and example through their experiences and on the other hand that have motivation and attention on becoming, by achieving the project activities, examples for the rest of women. In this way, we will move to business companies, public institutions, NGOs, schools, hospital and other structures from where we will invite and select women to participate, first of all in SWUP SUS RAMNICUL WOMEN SPORT CLUB and to construct it and on the other hand to participate for the implementation of the 8 measures of the action plan both in a direct way and by promoting the call of participation to as many women as possible.

We have to mention that in Ramnicu Sarat, being a small community with Latin origins, the social abilities and the integrated involvement of that women which usually are followed by the community, can create an important snowball of arguments for multiplying the number of women that will decide to be involved in mass sport activities. Using the motto: **“SWUP SUS RAMNICUL - the image of a city unified through women”**, we will center the message of the project on the importance of women, not only for their families, but even for the cohesion of the community.

In the same time, by involving the informal group of mothers from Ramnicu Sarat, we will generate an important framework of connecting the status of mothers, which usually is a creator of life, with the component of keeping the life clean through wellbeing and sport.

Regarding the communication methods to engage participants, we will use in the same time Facebook page of the municipality together with facebook groups in which women are involved, different sites and blogs from entities at the local level, individual facebook profiles of the women from the community, etc.

Time Frame

The time frame targeted for our Pilot programme will be 1st February 2019 – 30 March 2019.

Expected results

The results generated by the Pilot programme are both qualitative and quantitative. Regarding the quantity issue, we want to achieve the next results:

- Minimum 380 participations in action plan activities
- At least 8 activities implemented
- 1 SWUP SUS RAMNICUL WOMEN CLUB FOR MASS SPORT ACTIVITIES created
- 1 agenda of future activities generated
- More than 20 local partner entities involved, both in selecting women to participate and supporting actions in order to increase women participation together with student's participations
- More than 20 representatives of the local business companies involved;
- More than 10 representatives of the local administration entities involved;
- 4 indoor awareness meetings
- 4 outdoor sport playing actions
- 4 methods used: seminar, public café, debate and teambuilding.
- More than 10.000 people reach, after the dissemination of the results in media and online channels.

Regarding the qualitative results, we should mention:

- More information regarding the importance of sport, wellbeing, a healthy lifestyle and different opportunities to play sport;
- Many frameworks and sport contexts for communication, cooperation, sharing between women at local level and also between them and municipality;
- A very good promotion of the results at local level and a good awareness regarding the opportunities to practice sport;
- A better cooperation with the municipality in order to generate and support new future activities and investments in infrastructure in order to generate plus value;
- A change of mentality and a strong boost of motivation to practice sport, etc.

As results of the implementation of the 8 designed measures, at least 380 women will be involved on the one hand directly in specific sport activities, and on the other hand for creating new planning for future activities involving women. What we really want to have, considering that now a very few women from the community are practicing a sport, is to generate a model and to build the model around the most relevant women from the community, fact continued by public invitation in which every women to have the chance to practice a mass sport, in a free way, in a social environment, both indoor and outdoor.

ANNEXES

Annex 1: COLOURED BIKE PARADE



Annex 2: SWUP DAYS OF SPORT



Annex 3: RAMNICU SARAT SWUP MEETING



Partners meeting

**SPORT FOR WOMEN IN
URBAN PLACES**

Ramnicu Sarat, 13-14, november 2018

Sofia, Bulgaria – Capitala Europeană a Sportului 2018
Corbetta, Italia – European city of sport in 2018
Polisportiva Association, Corbetta, Italia
Guimarães Municipality, Portugal
Tempo Livre Association, Guimarães, Portugal
Mulliere Institute, Utrecht, Olanda
Granollers Municipality, Spain
IRS, Milano, Italia

Annex 4: SWUP PILOT PROGRAMME

SWUP PILOT PROGRAMME, Ramnicu Sarat, february - march 2019



1. SWUP SUS RAMNICUL WOMEN SPORT CLUB
2. Pilates – a way to discover your body
3. SWUP bike cross
4. Debate – role of the women in mass sports at local level
5. Seminar – Actions to evolve – creating the SWUP SUS RAMNICUL sport agenda
6. Handball – a way to unify people
7. Action plan – Informal group of Mothers: athletics, aerobics in the nature, running in the park, table tennis
8. Public cafe – Sport as a strategy to build your health and future



