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Repticines For Kope's Chattas

> Tool kit for young people from different social, religious and ethnical backgrou through street sports and extreme sports

Authors: Ghetto Games, DGI, Fryshuset, Estonian Street workout federation, Malta BMX

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Medicines For Europe's Chetos

Tool kit for young people from different social, religious and ethnical backgrounds through street sports and extreme sports

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AND METHODOLOGY



Objectives and issues of research

The "Medicines for Europe's Ghetto's" project provides an overview of the relevant and up to date situation in the field of youth engagement in various grassroots sports and overall healthy lifestyle, based on street sports and extreme sports activities. The activities of the project aim to reach, engage and study young people in disregarded areas, including different urban and slum areas in various cities, where high criminal rates are observed and in this regard, often labelled as "ghettos". The primary concentration areas of the observations are within Latvia, Estonia, Malta, Sweden and Denmark. BY exploring the grassroots sports movements, this study concentrates on the following objectives:

Objective 1: to establish an overall country review about the role of street sports at EU level and within specific countries.

Objective 2: to collect successful and unsuccessful cases on youth engagement in street sports and extreme sports.

Objective 3: to survey participants, aged 13–30 to understand patterns of behaviour and engagement in extreme sports and street sports.

Objective 4: to interview participants of various street sports or extreme sports (aged 13-30) in order to explore and gain an understanding of their view on said activity impact on the life of modern day youth.

Objective 5: establish and provide relevant tools and methods on how to promote grassroots movement and successfully engage youth within extreme sports and streets sports.

This research is as a part of the toolkit and found recommendations are suited for long term work at national, regional and EU level with the main subject **of street sports and extreme sports as a youth engagement method.**

Due to the fact that there is no unification in terms of grassroots sports among the project partnering countries and also some differences exist as to what defines street sports and extreme sports, during the research, the definition for street sports is as follows:

• **Street sports** are sports, which combine values such as tenacity, tolerance and solidarity with the need for everyone to find new, fun, affordable enter-tainment solutions, that one can engage in anytime and anywhere, as well as which strengthens social inclusion and promotes voluntary activity.

Since extreme sports are very similar to street sports, but still can be separated by their own characteristics, the definition of the extreme sports used here is as follows:

• Extreme sports, also known as action sports or alternative sports are

sporting events or pursuits characterised by high speeds and high risk (Britannica, w/o year)¹. Along with urbanisation, extreme sports have found their place in cities and adapted to the urban environment. Therefore, extreme sports are an important part of street sports.

Along with rapid urbanisation over the past few decades, the extreme sports culture has adapted to an urban environment. Therefore, extreme sports are to be considered an important part of street sports. Francisco Vivoni (a sociologist at Worcester State University, USA) in his research paper "Spots of Spatial Desire: Skateparks, Skateplazas, and Urban Politics" (2009, SAGE Publishing) notes the following: "Purpose-built spaces such as public skateparks both marginalize skateboarders and other extreme sports enthusiasts from city centers and serve as training grounds for appropriating urban spaces. While in the streets, skateboarders are both criminalized for defacement of property and commodified as urban guerrilla performance artistry."

In terms of research, **both street sports and extreme sports** require a certain level of engagement, motivation and influence factors to be active part of modern day youth lifestyle. Another goal was to assess how much initiative and leadership youth showcases towards these movements and analyse an image of such movements. In terms of **grassroots movements**, the focus was on mapping and assessing a general level of trends in street sports and extreme sports.

Methods and techniques of the research

The research was based on three main research methods and use of secondary and primary data. Secondary data has been used in **content analysis** to analyse country specific situations, while the **online questionnaire** and **interviews** among target group members have been used to collect primary data.

Content analysis: The content analysis was based on available national and local documents, legislations, and reports about the condition of street sports and extreme sports in specific countries and relevant activities (best cases) in particular countries. Content analysis is a commonly used qualitative research method that can be effectively employed to analyse information. Through content analysis, elements of given information are assessed empirically to establish and document specific aspects of their characteristics and the relations among them. Elements of content analysis can include words, idioms, sentences, paragraphs, articles, or

¹ https://www.britannica.com/sports/extreme-sports

entire papers and reports. Based on a specific sequence of steps, content analysis allows the researcher to meaningfully interpret the content presented and to make inferences about the patterns of the content within specific elements of given information. The experiences of the project partners as well as involvement of volunteers and relevant stakeholders have been used to gather a wide scope of quantitative and qualitative data related to street sports and extreme sports. The gained results were then filtered according to the relevance of the given title or abstract and whether or not the subjects of articles found in the search were related to the nature of the study. We also followed up on references cited within the various documents. In majority of the cases, data and information from no earlier than 2013 has been used. The role of content analysis is to identify general trends in European countries and partner countries within extreme sports and street sports as a grassroots movement and also to identify good examples of youth engagement. At the same time, it is also important to point out gaps and challenges standing in front of youth engagement in terms of motivation, faulty perception, access and preferences of various lifestyle choices, as well as other factors.

2. THE ROLE OF STREET SPORTS AT EU LEVEL

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Extreme sports are a huge craze today. The psychology behind their popularity seems to be the human nature to take risks for thrill, and the adventure continues to attract masses. A pitfall of this approach is the development of a negative stereotype which might not actually reflect the experience of participants. More recently studies have found that participation in extreme sports triggers many positive psychological benefits. A broad selection of sports traditionally associated with risk form a variety of positive psychological benefits from participation. For instance, several studies show that extreme sports instigated positive psychological relationships with the natural world which benefits the individual. Participation might develop courage, humility and other characteristics that can be found as vital for any society to maintain itself.² Current findings suggest that the meaning of the experience of fear for participants in extreme sports needs to be distinguished from fear as used in common language. Fear is not a protagonist but represents a stage which can be recognized and transcendent. From an evolutionary perspective fear is related to survival.³ A "successful" society is one which tends to "insulate itself from both environmental (e.g. cold, dark, hunger) and societal/psychological (e.g. confrontation, alien cultures) fear". Paradoxically, the same study noted that by facing and overcoming fear a person can gain valuable self-knowledge and personal growth. The nature of fear as an emotion can be seen as existing on a continuum of experience and from an evolutionary perspective as being linked to survival. Conceivably the continuum of fear at one extreme is related to the potential of non-being and at the other end of the continuum as the potential for life-fulfilment. Participants undertaking an extreme sports activity are able to achieve a sense of life-fulfilment and as a result psychological well-being.

"Extreme sports" is a name given by the media to the activities which involve danger. These often include speed, height, or physical exertion. Activities can be in the form of thrilling stunts. "Extreme sports" have become a universal descriptor for a multitude of non-traditional independent and organized adventure sports. Terms such as "action sports", "urban sports", "free sports", "lifestyle sports" and "alternative sports" are used interchangeably to describe similar activities. If focused on the core elements of these activities, extreme sports can be defined as independent leisure activities where the most likely outcome of a mismanaged mistake or accident are injuries of various severeness and even death (Brymer, 2010).⁴ Traditional theoretical perspectives on extreme sports suggest that they are an outlet for 'crazy' individuals with an unhealthy relationship to fear, who are pathological in their search for risk or living out a death wish. Yet these sport activities continue

² Brymer E and Oades L (2009) Extreme sports: A positive transformation in courage and humility. Journal of Humanistic Psychology 49(1): 114–126.

³ Ewert A (1986) Fear: Uses and abuses in outdoor adventure activities. The Underseas Journal First Quarter: 44-48.

⁴ Brymer E (2010) Risk and extreme sports: A phenomenological perspective. Annals of LeisureResearch13(1&2): 218–239.

to attract the youth of modern times. It attracts young people because extreme sports are rebellious to society and law. And young people want to be rebels. Young people often enjoy participating in extreme sports events and most take great interest in watching people perform feats associated with adventure sports. Various studies suggest that extreme sports evolved as a reaction to the increasingly safe life. As daily life lacks risks, common man feels the need to experience the thrill in risk-taking.

Core values of street sports and extreme sports

In today's busy world, with so many distractions around us, sport has become much more important to our youth for various reasons. Sport can improve one's physical and mental health but most notable are the core values one can learn through participating in sports. When it comes to the development of youth, sports is a great tool that can mould a person into a happy, active and healthy adult. Values one can learn by doing sports, being it regular sports, street sports or extreme sports are:

- Teamwork
- Being humble
- Building a "Strong Character"
- Responsibility
- Commitment
- Competition
- Toughness
- Honesty
- Professionalism
- Discipline
- Work ethic
- Enjoyment and Fun
- Passion
- Respect

Besides those mentioned above, there are other core values embedded in all street sports, including also extreme sports - a frame that enables to drive trendiness of the street sports.

Flexible, informal, creative, innovative, suitable for self-organization and creation of vast subcultures, trans-border relations, as well as social realization and continuous adaptation to the urban possibilities of modern day cities – these are the values and characteristics of what we define as street sports.

Some very specific values of extreme sports and street sports are to be considered the most distinctive and important and are explained below.

Commitment

Due to the fact that extreme sports are considered dangerous due to the tricks being performed on a BMX bike or skateboard, scooter etc., participants quickly learn that one must commit to trying dangerous tricks. "Commitment" in the sense one will not quit half way during their attempt as it is more likely that one could get hurt by doing so. This will reflect on the person's approach to things in life making them more disciplined. Participants in extreme sports will quickly learn that a lack of commitment will lead to more injuries and failure. This can be applied to many activities in other aspects of everyday life, such as studies, employment and other daily activities.

Another aspect of commitment that is observed in extreme sports is the commitment to practice the sport without any real form of structure. Unlike other sports such as football, basketball etc., there are no training sessions for the team, or an individual coach leading the training. To practice extreme sports, one can either attend a skatepark on their own or plan a training session as he meets up with friend and fellow extreme sports enthusiasts. This also gives the sport a sense of community.

Community

Extreme sports disciplines have a sort of community due to passion of the specific sport practiced. Due to the fact that extreme sports are mostly individual sports, when it comes to training, it relies on participants own willingness to train. It is driven by the own will of participants to come together based on the interest of certain sports and practice of those.

There are many examples of "community", where, for example, BMX riders come together to build ramps they wish to ride. For instance, the BMX freestyle discipline of trails requires a lot of high maintenance work on the dirt jumps and tracks, meaning that the community has to cooperate to maintain these trails. This discipline usually attracts a group of individuals who usually tend to find a spot in the forest or rural area away from urban life. Atsaid location the youth comes together to build trails which take a lot of commitment and hard work to build with tools such as shovels, wheel barrows and even bare hands. Such approach is developing both – commitment and community.

The practice area provides youth with a gathering place- an important attribute

to creating and maintaining the community feeling. The same features can be observed in all other the disciplines of BMX, skateboarding and any other individual extreme sports or street sports.

Respect

The community factor catalyses a sense of respect within the youth involved. To yet again use the sport of BMX freestyle as an example, riders are thought to respect the ramps they are using, no matter if built by themselves, other riders or constructed by a professional skate park construction company. Respect for the BMX trails that have been hand built by the riders riding them is taken very seriously. It is very unlikely that a newcomer would be welcomed to ride the trails unless they are willing to help with preparing them, because usually these ramps need to be watered and patched with soil before each riding session. It will not be the case that newcomers are not welcomed, but they will not be allowed to ride, if they are disrespectful to the trails or the ramps and do not provide a helping hand.

Yet another great example is streetball, which is administered without judges, meaning that players have to show significant respect towards other.

This gives the youth a sense of appreciation towards the efforts, which have been made to create and maintain something, as well as develop respect towards each other, no matter of the sports they are undertaking.

Passion

When one sees these communities coming together through the love of extreme/ street sport, it opens the door for people to become passionate about the stuff they are doing, even if they are doing it for the fun and not as a profession.

Toughness

It goes without saying that street sports and extreme sports in general are tough sports which require facing a lot of physical challenges from injuries towards progression. This usually results in shaping a strong personality and character.

Developing persistence and stubbornness in a positive way, leads to what can be

called a "strong" character and is very important for living a balanced life. Many of the parents that bring their children into extreme sports lessons do that with purpose. They aim to expose children to a tough environment in a specific sport to toughen their child's character.

History and nowadays of extreme sports

The worldwide spread of extreme sports is attributed to the media. Television and movies have been responsible for gaining a widespread participation in extreme sports. In 1995 the first "X Games", then packaged as the "Extreme Games", took place in Rhode Island. Competitors competed in sports such as: skateboarding, BMX freestyle, rollerblading, bungee jumping, sky surfing and many more. All this being noted, since there is more to the history and origins of extreme sports than it may seem. On May 29th, 1769 the first extreme sport, surfing, is documented in the journal of Joseph Banks - an English naturalist, botanist and patron of the natural sciences. Joseph Banks, in his journey through the South Pacific, records the local inhabitants of the areas he travelled, using the blunt end of canoes as surfboards. Some of the extreme sports of today find their roots in the Polynesian leisure activity, which is now called surfing. It is documented that in year 1968 Hoyle and Diana Schweitzer established a company called "Windsurfing International" in California. Their purpose was to produce and promote a windsurfer design. Accompanied by Jim Drake, an aerospace engineer, they owned the first windsurfing patent. Their design consisted of a surfboard-like board with a triangular sail and booms. Despite refinements in the device used for surfing, the design has remained much the same. Surfing eventually became popular in Europe. The makers of the surfer design continued promoting their design and the sport to different parts of the world. The boost that it received in the 1980s resulted in windsurfing becoming a part of the Olympic Games.

During the 1970s, the people of Venice and Santa Monica used to surf on skateboards. It began from that time and soon skateboarding became a sport. In 1976 the world's first ever skatepark being opened to public - The Carlsbad skatepark in Southern California. As a result, hundreds of skateparks around the globe were constructed and opened in the upcoming years. Nowadays skateparks are a substantial part of urban sports infrastructure all over the world.

Motocross and Downhill Mountain biking came up in the 20th century. After the invention of motorcycles in Germany, bikers began racing motorcycles. In the 1970s, the youth of those times took up this idea and bicycle motocross (BMX) was born.

This sport along with mountain biking soon became popular cycling sports and nowadays BMX is an official Olympic sport ever since the 2008 Summer Olympic Games in Beijing, China. Moreover, the even further evolved counterpart of Bicycle Motocross – the sport of BMX Freestyle has also been added to the official Olympic program for 2020 Olympic Games in Tokyo.

Some extreme sports of the later years emerged as a combination of two or more extreme sports. They required the abilities, which were a blend of those required in each of those two to three extreme sports. One example of this sport is sky surfing. It combines snowboarding and skydiving. Snowboarding itself evolved as a blend of skateboarding and surfing. The extreme sport that experienced parachutists engage in, includes acrobatics performed in the sky. Here the acrobatic stunts performed on snowboards, are performed in the sky. Whitewater kayaking, bungee jumping, free climbing and wind sailing are also some of the extreme sports of today.

Statistics

A decade ago, participant rates in action sports (another term used to describe extreme sports) were on the rise, surpassing many traditional sports in popularity.⁵ Action sports like skateboarding, snowboarding, BMX freestyle and similar activities are often equated in the public eye with extreme sports like wingsuit flying or base jumping, which are indeed more dangerous due to risks brought to the table by outside factors, such as weather conditions and sheer luck of avoiding serious injury or fatal outcome, thus tangling with the popularity of these sports in the public-eye.

Advertisers are using action sports as an effective way to keep their brands "cool" in the minds of their young audience. These consumers are wary of traditional marketing tactics but are receptive to brands that truly embrace and support their culture. Action sports participants are strong influencers within the 12- to 28-year-old demographic and marketing companies are finding innovative ways to connect with them. Global brands like Mountain Dew, Panasonic, Toyota, and Right Guard are examples of the wide array of industries that are making significant investments to reach action sports enthusiasts.

Action sports are attracting an increasing number of followers and participants from a vast and diverse geographical and social setting. The outdoor, non-associa-

⁵ Thorpe H, Wheaton B. 'Generation X Games', action sports and the Olympic movement: understanding the cultural politics of incorporation. Sociology. 2011;45(5):830–847.

tion-based and travel oriented nature of action sports and lifestyle activities makes it hard to comprehend and accurately measure participation levels all over the world. With that in mind, the sales of action sports equipment, various market-research surveys and media commentaries prove that the overall level of participation in many of the so-called action sports continues to grow, rapidly outpacing the expansion of most traditional sports in the western world.

Action sports, lifestyle sports or extreme sports, no matter the terminology used to describe such activities, are created and maintained through global youth cultural representations disseminated by many current media channels. Lifestyle sports attract young people due to their images of sociality, joyful creativity, speed and excitement, urban exoticism and their subcultural distinction from mainstream sports.

The expansion does not seclude itself to the market of male teenagers – older men and women, as well as teenage girls are also showing increased signs of involvement.

Action sports with skateboarding on the forefront gained huge popularity in the early 2000's. By 2006 the United States alone had more than 10 million active participants who noted skateboarding as their sports and leisure activity of choice. The number has been steadily declining as skateboarding is taking its place among other more traditional sports activities and less of a global trend among the youth. From 2012 to 2017 the number or participants in the US has been steadily over 6 million per year.

In 2017, BMX biking in the U.S. enjoyed a 15% increase in participation. The sport also saw a 43.2% jump in riders from 2013 to 2016, from 2,168,000 to 3,104,000 bikers. Other cycling sports, like mountain/non-paved surface biking increased just 0.9% in participation over the past three years while participation in bicycling on road/paved surfaces dropped 6.2% over the time period. This suggests a growing significance of BMX biking as a primary element in one of the largest growing outdoor activities in USA. As the sport with many of its disciplines continues to grow, it begins to garner greater potential in effecting the outdoor market.

Though mountain biking still dominates the industry, participation in mountain biking grew 0.9% while BMX riding particularly grew 15%. Even though only 13% of U.S. Households reported having at least one BMX bicycle in early 2017, its growing participation rate helps solidify its role in the market despite its smaller size of the industry. As more people decide to participate in the sport, the demand for BMX bikes is sure to follow suit in expanding the size of the bicycle market in general.

There is no relevant data available for Europe, hence, it is assumed that USA data

Various forms and formats

Before undertaking the subject of forms and formats, both terms will be explained.

"Form" could be substituted with "type of street sports" and the term **"format"** is focusing on the internal structure and organization of the street sport groups that can be otherwise labelled as a community.

Regarding street sports, form is a list of the top trending youth culture phenomenon throughout the countries of Europe. To grasp the diversity and different ways of being active in the urban environment, a clear definition has to be the first step in the unfolding. Many have tried to establish a clear definition for street sports. Besides the ones which are used in the beginning of the research, the following two are the most comprehensive ones, while on the subject of terminology of the "form".

Street sports are sports held in urban environments. Other key characteristics include their non-commercial and non-professional nature. Street sports are an expression of the spontaneous, improvisational and creative origins of sports adapted by human ingenuity to the urban environment. Although as a specific branch of sports, "street sports" have not been given the same degree of attention as more conventional branches of sports, it is nevertheless both possible to delineate their scope and valid to speak in terms of their concept. Street sports are a hybrid form of sports and reflect the adaptation of conventional sports to the cityscape.

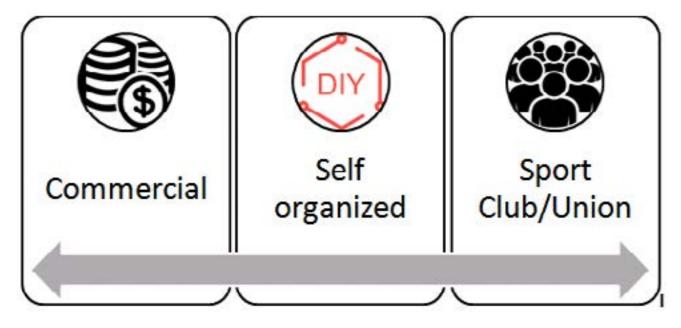
The following definition is based on the social theoretical development of the cities and how we live our lives in the cities.

Street sports are sports mostly performed on the streets and some of them originate from the streets - skateboarding, scooter freestyle, hacky sack, breakdance and parkour. Other types of street sports are transformed from the classic sports adapted to the urban setting, for example, street basketball, street handball and street soccer. Street sports are usually performed in self-organized, informal, social and flexible communities of practice. Participants are characterized by a high level of initiative, creativity and "Do It Yourself" mentality. Hence, it is assumed that street sports will continue to develop new forms and activities within the young people in the city streets as a driving force for their physical and emotional development. Both definitions are focusing on the type of street sports and their origin. There is a different understanding in the origin of movement cultures such as skateboarding, parkour, breakdance, etc. Skateboarding was created and developed when the waves were nowhere to be seen by surfing enthusiasts, and a lot of private swimming pools where empty because of water shortages. The creativity and intervention of the surfers took their surf culture to an urban setting, because the opportunity was there. Parkour originates from a military discipline and implemented the values and culture in a urban setting similar to what the surfers did.

Street sports are a continuous alternation and development of new activities, movement cultures and ways to develop themselves and others. It was agreed not to limit street sports with definitions of what kind of activities street sports are, since that would set an unnecessary frame, which therefore will not contain the continuous development and alternations of various activities.

During the beginning stages of this research we noted there would be a list of the most trending street sports, which is understood as a "form" of the street sports. That is a snapshot of the activities which are trending right now across the borders of Europe: skateboarding, scooter freestyle, parkour, freerunning, urban training such as calisthenics and street workouts, running, street basketball, street dance(break dance and other sub-forms) BMX freestyle, CYR wheel, street soccer, inline skating and soccer freestyle. However, the list is not limited to the mentioned "forms", it is a continuous process of evolution, where new types may develop spontaneously.

Through the different cultures of sport and leisure activities across the borders of Europe, following three main formats of organization have been applied within the unique communities of interest. The formats highlighted are the most common,



where a blurry line exists between these formats and nothing is static.

Social media and its various platforms make it possible to have a community of common interest online and across borders both regional and local. Borders between countries are erased. As such, the development of technology allows street sport actors to transcend the borders of their communities and thus be inspired by similar communities in other regions of the world. For example, an activity-specific community from the Baltics may inspire the format of similar communities in other parts of Europe because they are exposed on social media.

At the same time, the actor has the opportunity to pause a video and separate it into small sections to get more information on the finer elements of the execution, which allows them to learn it faster than finding somebody in their local community that are able to do the same and thus learn from them. Through social media, like Youtube and Instagram, the actors can see development of the temporary limits in the sport. Newly created tricks, inspirations, new forms and possibilities are only a few seconds away because of the internet.

The traditional organizations, outsiders of the street sports communities, trying to grasp and facilitate a development of street sports, are struggling to approach the individuals engaged in street sports. The ways of organization are different from community to community, hidden from the conventional structures and systems where one would usually find and establish contact with traditional sport associations. Street sports are often labelled as "unorganized", which is a false statement because these activities are organized, but in a different way. Street sports activities are simply not organized in the same manner that a sports club or union would usually be. The "Do It Yourself" culture is also influencing the way the actors – street sports enthusiasts – organize themselves and everything around the specific activity.

Many everyday activities in self organised organisations are self-organized by the participants of the specific sport. Some formats of the events and activities are informal meetings and tournaments or camps. Usually a larger facility (indoor) is occupied by participants of specific street sport and is used either as a commercial business or as a sport club or union.

The most common reason for the communities to move away from the self-organized structure are when the surroundings have a demand for company numbers, counted members or other necessities in order to receive a support of some sort from the local government or other organizations. As such, these communities need to organize themselves in a way that fits within the traditional norm for sports associations in order to receive monetary support, be it from the municipality, through fundraising or a third beneficiary.

Some communities are successful in making a business out of their activities and that is a way for them to make a living of their interest. As mentioned in the chapter Statistics, some commercial companies have an interest in being associated with the street sport actors and through their engagement they are influencing the development of communities and cultures as well as creating a setting where monetary purposes are legitimized as a major intent of creating street sports activities, thus the format of the engagement is a subject for change.

There is no best approach towards organizing a street sports community into some specific format, and there should not be, as communities are unique and require different paths towards organizational achievements. Facilitating common guide-lines for every single community should be the starting point, which helps develop-ing a community. It takes a lot of time and human, as well as financial resources to have a strong relationship within communities. Later on it proves to make sense, if by establishing legitimacy and influencing communities in a specific way, is the intent. We should embrace the different and innovative approaches of various organization in the street sports the same way we embrace and approach the activities themselves.

Self-organised communities are the frontrunners within social environments established for the youth and by the youth for a successful practice and growing engagement in extreme sports and streets sports.

The environment of street sports

Unique subculture-like movements form and can be seen within the environment of grassroots sports. Said environment places importance on spontaneous creativity and freedom. The preference is not to compete at an elite level or be overly concerned with competition, and because of this, there is a mentality that no one ever loses when they do grassroots sports or street-sports (Beal, 1995). Participants are not inclined to be focused on having to be better than others, or having to beat any of their peers. Even when participating in contests, the attitude of "doing the best performance that the individual is capable of" is at the forefront. In an interview with Beal (1996), one skater revealed that although the subculture of skateparks does involve a certain hierarchy, this is more of a social hierarchy and not determined through competition. By observing other skaters, especially the likes of the more experienced ones, it becomes obvious who is the most skilled and creative. Yet re-

spect is not gained from showcasing this talent over others, and when less experienced skaters want to learn what they observe good skaters doing, it is expected that they will help each other out. The first-hand narratives from skateboard participants in Beal's (1995) study depict an environment that rejects competition and instead exemplifies learning skills through cooperation and encouragement. Because there is no official coach or trainer within street sports, the only way to learn skills is through self-instruction, observation or peer-learning. It would be reasonable to presume then, that learning in this environment is more efficient through a cooperative approach.⁶

Participation in lifestyle and street-sports – such as skateboarding, football or street workout – is increasing rapidly in many national contexts and across demographic groups, fuelled by a energetic transnational consumer industry and culture.⁷ From the boom in skateboarding identified as the fastest growing sport in the USA with over 6 million participants to slacklining, parkour and circus sports, a range of urban – and nature-based lifestyle and informal sports are rapidly gaining popularity, therefore policymakers and governments are starting to take note. For example, a report to the Australian Government on "The Future of Australian Sport" argues that the growth of individualistic and lifestyle sports is one of the important "mega trends" of the twenty-first century sport-scape and contrasts with the decline of most team sports.

Emerging research on many extreme sports and street sports, or simply put - lifestyle sports activities has recognised the particular ways of life manifest in each activity and has demonstrated the importance of identity, lifestyle, consumer practices, and community engagement to engaging participants.8 Despite the individualistic nature of lifestyle sport participation, accounts of participant's lived experience have noted the importance of the community and environment for their sense of identity, belonging, connection and affects. Youth-oriented research has identified the importance of unstructured space for these informal activities, foregrounding the significance of spaces for relaxation and social interaction, to just

⁶ Youth Development through Street-Sports: An Exploration of the Relationship between Learning Styles and Fear of Failure, Massey University, Albany, New Zealand. (2015)

⁷ for detail on this growth in participation and consumption, see Wheaton, B., 2013. The cultural politics of lifestyle sports. London: Routledge, Thorpe, H., 2014. Action sports for youth development: critical insights for the SDP community. International journal of sport policy and politics, 8 (1), 91–116, Gordon, K., 2015. Getting active outdoors: a study of demography, motivation, participation and provision in outdoor sport and recreation in England. London: Sport England; Wheaton, B. and Thorpe, H., 2016. Youth perceptions of the Olympic Games: attitudes towards action sports at the YOG and Olympic Games. Funded by an International Olympic Committee (IOC) Advanced Research Programme Grant.

⁸ Atencio, M., Beal, B., and Wilson, C., 2009. The distinction of risk: urban skateboarding, street habitus and the construction of hierarchical gender relations. Qualitative research in sport and exercise, 1(1),3–20.

"hang out". Scratch-built skateparks and BMX or mountain bike trails, for instance, are areas where young people can congregate and where friendships are formed with like-minded peers. Young people value them as spaces to socialise outside of their home, and these sites are important to their senses of belonging and assocated emotional economies.⁹

Cultural and psychological characteristics of street sports and extreme sports

Street sports are alternative sports held in urban environments, characterized by their non-commercial and non-professional nature. They form a part of human invention within urban environment as a form of sports having spontaneous and creative origin. In opposite, extreme sports might happen in both – urban and very rural environment, depending on the type of the sport, which means that cultural aspects might differ. Nowadays street sports exist in many hybrid forms of traditional sports that have emerged in the urban environment since the early 20th century: street workout, streetball, skateboarding, crossfit, parkour, freerunning, street football, etc. Some of these may carry similar cultural aspects due to similarities of the sport's nature.

Street sports may require different or even no equipment depending on the type, which also may affect cultural aspects. An example may be such sport developed from military obstacle course training known as parkour. This is a type of street sports that may be done anywhere and could be practiced by one individual or with others. That fact makes street sports attractive for people from different cultural and social backgrounds. Some of them might not afford attending usual sport club, group trainings, gym or memberships at similar facilities. The cultural aspect is characterised by masculine type of participants and overall masculine culture.

Another example similar to parkour is freerunning. This street sport was developed as a separate form of parkour, but with the inclusion of tricking that adds acrobatic moves that are purely aesthetic. Unlike parkour, freerunning is less practical, but more spectacular. Here, the athlete is required not only to overcome obstacles during the journey, but, above all, to do it beautifully. For the evaluation of freerunning, the state of motion is the most important criterion. The culture of this subgroup also is masculine, as majority of streetsports, however, aesthetical part of the

⁹ Brown, K.M., 2016. The role of belonging and affective economies in managing outdoor recreation: mountain biking and the disengagement tipping point. Journal of outdoor recreation and tourism, 15, 35–46.

sport attracts participants, who are keen on some elements of the "performance" as a reward mechanism.

However, as an evolving trend, "tricking" was soon formed from parkour and freerunning, a sporting trend in which athletes perform tricks in different planes. This combines acrobatic and martial arts, as well as breakdancing to form a challenge. Considering that there are no rules in tricking, any effectively performed movement will be considered a stunt. This kind of sport leads to development of flexibility and coordination in a person. From the perspective of the culture, it is even more oriented towards "performance" as a rewarding element.

In addition to these types of street sports, there is also street acrobatics or street gymnastics. Unlike freerunning, here athletes perform acrobatic stunts, not moving around the city, and using only height differences. They demonstrate their skills in places around the city, all at once. Due to this, acrostreet is one of the most spectacular type of street sports.

A special place in street sports is occupied by street workout, which mixes elements of gymnastics and circus acrobatics. The basic concept of this involves outdoor training which implies outside the walls of the gym. Sports equipment is provided in the form of horizontal bars on the nearest yard, and this is available both in the warm and cold season.

Urban slacklining and highlining has exploded in popularity in recent years, with festivals appearing all across Europe, especially in the Eastern part of Europe, where cities are more open to bring in tourists and are less rigid when it comes to providing their iconic plazas and landmarks for something slightly different.

Eighteen years after the release of the first Razor scooter, scooter freestyle has come of age, spawning a uniquely millennial subculture with the same disruptive spirit as skateboarding – minus the steep learning curve. According to many scooter riders, it's overtaking skateboarding in popularity. Scootering is the first sport that developed through the Internet, because today's riders mainly find inspiration on Youtube, Instagram and Facebook. Since a scooter has handlebars like a BMX bike and a deck like a skateboard, it's a hybrid capable of incorporating tricks from each with a much quicker learning curve, which is undoubtedly part of why it appeals to a younger crowd.

Along with skateboarding, longboarding is also gaining popularity. A longboard is a type of sports equipmentsimilar to, but not the same as, a skateboard. It is often longer than a skateboard and has a wide variety of shapes. It tends to be faster because of wheel size, construction materials and more precise hardware. Longboards are commonly used for cruising, travelling and downhill racing, known as longboarding, rather than skateboarding. Longboard "dancing" and "freestyle" are also styles that are gaining popularity, in which the actor utilises skateboard-like motions and steps up and down the board, generally in a fluid manner.

There are people who ride motorcycles to get from point A to point B and time to time we have a chance to see that these motorcycle riders do various stunts on the highways or even the streets of cities. Performing tricks on motorcycles is a relatively new sport. Nowadays professional streetbike freestyle riders spend hours perfecting their tricks, including variations of wheelies, stoppies and burnouts. Contrary to public belief, they train in safe, closed-off areas like empty parking lots, not on the streets. Street sports, in many ways, promote young people to give up bad habits and avoid an unhealthy lifestyle. The actors learn, first of all, to think and measure their strengths and capabilities. Despite the freedom of street sports, there are still certain rules. Elements are worked out carefully, gradually moving from basic to complex. The real extreme is not in thoughtless risk with unexpected consequences, but in the ability to be physically and spiritually ready for any situation that may develop. Movements are perfected day to day and confidence is enhanced, allowing the individual to master their body and emotions tremendously.

An important aspect of street sports is the visibility of these activities. During outdoor performances, participants demonstrate different skills and tricks, attracting the attention of the public and promoting a healthy lifestyle. Thus, any pedestrian can become a spectator and think about taking part in such sports. In the case of extreme sports, the performance of athletes is a spectacle that diversifies the cultural life of the region.

The 21st century marks street sports being brought to another level, by all over public exposure and more recognition than ever before. As mentioned before, skateboarding will be debuting at the 2020 Tokyo Olympic Games. To support street sport activities, local authorities help with organizational aspects - build new sports grounds, where people can do more than simply workout. It's also possible to carry out various jam sessions, competitions and contests in different types and styles of street sports. The cultural aspect of streets sports can be observed by making the urban scenery saturated with attractive events and performances.

It is well known that the adaptation of migrant communities in the United States to their urban surroundings, which is regarded in history as a phenomenal evolution, was affected by street sports. Street sports form an integral aspect of street culture in different regions around the world. Different combinations of these forms a crucial part of play, recreation and identity in the cultural life of communities across various countries. The opportunity for social interaction via skills, knowledge, competence and attitude necessary for successful engagement in the current society are enhanced and can be provided by street sports just like any other type of sports. Regardless of their cultural and social differences, a vast amount of people can relate to and feel part of modern day street culture. More importantly, they can choose a specific sub-type of street culture, which serves best to their physical and psychological needs and abilities.

Street culture itself is becoming more and more popular these days, it aims to demonstrate and develop self-learning skills. With origins dating back to the end of the previous century, it is especially attractive for the younger generation. Apart from street sports, street culture is well known for street music, dance and art. Graffiti artists create their artwork, skateboard and BMX enthusiasts sharpen their skills in skateparks, the videos of various battle rap acts are widely spread on social media and so on.

Street sports are based on freedom and enthusiasm of participants, whose number has been rapidly growing since the spread of the urbanization process back in the 1980s. New sports areas and street sports disciplines are appearing, large scale events devoted to street culture are taking place and being supported by municipalities, thereby enriching local street culture.

There is no doubt that street sports have become a part of the human development emanating as a major form of street culture through which freedom and respect of specific human rights, self-expression, self-searching, an overall active position in society can be promulgated. There are no limitations to street sports and these activities are not characterized by financial investments, prejudice and discrimination in any aspects.

Social aspects of street sports

Different studies in EU countries show that most young people are taking note of street sports mainly because these sports activities and the culture around them seem fun and easy-going - being with friends and having fun is what most people are looking for. On a second note - street sports are easy to access and you can do it almost anywhere and anytime. Therefore, it is a great instrument to meet young people exactly where they are - in their very own social environment. In this section we will analyse the various social aspects connected with street sports.

The importance of community in street sports

Even though the term "community" has already been mentioned as a significant core value, it is important to stress it also as a social factor. Street sports are very lifestyle-oriented if compared to most traditional sports. Sports like skateboarding, BMX, streetball and others have a strong lifestyle culture connected to the actual physical sports activities. A culture consisting not only of the practice of the actual sport, but clothing style, music, art and a general attitude towards life. The social dimension is as important as the performance. This culture within these sports creates a sense of belonging for the participant that transcends national boundaries, ethnical identity or socio-economic statuses. The member of the (for example) skateboard community identifies as a skateboarder first, all other classifications as, for example, ethnicity or social status comes afterwards. At any skate spot the participants are all considered equal, as long as they love and engage in the sport and the culture surrounding it. In traditional sports, the belonging to a team, a city or a nation is so central it often creates a hostility between participants of the same sport. In street sports the communal feeling is always first, competition second and antagonism comes last. Even in team street sports, the feeling of a cultural community is strong.

Mobility and hospitality

Street sports enable participants to move outside of their local living area. This is crucial for young people growing up in less privileged areas. One of the problems nowadays is the segregation and isolation of the socio-economically disadvantaged areas in the large cities of Europe. People living in specific districts rarely leave their neighbourhood, which makes them isolated from the rest of the world and stuck within a community dwelling on many social issues. A young person engaging in any street sport has more chances get in contact with other young members of particular sports community outside of their close-by area. There is also a strong cultural phenomenon within sports like skateboarding, BMX and other individual action sports, where finding new spots - locations suitable for skating or riding - is of crucial value. Travelling and exploring everything from their own city to the whole country and even travelling globally is a big part of the culture. This leads young street sports community members to start traveling to other areas of their city, their country and eventually internationally. Since the culture is encouraging mobility there is also a tradition of hospitality between the members. A skateboarder visiting a new city can easily find new friends and quite often a couch to sleep on, if necessary. In areas with economic and social problems, the youth can easily feel "trapped" and lack encouragement and inspiration to meet and explore the world outside, hence, street sports are an "escape" and also a motivator to get outside the close-by area and step outside one's comfort zone. Street sports break down such barriers and lead potentially excluded youth out into the world.

Geographic mobility leads to social mobility and

understanding

Street sports, compared to a lot of the traditional sports, are both relatively cheap and easily accessible. This also serves as one of the reasons why such sports are practiced by a wide array of social groups. This leads to a good mixture of people from different backgrounds resulting sharing a mutual interest. A shared passion for something is the perfect platform for different groups in society to meet and develop an understanding for each other. This platform also provides a new network that enables "social mobility". Through street sports young people from areas with vast socio-economic problems come in contact with people from wealthier neighbourhoods. This creates a new social network and increases the chance of finding employment, possibilities to study etc. The expansion of one's social network also benefits the person from the more economically developed area, since it gives him/ her a chance to step out of what can be called their "bubble" and create a broader social network for themselves, generate new experiences and expand their understanding of modern day society as a whole.

Street sports can be used as a tool for social work

Besides the above mentioned positive effects of the street sports culture, it is also possible to use street sports as a tool to directly tackle social issues. Street sports can be the instrument to give young people an alternative to a destructive, sometimes criminal lifestyle. Working with young people with a lot of misused energy, street sports can be the perfect way to steer them in a positive direction. This can be done in a focused, planned way, yet it still has to generate a feeling of a spontaneous and fun approach. Street sports often attracts young people who feel they do not fit in within the traditional, more authoritarian sports. By reaching this group, street sports organisations have a possibility to reach them in a more spontaneous, free environment. Often the athletes in street sports don't even realize the vast amount of determination and training hours they devote to their sport, if compared to some traditional sports. The activity is most often completely voluntary at any time, not scheduled and therefore can be performed in an individual manner, which

is customizable to the individual. This opens a very flexible approach, easily adapted to the individual's current situation. Since street sports are both very individual (performance-wise) and very social (the whole lifestyle culture around these sports) it is very easy to implement both focused physical training and a positive social impact.

Street sports offer young people a chance to meaningfully spend their free time. Youth can challenge themselves and step out of unnecessary boundaries. The work and methodology is based on what is called a salutogenic approach and SOC (a Sense of Coherence). These approaches focus on factors that cause and maintain health more than those, which cause the problems. SOC also strives to strengthen the individual's sense of positive belonging and context.

Street sports uses the city environment and transforms it

into something positive

Traditional sports often demand expensive facilities to be able to perform the sport. They also demand an advanced infrastructure of clubs, official leaders and administration. Street sports enable the participant to practice and even compete in a more spontaneous, less regulated manner. Since street sports have developed in an urban environment, using the space available (often a space created for something else, or not specifically for the sport) they can transform some dead, unused public space into a sports facility. This brings life and activity into the whole community. The DIY culture of street sports has converted for example "dead areas" under bridges of various scale into full-blown skateparks. The transformation of such a space leads to positive activity, where before it might have been a place for criminal activities, such as dealing drugs, selling stolen goods, etc. When street sports turn a public place in an urban area, such as a plaza or a park into a place where young people perform their sport, they maximise the use of the city and bring life and positive activities to the area.

Working with role models in street sports

Coaching/mentoring is a vital part of the activities that allows young people to get close personal contact with an adult role model that they can turn to, reflect on, get advice, confirmation and encouragement from.

- Developmental meetings with supportive and affirmative adults outside the family and committed adult models (for example athletes or other members of the community) can play a decisive role in the development of young people.
- Relationships with adults (coaches/mentors) or more skilled peers can be an important way of giving support to young people who lack adequate contact with relevant social role models. One of the forms for creating such relationships is mentorship. Some studies show that well-thoughtout programs with mentoring, which spend considerable time with young people, seemed to produce positive results. This leads to a reduction in alcohol and drug use among young people as well as lower crime rates for said audience, which is particularly important for young people growing up in economically and socially disadvantaged areas.

3. CONNECTION OF STREET SPORTS WITH

MODERN DAY YOUTH

The role of street sports within the youth sector

When assessing the role of sports in a young persons life, it becomes obvious that the importance of sports extends far beyond just keeping youngsters fit and healthy. If organized and promoted purposefully, street sports activities can serve as a good platform for learning and practicing a wide skill-set that includes not only physical, but also personal development, engagement of youth in local communities, as well as promoting more inclusive and coherent society by engaging children and young-sters from different cultural, economic and societal backgrounds.

The United Nations World Youth Report states **three key areas** that are impacted by organized community sports activities:

- Personal (physical, psychological, educational and social) development;
- The capacity of sports to support youth at risk;
- The opportunity to acquire social capital through sports activities.

While there are new tools emerging with the aim to promote personal development of young people, participation in sports activities remains as one of the most attractive and efficient methods. By engagement in physical team activities youngsters are improving their health, which in part contributes to their overall well-being. Moreover, the acquired skills help to improve self-confidence and provide opportunities and experiences that may be useful when facing various challenges also outside the sports field. When playing a sport, young people can learn and acquire important personal qualities, such as learning to lose or respecting authority (a trainer or a team leader). What is more important, children and youngsters who are engaged in street sports learn that it takes a lot more than superior physical skills to succeed - patience, dedication and the importance of team work are amongst the qualities that can be learned by participation in such activities. Acquiring such qualities and developing skills for leadership and teamwork can also foster the quality of educational process for young people. While there is no direct link between engagement in community sports activities and academic performance, sportsbased programmes have shown to improve the learning performance by encouraging school attendance and desire to succeed academically.

More common forms of youth engagement in sports activities usually are sports clubs within schools or special non-formal sports schools where kids are training after school or during the weekends. As the socio-economic state of most students in top city-centre gymnasiums differ from those in minority high schools in the suburbs, sports activities that are organized within school in most cases gather children and young people that come from similar cultural and economic backgrounds. That being said, non-formal sports schools engage students from various backgrounds, participation in such schools depend not only on the motivation of the children themselves and their parents, but also on their financial situation, as these sports classes are not for free.

In this regard, it is needed to stress the importance of organized street sports as a promising platform that can engage children and young people notwithstanding the income of their parents or the language they speak at home. Street sports activities engage young people who have a common interest - a particular sports activity, therefore they instantly have something in common. Moreover, children and young people who play sports together adhere to the same universal rules of that sport, therefore leaving behind all other differences they may have outside the sports field. This collaboration and teamwork of young people from different socio-economic backgrounds gives them significant knowledge and experience, hence directly contributing to building a more inclusive society. Street sport have the capacity to support youth at risk - unlike other forms of organized sports mentioned beforehand, street sports can be considered as the correct format to engage young people who are not highly motivated and would otherwise not participate in any sports or other teamwork activities. Engagement in sports together with their peers and experienced trainers can provide them with positive role models and a vast support network of other street sports enthusiasts. This network that is built through common interest and teamwork is another benefit of organized street sports. Youngsters get to know each other and through long-term involvement in common activities can build friendships that last also outside the sports field.

Young people as volunteers and their emotional development

Young people are the most inhomogeneous group of society that are involved in various activities, interests and that being noted – young peoples' interests tend to change in a rapid rate. This can be explained by their development of mental health – e.g. quickly changing thoughts, emotional adherence, meaning of trust-worthy persons etc. It is normal for children and youth to experience various types of emotional distress as they develop and mature. Mental health includes emotional well-being, psychological well-being, social well-being and involves being able to:

- Navigate successfully the complexities of life,
- Develop fulfilling relationships,
- Adapt to change,

- Realize their potential,
- Have their needs met,
- Develop skills that help them navigate the different environments they inhabit.¹⁰

While on the subject of how young people develop their personalities, it is important to understand that personal development is not only based on their family values and school, but also from every other social structure they come across outside their homes and school. Young people choose to spend their time and explore the world in areas based on their interests and lifestyle – in music, in sports, in fashion, etc. Being part of a specific interest group determines their sense of belonging, life values and way of living. Therefore, for those who are involved in youth work, it is important to be present where young people tend to gather.

One of the ways to reach young people and work with them is engaging them in voluntary work. **Volunteering** is generally considered an altruistic activity where an individual or group provides services for no financial or social gain "to benefit another person, group or organization".¹¹

In mid 90-ties volunteering was seen as a way of diverting youthful energy away from gang life activities. Nowadays volunteering is perceived in a more general manner – it's a crucial part of each civil society.

Youth volunteering is a way of self-development, gaining new skills and competences and can be considered a crucial part of learning by doing. Volunteering is the perfect approach to young people, because it is based on their interests. Moreover, oriented towards competences that can help to get employment later in life. In the volunteering process, one of the most important aspects is to have a proper mentor alongside the youth and on a regular basis.

Volunteering is also renowned for skill development and is often intended to promote goodness or to improve human quality of life. Volunteering may have positive benefits for the volunteer as well as for the person or community served.¹² It is also intended to make contacts for possible employment.

Volunteering is not only perceived as means to "serve the society", but it is also a way to:

• Meet other people sharing the same interests,

10 The European Mental Health Action Plan 2013–2020.

¹¹ Wilson, John (2000). "Volunteering". Annual Review of Sociology (26):215. doi:10.1146/annurev. soc.26.1.215. Retrieved 12 April 2017.

^{12 &}quot;Benefits of Volunteering". Corporation for National and Community Service. Retrieved 12 April 2017.

- Explore the area the person is interested in,
- It is a platform to learn new skills and potentially get a job in a field or interest,
- Experience different cultures and make new friends,
- Be part of current happenings or an organization young people want to identify themselves with.

In 2015, around one in four (25%) young people across the EU were involved in some kind of voluntary activity.¹³ In the context of youth transitions, Holdsworth and Brewis¹⁴ have noted that the individual and social transformative potential of volunteering has been stressed as being an opportunity for young people to develop skills, enhance employability profiles, and contribute to all-around "social good". It is not by chance that, in recent decades, the European Union has emphasized the need to foster youth volunteering. Volunteering is a cornerstone of the EU strategy to help young people address the challenges they face nowadays. One of these examples is the European Voluntary Service (EVS) – an operational action of the Youth in Action program created by the European Commission in 1998.

Therefore, one of the most important instruments to reach young people on a local, national and even EU level is volunteering. A notable form of voluntary work is that hosted by various sports organizations, especially those of street sports where there's a broader array of young people from different social environments. Below, overall summaries of volunteering as the engagement experiences are presented from the partners of this project or other well-known organizations on an EU level.

Estonian sports organisations have experience of volunteering during sport events. The size of the events does not matter – both large and small events are partly operated by a crew of "service and maintenance" volunteers. In particular, volunteers who assist the organizers of sports events. Some volunteers have found their place as part of large sports companies, thanks to the skills and experience they've gathered by being a volunteer. However, each year it is more and more difficult to motivate youth to volunteer. Sometimes unwillingness to engage is connected with the way volunteers are management and taken care of, which is an important aspect a lot of sports organisations neglect. Often volunteers are asked to help at the events or some sports activities which are not attractive to them. It means that the key factor for attraction/engagement is the possibility to engage in activities, which are interesting to the volunteer.

¹³ European Union. EU Youth Report 2015; Publications Office of the European Union: Luxembourg, 2016.

¹⁴ Holdsworth, C.; Brewis, G. Volunteering, choice and control: A case study of higher education student volunteering. J. Youth Stud. 2013, 17, 204–219.

FISE (France) is one of the largest and well known extreme sports events series that takes place all around the world. Each year, more than 2700 amateur and professional athletes from around 40 countries follow the FISE World Series (FWS) stages hosted by emblematic cities, making their commitment to youth and sports. Each year organisers are inviting volunteers. For one event there are around 160 volunteers (57% female and 43% male) that share their passion for extreme sports through this event.

Ghetto Games (Latvia) is one of the largest street sports and culture movements in Europe. Each year Ghetto Games gathers more than 250 volunteers for street football, floorball, 3x3 basketball, extreme sports events and other sports activities. Volunteers are involved not only in setting up for various events and tournaments, but also in creating multimedia content – shooting videos and photos, as well as managing social media channels for various events. Most of volunteers involved see this as an opportunity to be part of a broad community of like minder people and also as first steps towards their career goals and non-formal education.

BMX Fest - Xmas Edition International Event - Malta's largest and only international extreme sports event since 2014. Hundreds of BMX athletes come from all over the world to participate in the event along with the local riders. Every year volunteers are involved in various ways. From marshalling, to DJ duties, photography, social media, videography and more. Volunteering provides the opportunity to be part of the biggest extreme sports event in Malta and also contributes towards the growth of the local extreme sports scene.

Simple Session, Estonia. Over the past 20 years Simple Session has become one of the most notable extreme sports events in the world. Participants from all over the world gather in Estonia to experience the magnitude of the event. The organizers provide the opportunity for volunteers to help with minor details during the preparation of the event course as well as managing the large groups of international professionals making their way through Tallinn, Estonia. It's a perfect opportunity for young action sports enthusiasts to meet their heroes and get to talk to them in real life.

Fryshuset, Sweden also carries out street sports activities involving a lot of volunteers. They are there not only to support the young people but also to eventually evolve into mentors and positive role models for the youth. Volunteering at Fryshuset happens in various forms, for example, there are coaches who volunteer. A coach teaches kids how to do various sports and slowly builds real-life relations with the kids involved. When trust is established the coaches help the youth with their everyday needs. They even help some kids with their schoolwork, sorting applications for jobs, managing driving lessons and other needs. They are not only coaches, they're trustworthy adults that the youth can relate to and fully trust. The coach helps the young person to "grow" by serving a supportive function.

23% percent of all youth in **Denmark** are volunteering, and 39% of those who are not volunteering would like to do voluntary work. 40 % of all youth who want to volunteer would like to do activities for the marginalised groups of young people. Denmark has a long tradition in volunteering, which perhaps can explain that young people will pick a volunteering job depending upon target groups and topics, not beneficiaries. DGI is strategic in ways of working with volunteers and manages voluntary work on various levels. There are even volunteering sports politicians in board teams, volunteers in sports summer camps, training courses, advisory boards, events etc.

Volunteers are invested in by devoting time to them, catering, VDC (volunteer development conversations), education and most important of all - experiences. Volunteers take up a lot of resources, but the investment is well worth it. Volunteers are not called volunteers, but provided with a profile. Instead of a coach, the role is called, for instance "playmaker", and that is something special for a person who carries out the voluntary labour. To be a volunteer is special, because you give something to others than yourself. In DGI all of the sport leisure clubs are run almost entirely on volunteer work.

Taking into account the various experiences of project participants and other organizations shared above, it can be easily established that for voluntary work to prosper it is important to reach young people in the places where they are and connect with them in places where they feel they belong. It is important to provide the youth with relevant support provided on a voluntary basis.

4. METHODS, TOOLS AND VARIOUS APPROACHES

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INCORPORATING STREET SPORTS IN ORDER TO MINIMISE

SOCIAL EXCLUSION OF YOUTH

The aspect of social exclusion among today's youth has been an issue of great concern. At the same time there's been an increasing focus on both - academic research and policy, as well as the role of sports as a tool towards social inclusion. Several researches have highlighted that sports activities for social inclusion interventions need to take into account issues underlying exclusionary processes: specific social outcomes can only be achieved through sports activities if certain conditions are present and successful processes realised.

In this regard, cases from partnering countries have been collected and analysed, stating most promising methods towards a positive outcome along with tools and approaches for social inclusion by different types of activities. However, these tools don't always work. Hence, in this section positive and negative experience from all partnering countries are gathered and analysed. Each country provides at least 2 positive examples and a single negative example of methods and approaches to engage youth and promote inclusion.

Latvia

So far street sports in Latvia have been mainly used just as a mean to promote young people's engagement in sports, but not as a tool to work with young and potentially excluded people. In Latvia street sports and especially those considered extreme sports have often been associated with drug and alcohol use, breaking the rules, skateboarding and riding BMX in forbidden areas, therefore sometimes part of the adrenaline rush in these kind of street sports has been trespassing on private property and later on running from the police. Young people can be reached with the same means that got them into bad habits - the ever so popular street life and pop culture lifestyle can be used as an instrument to work with young people and talk to them about proper values in life. Association "STREETBASKET" from 2009 has been steadily developing a street sports and culture movement "Ghetto Games" that is currently well known across the country, all over Europe, and even parts of USA and Asia. Such wide spread acknowledgement has been reached mainly because of various large scale events put on by the "Ghetto Games". Large scale events have generated massive media coverage and a steady social impact on young people lives on a national level.

Case 1: Street sports schools and sports centers

15 years ago most young people learned about street sports/extreme sports from their actual peers in the streets of the city or by engaging into various activities themselves. Or watching videos of foreigners performing stunts and so on. Along with this came the negative part of these sports – rebellious lifestyle with smok-

ing, drug use and alcohol consumption. However, over time more than a few local street sports enthusiasts prospered into well-known athletes on an international level - they became "international pros". Fast forward to nowadays in Latvia and there are several street sports schools that are self-organised by some of these extreme sports athletes and their peers. For example, the Riga based inline skating school "Straume" is organised by one of the top inline rollerbladers in the world - Nils Jansons who happens to hail from Latvia. Along with specific rollerblading knowledge, Nils emphasizes the need for attaining a healthy lifestyle - regular workouts, stretching and yoga as well as dietary choices. Therefore, in future it will develop a new generation that will compete in these sports disciplines on a higher level than ever before. Over the years, various street sports schools have been established. This progress has given a push towards developing an extreme sports focused youth center and training facility "The Spot". "The Spot" is based in Riga, Latvia in the very centre of the city and hosts various actions sports schools. Currently the leadership of "The Spot" youth center are in the process with carrying out non-standard sports lessons for various schools of Riga.

Inline skating school "Straume": https://www.facebook.com/straumeskola/ Extreme sports center "The SPOT": https://www.thespot.lv

Case 2: Community for women empowerment in action sports

More and more girls are interested in street sports and it is important to encourage them to be in these rather dangerous and full of adrenaline sports disciplines. One of the most active and successful female organizations in Latvia is the women in action sports community "SHE FIX". It was started years ago with gathering girls who ride fixed gear bikes and in time joined female longboarding enthusiasts, inline roll-erbladers, snowboarders and so on. The "SHE FIX" community has a vision to connect and empower women in action sports around the world and currently they're steadily growing their presence in Eastern Europe. This community is meant for all the ladies out there who are just starting out with skating, BMX, inline rollerblading or any other action sports, as well as those who have been taking part in such sports activities for a while – it's meant for both beginners and experts of the field.

"SHE FIX" community: https://shefix.org

Case 3: "Future Football" movement

"Future Football" is a football movement that promotes football and supports children in becoming better football players. This movement was established in 2015. "Future Football" works on a grassroots level as well as serves the purpose of additional training to professional football schools.

"Future Football" provides individual trainings in small cities and town all over Latvia, organises tournaments, camps and "Street Panna" events. "Street Panna" serves as

a promotion instrument for "Future Football". It shows how simple, playful and democratic is the game of football and all activities connected to it ("street panna", football freestyle etc.).

It was founded by one of the most popular professional football players in Latvia -Edgars Gauracs, who is also a member of the Latvian National team. During the past 3 years this movement has raised their popularity and gathers hundreds of children from small Latvian towns.

The program is free of charge and also supports kids and children from socially disadvantaged families.

"Future Football" movement: http://www.futurefootball.lv

Case 4: Grizinkalns skatepark - changes area from disadvantaged to sporty

Youth organisation "Avantis" is one of the most popular and well know youth organisations in Latvia that:

- Supports street culture by organising alternative and extreme competitions, workshops and scholarships.
- Promotes sport and active lifestyle among school children,

In the early 2000's when "Avantis" was established, during one of the discussion evenings with youngsters a skateboarder noted that there are no actual skateparks in Riga. That was back in 2002 and at that time "Avantis" started to search for a place where to build a skatepark and approached various sponsors and the local government to allocate finances for the first ever open-air skatepark in Riga. A suitable place was found at an old carousel square in one of the disadvantaged areas in the city. Together with volunteers and young action sports enthusiasts the clean-up works in the designated area. In autumn 2003 the new Grizinkalns skatepark was opened. Since the opening there were competitions and jams held on a regular basis. After 15 years we can see that sports events and public activities on a regular basis have changedthe Grizinkalns once disadvantaged area into one of the most popular sports complexes in the country, which nowadays gathers thousands of youngsters and young families.

www.avantis.lv

Case 5: Low cooperation level between street sports organizations and official institutions

In Latvia most organizations that are somehow connected to street sports and urban culture activities are more oriented towards self-earned income. Young people are paying for services provided by the organization. Organizations, in order to finance their activities, are selling advertisement spots for various brands - even energy drinks, private financial aid companies, soft drink retailers and others. Most of these companies are promoting an unhealthy lifestyle or unwise financial choices. In order to successfully cooperate with local governments or ministries, it's required to fill out a certain amount of financial reports or there's need to adapt a certain event plan or activity to some kind of existing sports funding program. The amount of work necessary to deal with various forms of paperwork in order to establish and carry out such projects often demands more resources from the people involved. Private funding is an easier way of income. Therefore, a large gap is created in between street sports organisations and government institutions. In the past few years the situation is improving towards better, as institutions are adapting their report requirements for organizations and trying to find common ground for cooperation.

Estonia

In Estonia urban culture and street sports are quite popular among young people, especially during summertime. This fact is proven by various organisation, non-formal groups of interests and others who put on public events incorporating urban culture and sports. Various street sports events such as streetball are organized for employees of large local companies in order to help enhance social integration amongst said employees. Municipalities support the growth of street sports by building new sports grounds, sponsoring equipment, promoting local street sports events. Examples of good and bad practises of social inclusion in street sports can be drawn from the activities of Estonian non-governmental organization – URBAN SPORDIKLUBI MTÜ (NGO Urban Sports Club) located in Maardu city.

Case 1: A tool to minimize social exclusion by free of charge entrance

Street sports can be a tool to minimize social exclusion of youth in several ways. Foremost, it is possible to practice street sport activities without the participant having to bear any form of financial obligation because the facility is readily available to the public. That fact makes street sports especially attractive for young people from different socioeconomic backgrounds. Street sport events, organized by NGO Urban Sports Club are free of charge for everyone. In addition, anyone can become a spectator of the event regardless of the age, gender or socio-cultural background.

Case 2: Multicultural, ethnical and religious background

Another way to combat social exclusion is to carry out street sporting activities and competitions for young people from different ethnic, religious or cultural standings. To achieve this, people who organize these events should consider that there can be some language barriers between the participants and the public. In order to prevent it, they should take care of explanation of rules and provide language support

for participants involved. Additionally, it is very important to play street sport games in mixed groups, not separating participants based on any form of differences they might have. Between 2012 to 2015 an event Maardu Street Workout Cup took place and was carried out in Russian language. The language barrier was a limitation for others, especially Estonians, who could not communicate in Russian to be involved in the event. A year later in 2016 a similar event was carried out, only this time taking into account past experience. The 2016 street sports event was organized on an international level. It was conducted in three languages - English, Estonian and Russian, therefore young people from all over the Baltics participated. The event hat yet another setting in 2018, which was also based on a multilingual approach towards dealing with the youth involved.

Case 3: Volunteers and spectators

Another way to combat social exclusion with street sports as a tool is to attract spectators and volunteers of events from local communities and beyond, giving them different roles and, most importantly – a possibility to be observers or participants of the events. It prevents discrimination and provides opportunities to ones who are interested and are not necessarily doing sports. For instance, there were more than 10 active youngsters from Maardu city involved in the organizational part of a semi-large scale street sports event Baltic Street Workout Cup 2018.

Malta

Extreme sports in Malta have been around since the 80's. Most notable work in promoting such sports has been done by local enthusiasts, one of those being John Zammit. Zammit –a retired cyclist – set up the Malta BMX association in 1986. At the very beginning the association was mainly focused on BMX. As years passed, the association included sports such as skateboarding and rollerblading. Like many small sports in the country, the progress of the sport has been very slow due to lack of investment from local municipalities. Over the past few years extreme sports like BMX and skateboarding have become more accepted and recognised, this is thanks to the number of events the association hosts over each year and also thanks to the BMX School it runs, which is also supported by the local government.

Other street sports like 3x3 basketball and hip-hop dancing have also become more recognised on a local level and help with creating an all-around awareness of street sports as a concept. The increase in awareness has led to more young people being drawn to practice street sports and this has been noticed by policy makers in Malta. International experience shows that local progress in these sports will eventually lead to more investments towards organisations working in street sport culture.

Case 1: Anti-discrimination approach and full inclusion policy

Robert Portelli, Head of Sports programmes at Sport Malta (the official sport body of the Republic of Malta) explained there are no written rules or methods nowadays – most of the factors that make activities as inclusive as possible. One of the most important approaches is that there is no discrimination between races or colours of skin. Malta has a history of hospitality and acceptance. As for some physical and mental disabilities a full-inclusion policy was adapted, where children join both – mainstream sports and street sports classes with the support of their parents or professional staff on hand to aid disabled people. As for those with limited financial resources, over the last couple of years various organizations in Malta have adopted a special program what's called "Budget Measure 88". Parents with limited income are encouraged to enrol their children in OnTheMove programme for free. General feedback from parents and schools involved is positive.

Adopting a full inclusion method is very demanding in financial terms, due to need for more assistance for the children. R. Portelli stressed the importance of having the parents, relatives or even close friends being involved in activities as this helps them gain more confidence. Once the confidence of these children improves, parents, other relatives or friends are included less and less so that they can move a step further with the development of the child.

Case 2: Inefficiency of full involvement policy for youth with special needs

Malta has adopted a full inclusion policy, as stated by the already before mentioned representative of the Sport Malta organization – Robert Portelli. There have still been cases where children with special needs were not involved. Either because said children do not want to or because they were left out. A conclusion can be made that one has to make sure that the inclusion of as many stakeholders as possible is essential. In this case the parents played an important part, but due to possible lack of involvement, the motivation model did not work as efficiently as possible.

Staff that is not directly involved with the programme but is rather employed by the facility has to be also trained to some extent. They should be prepared to deal with various child tantrums and sometimes unusual behaviour. Moreover, the staff has to be able to be tolerant towards their parents, since offending the parent leads to the child eventually quitting the programme or in time creating unnecessary tension in between the child and the parent.

Case 3: Skateboarding Association organising Skateboarding event

During the early stages of organizing various skatepark events by Malta's official skateboarding association, a lot of beginner level participants were afraid to compete in the event due to fear of low competence. In order to break this barrier, a decision was taken to change the format of the competition to a "JAM" format. Orig-

inally the competition was planned by grouping all the skateboarders in groups of 4-5 people where each skater would be given two single minute runs to perform the tricks of their choice. Instead the skaters were grouped into a bigger group and, were asked to skate and perform their tricks randomly.

The skaters were given 30 minutes to skate and the judges had to focus on the best run and best trick out of all the skaters. This change in the format made it possible for the beginners to feel more comfortable. They felt like skateboarding in their usual environment with friends and felt no pressure of performing tricks in a single minute run. This turned out to increase the level of engagement in said event, especially for beginners and also for the more advanced skaters. Overall it improved quality of the event by chance to skate and enjoy the event together by skaters of different level.

Denmark

Nowadays in Denmark and also in others parts of modern Europe an increasing number of children and young people demand a looser organization and a less elitist community to play sports. Young people want a flexible framework, where they themselves have influence. The social element, shared values ??and multiculturalism rather than the elite are the primary values for the Danish youth. Over the past decade, street sports proved to encompass a significant capability to activate young people. It was achieved by creating significant results with few resources. Street sports offer a great potential for the future generations of an active society all over Denmark. Denmark has established an organization named the Danish National Platform for Street Sports (GADEIDR⁻T). The platform supports young street sports and consults different groups of the society – starting from young skaters and eventually leading to City Councils.

Case 1: The Danish National Platform for Street Sports

The Danish National Platform for Street Sports is a platform for the street sports actors who are genuinely passionate about street sports. The platform aims to develop and disseminate a street sports movement throughout all of Denmark. Through financial support of various micro-grants, knowledge sharing and consulting, The Danish National Platform for Street Sports support various street sports as much as possible. This platform promotes social health and creative potential to benefit as many people as possible. Over the time period of 2016-2018 The National Platform for Street Sports has supported more than 370 youth-led street sports projects and reached more than 170 000 children and young people.

Case 2: StreetAttack: more than an event

During the summer of 2017 a new street project called StreetAttack was co-created by seven municipalities in Denmark, one of those being Aarhus - The 2017 European Capital of Culture. The project was structured as "a caravan of events", which toured through seven cities with seven individual day-events to raise awareness about street culture and street activities. Each event was based on a locally arranged setup, which was supported and assisted by the StreetAttack Crew. The StreetAttack crew consisted of 30 highly qualified street sport actors, each representing their street sport. The caravan of events included a broad variety of activities and cultural elements, which made the events versatile and inclusive for many street sports. Skate/scoot-obstacles, parkour cages, a breakdance stage, DJ-setup, BMX pump track and graffiti walls were only some of the many features every event included. The main element of the events was the local involvement. Depending on the popularity of a particular street sports activity in visited cities, StreetAttack provided support with a platform for further recognition and development. The local street sports actors were therefore included as part of the crew in each specific city. With the average of 800 participants per event, the crew's highest priority was to convert spectators to participants. To do so, it was necessary to inspire and attract through spectacular shows, after which the spectators were invited to attend workshops. Since StreetAttack wanted to highlight and assist the local street actors, an early involvement in the planning process was essential for the project.

The StreetAttack event turned out to be more than a single day pop up event. Successful cooperation with local partners from the municipality, youth institutions and other stakeholders, with true commitment for the youth culture and street sports was achieved. This event and involvement of locals is an example how to support the municipal youth strategy. The long term effect is inspiration of young people by the events carried out. That and the possibility to join training and workouts on the following days – all of this builds a long lasting effect in a specific community.

Case 3: Desktop communities and lack of motivation

When organizations attempt to create new communities or sport movements sitting in front of a desktop, it is always a challenge and success is rarely achieved. The reason is that the important Do-It-Yourself vision of the street sport culture is necessary to guarantee a long term existence of any meaningful street sports project.

One example of a not-so successful approach was when a large Danish NGO established a community around the football game called "panna". "DGI Panna" was created as a bread name. The idea was to gather youth with different backgrounds and run weekly trainings. A Facebook-page was developed along with suitable visual graphics. Seven youngsters checked in, but shortly after the start of the project the first difficulty arose - attracting motivated coaches willing to work with the youth. Training sessions were not regular, the Facebook page faded. The unsuccessful outcome of this project indicates that there always has to be a strong personal drive behind any specific activity.

A decision was taken to stop the "DGI Panna" activity. Later on an enthusiastic group of panna players presented themselves as a community called "CPH" and proposed a strategic partnership. Cooperation was established and the relation between an independent street sports community and an established sports organization has proven far better results than any "desktop community creation" along with a serious lack of motivation from the coaching side.

Sweden

In Sweden, the local street sports clubs can apply for special funds that are aimed at integration of immigrants and working with weak socio-economic communities. This has resulted in a lot of social work from the street sports community and plenty of inspiring projects. The power of spontaneity and the flexibility of young and smaller organisations makes the street sports clubs and federations very fit to take on the huge task of solving social problems with a fresh new approach. It is not without problems, though - the free form can sometimes mean that projects get too dependent on one driven person and when that person for some reason leaves, the project dies. Here, a more stable organization would be able to prevent that.

Case 1: Hela Sverige Rullar (Sweden is rolling) – skating and refugees

The project Hela Sverige Rullar (Sweden is rolling) started as a volunteer project led by the skateboarder Fabian Ryd. Ryd had the willingness to strive for some positive change within the refugee communities in 2015. The huge arrival of mainly young males (coming without family) resulted in many overcrowded asylum accommodations with little to no occupation and a lack of natural, positive contact with the local Swedish population.

The main idea of the project was to teach the refugees how to skate and connect them with the Swedish society through skateboarding. To accomplish this, Hela Sverige Rullar built ramps at the asylum accommodations and provided the youth staying there with skateboards and safety equipment. There were also local skateboarders volunteering as skateboard coaches.

This resulted in a better environment for the refugees since they now had a sport to practice and in turn - a new interest to ease up their minds with in a tough situation. It also resulted in better relations between the local Swedish population and the refugees.

Hela Sverige Rullar was initially funded by sponsors, private donations and volunteer work, but has now been granted from the Swedish Sports Federation. The operation continues to this day – mainly building ramps at asylum accommodations with an aim to integrate through skateboarding all over Sweden.

Case 2: Kroksbäck Skatepark – cooperation with municipality

There is a very successful skateboard club in Malmo - Bryggeriet, that works closely with the municipality to make skateboarding accessible for the youth. Malmö is also at the forefront on organizing large skateboarding events - Quiksilver Bowlriders, Ultra Bowl, Vert Attack and Malmö Street. This has put Malmö on the map as one of Europe's premiere skateboard cities. In 2016 Malmö got the invitation to host the finals of the largest international Park pro contest series - the Vans Park Series. For the contest Vans (an extreme sports and urban lifestyle shoe and apparel brand) wanted to build a new top-of-the-line skatepark and tear it down after the event.

Bryggeriet proposed a location in Malmö where the city could donate the land and instead they could build a permanent skatepark. The location was situated in a socially and economically disadvantaged area. Through this event, which also ended up being the world championship, the area of Kroksbäck got a lot of good publicity and one of the finest skateparks in Europe. The event got very popular and drew a huge attendance. There was even need to install a large video screen outside the area for the thousands of spectators who couldn't get in. By locating such a prestigious event in a disadvantaged area, the locals were given better self-esteem concerning their surroundings, the area itself got a better reputation and most importantly, a great skatepark was built with free public access and equipment to rent.

Case 3: The Enthusiast example – driven by one person

In 2010 a street football movement was started in one of Stockholm's many suburbs - Skärholmen. The project was started by local young enthusiast and many young people came down to the pitch every Wednesday to play street football and socialize. In addition to football, snacks were available for all participants and even help with school homework. Strong relationships with young people were carried out and the project was appreciated by everyone in the area. The movement had little to no funding from the municipal district, but otherwise dependent on the organizers motivation and his "volunteering". In 2016, the main organizer moved to another city to commence studies. Wednesday's street football classes slowly disappeared from Skärholmen. Nobody had the time to engage voluntarily as the used-to be frontman of the project. Unfortunately, many street sports are far too much bound to "individual" enthusiasts, who volunteer and engage actively. When a specific person moves away from the activity – a whole community might come undone.

To conclude, street sports is a powerful tool for minimizing social exclusion since

costs to engage vary from none to very little. Different approaches lead to the success of social inclusion by street sports activities, may it be significant role models, events, volunteering or successful cooperation with municipalities and other stakeholders. Some success stories are driven by very enthusiastic personalities and genuine enthusiasm is one of the cornerstones for successful engagement of socially excluded youth. Diversity and multiculturalism also plays an important role, the same as tolerance and acceptance. Besides that, national and local policies, as well as successful implementation of those are important towards successfully carrying out various street sports activities. Everyone can take part in on a voluntary basis, which is a very effective and powerful tool for street sports movements. The fact that most activities take place outdoors connects people from local communities and creates a feeling of belonging. Street sports attract recognition within society, becoming mass events that not only entertain public, but also promote a healthy lifestyle, active citizenship and social inclusion. These sports contribute to the healthy development of modern day youth and greatly correspond to the core values of the EU.

5. FINE EXAMPLES OF

STREET SPORTS INTEGRATING

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SOCIALLY EXCLUDED YOUTH

Social exclusion leads to various negative conditions amongst those socially excluded – lack of social and economic participation, unstable emotional life and health status. As mentioned in previous sections, some approaches to dealing with social exclusion might be successful, but some approaches might not work and it is important to understand both reasons for success as well as reasons of failure. Well organized and precisely directed street sports activities can offer opportunities for escaping the vicious circle of exclusion. By offering young people possibilities to feel as they belong to the community, opportunities for volunteering and non-formal learning, it is possible to reduce the risks of further social exclusion linked to unhealthy lifestyle. Partners of the project have an intensive experience in youth work and engagement in extreme and street sports. Hence, the next section is dedicated to describing their own experience on the subject of integrating youth suffering from various forms of social exclusion.

Best cases by Ghetto Games

Case 1: Regular street sports activities without the use of forbidden substances

Association "STREETBASKET" started to organize regular streetball tournaments during summertime in order to provide a positive alternatives of leisure instead of simply hanging around and not engaging in any particular activity. As the central venue for these regular activities a disregarded area was chosen – an area what modern day youngsters would label as "ghetto". Young people were already gathering in the area, so what was needed to be done are regular activities in order to create a "platform" where to start interacting with said young people, provide valuable alternatives for simply doing nothing purposeful.

It must be noted that setting borders is of great importance. It is important to define acceptable and forbidden behavioural features. Therefore, in the competition area it is not allowed to smoke, use drugs or alcohol in order to respect sports and the core principles of a healthy lifestyle.

Case 2: Volunteering in street sports and a path towards career development

Not all young people are good at sports but they still want to be a part of a community devoted to sports. Creating volunteering possibilities creates an advantage for organizers of sports activities. In turn, by volunteering young people can get new life skills in an informal and fun way. The "STREETBASKET" association has created what can be described as an academy for volunteers participants are divided in segments connected to event management:

• Staff supporting the sports competition – managing the registration booth,

result recording, etc.,

- Sponsors management searching for prize sponsors for a particular competition or tournament gives a slight glimpse into the world of sports marketing, PR and sales areas,
- Multimedia support photo and video work helps young people learn how to take professional photos during sports events, create video content from various sports tournaments and even arrange special live broadcasts,
- Technical support and logistics of the event.

The minimum hours to be worked on a voluntary basis is 120 hours. When said amount of work hours is reached, volunteers get a special diploma with a recommendation letter from the leaders of the association. Association has also agreed with their partners that graduates from the academy (with good recommendations) have first-hand possibilities to qualify for internship or a job vacancy in the partner companies of the "STREETBASKET" association.

Case 3: Street sports competitions without referees

In 2009, when the "STREETBASKET" association started to organize their first ever streetball tournaments "Ghetto Basket", there were no referees due to the lack of financial resources. Afterwards, when the association got relevant support from various sponsors and the local government, the principle of holding basketball tournaments without referees stayed as a core value. Usually referees are on the basketball court in order to give out penalties and notice violations of the rules of the game. A referee is like a mediator in between two opposing teams and is there to take all the responsibility of the scoring in accordance with the rules of the game. If the game is held without referees and the players themselves are the referees, the players of the opposing teams are forced to find a solution to an argument in between the teams as well as development of respect for fellow street sports enthusiasts.

Best cases by Estonian Street Workout federation

Case 1: Free and open trainings

Free and open trainings where experienced athletes are involved in order to share their experience with young people are one of the best examples for integration through street sports. These workouts help youngsters to create new contacts and become more motivated.

Since such training sessions are usually free of charge, it means that they are affordable to every person interested in sports and a healthy lifestyle. Personal background, no matter cultural or social, is not important and absolutely everyone has a possibility to come and participate, develop their body and improve sports skills.

A fine example bring example from the experience of the Estonian Street Workout federation is their open trainings that were held every week during summer in Pae park, Tallinn, Estonia. Information about these training sessions was widely spread on social media. The training was held on Sundays. Young people interested in sports could come and join the training absolutely for free. The sessions were overseen by a professional who deals with street workout for years and has gained all the necessary knowledge to become a training leader. For one hour youngsters and children were more than welcome to join and train themselves under supervision of an experienced adult.

As the training session were held as open air events that were held in public space, it happened often so that young people passing by took interest, came closer to spectate and even joined the training. As a result, all of them improved their physical skills and had a possibility to communicate on subjects of health and training specifics with a competent training leader.

It is a successful approach to integrate socially excluded youth. During the training people do not communicate much because everyone is busy doing exercises, so even the mostly quiet and humble people may feel comfortable and safe and enjoy the feeling of belonging to the group. Most importantly – all participants have the same interest that brings them together and that is a good start for the socialization process – a chance to meet new people and to get involved into activity groups. Also communication with experienced trainers increases the chance that young people will get interested in sports and as a result will pursue a healthier lifestyle.

Case 2: Free competitions and tournaments

Holding and organizing free competitions and tournaments with planned involvement of socially excluded youngsters as volunteers during whole event is a successful method to involve young people that face social difficulties.

The Estonian Street Workout federation organized a number of free competitions and it happened so that they offered young people to help with some organizational tasks. The youngsters had an opportunity to have input during the preparation of the venue where all the activities were held. Volunteers helped to register participants of the competition, to communicate with the athletes and other guests and explain the event programme.

It was clear observation that in case of such intense schedule of activities, socially excluded youngsters had possibility to showcase themselves by providing a helping hand and making viable input towards the organizational process of the whole event. Most importantly, the volunteers felt as a part of team that was responsible for the fact that everything will go well and according to plan.

For this current case, youngsters not only took part in the organization of the events, but also had an opportunity to enlarge their circle of acquaintances and practice being in front of a large audience, as well as some foreign language practice as the events hosted by the Estonian Street Workout federation were visited by representatives of different countries and cultures. In some cases, up to three languages had to be used. Of course, to encourage young people there was always a chance to ask for some help from the main organizers, but mostly the volunteers managed everything on their own and thus create more faith in their own abilities and personal traits.

Case 3: Workouts in schools

The aim of free street workout sessions in schools is to create training groups where participation of kids with different ethnical backgrounds would occur.

Free of charge weekly training sessions in various local schools were organised. Workshops as well as football and basketball trainings were offered and youngsters had a chance to do both individual and team work exercises, which both help in bonding groups of individuals with various social status.

Street workout constructions ensured the possibility for participants to work with their body, to acknowledge their own strength and understand what they are capable of physically. What is more important – every participant had a chance to try out any activity at hand and had equal opportunities and conditions. As a result, even socially excluded youngsters felt better, were proud of their performance and had a chance to become socially included during the training sessions.

Best cases by DGI

Case 1: Co-creating and gatekeepers

DGI have a mission, which is to make as many danish citizens as active as possible. To achieve this goal, they feel like they're obligated to change the participation

in sports at disadvantaged areas. The disadvantaged areas do not have the same amount of various active local sports clubs as some more prominent areas of the city. The form and format street sports offers, withholds some potential for the youth with a marginalised life situation.

When starting up new initiatives, projects or similar activities, it is important to make partnerships with the persons and organisations who are in the areas on an everyday basis. They are called gatekeepers - they carry the keys to the doors you do not see from outside and know the current situation and background. When DGI is taking up a project, the first they do is map the gatekeepers and their function. DGI are working together with various youth club employees who are doing activities with and for the youth, talking to social housing managers of the area and, most importantly, the youth in the area. It is important to get in touch with the local sport clubs and gather the network to ensure common interests, not compete with other projects or initiatives in the disadvantaged areas.

This approach of co-creation gives info on the background for previous initiatives and a way to ensure that a new project responds to a need of youngsters in the area. Many socially charged areas in Denmark have had various projects with good intentions, where you leave the residents of the areas with nothing but need for more. It is important to follow up on any initiative carried out.

Case 2: Street Soccer Aarhus

Street Soccer Aarhus was an integration project, but never officially mentioned as one. Instead the focus was on the common ground already existing in the area, in this case - street soccer. In Aarhus there is a major interest in street soccer. It's already played on the multi-courts in various areas of the city, albeit not very well organized, nor inclusive towards newcomers. This is where the intervention begins.

Through the co-creation method, DGI made contact to resourceful, local youngsters who would then be responsible for creating weekly sessions in seven low-income areas around Aarhus. These young men and women took the role and identity of being "playmakers". The playmakers received education, such as study courses on conflict management and first aid and thus endowed with the capability of handling these weekly sessions for other young people on the multi-courts of their local areas. The playmakers participated in meetings where they shared their experiences with other playmakers. This created a relation to playmakers in the other low-income areas. The central role of a playmaker was to facilitate play on the multi-courts and therefore their activities were all about fun, play and engagement in the sport.

The playmakers also organise a monthly tournament in their local area, where

groups from other areas are invited to participate. Through this initiative players got to know other likeminded people across various areas. This broke down prejudices and created friendships, as well as introduced them to other cultures of gameplay. These tournaments also helped people move away from their local areas, where they would otherwise tend to stick around. Instead they gain knowledge of different possibilities in different areas of their city.

The participation in the monthly tournaments sought to develop the participants' cohesion on their respective teams and learn how to participate in a public tournament, preparing them for the grand tournament – the Danish Street Cup.

Case 3: Crossroads

Hosting some flashy activities can be easy, whereas creating an engaged community is a lot harder. "Crossroads" is a concept that develops youth groups into an organised and coherent community throughout a period of four months. They will be guided to establish a name, a logo and a form and frequency for an activity, as well as an organizational setup for said activity. After the training period, the community is "ready to fly". They will organize their own training sessions for other young people, supervised by professionals.

The idea is to activate the youths' passion for a sport – i.e. street soccer, urban running and plenty of others. The idea is to use it as the point of departure for building responsibility and leadership. From 2015-2018 a total of 102 leaders graduated the programme and the vast majority of the communities were running twelve months after the training period ended, and therefore with a strong platform to keep doing their work.

The activity benefits the local municipal agencies working in the neighbourhoods with an aim to create lively and positive environments.

Best cases by Fryshuset

Case 1: Skate Nation – integration of refugees through skateboarding

Viktor Telégin - a member of the skateboarding club KFUM Fryshuset Fritid, came up with the idea to introduce skateboarding to the refugees in Sweden. Initially, the idea was to improve their living conditions and ease their minds by getting some exercise. Viktor contacted the Fryshuset organization with the idea to invite a group of refugees to skate with the local skateboarders at a local skatepark. Soon "Skate Nation" was born and invitations were sent out to refugee asylum accommodations. The movement rapidly grew in popularity. The local skateboarders got involved and donated skateboarding equipment, as well as volunteered as skate coaches. It became clear that the project had potential to evolve into something more than just weekly skate sessions.

As other street sports, skateboarding is a very powerful social tool. When you become a skateboarder, you become the member of a vast international family. One makes friends with people outside of their social, economic or geographical area. This is perfect for integrating people in a country and society completely foreign to them. The refugees who started skateboarding through "Skate Nation" soon became part of the skateboarding culture and could more easily integrate within the Swedish society.

The next step in the "Skate Nation" program was to educate the new skateboarders in social leadership, so they could work with the program and become leaders themselves. This step of the program is in progress for over a year now and the members of the program have the possibility to participate in leadership courses arranged by Young Men's Christian Association (YMCA). The members of "Skate Nation" have an excellent chance – from learning to skate themselves to becoming a coach and making a direct impact towards successfully blending two separate parts of the society they live in.

Case 2: Skatepark ambassadors

At the skateparks of Stockholm discrimination is not a factor. Since winters are long in Sweden, an escape from the harsh weather is indoor skateparks. Indoor sports facilities usually are prone to a lot of expenses and Stockholm's Skatepark is not an exception. Struggling with all the expenses of maintaining a facility of this sort, the skatepark management is trying to keep the costs to skate as low as possible.

Not every skater out there has sufficient funds to skate every single day at the park, even though it is most definitely desirable. In this regard, the Stockholm Skatepark started the Skatepark Ambassadors program. Children and young people with limited resources can join the program and get to skate for free. Many kids in Stockholm are growing up in a single parent family, challenged by getting the bills paid. The Stockholm Skatepark feels that youngsters deserve a chance to skate in the winter as well, so the skateboarders behind the Stockholm Skatepark applied for grants from YMCA in order to run a program where one can get a free skate pass through the winter in exchange for some work at the facility and most importantly – a good attitude towards fellow youngsters.

To get a Skateboard Ambassador pass, a person should contact the skatepark and explain their situation or the staff of the skatepark might contact particular young-

sters they see might fit the role of an ambassador - especially if the staff notices any attempts to get in the skatepark premises without an entrance ticket or pass. If a young skateboarding enthusiast is granted a free pass he/she becomes an ambassador for the skatepark. The ambassadors are supposed to help out, if needed at the skatepark. The most important thing is that the ambassador must behave in a positive and inspiring way. The ambassador is supposed to be kind to the younger kids, to welcome new members and make sure the park is tidy and nice to visit. The ambassadors have to stay in contact with the skateparks staff at all times and are considered a valuable part of the crew managing the Stockholm Skatepark indoor facility.

Simply handing out free passes to skaters from disadvantaged areas can minimize the value of such a pass, so careful balance is needed when selecting kids for the Skateboard Ambassador program. The Ambassador Program does not only make it possible for a lot of youth to enjoy skateboarding during the winter season, but it also strengthens their self-esteem and teaches them good leadership.

Case3: Ex-gang member Andreas

In 2014 during the project Passus Fryshuset in Stockholm, an ex-gang member named Andreas started playing street football. The youngster had previously belonged to a gang and lived a very destructive life with violence and criminal activities being a part of daily life.

Thanks to Fryshuset's project - Passus which is oriented towards help to those individuals that want to leave gangs and criminal organizations, he slowly started to recover from the destructive environment he felt trapped in.

The football environment has contributed to new friends, regular exercise and positive emotions. The Passus Fryshuset project is about having a place to belong, bringing youth together into a community, helping them to feel a sense of security. Developing oneself socially and finding one's own voice and self-respect are just some of the necessary features for transformation.

Passus Fryshuset training session as are set on Thursdays and street football matches are held every weekend. The newly found passion for sports is everything for Andreas and other youngsters with similar life stories. Their new "gang" gives them the support and love they need. In 2016 Andreas moved to Gothenburg where he created his own street football team and now helps others with a similar back-ground. Football and Passus became his rescue.

Best cases by Malta BMX

Case 1: Partnering with local sport organizations and the integration of special needs

Sport Malta (sports body of the Maltese government) organizes a program "On the Move". The noted government sports program is promoted and carried out at the public schools in Malta. It offers various sports to thousands of youngsters. The specialists managing the program deal with many cases of young people with unstable emotional life. This limits the young persons will and chance to participate in group sports. For example, communication is an important aspect of any team sport and youngster that suffer from communication impairment (e.g. autism) need to be assisted.

Through this program youth with special needs have a chance to attend specific training sessions. The integration work during those training sessions works well as communication is not required, the participant only needs to repeat and practice specific movements.

Case 2: Working with Youth Workers

A few years ago, the Maltese government opened a department called "Agenzija Zghazagh". This department employs youth workers to help keep kids off the streets and offer activities to spend their free time meaningfully.

Since the formation of noted department, the Malta BMX organization have been in close cooperation to include their activities in the program. As a result, Malta BMX have achieved a very successful rate of integration for young people coming from an unstable emotional life environment.

A successful ongoing cooperation is established in between the Malta BMX street sports organization and the "Agenzija Zghazagh" governmental department, observing that a lot of children are attracted to BMX and skateboarding due to the freedom of expression encompassed by these extreme sports.

Case 3: Working with Foster Care centers

During the many years of Malta BMX experience, the organization has dealt with some cases of kids coming from foster care institutions. These children were directed to Malta BMX by youth workers of particular foster care institutions. Youth workers would identify their interest in BMX or other cycling sports and would bring the child over for training sessions. The Malta BMX organization usually hosts free of charge training in case of such interest from the foster care institutions.

All of the approaches are linked with the "On The Move" program carried out by Sport Malta government organization. The program allows kids to have access not only to BMX, but also to other street sports available through the program.

6. EXTERNAL OPINION OF THE YOUTH

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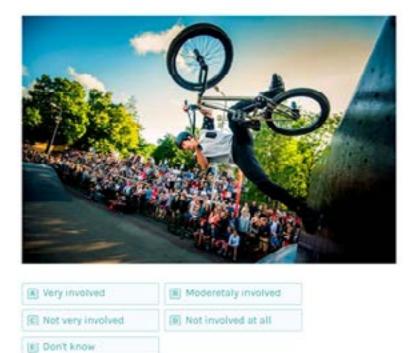
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Online questionnaire

Online questionnaire: Mostly because of the trouble of reaching young people through traditional telephone interviewing techniques or face to face interviews, a decision was made to rely on the Internet as the preferred method of questionnaire administration. **The online questionnaire is divided into two thematic sets.** First set of questions is related to the main areas covered by the project and consists of 8 questions. The second part of the questionnaire covers the demographical data and consists of 5 questions concerning age, gender, country of origin and education of the respondents. The final question in this section assessed belonging an urban environment (a city or a town) or a more rural setting with small towns and the country side in mind. The necessity to run an online questionnaire with only a few questions was agreed among the partners at the very beginning of the research process. The unwillingness of youth to engage in time consuming surveying was taken into account.

naire was completed with the partners of the project, it was tested among the partners themselves and also a possible target group. As soon as the final draft was finished in an online shared document format, the next stage of adoption for the ready-to-go online version was started. During early spring of 2018, the most attractive and convenient online option was selected as typeform.com. In the very beginning it was tested internally with over 25 young people, among which some

Once a draft of the question- + How would you describe your level of involvement in street or paire was completed with the extreme sports?*



even some youth leaders from Latvia, Estonia, Malta, Sweden and Denmark. Typeform.com online guestionnaire tool was chosen due to its attractive and easily

comprehensible design – both important factors for the youth target group. Feedback was collected and proper adjustments were made in order to make sure that the questions appeared in the correct order, that there were no clerical errors and that the logic and flow of the questionnaire worked properly under all branching conditions. The distribution of the questionnaire began in middle of April 2018 and lasted until the middle of May 2018.

The survey was in English language, assuming that most young people nowadays have a sufficient level of language skills and encounters the English language on a daily basis while browsing social media or the internet all together. The questionnaire was posted on partners' web pages, Facebook, and Twitter, as well as direct contacts which were established with youth non-governmental organisations, universities, schools and other institutions involved in working with young people.

 How does involvement into the street or extreme sports helped you personally? Up to 2 choices



Interviews: Interviews are a qualitative research technique which involves "conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program or situation. A semi-structured interview form was chosen and a set of questions to be answered by all interviewees was gathered. At the same time, additional questions were asked during interviews to clarify and/or further expand the dialogue on certain issues. The aim of the interviews was to obtain in-depth information and comments, which would allow to evaluate and investigate the factors influencing the overall impact of the grassroots movement on a specific individual involved with street sports. The process of choosing the respondents for the interviews, young people suffering from exclusion and considered a part of the marginalised youth sector were recommended. In particular, those who experienced social exclusion in their lives, but participation in grassroots sport movements helped them to overcome these challenges. The foundation of the interviews is adapted from the online questionnaires, however, during the interview, more in-depth answers were gathered.

Results of the online questionnaire

Research sample of online questionnaire

An initial screening of the questionnaires was done in order to determine whether

each respondent can qualify based on their age. While preparing the promotional campaign on social media, a clear message noting the maximum age limit – 30 years, was communicated (see Image 1).

Knowing that most young people nowadays are willing to dedicate no more than a few minutes of their time, in the very beginning of the questionnaire it is stated that the time necessary to fill out the questionnaire will not exceed 5 minutes.

The attractiveness of the ad and visual characters incorporated also plays a significant role. As already stated, for that reason Typeform.com was chosen in order to reach for a higher level of engagement. The minimum amount of replies to be gathered was set to 50 replies per country. If you are between 13-30, let us know your opinion! By participating you will help us to understand better your motivation to be involved in different street and extreme sport activities. Survey is distributed among the youth in Latvia, Estonia, Malta, Denmark and Sweden and probably some more countries.

The survey will take maximum 5 minutes of your time.

DCI Co-funded by the Erasmus+ Programme of the European Union Continue prote ENTER.

Img. 1 Communication of the age requirement

For the selection of the respondents, a systematic random sampling method was applied, which determines the geographical location and age as prime characteristics of the selection. Average time needed to complete the questionnaire was approximately 3 minutes and 34 seconds. 68 % of questionnaires have been filled out by using smartphones, while those who opted for PC's and laptops were only 31%. A mere 1% was filled out by using tablets. The overall response or completion rate is 49.5%, which can be considered a typical response rate for the age group in question. The completion rate was very high for those on PC's and laptops, standing for 91.7%, while smartphone users delivered only 41.5%. The lowest response rate was made by tablet users -25%.

A total of 318 **questionnaires** were fully completed. In total there were 80 respondents from Latvia, 63 from Estonia, Malta – 58, Denmark – 54 and Sweden – 52. There are 11 responses from other countries, which were not subject to further analysis.

Characteristics of the sample set in Latvia.

Age groups: The dominant age group are youngsters 15-18 years of age, which represent 70.0%, followed by the age group of youngsters under 15 years old with 18.8%.

8.8% of the sample consists of 19-25 years old people. The smallest group featured is 26-30 and also the respondents out of the planned target group – each of those represents 1.3% of the overall sample. It is obvious that the Latvian sample set is dominantly represented by very young people.

Gender: The gender distribution ratio is unequal: female – 86.2%, male - 13.8%.

Level of education: 83.8 % of respondents are involved with studies at school, which is corresponding to the age group in particular. 7.5 % are enrolled in colleges and 6.3% are students at universities. A mere 1.3% of each group have responded that they are not involved in a study process whatsoever or have not graduated school.

Living in an urban environment or on the country side: Concerning the living situation of the respondents, the majority or 76.3% of respondents are from the urban areas and the rest 23.8% are from the country side.

Characterisation of Estonian sample set.

Age groups: The dominant age group is 19–25 years old and is represented by 52.4%, followed by age groups of 15–18 years of age with 28.6% and 15.9% for the group of 26–30 year olds. The smallest of groups surveyed are the youth under 15 years of age with only 1.6% representation. Also 1,6% of respondents were over the target age group.

Gender: The gender distribution ratio is unequal: male respondents make up 76.2% and female 22.2%, while 1.6% preferred to stay anonymous.

Level of education: 44.4% of respondents are involved in studies at a university, 36.5% are enrolled in schools and 11.1% are college students, while 6.3% have responded that they are not involved in the study process and 1,6% have not graduated school.

Living in an urban environment or on the country side: The great majority or 85.7% of respondents are from the urban environment and the rest (14.3%) are from a rural setting. That is the highest amount of participants living in cities or large towns among all countries involved with the project.

Characterisation of Maltese sample set.

Age groups: The dominant age group is 19–25 years old and is represented by 32.8%, followed by age groups of 15–18 years old people with representation of 22.4% and 20.7% of youngsters under 15 years of age. The age group of 26–30 years olds was represented by 15,5%. The smallest age group consisted of respondents over target age and makes 8.6% of the Maltese sample.

Gender: The gender distribution ratio is the most unequal for the case of Malta. Female – 3.4%, and male – 96.6%. None selected to stay anonymous in terms of gender.

Level of education: 32.38% of respondents are involved in both educational institutions: colleges and schools; 25.9% are attending a university; 6.9% do not study, while 1.7% have not graduated school.

Living in an urban environment or on the country side: The majority or 58.6% of respondents are from the urban environment and the rest - 41.4% are from more rural settings. Comparing to other sample sets, the Maltese sample set has the most balanced ratio for respondents living in an urban environment or on the country side.

Characterization of Danish sample set.

Age groups: The dominant age group consists of 15-18 year olds and is represented by 48.1%, followed by the age group of youth under 15 with 24.1%. That leaves 14.8% for the group of 26-30 year olds and the minority – group of 19-25 year olds with mere 11.1% representation along with the few 1.9% of respondents over the age of the initial target group.

Gender: The gender distribution ratio is unequal with female at 64.8% and male at 33.3%, while 1.9% preferred to stay anonymous.

Level of education: Most of the respondents for the Danish sample set are involved in studies at school (74.1%) and this correlates with the distribution of the age groups. 22.2% are enrolled in universities, while 1.9% have responded that they do not study or are enrolled in college.

Living in an urban environment or on the country side: The great majority or 68.5% of the respondents are from an urban environment. The rest - 31.5% - from rural settings.

Characterisation of Swedish sample set.

Age groups: The dominant age group is 15-18 years old and is represented by 40.4%, followed by age groups of those under 15 years of age with 26.9% along with respondents of the age group 19-25 (23.1%). The smallest groups with 9.6% representation were 26-30 years old ones. Gender: The gender distribution ratio is very unequal and similar to Maltese distribution: female – 5.8%, male – 92.3% and 1.9% of anonymous. **Level of education:** 76.9% of respondents are involved in studies at school, which correlates with young age of respondents; 9.6% are enrolled in universities. There are 7.7% enrolled in college.

Living in an urban environment or on the country side: Concerning respondents' belonging to the rural or urban living place, the majority or 84.6% are from the urban environment and the rest (15.4%) are from a household setting on the country side. **Overall characterization of sample sets.**

Age groups: The sample sets are different in terms of distribution according to age group. Latvian, Swedish and Danish age groups are dominated by 15-18 years old, closely followed by the "under 15" age group. In context of this research, it means that mainly young people taken part in this study. In Malta, main age group was those 19-25 years of age. Same in Estonia, providing some balance in terms of age groups for the overall scope of this study. Malta also stands out with the most equal distribution of age groups, without any extreme dominance in one or another age group. The final split of the overall age groups is as follows: 43.1% of 15-18 year olds,

25.8% of 19-25 year olds, under 15 years of age – 17.3%, 10.7% – 26-30 year olds. Also respondents, who were over the proposed age also filled the questionnaire.

Gender: The gender split has been unequal in all sample sets. In Latvia, female was the dominant gender for the study. The rest of the countries were male dominant. In some cases, like Malta and Sweden, the male dominance level was extreme. The female dominance for the sample set in Latvia most probably arose from the data collection methodology in use, which can be considered biased due to the collection approach. However, this provides some balance in terms of overall gender characterization, resulting in 59.1% male respondents, 39.3% female respondents and 1.6% of respondents, who wished to stay anonymous.

Level of education: The level of education correlates with the ages of specific sample sets; e.g. younger groups – involved in the studies at school, older – universities. Only very small percentage (under 2%) have not finished school in all countries. The dominant response with 60.9% is "school", followed by 21.1% responding "university", 12% for "college" and 4.7% of all respondents do not take part in any studies. 1.3% have not graduated school, even if over 18 years of age.

Living in an urban environment or on the country side: In all countries, majority of respondents were set in an urban environment. The highest majority of urban dwellers is identified in Estonia - 85.7%, which is closely followed Sweden. The most equal split of respondents from the urban and rural environment can be found in Malta, followed by Demark. The overall split of all respondents was 74.2% living in an urban environment and 25.8% living on the country side.

Analysis of youth questionnaires in 5 countries: Estonia,

Latvia, Malta, Sweden and Denmark

The analysis of the online questionnaires will be made as single data set, not dividing the sample up by countries. While, from one perspective, it provides less indepth information, it surely still represents important opinions of partnering countries as a single, united view and helps understand general trends. A more in-depth analysis can be performed by taking into account various age distribution, but not the country of origin. This might be more interesting for academic research, however the objective of this study is to single out trends and perform an analysis on an overall opinion. Also, taking into account that in the majority of the partnering groups male dominance was observed, the analysis of a single data set will provide a more balanced view on the different perspectives for both female and male genders. The Q1 question was based on the "jump logic" approach, which means that if a particular respondent was not involved in any kind of street sports at all or did not know, if he/she is involved, he/she automatically were re-directed to the end of the

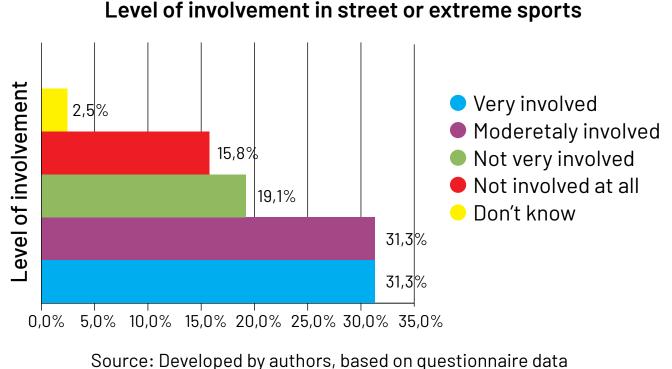
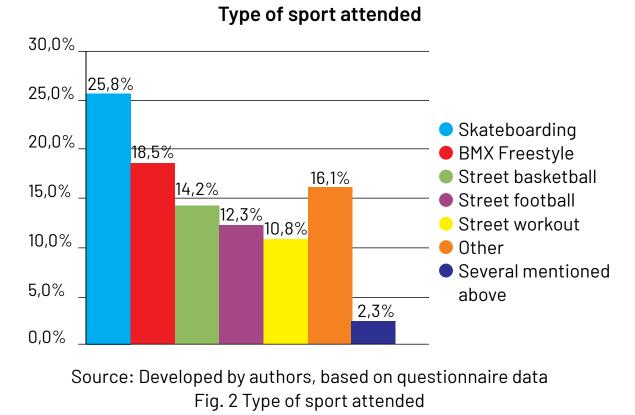


Fig. 1 Level of involvement

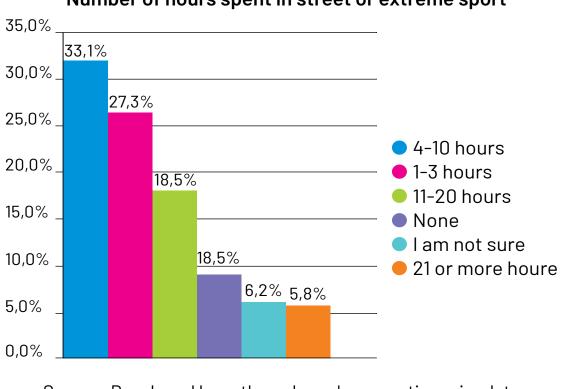
online questionnaire, where answers (starting from Q6) were required in terms of general perceptions, but not personal experiences. The first question (Q1) of the section: "How would you describe your level of involvement in street sports or extreme sports?" (see Fig.1).

The next question analyses in what particular type of sports respondents are involved in. (Q2): "Please, choose a street sport or extreme sport you are involved in? (Select one, main option only)". It is important to note that there was a limitation of choosing only a single reply. However, there was an option to choose that a respondent is involved in several types of sports, if he/she was not able to single out a particular one. As it can be observed from the replies, there is no absolute dominance in terms of sports, which can be explained by the diverse profiles of organizations involved in this project and previously mentioned bias, which is applicably partly also in terms of Q2. Types of sports chosen by some respondents that make up under 2% were categorized as "other". The leading types of sports are skateboarding, BMX freestyle, followed by street basketball and street football (see Fig.2). The replies provided indicate that a great variety of sports intrigue the youth. Some of the respondents are even involved in several types of sports, however, the amount of such responses was only 2.3%. This means that the majority of respondents is involved in a single sport of their choosing.

Question 3(Q3) indicates amount of time spent by youth engaging in street sports or extreme sports activities. The question was available only for those respondents,



who have answered that they are "moderately", "very" or at least "not very" involved in some of the sport activities. However, some bias can be observed, probably due to the respondents, who were providing a reply "not very" in terms of involvement, since the result "None" appeared in 9.2% of replies. It can be noted, that the majority of youth spend 4-10 hours either 1-3 hours per week. This means that about half

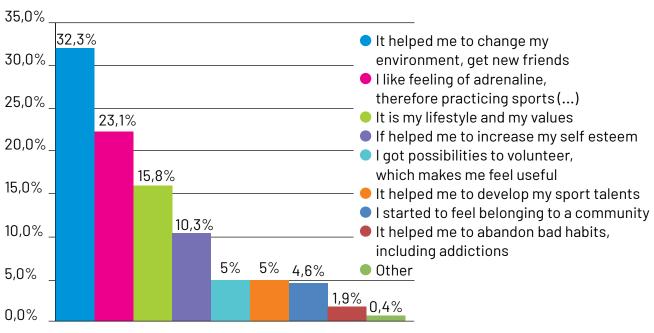


Number of hours spent in street or extreme sport

Source: Developed by authors, based on guestionnaire data Fig. 3 Number of hours spent

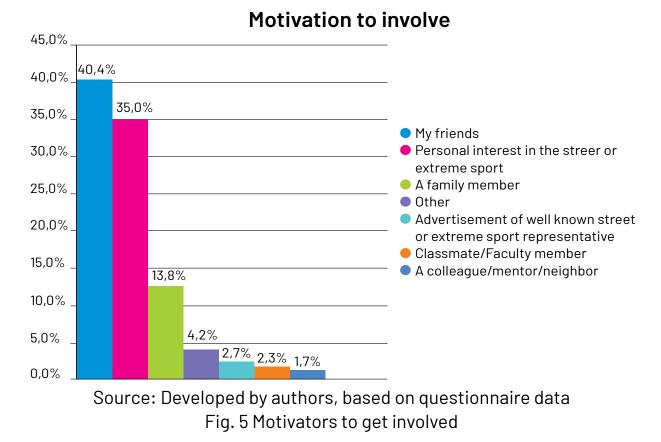
of the youth surveyed dedicate at least some reasonable time for sport activities of their choosing. Around 1/5 of total respondents were very active, spending 11-20 or even 21 or more hours per week. Overall, the results prove that today's youth spends time engaging in street sports or extreme sports on a rather regular basis (see Fig.3).

To understand, how extreme sports and street sport activities have been useful for the young, question 4 (Q4) was designed to estimate the magnitude of the impact on specific individual. (Q4): "How has your involvement in street sports or extreme sports helped you personally?". Up to 2 choices were allowed to be selected. The replies to the next question state that there are various areas of personal impact. However, the largest amount of respondents replied that their involvement helped them to get new friends and change their surrounding environment. This means new possibilities for socialization, which is important for young people. Around $\frac{1}{4}$ replied that it is due to the need to experience an adrenaline rush, which is provided by specific types of sports. For 15.8% their involvement in sports is important, because it fits with their lifestyle choices and values. Other important aspects were that the involvement in sports serves as a tool to increase self-esteem, a possibility to volunteer and increase the feeling of belonging to a certain community. Surprisingly, but only 5% replied that it has helped to develop sports skills and an even smaller amount indicated that it has helped to abandon bad habits (see Fig.4). Due to the fact that the overall target group was relatively young, an assumption might have been constructed that there are not so many bad habits that have to



Type of personal impact on individual

Source: Developed by authors, based on questionnaire data Fig. 4 Type of personal impact on individual

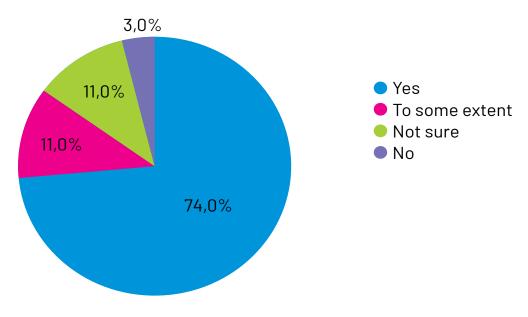


be abandoned. However, the risk that street sports and extreme sports does not directly help abandon bad habits and lifestyle choices should be taken into consideration.

There are various motivators in action, why young people start to be actively involved in street sports or extreme sports. Hence, the next question has inspected the following: (Q5) "What or who originally motivated your involvement? Please select the most influential factor in your involvement"? Multiple choices were possible (see Fig.5). From the figure above, it can be observed that the strongest motivating factors to get involved in various sports are because of friends and also due to particular personal interest. Family, classmates and other peers/mentors do not play an important role to promote engagement in extreme sports or street sports. Well-known role models in various sports have very low impact on the decision to get involved – only 2.7%. Hence, the majority of the impact on involvement relays on suggestions from friends.

In the online questionnaire, one of the goals was to inspect if today's youth believes that extreme sports or street sports help to develop some positive life skills, since there needs to be some persistence and purposefulness of the sports acts. In order to determine this, the next question was as follows: (Q6) "Do you think that participation in extreme sports or street sport helps to develop your leadership skills or any other positive live skills and behaviour?" Only a single choice for an answer was allowed. In majority of cases, respondents have replied affirmatively, meaning that

Impact on leadership, skils or behaviour



Source: Developed by authors, based on questionnaire data Fig.6 Impact on individual, skills and behaviour

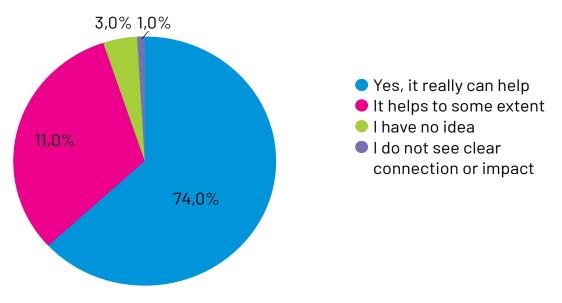
there is some positive impact on the individual, while 11% replied that there might be some impact, but only partial. The conclusion to be made is that today's youth believes that street sports and extreme sports does positively affect their personal traits. (see Fig.6).

The following question to some extent, is similar to one prior to that, but inspects the role of extreme sports and street sports in overcoming some life challenges, behavioural problems and similar issues, which youth might experience. The question was defined as follows: (Q7): "Do you think that street sports and extreme sport can help youth to improve their lives, overcome bad behaviour and other problems?" Similarly, like in the question prior to this, the respondents stated that it is possible that and that it can help. This view was expressed by the majority of respondents – 63.2%, while 31.8% respondents noted that it partly helps. The overall perception of youth indicates that extreme sports or street sports can help overcome some of challenges faced by today's youth (e.g. behaviour)(see Fig.7).

Finally, in terms of engagement, the need to inspect if young people would be interested in engaging in a sports organization, if they would be convinced that it helps to overcome improper behaviour and improve lives. Final question (Q8), was formulated as follows: "Would you help street sports and extreme sports organizations engage more youth with bad behaviour and other problems, if you would know that it helps to improve the lives of these young people?".

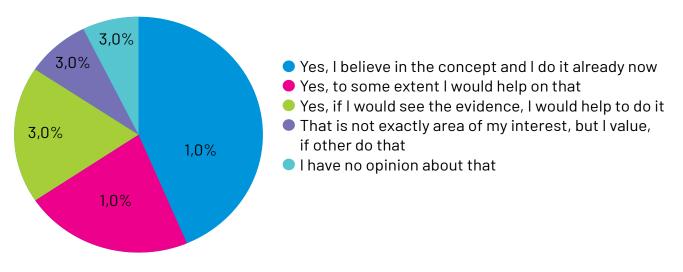
The intention of the closing question was to understand how much support extreme sports and street sports organizations can expect, if the impact on other people's

Improve lives, overcome challenges



Source: Developed by authors, based on questionnaire data Fig. 7 Impact on life improvement, challenges, behaviour

lives is clearly acknowledgeable. There were a great number of respondents that stated their belief in the concept and already support sports organizations in one way or another (see Fig.8). Around 1/5 would be ready to engage to some extent, while about the same amount of respondents would do that, if they would see clear evidence that street sports and extreme sports really helps other young people.



Support of sport organisations

Source: Developed by authors, based on questionnaire data Fig. 8 Support of sport organisations

As a conclusion of the online questionnaire, it has to be stated that a visually attractive and relatively short questionnaire was the correct approach. Some of the replies from respondents confirmed some of the statements, which were guessed by partnering organisations prior to any data recruitment. However, some statements and results were surprising and provided new insights within the world of today's youth and their perception of street sports and extreme sports, as well as engagement in such sports activities.

Interviews with young people or youth leaders

Well established role models and fine individual examples play a key role in the process of integration of excluded youth. One of the partnering organizations has outlined this fact several times while describing various cases. In this section an in-depth look towards specific experiences of young people and youth leaders is presented. Each organisation has interviewed 3 persons, who either are applicable to the term "excluded youth" or work very closely with such young people, or have been in the group of "excluded youth", but successfully changed their situation through their involvement with street sports or extreme sports. These examples are truly inspirational and while only short summaries are provided in written form, the interviews of all participants can be found at: www. ghettogames.com

Interviews by Ghetto Games

Toms Silins, a lifelong BMX freestyle rider and a well-known action sports activist/ event organizer in the Baltic states believes that BMX freestyle or any other form of urban sports helps children focus on the positive aspects of their everyday life. It teaches one how to face their fears and take the necessary risk to move forwards and grow as a person. It helps to believe in oneself and their strengths. Accepting challenges and being open-minded are some of the core values of action sports.

Beirak Evazov thinks that sports can change people and improve their lives. Street sports can be enjoyed by anyone - the main thing is to respect all players and the game they all play. The most important thing to do is to come out on the streets of the city and showcase your skills while progressing said skills.

leva Gulbe is a real Lady of the Ghetto Games movement because Grizinkalns is what can be called her second home. She has been playing basketball for a very long time she truly believes that sports developed her personality to a very significant extent. Extreme sports and street sports teach how to be brave and always have faith for victory, yet at the same time respect both your teammates as well as opponents.

Interviews by Estonian Street Workout federation

Vadim Guzev is a street acrobatics and street workout enthusiast from Estonia. Currently he is working as a personal trainer and writes his own fitness blog, that has gained an audience of several thousand followers. He wishes for more modern sports infrastructure and more advertising about street sports in Estonian media. This is crucial in order to make the sport of street workout more popular and recognised locally.

Carl Niidas is also a street workout enthusiast. In his opinion street sports helped him make lifelong friends and become a more social person. By engaging in various street workout activities he has learned to communicate with people more freely, as well as pursued a healthier lifestyle. He strives towards more possibilities to take part in international competitions and that there would be more up-to-date urban sports infrastructure in Estonia.

Anatoli Ivanov – a youngster involved with the street workout movement in Estonia emphasizes that street sports helped to surround himself with positive and health-oriented people, as well as learn foreign languages and travel. Anatoli takes part in street workout championships all over the world. His main motivation is to keep street sports training free of charge for all who are interested.

Vadim, Carl and Anatoli are all part of the Estonian Street Sports Federation and help to develop street sports in Estonia since year 2011.

Interviews by DGI

The following interview outtakes are from interviews with three leaders from various Danish street communities (organizations) all within the street soccer environment. Ali, 19 years old, organizer within a smaller community of street soccer. Kristoffer, 25 years old, organizer within Panna (a one-on-one player street soccer discipline) and last - Ellias, 23 years old, organizer within the street futsal movement, which is a very technical street soccer discipline.

All three of these young men are very passionate about street sports. It has become an important part of their identity and daily life. Through the sport they have developed different skills and values such as leadership skills, organisation skills, as well as experienced personal growth. They have developed a positive and creative outlook on life and know how look at things from a bigger perspective, therefore they understand why street sports actually matter to young people.

They believe that street sports have a genuinely good impact on young people, especially on those from socially challenging areas. The values encompassed by most street sports usually gravitate towards a free space with only a few general rules, where young people learn first hand about respect, discipline, positive attitude. As for Ali, Kristoffer and Ellias, street sports became an anchor point for their identities.

They believe that organizing training sessions and tournaments for young people can help some of the kids to move away from areas with risky environments.

They also believe that an important tool is to integrate digital media, as this is where everyone is today, but especially the young people. A healthy mixture in between the digital social media world and physical world is the optimal way to go.

Interviews by Fryshuset

Abdullah has been involved in street football ever since he was a kid. He likes the street version of football because it's more liberate. You can do it wherever and whenever you want to with whoever you want. Street football has helped Abdullah in many ways. He came to Sweden as a refugee and football was his way integrate into society and get a job. It also helped him to learn the language of his new country. Street football teaches kids to follow the rules and respect each other which is good to work with bad behaviour.

Hjalmar is involved in more than one extreme sport. He practices skateboarding, surfing and snowboarding, however skateboarding is where his passion lies. He used to play football but got into street sports because of the freedom these sports possess. As many others he likes the possibility to do it wherever, whenever and most importantly - with his friends. Skateboarding is difficult to learn and it teaches

patience and persistence – the "get up and try again" mentality. It's good for the kids to learn that type of attitude and build a strong character.

Kassim got into basketball when he was young. He likes this particular sport because of it's competitive nature. With street basketball, he can help young people to find a positive and proper way in life. Getting into baskeball got Kassim a lot of friends of different age groups. As a leader he learned through street basketball to connect with a lot of different people. Street basketball helps kids to stay out of trouble and practice good discipline in order to follow their goals later in life.

Interviews by Malta BMX

Gianni, 20 years old, has been riding BMX for 6 years and is a crew member of the Malta BMX Association. He has dedicated many hours helping out at the BMX track over the past 6 years and it makes him feel good giving back to the BMX community. Gianni explains that BMX helped him manage his ADHD more and as a result helped his personal development to pursue the career of a professional chef. He continued to explain that the work he has done at the track put him in a positions that requires to develop personal traits such as leadership and others. This particular skillset was found useful while teaching other kids and later on applied to various situations in his everyday life. Gianni also said that because of his commitment towards BMX, he had to control his drinking and partying habits as they would stop him from riding and he didn't want that. He suggested that extreme sports should be promoted more in the educational system and given the same publicity as other popular sports.

Luke, 18 years old, has been riding BMX for 5 years and he practices it on a regular basis. He feels it has helped him a lot in his life of a young adult. He spends time helping at the BMX track and building ramps at the local skatepark, as well as helping out younger riders. He started riding BMX thanks to his older brother who also used to ride but eventually quit. Luke feels that BMX has a significant impact in terms of stress relief, growth of confidence and building new relationships with other people. All of this helps him tackle his day to day activities and his career choice of becoming a Marine Captain. He explained that his commitment to BMX has kept him away from bad habits as he doesn't have much time when juggling other everyday stuff. He suggested that advertising on social media and through spread social circles of friends and family should be pushed more to encourage more young people to get involved with BMX or other extreme sports.

Mathias, 17 years old, has been riding BMX for 4 years. He is an assistant coach during

Malta BMX's BMX School and loves helping out as it makes him feel a higher sense of purpose towards his community of likeminded young BMX riders. He started riding because of his friends and has also encouraged more of his friends to ride BMX. Mathias has found BMX extremely important to help him tackle his ADHD and other mental health issues. BMX freestyle has successfully taught him how to concentrate as the sport requires a lot of concentration when performing tricks. Lack of concentration can result in injury. BMX has also helped him stay more positive and as a result he feels much better throughout the day, especially when interacting with people and making new friends. Mathias suggested that more skateparks are needed to promote extreme sports as well as more events to be organised in order to promote the lifestyle he feels close to.

7. PRACTICAL IMPLEMENTATION

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OF STREET SPORTS EVENTS

Street sports events represent an invaluable opportunity for organizers, local governments and other parties involved to undertake sustainable investments and by hosting events improve public knowledge on different urban sports and culture, infrastructure availability, thereby creating a legacy for modern day youth and future generations to come.

Sports event organizers are the primary target group for this resource. However, anyone interested in sports marketing and athlete management, as well as the urban culture aspect of street sports may find this as a useful tool for their particular field of work.

When using this resource as guidelines for organizing a street sports event, the size and complexity of the event must be carefully considered to ensure that appropriate information from this paper is used adequately. Whilst this is not, in itself, a legislative document, it could be considered as best practice guidelines for organizing public events with emphasis on street sports and modern day urban culture.

An "event" can be defined as a social gathering of people brought together for a common purpose by some prearrangement. The resource can be considered relevant to events that are of a temporary nature but most facts and acknowledgements are also relevant to events that occur on a regular basis. A considerable amount of information in this resource is relevant to major sports events. However, the document has been arranged so that the pertinent requirements can be easily defined for smaller, lower risk events.

General guidelines on organizing street sports events

Most events generally have a set number of stages of action or activity plan. Each of which require a series of specific actions to be carried out during the stage. The organizing process involves several parties and they all have specific functions. Mentioned below are the most critical parts of the activity plan.

Planning the budget of the event and assessing the parties

involved

Budget planning is one of the key stages of preparation for any event. Budget planning for a street sports event should take into account staff & coordination expenses, athlete travels, catering and accommodation expenses, promotion of the event, as well as the official prize purse of the event, awards and other basic necessities for a tournament or competition of any kind. You can extend or reduce the cost of some of the noted expenses depending on different local conditions and specifics of the event. For example, the prize purse depends on the actual scale of the event and can be covered through sponsorship. Accommodation and catering expenses may also vary and can be potentially covered through sponsorship agreements.

One of the following stages in organizing a street sports event is to initiate communication and collaboration with those parties that are crucial to the event taking place and will help organize, prepare and deliver the event. The potential list of workforce, partners and/or sponsors can include local governments and organizations working with sports, professional associations and sports federations, entrepreneurial centers, different business incubators and accelerators, as well as online and offline media and so on.

Pre-event approvals and applications

A public sports event requires several approvals and necessary paperwork from the local governing institutions. This includes all activities in the planning process that enable an event to be held in a safe and appropriate manner. Applying for approvals from local government institutions, organizing insurance, emergency procedures are all important parts of making a street sports or any other kind of an event possible.

Depending on the venue and scale of the event, specific approvals may be required. If the planned event is within a facility that has a permanent approval for events of such specifics then formal approval may not be required. However, risk management and other matters outlined within this document still needs to be addressed. Event organizers must consult with local government to determine all of the required approvals for their area. The size and complexity of an event are risk elements and larger events tend to have a higher risk factor and therefore may need more approvals from various institutions. Proximity to suitable public transport and off-road parking for staff, event participants and spectators is one of the main aspects to look into when choosing the venue. For all indoor or closed-off area events a venue able to meet the needs of the proposed numbers of people attending is one of the priorities.

Local government - city or town council - is the key institution as far as events are concerned. It is the only institution that is more or less involved with every event held in its jurisdiction. City councils have a number of statutory responsibilities across a variety of legislation. No matter the size of the event planned, a local governing institution should be the first organization to contact. If your event is not within a permanent facility that is approved to conduct events similar to yours then an event application must be submitted to local government. The responsible institution should respond and advise you of specific information and types of approvals that will apply to the event. Primarily local government should be concerned at this stage with how your event will affect the neighbouring community. If you are unsure what is required, refer to the local government in whose jurisdiction the event will be held.

A public building approval is intended to address public health and safety issues and it is the only approval applicable to every event. The certificate of approval links facility suitability with capacity and some events may require specific areas, buildings, spectator stands or marquees that require individual approvals.

If a street sports event is to be conducted in an area or on a site that is not in compliance with the relevant city or town planning requirements, for example, a basketball court, skatepark or any other sports infrastructure built specifically for the event at hand, then the local government may require a separate planning approval. By definition a planning approval is an approval to vary land use. The requirement for a planning approval should be determined when the initial application is lodged.

Noise regulation approval for a non-complying event may be of use for street sports events with loud music planned as a significant part of the event. By rule of thumb noisy events should be located in areas that are suitably zoned in accordance with town planning schemes. If noise emissions from an event are likely to exceed assigned noise levels and the event would lose its character or usefulness if it had to meet the assigned levels, a local government CEO can issue an approval and set conditions for a non-complying event. Local government event approvals should consider the effects on the local community before, during and after the event.

If any sort of food or drinks is planned to be sold to the audience at an event, an application for food and drink outlets is necessary. All food vendors are required to notify or be registered with their enforcement agency or local government, and must display their Certificate of Registration. Generally it is the food vendor's responsibility to seek approval individually. The event organizer is responsible for ensuring that the relevant vendors have obtained the necessary approvals that match any and all specific requirements to sell food from temporary food premises.

Other approvals an event organizer may have to deal with are traffic management and managing traffic vehicle parking, waste management during the event and so on.

Setting up at the venue of the event

There are many issues that need to be considered when selecting a venue for a street sports event. Acceptance of the proposed event by neighbouring properties and tenants is a factor, even if all necessary paperwork is settled with the governing body of the city or town where the event is held. Buffer zones between noise sources and noise-sensitive neighbouring properties have to be taken into account.

There has to be provision for security, first aid and command facilities. On-site emergency muster points and multiple service routes in case of emergency. The event must have close proximity to emergency responders and hospitals. All of the above mentioned is to be taken into account not only for the safety of the spectators, but for staff safety as well and more so the actual athletes who are at high risk of accidents and sports injuries during a tournament or competition. First aid posts should be conspicuous and identified by an illuminated sign at night. Ideal locations are near the main entry or information desk. A first aid post should also be located near the actual course of the sports competition to provide immediate assistance to any athletes injured during the event.

Event approvals should be finalized prior to the next stage of organizing an event which consists of setting up the event venue and everything concerning the activities planned. The event manager is responsible for ensuring that any sports infrastructure or event attributes are constructed in accordance with all relevant approvals and conditions established by the local government and other authorities involved. Local government's role during this particular stage is to monitor construction and attend to any issues that affect residents.

For large scale events with special sports infrastructure being built or placed at a closed off public area, final building approvals can only be signed off once the site has been fully constructed. Typical issues during this phase that local government may need to address are traffic management of construction vehicles and con-

struction noise issues.

The event manager and his delegated team of organizers are responsible to ensure all staff members who are recruited for this stage of the event have been informed about the specifics of the build-up and instructed to take appropriate action during any possible minor accidents or crisis. It is a good practice that organizers provide a briefing to all staff regarding the planned timetable of the build-up stage and delegate responsibilities to all parties involved.

Another important part of the setting up stage is security keeping track of the surroundings. A security officer is defined as a person who watches, guards or protects any property, in this case – the venue of the event prior to the actual event taking place. During this stage the security is responsible for monitoring site access and keeping out unauthorized people.

Whether your event is specifically targeted at a section of the population or is designed for the general public, the likelihood of people with disabilities attending is high. Events that accommodate the needs of everyone in the community will be the most successful in terms of attendance, participation, public relations and safety. There are some areas at public events such as fan zones at concerts or sports tournaments that pose an extreme hazard for people with limited mobility. Alternative arrangements need to be made for a safer viewing environment for people with a disability to avoid crowd crush.

The event taking place

An event is set for a successful start if all the necessary staff members are present and well oriented in their duties and the overall scenario of the event. There should sufficient staff at posts such as the registration booth for participants of the sports tournament and also the entrance of the venue should have security staff of some sort. For larger public events security officers may have to be licensed as a requirement from the local authorities, which is an act of caution to ensure the quality of the event held in an area under their jurisdiction. For closed-off events as well as events held in public spaces the organizers should plan for a separate person in charge of monitoring the crowd of spectators as well as the participants. A crowd controller is defined as a person who performs the following functions – controls or monitors behavior, screens people seeking entry and removes specific attendees for behavioral reasons. During the advertising stage of the event all restrictions that may apply to the venue should be identified and noted to the potential audience. This may include age restrictions, prohibited items, opening times, special transport arrangements and so on.

A crucial factor of any sports event is the level of medical attention that can be ensured for the staff, spectators and the athletes during the actual event. The level of medical service needs to reflect the identified risks and likely consequences. First aid personnel must be appropriately trained and routinely re-qualified. Event medical services should be adequate to manage event-related patients with minimal or no significant extra demand on local emergency ambulance services and health care facilities. Some street sports that can also be labeled as action sports or extreme sports encompass a higher risk of serious injuries do to the nature of these sports. This is to be taken into account by the event organizers and there should be management strategies for both singular events, where someone such as a staff member, patron or competitor falls ill or is injured whilst attending the event, and also the mass casualty event, where the number of casualties will overwhelm the local health resources. The number of first aid personnel and first aid posts will vary with the type of event, but at all events first aid providers should have all basic first aid supplies ready at any time of the ongoing event.

As the event takes place the organizers are responsible for ensuring that all of the infrastructure and equipment is maintained and functioning at the appropriate level. It can be advised to have a separate person in charge of this duty – a site manager responsible for keeping track of the sports course, scaffoldings of any sort and any other infrastructure concerning the wellbeing of people attending the event.

The event organizers must be able to be contacted at all times by the local government or police prior to and during the event. For large scale events, minor issues should be delegated to a supervisor. This allows the event organizer to focus only on critical issues at hand and be ready to act in case such an issue arises during the actual event. Contact info which would serve as a complaints hotline must be established and attended throughout the event. Ideally a separate post for staff taking note of any issues pointed out by the event attendees should be functioning during the event. This purpose can be served by the staff present at the info centre located in the area of the event.

The host or commentator is an important part of the event not only for keeping the sports tournament or competition flowing smoothly and improving the level of entertainment for the spectators, but also for informing both the athletes and the audience in case of any deviation from the planned scenario of the event. The host or commentator should be provided with up to date information on any changes to the schedule of the event due to weather, athlete injury or any other reasons in particular.

Post-event procedures

This stage of the event comprises the breakdown of facilities, clean-up and making good any damage. After the initial part of this stage an event debrief should be carried out with all relevant parties involved – the local government authorities, sponsors and so on. Following the event debrief there should be an evaluation of the event to determine its overall success.

The initial part of this stage requires adequate management of staff members and them executing their designated tasks. The priority during this is to remove any structures built specifically for the event at hand (i.e. skatepark constructions, basketball hoops, tents, stages, sound and video equipment and so on) according to a timetable set out by organizers, as there can probably be set times for the venue being available to the event organizers prior and post the actual event. The local government is responsible for ensuring that the event organizers have addressed clean up, traffic and noise-related issues and can fine the organizers in case of any problems to arise. Same as during the set-up for the event, the security is responsible for monitoring site access and keeping out unauthorized people.

After the event an overall review of the event should be carried out by the event organizers. During this any improvements for future events are identified and both failures and successful elements should be identified and discussed.

How to motivate youth to develop their own sports projects

Projects involving the organization of different events, including those in the field of street sports can be considered a key component in fostering such qualities in young people as the power of collaboration, individual development and mutual support. Taking up the task of organizing a sports tournament or competition for a person lacking experience in the field of event organization may be tough at first, but following the stages of event organization pointed out in this resource it can be managed in a systematic manner as long as there is sufficient motivation from the young person or group of young people.

Many support measures can contribute to building motivation. For instance, career counseling involves discussions with a young person about future endeavours and

encourages him/her to take responsibility and act upon his/her aspirations.

Measures to build motivation can help young people to build trust in their capabilities and interest in developing various projects of their own. These activities are particularly useful to re-engage those individuals who are highly disengaged from taking on the responsibilities and risks of setting out and following through the process of establishing a successful project, may it be a culture or sports event or any other business ventures.

A crucial aspect for encouraging young people is interacting with certain individuals or groups outside a formal learning environment, which young people are used to by attending schools, universities and other educational institutions. The main objective for this is to ensure that the young person can enjoy an activity in a group and feel valued for what they contribute to the group. Such activities (i.e. workshops, informal study groups, sports tournaments) promote a sense of belonging. The sense of belonging is of utmost importance as it forms connections with fellow soon-tobe entrepreneurs, as well as by the feeling of competence gained from growing personal skills and confidence.

Motivational activities aim at strengthening self-esteem and self-confidence and contribute to the development of social skills for young people. These activities can help stimulate the youth's interests and curiosity and encourage a positive attitude towards learning and taking on tasks that seemed incomprehensible at first.

Even if provided outside a formal learning environment, motivational activities must establish concrete objectives and be guided by professionals (e.g. teachers and trainers, counselors, etc.). Such activities aim at helping young people to get to know themselves better and to interact with others, and should for instance promote cooperation and conflict resolution. This will strengthen the ability of all participants to cope with difficulties or challenges they may encounter while organizing a project of any kind.

Combining knowledge in the field of a certain sport, street sports carrying such cultural attributes as tradition and history, as well as a huge emphasis on the lifestyle aspect of these sports, an expert or better yet a group of experts from the respective field is needed to set out a successful sports event. Attaining their own projects is a way for young people to showcase their own culture surrounding them and also a way to develop a unique voice for their generation. The systematic approach to hosting an event comes in play as the young organizers start dealing with local government institutions. At times, the lack of experience in tasks such as handling the necessary paperwork is what scares young entrepreneurs. Local government should respond with advice on specific information and types of approvals that will apply to the event and will be needed to take care of prior to the actual event taking place.

Taking up the responsibility of organizing a public street sports event or any other project with a series of applications and other necessary paperwork to be filled out is a task not many young people are willing to take upon themselves, therefore those who have the eager will to manage this must be encouraged by the stakeholders addressed by the young entrepreneurs. It is important that the government institutions and potential sponsors grasp the importance of supporting young people's entrepreneurial development.

A way to encourage the youth is seeking participation and support of highly motivated experts for a certain project in the making. These experts can showcase their support by taking on the role of a mentor for the young entrepreneurs. Young people can reach their selected mentors personally or look for such experts throughout various youth organizations and already established projects.

These mentors should be individuals holding relevant knowledge and expertise, with practical business experience and recognized as leaders. They should be communicative, credible practitioners, motivators and inciters. Their top priority to engage should be to support young people and their ideas. Financial compensation of the mentors should be included in the budget of the project the respective expert is willing to support by sharing his knowledge with the young soon-to-be entrepreneurs.

Putting back focus on the organization of street sports events, organizing anything from a minor tournament to a large scale sports event is a tremendous opportunity for young people to showcase a vision of how their respective sport should be portrayed to the general public and actually have positive impact on the surrounding society of fellow athletes. By engaging in this process young people learn to utilize their untapped resources and solve relevant societal and economic challenges which provide them an opportunity to pursue their goals in life and possibly choose entrepreneurship as a career path.

Challenges of creating a street sports event

As noted previously in this resource, putting on an event requires a series of specific actions to be carried out during several stages of the overall organization process. The organizing process involves several parties and they all have specific functions,

which in turn can result in delays of the overall process and create unpleasant challenges for the organizers.

Budget and rising costs during the planning of the event

By all means the keeping intact with the event budget is one of if not the most important part of putting on an event of any scale. The event budget should be mapped out according to all expenses determined prior to actually organizing the event or making concrete arrangements with any party involved, be it a staff member, a company sponsoring the event or any other stakeholder. Any budget that is not unlimited can face a series of changes during the planning stage of the event. Of course an event organizer should always have a separate percentage of the overall budget saved for unaccounted expenses prior, during and after the event.

Rising costs during the planning stage of the event can present a massive challenge for any event organizer. It is of the utmost importance that an event organizer or project manager accounts for a cushion into the project budget so that the risk of going over-budget is minimal, even should the prices of specific services rise considerably during the any stage of the event.

To avoid problems in any stages of the event, it can be advised to estimate costs as far as possible and get price quotes from vendors in writing, so that the risk of misinterpretation is left to minimum. When possible, there should be a contingency or backup plan for all resources of the event.

Event venue - appropriate location and setting

A crucial part of a successful event is the right location and the timing of the event. Prior to staging an event, the organizers must do extensive research on the potential dates to not clash with other sports events targeting the same audience. Organizers also have to look for venues suitable for the planned sports activities. It is recommended to do a physical site visit of those venues that meet the specific needs and possibilities financially, technically and otherwise.

As noted previously in this resource, if the set out event will not take place within a permanent facility that is approved to conduct events similar to the one planned, there are various formalities and applications to be taken care of with local government institutions and other stakeholders. Depending on the scale of the planned event there must be plans for appropriate positioning of the audience, security, medics, staff and other key elements generating the overall experience of the event for the people attending.

Time management prior to, during and after the event

Prioritizing tasks and scheduling them accordingly is a key element for any successful event. While there are certainly parts of the process that can only be taken care of in a matter of days or weeks prior to the event, most of the work should be done at an earlier phase of organizing an event. As the due date is coming up, the organizers should have their schedule managed properly so that it is possible to attend unexpected changes affecting the overall scenario of the event and by doing so not let other aspects of the planned event be unattended and cause anything from a minor to a serious setback during the actual event taking place.

It is of utmost importance to ensure that all parties involved in the planning of the event and setting up of the event itself know the timeline both leading up to the event, as well as a detailed timeline for the day of the event! Staff members should be provided with all the necessary contact information for all parties involved as well as general guidelines of who to get in touch with if any specific guestions arise prior to, during and after the event. The athletes, coaches, athlete managers and other participants of a sports event should be well informed of a timeline attending the information important to them (a timetable for airport pickups, schedule of the competition, etc.). Finally, the audience should be provided with an event schedule with nothing more than the necessary information for understanding the general outlines of the event - the beginning of the tournament or competition, breaks in between and other aspects they might find of use as they enjoy the show from the sidelines. For open-air events there should always be several plans of event execution in case of inappropriate weather. If a situation arises that certain parts of the event must be postponed, the host or commentator of the event should inform the general public with basic information on resuming the show and available activities in between.

After considering challenges noted above it can be of great usefulness to undertake a SWOT analysis which identifies Strengths, Weaknesses, Opportunities and Threats. Strengths and weaknesses are issues which relate to the event concept and the organization delivering it. Opportunities and threats are issues related to the external environment in which the organizer and other parties involved are operating.

Observation of the event organizing process

To successfully assess the overall outcome of an event, it is important to accurately measure and monitor the implementation of an event in the stages prior to it happening, during the event itself and also after the event taking place. The observation process can be divided in 3 self-explanatory stages of evaluation -pre, during and post event observation. The observation process is necessary to determine if objectives & management functions have been met at any stage of organizing the event and therefore asses if any changes to a certain part of the upcoming project should be done. It is an optimal way to identify and address any challenges and problems at any stage of the organizing process.

The pre-event observation is a process mainly consisting on a well conducted feasibility study. A feasibility study can be defined as an assessment of the practicality of a proposed plan or method to be carried out in various aspects of organizing an event. One of the main things to focus on at the beginning stages of planning an event are the market factors impacting feasibility of an upcoming project. This is of importance for both sports events as well as any project aiming to reach a certain audience and produce interest in set parts of society. Market factors to look out for include target audience of the event (both athletes/participants and the potential audience), demand, supply and competition. Along with successfully determining the market factors at question, it is important to assess the operational factors impacting the feasibility of the project - venue availability, skills required for hosting a sports event of a certain specific, resources needed for a successful outcome, paperwork consisting of licenses and permits.

Finally, the third part of a feasibility study can be traced back to one of the main challenges of organizing an event – budget assessment which in other words can be noted as the financial factors having an impact on feasibility of the project. An important role in any successful event is the observatory work put in during the event. After this a list of successful moments and weaknesses can be pin pointed out and this is later useful for carrying out an event debrief with all relevant parties involved – the local government authorities, sponsors and so on.

Following the event debrief there should be an evaluation of the event to determine its overall success – starting with the overall outcome of the event and going into detail if necessary. A detailed profile of audience can be assessed for future projects, as well as improvements to the concept and scenario of the event, management process and the reputation of the event.

8. MARKETING TENDENCIES

THAT STIMULATE YOUNG PEOPLE'S EVERYDAY CHOICES AND PROMOTES

ENGAGEMENT

For a long time, social media was treated as a distribution channel. Marketers looked at Twitter, Facebook and Pinterest as platforms to curate content and funnel traffic back to their website. And while some brands still operate that way, things are changing. Marketers have realized that social media isn't just a way to share your content. Each of these platforms can function as hubs for their own content.

Authority is one on the most important aspects in the way young people view everyday life, as in youngsters being inclined to follow the advice of those they view as authorities. It's difficult to predict which methods will click with young people the most effectively in the ever-changing landscape of marketing. Just when marketers believe they understand their audience, a new technology, new behaviour or even an entirely new audience alters everything. That being said, it's practical to reflect on the past year's patterns and pay attention to growing trends that will influence next year's success. Young people follow trends. The more something is represented/promoted, the more likely it is to be trendy. Today's young people are greatly influenced by the choice of popular people. It is a psychological approach to the desired idol. That's why the biggest marketing technique in and around 2019 is to choose the brand of people you know.

Promotion of sports events via social media and the impact of a social media campaign

Nowadays social media can be considered as a primary tool to promote any type of an event. Social media can be used to add value to all the main business functions of your event. It can be used to stimulate engagement at the event, improve networking, manage customer service issues, direct attendees to relevant content and gather feedback in real time. Social media is especially useful in promoting an event to new potential attendees, especially the youth. Extra publicity in traditional news media can supplement social media promotion and is by all means still relevant and necessary, but quality social media campaigns to promote any type of an event have been set out as the primary tool by many advertising experts.

When a prospective attendee is evaluating whether to attend the event, they will inevitably stumble on what is presented on social media. Every action, update, post, presentation, picture or video that is upload to social media will have an impact on the event's success.

Choosing to engage in a social media project means investing time and resources

in it. It also means allocating budget to social media advertising in some instances. While large brands are obviously very engaged with social media, there is a growing literature of case studies supporting the use of social media by organizations and businesses of regardless of their size. It is usual to have several event-specific social media channels and this is naturally what the potential event attendees will be searching for as they gain interest in a certain event or project. For sports events it goes even further with a certain amount of the event audience being fans of a certain type of sport or people involved with it, may it be the brands or organizations that sponsor or support the event in any way or the athletes participating.

If the planned sports event consists of inviting star athletes considered as influencers with a vast social media following, it is advised to encourage the star athletes to mention the event in their social media posts and share any updates posted by the official event accounts. By sharing event news with their own followers, they'll help spread the word. This kind of collaboration works both ways, as more attendees mean greater exposure for the star athletes themselves and the brands they are sponsored by and represent. The clear benefit of approaching an influencer for partnership during the event is reaching a broader amount of audience for both parties involved.

The social media campaign should start with mapping out a plan of action leading up to the event, during the event and several activities planned for after the event. If the organizers already have created accounts and gained a steady following on Instagram, Facebook and other social media networks, the event promotion could revolve about posting news from these accounts. Depending on the magnitude of the planned event and future plans for the project it may be reasonable to create separate social media accounts for the event itself. This helps establish the event as a brand name and separate varying sponsors and audiences of the overall organization and the audience set out to be reached by the planned event.

Instagram being a newer social media network which has gained huge popularity among young people might be a more suitable tool for promoting a project to an audience consisting of younger people. Nonetheless, creating a Facebook event is the most effective way to gain exposure, retain attention, and manage engagement for your event. Most users will have their Facebook calendar synced to their mobile devices, making it easy to plan their personal schedules around the event date. It is important to make sure that the event page along with social media channels is never left unmonitored and has an organizer or designated staff member keeping track of people's interaction with all posts published on said media outlets. All comments by the general audience should be reviewed and in case of a meaningful question being asked by the public an official reply stating the event organizers opinion should be published as soon as possible. Acknowledgement and action upon criticism via social networks are quickly becoming key performance indicators of customer-oriented businesses and events.

The person in charge of social media management should follow the guidelines of the campaign and post, engage and update the event's established audience with interactive and thought-provoking content to retain their interest, and ensure their attendance of the event. Engaging the audience on social media will give an event more visibility, and more importantly, give the followers interesting content to consume.

There are certain pin-points of a successful social media campaign that should be taken into account and utilized for an upcoming project. One of these pin-points by all means is a teaser video released prior to the event. This is giving the audience a future look into an experience the event organizer is promising to deliver.

Serving the same purpose as a video teaser prior to the event, the aim for any video type is to create engagement around the event. For this task to be fulfilled organizers should plan for having a certain part of the staff designated for media coverage of the event. If the initial organizer team lacks such expertise and human resources, it can be advised to outsource an existing media company or freelance videographers and photographers. The produced material is of value for future promotion of upcoming projects as well as a successful re-cap of the event by producing an after-movie and photos and photo galleries available to the public and shared on social media with the event followers as well as more traditional media outlets like online news portals and television.

Depending on the scale of the event there might be a live stream set out to take place during the event by a professional video team. This is one of the key elements to promote on the event social media to broaden the audience by not only people attending the actual venue, but also everyone taking part of the experience online.

In cases of professional live stream feed being a part of the event and for events of less magnitude choosing not to use this resource, there should always be designated staff member taking care of basic live streams filmed on mobile devices for Facebook or Instagram. When the Instagram mobile application is first opened, the live stream notification appears right above the newsfeed – giving the events Instagram profile an opportunity to interact with the public. Existing followers also receive automatic alerts to their devices whenever someone begins a live stream. This type of filming should be done during special moments of the event as well as prior to the event taking place. Engaging with followers by providing a "behind the scenes" look into the setting up process of the event or any similar exclusive content leading up to and during the event builds trust with the event audience and humanizes the organizers.

During the event, it is important to encourage people to post about the event on their social media and used designated hashtags that have already been established prior to the event. An official hashtag should be determined at the beginning stages of planning a social media campaign and afterwards shared all over the event's social media, press releases, marketing material and so forth. There is no value in a hashtag if it isn't used, so for the sake of this being a successful tool of promotion, the hashtag needs to be short and incorporate keywords related to the event or project at hand and also not be engaged by another organization or individuals prior to the planned event.

To support the social media campaign, a useful tool is a basic go-to webpage with general info on the event program and agenda. A registration form for participants in the sports competition or tournament may also be integrated in the website and that will gather a notion of the expected number of participants for sports events that have an open format.

9. PRIVATE AND PUBLIC PARTNERSHIP AND

CROSS-SECTORAL

COOPERATION TO

STRENGTHEN STREET

SPORT DEVELOPMENT IN

A CERTAIN COMMUNIT

Medicines N

Introduction

This section of the guidelines concentrates on the theoretical and practical aspects of cooperation and partnership. The theoretical part is rather brief overview of the most important key points, specifically taking into account general suggestions for collaboration and human capacity/skills required to establish successful partnership. The section is continued by examples of the successful cooperation of partners involved in the project.

Private and public partnership

In order to promote street sports, engage young people and assure sustainable development, it is highly recommended to work in close cooperation with different partners on horizontal and vertical levels. These cooperation methods are defined by public-private partnership principle, cross-sectoral cooperation and capacity building approach.

"Partnership" is a more equal approach on the distribution of the "power" with community organisations and government. This approach allows designing programs cooperatively and both parties are involved in setting the agenda, according to the needs and interests of both.

Public-private partnerships is a long-term, contractually regulated cooperation between the public and private sector for the efficient fulfillment of public tasks in combining the necessary resources (e.g. know how, organizational, program, human, technological or financial sources, operational funds, capital, personnel) of the partners and distributing existing project risks appropriately according to the risk management competence of the project partners (Bloomgarden & Blumenfeld,2003).¹⁵

In context of street sports, public-private partnership (PPP) mostly is used as a tool to delegate a sports infrastructure development and public services for non-governmental organizations. Non-governmental organizations mostly are better with developing cooperation with private capital companies. That means providing an <u>input to dev</u>elop better quality sports' infrastructure, sports activities, promotion 15 David R. Bloomgarden, Dennis A. Blumenfeld. 26 Feb 2013, The institutional environment for public-private partnerships from: The Routledge Companion to Public-Private Partnerships Routledge Accessed on: 29 Jul 2019 of sport and well-being.

PPP is widely used and recognised as a cooperation form, both in developed and developing countries. There is no standard method of PPP implementation. Each country has its own system as appropriate for its own culture, economy, political climate and legal system. Partners must have a common understanding of the principles, processes and structures of PPP and an appreciation of the key issues from the standpoints of the private as well as the public sector.

Main characteristics of PPP are:

- Efficiency gains through appropriate sharing of risks and responsibilities; the public sector retains mainly sovereign tasks and the private bears those for implementation.
- Lifecycle and private investment as crucial elements of PPP's incentive structures.
- Long term contractual relationship.
- Innovation, in particular through output specification, service levels as a new way of describing the services to be supplied.

One of the major objectives of PPP is to transfer tasks and responsibility for the provision of infrastructure to the private sector, in order to gain efficiency, cost reliability and financial security. Once partners have answered these questions and have understood the cooperation model, the advantages of the cooperation will be:

- Translocation of the responsibility of funding the investment from the government's/local municipalities balance sheet,
- Adoption of managerial practices and experience of the private sector,
- Achievement of greater efficiency than traditional methods of providing public services.

One of the key strategic development points for sports non-governmental organizations are cross-sectoral cooperation. For organisation it can help to develop their activities, attract larger auditorium and create cooperation possibilities with public authorities where organisations can also benefit financially.

According to mechanism of PPPs in the field of physical culture and sport as pointed out by Izaak (2011)¹⁶ as follows:

- to create regional centers. These centers forecast and regulate the design and <u>implementation process of regional and municipal programs of development of</u> 16 Izaak S.I. (2011). Public-private partnership in the sphere of physical culture and sports. Scientific and practical journal in Property Management: theory and practice, **2**2, 25-28

small and medium-sized enterprises, taking into account national, socio-economic, environmental, cultural and human characteristics of regions;

- to organize target training of personnel for their future work in the field; a legally enforceable right of educational institutions to the PPP with business communities;

- to create regional centers, agencies, financial support foundations and to promote entrepreneurship in the sphere of physical culture, sports and domestic tourism (joint-stock investment funds, guarantee funds, the centers of the accreditation of public and private businesses, etc.).

These forms of PPP are the most suggest in terms of streets sports to be considered also across Europe.

In terms of cooperation, local government usually plays one of the key roles. Hence, cooperation with local governments has to be taken in account with specific attention. When trying to establish effective partnership Austin (2010)¹⁷ recommends developing a Purpose and Fit Statement when embarking on any partnership. A Purpose and Fit Statement is a working document to formalise ideas exchanged throughout the identification phase with local government, akin to a memorandum of understanding.

Austin suggests developing answers to the following questions when preparing a Purpose and Fit Statement:

- What are you trying to accomplish through collaboration?
- Where does your mission overlap with the potential partner's mission?
- Do you and your potential partner share an interest in a common group of people (or geographic region)?
- Do your needs or deficiencies match up with your partner's competencies and vice versa?
- Would the collaboration contribute significantly to your overall strategy?
- Are your values compatible with your prospective partner's?

Austin also recommends that each partner answers a separate set of questions before drafting a joint statement.

- Who will bear the costs of what in the partnership?
- Who will provide the staff hours to carry out the project?
- What kind of exposure does your organisation want?
- Where will this partnership fall on the continuum of collaboration (philan-

17 Austin, J. (2010) The Collaboration Challenge, 2010, USA: Harvard University

thropic, transactional, integrative)?

Efficiency of each collaboration heavily depends on the cooperation of the people involved. In this regard, where collaboration has to be viewed from the human resource potential, following classification of essential skills from the Norris-Tirrell and Clay (2010)¹⁸ is an important learning point.

People skills essential for collaboration:

- Build and sustain relationships with people at all organisational levels
- Facilitate group processes as a leader or team member to accomplish tasks
- Cultivate support for vision and desired outcomes
- Listen to understand and value diverse perspectives
- Communicate effectively in writing and in person
- Create agendas to organise projects, manage meetings, coordinate assignments, and navigate change
- Use transparency and accountability to mediate and negotiate conflict

Analytic skills essential for collaboration:

- Facilitate groups to develop shared knowledge and goals
- Perform environmental or needs assessment analysis
- Identify and collect relevant data
- Conduct key stakeholder analysis
- Develop and implement performance measurement and program evaluation processes
- Use a variety of methodologies

Boundary-spanning skills essential for collaboration

- Scan environment for relevant political, social, and economic forces
- Develop and coordinate cross-agency action plans, assignments and timetables, and budgets resources
- Solicit feedback to revise or refine plans and implementation processes
- Ensure accountability
- Perform regular reality check for alignment of expectations and priorities

18 Norris-Tirrell, D. and J.A. Clay (2010) Strategic collaboration in public and nonprofit administration, American Society for Public Administration, New York: CRCPress, Taylor & Francis Group

- Consider roles for citizen, client, and consumer participation
- Communicate with external stakeholders

As a conclusion, it has to be mentioned that there are other important key elements involved in the development of successful cooperation. For example - time, turf and trust. All of these can be managed by professional human resource. Hence, collaboration is very much dependent on the capacity of human resource and this factor should be treated with great attention.

Cross-sectoral cooperation and capacity building

According Dubuy et al. (2014)1¹⁹ sport has emerged as a potential solution to serve the interest of a large group of people, even in disadvantaged communities. Participation in sport activities has been associated with higher levels of physical activity, better mental health, and higher social activity. In light of these findings, health, social and other organisations have shown a growing interest in using sport or collaborating with organisations in the sport sector to increase physical activity, enhance mental health or engage civic participation in their communities.

One approach that makes use of cross-sector partnerships and has demonstrated effectiveness in tackling health inequalities in physical activity and sport participation is capacity building. Capacity building has been defined in the WHO health promotion glossary as "the development of knowledge, skills, commitment, structures, systems and leadership to enable effective health promotion." It influences three levels of health promotion.

- First, it affects the **practitioner level** by enhancing their individual knowledge and skills;
- Second, it **stimulates the organisational level by** expanding support and infrastructure;
- Third, it impacts the partnership level by building and/or strengthening partnerships and cohesiveness among the health promotion organisation

¹⁹ Evaluation of a real world intervention using professional football players to promote a healthy diet and physical activity in children and adolescents from a lower socio-economic background: a controlled pretest-posttest design.Dubuy V, De Cocker K, De Bourdeaudhuij I, Maes L, Seghers J, Lefevre J, De Martelaer K, Brooke H, Cardon GBMC Public Health. 2014 May 16; 14():457.

Marlier et al.(2015)²⁰ has identified key elements of cross-sector partnerships that build capacity at these 3 levels. See table No.1 below.

Table No.1 Key elements of cross-sector partnerships that build capacity at the practitioner, organisational, and partnership levels.

Capacity Building Level	Key elements of cross-sector partnerships	Explanation of how capacity is built by the key element at the given level
Practitioner	Process evaluation	Assessment of activities during and at the end of the project to see where improvements can be made.
	Trust	Confidence in abilities and intentions of partners. High- er trust leads to more knowledge and skill sharing.
	Period of collaboration-time	Duration of partnerships. Trust needs time to be devel- oped. In a good partnership more skills and knowledge will be shared as time goes by and trust increases.
	Personal contact	Personal relationship between people of different or- ganisations. Open attitude and commitment to the part- nership improve the personal contact, trust and knowl- edge sharing.
	Coordination	Clarity of role, task, and expected input from partners increases accountability, trust and knowledge sharing among partners
	External focus	Reaching own organisations goals by engaging in activ- ities of other partners multiplies trust and knowledge sharing
Organisational	Mutuality	Interdependence between the partners. Greater needs to collaborate leads to greater willingness to share re-sources.
	Policy support	Extent to which policy supports the organisation and al- locates financial resources.
	Support of partners	Partners who indicate added value of the partnership create legitimacy and positively influence policy makers.
	Metrics for success	Objective results of relationships create legitimacy and positively influence the policy makers.

²⁰ Capacity building through cross-sector partnerships: a multiple case study of a sport program in disadvantaged communities in Belgium.Marlier M, Lucidarme S, Cardon G, De Bourdeaudhuij I, Babiak K, Willem A.BMC Public Health. 2015 Dec 29;15:1306. doi:

Partnership	Partner	Composition of network partners with different exper-
	complementarity	tise, so complementary skills and knowledge can be
	and fit	shared.
	Diversity of	Multiple activities create added value for a wide variety
	activities	of partners and extends the network
	Period of	Duration of partnership gives time to obtain results and
	collaboration-time	convince potential partners of the added value of a rela-
		tionship.

Another good example of cross-sectoral cooperation is presented by Ferguson (without year)²¹, where he identifies 12 working principles for cross-sectoral cooperation:

1.Collaborative Approach

Principle: Establish a working relationship between theory, practice and application. A bottom up and top down approach to meet the needs of all to ensure a coordinated approach for a positive impact towards social inclusion for all people.

2. Knowledge and information

Principle: Use interventions that have been validated and evaluated. (Learn from these good practices for designing, implementing and evaluating your interventions/programmes/activities)

3. Build Capacity

Principle: Build the capacity of the workforce – programme developers and practitioners, Educate the educators.

4. Representation

Principle: Organisations engaged in sport based social intervention work should have a significant representation of under-represented groups in their organization.

5. Reduce Restriction

Principle: Take away restrictions that hinder the development of an otherwise successful intervention/programme/activity.

6. Engagement Principle

Principle: Use the various participants motivating factors for involvement, continued engagement or drop out in all aspects of the intervention/programme/activity.

²¹ Ferguson K. (without year).Sport for development Cross Sector Collaborations: A review of collaborations in Sport for Development

7. Communication

Principle: Marketing and Promotion of intervention/programme/activity; use images to target hard to reach groups to maximise impact. Connect with groups through the choice of images that best portray the needs of the target groups.

8. Language

Principle: Formulate language to portray a positive message to influence the wider public perception of social inclusion through sport and physical activity.

9. Embedding - Sustainability

Principle: Embed the good practice from the interventions/programmes/activities into existing infrastructure, partnerships, and resources to make the project sustainable.

10. Multi-faceted Approach

Principle: Adopt a multi-faceted approach (e.g. health, education and sport) through the development and maintenance of multiple partnerships to address the wider social problems participants may have to deal with (shared sense of responsibility within and throughout interventions/programmes/activities).

11. Measurement

Principle: Adopt a multi-faceted approach (e.g. health, education and sport) through the development and maintenance of multiple partnerships to address the wider social problems participants may have to deal with (shared sense of responsibility within and throughout interventions/programmes/activities).

12. Safe Spaces

Principle: Establish engagement through safe, shared spaces adapting a stepped approach to meet community needs and/or target group needs.

In context of street sports, cross-sectoral cooperation is practiced through involvement and cooperation with youth policy, health policy, probation institutions as well as education field. Application of street sports promotes already above mentioned active citizenship (youth policy), motivation for life and purpose of learning (education field), promoting healthy lifestyle; as well as volunteering helps to solve social issues. International cooperation brings inspiration, and especially in context of Europe. It promotes European values - democracy, mobility, rights, social inclusion and experience exchange. International context is promoted through international level competitions and best practice exchange - both of these methods (namely partnership and cross-sectoral cooperation) can be implemented through street sports activities. Three main directions, where street sports should be integrated for positive enforcement of youth are: education, health and social wealth.

Street sports and non-formal education. Nowadays there's a growing tendency of street sports enthusiasts taking a step further into sports event management - one starts to create their own community by putting on events, activities, involving like-minded volunteers and so on. Eventually such entrepreneurship can grow into work with local city councils and corporate sponsors. The very core idea of non-formal education is gaining knowledge in the very same process of arranging something - learning by doing.

Street sports and health policy. Usually during the very beginning of one's path in street sports, it's just leisure. Any sports activities can gradually lead to a healthier and more active lifestyle if one wishes to keep progressing in his field of expertise. Therefore, the street sports mentality is overlapping with health policy aims. There is an option to work in cooperation with health policy representatives and organisations in order to reach those young people that seem to be the most troublesome to reach.

Street sports and social policy. Nowadays sports activities are being promoted by various social policy makers as means of steering social change and as a method for responding to diverse social issues. Social policy changes can be taken on both on national and municipal levels.

The very nature of street sports is to keep the "free format" approach and not be strictly regulated activities. The characteristics of street sports are innovation and ease of access. Both the rebellious youth along with extremely creative young people are often those most attracted to various street sports movements. In order to find a place for one's creativity and deal with the rebellious character of others, there is a need to create a secure platform, where street sports fit the needs for both groups. Such platforms can afterwards serve to test various approaches and determine the best ways to engage youngsters in healthy and meaningful leisure activities.

Practical examples of cross-sectoral cooperation and PPP in partnership countries

Cross-sectoral cooperation and public private partnership examples were collected from Latvia, Estonia, Malta, Denmark and Sweden. These examples characterize a variety of different circumstances and goals towards successful cooperation. Each case describes a specific topic or circumstances addressed by the partnering bodies. If possible, the contribution of each partner and the result of cooperation are also pointed out.

Estonia

Case 1: Street workout sessions in cooperation with local municipalities and the need for new infrastructure

Partnering bodies: Estonian Street Workout federation and various municipalities What was the topic or circumstance?

Lack of the street sports events and proper infrastructure in many municipalities of Estonia.

What was the contribution of each partner? In 2011 Estonian Street Workout federation introduced "street workout" as a popular sports activity among young people to the largest municipalities in Estonia. The organization was granted permission to organize the first ever street workout festival in the Central Park of Tallinn, Estonia. Nowadays the Estonian Street Workout federation organizes many various events and championships on a regular basis. This street sports organization has become a part of large events/town fares organized by various municipalities – all of this due to the high interest from young people of Estonia.

The result of cooperation: Reflecting of the growth of the movement of street workout in Estonia, the sport peaked in popularity around year 2015 and ever since various municipalities of Estonia have started constructing appropriate street workout infrastructure in many neighbourhoods all across the country. The reason why the need for proper infrastructure arose in the first place was the increased involvement of youngsters within the street workout movement - active participation in outdoor training sessions was a part of it. A similar process in Estonia was later witnessed for extreme sports and proper skatepark infrastructure. In recent years newly built skateparks blossomed all over Estonia. These tendencies are the prime indicators of a successful cooperation of non-governmental organisations and mu-

nicipalities in terms of identifying and fulfilling the needs of youngsters.

Case 2: Voluntary work pays off

Partnering bodies: Estonian Street Workout federation, schools, sports clubs, NGOs What was the topic or circumstance?

Lack of accessible training sessions for youth.

What did each partner contribute?

In 2015 the Estonian Street Workout federation started a project "Any Given Sunday". The idea of the project was to offer free access to all interested in street workout training. The result of the project can be viewed in 4 separate types of street sports: street basketball, street football, street dance and street workout. The organization cooperates with five schools in Estonia, 3 different sports clubs, 1 dance club and a few social organizations which organize free classes for youngsters, who can't pay for training sessions due to financial difficulties. The forms of cooperation vary. Some schools provide a place for children to gather and promote the training sessions with sports clubs providing the trainers to host the classes.

Case 3: Cooperation with police and the social department of a municipality Partnering bodies: Estonian Street Workout federation, department of local municipality – City of Tallinn, local policy office

What was the topic or circumstance?

Limited alternative working methods with youth at risk.

In 2019 the Estonian Street Workout federation started to cooperate with a police department and social department of a particular Estonian municipality. Both noted departments deal with a number of young people that are a subject to probation for misdemeanour in their past. Some of these children might be coming from families of increased risk, where alcohol or drug abuse is experienced on a regular basis. Specially customized plans were developed in collaboration with both departments and solutions were found to nourish a positive and socially acceptable development of these youngsters. Usually such "rehabilitation" would consist of participation in training sessions, sports events and workshops organized by the Estonian Street Workout federation. The youngsters also volunteer during events, which helps to integrate them into the surrounding society and feel a genuine sense of usefulness in their commune.

The result of cooperation is a better alternative for social integration and social "rehabilitation" of youth at risk groups.

Latvia

Case 1: Restoration of disregarded area through regular sports activities

Partnering bodies: youth organization "Avantis" , local municipality and commercial sponsors.

What was the topic or circumstance?

Lack of proper infrastructure for skating, BMX and inline activities.

What did each partner contribute?

In 2002 a local Latvian youth organization "Avantis" hosted an event called "Discussions evening for the young" with youngsters. During active discussions on various topics they singled out a need for proper skatepark infrastructure – a place for young skaters and BMX riders to gather and engage in their sports activities. "Avantis" took on the idea and started to develop it further – search for a perfect place in the city to build a skatepark and also look for possible ways of cooperation with the Riga City Council. Financial support was reached for building a skatepark. At that time the Riga City Council was actively solving a problem with young extreme sports enthusiasts that damage surfaces of monumental and other skateable areas in the city. Therefore, Riga City Council was open to cooperate and develop a new place for young people.

The local municipality provided a great location for the new skatepark to be built and also carried out some improvement construction works in the area and even small finance for the actual ramps to be built. Meanwhile "Avantis" started a social campaign in order to gather donations for all the other funds necessary to carry out skatepark construction. During a single year "Avantis" gathered the necessary budget and approached sponsors for developing - at that time - the largest open air skatepark in the Baltic states. "Avantis" overtook all responsibilities of the newly built skatepark from the local municipality. Youth organisation "Avantis" was promising to organize regular sports activities for young people and the municipality was covering part of utilities. The skatepark was built in one of Riga's disregarded areas.

The result of cooperation: Within 10 years the one-to-be skatepark area has become one of the most active, sporty and economically active places in Riga. This is a classic example of cooperation in-between trustworthy NGOs and local municipalities in order to improve the quality of life in disregarded areas of a city.

Case 2: Promoting zero tolerance for violence against women through street sports and street culture Partnering bodies: association "STREETBASKET" and the Ministry of Welfare What was the topic or circumstance? Equality of gender

What did each partner contribute?

The street sports and culture movement "Ghetto Games" (run by association "STREETBASKET") is the largest youth and street culture movement in Latvia. In 10 years of operation the organization has become an absolute symbol for young people's trust and values. Historically there has been notable dominance of young males at "Ghetto Games" events (90%). To address this disproportion, the "Ghetto Lady" movement was initiated in order to promote participation of young women at the "Ghetto Games" sports events.

The main goal of the movement "Ghetto Lady" (introduced in the framework of the project, which was implemented in partnership with the Ministry of Welfare of Latvia, March, 2017 – March, 2018) was to prevent violent behaviour and promote respect towards women among young people (women in street sports and culture), by empowering young people and strengthening their perception of equal relationships as a value, as well as to encourage young men to actively engage in the fight against VAW (violence against women). The ambition was also to show women as equal in sports as well as in all other aspects of life.

Main activities were:

1. Social norms marketing campaign on VAW prevention among young people: campaign on violence prevention and respect towards women in Ghetto Games social networks (https://www.facebook.com/ghettogames,https://www.instagram.com/ ghettogames/).

2. Street culture and sports activities for young people in different cities and towns of Latvia, empowering young women to participate.

3. Videos on identification of physical and psychological violence.

Videos from project aimed to combat violence against young women

https://www.youtube.com/watch?v=LV6FUbzLSdg

https://www.youtube.com/watch?v=mpemJsucz7g

The result of cooperation: the cooperation resulted in a new movement being established, which allowed young females to become part of active street culture, alternatively promoting non-violent behaviour as an important social value.

Case:3 Cooperation with probation service in order to integrate risk group young people in society

Partnering bodies: association "STREETBASKET" and the State Probation service What was the topic or circumstance?

Limited alternative working methods with youth at risk.

What did each partner contribute?

• Association "STREETBASKET" and the State Probation service in Latvia is successfully cooperating already since year 2015. The cooperation was es-

tablished in order to integrate young people who are serving a sentence in a correctional facility or are under supervision and midst their probation period. Main activities are:

- Organizing sports activities in state correctional facilities for underage criminals basketball, football and street workout tournaments or training sessions.
- Raising awareness of the society about the opportunity to volunteer for young people who are midst the process of probation. Each year ever since 2015 the "STREETBASKET" association takes part in various conferences organized by the State Probation Service and give valuable input on the advantages of voluntary work when dealing with young people. There is need to put plenty of emphasis on preventive actions. In 2018, the "STREETBAS-KET" association organized an open discussion during a local public speech festival with topic at hand: "There are no good or bad people". Several local celebrities were asked to share their experience and tell stories of their childhood behaviours, feelings and attitudes that changed their attitude towards the society from negative to positive and eventually led them to be the role models they are today.
- Young people during their probation period are welcome to become part of the "STREETBASKET" association by doing voluntary work and engaging in sports activities organized by "STREETBASKET".

The result of cooperation: This example is stressing the necessity to continue the constant search for innovative solutions towards social integration of youth at risk along, the goal being to gradually achieve socially acceptable behaviour from the young people at risk.

Denmark

Case 1: Crossroads community building project

Partnering bodies: DGI, sports for all NGO, UnglAarhus, the local municipality organizations for spare time activities, housing association – (local association in problematic residential areas)

What was the topic or circumstance?

The youngsters in the residential area did not take part in any leisure time activities. The DGI organization found out that a lot of young people in these areas are not a part of any sports clubs. The three partners facilitated a community building which was built around their common goal – create a platform for young people to spend their quality free time, socialize and stay physically active. DGI facilitated the development of the community and the personal skills of those involved.

What did each partner contribute?

DGI: Project management, development of the concept and facilitator of each community.

UnglAarhus (YounglnAarhus): The municipals paid for the initiatives, were "central" in the recruitment process of participants and supported the community during and after the facilitating process. The municipalities also have pediatric employees whom are working on a street level.

Housing Association: The association have activity workers employed, as well as the municipals pediatric worker on a street level. They do start their own activities, as well support the residents in the areas.

The result of cooperation: This partnership succeeded in forming a common goal where it made each of the partners contribute to the top levels of their capacity. None of the partners started new or other projects during that time. Partners acknowledged the limits of each other's abilities and made sure that different organizational purposes were fulfilled throughout the projects.

Case 2: The municipal board for youth initiatives

Partnering bodies: Youth employees and employers, parent organization, the youth from the city Youth Councils, local associations and NGO's such as DGI. What was the topic or circumstance?

Necessity to monitor the youth initiatives in order to ensure the thriving and development of each person's abilities. Both the young people and the employees involved in the work with the young ones were aiming to motivate and inspire each other with new ways and methods in working on the subject of young people development.

What did each partner contribute?

Each partner had an existing experience, knowledge and network of contacts they wanted to share with the board members of the municipal board, as well as the various partners in close cooperation with youth workers.

The result of cooperation: Partners in close contact with young people can contribute to the initiatives proposed by these youngsters. The main goal is to make sense for each individual and at the same time contribute to a cohesion through and about every initiative from politics to everyday life.

Malta

Case 1: Cooperation with Youth Agencies Partnering bodies: Malta BMX and Agenzija Zghazagh (regional level public body) What was the topic or circumstance?

To attract more youth towards sports and to get young people at risk off the streets and prevent antisocial behaviour.

What did each partner contribute?

In 2018 Malta BMX and Agenzija Zghazagh partnered up to host a number of events at the BMX track in Malta. The goal was to get the local youth more engaged in sports. The idea was to host a number of events at the BMX track, where Malta BMX would provide both the race track as well as the skatepark for Agenzija Zghazagh, which in turn would organize a number of activities and competitions for the local youth. This cooperation was first established as a trial in order to introduce more young people to street sports like BMX Freestyle or skateboarding and the respective skatepark infrastructure. This was done to encourage the his was done to encourage the young people to begin attending their local skatepark on regular basis.

The result of the cooperation:

As a result, the youngsters involve enjoyed the event and afterwards the attendance of the skatepark significantly increased. Location issues (living on the very other side of the island of Malta) were the main obstacles of seldom visits on a long term basis. This finding was important also to define different solutions for long term planning.

Case 2: European Week of Sport with Sport Malta Partnering bodies: Malta BMX and Sport Malta What was the topic or circumstance?

Attraction of new attendees for street sports, BMX freestyle in particular.

What did each partner contribute?

During recent years the Malta BMX organization has collaborated with Sport Malta and many other sports organizations in order to contribute to the European Week of Sports activities, which are held to promote and encourage physical activity across all of EU. The role of Malta BMX in this was to setup an area where to perform a demo for the youth attending the event. This demo would try and inspire young people to also try out BMX freestyle as a possible choice for lifestyle sports.

The result of the cooperation: Several youngsters joined the local BMX training sessions.

Sweden

Case 1: Street Pep

Partnering bodies: Fryshuset, Generation Pep and local municipalities What was the topic or circumstance?

Street Pep is a project led by Fryshuset and Generation Pep. Generation Pep is a non-profit organisation initiated by the Swedish Crown Princess Couple, with the vision that all children and young people in Sweden should have the ability and desire to live an active and healthy life.

What did each partner contribute?

Fryshuset is a youth organisation that work in both sports and with social work. Street Pep is a mobile sports festival with the focus on letting youth try different street sports. It visits various neighbourhoods and engages withthe local sports clubs and street sports organizations. Sports included are skateboarding, street basketball, panna football, thai boxing, street dance, parkour and others. The main areas for Street Pep to visit are the neighbourhoods showcasing socio-economic weakness. The foundation of the funding comes from sponsors and various funds for children's health. Every festival is also paid for by the local city government covering the actual cost of that specific festival.

The result of the cooperation:

This is a very effective way to get youth involved in street sports. All activities are led by leaders from local clubs and participation is free of charge. The municipality is satisfied with activities organized at the neighbourhoods, the clubs get new members and the youth finds new interests and are provided with meaningful and healthy activities to take part at.

By combining different competencies of organizations and using their strengths and resources together, Street Pep is a fine example of how cross-sectoral work will benefit youth in areas with "weaker" socio-economic performance.

Case 2:Pass the ball

Partnering bodies: Fryshuset, municipality, employment agency and private companies

What was the topic or circumstance?

Fryshuset Futsal collaborated with the municipal employees, local employment agency and companies in the project called "pass the ball" to demonstrate better life possibilities for unemployed youth.

What did each partner contribute?

The municipal service of the city, the voluntary organization Fryshuset, private com-

panies and local employment office gathered together unemployed young people during a weekend and divided volunteers, employment agents and young people into different teams. As teams they played Futsal to start better teamwork continued by participation in different workshops. Participants learned to write CVs and networked with companies for direct recruitment.

The result of the cooperation:

As a result, unemployed youth got better competence in different fields, networked with potential employers. Such approach in very informal form, allows better approach youth.

Summary of practice

Practical examples, which were observed, can be outlined as necessary approaches to prevent youth from social risk and moving towards anti-social behaviour in their daily life. Activities and cooperation partners varied in each example, but a few elements were constant - public and private bodies involved, high risk youth involved, activities being free of charge. These elements seemed to be a driving force within the established cooperation activities and the successful outcome of each example.

Such fine examples of cooperation with infrastructure development, organization of demos, shows, training sessions, workshops and other types of events for young people can be applied in any region of Europe or beyond.

10. RECOMMENDATIONS FOR STREET SPORTS AS A METHOD FOR INTEGRATING THE EXCLUDED YOUTH

Cornerstones of integration

Taking into account the psychology of young people during various stages of maturing and varying generational aspects of generation Y and Z, it is very important to understand the wide scope of their needs. Hence, "integration" can be viewed as a set of many elements with no single leading element. However, there are some base cornerstones that most definitely have to be taken into account. These cornerstones are a summary of analysis performed during the development of the handbook by compiling various insights, practices and examples of integration. The wide scope of elements is described below and it can be applied by any interested stakeholder in their daily work with excluded youth. These elements still have to be built around the cornerstones, which are also listed below.

Safety. Extreme sports and street sports often involve moderate to high degree of physical injuries. The attraction of "risk taking" is probably driving a lot of interest, as well as the adrenaline rush that can be experienced if taking part in said sports. In this regard, safety has to be the number one cornerstone. Specific sports related safety rules have to be followed with no exceptions. Even an overall perception of a specific type of sport might be perceived as risky, national or international standards of safety for safe environment have to be followed.

There are several aspects of safety:

1) At first, depending on the type of the sport, a "safety zone" has to be created, e.g. wide mats around the competition area, barriers and so on.

2) Each participant has to sign a waiver, where he takes full responsibility of his health and consequences, which may arise from improper following of safety regulations;

3) Before any competition all participants have to be briefed on the scenario of the event, therefore minimizing the risk of dangerous behaviour.

Social acceptance. Youth, as a core target audience, in a particular age tend to associate self-belonging and build life values in the environment outside their family. Therefore, it is important to create that environment as a safe place, based on the social acceptance principles. Feeling of social acceptance and belonging to a specific sports community is extremely important, especially in the very beginning of engagement with the specific sports. It is often accompanied with some failures e.g. lack of sports skills, which means extra support and social acceptance from the peers or volunteering coach is required.

Healthiness. Since there's a tendency for street sports and the culture around these sports to become one's lifestyle and sort of a life philosophy, it is necessary to take into account and monitor tendencies inside the particular sport and promote only those in accordance with an overall healthy lifestyle. This includes a daily sporting routine, healthy diet and avoiding use of alcohol, drugs and smoking habits.

Partnering organizations have used different approaches for decades as a "playground" to determine ways of reaching youth. Events were held to bring together people from different social backgrounds. Such events work perfectly and can truly be shared as best practice. Since excluded youth is fragile, it is important to rely on proven practices, which would not harm any individuals in any way. Guidelines and final recommendations serve this goal - stressing the diversity of elements that can be applied in different situations and at the same time based on the cornerstones listed in this study.

Main guidelines and approaches for youth to be involved in street sports

The elements below are a summary of specific areas, which were identified from real life examples, interviews, review of the online questionnaire. All of these practices promote involvement of young people in street sports. There's aspects that are based in each countries culture, global tendencies and trends in street sports and extreme sports culture. However, there are also universal elements that have been identified to be part of the integration culture. Those are:

- role models
- volunteering
- characteristics of the culture/community
- accessibility physical and financial

These elements are described below as learning points for any organization interested to integrate these in order to engage young people through street sports and extreme sports.

Role models

Nowadays there are role models or so called "influencers" that will stand out in any particular community or country. These people have gained respect and admiration from a local society as whole or some groups of said society by excelling in certain aspects of their life - whether it would be art, sports, business, academic knowledge or social work. It is important for young people of a certain community to have role models that are easy to reach and interact with, yet they have great local or global results and recognition for their work. More and more new youth role models appear and establish themselves through the social media platform Youtube. The so called "Youtubers" gather from thousands and to millions of followers and great social media engagement. They have crucial impact on how young people define their life values and perceive the world, authority system and society as a whole. In

this regard, it is important to be in contact with such social media role model and find those that have an extreme sports or streets sports background. This can be used as a possibility to engage youth in the specific sport activities.

The local role models do not have to be professionals, but they have to be motivated towards both the youth and the sport they engage in. As a role model, one can choose the altruistic path to invest their time and devote their attention to youth in a socio-economic setback and truly make a difference. It takes more than giving out autographs, because the local youth should be able to relate themselves to the role model. You cannot create a role model from scratch. For the kids to follow and listen to a role model, the genuinely attracting behaviour and valuable priorities in life have to be a part of the individual in particular.

To a certain extent, they need to be both a coach and a social worker to try and better understand where the youth is coming from and how they can be empowered to be active and stay away from bad habits.

It is of great importance that the target group can identify with such community leaders and role models. A strong connection with the local community is often necessary to be able to reach youth, especially in troubled areas. Often do the youth in the socio-economic set back areas have a generated mistrust for the government, the police and other authorities. Therefore, the best approach is to try to use the persons in the area that can be good role models.

Volunteering

Volunteering in street sports can be used as a great instrument to integrate young people in society and motivate them to acquire skills during their first job experience, as it will benefit them in their future life. The positive effect of volunteering is that it is a natural way to integrate and improve life skills, develop character and even leadership skills for the young. Volunteering has to be divided into 2 large categories - volunteering of youth and more mature young persons or adult volunteers. Volunteering can be viewed as an easy step towards one's dream job or a new experience in order to understand the professional career direction a young person is thinking of possibly pursuing. It is important to define what kind of specific skills will the people involved gain out of the experience. This brings more value for young people to see the true potential benefits of volunteering.

Young volunteers

The overall quality of involvement of a particular volunteer depends on a proper approach towards the person. It is important to involve a volunteer from the very start of, for example, planning an event. Starting with the brainstorming process towards the concept of the event and leading up to the actual organization of the event. This approach creates synergy and positive emotions among volunteers as being valuable part of the event and a great asset to the team of organizers.

The organizers have to share responsibility between volunteers based on their level

of expertise and skill. If a volunteer doesn't have the necessary experience, organizers have to provide a training course. This assures that volunteers can later on fully contribute to tasks assigned to them. All throughout any event or activity organized, the volunteers must have a supervisor. A supervisor is the one who acquires tasks from the main organizers and distributes them accordingly between the team of volunteers, as well as oversees proper execution. After any event, it is important to provide volunteers with feedback on their contribution.

Adult volunteers

Adult volunteering arises as a natural development of young volunteers gaining professional skills and taking the role and responsibility of a supervisor. Adult volunteers can also be street sports enthusiasts that can share their expertise with the younger generation. Most adult volunteers have a natural motivation to engage in activities and have reached a certain age or maturity to understand the importance of being a positive role model and doing something for others. An aspect of great importance is that any extreme sports or street sports community is eventually maturing and many participants that used to be a part of the sports lifestyle are now parents themselves and working full time. Many of these adults still may feel a sense of belonging to their sports community and find fulfillment while volunteering rather than directly engaging in sports. A middle aged ex-skateboarder might fall back into the sport and at the same time want to do something more morally rewarding. The best result in both short and long term can be reached, if volunteers are involved and are building the initiative on top of their motivation. The common motivation is usually rooted in great willing to make a change to a problem or challenge they see in everyday life. From the experience of the partners of this study, the majority of the youth in Denmark, would volunteer if they can make a difference for marginalised groups. It means there is a great potential to get youth to be a volunteer role model for the marginalised youth. Young people like to feel they are a part of something greater. It gives them a sense of belonging. From experience of Malta, it is very important for a youth's development to get them involved in maintenance of their platform for sports, may it be cleaning up the basketball court or working on skateboarding ramps.

Combining youth volunteers with volunteers from an older generation has many benefits. The young people get older role models to look up to and their common interest in street sports provides them something to relate to. The young volunteers get an access to an expanded social network and get in contact with people who can help them find jobs or provide advice for their choices in life. The older volunteers get to come in contact with the lifestyle of their childhood days and again. It's a win-win situation for both sides.

Accessibility - physical and financial

Street sports are democratic - you don't need huge financial investments. These

sports are easily accessible to most and you can do it whenever you want to. These are important preconditions for a young person, especially if one doesn't have meaningful financial support from family. "Easy access" is not related only to physical and financial means, but also is can be reffered to if discussing the game formats of street sports tournaments and so on. Since the street sports community can be very "male-centered" and not so inviting for young female actors, it is important to take into account that aspect of "accessibility". One way to open up the street sports culture to become more including is to have female leaders. A female coach/leader teaches the young that it is perfectly normal for young girls and adult women to participate in street sports. This applies to all non-male genders. From the experience of the lead partner of this study - It is important to organize street sports activities specifically dedicated for women and make these sports more accessible for young female actors. It is a positive practice in many EU countries in various fields of sports - this is more common in in 3x3 basketball and football, less in extreme sports. This approach builds a great platform for girls from different religious, social and national backgrounds to communicate.

Another aspect of accessibility for street sports is that policy makers need to be influenced to pay more attention for keeping the street sports infrastructure up-to-date - skateparks, football pitches, 3x3 basketball courts, street dance spots, street gymnastics or parkour and other similar public spaces. All of the noted examples provide a chance for anyone to come and practice anytime they desire. This is one of the most important characteristics of street sports - practice at the exact time of your choice. This will allow the youth of that area to practice street sports on their own. It is important to cooperate with non-formal movements or NGO's that could coordinate regular activities, trainings, events in these spots because public spaces without activities content won't fulfill its main purpose - serve for the society as a public meeting and gathering place.

Organizations that are taking care of the mentioned street sport need to organize collective training sessions to promote and teach youth about the sports.

Finally, the following barriers in street sports are the most common ones and one has to think beforehand, how to overcome those.

Equipment. if one wants to start skateboarding, riding BMX or other sports that require equipment it might be an obstacle. A proper skateboard costs anywhere between 80 - 200 euros and can be considered a barrier to participate. On top of that there's need for some safety equipment. Some skate, scoot and BMX communities in Denmark have equipment to borrow, before one makes the decision in which type of sports to invest.

Training in street sports. How do you start doing street sports, when you cannot attend training? For some, the barrier of getting involved is the street sports culture being too informal. The informality is a positive way of framing an active lifestyle, but it also can be a challenge. Be aware of how to include non-active participants in an open urban environment. If you do an event a recommendation would be to

through. In order to keep their trust and loyalty it is very important to follow certain trends and stay updated with new things that youth experience on a daily basis. All street sports inherit a core value of being informal. Using a formal hierarchy will only loose participants. The motivation to do street sports should come from within, and the choice to act should be one's own.

- Organize activities in urban areas of the city or disregarded neighbourhoods. Street sports have always been connected to disregarded territories of a city. Young people are there every day and they relate to places where they originally come from - their home turf. Therefore, it is the best way to meet them there and start the work from ground zero. Regular sports activities keep a positive atmosphere in the neighbourhood and involves the surrounding society. It's a matter of a few years for the area to change from a negative setting to a positive community-oriented area.
- Freedom as the value. The concept of "freedom" is something to come across a lot once discussing street sports. The freedom to practice the sport in any way you feel is beneficial. This helps creating unique styles the quality in street sports that is very attractive to young people looking for something to set them apart from the crowd. Kids want to belong yet be different or, to put it more precisely unique in their own way.
- **Gender equality.** It is good to take into account gender equality for anything related to sports. Street sports activities for both men and women brings a positive value for the activities and is a great tool for integration. More and more large sports institutions FIFA, FIBA and even the Olympic Committee are emphasizing the importance of equal gender participation in all official tournaments and competitions. It gives an opportunity for everyone to participate.
- **Participation first, competition second.** When organizing events with competitions for sports like BMX freestyle, skateboarding or similar, there should always be competitions for beginners. The reason is that everyone should be given a chance to experience their first competition without too much pressure. The competitions only focusing on the elite or pro participants discourages people who are not yet at that level. A stage is needed where they could be introduced into competing, especially if it is the first time they will be competing in a sport they have just started or have never competed before at all.
- Use social media as communication platform. For building trust among young people and youth leaders, as well as building strong street sports communities on a local level, it is important to use social media as a tool. Use not only official organization social media accounts, but put an emphasis and involve more local leaders of a specific area where you want to host events. These local leaders will have an ownership of this sports movement and will be the greatest promoters of it. This will give and added value for

the event. It is needed to follow each countries social media tendencies because what works in one country may not be as efficient in another setting.

The overall summary of the recommendations is to follow specific steps, which were described in the handbook. Especially, taking into account such aspects as core values of street sports and extreme sports along with best organizational practices and overall needs of today's youth. Taking into account all of the learnings, youth organizations can find street sports and extreme sports as tools to use in regard of engaging with young people and integrating excluded youth.

Tool kit for young people from different social, religious and ethnical backgrounds through street sports and extreme sports

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