



“Street Action, powered by Buurtsport” is a project of ISB (Belgium), with the support of The Coca-Cola Foundation, in partnership with the Vrije Universiteit Brussel en JES.

Program overview:

The basis of the programme is the creation of a low-threshold offer of sports, movement and health activities in 23 municipalities or towns for 12-18 year olds from vulnerable groups. The offer will be facilitated by a local sports worker. A unique aspect is that the local sports worker will be encouraged to work in a network of social partners while the young people will be empowered to act on their own initiative as much as possible. The twenty-three selected projects also come together in a learning and peer-support pathway and results and impact are monitored. Participation ‘in’ and ‘through’ movement and sport is probably the best abstraction of this challenging project

Overall context/background:

The projects take place in a local context and in the own neighbourhoods of the young people from vulnerable groups (12-18 year olds from ethnic or cultural minorities or who live in poverty). The location-oriented approach is a key factor for success for the long-term guidance of young people to sport and movement provision and the promotion of a fit and healthy lifestyle.

An important background goal is the empowering of young people by allowing them to take responsibility in sport, movement and health projects. In addition the sport offer will help to create a feel-good factor and social cohesion in the neighbourhood, and promote the social activation of the young people.

ISB and its members (local sports organisations and local authority sport services) already have plenty of experience in local sport projects. In the past, practical expertise was acquired in a project dealing with sport and people in poverty, covering nine municipalities. In 2010 ISB also organised a European conference on local sports participation, social inclusion and combating poverty. At this conference contacts were set up with a range of European partners and projects, such as Streetgames in the UK.

University research

There will be an explicit focus on monitoring of results throughout the project. At the moment of launch of submission of candidacy by the communes/cities, they will be asked to set forth the expected results. These will be monitored throughout the project with a final evaluation session at the end. The monitoring will happen on a scientific basis in collaboration with a university since specific expertise is required in the area of social added value of sports participation. The focus will not only reside on the quantitative results, but more importantly on the qualitative results of the project. There will also be research into the critical success factors both in the area of actual sports participation but also in how the project has enhanced social cohesion and empowerment.

Implementing Partner:

The ISB Institute is a membership association and a knowledge centre for local and regional sports and recreation. As a non-profit organisation, it operates on a voluntary basis starting from the grass roots via various working parties and committees with practical experts and representatives of municipal sports services from Flanders and Brussels.

Names of responsible persons:

David Nassen

Director Flemish Institute for Sports Policy and Recreation Management (ISB)

david.nassen@isbvzw.be

Piet Van der Sypt

Projectcoordinator Street Action

info@streetaction.be

Flemish Institute for Sports Policy and Recreation Management (ISB)

Street Action

August De Boeckstraat 1 bus 3

9100 Sint-Niklaas

T 00323/780.91.00

F 00323/780.91.09

www.isbvzw.be

www.streetaction.be