



PROJECT FICHE	
Project title	EMAF - European Masters Athletics Festival for silver age
Programma EU	Erasmus + Programme (Sport – Not for profit Event)
Lead Partner	FIDAL - Federazione Italiana Di Atletica Leggera
Duration	12 months (starting date: 01/11/2019)
Total Budget	433.893,00 EUR
PROJECT STRATEGY AND OBJECTIVES	
<p>EMAF project intends to exploit the special role that sport can play with regard to health-enhancing physical activities, ESPECIALLY FOR THE ELDERS, with the aim of:</p> <ul style="list-style-type: none"> – spreading the concept of “sport for all” among athletes, citizens and institutions, to further promote voluntary activities in sport, together with social inclusion, equal opportunities and awareness of the importance of health-enhancing physical activity through increased participation in, and equal access to, sport for all promoting the perception that the entire population is the target and that sport is a human right, regardless of age, race, ethnicity, social class or gender. <p>Project Objectives</p> <ul style="list-style-type: none"> – to INCREASE AWARENESS as regards the role of sport in promoting social inclusion, equal opportunities and health-enhancing physical activity; – to ENCOURAGE PHYSICAL AND MENTAL FITNESS and to fight health-related problems through participation in regular physical activity; – to CONTRIBUTE TO A HEALTHIER SOCIETY through increased HEPA levels; – to BRING PEOPLE AND DIFFERENT COUNTRIES CLOSER on the issue of health-enhancing physical activities, developing through sport an integrated policy on the subject; – to DEVELOP SEMINARS AND WORKSHOPS in order to support the research and share innovative therapies, technological solutions, new knowledge and best practices; – to ENCOURAGE INNOVATION PRACTICES in health-sport related sectors; – to IDENTIFY, DISSEMINATE AND PROMOTE GOOD PRACTICES for cost-effective disease prevention and health promotion activities. 	
WORK PLAN – PROJECT DESIGN	
<p>WP1 - ORGANIZATION OF THE EUROPEAN MASTER ATHLELTICS FESTIVAL (including sport competitions, seminars and social/cultural activities)</p> <p>It aims at planning and organizing the European Masters Athletics Festival for Silver Age (including specific arrangements for the organization of the training sessions, data collection and testing, sport competitions, educational and social activities).</p> <p>WP1 - ACTIVITIES</p> <ul style="list-style-type: none"> – A.1.1: Planning of the European Masters Athletics Festival for Silver Age and Launching of the EMAF Festival 	



- A.1.2: Organization of the Training Sessions and Competitions within EMAF Festival
- A.1.3: Organization of scientific and educational seminars within EMAF Festival
Possible seminars' topics
 - a) Diet and physical activity - a public health and societal priority
 - b) Stimulating the inter-generational dialogue: presentation and debate on the docu-film "Il Campione"
 - c) A lifelong approach to physical activity for brain health
- A.1.4: Organization of social and cultural events in the run-up to the event
Possible social and cultural events
 - a) a guided tour of the National Archaeological Museum of the Marche and Cardeto City Park (Old Town, Ancona)
 - b) The "Sport for all social promenade" (Old Port, Ancona)

WP2 - Quality Control, Ongoing Evaluation and EMAF Final Assessment

It intends to implement an ongoing analysis of project progresses aimed to a final assessment of performance, efficiency and impact of the project, as a base of evidence for the delivery of the EMAF project's "Position Paper" describing project experiences, providing priorities and objectives to be reached at National and EU level as well as strategic advises to easy and efficacy replicate project's practices.

WP3 - Project Management

It aims to set up the EMAF project's governance structure in order to assure the full involvement of the partnership (LA, Supporting Institutions/Organizations and Sending Organizations) to all project activities, high quality work and outcomes and a shared ownership of the project results.

WP4 - Follow up activities of EMAF Festival

It aims to educate younger generations on the importance of health-enhancing physical activities from an early stage, promoting an inter-generational dialogue between elders and youngers in order to share the benefits of HEPA activities for future generations.

WP5 - Dissemination & Communication

It wants to spread EMAF project across EU in order to ensure visibility to a larger audience, also maximising the potential of transfer of project main outcomes and guaranteeing an effective impact on the community and on the target groups in order to inform, share and disseminate information allowing them to be willing and capable of integrating project results in their day to day operations. For this purpose a project communication & dissemination strategy will act on two levels: external communication of EMAF and external dissemination and exploitation of EMAF results.

MAIN EXPECTED RESULTS

- Strengthened cooperation between EU organizations active in the field of sport and active aging focusing on the role of sport for promoting physical activities in a lifelong perspective and social inclusion;
- Enhanced EU network promoting "sport for all" movement, healthy lifestyle and social inclusion of older people through sport practice;



EMAF
EUROPEAN MASTERS
ATHLETICS FESTIVAL

14/19 APRILE



With the support of the
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- Encourage participation in sport and physical activity and promote innovation practices in health-sport related sectors;
- Increased awareness of volunteers, trainers and civil society on the value of sport and physical activity in promoting health, well-being and cooperation;
- Increased intergenerational dialogue, sense of solidarity, social interaction, team work and team spirit as part of developing the social personality at all age;
- Increased awareness of citizens on EU dimension of sport and on existing strategies supporting sport activity and social inclusion through sport;
- Increased awareness of citizens and policy makers on the role of sport events as a tool to foster local communities and social inclusion.



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