

ACTIVITY SQUARE EUROPE Project

Ideas Competition - Handout

MAIN ISSUE

Do you have an innovative and sustainable solution to enlarge the sports participation of inactive children & youth?

What's the idea?

The population of inactive children is growing around Europe. In many countries there is an educational system where physical activity and sports is supported. More and more we become aware that collaboration between education and sports system is the key to change behaviour. But a lot of the solutions we know are 'only' a benefit for children who are already active. Therefore, we want your creativity, ideas and entrepreneurial power to come up with innovative and sustainable solutions for the children who most need it, the inactive ones.

What's the competition about?

The competition is open to all students from across the European Union (EU) and the 9 countries participating in the *Activity Square Europe* project and will be held from October 2016 – till 24th of February 2017. Students from all academic studies and levels (Bachelor, Master) are allowed to participate.

The aim of the competition is to come up with an innovative and sustainable solution contributing to the issue 'More physical activity and sports possibilities for inactive children and youth'.

For the best idea there will be a road trip to Brussels (May 2017) where the finalists present their project (travel and subsistence costs are covered for 3 people each team). This is all supported by the *Activity Square Europe* project.

Entering the competition means that you submit your team to the *Activity Square Europe* website (www.activity-square-europe.eu). You will upload your project description (max. of 4 pages) and upload a Pecha Kucha film (<http://www.pechakucha.org>). We encourage you to ask for collaboration with people from different studies and/or academic fields.

What are the selection criteria?

- level of cross sectional collaborations;
- possible impact on inactive children and youth;
- level of attractiveness and stimulation for inactive children and youth;
- the use of existing local and/or regional qualities;
- level of effectiveness and easy implementation;
- level of sustainability;
- level of innovation (out-of-the-box thinking)

What should the project description and Pecha Kucha contain?

- What is the main idea of your project?
- Which problem does your project solve?
- Who is your specific target group?
- Why is this new and innovative?
- What exactly do you suggest to do?
- What is needed to make it happen?
- How you evaluate/control success?
- Anything else we need to know?

What are the benefits for participation?

- You present your ideas to some of the leading sports organisations and sport experts in Europe;
- You win an award which will be valuable for your CV;
- You win a trip to Brussels;
- You expand your network in sports.

Please use **#inactivenomore** for latest information