



MANUAL FOR ORGANISATION OF THE BEACTIVE BEACH GAMES EVENTS

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1. INTRODUCTION

The BeActive Beach Games (hereinafter also designated as the Beach Games) is a unique event concept developed to promote physical activity and sports on beaches and waterside areas, aiming to increase participation among the different segments of the population, promote social inclusion, sustainable development and disseminate values associated with a healthy lifestyle. The BeActive Beach Games Events Manual for Organisation offers a step-by-step guidance through different organisational stages of the event covering: planning, coordination, dissemination, implementation and monitoring (feedback and evaluation).

The Beach Games approach has been developed in response to several challenges faced by our society over recent decades. Indeed, physical inactivity has been associated with the progressive increase in the prevalence of several non-communicable diseases. The physical inactivity has assumed a pandemic profile¹ and Europe is no exception². Nearly half of Europeans never exercise or play sports, and the proportion has increased gradually over the recent years³.

The prevalence of overweight and obesity, responsible for 5% of global mortality and considered a major contributor to non-communicable diseases (such as diabetes mellitus, cardiovascular and respiratory diseases, and cancer), has more than doubled since 1980 and is today one of the most common health problems in modern society. The main reasons behind these trends are a changing diet and an increasingly sedentary lifestyle affecting all segments of the population. In direct relation to the Beach Games model, evidence has been demonstrating that the increase of sedentary behaviour is associated with a reduction of up to 80%⁴ of the physical fitness markers in children and youngsters during the summer holidays.

Besides the direct impact on the lifespan and a healthy life expectancy, stagnating levels of physical activity affects people's health and wellbeing leading to increased economic costs such as increased health care expenditure, decreased employability and productivity. In this regard, it is known that physical inactivity costs can raise to 80 bn EUR per year in Europe⁵.

To address this inactivity crisis, the purpose and ambition of the Beach Games is to promote physical activity and sports on the beach to all segments of the population, either in natural or artificial settings. In addition, the Beach Games encourage the involvement of less visible, less active and socially vulnerable groups of the society.



1 Update on the global pandemic of physical inactivity, Andersen et al., 2016

2 Special Eurobarometer 472 Sport and Physical Activity Report, European Commission, 2018

3 Special Eurobarometer 472 Sport and Physical Activity Report, European Commission, 2018

4 The feasibility, scalability and outcomes of cardiorespiratory fitness testing in primary school children, Domone et al., 2016

5 The economic cost of physical inactivity in Europe, ISCA and CEBR, 2015

The Manual for Organisation of the BeActive Beach Games (hereinafter also designated as the Manual) provides methodological guidelines on how to organise a successful Beach Games event targeted for potential organisers or stakeholders such as sports organisations, municipalities, local and regional authorities, and other institutions at national and transnational levels. The Manual also provides recommendations and best practice examples including recommendations resulting from the organisation of two international Beach Games:

1. In an urban environment – Riga, Latvia, held on 17-18th of August 2019;
2. On a natural ocean beach – Portimao, Portugal, held on 7-8th of September 2019.

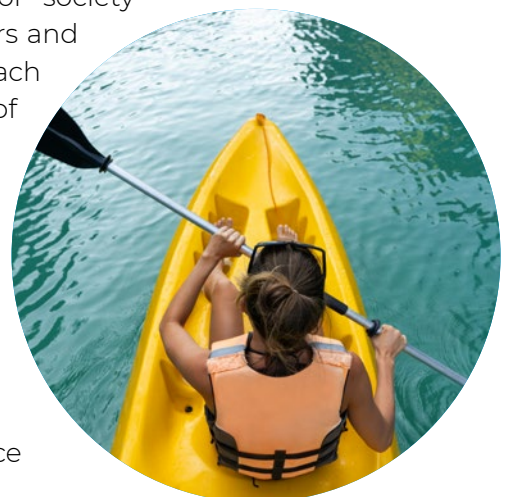


The Manual has been developed in the framework of the Erasmus+ project “Beach Games as an Instrument to Promote Physical and Sports Activities on the Beach (BeActive Beach Games)”. It was implemented through the cooperation among sports organisations from seven countries with different areas of expertise. The project developed a model of the BeActive Beach Games – a sport event promoting an active and healthy lifestyle through participation in physical and sport activities on the beach, stimulating social inclusion, sustainable development and multicultural cooperation.

The model fosters involvement of different groups such as families with children, youngsters, adults and senior citizens with different socio-economic backgrounds, persons with disabilities and other vulnerable groups of society such as at-risk teenagers and immigrants. It uses the beach environment offering a wide range of sports and physical activities, which can be practised on the sand and water and as such could also be replicated in other settings, for example, artificial beaches with sand, in urban environments, on rivers, lakes, swimming pools and etc.

In addition to this Manual, the project partners also developed other supporting materials:

1. Physical Activity Guide on Beach Sports and Activities comprised of short promotional videos and a practical guidance material on certain sports and physical activities that can be practised on the beach by anybody regardless of age, health, physical capabilities or skills;
2. Policy Note on the BeActive Beach Games targeted at regional, national and international stakeholders to support organisation of Beach Games across Europe.



All of the materials, videos and pictures are available on the project's website:

www.beactivebeachgames.com

2. BACKGROUND INFORMATION

PHYSICAL INACTIVITY

In September 2017, the European Commission renewed a call to all stakeholders from different sectors to promote healthy lifestyles through sport, food, innovation or research to Europeans across all European Union (EU) member-states by releasing the Tartu Call for a Healthy Lifestyle⁶. Also, in 2017, the Eurobarometer Survey on Sport and Physical Activity identified that about 60% of Europeans never exercise or play sport at least once a week. Compared to the previous survey in 2014, this shows a negative trend – from 42% to 46%.

The increase in childhood obesity and the poor health conditions amongst the less privileged in society are framing these trends and contributing to reduce physical activity and sport participation, and therefore

the adoption of healthier lifestyles. On the other hand, overweight, obesity and several chronic conditions such as cardiovascular diseases and diabetes decrease quality of life, increase risk of health budgets and countries economy⁷. Sport and physical activity needs to be promoted from early childhood throughout all ages so that it can become an integral part of individual's daily routine.

“Sport is part of every man and woman’s heritage and its absence can never be compensated for.” – Pierre de Coubertin (French educator and historian, father of the modern Olympic Games)

SPORTING ACTIVITIES

Sport is a growing social, cultural and economic phenomenon, making an important contribution to the development of the social model aiming to improve living and working conditions of citizens in a sustainable, supportive, prosper and peaceful context. Sports activities are associated with relevant values such as team spirit, solidarity, tolerance, cooperation, transcendence, and fair play, contributing to personal development and fulfilment. Sport also promotes an active contribution of EU citizens to society and thereby helps to foster active citizenship.

Strategic integration of people from different backgrounds into joint community projects has shown to contribute to increased dedication of individuals and groups with participation being described as the “engine of community life”. The Australian Bureau of Statistics suggests that



⁶ Tartu Call for a Healthy Lifestyle, European Commission, 2017

⁷ Preventing chronic diseases: a vital investment, WHO, 2005

participation in sport and cultural activities can provide people and groups with a sense of togetherness, belonging and support during an interaction⁸.

Participation in inter-community sports events may be a starting point to develop community networks and bonds that are important for social cohesion and inclusion. "Sports for all" or grassroots sport allows the community to engage in activities with different sectors of society without result-driven goals, contributing to promote health-enhancing sport and physical activity. Grassroots sports can also have a relevant role to promote informal learning and the development of transversal skills, such as leadership, teamwork, and problem solving and are associated with a huge economic impact in local communities, since 60% of Europeans are engaged in sporting activities and around 60 million European citizens are members of sports clubs.⁹

Grassroots sport is a physical leisure activity, organised and non-organised, practised regularly at non-professional level for health, educational or social purposes.

BEACTIVE BEACH GAMES

Europe is well-known for its glamorous natural beaches stretching out thousands of kilometres in Greece, Italy, Spain, Portugal, France, Croatia, Latvia, Estonia, etc. As summer begins, artificial beaches are also being developed in urban environments in many European cities such as Paris, Brussels, Berlin, Amsterdam, London, Copenhagen or Riga where the shores of rivers, lakes or canals are being transformed into beaches. With some adjustments and without any special investments, each environment can be used to develop sport activities. Thus, it is necessary to find new ways of increasing people's overall participation in physical activity as a mean to promote a more active lifestyle using different environments, especially those that allow relaxing by the water regardless of age, socio-economic level and physical capabilities.

Beach sports activities offer a variety of opportunities for all age groups to participate in physical activities developed in water and sand, which can lower the risk of injuring the musculoskeletal system. Beach tennis, for example, started in Italy as a beach sport where senior people were looking for lighter and less arduous forms of spending time on the beach and as an alternative to beach volleyball. Similarly, beach football has become a popular form of leisure time spent on the beach in Brazil.

As a competitive model, beach sports and games have started to develop in Asia with the Asian Beach Games. This structured sport event has been held already for several years with successful results, including a variety of new and interesting sports resulting from the different cultures of the participant countries.

Regarding infrastructure support, while many of the Olympic sports require large investments that are not affordable to all countries due to lack of the necessary resources, beach sports are cheaper and more accessible. Therefore, beach sports are becoming more and more popular across the world and in October 2019, the very first ANOC World Beach Games were organised on the beach in Qatar, testing many new sports, paving their way to the Olympic Games.

On the other hand the current BeActive Beach Games Model guide can facilitate communities to engage in sports and physical activities on the beach, promoting sport participation throughout the different sectors of society. It has been developed in response to the European Commission's overall policy aimed

8 Australian Bureau of Statistics, 2001

9 "Grassroots Sport – Shaping Europe". High Level Group on Grassroots Sport. Report to Commissioner Tibor Navracsics, 2016, ec.europa.eu/assets/eac/sport/library/policy_documents/hlg-grassroots-final_en.pdf

at increasing the level of participation in sport and physical activity in the EU, and implemented as part of the European Week of Sport initiative.

The European Week of Sport aims to promote sport and physical activity across Europe, generate new activities and build on already existing successful initiatives in the European, national, regional or local context. The European Week of Sport is for everyone, regardless of age, background or fitness level. With a focus on grassroots initiatives, it aspires to inspire Europeans to #BeActive regularly and create opportunities for people to exercise daily¹⁰.

10 European Week of Sport, European Commission, 2020 ec.europa.eu/sport/week_en



3. BEACTIVE BEACH GAMES MODEL

VISION

The BeActive Beach Games is a “sport for all” event concept that connects and promotes the social value of participation in sport and recreation with physical activity to all segments of the population, fostering the improvement of quality life, health and well-being of the community and the citizens, while contributing to disseminate the social values of sport while respecting the sustainable development goals.

MISSION

The BeActive Beach Games is a unique event concept promoting physical activity and sports on beaches and waterside areas. Based in a “sport for all” approach, it aims to increase participation among the different segments of the population through grassroots sports and physical activity, promoting social inclusion, sustainability and values associated to a healthy lifestyle. The Model promotes beaches and waterside areas not only as a place for relaxation and sedentary time in the sun, together with family or friends, but also used as a meaningful context for physical activity and sport. Thus, adding to the traditional settings new aspects such as cooperation, inclusion, adventure, and fun, respecting a sustainable approach which include attention to nature preservation.

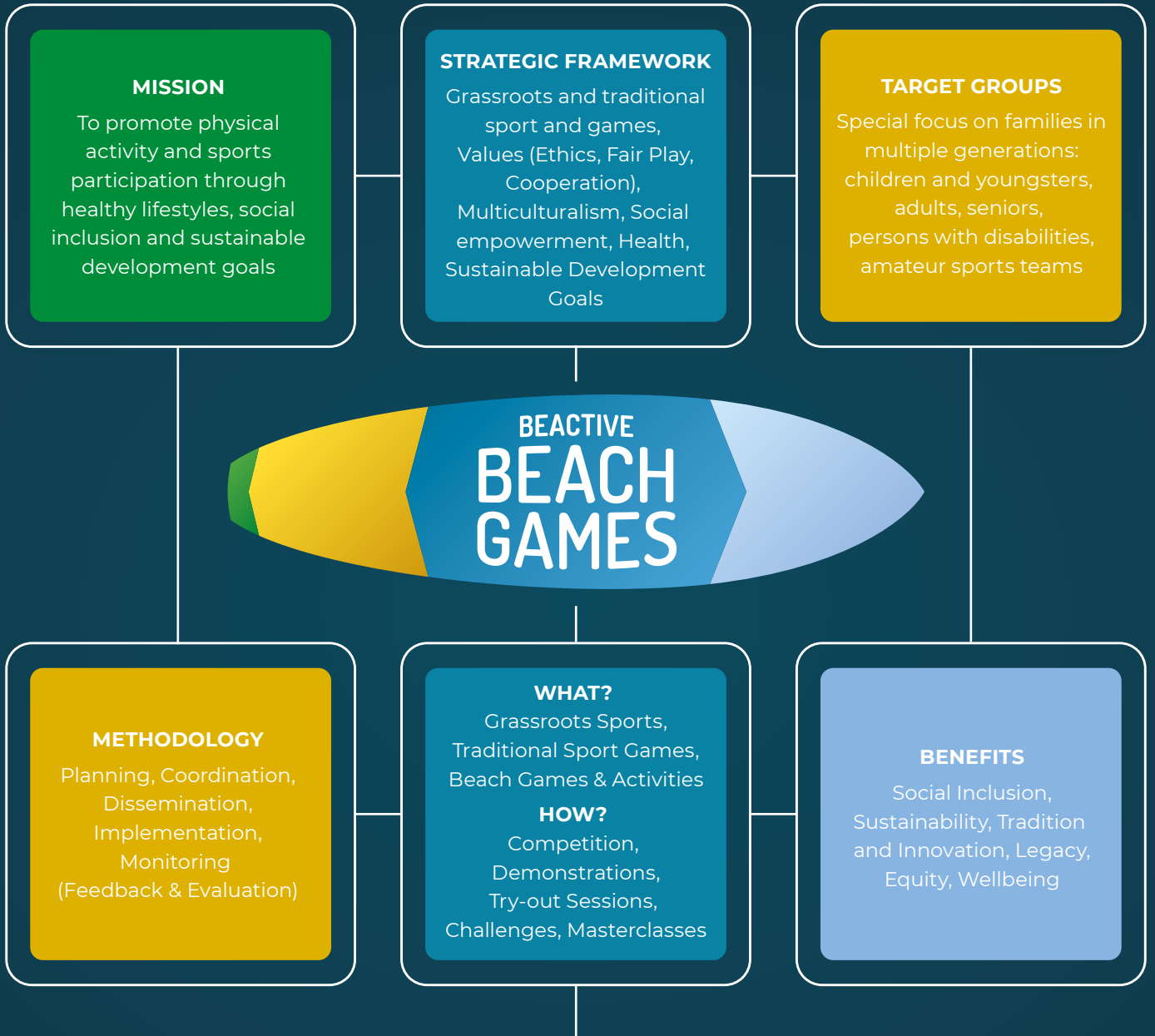
The BeActive Beach Games is especially targeted at the involvement of families in all generations – children, parents and grandparents – offering a choice of grassroots sport activities instead of just lying down on the beach. The Beach Games also encourage the participation of people of different socio-economic backgrounds and persons with disabilities, while paying particular attention to specific people with fewer opportunities such as at-risk teenagers, immigrants, and other groups.

The Model is flexible and easy to implement in various locations and settings depending on the local event organisers’ and stakeholders’ needs and objectives.





BEACTIVE BEACH GAMES MODEL



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| <p>Example of BEACH GAMES</p> <p>Beach volleyball, Sitting beach volleyball, Beach handball, Beach tennis, Wheelchair tennis, Crossminton, Beach floorball, Beach football, Beach ultimate, Basketball 3x3</p> | <p>Example of BEACH ACTIVITIES</p> <p>Running, Nordic walking, Skateboarding, Biathlon, Triathlon, Freccobol, Cycling, Petanque, Shooting para sport, Beach dodgeball, Disc golf</p> | <p>Example of DEMONSTRATIONS, TRY-OUT SESSIONS & MASTERCLASSES</p> <p>Fitness, Aerobic, Hydro-gymnastics, Capoeira, Zumba, Body combat, Yoga, Dancing, Body balance</p> | <p>Example of AQUATIC ACTIVITIES</p> <p>Sailing, SUP boarding, Swimming, Surfing, Bodyboarding, Skimboarding, Kayaking, Snorkelling, Obstacle course</p> | <p>Example of BEACH CHALLENGES</p> <p>Family Cup, Inflatable obstacle course (on the beach and water), Kids Athletics, Teqball, Rope pulling, Velotrial, Bouldering (Climbing wall)</p> |
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STRATEGIC FRAMEWORK

The BeActive Beach Games is a “sports for all” initiative based on four strategic axes:

1. Maximise community engagement (participation) in grassroots sports for all and recreational physical activities;
2. Acknowledge and promote health, education and social benefits of sport and physical activity, taking into account a sustainable development perspective;
3. Increase the capacity of sport to provide equal opportunities, fostering inclusion of all segments of the population;
4. Maximise natural infrastructures and resources.

GRASSROOTS SPORTS AND TRADITIONAL SPORTS AND GAMES

Grassroots sports and traditional sports and games have a huge potential to motivate, inspire and develop a sense of identity and belongingness to a community, linking different generations in a similar social and cultural setting. Traditional sports and games are determinant to foster the participation and convey values of cooperation, inclusion, diversity, solidarity, cultural awareness and peace. With clear aims, structured values, meaningful activities and a supporting methodology for organising the Beach Games it is possible to promote a sense of community and thereby help to achieve the Beach Games’ vision and mission.



VALUES

The BeActive Beach Games model is based on such a wide group of principles such as sustainability, equality, inclusion, fair-play and multiculturalism. In addition, participation in sports and physical activities allows citizens to experience several other values such as ethics, integrity, care, respect and responsibility. In addition, team sports and activities convey other dimensions like goal setting, focus, self-discipline, rules abeyance cooperation, respecting others and the environment, coping with winning and losing, and, therefore, learning about success and failure.

For each individual, family and education are the basis to learn and integrate values, in this sense, BeActive Beach Games are targeted particularly to involve families. Values experienced as part of sports during childhood have a critical impact on the life in future, influencing adult lifestyle and choices and, ultimately, personality.

ETHICS

Ethics in sport has been a highly discussed topic at the top-level, involving elite athletes and organisations, however within the context of tackling issues as match-fixing and doping. At a grassroots sport level, sport integrity needs to be fostered and the BeActive Beach Games can be used as a platform to address relevant issues related with doping prevention, match-fixing and other threats to sports integrity. Indeed, the developed model previews the risks and actions that need to be taken. Notwithstanding, at the Beach Games it is crucial to communicate to participants at the local level who to contact for more details on how to educate and disseminate this information, contributing to raise awareness about these topics and to inform how to report suspect behaviors if verified. It is a great opportunity to educate citizens using this sport for all approach as a platform.

FAIR-PLAY

The BeActive Beach Games promote fair-play and respect for others. The multigenerational family's sport activities used in this model are relevant to support this promotion and to foster personal and social development of family members. Family involvement can showcase fair play through observable examples as parents can teach children not to exploit a disadvantaged or injured opponent or how to comply with rules. Thus, it creates a positive social environment between all event participants displaying prosocial behaviour examples towards the rest of the participants and spectators.

COOPERATION

Family participation can easily showcase cooperation between their members to work towards an objective. This fact may have a great impact in the public, individual participants and other amateur teams by promoting the ground values of grassroots sports, highlighting the importance of communication between peers and different generations, and teaching that physical activity not only improves health and wellbeing but can also be the determinant to develop social skills. In this sense, Europe has become multicultural therefore the BeActive Beach Games puts a strong focus on grassroots sports diplomacy. The Beach Games model included a Family Cup, involving families from five countries which joined both events. From those pilot interventions, it was very clear that the strength of this model is to develop bonds and relationships between people, based on sharing ideas and traditions, using a framework of tolerance and cooperation.

MULTICULTURALISM

In a European country national sport policy context or municipality sport policy development approach, the BeActive Beach Games model provides an excellent platform to develop sport and physical activities in a joint event. This acts as a new development of sports policy focusing on minorities in these competing notions of integration and assimilation of traditions, national identity and citizenship. Yet, at the BeActive Beach Games also the inclusion of minority groups present even more barriers to participate. Ethnic, low-income, social disadvantaged and at-risk groups, along with families with people with disabilities need to be prioritised for sport development policies. In this sense, the BeActive Beach Games model includes families and local citizens from all segments of the population, promoting intercultural understanding and mutual respect within and between communities. Ultimately, this model supports the primary motivation on the development of the European social inclusion of refugee's model and asylum seekers – the great values of our continent.

“Our ability to reach unity in diversity will be the beauty and the test of our civilisation.” – Mahatma Gandhi (Indian lawyer and political ethicist inspiring movements for civil rights and freedom)



SOCIAL EMPOWERMENT

The BeActive Beach Games were organised to pursue a new “engine” of social movement and development. Highlighting that through sport and physical activity, families and individuals can experience equality, freedom and an empowerment, especially girls and women, people with disabilities, at-risk youngsters and people recovering from mental and physical traumas. In fact, the model previews activities that can be developed by all, including and empowering, not excluding or diminishing. Thus, the Beach Games implement a “sport-for-development” rather than a “development of sport” approach, focusing on the participation and promotion of self-reliance and empowerment while increasing community engagement, social capital and shared unity.

HEALTH

Approximately 60% of Europeans prefer to take vacations along the seaside¹¹, especially families with children who enjoy going to the beach or waterside areas. During these summer months when children and youngsters have school holidays majority of studies point to evidence that there is a relevant reduction in physical activity, compromising several fitness markers and promoting an increase in overweight and decrease in physical fitness¹². In this context, the Beach Games present a great opportunity for families and all individuals in the busiest place in the summer to stay active during the summer months and encourage them to maintain a physically active lifestyle.

SUSTAINABLE DEVELOPMENT GOALS

The BeActive Beach Games model states that sports activities can be developed at a fairly low cost without the need of great sport infrastructures. Instead, these activities could use the local surroundings/resources and areas, such as beaches – the natural resource that unites all participating countries. These places can offer a wide range of sports and physical activities that can be practised on the sand and water and can be replicated in other contexts, for example, in artificial beaches with sand, on rivers, lakes or swimming pools.

Major international sports events may have adverse effects on the environment. It is imperative to reduce this impact to a minimum, and even, if possible, to reverse it. Event sustainability relates to the whole event organisation cycle: at setting up, during the event activities and at dismantling. Several aspects should be developed taking this sustainability perspective into account:

¹¹ Holiday Barometer among Europeans & Americans, IPSOS/EUROP ASSISTANCE survey, 2019

¹² Physical activity drop after long summer holidays in 5-to 8-year old children. T. Volmut, P. Dolenc, B. Šimunič – Exercise and quality of life, 2008
Obesity and physical fitness of pre-adolescent children during the academic year and the summer period: effects of organized physical activity. Antonios D. Christodoulos, Andreas D. Flouris, Savvas P. Tokmakidis. doi.org/10.1177/1367493506066481

- ▶ Catering – food, plates and cutlery;
- ▶ Active mobility, public transport or car-sharing;
- ▶ Controlled and optimised energy and water consumption;
- ▶ Reduction, reuse and recycling of waste;
- ▶ Accessibility platforms for everyone;
- ▶ Involvement of volunteers.

These are only a few of the sustainable development goals that need to be taken in consideration for all the Beach Games organisers. Importantly, it is crucial that through these sports events an example is set to all people and all stakeholders to act in a collaborative partnership to shift the world on to a sustainable path development agenda¹³. Sports events contribute significantly to foster education, social cohesion, health and well-being of the population, however they also bear the responsibility to contribute to sustainable development. Through the implementation of these principles by all stakeholders, a major sport event may generate considerable advances in economic and social sectors while having little impact on the environment.

The principles mentioned and described above are all intertwined and support each other to form the BeActive Beach Games framework. Notably, the BeActive Beach Games model acts as a guide, and to successfully implement the model these events have to be adapted based on each organisation's resources. The Model should always be the priority that shapes the event in order to support the mission and vision.

TARGET GROUPS

Family-based events present a much-needed opportunity to increase children's physical activity. Importantly Beach Games targets the "whole" family including grandparents, siblings and all relatives to enable all family members to build on each other's experiences and increase physical activity participation across all ages. Reciprocal relationships within a family can showcase a positive model of cooperation and reinforcement of physical activity for amateur sports teams and individuals. Primary focus on multigenerational families at the Beach Games creates a positive family environment that can provide an important setting encouraging and supporting physical activity among the involved target groups (children, youngsters, adults, seniors) and, especially, persons at-risk (e.g. people with disabilities).



¹³ Sustainable Development Goals Agenda 2030, The United Nations, 2020

METHODOLOGY

The BeActive Beach Games methodology encompasses all of the most important aspects of event management, helping any potential organiser to develop their specific event conception and idea, whilst maintaining the core values. The Beach Games methodology will be further analysed in section 4 (Methodological guidelines for the organisation of the Beach Games) helping and guiding organisers through the 5 main event organisation stages: planning, coordination, dissemination, implementation, and monitoring (feedback and evaluation).

GRASSROOTS SPORTS, TRADITIONAL SPORTS GAMES, BEACH GAMES AND ACTIVITIES

Grassroots sport is a broad term covering all non-professional sports activities that are also known as “sports for all”, which brings great social, cultural and economic benefits. Furthermore, it is also understood as sports, being traditional and non-traditional, or physical activities that exist in citizens’ daily lives which, without high levels of organisation, specialisation or professionalism and with fewer official resources of support, require high local citizen involvement¹⁴.

The High Level Group decided to define Grassroots Sport¹⁵ as: a physical leisure activity, organised and non-organised, practised regularly at non-professional level for health, educational or social purposes. Opposed to mega or large-scale events, grassroots sports have the privilege to involve local traditional sports that create the universality, accessibility and the casual nature of sport that generates high rates of participation and support.

Traditional Sports and Games are an inherent part of our history, culture and identity. They contribute to a community’s collective memory at the national, regional or local level, spanning generations, genders and individual differences altogether. They provide unique opportunities that mainstream sports may not, and are often based on fun and participation, not competition. These characteristics enable traditional sports and games to provide a link to something bigger than sports and physical activity alone and ensure their relevance in the present day. The BeActive Beach Games model features a mix of mainstream sports, traditional sports and games and new or innovative activities/concepts with a view to engage as many participants as possible. The Beach Games offered a wide variety of opportunities for participants, spectators or casual citizens (e.g. tourists) by having different beach games and activities, masterclasses, aquatic activities, challenges and demonstrations.

IMPLEMENTATION OF THE ACTIVITIES

DEMONSTRATIONS AND TRY-OUT SESSIONS

Demonstrations show activities and their form of organisation to newcomers, allowing them to try the activity. Usually, an expert or a skilled athlete/coach demonstrates a set of exercises, game techniques or tasks allowing participants to experience the activity and have a perception of their accomplishment.

In the BeActive Beach Games context, demonstrations allow to present and try a set of activities that are unknown to a particular public or a group of persons. These demonstrations can be carried out in a formal space that is identical to the space of competitive practice, or in an informal space (with adjusted

¹⁴ Engaging families in physical activity research: a family-based focus group study, 2015. H.E. Brown, A. Schiff and E.M.F. van Sluijs

¹⁵ Grassroots Sport – Shaping Europe, European Commission | Sport, 2016

characteristics) that optimises the conditions to facilitate its presentation. The number of participants in these activities and the duration of practice (or experimentation) are variable according to the objectives of the event and its form of organisation. The unique concept of both BeActive Beach Games developed in Riga and Portimao provided the opportunity for everyone to take part or try out all sports, activities and challenges mentioned in the BeActive Beach Games model. This was crucial to include individuals from different backgrounds to take part in physical activities and discover new ways to contribute to a healthy lifestyle.

MASTERCLASSES

Masterclasses are group activities where one or more specialists present the activity to the public allowing their active participation. Masterclasses not only aim at showcasing a particular activity but also can teach it or even improve the participant's level of competence. The number of participants in these activities and the time of accomplishment are customisable according to the objectives of the event and its form of organisation. Masterclasses were mainly offered during the Beach Games event in Portimao (Portugal), including Fitness, Zumba, Body combat, Yoga, Dance, Body balance and Capoeira. Masterclasses offer the opportunity for all people to join and learn many different ways how to be physically active not only at the beach but also at home or any other public place. In addition, they can be adapted to allow participation of different age-groups, with distinct fitness and skill levels.



GAMES AND COMPETITIONS

Games may be recreational or competitive activities having their own regulations. In competitive games participants oppose each other attempting to overcome their opponents and achieve victory. All games respect the regulations in terms of duration, playing area, number of participants, age, and gender(s). In the BeActive Beach Games model, games are open to the public without necessarily awarding a winner. Competitions are designed for individuals or teams representing participating entities (e.g. countries, regions, cities) giving rise to a final classification. Games and competitions, for all segments of participants (in a sport for all perspective), were held mainly in the BeActive Beach Games developed in Riga. In the event, competitions were focused on amateur participants and sports teams, with the option to register at the BeActive Beach Games website prior to the event. In addition, in order to promote physical activity and sport accessibility other on-site participants (at the event day) had the opportunity to register for competitions such as running and stand up paddle boarding. By altering the rules, competitions were made more inclusive and better aligned with the “sport for all” principles. An illustrative example was the use of 3 versus 3 instead of the standard 2 versus 2 setup for Beach volleyball.

AQUATIC ACTIVITIES

Aquatic activities and sports have special characteristics that provide a unique environment to exercise, such as Swimming, Water polo, Aqua aerobics, Kayaking, and SUP boarding. Aquatic activities present water resistance that generates additional forces that the human body needs to overcome. The upward force of water gives a weightless feeling which makes it easier to move and is commonly used for therapeutic purposes for people with disabilities and injuries. In addition, water activities also represent a great opportunity for fun and adventure. However, these activities, especially those developed in open water spaces present increased risk. Therefore, the Beach games organisers should always check for any potential hazards, providing all the necessary security equipment and develop adjusted risk mitigation strategies. During both events (in Riga and Portimao), life jackets, permanent lifeguard presence, as well as supporting boats and kayaks were ensured.

CHALLENGES

Challenges are a different set of activities that require particular physical and mental skills to achieve proposed objectives. Challenges can be created for individuals, pairs, teams, and groups involving persons from all generations. Activities are instructed by an expert, athlete or coach allowing participants to understand the rules and its main characteristics. For competitive challenges, each activity is carried



out separately but judged collectively to calculate the final score which can be based on time, distance or precision. Having group challenges, provides the opportunity for people to form teams from different age groups and/or physical abilities to collectively achieve different objectives.

Within both Beach Games, organisers held the BeActive Family Cup that involved multiple families (children and parents) from five different countries. The Family Cup in Riga encompassed, altogether, 8 activities (Bouldering (Climbing wall), SUP boarding, Swimming, Rope pulling, Petanque, Beach tennis, Running and Athletics) which were distributed around the event location (Lucavsala) and were completed in a 2-day span. In the Portimao event, activities differed from those proposed in Riga and included additional activities such as water and ground Inflatable obstacle courses, Discathlon, Beach bowling, disc precision throw and precision ball kicks. In order to test different approaches to the Family Cup organization, the event in Riga was developed with the family's members competing together against other families. On the contrary, in the Portimao, families were mixed together to empower cooperation and cultural exchanges. Both events were supported by experienced instructors at each activity explaining the rules while each family had a map and a scoreboard to guide themselves to the activities and challenges proposed.

BENEFITS

Applying the BeActive Beach Games model and its framework to the organisation of such an event will provide numerous benefits for participants and organisers both in a short- and long-term perspective. Thus, some of these benefits are described below.

SOCIAL INCLUSION

The BeActive Beach Games model promotes an active and healthy lifestyle through participation in physical and grassroots sport activities based on social inclusion regardless of gender, physical appearance, religious and political beliefs, age, sexual orientation, culture, socio-economic background, profession, ethnicity, etc. It particularly focuses on the involvement of families and all its generations – children, parents and grandparents.

Participation provides an opportunity to develop a wide range of social skills, such as good communication and constructive cooperation with others on an equal basis. It helps to improve social interaction, integrating all people into society, teamwork, spirit, fair play, respect for rules and tolerance towards others.

The proposed activities should be able to include everyone. Thus, the BeActive Beach Games model integrates the following inclusion principles:

- ▶ Everyone should have access to active environments (equal access – “sport for all”);
- ▶ Activities should occur in a supportive, protective and caring environment that promotes one’s full potential;
- ▶ People with inadequate or no parental care are specially at risk and team sports can be, in this setting, a relevant tool to promote social inclusion.





SUSTAINABILITY

One of the major concerns in the area of sustainable development is the integration of significant groups of the population who, for social and cultural reasons, are not especially concerned and motivated for the necessary investment that should be placed in sport as a mean to promote sustainability and positively impact the future of the environment on our planet. The BeActive Beach Games can mobilize a large number of people therefore having an inevitable environmental impact. Implemented sports and activities are extraordinary vehicles, that promote social equity, cohesion, and human development. However, they have to be developed, as much as possible, in a sustainable approach. On the other hand, social sustainability highlights the revitalization and respect needed at local level, meaning that it is essential to give the right value to cultures and traditions, respecting not only the environmental but also social and economic backgrounds.

TRADITION AND INNOVATION

Tradition can be defined as a belief, a principle, or a way of acting that people, in a particular society or group have continued to follow for a long time¹⁶, and innovation can be defined as the development or use of new products, designs, ideas, or methods.

One of the BeActive Beach Games' aims is to articulate the tradition with new ideas and innovation. Traditional Sports and Games form a significant part of our history and help to make us and our variety of cultures what we and they are today. Traditional games were included in both events such as Capoeira, Petanque, Rope jumping and Pulling, Surfing or Football enhance intercultural dialogue and peace, foster tolerance and inclusion, reinforce social empowerment and promotes ethical sport practices. Traditions are important to promote the future development of sports and societies but must be combined with the innovative activities that raise awareness and interest among the youngest population. In this sense, several innovative activities were also included in both events to create a mixed offer in this regard.

LEGACY

Nowadays, major sport event's organisers have been progressively pressured by several stakeholders, particularly institutional ones, to plan carefully their legacy to the communities, which can be both material (e.g. infrastructures, economic development) and immaterial (e.g. culture, traditions, innovation). The BeActive Beach Games model also takes into account this perspective when planning and organising such events. For example, it is relevant that these events contribute, at local level, to improve the community's ability to participate in grassroots sports to add new activities, to support the development of local clubs and associations and to raise awareness about publicly accessible places and spaces that can be used. Preserving cultural traditions and local resources, increase health and quality

¹⁶ Cambridge Dictionary

of life through sport participation in an ethical, sustainable and peace context that can be a great legacy for the Games. The final purpose is to leverage initiatives that focus on the needs of the target groups using the event as a mean to consubstantiate the mission and vision of the Beach Games.



EQUITY

The BeActive Beach Games model offers a set of activities that can be practised by anybody regardless of age, health, physical capabilities or skills. Beach Games especially encourage the participation of people of different socio-economic backgrounds, persons with disabilities, while paying particular attention to the vulnerable groups of society, such as at-risk teenagers, immigrants, and others. The activities are also designed to ensure gender balance allowing for equal participation of women, men and mixed teams.

WELLBEING

It is recognized that sport and physical activity relevance is as important for health, quality of life and wellbeing as they are. This wellbeing should be understood in a more holistic perspective, including the biological, mental and social dimensions. In this regard, the concept model provides the opportunity to create events that can have a direct impact on all these dimensions, providing physiologic stimulus, along with social inclusion and empowerment, adventure and fun.

The BeActive Beach Games in Riga was targeted towards promotion of grassroots sports giving special attention to involvement of families and their members of different generations.

This was done by creating a BeActive Family Cup competition consisting of different sporting activities such as SUP boarding, Bouldering (Climbing wall), Running, etc. The event also created an environment for involving people with disabilities including demonstrations, as well as games such as sitting volleyball, wheelchair tennis and shooting para sport. It also reached out various socially vulnerable groups of society, by involving children from orphanages and young adults from social care homes in different activities and games. Overall, the event aimed at promoting physical activities on the urban beaches in Riga and creating a legacy of a healthy lifestyle, cooperation and inclusion.

4. METHODOLOGICAL GUIDELINES FOR ORGANISATION OF THE BEACH GAMES

Organisation of a successful BeActive Beach Games event should be started at least one-year prior to the event. This preparation process involves five major interrelated phases that each organiser should consider carefully: (1) planning, (2) coordination (3) promotion, (4) implementation, and (5) monitoring (feed-back and evaluation).

To start the development of a BeActive Beach Games event, it is necessary to examine and adjust the concept to the local reality and specific aims. This process must be as objective and clear as possible in order to create a feasible event which may contribute to the promotion and development of sports in general and beach games in particular, ultimately increasing participation in all segments of population.

In this sense, it is also important to identify the necessary resources (e.g. human, financial, infrastructural, administrative and logistic) which are available or that can be mobilized in order to increase the capacity of implementing a quality event.

Therefore, this Manual presents a chronological step-by-step check-list to help organisers to better plan the event.



STEP-BY-STEP CHECK-LIST FOR BEACH GAMES ORGANISERS

1

PLANNING

- Start planning the event
- Choose a suitable date
- Select and secure an appropriate venue
- Prepare a clear schedule and programme plan for all events
- Plan the administrative support and the logistics for setting up the venue
- Plan the event infrastructure, equipment and materials

3

DISSEMINATION

- Prior the event – develop the event's visual identity package, event, communication plan including both social media and media specific plans (TV, radio, newspapers)
- Advertise locally (posters, flyers, billboards, etc.) around the event location and in the city
- Feed all communication platforms with the information collected during and after the event

5

MONITORING (FEEDBACK & EVALUATION)

- Develop a monitoring system to collect relevant information
- Evaluate the event key indicators and compare them with the expected outcomes
- Promote an evaluation meeting to discuss the event results
- Wrap-up of the event

2

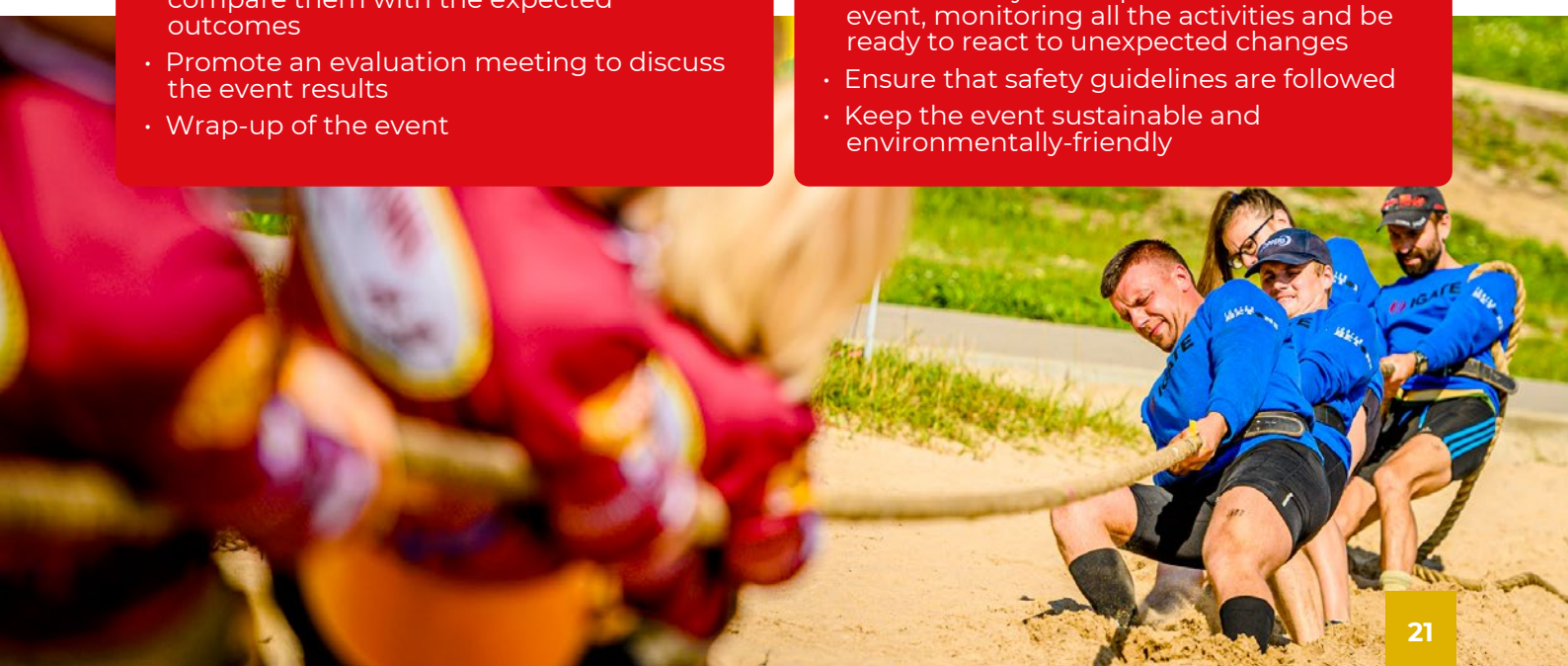
COORDINATION

- Develop the necessary documentation
- Organise and monitor the event's finances
- Liaise with the events partners and sponsors
- Prepare and sign contracts with the involved contractors
- Make the necessary travel and accommodation arrangements
- Schedule meetings for the organising committee
- Prepare the event venue to accommodate the Beach Games
- Develop all the necessary arrangements for the event schedule and programme
- Create a team of personnel and volunteers
- Ensure a photographer and a video operator – brief them on the content
- Etc.

4

IMPLEMENTATION

- Ensure that all plans are completed and check them all
- Ensure that the event venues and their specific areas are properly prepared and ready
- Ensure that personnel and volunteers are ready and are aware of their tasks and responsibilities
- Ensure that participants have access, during the event, to all the updated information they need
- Follow closely the implementation of the event, monitoring all the activities and be ready to react to unexpected changes
- Ensure that safety guidelines are followed
- Keep the event sustainable and environmentally-friendly



1. PLANNING

1.1. START PLANNING THE EVENT:

- ▶ Based on the model of the BeActive Beach Games, define the aims and the specific objectives of the event, taking into account the local culture and social setting;
- ▶ Identify the target audience and its magnitude – to whom it will be organised and how big the event will be;
- ▶ Develop a detailed event plan including timeline, type of activities and how to implement them;
- ▶ Set the event budget, including the different costs dimensions and potential revenues coming from membership or participation fees, public and private funds, sponsorship and marketing, licensing for service providers, etc.;
- ▶ Identify potential partners, service providers, suppliers, and sponsors;
- ▶ Establish an organising committee or a core team;
- ▶ Identify any additional needs to implement the event, such as legal permits, licenses, and insurances, and safety and security measures;
- ▶ Develop a backup plan to mitigate unforeseen risks such as meteorological, infrastructural or social conditions.

1.2. CHOOSE A SUITABLE DATE, TAKING INTO ACCOUNT:

- ▶ Other major events that can overlap with the Beach Games and reduce their impact;
- ▶ Coordinate in advance the events calendar;
- ▶ Local municipality and other stakeholders' interests and limitations;
- ▶ Climate and weather forecast;
- ▶ Holidays and other social calendar events (e.g. school holidays, national and local public holidays, and weekends).

1.3. SELECT AND SECURE AN APPROPRIATE VENUE, TAKING INTO ACCOUNT:

- ▶ Ease of access;
- ▶ Suitability and adaptability;
- ▶ Size and capacity for participants;
- ▶ Infrastructures and facilities;
- ▶ Costs;
- ▶ Accessibility for people with disabilities;
- ▶ Accommodations availability (hotels, etc.) for participants, if necessary;
- ▶ Support from the local authorities and the security and safety providers.

1.4. PREPARE A CLEAR SCHEDULE AND PROGRAMME PLAN FOR ALL EVENTS HAPPENING THROUGHOUT THE BEACH GAMES:

- ▶ Select a list of activities and corresponding implementation modality, (e.g. activities – grassroots sports, traditional sports and games, and Beach Games and activities; implementation – demonstrations and try-out sessions, masterclasses, games and competitions, aquatic activities, and challenges);
- ▶ Define the cultural and social programme (e.g. opening ceremony, award ceremonies, receptions, networking events, parties, etc.).



1.5. PLAN THE ADMINISTRATIVE SUPPORT AND THE LOGISTICS FOR SETTING UP THE VENUE IN ACCORDANCE WITH THE DEVELOPED EVENT SCHEDULE:

- ▶ Site inspection and assessment;
- ▶ Develop a technical plan detailing the locations for the activities, registration and information areas, opening/closing and award ceremonies, catering and recreational areas, VIP area, organising committee and volunteer tents, lost and found area, safety and security, changing rooms, toilets, circulation areas and car parking zones;
- ▶ Develop a plan for merchandising, “look and feel” and advertisement/marketing materials (e.g. beach flags, posters, event branding banners, circulation info, sponsor and partner info).

1.6. PLAN THE EVENT INFRASTRUCTURE, EQUIPMENT AND MATERIALS, TAKING INTO ACCOUNT:

- ▶ Selected and their implementation (compatible with the selected venue);
- ▶ Venue accessibility and location (e.g. public transport, parking, emergency plan, and additional infrastructures for people with disabilities);
- ▶ Locations for info/registration, organisers, partners, safety and security, circulation, catering, resting, toilets, entertainment and social events (e.g. signage and event information, catering and water supply, sit and rest areas, garbage bins, entertainment and cultural areas).

By the end of the planning phase, the organisers should have an overview if the necessary human, infrastructural and financial resources are available to implement the event and which are the necessary steps to utilise those. As an example, to guarantee these resources availability, the city of Portimao was selected to host the BeActive Beach Games event in Portugal as it had been elected as the European City of Sport in 2019. Portimao hosted a large number of sports events making it “Portugal’s City of Sport”, therefore ensuring the necessary institutional, infrastructural, logistical, social, and cultural conditions to host the event.

In addition, external factors such as weather, temperatures and daylight hours to name just a few are also relevant when planning a BeActive Beach Games event as they may represent advantages or critical points when implementing this event, influencing its success. In fact, during the summer time in Portimao there are more than 10 hours of sunlight per day with an average maximum temperature above 25°C and a minimum of 19°C. This fact implied that all the activities were developed outside the main risky UV hours which also coincided with peak air temperatures.

The BeActive Beach Games event in Riga benefited from the support of the Riga City Council (RCC) that helped to tick off many of the points listed above. The only two viable event location options that matched the urban beach setting were chosen – Kipsala beach and Lucavsala resort park. Both locations are owned by RCC and were previously renovated according to the EU standards (including accessibility for people with disabilities), and are two of the main recreational sites for people to do sporting activities. Thus, both locations were rent-free and had already built-in public sports infrastructures.

The support of RCC also meant that BeActive Beach Games were included as part of the annual Riga City Festival (17th-18th of August 2019) which brought in extra financial support and larger social recognition. However, many city events happened throughout these two days which divided the attention of spectators or potential participants in this event.

2. COORDINATION

- 2.1.** Develop the necessary documentation (e.g., lists of participants, rules for sport activities, instructions for referees and volunteers, result records, information for participants, etc.).
- 2.2.** Organise and monitor the event's finances allocating the budget accordingly to the activities, resources and personnel.
- 2.3.** Liaise with the events partners and sponsors.
- 2.4.** Prepare and sign contracts with the involved collaborators, service providers and sub-contractors.
- 2.5.** Make the necessary travel and accommodation arrangements for guests, participants, staff, etc.
- 2.6.** Schedule organising committee meetings and monitor the implementation of the planned tasks.
- 2.7. PREPARE THE VENUE TO ACCOMMODATE THE BEACH GAMES, TAKING INTO CONSIDERATION:**
 - ▶ The necessary technical and logistical arrangements to set up at all the event areas;
 - ▶ The selected sport activities, the organisational support needed, the signage and advertisement visibility in accordance with the technical plan;
 - ▶ The risk assessment/management and the necessary measures to deal with unforeseen events (e.g. weather, fire, etc.);
 - ▶ The sport federations and other participating organisations (coordinate with them specific areas in the event venue according to their requirements);
 - ▶ The participants' needs in terms of the required information;
 - ▶ Transport to and from as well as within the venue for all participants;
 - ▶ The relevant services necessary to ensure the safety and security of the venue (e.g. police department, fire department, first aid services, lifeguards, etc.);
 - ▶ The supporting service providers such as catering, delivery of the necessary equipment, event materials, water, etc.
- 2.8. DEVELOP ALL THE NECESSARY ARRANGEMENTS FOR THE EVENT SCHEDULE AND PROGRAMME:**
 - ▶ Scenarios for opening, closing, and award ceremonies, including speakers, and moderators of the event, etc;
 - ▶ Competitions, demonstrations, masterclasses and challenges;
 - ▶ Cultural programme and live performances;
 - ▶ Social events including guest lists and invitations;
 - ▶ Promotional and informative materials for participants (e.g. site map, activities program, etc.).
- 2.9. CREATE A TEAM OF PERSONNEL (STAFF) AND VOLUNTEERS RESPONSIBLE FOR THE ORGANISATION AND IMPLEMENTATION OF THE EVENT:**
 - ▶ Involve sport federations and their staff;
 - ▶ Select and train volunteers;
 - ▶ Ensure good communication with the team members with a clear identification of their tasks and responsibilities.



- 2.10.** Provide a list of phone numbers (volunteers, referees, moderators, keynote speakers, safety, security, organising committee, etc.).
- 2.11.** Ensure a photographer and a video operator – brief them on the content that should be covered, and participants and guests that should be photographed, interviewed, etc.
- 2.12.** Identify and provide all the necessary materials for registration, referees, event managers, etc. (e.g. name cards, paper, pens, pencils, adhesive tape, electrical charging points, computer, printer, etc.).
- 2.13.** Implement all necessary safety measures and insure participants.
- 2.14.** Provide water for all participants at the event.
- 2.15.** Produce the necessary materials to support the activity implementation such as T-shirts, participant number plates, name cards, lanyards, neck bands, medals, cups, beach flags, banners, gifts for attendees and guests, etc.
- 2.16.** Develop a sustainability plan and ensure that the event will respect as much as possible the recommendations for sustainable event organisation.
- 2.17.** Check the number of registered participants and coordinate it with the supporting service providers, such as catering, provision of water, etc.

The technical organisation of the BeActive Beach Games in Riga was outsourced to an event organiser that included preparation of the location to accommodate the Beach Games. Responsibility for the organisation of each sports activity was delegated to the respective sport federation. Coordinated by the lead organiser the Latvian Sports Federations Council, all involved parties worked hand-in-hand to bring all parts of the event together in unison.

For the BeActive Beach Games in Portimao, the municipality already had cooperation agreements with several service providers for accommodation, transfers, meals, safety, security, volunteers, etc. that eased the coordination process of the Beach Games. In return, the organisers provided a possibility for these partners to promote themselves with banners in the Fun Zone of the event thus being visible to all participants and visitors.

In both cases, it was important to create a team of volunteers to support for logistical support during the event. Volunteers had been given several inherent tasks such as game refereeing, technical and logistical support (registration, dissemination, sport areas preparation, signage set up), participant support, etc. Prior to both events, those volunteers were trained based on a participation programme developed by the organisers. In Portimao, the event involved more than 12 volunteers selected by the Municipality, in cooperation with Portuguese Institute of Sport and Youth. At the Beach Games in Riga, the outsourced event organisers were responsible of volunteer recruitment and training. All together 12 volunteers were recruited to assist sports federations when needed at their activity places, as well as handling the registration and storage booth, assisting participants and spectators.

3. DISSEMINATION

Dissemination phase includes tasks that should be developed before, during and after the event implementation.



3.1. PRIOR THE EVENT – PLAN:

- ▶ Develop the event's visual identity package (logo, brand book, key visuals);
- ▶ Develop the event website (include a tool for participant registration if necessary);
- ▶ Develop the communication plan including both social media (FB event page and other platforms) and media specific plans (TV, radio, newspapers);
- ▶ Prepare a brief communication pack to different stakeholders like speakers, ambassadors, event managers, sports federations, partners (e.g. speeches, key note messages, press releases, etc.);
- ▶ Prepare additional specific contents for newsletters, FAQs, articles in the media, interviews, at-a-glance facts, etc.;
- ▶ Collect logos from sponsors, partners to produce printed and online materials;
- ▶ Create a media list;
- ▶ Develop promotional videos and audios;
- ▶ Disseminate event info on partners' webpages and social media.

3.2. PRIOR AND DURING THE EVENT – EXECUTE:

- ▶ Start implementing the plan on the different platforms;
- ▶ Advertise (posters, flyers, billboards, etc.) around the event location and in the city;
- ▶ Communicate and promote the event through local and national newspapers, press, radio, TV, etc.;
- ▶ Launch a social media campaign to engage participants;
- ▶ Provide regular information updates on the event's website and social media.

3.3. FEED ALL COMMUNICATION PLATFORMS WITH THE INFORMATION COLLECTED DURING AND AFTER THE EVENT:

- ▶ Disseminate event reports, photos, videos, press releases, impact studies, website and social media analytics performance, best moments videos, etc.;
- ▶ Monitor the communication plan results and create a critical report;
- ▶ Prepare next event announcement;
- ▶ Provide main event information to all partners.

For the BeActive Beach Games a visual identity was created with a logo that symbolises one of the most iconic beach sports equipment – a board (SUP, wake, surf, etc.). The logo colours – green, yellow, and two-tone blue – reflect the classical beach landscape and the chosen shape of the logo upholds the Beach Games mission and vision.

4. IMPLEMENTATION

Regarding the Beactive Beach Games Model, this phase will be mainly dedicated to the implementation of the different plans.

- 4.1.** Ensure that all plans are completed and checked (e.g. activity plan and program, security and safety plan, social and cultural plan, cleaning and waste recovery plan, communication plan, etc.).
- 4.2.** Ensure that the event venues and their specific areas are properly prepared and ready (e.g. activity areas, changing rooms, administrative, partners and social areas, including lighting, equipment and materials, signage, seats for spectators, if included, etc.).
- 4.3. REGARDING THE EVENT ORGANISERS TEAM, IT IS RELEVANT TO:**
 - ▶ Ensure that personnel and volunteers are ready and are aware of their tasks and responsibilities;
 - ▶ Provide availability of both staff and volunteers to give support to participants´ questions and requests;
 - ▶ Ensure that all the involved parties have all the updated information about the event;
 - ▶ Activate the public relations plan, welcome and support VIP guests, sponsors, cooperation partners, representatives of sports federations and any additional stakeholders;
 - ▶ Ensure the dissemination of the contact list and emergency contacts;
 - ▶ Debrief staff after the event.
- 4.4.** Ensure that participants have access, to all the updated information they need during the event.
- 4.5.** Follow closely the implementation of the event, monitoring all the activities and be ready to react to unexpected situations making adjustments to the previous plans.
- 4.6.** After the event, provide the necessary resources to dismantle all the temporary structures created for the event and ensure that all event areas are cleaned and left in order, ensuring that sustainable garbage management was implemented properly.
- 4.7. ENSURE THAT SAFETY GUIDELINES ARE FOLLOWED:**
 - ▶ The event organiser is responsible for taking into account the national and local legal safety requirements and principles, especially concerning event organisation and safety on water (e.g. ambulance, first aid response, evacuation plan, water safety regulations – lifeguards, support boats, rescue buoys, safety jackets, etc.);
 - ▶ Specific regulations on this matter should be provided by all partners responsible for water activities;
 - ▶ Share safety and health guidelines with the participants:
 - > Apply sunscreen frequently;
 - > Drink plenty of water;
 - > Stay in sight of the lifeguard;
 - > Don't let children out of sight;
 - > Don't swim under the influence of alcohol or drugs;
 - > Avoid heat exhaustion by staying in the shade;



- > Wear shoes – sand gets hot, too!
- > Watch out for rip currents and waves.



4.8. Keep the event sustainable and environmentally-friendly by applying the sustainability guidelines¹⁷ into all stages of planning and implementation.

- ▶ Reduce, reuse and recycle as much as possible;
- ▶ Select ethical food and beverage providers;
- ▶ Think about how to produce environment-friendly materials for the event;
- ▶ Do not litter, and remember to dispose the trash appropriately;
- ▶ Limit the use of disposable packaging, single-use plastic and bottled water. This will save resources on transport and waste;
- ▶ Provide links to active transport options and walking routes for all participants;
- ▶ Be respectful to the marine wildlife and natural surroundings.

During the BeActive Beach Games held in Riga, the coordination team implemented all the administrative and technical tasks previewed in the different plans and provided permanent monitoring support.

Clear communication and specific responsibility allocation to organisers, federations, partners and volunteers was ensured, being determinant for the event’s success. In addition, both staff members and volunteers received an information card with contacts of the different event project managers and emergency services. Sports activities maps with the event programme were placed around the location. Registration and information booths were set up and volunteers guaranteed that participants had access to all the necessary information. Regarding sustainability, in this event water refill areas were available and plastic separation was promoted.

Similarly, in Portimao, in order to minimize the environmental impact of the BeActive Beach Games, a partnership was set with a recycling company – ALGAR – to ensure a selective collection and treatment of the produced garbage in order to be transformed in recycled energy (biogas). In addition, the Municipality has provided a permanent sanitary system on the beach equipped with economic hand-washing equipment to support the event.

¹⁷ Green Guidelines: How to conduct a sustainable sport event, SFORAE, 2018

5. MONITORING (FEEDBACK AND EVALUATION)

5.1. DEVELOP A MONITORING SYSTEM TO COLLECT RELEVANT INFORMATION REGARDING EVENT COORDINATION AND IMPLEMENTATION – QUALITY MANAGEMENT SYSTEM:

- ▶ Gather feedback regarding different aspects of the event from involved participants and stakeholders. It can include overall satisfaction, intention to support and join a future event edition, etc.;
- ▶ Develop different templates according to the partners involved (participants, activity partners, staff and volunteers, public authorities, sponsors).



5.2. Evaluate the event key indicators and compare them with the expected outcomes (e.g. number of participants, total budget, communication outreach, legacy, project social impact, etc.).

5.3. Promote an evaluation meeting to discuss the event results with the organising committee and other partners (e.g. ask for feedback and identify lessons learned to improve next events, etc.).

5.4. WRAP-UP OF THE EVENT:

- ▶ Make sure that all financial procedures are closed (e.g. invoices received and paid in due time);
- ▶ Remember to thank all parties involved in the organisation of the event – sponsors, partners, organising committee, staff and volunteers, referees, media partners, etc.

Both events evaluations (Riga and Portimao) were done through evaluation forms gathering feedback from five different groups of involved entities: sports federations, referees, participants, volunteers and project partners. The registration system for participants to take part in the BeActive Beach Games included participants' information that helped to gather and assess the main statistics such as number of participants, age groups, gender, etc.

The electronic evaluation forms were sent right after the event was finished and whilst all stakeholder's attention was still on the event. The day after the event a round-table discussion was held with sports federations, municipalities and project partners to evaluate and discuss the organisational aspects of the event based on the overall feedback provided.

5. RECRUITMENT AND INVOLVEMENT OF PARTICIPANTS

This section provides general guidelines, tips and examples for recruiting participants for the BeActive Beach Games. It is important to include and reach out to as many different target groups as possible to ensure high attendance rates. The key stakeholders should cooperate to involve a diverse group of participants, including:

- ▶ kindergartens, schools, colleges and universities, as well as youth clubs to especially attract children, youngsters and their families;
- ▶ sports associations, federations and clubs;
- ▶ local municipalities;
- ▶ senior centres;
- ▶ tourist agencies and offices;
- ▶ sponsors.

CHECKLIST FOR THE INVOLVEMENT OF PARTICIPANTS

- ▶ Communicate and promote the event in physical (flyers, posters, outdoor advertisements, etc.) and online formats (website, social media, etc.);
- ▶ Contact relevant stakeholders to involve different target groups (some stakeholders might want to also organise/host parallel activities as part of the event);
- ▶ Adjust the message to the various target groups (e.g. translate communications if foreign tourists are expected to join the event);
- ▶ Make the event more attractive with a broad offer of activities and entertainments.

The BeActive Beach Games event in Portimao took place on the beach of Praia da Rocha – a popular and crowded public place that at that time of the year has a very high number of tourists and people on holiday. This ensured an automatic number of potential participants at the event by attracting their interest in trying various sporting activities at zero cost. Thus, the efforts that had to be put in the recruitment of participants prior to the event ended up being minimal.

Both BeActive Beach Games were attended by all Erasmus+ project partners as well as selected families from each partner country. In addition, to ensure the presence of teams for competitions, demonstrations and masterclasses, local sports associations and clubs were involved to invite their members to participate.

INVOLVEMENT OF AT-RISK POPULATION

INVOLVING RELEVANT ENTITIES

To involve people at risk of social exclusion, it is necessary to establish links and synergies with different local organisations such as NGOs, social services from different municipalities, sports federations and

clubs and administrative authorities who work with this segment of the population. The event organiser should then host a meeting with the respective organisations to identify and determine how they can be involved and contribute to the BeActive Beach Games event.

This should be done at least three months before the event so that the entities can organise themselves, giving them enough time to explain the activities to the participants and search for a mentor or ambassador who can accompany and train them.

It is also recommended to call for a meeting involving the local entities and governments along with the young people interested where the event organisers can directly explain the activities and specific characteristics of the event.

If necessary, organisers can also host an on-site training for the participants from minority groups to explain the rules for participation and allow participants to get acquainted with the venue.



SUPPORTING TRAVEL, MEALS AND MATERIALS

To make participation for minority groups possible, it is necessary to ensure support to cover travel and meal expenses given the fact that these entities or centres might not have the economic capacity to do it themselves. Joining the event shouldn't become a burden for these groups.

Another aspect that can lead to reduced participation of people at risk of social exclusion is a possible lack of adapted sports equipment (e.g. people with disabilities). Therefore, possible ways of funding or to support this group needs to be established, especially if no sponsor or municipality is willing to cover these expenses and/or make donations in kind. Raising awareness and cooperating with certain sports brands could also be a solution to overcome this situation.

The event in Riga was developed with the support of Latvian Floorball Union, involving children from two orphanages and few young adults from mental disability housing. These people from minority groups were particularly involved in floorball activities. Thus, the event organisers need to establish strong connections with sports federations and other partners to understand what benefits they can provide for the event.

INVOLVING SPORTS CLUBS

Involving sports clubs can act as an incentive for people to feel inspired to participate and join sports clubs after the event. Agreement between the event organisation and clubs could include the opportunity for participants to join the club with special conditions (e.g. sports clubs can create attractive conditions to promote engagement – free tickets to games and matches, including those unrelated to beach sports).

6. COMMUNICATION AND MARKETING

GENERAL GUIDELINES

The aim of communication and marketing of the BeActive Beach Games is to promote the event and its mission, contributing to attract more participants and to ensure its sustainability. Thus, the general communication and marketing guidelines will lead through the following phases that are similar to those for the organisation of the Beach Games, i.e., (1) development of the communication and marketing plan, (2) execution plan during the event, (3) feedback gathering and the evaluation of the plan.



1. SET OBJECTIVES

The first step is to define objectives – what is trying to be achieved by implementing a communication plan. The SMART formula (Specific, Measurable, Achievable, Realistic, Time-focused) of setting objectives can help evaluate results later. Some objectives to consider are listed below:

- ▶ Raising awareness or changing the mindset towards being more active while spending time on the beach;
- ▶ Raising awareness about beach sports;



- ▶ Increasing the number of participants;
- ▶ Involving specific target groups such as families with participants from different generations, persons with disabilities, people from the local community, at-risk individuals, etc.

2. DEFINE THE TARGET AUDIENCE

Identify and define the target audience – there is a need to develop different messages and reach-out methods for different groups:

INTERNALLY TO THE EVENT ORGANISATION:

- ▶ Organisational partners;
- ▶ Sports organisations (e.g., federations, clubs, associations, etc.) of the disciplines represented in the event;
- ▶ Municipalities (where the event is taking place);
- ▶ Governmental institutions, politicians, public figures (e.g. European Commission, Ministry of Education, Ministry of Health, Ministry of Welfare, etc.);
- ▶ Sponsors, if applicable (e.g. develop brand activation, mutually attractive programmes for communication, etc.).



EXTERNALLY TO THE EVENT ORGANISATION:

- ▶ General public (including organisations and companies);
- ▶ Families and people of all generations;
- ▶ Minority groups such as at-risk individuals, immigrants, persons with disabilities,
- ▶ Local partner organisations and partner events

3. DEVELOP MESSAGES AND CONTENT

MESSAGES

To ensure consistency in communication across all the channels and by all partners, including spokespersons and ambassadors, the set of key messages should be developed.

The messages should be complemented with the information of local relevance and addressing specific topics to the target audiences, promoting the event and it's main vision.

CONTEXTUAL CONTENT

Contextual content to be used in media relations and by spokespersons during interviews should be developed. The content should include a brief overview of the event, its aims, statistical facts of physical activity, inspirational stories of ambassadors and people from certain target groups, etc.

4. CHOOSE THE RELEVANT CHANNELS OF COMMUNICATION TO THE TARGET AUDIENCE

OWNED AND PARTNER MEDIA

- ▶ Use the organisation's channels (e.g. website, social media platforms, newsletter, etc.) to tap into the existing audience;
- ▶ Set up a campaign microsite, if necessary;
- ▶ Adapt the channels' branding during the campaign;
- ▶ Use newsletters, if appropriate and relevant, to send direct messages to selected and relevant audiences;
- ▶ Use partner organisations channels, if and where possible and appropriate.

ADVERTISING

- ▶ For straightforward messages use advertising – TV spots, radio, prints, outdoors, etc.;
- ▶ Consider offering mutually beneficial partnerships to media by involving them in the social media campaign directly.

MEDIA RELATIONS AND MEDIA OUTREACH

- ▶ Define the targeted media outlets and contact the respective media and journalists;
- ▶ Develop content around the messages – evidence-based data, newsworthy events, high-profile ambassadors or concrete stories that might be of interest to the media;
- ▶ Set up a plan to activate the media via press releases, press conferences or media events, using high-profile spokespersons, media partnership agreements, etc.;
- ▶ Initiate particular media interviews, news stories or generate interest around a particular topic.

SOCIAL MEDIA PLANS

- ▶ Audit the current social media presence – networks where the organisation is currently active, efficient networks, type and content, what is working for the organisation and what is not;
- ▶ Identify the audience in social media and understand its needs and expectations – consider that only part of the campaign's audience might be active on social media;
- ▶ Define the role of social media – whether to educate people, engage them, or drive participation to the event;
- ▶ Set up a plan for social media, including a content calendar. Develop valuable, appealing and engaging content (e.g. images, videos, infographics, interviews, live stories, etc.);
- ▶ Track and evaluate the metrics while executing a plan and adjust the strategy accordingly.

AMBASSADORS PROGRAMME

- ▶ Define the goal for involving the ambassadors: is it to reach out to more people, to ensure the trust of the message, to attract the attention of a specific group, or to reinforce the campaign messages aimed at decision-makers and stakeholders;
- ▶ Define who might be the most suitable ambassadors for the event, selecting someone whose opinions, beliefs and behaviours align with the values and message that is going to be communicated; public figures, former athletes, role models should be prioritised;



- ▶ Reach out to potential ambassadors and agree on mutually beneficial cooperation, offering appropriate incentives or rewards;
- ▶ Equip the ambassadors with relevant and clear information regarding the event as well as with tips to help them advocate, curate and create relevant content;
- ▶ Define the scope of cooperation with ambassadors, providing clear guidelines on what content they should promote or create a tailored content they can use in their communication.

PROMOTIONAL MATERIALS AND BRANDED PRODUCTS

- ▶ Consider posters, flyers and brochures as a relevant and relatively inexpensive way to deliver information to places where natural interest is already present (e.g. sports clubs, other sporting events, partner organisations, frequented areas like shops, cafés, etc.);
- ▶ Strive to create event presence in the location of another event even before it takes place to raise awareness, attention and increase participation (e.g. street flags, posters, beach umbrellas, billboards, traffic advertising like taxis, buses, guerrilla advertising, etc.);
- ▶ Partnering with the venue might be an option as the sports events provide added value and appeal to the venue's brand;
- ▶ Use branded products like caps, T-shirts, mugs in communication and marketing, for example as a contest award for participants enhancing brand awareness.

COMMUNITY OUTREACH

Engage in direct communication with organisations representing the target groups – family organisations, senior representatives, clubs and associations, etc. – to ensure the relevance of the event to the local community and encourage their participation.

5. DEVELOP AND EXECUTE A PLAN, AND PRODUCE CAMPAIGN MATERIALS

- ▶ For the best results and consistency of the campaign, develop a communication and marketing action plan and compile the timetable for the campaign;
- ▶ Consider resources available while developing the timetable for the campaign – allocate sufficient time and budget for designing, approval and production of all communication and marketing materials;
- ▶ Constantly monitor the immediate results to gather feedback on how the target audience reacts to what is being communicated and adapt the plan accordingly;
- ▶ Brief the spokespersons, ambassadors and other persons involved in overall communication and marketing plan as well on each person's particular role;
- ▶ Use visual identity materials provided (e.g. visual identity guidelines, elements like logos, fonts, visual material – pictures, graphic elements as well as partner's logos were appropriate – for production of any communication materials or its layouts – TVC, social media videos, merchandising, etc.);
- ▶ Use visual identity materials provided (e.g. visual identity guidelines, elements like logos, fonts, visual material – pictures, graphic elements as well as partner's logos were appropriate – for production of any communication materials or its layouts – TVC, social media videos, merchandising, etc.);

Promote and use the hashtags
#BeActiveAtBeach and #BeActive

6. CREATE CRISIS COMMUNICATION

A crisis is defined as an unexpected and disruptive event with significant threat and negative consequences for the event's operations. One of the main threats during BeActive Beach Games relates to public safety. Organisers should prepare a clear Crisis Communication plan before the event, including:

- ▶ Define the group of people (e.g. event director, lawyer, communication manager, medical personnel) responsible in case of a crisis;
- ▶ Share contact details among the group;
- ▶ Set up an alert system to monitor and flag potentially critical or crisis situations;
- ▶ Develop an action plan for the most likely cases (e.g. participant's injury during the event, accidents on water, etc.) and make sure the event organiser, staff, partners, and volunteers) are aware of the plan;
- ▶ Prepare drafts of public statements and press releases for the most likely cases.

7. EVALUATE THE COMMUNICATION CAMPAIGN

The direct and immediate evaluation of the campaign's idea, execution, messages and channels will determine whether and to what extent the goals have been achieved. The following data should be considered:

- ▶ Number of participants;
- ▶ Media monitoring, number of publications as well as content analysis on the tone of voice, message delivery;
- ▶ Survey of participants;
- ▶ Online snapshot surveys.

To attract participants to the BeActive Beach Games in Riga, communication was divided into two streams: (1) publicity for the event in general and (2) publicity for each type of sport, separately. The Latvian Sports Federations Council, as the main organiser of the event, sent out informational press releases about the event to media and news agencies, published the information on the webpage and the social network accounts of BeActive Beach Games on Facebook, Twitter and Instagram. The information was also distributed through public media resources such as Latvian Radio, Latvian Television and the journal "Sports" that cover wide audiences and agreed to free publicity including during the prime time of national sports news, before and during the event. Personal contacts and face-to-face communication were also targeted to obtain publicity in the leading commercial sports media on the Internet, such as sportacentrs.com, delfi.lv, tvnet.lv and news.lv.

In addition, sports federations were asked to include press releases, posters and logos of the BeActive Beach Games on their webpages. Also, existing cooperation between federations with their sponsors was used; for example, the Latvian Floorball Union organised free publicity for the event in the digital displays of “Elvi” supermarkets.

The information campaign was organised based on the communication plan and the communication guidelines that were both prepared and distributed for all partners involved.

The BeActive Beach Games event in Riga and Portimao had specific websites (www.pludmalesspeles.lv; www.portimao.beactivebeachgames.com) associated with the official webpage of the BeActive Beach Games project (www.beactivebeachgames.com). The information about the Portuguese event was also shared on the website and social networks of the Portuguese Institute of Sport and Youth, trying to reach as many people as possible by allowing attendance on the day of the event. Also, the Municipality of Portimao and the involved stakeholders were involved in spreading a word about the event inviting the population to attend.



7. MONITORING (FEEDBACK AND EVALUATION)

FEEDBACK AND EVALUATION PROCEDURE

Along with the organisation of the event, the organisers should set up a monitoring framework enabling them to receive accurate and valuable feedback during and after the event. This framework should include surveys for the different target groups (e.g. participants, partners, federations, referees, volunteers, etc.). The survey can be available online to ensure more people will complete them, and reduce the environmental impact of paper surveys. The organisers should involve their team and volunteers to propagate the surveys among all relevant stakeholders.

ROUND-TABLE DISCUSSIONS

Round-table discussions are excellent settings for giving and receiving targeted feedback and engage in in-depth discussions.

TECHNICAL INFORMATION REGARDING ROUND-TABLE DISCUSSIONS:

- ▶ The work in round-table discussions is organised in several focus groups where participants are divided according to their age group (children, teenagers, adults, seniors) while mixing together different segments of the population and ensuring that minority groups are represented;
- ▶ The organisers should present the event and its outcomes;
- ▶ The BeActive Beach Games should be clearly highlighted during the round-table discussions and their results should be promoted across social media, websites, including supporting photos, videos etc.

QUALITIES OF EFFECTIVE ROUND-TABLE DISCUSSIONS:

- ▶ Time should be managed carefully, setting enough time for discussions;
- ▶ The facilitator should guide the discussion effectively, involving all speakers and addressing all concerns;
- ▶ Speakers should communicate a clear message and provide specific feedback.

Round-table discussions during the 1st and 2nd Beach Games events were a core component of the development and testing of BeActive Beach Games model and informed about the elaboration and promotion of the methodological toolkits. They also constitute an effective platform to communicate and disseminate the BeActive Beach Games project outputs, helping to raise the profile of the event, creating new opportunities to extend the BeActive Beach Games movement and developing partnerships for the future.

OTHER NOTEWORTHY ELEMENTS:

- ▶ Round-table discussions are intended to be interactive so presentations by participants other than a short introduction of the topic are discouraged;

- ▶ The facilitator of the event can have questions prepared in advance and provide them to the registered participants;
- ▶ The results of the feedback survey need to be gathered and summarised before the round-table discussion.

KEY RECOMMENDATIONS FOR THE MEETING FACILITATOR:

- ▶ Maintain a positive, supportive, on-point attitude;
- ▶ Avoid extensive interventions, ensure everyone gets a chance to speak;
- ▶ Introduce the discussion’s topic clearly;
- ▶ Design a framework for asking questions, recording replies, moderating discussions and recording changes in decisions;
- ▶ Make sure people feel comfortable to ask questions and challenge issues; adopt a non-judgmental approach to the attendees’ viewpoints;
- ▶ Conclude and summarise the main outcomes of the meetings, discussions, agreed statements/actions, and next steps.

A round-table discussion was organised the day after the BeActive Beach Games in both Riga and Portimao. At least one person from all involved stakeholders – technical organisers, volunteers, federation representatives, referees and participants – was invited to provide feedback on the event. The discussion was designed based on the results from the feedback forms gathered after the 2-day event.

This discussion with evidence-based results helped to understand whether the main objectives of the event were reached. It also helped to understand that the involvement of technical organisers was successful and if there is interest to continue the event during the next years (legacy).

involvement of technical organisers was successful and if there is interest to continue the event during the next years (legacy).



8. FUND-RAISING

No event can be organised without a budget. The unique “selling points” of the event should be identified and promoted to potential funders, such as governmental agencies, foundations, sponsors or donors. Flexibility and creativity are important issues to take into account in this process, and stakeholders might be also available to support the event with other non-monetary resources as well (e.g. infrastructure equipment, dissemination, infrastructures and sport equipment, logistic materials, prizes, visibility, catering, transports, security and emergency, etc.).

ASSESSMENT AND “NEEDS” ANALYSIS CHECKLIST FOR FUNDRAISING SHOULD INCLUDE:

- ▶ What is the project concept of the event?
- ▶ What are the values of the project?
- ▶ Why should someone be interested to financially support the event?
- ▶ What can partners obtain and what can the organisers offer to potential sponsors/ stakeholders?
- ▶ How much financial support is necessary?
- ▶ The proposal for support is addressed to the right person/company or institution and in the right format?
- ▶ Can the organisers handle the accounting, documentation, and the technical and financial reporting?

SPONSORSHIP/FUNDRAISING PROPOSAL SHOULD INCLUDE:

- ▶ A short presentation of the organisation;
- ▶ Executive summary of the event;
- ▶ Needs statement: review, problem formulation, aims (use facts, stats, political documents);
- ▶ Goals & objectives;
- ▶ Methodology and timetable;
- ▶ Description of the audience and communication plan;
- ▶ Concrete sponsorship proposal;
- ▶ Budget summary;
- ▶ Contact information.

Keep in mind the unique value proposition of the BeActive Beach Games concept and focus the sponsorship and fundraising efforts

to the most relevant stakeholders/businesses and companies. Who would be interested in advertising/promoting their products/services during a Beach Games event? For example, consider sport equipment providers, water and ice cream producers, sunscreen and skincare companies, water activities businesses, sustainable products brands, sea and outdoor-related organisations, etc.



9. RECOMMENDATIONS AND CLOSING REMARKS

GENERAL CHECK-LIST OF RECOMMENDATIONS FOR THE ORGANISERS OF BEACTIVE BEACH GAMES.

- ▶ The work in round-table discussions is organised in several focus groups where participants are divided according to their age group (children, teenagers, adults, seniors) while mixing together different segments of the population and ensuring that minority groups are represented;
- ▶ There is no “one size fits all” model. The BeActive Beach Games in Riga and Portimao were different as each reflected their country’s historical and cultural backgrounds as well as their economic and political context. This Manual and the models presented should, thus, be understood as guidance to be adjusted to each organisations model, based on their national context.
- ▶ Before adjusting the model to develop a BeActive Beach Games event perform a SWOT analysis, reducing chances of failure by eliminating potential risks and highlighting your strengths.
- ▶ Revise the checklist frequently to ensure whether there are any alterations that need to be developed or if something has changed during the planning process.
- ▶ Minimise the likelihood of any risks by involving the police and fire department, first aid services, lifeguards, etc. and cooperate with the local municipality which has the authority and experience of managing all of these services in the local area.
- ▶ Volunteer contribution is key to the event’s success; properly inform them about the event and provide training before the event to improve their contribution.
- ▶ To minimise costs, a location with existing sports infrastructure and facilities can be chosen. However, make sure to do a quality control check on these sports infrastructures, including in this process the relevant sports federations, clubs and local authorities.
- ▶ Make sure to plan the budget thoroughly considering all the costs that might occur and always plan a contingency buffer to have a margin for unexpected costs, which can be minimised if the budget and event expenses are monitored frequently.
- ▶ Plan the communication and marketing strategy (social media posts, adverts, etc.) ahead of time by creating a post calendar to manage the plan and achieve maximum impact.
- ▶ To create a long-lasting legacy for the event, remember to plan all the monitoring and evaluation activities, analyse the results of the event, and the main reasons for success, taking into account the lessons learned. This will help to improve the organisation’s event management skills for future events.

EVERY PERSON CAN BE PHYSICALLY ACTIVE, REGARDLESS OF AGE, HEALTH, PHYSICAL CAPABILITIES OR SKILLS.

10. EXAMPLE OF THE BEACTIVE BEACH GAMES ON THE URBAN RIVER BEACH IN RIGA, LATVIA



BEACH CHALLENGES

Balance boarding, Bean Bag Game, Bouldering (Climbing wall), Family Cup, Kids Athletics, Rope pulling, Teqball, Velotrial



BEACH GAMES

Beach floorball, Beach football, Beach handball, Beach volleyball, Beach tennis, Crossminton, Sitting beach volleyball, Wheelchair tennis

DEMONSTRATIONS & TRY-OUT SESSIONS

* All mentioned beach sports and activities



17-18.08.2019 | RIGA

AQUATIC ACTIVITIES

Sailing (Laser 4.7, Laser Radial, Techno 293, Optimist), SUP boarding (200 m, Dragon Race SUP), Swimming



BEACH ACTIVITIES

Cycling, Disc golf, Running, Beach Dodgeball, Nordic walking, Petanque, Shooting para sport, Skateboarding, Triathlon



1st BEACTIVE BEACH GAMES


LOCATION
Lucavsala Resort Park
and Kipsala Beach


DATE
17th -18th
of August 2019


RECAP VIDEO OF THE EVENT
<https://beactivebeachgames.lv/>



Special attention should be given to the choice of the date and location when organising the BeActive Beach Games. In Riga’s example, the location was chosen due to the project guidelines (an urban area) and already existing sports infrastructure at the two venues. Dates were chosen to incorporate the event within the Riga City Festival, ensuring the cooperation with the Riga City Council.

The technical requirements for infrastructure and equipment for the BeActive Beach Games in Riga were divided into two sections – general event and sports-specific requirements.

GENERAL EVENT – TECHNICAL REQUIREMENTS FOR INFRASTRUCTURE AND EQUIPMENT

The main venue, Lucavsala resort park (approximately 400 X 250 m in size), held twenty sports activities, competitions and demonstrations across two days.

The second venue, Kipsala Beach (approximately 150 X 100 m in size), held two activities and competitions at the beach and one activity nearby, on the Daugava river. The two locations are maintained by the Riga City council, therefore no prior clean-up or refurbishing of the grass or pavement was necessary. However, the event’s organiser had to bring and set up the following infrastructure and equipment to host the BeActive Beach Games in Riga.



INFRASTRUCTURE AND EQUIPMENT

- ▶ **MAIN STAGE** – the main stage was set up for 2 days. Used for the opening ceremony, sports demonstrations and award ceremonies;
- ▶ **SOUND EQUIPMENT** – each sport was provided with sound equipment, remote control and microphone;
- ▶ **ELECTRICITY SUPPLY** – diesel generators;
- ▶ **LIGHTING** – on the stage and sports fields;
- ▶ **TENTS, CHAIRS, TABLES** – tents were set-up: 2 for registration and info centre; 2 changing room tents, one storage room tent and one technical tent. A total of 20 tables and 30 chairs were placed in these tents;
- ▶ **TOILETS, SINKS** – a central place with 4 toilets and 2 sinks;
- ▶ **GARBAGE BINS** – placed around the event place and next to food stands;
- ▶ **FENCE** – 330 m in total length, used for volleyball, football and the main stage;
- ▶ **OFFICE SUPPLIES** - Computers, printers, laminators, pens and paper.

PERMITS

These are the main following permits that were necessary to obtain for the event organisation, however the required permits to organise an event can differ in each country and place of an event:

- ▶ Advertising placement permit;
- ▶ Music permit;
- ▶ River closure permit;
- ▶ Venue permit.

VISUAL SET-UP

Organisers of the event were responsible for the visual branding at both venues and for the BeActive Beach Games in Riga. Private companies were contracted to provide professional service throughout the event. A digital designer and a manufacturing company were involved for the visual branding equipment that was set up throughout the Lucavsala resort park and the Kipsala beach, namely:

- ▶ Flags;
- ▶ T-shirts;
- ▶ Billboards and advertisements;
- ▶ Main stage layout;
- ▶ Folding advertising signs.

STAFF AND SERVICES

The success of planning, organising and managing BeActive Beach Games in Riga was largely determined by how well event staff carried out their allocated tasks before and during the event. The event management staff consisted of:

- ▶ Sport categories lead organisers;
- ▶ Technical staff;
- ▶ Administrative staff;
- ▶ Logistical staff;
- ▶ Volunteers;
- ▶ Lead organiser.

Even small sports events carry risks of medical emergencies and organisational or hazardous risks, therefore in BeActive Beach Games in Riga such personnel was included at both locations: medical, security personnel and lifeguards.

SPORT-SPECIFIC TECHNICAL REQUIREMENTS FOR INFRASTRUCTURE AND EQUIPMENT

It is important to mention that the two locations already had some sports infrastructures, which allowed the organisers to minimise the costs and use the existing infrastructures for multiple sports activities. Lucavsala resort park had a beach volleyball field, which was used as a beach tennis field as well, and Kipsala beach had a beach football field which was used as a beach handball field. Nevertheless, other sporting activities and competitions required extra infrastructure and equipment, as detailed further below.

Whilst it was important to identify what equipment and technical structures were necessary, determining their position and placement is crucial to minimise risks and ensure the provision of necessary services close to the relevant sport and activity fields.

A map should be designed to clearly inform participants about the location of equipment, facilities, services and activities. The next figure presents the map of Riga BeActive Beach Games – Lucavsala.

PLACEMENT MAP OF BEACTIVE BEACH GAMES SPORTS AND ACTIVITIES



BEACH SPORTS AND ACTIVITIES



BEACH TENNIS

- Format:** Competition, Demonstrations, Try-out sessions
- Participants:** 32
- Fields/Territory:** 2 courts / each 8 X 16 m
- Infrastructure:** Court – beach sands
- Staff:** Coordinator, administrator, 4 referees
- Equipment:** 2 tents, 2 tables, 4 chairs, scoreboard, microphone, sound system, office supplies, court line tape, beach tennis net system (8 m X 16 m)



BEACH VOLLEYBALL

- Format:** Competition, Demonstrations, Try-out sessions
- Participants:** 54
- Fields/Territory:** 2 courts / each 8 m X 16 m
- Infrastructure:** Court – beach sands
- Staff:** Coordinator, 2 administrators, main referee, 6 referees, 7 support personnel
- Equipment:** 2 tents, 2 tables, 4 chairs, scoreboard, microphone, sound system, office supplies, court line tape, beach volleyball net system (9 m X 16 m)



RUNNING/NORDIC WALKING

- Format:** Competition, Demonstrations, Try-out sessions
- Participants:** 167
- Fields/Territory:** 5 km public sealed path
- Infrastructure:** Smooth and even tarmac
- Staff:** Coordinator, 2 administrators, 9 referees
- Equipment:** Time tracker pins, bib numbers, zip ties, distance markers, directional signs, trash boxes, results board, microphone, sound system, finish structure, starting line structure, tents, tables, chairs, water cups, enclosing fences



SKATEBOARDING

- Format:** Competition, Demonstrations, Try-out sessions
- Participants:** 30
- Fields/Territory:** 1 track / 7 X 150 m
- Infrastructure:** Smooth and even tarmac
- Staff:** Coordinator, administrator, main referee, 12 referees, speaker
- Equipment:** 2 ramps, chairs, tables, tents, enclosing fences, timer, microphone, sound system, cones, skateboards



BEACH HANDBALL

- Format:** Competition, Demonstrations, Try-out sessions
- Participants:** 60
- Fields/Territory:** 1/ 20 m X 40 m
- Infrastructure:** Field – beach sands
- Staff:** Event organiser, main referee, field referees, administrator, speaker
- Equipment:** Field line tape, beach handball goals (3 X 2 m), balls, chairs, tables, tent, scoreboard



CROSSMINTON

- Format:** Competition, Demonstrations, Try-out sessions
- Participants:** 25
- Fields/Territory:** 2 / 20 m X 40 m
- Infrastructure:** Field – sand, grass or tarmac
- Staff:** Organiser, administrator, secretary, 2 main referees and 4 linesmen, DJ and moderator
- Equipment:** Balls (speeders), racquets, scoreboard, chairs, tables, tents, sound equipment, field line tape





BEACH FLOORBALL

- Format:** Competition, Demonstrations, Try-out sessions
- Participants:** 37
- Fields/Territory:** 2 fields / each 10 m X 20 m
- Infrastructure:** Smooth and even tarmac
- Staff:** Organiser, coordinator, 3 administrators, speaker, 14 support personnel, 4 referees
- Equipment:** Floorball field boards, floorball goals (1,15 X 1,6 m), 2 tents, sound system, microphones, floorball sticks and floorball balls



TRIATHLON

- Format:** Competition, Demonstrations, Try-out sessions
- Participants:** 23
- Fields/Territory:** field / 2 km²
- Infrastructure:** Smooth field (grass or tarmac), access to open water swimming space
- Staff:** Organiser, coordinator, administrator, 4 support personnel, 6 referees
- Equipment:** 6 SUP boards and paddles for lifeguards, 6 buoys, timer, microphone, sound system, distance markers, directional signs, shooting range (8 x 15 m), shooting stand, aim target, triathlon calibrated pistols, results board, finish structure, starting line structure, tents, tables, chairs, enclosing fences



AQUATIC ACTIVITIES

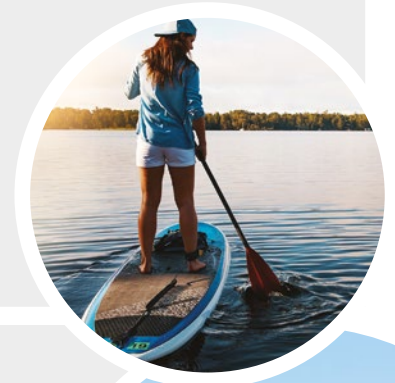
SAILING

- Format:** Competition
- Participants:** 77
- Fields/Territory:** Territory / 5 km X 1 km
- Infrastructure:** Open water space accessible to sail boats
- Staff:** 2 coordinators, 2 administrators, 8 crew members, 8 referees
- Equipment:** Buoys, tents, chairs, tables, binoculars, safety and referee boats, whistle, flags, sound system, microphone



SUP BOARDING

- Format:** Competition, Demonstrations, Try-out sessions
- Participants:** 220
- Fields/Territory:** Open water space / 500 m X 200 m
- Infrastructure:** Open water
- Staff:** Coordinator, administrator, 4 instructors
- Equipment:** 20 SUP boards and paddles, 20 life jackets, 4 changing tents, 4 buoys, 4 beach flags



SWIMMING

- Format:** Competition
- Participants:** 87
- Fields/Territory:** Open water space / 700 m X 300 m
- Infrastructure:** Open water
- Staff:** Coordinator, administrator, 4 referees, 6 support personnel/lifeguards
- Equipment:** 6 SUP boards and paddles for lifeguards, 6 buoys, 2 administration tents, chairs, tables, timer, microphone, sound system, scoreboard



BEACH ACTIVITIES



ROPE PULLING

- Format:** Competition, Demonstrations, Try-out sessions
- Participants:** 70
- Fields/Territory:** 1/ 50 m x 20 m
- Infrastructure:** Soft and even sand field
- Staff:** Coordinator, referees, secretary, moderator
- Equipment:** Tent, sound equipment, electricity supply, chairs, tables, pulling ropes (10 m – 15 m), enclosing field tapes



BEACH SITTING VOLLEYBALL

- Format:** Competition, Demonstrations, Try-out sessions
- Participants:** 36
- Fields/Territory:** 1 court / 6 m X 10 m
- Infrastructure:** Firm and even grass or sand ground
- Staff:** Coordinator, administrator, 2 referees
- Equipment:** Field surface cover, field line tape, sitting volleyball net structure (6 X 0,8 m), volleyball balls, 1 tent, chairs, table, scoreboard



BICYCLE TRIAL

- Format:** Competition, Demonstrations, Try-out sessions
- Participants:** 20
- Fields/Territory:** 1/ 30 m X 11 m
- Infrastructure:** Smooth and even tarmac
- Staff:** 5 referees, DJ and commentator
- Equipment:** Sound equipment, 3 chronometers, enclosing tapes, 3 x 3 m tent, table, obstacles for the track (200 pallets and movable chairs)



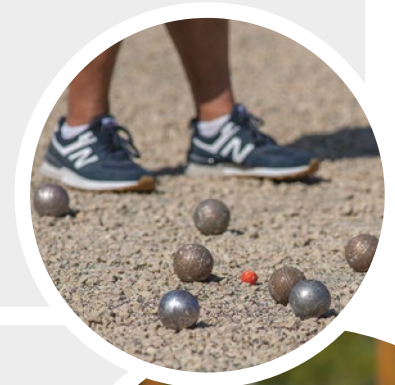
BOULDERING (CLIMBING WALL)

- Format:** Competition, Try-out sessions
- Participants:** 300
- Fields/Territory:** 2 climbing walls, 12 m X 3 m
- Infrastructure:** Solid and even ground (grass or tarmac)
- Staff:** 2-3 security controllers
- Equipment:** Climbing wall (2 X 10 m), 2-8 safety straps, ropes, safety devices, carabiners



PETANQUE

- Format:** Competition, Demonstrations, Try-out sessions
- Participants:** 100
- Fields/Territory:** 16 / 64 m X 16 m
- Infrastructure:** Court gravel, but can be done on sand
- Staff:** Administrator, referees, the main referee
- Equipment:** Balls (Boules), cochonnets (Jack), tent, chairs, tables



WHEELCHAIR TENNIS

- Format:** Competition, Demonstrations, Try-out sessions
- Participants:** 23
- Fields/Territory:** 1 court / 10 m X 30 m
- Infrastructure:** Smooth and even tarmac
- Staff:** Coordinator, administrator, referee
- Equipment:** Tennis net structure (10 X 1 m), tennis field lines, 1 tent, 4 rackets, 16 tennis balls





KIDS ATHLETICS

Format: Competition, Demonstrations, Try-out sessions
Participants: 150
Fields/Territory: Field / 100 m X 50 m
Infrastructure: Smooth grass area
Staff: Coordinator, 3 support personnel
Equipment: Obstacles, kids' athletic equipment (javelins, discus, balance boards and games)



SHOOTING PARA SPORT

Format: Competition, Demonstrations, Try-out sessions
Participants: 48
Fields/Territory: Shooting range / 4 m X 10 m
Infrastructure: Even ground (grass or tarmac)
Staff: Coordinator, instructor
Equipment: Shooting range tent (4 X 10 m), shooting stand, interactive shooting aim target, laser-based pistol, computer



TEQBALL

Format: Competition, Demonstrations, Try-out sessions
Participants: 160
Fields/Territory: 1 teqball table, field 3 m X 5 m
Infrastructure: Smooth and even ground (grass or tarmac)
Staff: Coordinator, 3 instructors
Equipment: Teqball table, field lines, football ball, beach tennis racket, beach tennis balls

BEACTIVE FAMILY CUP

1. SWIMMING – 100 m



STARTING TIME

11:30



NUMBER OF TEAM MEMBERS

minimum – 2
(1 adult, 1 child)

NUMBER OF ATTEMPTS: 1

TASK:

Participant swims the distance following referees' instructions.

RESULTS EVALUATION:

Two best team results are evaluated – the best adult and the best child results being summed up. Team with the fastest combined time wins.

2. SUP – 200 m



STARTING TIME

from 12:30



NUMBER OF TEAM MEMBERS

4

TASK:

The whole team jointly does the task on a four-seated SUP board.

During the task – life vests are required! Paddling can be done by standing, sitting or squatting on the SUP board.

RESULTS EVALUATION:

Team with the fastest time wins.

3. PETANQUE



STARTING TIME

from 12:30



NUMBER OF TEAM MEMBERS

4

TASK:

To throw a ball (called – Boule) as close as possible to a small wooden or plastic ball (called – Jack), which is thrown in the field at the beginning of each play. Each member of the team throws three Boules. Then the distance between the Boule and Jack is measured.

RATING:

The team with the smallest distance combined from the Boule to the Jack wins.

4. CLIMBING WALL



STARTING TIME

from 12:30



NUMBER OF TEAM MEMBERS

minimum – 2
(1 adult, 1 child)

TASK:

Participants do the task following referees' instructions.

RESULTS EVALUATION:

Two best team results are evaluated – the best adult and the best child results being summed up. Team with the fastest combined time wins.

5. ATHLETICS TRIATHLE

5.1. SPRINT/HURDLES RELAY

5.2. STANDING LONG-JUMP

5.3. KIDS JAVELIN THROW

 from 12:30
  4

TASK:
 2 participants – stand at sprint distance start, 2 participants – at hurdles distance start. Each distance – 40 m. The first member of the team shall start with a sprint distance and will pass the relay baton ring to the next member, who shall run the hurdles distance. The task ends when each member has performed both sprint and hurdles distances.

RESULTS EVALUATION:
 Team with the fastest time wins.

TASK:
 Every member of the team does the long-jump from one place (with a squat and a leap forward with both legs). The best result of each member is recorded.


RESULTS EVALUATION:
 Team with the longest distance combined wins.

TASK:
 Every member of the team performs a javelin throw with a child’s javelin. The best result for each member is recorded.

RESULTS EVALUATION:
 Team with the longest distance combined wins.

6. ROPE PULLING


7. BALANCE BOARD



STARTING TIME
 from 12:30



NUMBER OF TEAM MEMBERS
 4



STARTING TIME
 from 12:30



NUMBER OF TEAM MEMBERS
 4

TASK:
 Each participant performs a force measurement task on a rope pulling training device according to the instructions of a referee. The strongest result of each member will be recorded.

RESULTS EVALUATION:
 The team with the strongest rope pull combined wins.

TASK:
 Each participant positions themselves on their balance board. Time-counting is initiated until one of the participants lose their balance and touches the ground.

RESULTS EVALUATION:
 Team with the longest time wins.



8. DISC GOLF

STARTING TIME
from 12:30

NUMBER OF TEAM MEMBERS
4

TASK:
Each member of the team is given two frisbees that have to be thrown from certain places into a basket with the smallest possible number of throws. The number of throws of both discs are recorded.

RESULTS EVALUATION:
Team with the smallest count of throws combined wins.

9. RUN – 5 km

STARTING TIME
19:00

NUMBER OF TEAM MEMBERS
minimum – 2
(1 adult, 1 child)

TASK:
Participant runs the distance according to the rules.

RESULTS EVALUATION:
Two best team results are evaluated – the best adult and the best child results being summed up. Team with the fastest combined time wins.

* Each family had a different timeslot allocated for each activity to prevent them from waiting in queues and ensuring that all activities were completed effectively in the set time.

CALCULATION OF TOTAL POINTS

Depending on the result achieved, teams are ranked in each task, where the best result, respectively, is the first place, and the worst is the last. To determine the winner, each ranking place acquired in each task is converted to points where 1st place receives a maximum score equal to the total number of teams. For example, if the number of teams is 10, 10 points will be allocated for 1st place, 9 points for 2nd place, 8 points for 3rd place, etc.

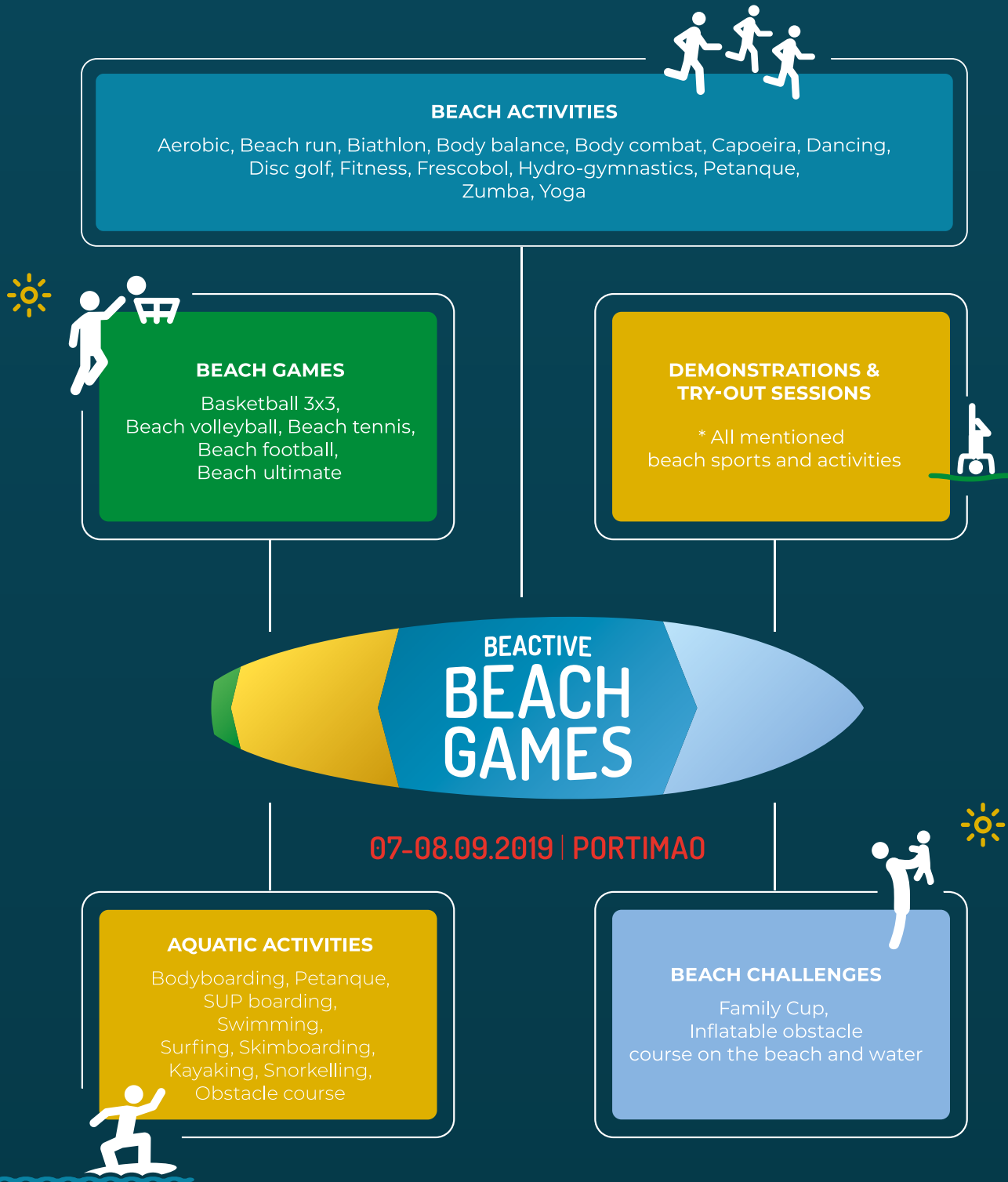
The team that has scored the highest number of points in total wins.

In the end after all technical equipment and infrastructure was gathered and placed on the site a placement map of sport activity locations was created for the participants and spectators.

PLACEMENT MAP OF FAMILY CUP ACTIVITIES



11. EXAMPLE OF THE BEACTIVE BEACH GAMES ON THE NATURAL OCEAN BEACH IN PORTIMAO, PORTUGAL



2nd BEACTIVE BEACH GAMES



LOCATION

Praia da Rocha,
Portimao



DATE

7th -8th
of September 2019

REC O

RECAP VIDEO OF THE EVENT

<https://beactivebeachgames.lv/>



In Portugal, the meeting venue selected was Praia da Rocha, in Portimao. It has approximately 146 000 m², and an extension of 1,5 km of coastline, along with several on-site sport infrastructures and several points of access to the beach for disabled people.

The Organizing Committee chose this city to host the 2nd BeActive Beach Games as it had been elected by ACES EUROPE as the Portuguese “European City of Sport” in 2019. During this year, several hundred sports events have taken place there, making this city the “Portugal City of Sport”. The municipality offered all the institutional, infrastructural, logistical conditions to host this event. Moreover, external factors (like weather, temperatures, daylight hours, etc.) are relevant to organize this type of events and they may represent advantages or critical points when implementing the Beach Games and influence the success of the organisation.

GENERAL EVENT – TECHNICAL REQUIREMENTS FOR INFRASTRUCTURE AND EQUIPMENT

Praia da Rocha has installed a permanent sport zone structure, open from March to October, with the aim of promoting sports and physical activities. It is a sports facility mainly for informal sports (Volleyball, Basketball, Beach soccer, Fitness, Aquatic activities, etc.). This infrastructure has been responding to the high tourist demand for the practice of outdoor activities near the sea.

INFRASTRUCTURE AND EQUIPMENT

- ▶ **STAGE** – a small stage (2 X 2 m) was used for masterclasses and demonstrations;
- ▶ **SOUND EQUIPMENT** – near to the stage, two speaker-sound system with microphone. In addition, one sound system for music near to the registration zone;
- ▶ **ELECTRICITY SUPPLY**;
- ▶ **LIGHTING** – on sports fields;
- ▶ **TENTS, CHAIRS, TABLES** – tents were set-up: 2 for lounge area; 3 round tables for water and fruits; 2 long tables for lunch and social time; Some puffs and chairs for lounge area;

- ▶ **TOILETS, SINKS** – Sport Zone infrastructure had a place with 3 chemical toilets with economic hand wash system;
- ▶ **GARBAGE BINS** – Placed around the event venue;
- ▶ **OFFICE SUPPLIES** – Computers, printers, laminators, pens and paper.

PERMITS

The permits that were necessary to obtain for the event organisation were:

- ▶ Advertising placement permit;
- ▶ Music permit;
- ▶ Inflatable course permit;
- ▶ Car access permit;
- ▶ Event place permit.

VISUAL SET-UP

Organisers of the event were responsible to make sure that the venue is set to have visual branding and for BeActive Beach Games in Portimao this was the visual branding equipment that was set up throughout the beach:

- ▶ Flags;
- ▶ Beach Golf Flags;
- ▶ Banners;
- ▶ T-shirts;
- ▶ Ultimate Disc (gifts);
- ▶ Folding advertising signs.

STAFF AND SERVICES

The success of the BeActive Beach Games in Portimao was largely determined by the staff, which tasks consisted of:

- ▶ Sport Referees;
- ▶ Technical staff;
- ▶ Administrative staff;
- ▶ Logistical staff.

During the BeActive Beach Games in Portimao permanent ambulance and night security were provided throughout both event days. In Portugal, most of the beaches include a permanent lifeguard surveillance during the summer period. Praia da Rocha is no exception, so the lifeguard service was guaranteed during the event.

SUSTAINABILITY

In order to minimize the environmental impact of the BeActive Beach Games in Portimao, a partnership with a local recycling company – ALGAR – was developed. Its activity included an integrated system of selective collection, transfer, sorting of materials intended for recycling, energy use of biogas produced in landfill, composting of green waste and the treatment of urban solid waste deposited in landfill.

Such partnership developed during the event allowed to reinforce the existing differentiated trash collection units at the beach, with plastic/ metal, paper and glass containers. Furthermore, an effort was made to minimize the use of plastic during the event, particularly when it came to the meals served at the beach for the families and staff. The use of compostable or biodegradable materials, for cutlery, cups and plates was made a priority. Deploy of the recycling units and collection of all the produced waste was entirely guaranteed by ALGAR.

Furthermore, Portugal and particularly Algarve has been affected by severe drought seasons over the last few years. With that in mind, the reinforcement of the existing sanitary facilities for the event led to the decision to install 3 chemical toilets with economical hand wash systems.

Additionally, garbage and plastic collection on the beach using staff and volunteers were developed during the event.

SPORT-SPECIFIC TECHNICAL REQUIREMENTS FOR INFRASTRUCTURE AND EQUIPMENT

Considering the existence of the Praia da Rocha sport zone, with daily structured activities running all summer long, it was guaranteed that part of the BeActive Beach Games program could be assured by the municipality's infrastructure. Thus, the Hydro-gymnastics, Aerobics, Yoga and Zumba masterclasses were conducted by the municipality's staff, while for other activities the involvement of technical staff from local associations and clubs was required.

For the other activities, contacts with local associations and clubs were established with the support from the Portimao Municipality, months ahead of the event. These associations and clubs were responsible for providing the technical expertise and, in some cases, all the necessary equipment for the activity. The inflatable obstacle course was provided free of charge by a Portuguese company named PROZIS as a marketing initiative, agreed with the organiser, while the traditional sports and games and aquatic activities, as well as the race, were conducted by the organiser, Portimao Municipality and Portuguese Ultimate and Disc Sports Association (APUDD) with the support of all volunteer staff of the event. It was really important to identify equipment and the technical structures which were necessary in order to better understand the final placement of the activities.

The BeActive Beach Games in Portimao offered the following range of sports and activities on the beach, divided into four groups:

- ▶ Masterclasses in Fitness – Hydro-gymnastics, Aerobics, Zumba, Body combat, Body balance and Yoga;
- ▶ Demonstrations and Surf try-out sessions, Bodyboard, Skimboard, Frescobol, Kayaking, Snorkelling, SUP boarding, Capoeira, Disc golf, Petanque and Beach run;
- ▶ Beach Games – Basketball 3X3, Beach volleyball, Beach football, Beach tennis, Beach ultimate, and Traditional sport and games;
- ▶ Challenges and competitions – Biathlon (Running + SUP boarding/Swimming), Family Cup, Inflatable obstacle course (on the beach and water).

As previously mentioned the Praia da Rocha already had a sports zone infrastructure built for some activities like Volleyball, Beach tennis, Beach soccer, Basketball, and Aquatic activities which were all used without any additional adjustments. Indeed, carrying out these activities did not require any extra infrastructure as they used these permanent public sport structures: basketball court and beach soccer (football) field three beach volleyball and one beach tennis court, changing rooms and a stage – all owned by the municipality. Besides the Municipality of Portimao no other stakeholder was needed to be involved for this infrastructure support. This fact reduced drastically the organisational costs of the event.

Like in Riga, after the identification of all the needs regarding technical equipment and infrastructure support, a placement sports map for the event was created as presented below.

PLACEMENT MAP OF BEACTIVE BEACH GAMES SPORTS AND ACTIVITIES



For other sport activities a specific infrastructure and equipment was set up, as it can be seen in the descriptions below.



BEACH ACTIVITIES

SUP BOARDING

- Format: Demonstrations, Try-out sessions
- Participants: 50
- Fields/Territory: Open Water area
- Infrastructure: Open Water / without currents and wind
- Staff: 1-2 security controllers, 1 referee
- Equipment: 4 SUP boards, 4 SUP paddles, 4 life vests



DISC GOLF

- Format: Demonstrations, Try-out sessions
- Participants: 40
- Fields/Territory: Area / 50 m X 50 m
- Infrastructure: Beach Sand area
- Staff: 1 referee
- Equipment: 4 discus frisbees, 1 basket



DISCATHLON

- Format: Challenge
- Participants: 25
- Fields/Territory: Field / 20 m X 40 m
- Infrastructure: Beach Sand area
- Staff: 1 referee
- Equipment: 4 discs, 10 pins for the obstacles





FITNESS

(Hydro-gymnastics, Aerobics, Zumba, Body combat, Body balance and Yoga)

- Format: Masterclasses, Try-out sessions
- Participants: 200
- Fields/Territory: Beach area
- Infrastructure: Water and Sand area
- Staff: Qualified Sports Instructors
- Equipment: Music equipment, microphone



SURFING, BODYBOARDING, SKIMBOARDING

- Format: Demonstrations, Try-out sessions
- Participants: 60
- Fields/Territory: Open Water area
- Infrastructure: Open Water
- Staff: Qualified Sports Instructors
- Equipment: 5 surfboards, 5 bodyboards and 5 skimboards

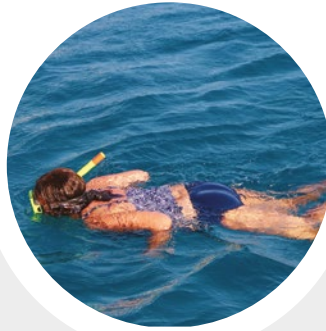


FRESCOBOL

- Format: Demonstrations, Try-out sessions
- Participants: 20
- Fields/Territory: Beach area
- Infrastructure: Beach Sand area
- Staff: Qualified Sports Instructors
- Equipment: 6 rackets and 3 balls

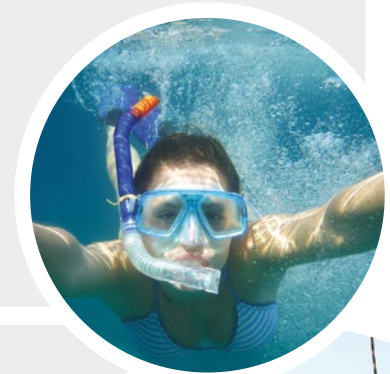
KAYAKING

Format: Demonstrations, Try-out sessions
Participants: 12
Fields/Territory: Open Water area
Infrastructure: Open Water / without currents and wind
Staff: Qualified Sports Instructors
Equipment: 4 kayaks; 1 SUP board for security, life vests



SNORKELLING

Format: Demonstrations, Try-out sessions
Participants: 30
Fields/Territory: Open Water area
Infrastructure: Open Water / without currents and wind
Staff: Certified Instructors, volunteers
Equipment: Snorkelling specific equipment, 1 SUP board for security



CAPOEIRA

Format: Demonstrations, Try-out sessions
Participants: 30
Fields/Territory: Beach area
Infrastructure: Beach Sand area
Staff: Capoeira club instructors
Equipment: Capoeira group team stage and Capoeira music equipment





BASKETBALL 3X3

Format:	Beach Games, Try-out sessions
Participants:	12
Fields/Territory:	Court / 20 X 10 m
Infrastructure:	Basketball court tarmac
Staff:	2 referees and volunteers
Equipment:	3 balls



BEACH VOLLEYBALL

Format:	Beach Games, Try-out sessions
Participants:	30
Fields/Territory:	2 courts / 8 m X 16 m
Infrastructure:	Beach Sand area
Staff:	2 referees
Equipment:	2 balls



BEACH FOOTBALL

Format:	Beach Games, Try-out sessions
Participants:	40
Fields/Territory:	Beach Football field / 37 m X 28 m)
Infrastructure:	Beach Sand area
Staff:	1 referee
Equipment:	3 balls

BEACH TENNIS

Format: Beach Games, Try-out sessions
 Participants: 20
 Fields/Territory: Beach Tennis court / 8 m X 16 m
 Infrastructure: Beach Sand area
 Staff: 1 referee and volunteers
 Equipment: 8 rackets and 16 balls



BEACH ULTIMATE

Format: Beach Games, Try-out sessions
 Participants: 22
 Fields/Territory: Beach field / 40 m X 20 m
 Infrastructure: Beach Sand area
 Staff: 1 referee and volunteers
 Equipment: 4 discs



BIATHLON

(Running + SUP boarding/Swimming)

Format: Challenge, competition
 Participants: 18
 Fields/Territory: Beach field (3 km X 200 m) and open water field
 Infrastructure: Beach Sand area and Open Water area / without currents and wind
 Staff: 4 referees, 2 lifeguards
 Equipment: 4 SUP boards, life vests, floor marks, buoys





INFLATABLE OBSTACLE COURSE

(on the beach and in the water)

- Format: Challenge, competition
- Participants: 110
- Fields/Territory: Open water field / 50 m X 50 m
- Infrastructure: Open Water / without currents and wind
- Staff: 1 lifeguard
- Equipment: Inflate obstacle course, 2 tents, buoys, 1 SUP board (water security)



BEACH RUN

- Format: Try-out session
- Participants: 42
- Fields/Territory: Beach coast area / 3 km X 200 m
- Infrastructure: Beach sand area
- Staff: 10 referees
- Equipment: Floor marks, flags, tents, chairs, tables



BEACTIVE FAMILY CUP

1. SWIMMING – 70 m TIME TRIAL



STARTING TIME

10:30



NUMBER OF TEAM MEMBERS

minimum – 2
(1 adult, 1 child)

NUMBER OF ATTEMPTS: 1

TASK:

Participant swims the distance following referees' instructions.

RESULTS EVALUATION:

Two best team results are evaluated – the best adult and the best child results being summed up. Team with the fastest combined time wins.

LOCATION ON MAP: 5

2. SUP – 70m



STARTING TIME

from 10:30



NUMBER OF TEAM MEMBERS

4

TASK:

Participants individually paddle the distance following referees' instructions. During the task – life vests are required! Paddling can be done by standing, sitting or squatting on the SUP board.

RESULTS EVALUATION:

Team with the fastest aggregate time wins.

LOCATION ON MAP: 1

3. OBSTACLE COURSE – 100 m TIME TRIAL



from 10:30



minimum – 2
(1 adult, 1 child)

NUMBER OF ATTEMPTS: 1

TASK:

Participants try to perform the course in the fastest possible time.

RESULTS EVALUATION:

Two best team results are evaluated – the best adult and the best child results being summed up. Team with the fastest combined time wins.

LOCATION ON MAP: 10

4. DISCATHLON



from 10:30



4-person relay

TASK:

The whole course consists of a series of obstacles which the disc should pass on he left-hand, right-hand side or through. Each member of the team is given two discs. The race starts with a throwing cadence: "Ready, two, one, THROW!". The players' next throws are made from within 1,5 meters of where the former disc came to rest. The two discs are thrown alternately. Only when the next throw has been made, may the previously thrown disc be picked up.

RESULTS EVALUATION:

Team with the fastest aggregate time wins.

LOCATION ON MAP: 1

5. DISC GOLF **6. PRECISION RING THROWING** **7. PRECISION KICKING**

from 10:30 4

TASK:
Each member of the team is given two frisbees that must be thrown from certain places into a basket with the smallest possible number of throws. The number of throws of both discs are recorded.

RESULTS EVALUATION:
Team with the smallest count of throws combined wins.

LOCATION ON MAP: 1

TASK:
At 4 different distances (3, 5, 7 and 9 meters) participants must hit the pegs with a ring. Each participant has 3 throws for each distance. Each successful throw is scored according to the distance (3 m – 1 point; 5 m – 2 points; 7 m – 3 points; 9 m – 4 points).

RESULTS EVALUATION:
Team with the largest aggregate score wins. Maximum team score – 120 points.

LOCATION ON MAP: 6

TASK:
At a 5 metres distance, participants must try to score, with 5 tries, as many goals as possible in our special nets. Each goal is worth 1 point.

RESULTS EVALUATION:
Team with the largest aggregate score wins. Maximum team score – 20 points.

LOCATION ON MAP: 6

8. SAND BOWLING **9. WATER INFLATABLE OBSTACLES** **7. BEACH RUN – 3 km**

from 10:30 4

TASK:
At a 5 metres distance, participants must try to bring down as many pins as possible. Each participant is entitled to 3 runs (2 throws each).

RESULTS EVALUATION:
Team with the largest aggregate score wins. Maximum team score – 120 points.

LOCATION ON MAP: 6

TASK:
Each family will have to build the word “PORTIMAO” by collecting the corresponding letters, one at a time, from the top of one water inflatables

RESULTS EVALUATION:
Fastest team to build the word wins.

LOCATION ON MAP: 5

18:00 min.: 2
1 adult,
1 child

TASK:
Participant runs the distance according to the rules.

RESULTS EVALUATION:
Two best team results are considered, with the best adult and the best child results being summed up. Team with the fastest combined time wins.

LOCATION ON MAP: 11

CALCULATION OF TOTAL POINTS

Depending on the result achieved, teams are ranked in each task, where the best result, respectively, is the first place, and the worst is the last. To determine the winner, each ranking place acquired in each task is converted to points where 1st place receives a maximum score equal to the total number of teams. For example, if the number of teams is 10, 10 points will be allocated for first place, 9 points for second place, 8 points for third place, etc.

The team that scores the highest number of points in total wins. In the event of a draw, the winner is the team with the greatest number of challenges won. As there are mixed teams for each challenge, each family has two scores that are comprised in the final family score.



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MANUAL FOR ORGANISATION OF THE BEACTIVE BEACH GAMES EVENTS

The Manual for Organisation of the BeActive Beach Games Events is created in the framework of the project “Beach Games as an instrument to promote physical and sports activities on the beach (BeActive Beach Games)” funded by the ERASMUS+ Programme

Project website: www.beactivebeachgames.com

Project coordinator: Latvian Sports Federations Council

Project partners:

Portuguese Institute of Sports and Youth

The International Sports for All Association (TAFISA)

International Sport and Culture Association (ISCA)

Lithuanian Union of Sports Federations

Estonian Beach Sport Federation

Union of Sports Federations in Catalunya

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THE NEW MODEL OF THE **BEACTIVE BEACH GAMES**

A unique event concept to promote using artificial and natural beaches for sport and physical activity focusing on multigenerational families, youngsters, adults and senior citizens with different socio-economic backgrounds, persons with disabilities, at-risk teenagers, immigrants and socially excluded groups.

PROJECT OUTCOMES



MANUAL FOR ORGANISATION OF THE BEACTIVE BEACH GAMES



METHODOLOGICAL BEACH SPORTS AND PHYSICAL ACTIVITY GUIDE FOR ALL



POLICY NOTE ON BEACTIVE BEACH GAMES

THE MODEL TESTED ON

1. Urban beach in Riga with 23 sports activities
2. Natural beach in Portimao with 21 sports activities

INVOLVING

Children, Youngsters, Adults, Seniors, Families, Friends, Athletes, Persons with Disabilities



BENEFITS OF **BEACTIVE BEACH GAMES**



SUSTAINABILITY

to promote respectful and sustainable use of resources



LEGACY

to promote local cultural identity and increase the sport legacy for future generations



SOCIAL INCLUSION

to engage in sports that are focused on participation instead of competition



TOURISM

an attractive event to promote tourism



ENVIRONMENTAL AWARENESS

the concept is designed according to the Green Guidelines and the Manual of Good Environmental Practices in Sport



PROMOTION OF HEALTHY LIFESTYLE

to decrease the European inactivity trend and increase the practice of physical activity on the beach



VALUES AND ETHICS

to promote fair play, respect, cooperation, tolerance, inclusion and friendship



INNOVATIVE USE OF SPACES

simple approach to address the inactivity crisis in the outdoor nature and urban setting

Let us BeActive on the beach regardless of the age, physical fitness or skills!

BeActive Beach Games is an easy-to-use resource for municipalities, sports clubs, organisations and groups of individuals to stimulate sports and physical activity in beach settings and organise their own edition of the Games on real or artificial beaches.

WWW.BEACTIVEBEACHGAMES.COM

Project coordinator

Project partners



Co-funded by the Erasmus+ Programme of the European Union

