



Erasmus+

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#BEACTIVE



EUROPEAN WEEK OF SPORT

PESARO ■ SEPTEMBER ■ 7-11 ■ 2015

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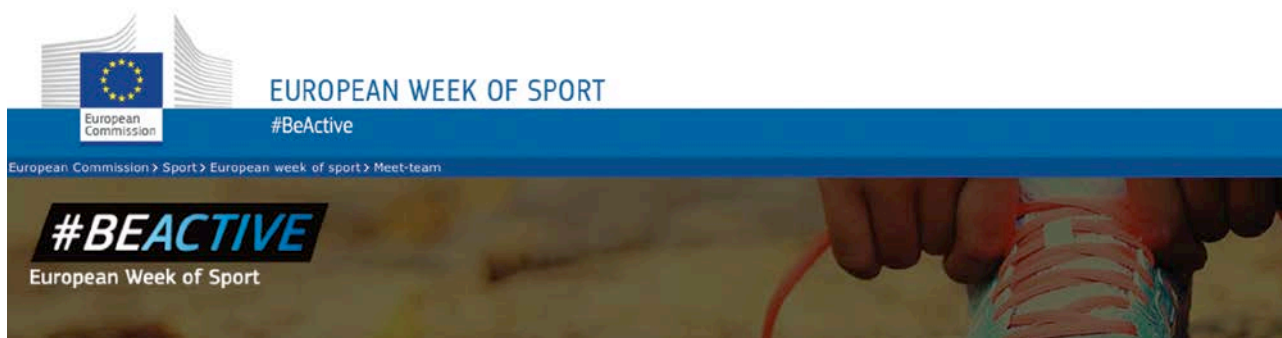
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European Week of Sport 2015



About the week

The European Week of Sport aims to promote sport and physical activity across Europe. The Week is for everyone, regardless of age, background or fitness level. With a focus on grassroots initiatives, it will inspire Europeans to #BeActive on a regular basis and create opportunities in peoples' everyday lives to exercise more. #BeActive is a call to action to get Europeans moving!

A #BeActive society is a healthy, happy and inclusive one

Engagement in sport and physical activity is at an all-time low: 59% of Europeans never or seldom exercise or play sport (Eurobarometer).

Participation in sport and physical activity is stagnating, and in some EU Member States, even declining. It's not just people's health and well-being that suffers; it's our society and economy as a whole. Increased spending on health care, a loss of productivity in the workplace and reduced employability are just a few of the negative knock-on effects.

Meeting the challenge

In response to this challenge, the European Commission has launched an annual European Week of Sport to encourage everyone to seize the opportunity to be more physically active in their daily lives. Decision-makers and teachers, parents and employers, young people and urban planners... we can all help create a society that better values and supports sport and physical activity and not just in traditional sport settings; there are plenty of opportunities to #BeActive in daily life, whether in schools and universities, the workplace, sport clubs and fitness centres and outdoors!

Shape of the Week

The European Week of Sport takes place at EU, national, regional and local level, and is structured to include themes and activities that appeal to all audiences.

The Week is structured around four Focus Days: Education environment, Workplace, Outdoors, Sport Clubs and Fitness

(from the official web page of Erasmus Plus-European Week of Sport of the European Union)



EUROPEAN WEEK OF SPORT
SEPTEMBER | 7-11 | 2015

Euro Hoop for **All** 2015

From Basketball To Baskin: A Game For Everybody

When one analyzes the importance of sport in society, the positive gain from team sport, such as basketball, is readily apparent. Sport creates meaningful change for young people: New friendships, introduction to teamwork and goal-oriented activities. They learn about discipline, rules, and the valor in fair play. By its very nature, team sport is inclusive, bringing together disparate players with varying skill levels and backgrounds for fun, competition, and camaraderie.

Nevertheless, true integration on a societal level is far from being accomplished: Traditional sport practices allow only the fittest non-disabled athletes to compete against each other, and in sport for disabled people, non-disabled athletes are excluded. Within this framework, an innovative new sport has been created in Italy: Baskin allows athletes with disabilities to compete with non-disabled athletes.

Baskin offers a unique method of integration: Both physically and mentally disabled people play with non-disabled athletes, with a net result of the disabled people having fun and enjoying the competitive aspect of an adapted form of basketball. The non-disabled players can come to understand and appreciate the difficulties faced by their disabled teammates, while helping them to socialize and integrate more fully into society.

Baskin is most definitely a sport for all: men and women of all ages can play, together

with disabled people with different levels of disability. Antonio Bodini, an engineer by profession and father of a disabled daughter, and Fausto Capellini, a physical education teacher at a local junior high school in Cremona, invented Baskin in Cremona, Italy in 2000. The objective was to create an activity where everyone—girls, boys, the non-disabled and those with physical or mental challenges to overcome—can play and enjoy themselves to the fullest extent of their abilities. It was a simple, yet ingenious idea: a sport clearly inspired by basketball, but with modified rules that allows anyone to take part in the game in a meaningful way. For once, disabled people no longer have to adapt to an existing sport, but a sport adapts to them and it can accommodate most forms of disability.

Why Euro Hoop for All

Euro Hoop for all in Pesaro, the only Italian project funded in the framework of Erasmus + Programme - Not for profit European Sport Event 2015, will also introduce a larger audience to the world of baskin, a sport for all. Baskin is becoming the model for integrating a much-ignored population into all aspects of sport and society.

One of the most important goals of the baskin project is to start a conversation in cultural and educational circles about people with disabilities and their needs,



both physical and emotional. Through its web campaign and across all media, Euro Hoop for All hopes to sensitize the general public, schools, and universities, as well as state organizations to the importance and value of engaging everyone in sport, regardless of physical and mental limitations.

Why Under 17 Basketball International Tournament

The top youth level teams of some of the leading European basketball clubs have been invited to participate in a Euro Hoop for All-sponsored tournament. These young players and their coaches will also have the opportunity to watch the ongoing basketball tournament, learn how the game is played, and be inspired to create their own basketball teams.

We believe that the growth of basketball among the top European club teams in this context of sport, athleticism and fair play, will be sparked by this unique exposure in Pesaro and spread by the young participants, becoming an effective vehicle for a better understanding of disabled people.

Why the Basketball Tournament

This tournament is the core of Euro Hoop For All. The game will be showcased by some European basketball teams, which will demonstrate the potential of this sport and the level of competition.

Players and spectators alike will enjoy this new sport, sharing experiences and creating enduring friendships. Out of the tournament will come key topic areas for discussion in the breakout workshops that have been organized around Euro Hoop for All.

Why International Workshops, Conference, Educational, Cultural, and Entertainment Activities

The answer is simple: To develop the concept of transformation and the power that comes from confidence garnered from sports participation, Euro Hoop for All intends to inspire new ideas and share proposals on multiple topics concerning disabled and non-disabled people.

Attendees will come from over eight European countries and participate in three international workshops (Sport & Health, Sport & School, Sport & Job Opportunities). There will also be an international conference on Sport & Disability, followed by a round table discussion on this important topic. In this setting, there will also be numerous educational, cultural, and entertainment activities organized in Pesaro, host city of this event. Pesaro, with its illustrious basketball, as well as cultural history, is the perfect venue for Euro Hoop for All. One of our primary aims is for our over 200 players - disabled and non-disabled - coaches, and teams official to acquire, share and impart skills, to gain confidence in themselves and to learn to make proper decisions about their participation in physical activity, allowing them to better understand the role that sport can have in their physical, emotional and social growth. It is imperative that the take away message of Euro Hoop for All be felt well beyond the Pesaro event site. The web site will be active and provide feedback from the participants until April 2016. It will serve as a valuable resource and help with the exchange of ideas, new proposals on sport, disability, social integration and job opportunities for both disabled and non-disabled people.

Baskin Rules

BASKIN

Baskin (BASKetball INtegrated) is a revolutionary new game that integrates athletes of all skill levels into a friendly and challenging competition. Unlike the Special Olympics and Paralympics where people with disabilities played exclusively among themselves, Baskin is a true sport, inclusive on every level, with both physically and mentally disabled people playing alongside non-disabled athletes. On the one hand, the disabled people have fun enjoying the fierce, driving nature of basketball, and on the other hand, the non-disabled players come to understand the unique talents of the disabled person and help them to socialize, become team players, and turn disability into advantage.

Baskin is a sport for everyone: Men and women of every age can play alongside disabled teammates with varying levels of physical and mental skills. Baskin is a unique example of total integration in the world of sports.

Antonio Bodini, an engineer by profession and father of a disabled daughter, and Fausto Capellini, a physical education teacher at a local junior high school in Cremona, Italy, invented Baskin in Cremona in 2000. The objective was to create an activity where everyone—girls, boys, the able and those with physical or mental challenges to

overcome—could play sports and enjoy a game to the fullest extent, regardless of their abilities. It was a simple yet ingenious idea: A sport clearly inspired by basketball but with modified rules that would allow anyone to take part in the game in a meaningful way. Finally, Baskin was born and disabled people no longer had to adapt to an existing sport, but a sport had been created that could fit perfectly with any type of diversity.

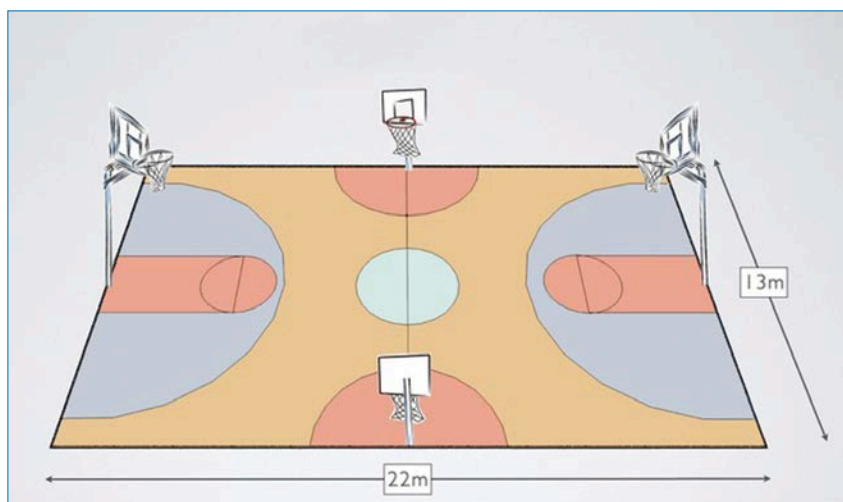
The first local championship was held in Cremona in 2003. Through the years, Baskin spread to other regions of Italy, all of Europe, with teams growing up in Spain, France, Greece, Turkey, Hungary, as well as overseas, in Cuba. In Italy alone, more than 4,000 people play Baskin in schools and with local club teams. The first Italian National Championship,



which was won by Monte Emilius Aosta, was held in Cremona at the end of the 2012-2013 season. In September of 2014, Baskin Ciuff Borgomanero won the first Italian Cup, which was held in Ferrara.

BASKIN RULES

1. Baskin is a relatively new team sport planned and developed to be played by everyone, male and female, including those with disabilities.
2. The object of the game is to win by scoring baskets. To achieve this goal, coaches assess each player's strengths and skill level to determine their best contribution to the team.
3. Based on their collective abilities, players are placed in five different categories or levels with number one being the wheelchair bound and number five being players able to dunk a basketball and play at most positions on the court.
4. All levels or categories have common rules and then, there are specific rules for each level as well. For example, a person may only guard someone at the same or a higher level, not a lower one. The game guidelines list all the ten rules as well as the role classifications for the different categories. In some instances, the rules are just like those of basketball.
5. Baskin is played on a traditional basketball court that has been modified by the addition of four baskets (two of varying heights on either side of the mid-court line). A different ball—smaller, lighter—may be used by those in Level 1 with more limited motor skills.
6. Players are distinguished by their numbered and colored jerseys with the number system indicating the level and role of each player on a team. This facilitates record keeping and scoring for each player and yields an accurate statistical report.
7. At either side the mid-court line there is the inclusion of a “safe” area (in the shape of a semi-circle) around each set of side baskets to accommodate players with limited movement who remain in their positions under those baskets during the game.
8. The offense is driven in two equal and simultaneous ways: traditionally, towards the opponent's basket at the far end of the court and additionally, towards the right side, mid-court baskets. This makes for a spirited game taking place in two domains on the court with no one sure of where the score will end up.
9. Each team has six players on the court and eight on the bench. The game is divided into four periods of six minutes each.
10. There are two referees on the court at all times.





Greeting From The President



On behalf of the Italian National Olympic Committee and myself, I extend my sincere greetings to the organizers and to all the participants of the “Euro Hoop for All”, to be held at the European Week of Sport 2015 . This is the only project approved in Italy as part of the European Community Erasmus Plus, a source of pride for the lofty ideal on which it is founded and the

message that aims to spread through the under 17 tournament of Basketball, allowing the able-bodied athletes and those with disabilities to play on the same team, thus bringing to the fore the value of sport as a vehicle not only of physical wellness but as a powerful tool of inclusion and aggregation for the new generations. A great business card for our country in the upcoming challenges ahead, even internationally, and through the nerve to the affirmation of a new sports culture that is a driving force for the social revival.

Only institutional commitments previously made do not allow me to attend the event, but this is the opportunity to renew the more convinced appreciation for the initiative created through the Convention Bureau Terre Ducali of Pesaro, which highlights our world in the most beautiful meaning, not only as a place of competitive comparison, but above all as a means of sharing aimed at personal growth, respect of others and brotherhood beyond diversity. I wave ideally about 200 young people from eight European countries: outdated prejudices, have fun playing is the best way to win in life. Not only in sports.

Comitato Olimpico Nazionale Italiano

Giovanni Malago





FRIENDS & PARTNERS



EUROPEAN INITIATIVES



The Under 17 Teams



PBC CSKA MOSCOW

Founded in 1911, CSKA (Central Army Sports Club) Moscow is the Army multisport club. In addition to its basketball team, CSKA fields teams for soccer, 5-man soccer, ice hockey, male and female volleyball and handball teams. PBC CSKA Moscow, the basketball team, is one of the most prestigious and successful European clubs. CSKA won the Soviet Championship 24 times, the Russian Championship 21 times, Euroleague 6 times, and the VTB League 5 times. At the youth level, CSKA has won 3 Euroleague Junior Tournament titles (2004, 2005, 2006) and the VTB Youth United League 2 times (2013 and 2015). In addition, CSKA has won 6 Under 17 Russian Championships (2004, 2005, 2008, 2009, 2010, 2013) and 1 Under 22 (2013) title.



FC BARCELONA

Futbol Club Barcelona Bàsquet is the basketball team of the multisport Futbol Club Barcelona. Created in 1926, the basketball team is the oldest in Liga ACB and one the most important basketball teams in Europe. In Spain, the team has won 18 Spanish Championships, 12 Catalan Championships, 23 King Cups, and 5 Spanish Supercups. In Europe, FC Barcelona has won 2 Euroleague titles, 2 Korac Cups, 2 European Cup of Cups, 1 European Supercup and 1 Intercontinental Cup.



FENERBAHÇE ISTANBUL

Fenerbahçe Istanbul is the basketball team of the multisport club of Fenerbahçe Spor Kulübü. Created in 1907, the club sponsors soccer, volleyball, rowing, ping-pong, sailing, track and field and swimming teams. The basketball team, founded in 1913, has won 6 Turkish Championships, 4 Turkish Cups and 5 President's Cups.



BROSE BASKETS BAMBERG

Brose Baskets was created in 1971 in Bamberg, Franconia/North Bavaria. The team has won the German Championship 7 times (the last one in 2015), and both the German Cup and the German National Supercup 4 times. In the last five years, its youth level teams have been among the best in Germany. The Under 19 team won the 2012 German title.



CEDEVITA ZAGREB

KK Cedevita Zagreb was founded in 1991. The team competed for the first time in the Croatian Championships in 2002 and has since won 2 Croatian titles, and twice has won both the Croatian Cup and the Croatian Supercup. The team participates in the Adriatic League and has played in the Euroleague since 2012.



EA7 EMPORIO ARMANI OLIMPIA MILAN

Founded in 1936, Olimpia Milan is the most winning Italian basketball club and one of the most prestigious of all European clubs. The team has won the Italian Championships 26 times, the Italian Cup 4 times, the European Championship 3 times, the European Cup of Cups 3 times, Korac Cup 2 times, and 1 Intercontinental Cup. The teams have been very successful at the youth levels as well, winning many Italian

Championships: Under 21 (2006), Under 19 (1960, 1962, 1970, 1977, 1978, 1998, 1999), Under 17 (1972, 1975, 1979, 1982, 1988, 2013), Under 15 (1973, 1978, 1985, 1986, 2011) and Under 14 (2014).



UNIPOL BANCA VIRTUS BOLOGNA

Virtus Pallacanestro Bologna, founded in 1929, is the second most winning team in Italy. The club has won 15 Italian Championships, 8 Italian Cup of Cups and 1 Italian Supercup. Virtus has also won 2 Euroleague titles, 1 European Cup of Cups and 1 Eurochallenge. At

the youth level, its teams have won 20 Italian titles: 4 Juniors (1972, 1982, 1986, 1988), 3 Under 19 (2010, 2012, 2013), 3 Under 17 (2008, 2012, 2014), 5 Under 15 (1984, 1985, 1990, 1991, 1999), 5 Under 14 (1966, 1989, 1993, 1995 and 2015) and 1 Under 13 (1981).



CONSULTINVEST VICTORIA LIBERTAS PESARO

U.S. Victoria Libertas Pallacanestro (also known as "VL"), founded in 1946, has won 2 Italian Cups and 1 European Cup of Cups. At the youth level, Victoria Libertas has won 2 Under 19 championships (1952, 1956), 4 Under 17 championships (1977, 1998, 2007, 2009) and 1 Under 15 championship (1972).

The Baskin Teams



SANSEBASKET CREMONA

Created in 2001, Sansebasket Cremona participates in Italy's C Gold Series. Since 2010, the club has sponsored Educasport, a special program for young players focusing on using sport as a way to boost friendships and build relationships with peers and adults. The club's baskin team came in fourth place in the recent Italian national championships.



OREA NANTES

Orea, the baskin team from Nantes (France) that was created in 2005, the first of its kind in the country, now has senior and youth level teams. The club is very active in promoting the integration of people with and without disabilities in both scholastic and sports activities.



ARION CHANION

Arion Chanion was founded in 2009 in Chania (Greece) by Emmanouil Kontoudakis. Beside baskin, the club organizes sports activities for people with disabilities, including cycling, boules, running and swimming.



BEES PESARO

Created in 2004, Bees Pesaro is a youth level club that now involves more than 500 youngsters playing babybasket (2 to 4 years old) and minibasket (5 to 12 years old). The baskin team was started in 2012 and participated the last 3 years in the Regional championships, finishing in second place in 2014 and third place in 2015.



Game Schedule

UNDER 17 BASKETBALL TOURNAMENT

GROUP A

Barcelona, Fenerbahce, EA7 Emporio Armani Milan, Vuelle Pesaro.

GROUP A

Fenerbahce-EA7 Milan
Barcelona-VL Pesaro

Monday 2.00 p.m. Adriatic Arena
Monday 6.00 p.m. Adriatic Arena

Barcelona-EA7 Milan
Fenerbahce-VL Pesaro

Tuesday 3.00 p.m. Hall D
Tuesday 5.30 p.m. Hall D

Barcelona-Fenerbahce
VL Pesaro-EA7 Milan

Thursday 5.30 p.m. Adriatic Arena
Thursday 5.30 p.m. Hall D

GROUP B

CSKA Moscow- Virtus Bologna
Brose Bamberg-Cedevita Zagreb

Monday 3.00 p.m. Hall D
Monday 5.30 p.m. Hall D

CSKA Moscow-Brose Bamberg
Virtus Bologna-Cedevita Zagreb

Tuesday 2.00 p.m. Adriatic Arena
Tuesday 6.00 p.m. Adriatic Arena

CSKA Moscow-Cedevita Zagreb
Virtus Bologna-Brose Bamberg

Wednesday 3.00 p.m. Adriatic Arena
Wednesday 3.00 p.m. Hall D

3rd Place Game

Friday 2.00 p.m. Adriatic Arena

Championship Game

Friday 6.00 p.m. Adriatic Arena

BASKIN TOURNAMENT

Bees Pesaro-Orea Nantes
Sansebasket CR-Arion Chanion

Monday 4.00 p.m. Adriatic Arena
Tuesday 4.00 p.m. Adriatic Arena

Bees Pesaro-Sansebasket CR
Orea Nantes-Arion Chanion

Wednesday 5.00 p.m. Adriatic Arena
Wednesday 5.00 p.m. Hall D

Bees Pesaro-Arion Chanion
Sansebasket CR-Orea Nantes

Thursday 3.00 p.m. Adriatic Arena
Thursday 3.00 p.m. Hall D

3rd Place Game

Friday 12.00 p.m. Adriatic Arena

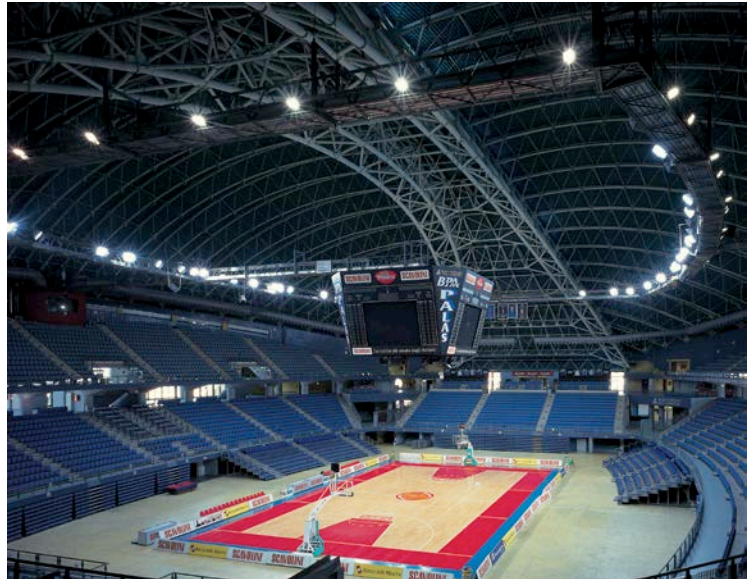
Championship Game

Friday 4.00 p.m. Adriatic Arena

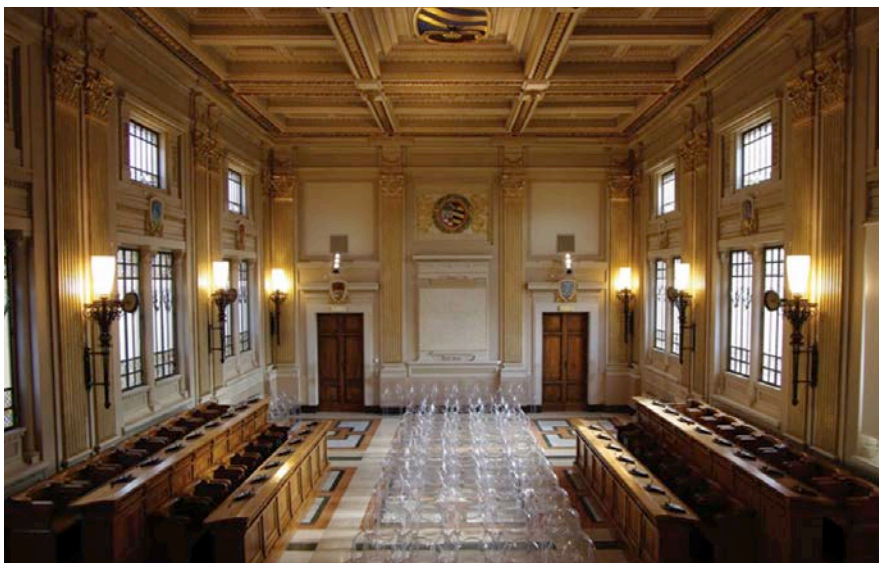
The Venues

Adriatic Arena

It opened in the summer of 1996, with a memorable recital by Luciano Pavarotti (an honorary citizen of Pesaro since 1986), in front of an audience of 10,000 people. Since then the ADRIATIC ARENA's strategy is based on a multiple offer of events in order to draw the attention of different target audiences (by age and interests) to make every event a successful one. The offer's diversification is realized by sport events (basketball, volleyball, supercross, trial, boxing, tennis, rhythmic gymnastics,



wrestling, art martial, and so on), musical events (live shows, musicals), corporate events,(meetings, conventions, road show, gala dinners). The ADRIATIC ARENA is agile in its transformation and fast in its setting up. At full capacity (arena and stalls included), the main area can accommodate 10,000 people, with a possible reduction to 1,500 thanks to a practical screening system. Three adjacent rooms have a capacity of 700, 400 and 200 seats and can also be equipped with all the equipment and technical supports necessary for meetings and conferences. Outside, a large car parking for 1,500 vehicles and a staff parking area for 100 vehicles allow easy access to ADRIATIC ARENA.



Sala "Adele Bei"

The wonderful "Adele Bei" Hall, domicile of the Council of Independences of Pesaro and Urbino's province, is named after Adele Bei, an Italian partisan, born in Cantiano (Pesaro and Urbino) in 1904, who dedicated his entire life to politics. After being incarcerated during the fascist time, because she was considered "socially dangerous", she

was among the 21 women, who seat at the Constituent Assembly that wrote the Italian Constitution.

Hall “D”

Inaugurated in April 2009, Hall “D” is a modern structure located in Pesaro’s Fair, and it is able to host different type of events. The versatility of the Hall “D” allows to host sport, events, such as the World Cup, the rhythmic gymnastic international competition, musical and corporations events, successfully striking the attention of people of every age and of different interests.



Basket Giovane Pesaro Team and Venue

Founded in 1986, Basket Giovane (young basketball) has several youth teams, and the City Hall gave to the club an outdoor court to restore, practically at the end of the beach, a point of reference all over the summer and not only for the basketball Pesaro players. The club has a twinning with the city of Keita, in Niger, where they restored a basketball court, run camp and coaches clinic, and humanitarian projects. Basket Giovane also organizes the “Keita Tournament”, an international Under 13 tournament, with the team of Keita, one of the top in Italy, in the past funded by European. On the court and on the nearby restaurant it will be held the Gala Dinner and the Awards Ceremony.



Educational, Social and Entertainment Activities

These activities are planned to let to the Euro Hoop For All participants discover the city of Pesaro, as well as have fun, and socialize among themselves.

Tuesday September 8

h.11.00 am - 12.00 am

Discover the city with selfies

It is a moment of socialization and a way to bring at home memories of the event. The selfies will be posted on the official web site of the event.



Wednesday September 9

h. 11 am -12.00 am

Fun on the beach

Pesaro is also a vacation city and the participants will enjoy the sand beach, and, again, socialize.

Thursday September 10,

h. 11.00 am - 12.00 am

Visit to the Civic Museums

A cultural event with a guide, who will illustrate to the participants some of the finest pieces of the museum collections.



Friday September 11

h. 09.30 am - 10.30 am

Visit to the Children Section of the Haematology and Transplants Centre, San Salvatore Hospital

The participants will bring a smile and gifts to the young patients of one of the top Haematology and Transplants Centre in Italy and Europe.



Friday September 11

h. 09.00 pm

Gala Dinner and Awards Ceremony Basket Giovane Beach

The last social and fun moment, to celebrate a unique event altogether.



International Workshops and Conference

**“ADELE BEI” PROVINCIAL COUNCIL HALL,
VIALE GRAMSCI 4, PESARO**



EUROPEAN WEEK OF SPORT
SEPTEMBER | 7-11 | 2015

Euro Hoop for **All** 2015

Sport and Health

Rethinking The Role Of Sport In Society: Physical Activity, Healthier Lifestyles, And Stronger Communities

September 7, h. 10.30

“Adele Bei” Provincial Council Hall, Viale Gramsci 4, Pesaro

***Aim.** To spread the acknowledged benefits of sport, remove barriers to the healthy pursuit of sport as well as to encourage risk prevention for young athletes are key goals for the European Community. As demonstrated, sport (and physical activity, in general) has an important role in helping people to stay healthy and to effectively deal with overweight, obesity, and all of its attendant chronic problems, including cardiovascular disease, diabetes, arthritis, and sleep apnea. These problems affect quality of life and also overburden health care budgets and the economies of modern communities. Recent studies have shown that every euro invested in the sport sector reduces the cost of health care by three euros.*

The World Health Organization (WHO) has identified physical inactivity as the fourth risk factor for premature mortality, considering it a global disease that accounts for 1 million deaths annually in the EU. Despite the increasing emphasis on the promotion of regular physical activity in the European countries, rates of inactivity in the EU remain alarming. Available data show that the majority of Europeans are not exercising regularly or playing sports.

In some new EU countries, for example, up to 30% of young boys and 50% young girls are not engaged in any physical activity or playing sports. Furthermore, it is estimated that about 50% of the diseases that currently afflict young people are directly attributable to a sedentary lifestyle. These are alarming and increasingly worrisome statistics. In Italy, about 23% of children from 3 to 6 years of age are overweight or obese (Source: Ministry of Health data).

Experts, including doctors, nutritionists and other health care practitioners will explore these important issues.

Attendees

Doctors, high school and university students, high school and university professors, principals and deans, former and current athletes, coaches, trainers, sports team executives, parents, and city, county, regional, and national public officials

Speakers



Dr. Matthew Philpott (*Director of European Healthy Stadia Network*)

Matthew Philpott is Director of the European Healthy Stadia Network, which is responsible for the overall operations and growth of Healthy Stadia, including partnership development, stakeholder relations and campaign management. Matthew was programme manager for the EU funded European Healthy Stadia Programme (2007-10), and was

responsible for setting up Healthy Stadia as a legal entity in 2012. Prior to

this, Matthew worked in the private sector in the area of marketing and communications, working on a number of national health accounts in the UK. Matthew originally worked as a doctoral and post-doctoral researcher at University of Warwick, gaining a PhD in Philosophy and Psychology in 2001.



Letizia Saturni (*Health Zen Coach, Research Doctor specialized in Nutrition Science*)

Letizia Saturni worked for the Polytechnic University of Marche as a researcher and lecturer, and her research has been published extensively. A specialist in nutrition science, she is the author of a book on celiac disease and the impact of a Mediterranean gluten free diet. Armed with a master's degree in the medical field, she now heads up Health Coaching Division and is a Health Zen Coach using mindfulness as a tool to enact change.



Marco Cardinaletti (*Expert in European Policies for Sustainable Development*)

Marco Cardinaletti, expert in European Policies for Sustainable Development, has experience in European Project Management and International Cooperation. In 2012, he founded the Eurocube Ltd. (www.eurocubesrl.eu), a consultancy for private and public organization in Sustainable Development and fund raising. Speaker and Chairman of several international conferences on the topic of European Policy for Sport and Health, since 2013 he works as fund manager and consultant

for the Italian National Olympic Committee (CONI), for Public Administrations and Sports Associations as well. Since 2014 he has been a Project Coordinator of (www.fit4healthproject.eu), co - funded by EU.



Sandro Abelardi (*Director of Emigration, Sport and Youth Policies Department - Marche Region*)

Sandro Abelardi is the Director of Emigration, Sport and Youth Policies Department for Marche Region. He started his career as a journalist for Il Messaggero from 1985 to 1992, before joining the Marche Region, where he started to work in 2006. He was Director of Tourism Promotion and Valorisation before becoming Director of Tourism, European Territorial

Cooperation and Marchigiani in the World and Youth Policies. He is experienced in promoting and organizing many international events, and creating significant artistic and cultural publications for the Marche region.



Vilberto Stocchi (*Dean of the University of Urbino*)

Vilberto Stocchi earned a degree in Biological Sciences from University of Urbino in 1977, and became Associate Professor on Molecular Biology in 1983. Since 1993 he has been a Full Professor of Biochemistry. Having been the Director of different Schools and Institutes within the University of Urbino, in 2002 he became Principal of Motor Sciences Faculty, then Pro-Dean, and now Dean of the University. He was and is Coordinator,

Responsible and Member of several Technical and Scientific Committees of public and private organizations, as well as Italian Ministries. He has conducted seminars and conferences in Italy, as well as in Denmark, and has participated in conferences in the United States, among them at the prestigious Massachusetts Institute of Technology (MIT) in Boston. He has also participated in over 400 congresses, and has published over 330 scientific essays.

PROGRAM

H. 10.00 **Participants Registration**

H. 10.30

Rethinking The Role Of Sport In Society: Physical Activity, Healthier Lifestyles, And Stronger Communities

Chairman: **Dr. Matthew Philpott** (*Director, European Stadia Network*)

H. 10.50

Physical Exercise To Prevent Disease And Improve Quality Of Life

Vilberto Stocchi (*Dean of University of Urbino*)

H. 11.10

Mediterranean Diet And Sport Performance: A Winning Combination

Letizia Saturni (*Health Zen Coach, Research Doctor specialized in Nutrition Science*)

H. 11.30

EU Policy For Health And Safety In Sport: The Fit4Health Project

Marco Cardinaletti (*Expert in European Policies for Sustainable Development*)

H. 11.50

Improving the Young European Athlete's Training And Competition Conditions Through A Specific European Monitoring Protocol: The ARISTO PROJECT

Sandro Abelardi (*Director of Emigration, Sport and Youth Policies Department - Marche Region*)

H. 12.10 **Questions and Answers**



Euro Hoop for **All** 2015

Sport and **School** **The Role** And **Responsibility** Of The **School System Towards** The **Development** Of **Sport** For **All**

Pesaro, September 8, h. 9.00

“Adele Bei” Provincial Council Hall, Viale Gramsci 4, Pesaro

***Aim.** In our society, school is both mirror and forge. This dual educational directive - to prepare pupils to live in the existing society (pragmatic function) and to train them to build the future (idealistic-humanist function) - must be a balanced imperative. Remembering what it means to be human in an ever more technologically driven world is what provides the appropriate equilibrium.*

When it comes to sport, one of the most important spheres of society, it is necessary to consider the educational responsibility of school beyond the academic. Physical education, either classes or lessons, and optional sport activities offered within the school context, are essential. And here we find the nexus of the two functions evoked above, pragmatic and idealistic: To prepare pupils within the existing sport system and to help them build a more humane sport culture. According to the recent Quality Physical Education (QPE). Guidelines for Policy-Makers (UNESCO, 2015), we require a “platform of inclusion in wider society.”

It is therefore necessary to note a fundamental difference between many sport clubs and the schools in their respective relationships to the social phenomenon of sport. The primary objective of these clubs towards young people is to make them “good athletes”, i.e. effective in their performance (sport is the end), while the primary objective of the schools is to make them “good citizens”, i.e., socially responsible (sport is the means), as suggested by the International Charter of Physical Education and Sport (UNESCO, 1978). There is another key difference that can be deduced from the first one: while clubs are targeted only to those who have chosen to practice sports (with a possible predisposition to sport), schools are targeted necessarily to the entire youth population (with or without predisposition to sport). This last point epitomizes the issue of “human diversity” (people with heterogeneous physical and mental abilities) and the challenge of inclusion.

We want to analyze the situation at high school and at the university level and offer possible solutions for implementing the role of sport in school, both for the non-disabled, as well as for the disabled population, not only for better social integration, but also for better education and total health.



Attendees

High school and universities professors, high schools and universities principals and deans, parents, clubs officials, city, county, regional, and national representatives of Minister of Sport, Minister of Health, and Minister of Education.

Speakers



Alexy Valet (*Research fellow Lecturer in Sport Sciences Faculty at University of Lyon 1*)

Alexy Valet is a research fellow/lecturer in Sport Sciences at the University of Lyon 1, UFR-STAPS (Sport Sciences Department), and also at the Italian Universities of Milan and Ferrara. Expert, advisor and trainer in adapted physical activity (APA), inclusive sports and Baskin, he was Past-Coordinator of European Youth in Action projects in the Italian association (2003-2008). Founder and coordinator of the European projects, "Baskin at University," and "Inclusive sport for inclusive society." From Baskin and Beyond..." between the Lyon 1, Milan Bicocca and Barcelona Universities, he is an independent advisor and trainer in Inclusive Sport and Adapted Physical Activities for Schools, associations, universities.



Cesare Beltrami (Former Lecturer Motor Science at Milan Catholic, Brescia and Pavia Universities)

Cesare Beltrami was an Italian sprint canoer who competed in the 1964, 1968 Summer Olympic Games, and finished sixth twice in 1964 in the K-2 1000 m and in K-4 1000 m events. He also won 14 Italian titles at a senior level, and become the Italian Canoe National Team Coach from 1972 to 1976 and in 1980, bringing his athletes to win 4 World Cups and several silver and bronze medals. With a a masters degree in Methodology of Sport Practice at ISEF in Milan, from 1970 to 2013, he was Lecturer of Theory and Methodology of Motor Activity at the Faculty of Motor Science of Catholic University of Milan, and then at Universities of Brescia and Pavia. He was also coordinator for Physical Education at the Province School Office of Cremona.



Riccardo Izzo (Lecturer Motor Science, University of Urbino)

Riccardo Izzo is lecturer at the Faculty of Motor Science at the University of Urbino "Carlo Bo" and a basketball coach with vast experience, the last being at EA7 Emporio Armani Milan. Longtime collaborator with the Italian Basketball Federation, Izzo offered Theoretical, Technical and Didactic of Team Sports courses and analysis of sports performance with the application of advanced technologies. He is creator and coordinator of the Advanced Sport Research group with K-Sport, the leading company in sports game analysis. He has published several scientific essays, including one on the metabolic power of speed in sports performance.



Fausto Capellini (Teacher of Motor Science)

Fausto Capellini is a Lecturer at the Faculty of Motor Science. He worked at University of Pavia and at its branch in Casalmaggiore. Co-founder of Baskin, he is also Vice President of the Baskin Association and teacher of sports operators in CONI and FIGC centers. Speaker at the International convention, A Good Routine For Integration And Inclusion, promoted by I.U.S.M. in Rome in 2006, he is the author of the book Baskin: A Sport

for All, and he has also collaborated on other publications, Basketball with Handicap, Scholastic and Social Integration and Sport and Disability.

PROGRAM

H. 08.30 **Participants Registration**

H. 09.00

The Responsibility Of School To Deal With Sport As “Pharmakon” (i.e. as Remedy Or Poison)

Chairman: **Alexy Valet** (*Research fellow Lecturer in Sport Sciences Faculty at University of Lyon1*)

H. 09.30

Sport At School: Educational Objectives, Cognitive Aspects And Design Of The Sport Experience

Cesare Beltrami (*Former Lecturer Motor Science at Milan Catholic, Brescia and Pavia Universities*)

H. 09.45

Quality In The Teaching Process Of Sport And Physical Activities: The Use Of Technology

Riccardo Izzo (*Lecturer Motor Science, University of Urbino*)

H. 10.00

At School: The Emotions Of Baskin

Fausto Capellini (*Teacher of Motor Science*)

H. 10.15 **Questions and Answers**



EUROPEAN WEEK OF SPORT
SEPTEMBER | 7-11 | 2015

Euro Hoop for All 2015

Sport and Job Opportunity Overview Of Sport Job Opportunities, Their Values And Ethics

Pesaro, September 9, h. 9.00

“Adele Bei” Provincial Council Hall, Viale Gramsci 4, Pesaro

***Aim.** Youth unemployment is a huge problem in Europe. Almost 50 percent of Greek and Spanish youths are unemployed, while Italy is third, with 41 percent of youths out of work in 2015. Graduates of universities are struggling to find jobs, but the situation is worse for those without higher education and for young people with disability.*

New solutions must be provided for this young generation, and new fields of opportunity should be opened. One possible area is the sports world. Professional sport is a job for a limited number of young people, due to the technical and physical skills required, and it's also a job with a limited lifespan. On the other hand, amateur sport for young people is a passion and a way to stay healthy while playing their favorite sport. Still, sport can offer a wide range of job opportunities.

The goal of this workshop is to explore this new developing landscape of job opportunities in sport. Attendees will hear from two university professors, a former athlete who is now a business executive, a multinational company director, a sport marketer, and a sport venue executive.

Their discussions are directed to the non-disabled and disabled youth alike and will point out which values and ethics must be part of their education in order to work in the sports world.

Attendees

High school and university students, high school and university professors, principals and deans, former and current athletes, coaches, trainers, sports team executives, parents, and city, county, regional, and national public officials

Speakers

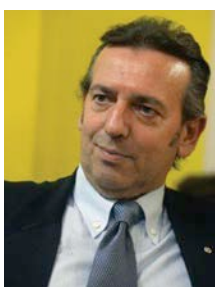


Bjorn Ekblom (*Professor Emeritus, Swedish School of Sport and Health*)
Dr. Ekblom is Professor Emeritus at the Åstrand Laboratory of Work Physiology, Swedish School of Health and Sport Sciences, in Stockholm, Sweden. A former Visiting Professor at Harvard Medical School in Boston, he became the Doctoris Honoris Causa at the Aristoteles University of Thessaloniki, in Greece in 2004. Dr. Ekblom has published five books and more than 200 publications on the effects of physical exercise and inactivity on human physical performance and health.



Paolo Vazzoler (*General Manager, Pirelli PZero*)

Paolo Vazzoler was an Italian Division I basketball player with the Treviso team. Following his sports career, he built a solid career as a fashion executive with companies such as Valentino, Benetton, and Stefanel. Since 2014, he has been General Manager of Pirelli PZero Clothing Company. Mr. Vazzoler is also President of the Division II Treviso basketball team.



Maurizio Mazzieri (*Deputy Managing Director, Toyota Material Handling*)

Maurizio Mazzieri has worked for many multinational companies over the span of his illustrious career, developing high-level skills on the Toyota Production System, the Toyota Way, and the Lean Thinking and Manufacturing process. He is President of the "Logimaster Friends" of the University of Verona and a founding member of the Virtus Bologna Basketball Foundation. He is also a Member of the Board of Virtus Bologna, the Division I team.



Pasquale Moliterni (*Professor, Didactic, Special Pedagogy, and Educational Researches -Sport, Health and Human Sciences, University of Rome "Foro Italico"*)

Pasquale Moliterni is the coordinator of the Human and Social Sciences Department, and member of Executive Departmental Council, and the director of PAS (Special Qualifying Courses) at the University of Rome. Since 2008 he has been a member of the Teachers College of the International Doctorate Program "Culture, Disabilities and Inclusion:

Education and Training," as well as of the GIEI (International Interdisciplinary Group for Inclusive Education). He is a founder member and a Directive Council member of the RUIAP (Italian University Network for Permanent Learning), as well as a member of the SIPeS (Italian Company of Special Pedagogy). Mr. Moliterni has worked in many European and Brazilian universities, where he taught and conducted a variety of studies.



Giorgio Gandolfi (*Founder and Principal Giorgio Gandolfi, Sport Marketing, Events and Communication*)

Giorgio Gandolfi, founder and principal of his marketing agency, organizes international basketball coaches clinics, camps, and sport marketing seminars. He is also a partner and lecturer at the International Basketball Convention, Geneva, Switzerland. Gandolfi was the Converse European Basketball Marketing & Events Manager (London, UK); Marketing and

Communication consultant to the Italian Basketball and Ice Sports Federations, as well as a consultant to the Basketball Federations of Kuwait and Oman, and to the President of EA7 Emporio Armani, the Division I Giorgio Armani basketball team. As a journalist, he was Senior Writer and, later, Editor-in-Chief of Giganti del Basket and FIBA Assist Magazine, the technical magazine of the International Basketball Federation. The first European to publish a book in the United States on basketball, he is the author of four books published in the U.S.- one with the NBA Players Association, and two with the NBA Coaches Association.



EUROPEAN WEEK OF SPORT SEPTEMBER | 7-11 | 2015



Filippo Colombo (*Managing Director Adriatic Arena and ASPES Pesaro*)

Filippo Colombo is the Managing Director of Adriatic Arena of Pesaro since 2000, former CEO of FORUMNET Spa - the Italian leader in the management of multifunctional sports facilities. Since 2005, he is the Director of the ASPES Spa - Service Company, which promotes tourism and the sporting facilities of the Municipality of Pesaro. Organizing Committee Vice President of Rhythmic Gymnastics World Cup, he is CEO

of Convention Bureau Terre Ducali Scrl since 2011. Colombo was the keynote speaker at "Sport Facilities Management", an international seminar organized by the Taiwan Association of Sport Management (TASSAM) and the University of Taipei (Taiwan).

PROGRAM

H. 08.30 **Participants Registration**

H. 09.00

Discovering The Landscape Of Job Opportunities In Sports, Their Values And Ethics

Chairman: **Bjorn Ekblom** (*Professor Emeritus Swedish School of Sport and Health*)

H. 09.15

From Basketball Player To Company Executive: What Sport Gave Me . . . And What I Should Have Done

Paolo Vazzoler (*General Manager, Pirelli Pzero*)

H. 09.30

The Toyota Way: Principles Applicable To The World Of Sports And Work

Maurizio Mazzieri (*Deputy Managing Director, Toyota Material Handling, Italy*)

H. 09.45

Baskin And Sport For An Inclusive Society: Experiences And Outlooks

Pasquale Moliterni (*Professor Didactis, Special Pedagogy, and Educational Researches, Rome University "Foro Italico"*)

H. 10.00

Sports Marketing And Management: A New World To Discover

Giorgio Gandolfi (*Founder and Principal, Giorgio Gandolfi - Sport Marketing, Events and Communication*)

H. 10.15

Sport Venues And Job Opportunities For Young People

Filippo Colombo (*Managing Director Adriatic Arena and ASPES Pesaro*)

H. 10.30 **Questions and Answers**



Euro Hoop for **All** 2015

Sport and **Disability** **Effective Means** of **Integration**

Pesaro, September 10, h. 9.00
“Adele Bei” Provincial Council Hall, Viale Gramsci 4, Pesaro

Aim. *When the first Olympic Games of the modern era took place in Athens in 1896, sport and disability were two separate and very distinct worlds.*

Thanks to the progressive development of the meaning of sport, these two worlds have come closer together. At the end of the 18th century, sport was connected only to the idea of peak performance - conceived in an absolute way - and, naturally, women were not allowed to participate in any sports activities.

In time, and through enlightened awareness, the positive effects of sport activities on health, learning, self-identity, and quality of life were felt, and enriched and enlarged the very definition of sport.

Thus, sport became a tool, rather than a scope, and a wider range of people had access to it: From males to females, to people with different disabilities and needs, to older people.

The objective of this conference is a deep examination of some of the meanings of sport and how they apply to people with disabilities.

Inclusive sport will be discussed, with particular attention given to Baskin, the first real integrated sport, to investigate how quality of life can change when people (with or without disabilities) play sports together following the Baskin model of sport designed for all.

Panelists, including a journalist, university professors, and a young disabled soccer player, will touch on several topics and share their experiences with the attendees.

Through presentations, discussion, and audience feedback at the conference, we hope to make suggestions to sport institutions, schools and universities, and to the Ministries of Sport, Health and Education on how to better integrate sport and disability at every level.

Attendees. High school and university students, high school and university professors, principals and deans, former and current athletes, coaches, trainers, team executives, parents, city, county, regional, and national public officials.

Attendees

High school and university students, high school and university professors, principals and deans, former and current athletes, coaches, trainers, team executives, parents, city, county, regional, and national public officials.



Speakers



Antonio Bodini (*Co-founder and President of Baskin Association*)

Antonio Bodini is an engineer and father of five, one of whom is a disabled daughter. He was inspired to create an activity where everyone—girls, boys, the non-disabled and those with physical or mental challenges to overcome—could play and enjoy sports to the fullest extent of their abilities. He worked with Fausto Capellini, a physical education teacher at a local junior high school in Cremona on this project and in 2003, they developed the game of Baskin and its rules. In 2006, he founded the Baskin Association, and continues to serve as its president. He, Fausto Capellini, and Anna Magnanini co-authored Baskin, A Sport For All. He instructs baskin coaches and referees, and continues to develop and refine new baskin-related training techniques. In 2013, the Baskin Association received a world award from the Design For All Foundation.



Claudio Arrigoni (*Director Gazzetta dello Sport TV*)

Claudio Arrigoni is a journalist and the Director of Gazzetta TV, the all-sports network of the main Italian sport newspaper, La Gazzetta dello Sport. He has worked for Gazzetta dello Sport, Corriere della Sera, RAI, the Italian State TV, and Tele+/Sky, covering six editions of Summer Paralympic Games (Barcelona 1992, Atlanta 1996, Sydney 2000, Athens 2004, Beijing 2008 and London 2012) and three of the Winter Games (Lillehammer 1994, Turin 2006 and Vancouver 2010). He writes about disabled sports for La Gazzetta dello Sport, Corriere della Sera, SportWeek, and he is the author of Paralimpic, a book of inspiring stories surrounding the paralympic sports. He was communication consultant for Com.Par.To, the organizing committee of the Winter Paralympic Games in Turin in 2006.



Vincenzo Biancalana (*Chancellor's Delegate for Disability Issues at the University of Urbino*)

Vincenzo Biancalana is Chancellor's Delegate for Disability Issues at the University of Urbino "Carlo Bo," with a degree in Sociology and Psychology, and ISEF. He is also a researcher and teacher at the Faculty of Motor Science for Adapted Motor Activity and Adaptive Program, and Director of the Master in Functional Rehabilitation and Posture. He is Deputy Director of the magazine Scienza e Movimento, Deputy President for the Italian Federation of Physical and Sports Educators, and an instructor for the Italian Federation of Equestrian Sports-Rehabilitation Department.



Lorenzo Marcantognini (*Italian National Amputate Soccer Team player*)

Lorenzo Marcantognini is an Italian National Amputee Soccer Team player. Marcantognini was born in 2002 without a shinbone in his left leg; the limb was amputated in 2006. One of the greatest fans of former soccer player Alessandro Del Piero, "Lollo" began swimming and then played soccer in Sant'Orso. He is now part of art4sport team.

Thanks to the help of the art4sport Onlus Association, he has achieved his goal of becoming an avid soccer player and has scored many goals. He participated with the National Amputate Soccer Team in the 2014 World Cup in Mexico.



Claire Boursier (*Director of Service for Information, Orientation, Internship and Job Marketing, University of Paris West*)

Claire Boursier has had more than 20 years of involvement at international level in the scope of the International Federation of Adapted Physical Activity (IFAPA), and in higher education as an associate professor in APA. She was Deputy Director of the French National Higher Education Institute on research and training for six years, and is now Director of the Service for Information, Orientation, Internship and Job Marketing at the University of Paris West. Boursier is Past-President of IFAPA, and is involved in several UNESCO and ICSSPE projects as an expert in APA (Design to Move, Commit to Inclusion, MINEPS V). She is also involved in research projects for the Special Olympics and IPC, mainly on the theme of inclusion through APA.

PROGRAM

H. 08.30 **Participants Registration**

H. 09.00

Values Of Sport Designed For All

Chairman: **Antonio Bodini** (*Co-founder and President of Baskin Association*)

H. 09.20

Challenges Facing The Paralympics

Claudio Arrigoni (*Director Gazzetta dello Sport TV*)

H. 09.40

Sensorimotor Experience And Construction Of The Self

Vincenzo Biancalana (*Dean Delegate for Disability University of Urbino*)

H. 10.00

Unique Fun And Joy Of Playing A Favorite Sport

Lorenzo Marcantognini (*Italian National Amputate Soccer Team player*)

H. 10.20

The Experiences Of The International Federation Of Adapted Physical Activity (IFAPA) And Baskin

Claire Boursier (*Director of Service for Information, Orientation, Internship and Job Marketing, University of Paris West*)

H. 10.40 **Questions and Answers**

EUROPEAN WEEK OF SPORT
PESARO ■ SEPTEMBER ■ 7-11 ■ 2015



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