



Promotion of Healthy Life-Style Organizing Sport Events in Latgale and Pskov Regions

CROSSBO ACTIVE

Priority 3 Promotion from people to people cooperation

Measure 3.2 Cooperation in sphere of culture, sport, education, social and health



Short summary of the project

One of the most urgent problems in the cross-border region is unhealthy lifestyle of inhabitants that may cause different kind of illnesses. The lifestyle of the inhabitants, especially of the youth is extremely passive, too much time is spent playing computer in the rooms with poor air circulation.

Public Health Agency (LV) has made researches which results are shocking – fatness, sociophobia, curvatures of the spine, eyesight troubles, heart and vascular diseases, this is just a short list of the community diseases of the XXI century that are caused by passive lifestyle, computer addiction and permanent stay in the closed and stuffy rooms. It is hard for the people to change their lifestyle because there are no public sports events organized for all target groups there is a lack of sports equipment.

Activities at the local level will not change the situation that is why it is planned to organize joint cross-border sports contests in several sport fields for all target groups. Participation in the events will make cross-border region more active, socially integrated and mobile, will encourage for doing sports and improving their and their family's health.

Activities will help to tackle problems of social exclusion, social immobility, lack of integration, lack of cross-border cooperation.

The project offers solution by ensuring to healthy life awareness raising and inclusion activities.

Overall objective

- ✚ To develop mutual tolerance of people, to increase knowledge of people about neighbouring countries' sports and cultural traditions, to promote long-term cross border contacts between sports organizations in Latvia (LV) and Russia (RU)
- ✚ To popularize active recreation, healthy life style, with sports without language, culture and border barriers

Specific objective

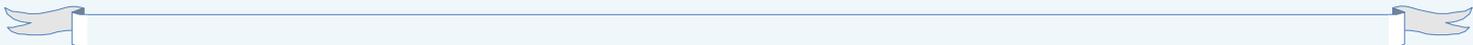
- ✚ To organize various sports activities in the cross border region in order to make them a base for professional development of the target groups
- ✚ To promote involvement of municipalities and business sector in the sports activities and to motivate them to support sports.
- ✚ To elaborate and implement campaign of sports competitions and tournaments in Latvia and Russia

Beneficiary

Latgale Region Development Agency (Latvia)

Partners

Pskov State Educational Institution "Children and Youth Centre Sports Training"
(Russia)





Expected results

- + **2392 people** will participate in healthy lifestyle events including ~100 people with disabilities;
- + **Total 17 tournaments in Latvia, Russia** will be organized (9 tournaments in Latvia and 8 tournaments in Russia) in 6 kinds of sports, 156 teams from LV, RU will participate:
 - o In basketball 10 men, 6 youth teams
 - o in handball 6 women teams
 - o in volleyball 10 men, 6 women and 6 youth teams
 - o in futsal - 20 mixed teams
 - o in streetball 80 mixed teams
 - o in football (7x7) 12 mixed teams will take part
- + **One final show of the tournaments** organized with participation of 'dream teams' (1 team from each side LV, RU) and individual contests;
- + **Healthy lifestyle** promoted and **social inclusion increased** in joint LV-RU border area (Latgale - Pskov);
- + Joint events to **promote people mobility** and **develop social skills** organized (cultural understanding, tolerance, social inclusion);
- + **Joint information system** (update, maintenance of webpage, contact info data base for effective coordination of mutual cooperation) provided.

Final beneficiaries

- + Inhabitants of Latgale region and Pskov Region paying special attention to inhabitants of all ages and genders, total – 2500 participants (~1200 men, ~ 500 women and ~800 youngsters), including elderly people, disabled people and youth, people with special needs, including socially excluded community groups - youth at risk for drug, alcohol and tobacco addiction, youth from marginalized or low income families, women at risk, people with special needs
- + Local and regional authorities, municipalities

Duration

18 months

Budget

Total budget: **315 672,88** EUR

Programme co-financing: 284 105,59 EUR (90%)

Project co-financing: 31 567,29 EUR (10%)

Contact Person

Mr. Maris Bozovics maris.bozovics@latgale.lv /+371 654 20257

