

SPORTEYE NEWSLETTER

EDITION NO.3 - SEPTEMBER 2025



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

"Funded by the European Union. The opinions and views expressed are solely promises made to their author(s) and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



Co-funded by
the European Union

THE TRAINING IS BEING A SUCCESS!

The Empowering Your Sport Club, Children and Youth for the Environment in the Mediterranean Region (SportEYE) project continues its course, and after months of developing the content to train the two target groups: 1) Managers and staff of the organization, and 2) Coaches and trainers from the base to the professional level of sports clubs, more than 130 people have already completed their training.

The educational package consists of interactive and engaging online courses with practical tools on how to achieve a positive social and environmental impact in local communities. All of this is framed within the United Nations' SDGs 11, 12, 13, 14, and 15, and inspired by SDGs 4, 16, and 17.

But how did we get to this point?

4th Partners' Meeting organized by the Università Cattolica del Sacro Cuore in Milan (September 19-20, 2024)

The 4th Transnational Meeting of the SPORTEYE project was held on September 19-20, 2024, at the Università Cattolica del Sacro Cuore in Milan, to review progress and plan next steps.



During the two-day meeting, we worked on developing an educational package, which includes practical tools, gamification strategies, and Moodle integration to facilitate the incorporation of the SDGs into the daily operations of sports clubs. Key aspects of indicator monitoring and evaluation, as well as budget and project risk management, were also addressed.

The second day focused on the creation of the SPORTEYE e-Community, the results dissemination plan, and the design of policy recommendations to promote the adoption of the SDGs in sports organizations. The meeting concluded with the coordination of the next steps towards the next meeting in Seville.

This meeting marked a decisive step in further consolidating SPORTEYE's mission: to empower youth and sports clubs in environmental action and sustainability in the Mediterranean region and beyond.



Course content

The course contains modules common to both audiences and specific ones based on their level of influence and performance within the club.

Common modules

1. Sustainable development
2. The 2030 agenda
3. Sport for development and sustainability
4. Putting theory into practice

For managers/staff:

1. Theoretical knowledge in sustainable sport
2. Regulation and international framework
3. Practical applications of sustainability in sport
4. Managing environmental sustainability in a sports organization

For coaches:

1. Discovery of Playdagogy (Introduction and SDG 4)
2. Playing Together (SDG 11)
3. Bad influences (SDG 12)
4. Irreversible overfishing (SDG 14)
5. Irreversible Lumberjacks (SDG 15)

Interactive games based on course content. Examples:

**WHAT IS SUSTAINABILITY?
GAMES AND QUIZZES**

DID YOU KNOW...? THERE ARE OVER 900 DIFFERENT DEFINITIONS FOR SUSTAINABLE DEVELOPMENT.
QUICK TEST: GAP FILL

SUSTAINABILITY IS MEETING THE _____ OF THE _____ WITHOUT COMPROMISING
THE ABILITY OF _____ TO MEET THEIR OWN _____. IT CONSIDERS THE
_____, _____ AND _____ IMPACTS OF ACTIONS AND DECISIONS TAKEN TODAY.

(needs) (present generation) (future generations) (needs) (social) (environmental) (economic)

**BALANCING THE SOCIAL, ENVIRONMENTAL AND
ECONOMIC: GAMES AND QUIZZES**

NOW LET'S TEST WHAT YOU HAVE LEARNED. CAN YOU IDENTIFY WHICH PILLAR THESE ASPECTS CORRESPOND TO/
CAN YOU PLACE THE ASPECTS/ ALIGN THE ASPECTS WITH ITS CORRESPONDING PILLAR?

ENVIRONMENTAL

- cost of living
- resource management
- long range planning
- habitat restoration and preservation
- r + d spending
- education

SOCIAL

- quality of life
- smart growth
- law and ethics
- cost savings
- community development
- equal opportunity
- environmental protection

ECONOMIC

FANTASTIC! NOW YOU HAVE BEEN ABLE TO IDENTIFY THE KEY ASPECTS OF EACH PILLAR. LET'S LOOK AT THE
WAY IN WHICH THE PILLARS INTERLINK. IT IS IMPORTANT TO SEE THEM AS IMPACTING ONE ANOTHER

130 managers and coaches have completed their training

This is the testimony of one of the people trained:

I found the slides to be very comprehensive, well-structured, and with clear examples that facilitate understanding. They not only explain the European regulations and frameworks that affect sport, but also show practical examples of sustainable stadiums and facilities and offer guidelines on how to train and raise awareness among all those involved in sport. I found the combination of legislation, specific measures, and best practices particularly useful, as they allow theory to be applied in practice.

This proposal is also enriching and has both external and internal impact, as it can be implemented not only within our club but also offers other institutions and individuals the opportunity to learn. One aspect I consider key is that it is possible to bring environmental education to all ages.

The aspects that I consider most important are:

- *The European regulatory framework and how sport is expected to adapt to regulations such as the Green Deal, Fit for 55, and the Corporate Sustainability Directive.*
- *Technical measures in facilities to reduce water and energy consumption, recycle construction materials, and take advantage of renewable energy.*
- *The role of education and training for coaches, volunteers, and managers as multipliers of change.*
- *Promoting sustainable sport, involving athletes, sponsors, and fans, through awareness campaigns and transparent communication.*
- *On a personal level, this course has had a direct impact on my professional and personal life. Thanks to what I learned, I can incorporate this training into my daily work, especially in supervising different types of projects. I was also able to enrich my journalism final degree project by developing a case study on the sustainability of the Real Betis Balompié Foundation.*

I really enjoyed the course because it's not only interactive but also very intuitive: all the information is on the same platform and always available for reference. This allowed me to delve deeper into the content and apply it with a practical approach.

***I encourage you to take this course and learn a lot about how to be more respectful of the planet!
There is no planet B.***

Irene Rincón Barragán,
Social and Environmental Projects Technician
at the Real Betis Balompié Foundation

