



ESOM

ENHANCING SPORT ORGANISATIONS
AND MANAGEMENT

ESOM Engagement and Participation



Co-funded by
the European Union





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SUMMARY

On November 29 and 30, an international conference on Sustainability and Legacy in Sport: Challenges and Perspectives was held in Kyiv in hybrid format, hosted by the National University of Ukraine on Physical Education and Sport, Ministry of Education and Science of Ukraine, Ministry of Youth and Sport of Ukraine, National Academy of Educational Sciences of Ukraine, under the patronage of the International University Sports Federation (FISU), the European University Sports Association (EUSA) and the International Council of Sport Science and Physical Education (ICSSPE).

The 7th edition, although still marked by the situation in Ukraine and the current state of affairs caused by the war, it managed to gather great speakers, covering insightful topics, all expressing high hopes that that peace will return soon, and sport, education and scientific work will continue to advance and grow.

On Wednesday, as part of the program of the conference, the Satellite seminar on Management of University Sport: Sustainable development of the Erasmus+ Project Enhancing Sport Organizations and Management (ESOM), took place.

To open the satellite seminar, Andrej Pisl, Project and Communications Manager of the European University Sports Association (EUSA) gave an overview of the ESOM project, the aims, main activities, topics addressed, as well as the timeline for 2023 and 2024.

Following, Boris Sekulic from the Students Sports Association of Montenegro, presented the research done on Engagement and Participation in university sport done within the Sports Student Union of Montenegro. He also pointed out the importance of sport and student sport in the community, the role of the environment and opportunities in fostering engagement of students, and the importance of media coverage and popularity, when it comes to increasing participation, interest and engagement of students in sport.

The third short workshop was done by Aleksandra Leszczynska from University Sports Association of Poland, focusing on Media and Communication in university sport, presenting the media and communication strategy of AZS, the benefits of the press office, website usage as a platform, social media, and the importance of cooperation with local media and media factors.

To conclude this seminar was Anna Volosiuk, representative of the Sports Student Union of Ukraine, presenting about Marketing and promotion in university sport and best practices from their experience. She spoke about how student sport got popularised in Ukraine, the information tools, the mass sport events in Ukraine, as well as other ways of increasing interest for university sport on a local and international level.

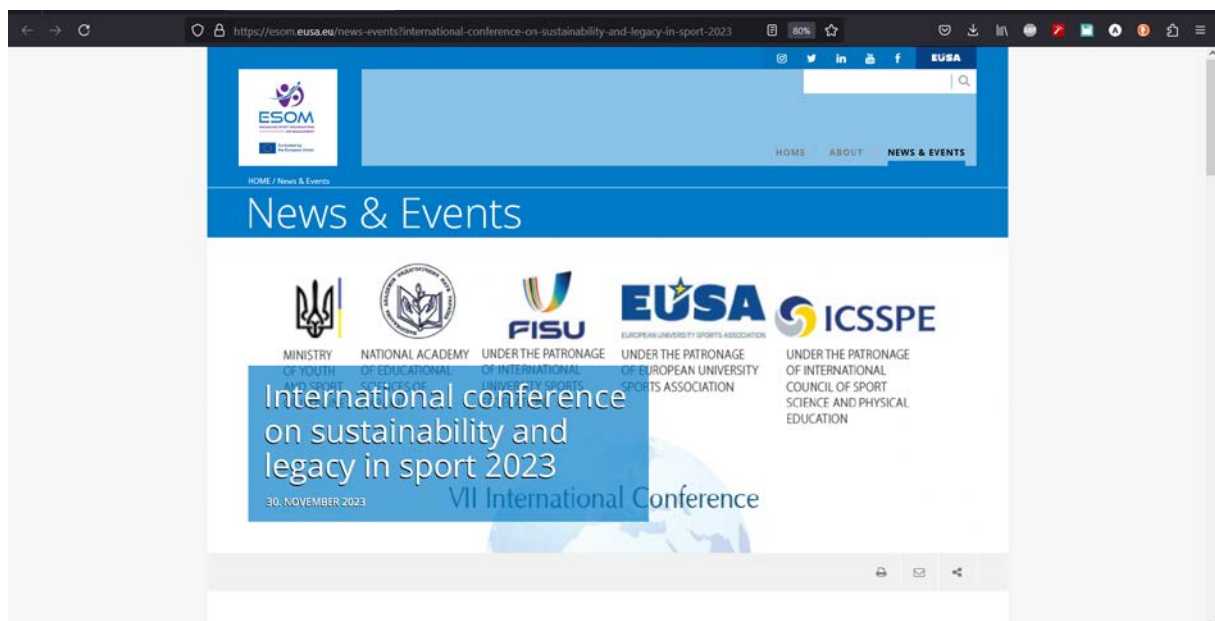
On the second day of this conference, additional overall topics were covered: sports medicine, public health, mental health in sport, youth and the Olympic movement, and education through sport. These topics were mainly presented through sessions and panel discussions, covered by professionals in the areas of discussion.

COMMUNICATION

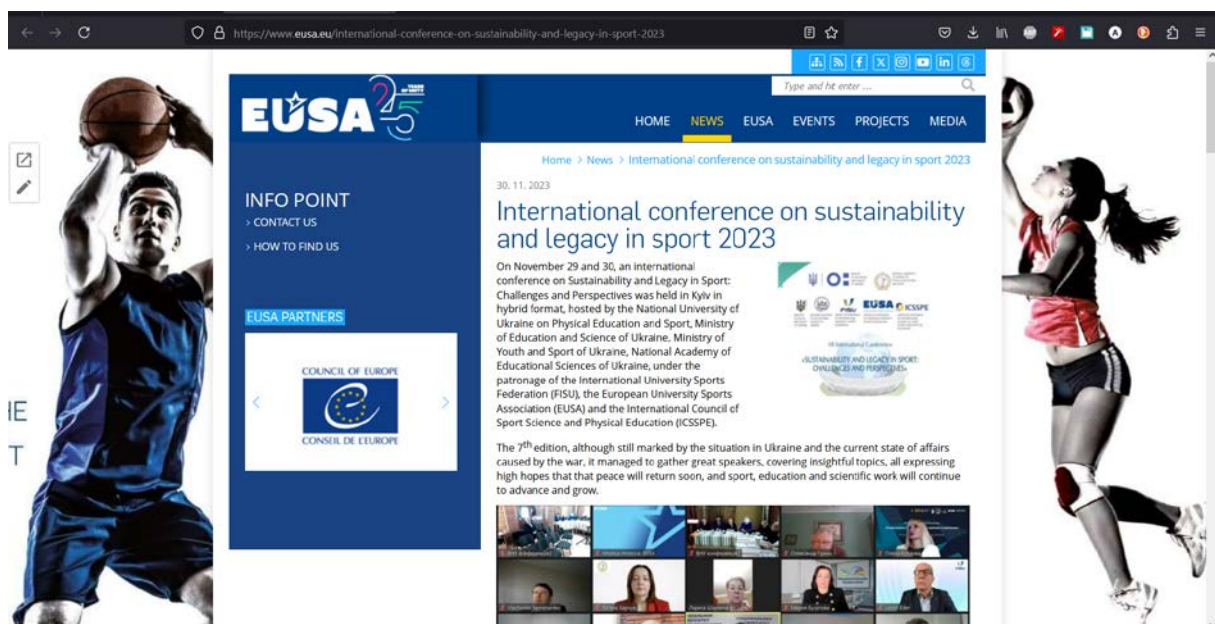
The news about the conference and seminars was shared on the project website, as well as on the website and social media channels of the coordinator, as well as project partners.

Here we illustrate some examples; detailed clippings will be reported in the EU online tool.

<https://esom.eusa.eu/news-events?international-conference-on-sustainability-and-legacy-in-sport-2023>



<https://www.eusa.eu/international-conference-on-sustainability-and-legacy-in-sport-2023>



PROGRAMME AND AGENDA

SHARE EXPERIENCES AND GOOD PRACTICES FROM UNIVERSITY SPORT MANAGEMENT!



Join us and register for
ESOM November online events

WEDNESDAY, NOVEMBER 29 9:30 AM CET

VII International Conference "Sustainable Development and Heritage in Sports"
Opening and Keynotes

WEDNESDAY, NOVEMBER 29 1:00 PM CET

Seminar "Management of University Sport with Sustainable Development"

THURSDAY, NOVEMBER 30 5:00 PM CET

EUSA-NUSA Webinar and EU Funding Opportunities



- Leonz Eder, FISU; Maria Bulatova, National Olympic Committee of Ukraine; Yevheniy Imas, Sports Students' Union of Ukraine (SSUU): Welcomes and Openings
- Andrej Pisl, European University Sports Association (EUSA): ESOM project
- Boris Sekulic, Students Sports Association of Montenegro: Engagement and Participation in university sport
- Aleksandra Leszczynska, University Sports Association of Poland: Media and Communication in university sport
- Anna Volosiuk, Sports Student Union of Ukraine (SSUU): Marketing and promotion in university sport

PRESENTATIONS



STUDENTSKI SPORTSKI SAVEZ CRNE GORE

Students Sports Association of Montenegro

Boris Sekulic, Secretary General of the SSAM





"Engagement and Participation in Sports with a special focus on Student Sports"

The importance of sports and student sports in the community

Engagement and Participation

Definition of Sport and Student Sport

- What is sport?
- Specifics and significance of student sports
- The Student Sports Association of Montenegro (SSSCG) as the governing institution for student sports



Engagement and Participation

Engagement in Sports

- Definition and explanation of engagement
- The importance of athlete motivation
- The role of environment and opportunities in fostering engagement



Engagement and Participation

Creating the right environment to increase the number of participants

- Programs and activities by SSAM for promoting and supporting student sports
- The significance of infrastructure and sports facilities
- Collaboration with companies and institutions for financial support



Engagement and Participation

Creating the right environment to increase the number of participants

- In 2009/2014 we had almost the same number of participants every year (1000-1300) - 90% men
- In 2014, we asked students which sports they would like to practice
- we put hiking, biking and kayaking as an option
- the result was interesting
- a large number of girls were looking for hiking as an activity
- In 2023 we have 2000 participants, 800 on hiking activities and about 37% girls



Engagement and Participation



Engagement and Participation

Importance of programs that are fit to participants

- Results:

23.500 students / 2.000 participants

8.5% of whole students population

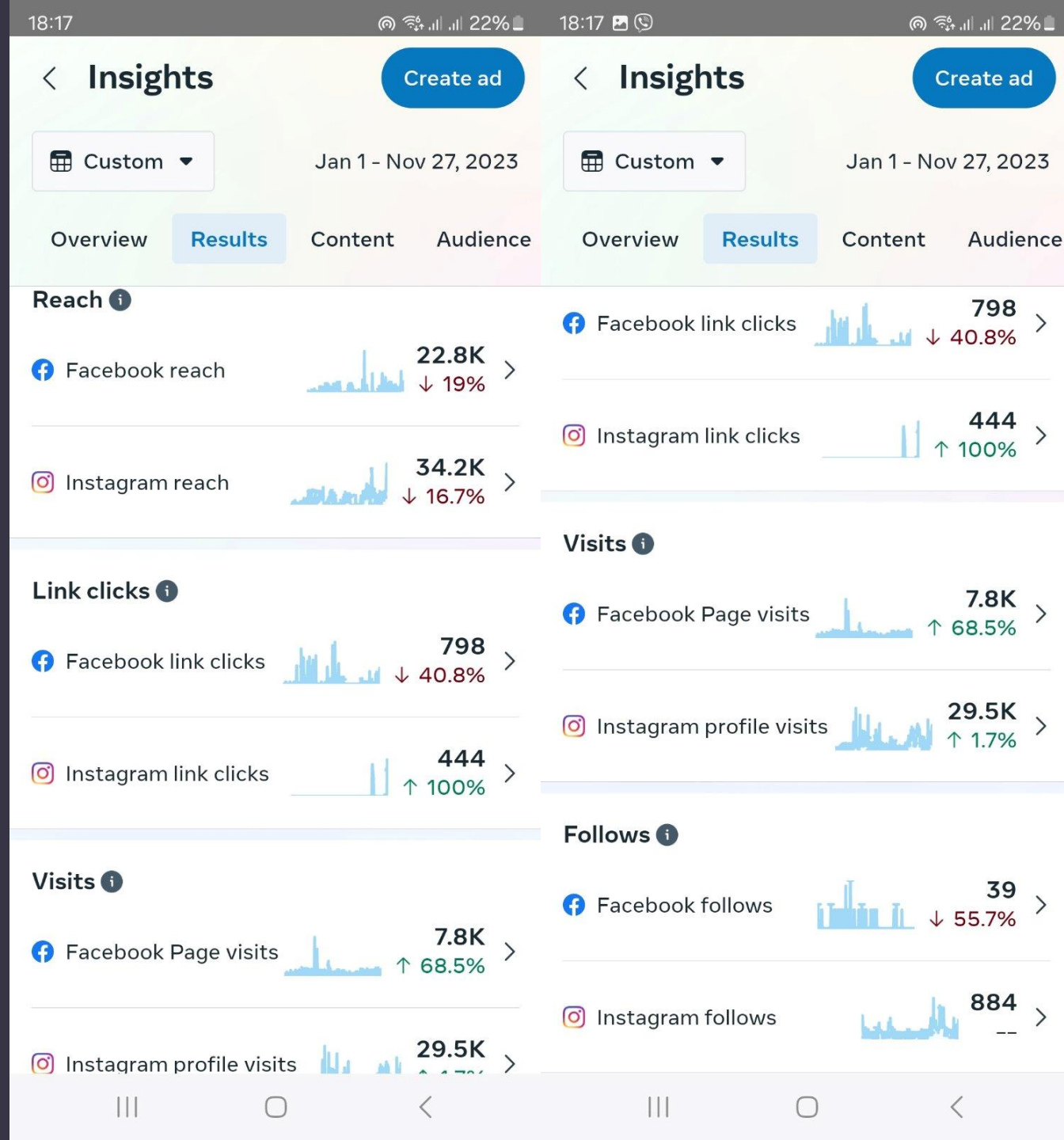
- Media coverage and popularity of student competitions

Instagram 3.339 followers

400+ stories, 200+ posts per year

Facebook 5.534 friends

400+ stories, 400+ stories per year



Engagement and Participation

Importance of social media

- Instagram
- Facebook

Nice and cool photos of participants which they can use for their own account

Participants are the best promoters of students sport



Engagement and Participation



Engagement and Participation

Conclusion

- Summary of key points on engagement and participation in student sports
- Gratitude to SSAM and everyone supporting student sports





STUDENTS SPORTS ASSOCIATION OF MONTENEGRO

Q/A?



STUDENTSKI SPORTSKI SAVEZ CRNE GORE
STUDENTS SPORTS ASSOCIATION OF MONTENEGRO