



ESOM

ENHANCING SPORT ORGANISATIONS
AND MANAGEMENT

ESOM Marketing and Promotion



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.

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

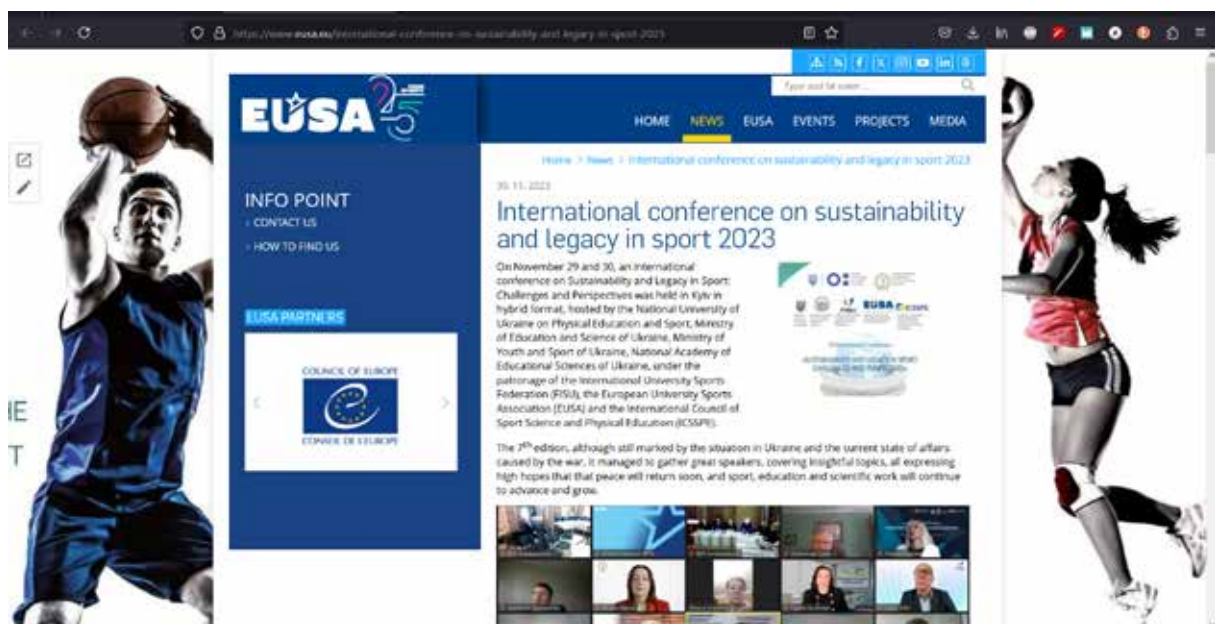
The news about the conference and seminars was shared on the project website, as well as on the website and social media channels of the coordinator, as well as project partners.

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



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MARKETING AND PROMOTION IN UNIVERSITY SPORT UKRAINIAN EXPERIENCE



Since 2017, thanks to the active advocacy of the Sports Students Union of Ukraine, there have been significant changes in the legislation in the field of physical culture of sports in the part of students sports in particular.



It became possible to attract state funds for financing student sports.



The main structures that take care of student sports in Ukraine are:



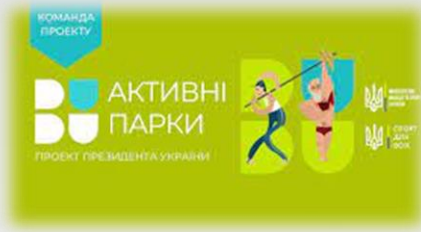
- **The Physical Education Committee of the Ministry of Education and Science of Ukraine and its regional centers;**



- **Sports Students Union of Ukraine and its regional centers.**

The national social project “ACTIVE PARKS – LOCATIONS OF HEALTHY UKRAINE”

began in 2020. It is included to the national program of the President of Ukraine Volodymyr Zelenskyi "Healthy Ukraine"



- the project was launched and spread mainly thanks to students who posted photos at such locations in these parks on social networks;
- most of the coaches and presenters of this project are student-athletes of Ukrainian universities;
- today, almost every Ukrainian knows about the project
- locations are available in almost every city and town;
- the developers and authors of the project were university teachers, students and graduates: 90 sets of exercises were developed.

How student sports are popularized in Ukraine:

1. All-Ukrainian mass sports events.
2. Online events.
3. The combination of e-sports and motor activity.



INFORMATION TOOLS

DISTRIBUTION AND PROMOTION TOOLS:

- social networks (Facebook, Instagram);
- Youtube;
- official websites: SSUU, universities;
- science journals;
- TV;
- Radio;
- banners in cities;
- advertising leaflets;
- state awards and scholarships.



УЛ:ПЕРШИЙ



All-Ukrainian mass sports events:

for the period 2017-2022: 43 events, 307,248 participants, 25 regions

INTERNATIONAL DAY OF STUDENT SPORTS (since 2018):

- the traditional number of participants - more than 100,000;
- 250 universities and colleges;
- in 2019 FISU recognized our event as one of the best in the world.

DAY OF PHYSICAL CULTURE AND SPORT OF UKRAINE

- the traditional number of participants - more than 70,000;
- all universities and colleges.

STUDENT MILE (since 2018):

- the traditional number of participants - more than 35,000;
- 100 universities and colleges.

MARATHONS AND HALF MARATHONS (from 2019):

- only students participate;
- in 6 regions of Ukraine.

COOL RACE (RACING FOR SURVIVAL) (from 2021):

- 100 students (50 girls and 50 boys);
- 50 universities.



PHYSICAL EDUCATION ONLINE. LET'S MOVE TOGETHER!

FLASHMOB "JUMPIN JACKS"

- more than 1000 students;
- 47 universities and colleges;
- 25 regions of Ukraine.

SPORT CRAFT GAMES

- online sports challenge;
- 208 schools and 31 universities;
- 700 students;
- 25 regions of Ukraine.

VIDEOS WITH PHYSICAL EXERCISES

- more than 1 000 000 views.

INTERNATIONAL DAY OF STUDENT SPORTS

- flash mob "Twist jumps";
- more than 4 thousand students;
- 627 universities and colleges.



COMBINATION OF E-SPORTS WITH EXERCISE ACTIVITY



ONLINE COMPETITION IN E-SPORTS

WINTER E-SPORTS COMPETITION AMONG STUDENTS

- Dota 2, CS:GO;
- November-December 2020;
- 1082 students;
- 194 universities and colleges;
- 22 regions of Ukraine;
- videos were included with movement exercises to be performed during the competition;
- over 11,000 live views.

E-SPORTS

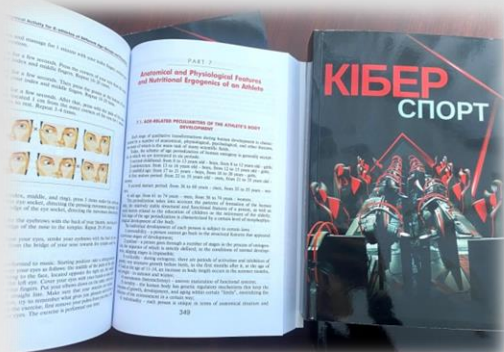


FISU WORLD UNIVERSITY CHAMPIONSHIP MIND SPORTS online

- 78 teams from all over the world;
- October 2020;
- 32 countries;
- Ukraine took the 2nd overall team place;
- national team of Ukraine: 10 students from 6 universities.



E-SPORTS



The team of authors of the National University of Ukraine on Physical Education and Sports, headed by Yevgeniy Imas, released **the world's first textbook “ESPORTS”**, which covers all aspects of training e-sportsmen in educational institutions.



ALL-UKRAINIAN SPORTS COMPETITION



1. All-Ukrainian Universiades.
2. Championships of Ukraine among students.
3. Student leagues.
4. Beach leagues.



All-Ukrainian Universiades

SUMMER UNIVERSIADE OF UKRAINE

- 176 universities and colleges;
- 5,000 students;
- finals: 14 sports;
- 25 regions.



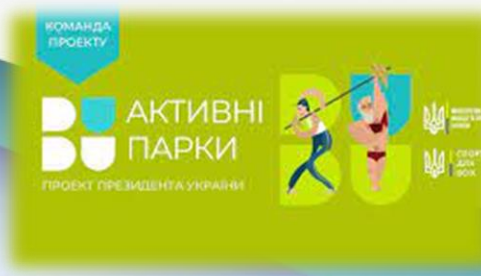
WINTER UNIVERSIADE OF UKRAINE (since 2019)

- 2 sports (ski racing, biathlon);
- 120 students;
- 11 universities;
- 7 regions.



SPORTS STUDENT EVENTS DURING THE COVID-PANDEMIC

- the popularity of online events has increased (*FLASHMOB "JUMPIN JACKS"*, *SPORT CRAFT GAMES*, *VIDEOS WITH PHYSICAL EXERCISES*);
- the audience of subscribers in social networks and YouTube channels has grown;
- students actively participated in the development of mobile applications for physical activity, adapted for all segments of the population and of different ages;
- the pandemic became a catalyst for the development of eSports;
- physical activity during cyber-games has gained popularity;
- despite the pandemic, the holding of the All-Ukrainian Universiades has been resumed in 2020;
- "Active parks - locations of healthy Ukraine" .



2022 WAR IN UKRAINE

- The Covid-pandemic has slowed our team's pace of organizing events and involving as many students as possible, but Ukrainian student sports suffered the biggest blow as a result of the invasion of the Russian army on February 24, 2022
- Hundreds of stadiums, sports grounds, halls, complexes, pools, where athletes used to train, were destroyed
- We note that the holding of all sports events during 2022-2023 became possible only thanks to the courage of Ukrainian defenders
- Thousands of student-athletes and coaches chose to stay in Ukraine and continue training, despite the daily danger to their lives
- Thousands of athletes decided to go to the front to defend our independence. We pray for them every day!



2022 WAR IN UKRAINE

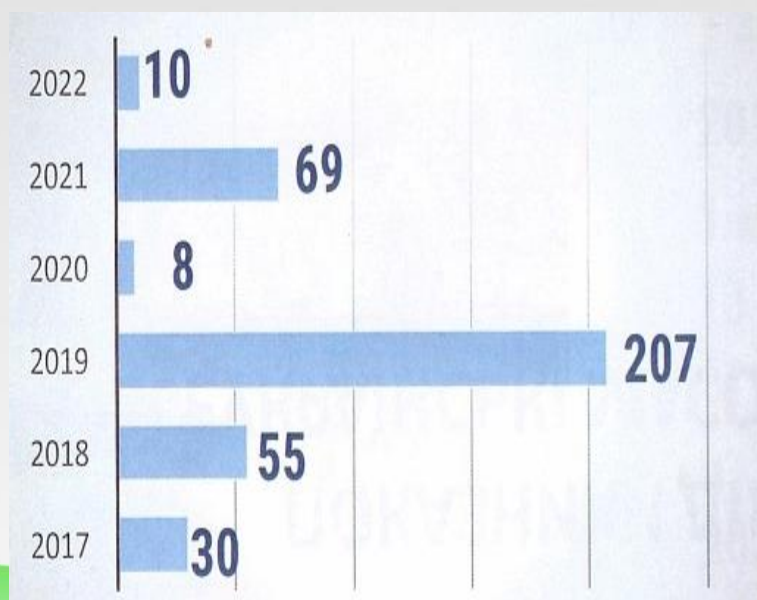


**30% of the sports infrastructure
of Ukraine was destroyed or
damaged!**

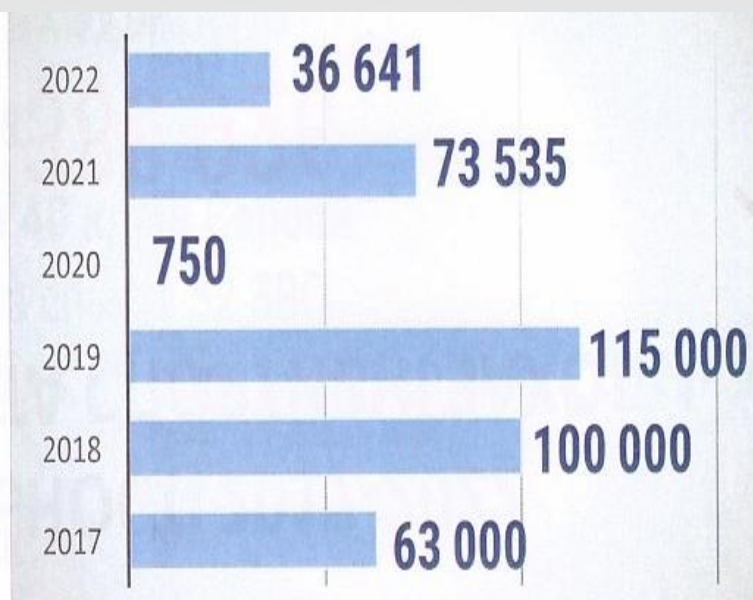


INDICATORS OF PARTICIPATION IN ALL-UKRAINIAN EVENTS

EVENTS HAVE BEEN CARRIED OUT

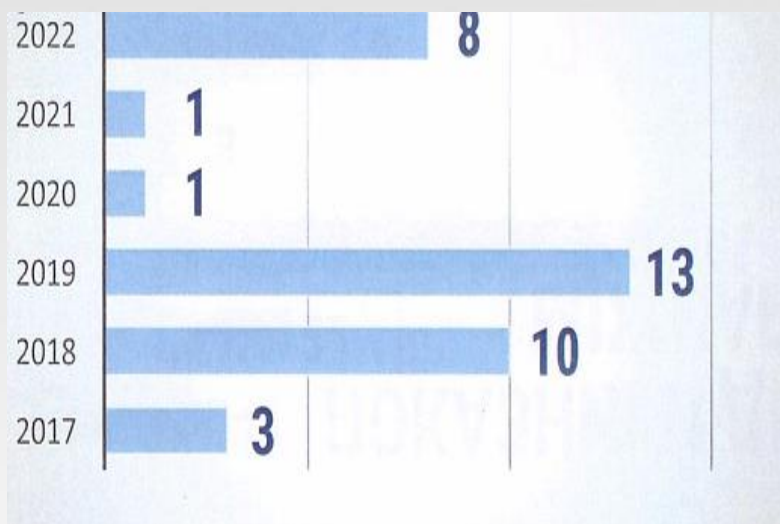


STUDENTS ARE INVOLVED

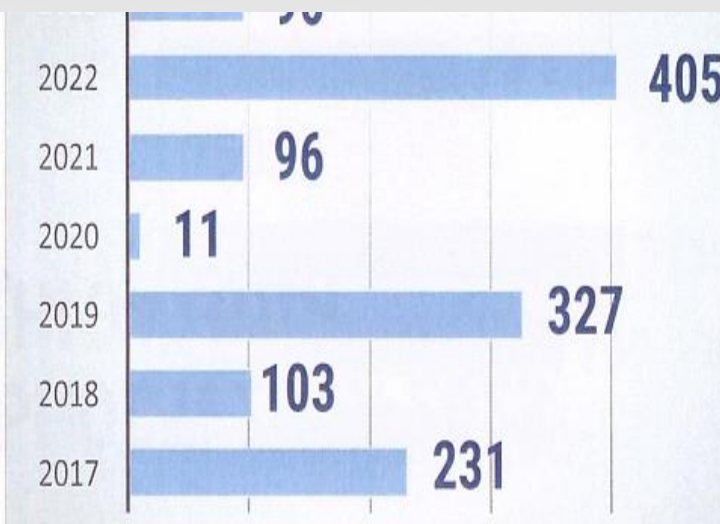


INDICATORS OF INTERNATIONAL PARTICIPATION OF STUDENTS

PARTICIPATION IS GUARANTEED



STUDENTS ARE INVOLVED



SPORTS DURING THE WAR IN UKRAINE

On September 20, 2023, a large celebration of the International Students Sports Day took place at the Ivan Piddubny Olympic College:

- **representatives from 20 universities came to Kyiv;**
- **awarding the winners of the All-Ukrainian Summer Universiade;**
- **a mass run was held for the popularization of students sports (the Minister of Education, the Minister of Sports, representatives from the President's Office and the Government, people's deputies);**
- **on this day, more than 40,000 students from 300 universities across the country took part in the events!**



SPORTS DURING THE WAR IN UKRAINE. INTERNATIONAL ACHIEVEMENTS OF STUDENT SPORTS

EUROPEAN UNIVERSITIES GAMES

- Poland;
- Ukrainian team – the 2-nd place;
- representatives of 41 universities;
- Ukrainian delegation - 41 people;
- 62 medals: 19 gold, 25 silver, 18 bronze.

XXXI WORLD SUMMER UNIVERSIADE

- China;
- 61 students from 28 universities;
- 11 medals: 4 gold, 4 silver, 3 bronze;
- 13th place.



SPORTS DURING THE WAR IN UKRAINE.

INTERNATIONAL ACHIEVEMENTS OF STUDENT SPORTS

FISU UNIVERSITY WORLD CUP COMBAT SPORTS

- Turkey
- Ukraine - 1st place
- 41 medals: 14 gold, 9 silver, 18 bronze
- 75 students from 36 universities

FISU WORLD UNIVERSITY CHAMPIONSHIP FUTSAL

- Portugal
- 2 Ukrainian teams (women's, men's) from 10 universities
- The men's team won a silver medal



SPORTS DURING THE WAR IN UKRAINE. INTERNATIONAL ACHIEVEMENTS OF STUDENT SPORTS

In order to promote and popularize students sports, the state honors the winners of All-Ukrainian and World competitions, the best athletes and their coaches, with awards and scholarships, noting that students sports are no less important than sports of higher achievements.



Sports events in Ukraine are characterized by mass participation and a large number of participants.

How we do it:

1. Ministers, people's deputies, rectors are always involved in the organization and take personal participation, demonstrating by their example the importance of the event.

2. Information about the upcoming event is distributed:

- on university websites;**
- on university pages in social networks;**
- videos about past events;**
- maximum involvement in the agitation of student council;**
- notification of students in group messengers.**

Sports events in Ukraine are characterized by mass participation and a large number of participants.

How we do it:

- 3. Participants always know that it will be interesting and fun.**
- 4. Stars of sports and others popular people are invited.**
- 5. The most active students receive incentive points towards their university ranking for sports work, which affects their scholarship in the following semester.**
- 6. At the event all participants receive gifts: t-shirts, stationery products, promotional products.**
- 7. Mobile simulators and other equipment are used at the locations.**



ACHIEVEMENTS OF UKRAINIAN STUDENT SPORTS

- **INVOLVEMENT OF STUDENTS AND UNIVERSITIES IN MASS EVENTS GROWS EVERY YEAR**
- **RECOGNITION OF THE "SPORTS STUDENT UNION OF UKRAINE" BRAND IS GROWING**
- **UNFORTUNATELY, DUE TO THE WAR, MOST OF THE DESIRABLE EVENTS WHICH WERE PLANNED IN PEACETIME CANNOT BE CARRIED OUT**
- **THE NUMBER OF YOUTUBE BROADCAST VIEWS GROWS**
- **THE NUMBER OF SUBSCRIBERS IN SOCIAL NETWORKS INCREASED ON PAGES REPRESENTING STUDENT SPORTS**





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Thank you for your attention!

