



Co-funded by
the European Union



Family Friendly
SPORT

RULEBOOK FOR ACCREDITATION OF SPORTS CLUB FOR “FAMILY FRIENDLY SPORT” LABEL



MOVE IT



CONNECT
INTERNATIONAL

backslash

WORDS OF WELCOME

Dear trainers, sports workers, and sports club members,

Welcome to the world of “family-friendly” sports! This document will introduce you to the value system that distinguishes family sports and will guide you through the process of accreditation with the goal of your club becoming recognized as a safe, healthy, and simulative place for all family members.

The Rulebook for Accreditation of Clubs for Family Friendly Sport label consists of the following chapters:

- Basic information about the “Family Friendly Sport” project,
- Concept of Family-friendly sport (FFS) and its characteristics,
- Concept of FFS clubs and introduction to the FFS label,
- The process of accreditation and membership in the FFS label clubs’ networks.

The accreditation processes that you will learn about is designed to be simple, clear, and transparent, so it enables as many sports clubs as possible to be capable of implementing family-friendly approach in their work and, therefore, give their contribution to intergenerational dialogue and raising of the physical readiness levels in kids and their guardians alike.

The consortium members of the “Family Friendly Sport” project are there for you for any questions you may have and will gladly offer needed support on your road towards the FFS label.

Good luck!

1. ABOUT THE PROJECT

The „Family Friendly Sport“ label for sports clubs is developed within the international project „Family Friendly Sport – Achieving Sustainable Family Friendly Sport Ecosystem“ which is implemented by an international consortium of youth organizations and sports clubs from Serbia (BC Cerak and NGO Libero), North Macedonia (KC Metalurg and NGO Interkultura), Greece (AC AEET and NGO MoveIt), Belgium (CONNECT International) and Spain (NGO Backlash).

The fundamental goal of the project is the creation of a sustainable ecosystem for the development and growth of family sports which in turn promotes the health of youth and their social inclusion. In order for this goal to be achieved, the project consortium conducted the following steps:

- 1. Mapping of existing practices and experiences of sports clubs** that implement a family-friendly approach in their work in Serbia, North Macedonia, Greece, Spain, and Belgium. This was done in order to determine the current state of play in this field.
- 2. A sustainable system for the capacity development of sports clubs is created**, which is important for the implementation of family-friendly sports. This system enables clubs to acquire skills and knowledge in the inclusion of children and parents in sports activities.
- 3. FFS label and accreditation system are created** for clubs that fulfil the criteria for a family-friendly system of work.
- 4. An international network of FFS clubs is founded** so that further knowledge exchange can be more efficient and the building of better cooperation of the sports clubs all over Europe is facilitated.
- 5. The interactive FFS platform is created** as a space where all the information connected to family-friendly sports initiatives can be found and where all of the resources needed for transition to this mode of work can be easily accessed.

2. CONCEPT OF THE FAMILY-FRIENDLY SPORTS

Family Friendly Sport (further referred to as FFS) represents a system of values, rules, and standards that has a goal of aiding, encouraging, and promoting family-oriented sport and supporting sports clubs that implement this approach. Through participating in FFS the intergenerational dialogue of children and their guardians is improved, healthy lifestyles are promoted and the space for youth's participation in informal education based on sport is further enlarged. Sports also contribute to social cohesion, especially on a local level, and help to bridge social, economic, political, and other differences between people of all ages.

Along with the aforementioned benefits, practicing FFS contributes to strengthening trust and care on a relation trainer-guardian-child. These relations are a key factor in the successful

integration of children into the sports clubs' structure and the preservation of their motivation to persevere in being physically active.

The FFS label is made in order to formalize the FFS system and enable the recognition and support to clubs that implement it in their work in a correct way. You can learn more about it in the further chapters.

3. FAMILY-FRIENDLY SPORTS CLUBS

FFS clubs are those that implement the highest standards of family sports in their work and are accredited with the FFS label due to that. From the FFS-labelled club, the following is expected:

- To actively and continuously engage children and their guardians in sports activities.
- To provide access to non-formal education for children and their guardians through innovative activities, workshops, seminars, and similar events.
- To be open to organizing activities that are non-necessarily connected to sport, like campings, excursions, exchanges, volunteer activities, and others.
- To provide inclusion of people from socio-economically marginalized groups.
- To promote values such as peace, tolerance, solidarity, inclusion, openness, anti-violence, and similar.
- To make sure that their members are safe from all forms of mental, physical, verbal, and/or sexual violence.
- To promote teamwork and a healthy competitive spirit.
- To show readiness and initiative to actively cooperate with youth and other organizations from the civil sector in order to solve urgent social problems on local, national, and international levels.
- To provide trainers and other employees access to professional development and raising capacities so they will adequately respond to the problems of children, youth, and guardians they work with.

Clubs with FFS labels have numerous comparative benefits to those who are focusing only on one demographic group in their work. Some of these benefits are:

- Access to digital resources for developing capacities for work with young and grown-ups, integration of non-formal education, and organization of FFS activities.
- Membership in an international FFS network that enables the interchange of experiences, knowledge, and skills between its members.
- Possibility of making partnerships and cooperation with clubs that share the same values on a European level.
- Strengthening the club's brand through the improvement of recognition and attractiveness of their work on local, national, and international levels.
- Increased interest of children and youth in membership and long-term association to the club.
- Strengthening the attractiveness of the club for getting material support from sponsors.
- Stronger incentives for local authorities to support the club's work.

4. ACCREDITATION OF CLUBS FOR FFS LABEL

This chapter will introduce you to the most important aspects of the FFS label, from its appearance, and the condition for accreditation to the process of getting the accreditation and approval of the sports club. Here you will also find drafts of the contract, questionnaires, registration forms, and other documents.

4.1 FFS label's appearance

The FFS label's appearance is based on the „Family Friendly Sport“ project's logo and it is available in 4 versions, so it can be used in vertical and horizontal positions, as well as on light and dark backgrounds.



During the use of the FFS label it is important to have in mind the following rules:

- Accredited clubs are obligated to show the FFS label clearly on their website and to share it in the form of a post on their social media.
- Accredited clubs have the right to use the label on their digital and/or printed promotional materials like jerseys, sports requisites, posters, flyers, brochures, etc.
- It is necessary to provide clear visibility of the label in promotional and other materials of the club, whether digital or printed.
- On darker backgrounds always use the label for dark background, and vice versa.
- Changing of color, cropping, or any form of modification of the FFS label is not allowed in any way.

The FFS label in its full resolution will be sent to you as soon as the accreditation process is successful.

4.2 Preconditions for starting the accreditation process for the FFS label

In order for sports clubs to begin the accreditation process for the acquisition of the FFS label, they have to fulfil the following criteria:

1. All formal and non-formal **sports clubs** can be awarded with the FFS label.
2. The sports club must have a **minimum of 3 years of experience** in working with children and youth.
3. The sports club must have a **minimum of 20 permanent members** of ages between four and eighteen (4-18).
4. The sports club has to have **at least 2 trainers/coaches** with a valid work license.
5. The type of sports the club is focusing on does not affect the results of the application for the FFS label. **All sports are equally eligible**, no matter if they are individual or team sports, Olympic or not.
6. The applicant club has to have **elemental experience in non-formal education** of children and youth through their activities.
7. **Amateur and professional** clubs can be awarded with the FFS label.
8. **Private or state-owned** sports clubs can be the carriers of the FFS label.
9. There should be **no criminal record or any active judicial action** taken against the owner or the employees of the club in the last 5 years.
10. The applicant club has to prove it **hasn't been in the financial blockade** in the last 5 years.
11. The applicant club must be **socially responsible** and promote European values of peace, tolerance, inclusion, openness, etc.
12. The applicant club must have **developed presence and visibility online**, either through a website or social media profile.

4.3 How to become a FFS sports club?

For sports clubs that didn't have experience with FFS activities

If you would like to initiate the accreditation process for your sports clubs, but you don't have any experience with the implementation of FFS activities, you should follow these steps:

1. Make sure that you fulfill all of the preconditions from Chapter 4.2 and be ready to submit the proofs in documents if needed.
2. Name one person who will be the leader and coordinator of the FFS concept in your club, or form a team in case more people are interested in pursuing this objective.
3. Notify the FFS Commission of your intention to initiate the accreditation process by filling in the forms for capacity evaluation.
4. After positive feedback from the commission, sign a letter of intent with a list of activities you should implement to get the FFS label. The list of activities must be completed within 6 months of signing the letter of intent.
5. Submit the necessary proofs to the FFS Commission (photographs, videos, links, scanned list of participants, results of the polls from guardians) about the activities implemented.

The list of activities that are required to be implemented:



- **Organize at least two events for children and their guardians.** Some ideas for these activities include family day, trekking tours, and children-guardian competitions. Do not forget to document and record the events through photographs, participant lists, and a post on your website/social media. After the accreditation process ends positively, your club will be required to organize such events once per month.
- **Organize at least two educative meetings with children and their guardians.** Some of the topics you can discuss are ecology, mutual respect, the influence of technology in the development of children, digital safety, and similar. Do not forget to document and record the meetings through photographs, participant lists, and a post on your website/social media. After the accreditation process ends positively, your club will be required to organize such meetings once per month.
- **Organize at least two educative workshops with children.** Some of the topics you can work on are ecology, hygiene, healthy food consumption, digital safety, etc. Do not forget to document and record the workshops through photographs, participant lists, and a post on your website/social media. After the accreditation process ends, your club will be required to organize such workshops once per month.
- **Hand out evaluation forms to the guardians** in which they will assess their opinions over the FFS approach.
- **Organize at least two trainings for the trainers in your club** that will be directed towards the implementation of the FFS approach in their work as well as the development of the capacities for work with youth and grown-ups. After the accreditation process, the club will be required to organize such training continuously, at least once in two months.
- **Create a plan of FFS activities for the upcoming year** in which the club will approximately determine the themes, goals, and times of realization of the activities planned so you will be assured of complete and permanent integration of the FFS approach in the club.

4.4 How to become a FFS sports club?



For sports clubs with experience in FFS activities

If you want to initiate the accreditation process for your sports clubs and you already have experience in implementing FFS activities, it is required for you to fulfil the following steps:

1. Make sure that you fulfill all the preconditions from Chapter 4.2 and be ready to submit the proofs in document forms if needed.
2. Name one person who will be the leader and coordinator of the FFS concept in your club, or form a team in case more people are interested in pursuing this objective.
3. Notify the FFS Commission of your intention to initiate the accreditation process by filling in the forms for capacity evaluation.
4. After positive feedback from the Commission, deliver the proofs of implementation of the 3 types of FFS activities and the training for trainers from the list described in the previous chapter.
5. Submit the necessary proof to the FFS Commission (Photographs, videos, links, scanned list of participants, results of the questionnaire from guardians) about the activities implemented.
6. The FFS Commission will then proceed to determine if everything is done in accordance with FFS standards and, if so, award the sports club with the FFS label.
7. Your club and the FFS Commission will sign the agreement on awarding the FFS label over the period of 3 years. During this period, you are required to implement all the activities according to the aforementioned criteria.
8. By receiving the FFS label, you are becoming a member of the international FFS network, and the information about your club will be available on the official FFS platform.
9. The sports club will annually provide a report of implemented activities to the FFS Commission. The Commission holds the right to withdraw the right of carrying the FFS label to any club in case of an agreement breach.

Technical note:

- All the activities you implement should be shared on your social media profile or website.
- If you have a website, it is required to open a separate page that will have the necessary information about the FFS activities, as well as a section with all necessary documents linked with the FFS.
- If you are creating or sharing photographs or videos of participants younger than 18, it is necessary to acquire the approval of the guardian first.
- On the „Family Friendly Sport“ platform you can find step-by-step digital manuals and guides for efficient implementation of FFS activities. We advise you to study them carefully before planning the activities and applying for the label. These activities can also be used as a basis for creating the training for trainers in your club.

4.4 Evaluation Form for Assessing Capacities of Clubs

This form can be filled out in an online form by following this [link](#). By filling out the form, you officially enter the process of accreditation for the FFS label. Based on your answers, the Commission members will contact you as soon as possible and notify you about the next steps you must take to be awarded the FFS label.

We urge you not to fill out the form and apply for the FFS label if you do not fulfill the preconditions from Chapter 4.2

The name of the sports club	
Address	<i>Street, City, State</i>
Phone number	
Email address	
Sport of focus	
Founding year of the club	
The club's registration number	<i>Enter your official registration or VAT number. By doing this, you are confirming that your club is registered on a national level.</i>
Website link	<i>optional</i>
Social media links	
Number of active members	
Number of trainers with a national work license	
Number of persons in the management of the club	
The ownership structure of the club	<i>Private, State-owned, Combined</i>
Does your club enable engaging in sports professionally or on an amateur level?	<i>Professional, Amateur, Combined</i>
Does your club fulfill the preconditions for starting the FFS label accreditation process?	YES/NO
Contact of the club's FFS coordinator	Name, surname, phone number, email CV in PDF form
Shortly describe what is your motivation for starting the accreditation process	
On a scale from 1 to 5 evaluate how often the following activities are implemented in your club <ul style="list-style-type: none"> • Parental meetings • Children's education • Guardian Education • Joint children-guardian training • Joint sports days festivals 	1 – Never 5 – Several times per year

<ul style="list-style-type: none"> • Joint children-guardian tournaments • Join trekking tours/picnics 	
Do you have an employee that is trained to work with children and guardians jointly?	YES/NO
If the answer to the preceding question is „yes“, shortly describe what type of training did that person have in the past.	
Fill in that person’s contact information	<i>Name, Surname, phone number, email</i> <i>CV in PDF form</i>
Did any of your club’s members go through the digital training on our FFS platform?	YES/NO

4.5 Form for Guardians

This anonymous form for guardians should be handed out once annually in cooperation with the representatives of the FFS initiative. The form will provide transparency and independence of the process, in hopes of determining the level of satisfaction among guardians and children participating in FFS activities that your club implements. The results will be further used for the improvement of the work of your club in the field of FFS activities.

Your relation to the child	Parent, grandparent, cousin, guardian
Does the club organize regular activities with the children	YES/NO
If your previous answer was „Yes“, please your overall satisfaction with them on a scale of 1 to 5.	<i>1 – not at all satisfied</i> <i>5 – extremely sat</i>
Rate your satisfaction on a scale from 1 to 5 on individual FFS activities you participated in: <ul style="list-style-type: none"> • Parental meeting • Children Education • Guardian Education • Joint training • Joint sports days • Joint tournaments • Joint trekking tours/picnic 	<i>1 – not at all satisfied</i> <i>5 – extremely satisfied</i>
On a scale from 1 to 5 rate your satisfaction based on the overall work of the club in the previous year	<i>1 – not at all satisfied</i> <i>5 – extremely satisfied</i>
If you had a chance, would you like to participate as the representative of the parents in this club?	YES/NO
Suggestions for further FFS activity	
Comment, suggestion, or message for the club employees or management team	

4.6 The FFS Commission

The FFS Commission is a body with the responsibility of awarding FFS labels, as well as protecting its integrity through continuous monitoring of the work of the clubs that are members of the FFS system. In the following lines, you will be met with the commission's principles and rules of functioning.

- **The composition of the commission** consists of the representatives of the sports clubs and youth organizations who implemented the „Family Friendly Sport“ project. Every partner is delegating one representative, which means that the commission currently has 8 members. To ensure the active functioning of the commission, every delegate must have a deputy representative from the same club or organization.
- **Chairing the commission** is done based on a 6-month rotation. The first chairman of the commission will be the representative of BC Cerak, as this partner is the lead of the „Family Friendly Sport“ project consortium.
- **The Commission will meet annually in a regular meeting**, within which the achievements of the FFS concept in a previous year will be discussed, and plans for the upcoming year will be created. **Ad hoc meetings** will be organized to discuss the applications of the clubs. They can be organized online or face-to-face.
- **A decision of the commission is brought by a general majority** of 51% (ie. 5 out of 8 votes). For any voting process, all 8 members of the commission are required to be present.
- **Functions and responsibilities of the commission:**
 - Verifying that the applicants for the FFS labels fulfil the preconditions from Chapter 4.2,
 - Monitoring of implementation and evaluating quality of activities that are preconditions for awarding the FFS label,
 - Awarding the FFS label,
 - Signing the letters of intent and agreements with clubs that regulate mutual obligations and rights,
 - Monitoring the usage of the FFS label,
 - Making decisions on temporary or permanent suspension of the FFS label in case of an agreement breach with a club.
 - Providing support for the clubs in the process of integration, development, and spread of the FFS concept.

4.6 Agreement between the FFS Commission and the sports club

AGREEMENT ON THE USAGE OF „FAMILY FRIENDLY SPORT“ LABEL

The following agreement is concluded by the following parties:

1. **The FFS Commission**, based in _____ (address),
_____ (country), represented by _____ (name
and surname). (In the future referred to as **FFS Licence Provider**).

2. **The Sports Club** _____ (official name) from _____ (country) based in
_____ (address), represented by _____ (name and
surname). (In the future referred to as **FFS Licence Carrier**)

The concluding parties have agreed on the following:

Article 1.

FFS Licence Provider provides, and FFS License carrier accepts the right on usage of the **FFS label** which accepts all the responsibility and obligations further discussed in upcoming articles.

Article 2.

The subject of this agreement is the issuance of the license for usage of the FFS label numbered _____, which lasts for 3 years.

Article 3.

FFS License Carrier is obliged to respect and follow the Rulebook for Accreditation for the usage of the FFS label, which is represented by Annex 1 of this agreement.

Article 4.

FFS Licence Carrier can use the license only for the aforementioned sports organization and cannot forward or provide it to other legal and natural entities without the permission of the FFS Commission.

Article 5.

The obligations of FFS License Carrier:

- Organizing at least one joint event with children and their guardians on a monthly basis.



- Organizing at least one educative meeting with guardians on a monthly basis.
- Organizing at least one educative workshop with children on a monthly basis.
- Organizing training for the club employees for implementation of the FFS approach, at least once per two months.
- Documenting and reporting to the FFS License Provider about implemented activities.
- Continuously posting implemented activities on social media and the website of the Carrier.
- Hand out anonymous questionnaires on a sample of at least 50% of guardians of the children who are members of the club on an annual basis.
- Creation and publishing of the plan of FFS activities for the next year in which the club will draft themes, goals, and time slots for the activities.
- FFS Label Carrier is obliged to clearly and visibly publish that they are the carrier of the FFS Label on their website and social media. Official FFS logotype has to be visible on the website and social media in accordance with the Rulebook for the usage of the visual identity of the FFS brand.

Article 6.

Obligation of FFS License Provider:

- Awarding the FFS label to the FFS License Carrier
- Suspending the FFS Label to the Carrier in case of an agreement breach.
- Monitoring the work of the Carrier in all aspects of the FFS concept. That includes evaluations of the authenticity and validity of proofs needed for the implementation of FFS activities. Requested documents (video recordings, photographs, links, form results) are delivered to the Commission which issues the confirmation of the delivery, after which it commences with the evaluation of authenticity and validity.
- Monitoring the usage of the FFS label.
- Providing support to all sports organizations that want to become a part of the FFS concept.
- Promotion of the FFS concept on a local, national, and international level.
- Maintenance of the official FFS platform and providing access to every party interested in it.
- Coordination and improvement of the rulebook and manual with technological, social, and economic trends.
- If needed, helping in planning the FFS activities.
- Following the EU policies on the field of FFS concept.
- Recommending eco-friendly policies and approaches during the FFS activity.
- Suggesting ways sports clubs can fundraise for FFS events through local, national, and European funds.
- Helping the sports clubs to improve the FFS concept and jointly help other sports organizations to join existing or create new communities of FFS clubs.

Article 7.

In case the FFS License Carrier breaches any of the rules for the usage of the label and does not respect the points of this agreement, the agreement will be deemed invalid within thirty (30) days of written notice handed out by the FFS Commission.

Article 8.

This agreement is made in two (2) copies of which one is given to each party.

FFS License Provider: _____

FFS License Carrier: _____

Date: _____





Family Friendly
SPORT

CERTIFICATE

AWARDED TO

(NAME OF THE SPORTS CLUB)

This certificate guarantees that the sports club that carries it diligently respects and implements the highest standards in accordance with the "family-friendly" system, thereby ensuring the active involvement of children and their guardians in sports activities with the aim of promoting intergenerational dialogue and promoting healthy lifestyles .

Representative of the sports
club

Representative of the FFS
commission



Co-funded by
the European Union

The FFS label was developed within the international project
"Family Friendly Sport - Achieving Sustainable Family Friendly Sport Ecosystem"
which is co-funded by the European Union.