



ERASMUS+

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UPOWSZECHNIANIE REZULTATÓW W PROJEKTACH EDUKACYJNYCH

MARCIN OLKOWICZ



Ale właściwie o co chodzi?

TAKTYCZNIE i...



STRATEGICZNIE



PERSONA



GRUPA

DOCELOWA

**Pisz / twórz / fotografuj dla kogoś.
Konkretnego.
Żywego.
Możliwie „realnego”.**

Twoją potrzebą nie jest tworzenie
przypadkowych treści.

Masz tworzyć treści skuteczne,
efektywne, nakierowane na
konkretnego odbiorcę



Imię: Monika
Płeć: kobieta
Wiek: 22 lata
Stan cywilny: panna
Miejsce zamieszkania: Katowice
Wykształcenie: licencjackie
Praca: barmanka i kelnerka na zlecenie

Podstawowe informacje

Monika ma 22 lata, jest w trakcie studiów i mieszka w średnio zaludnionym mieście. Ponieważ studiuje dziennie, pracuje dorywczo, ale coraz częściej myśli o zmianie pracy. Najchętniej pracowałaby w domu, bo ma dość wyzyskujących pracodawców i nachalnych klientów. Lubi rozmawiać i uważa, że dobrze sprawdziłaby się w pisaniu tekstów, kiedyś już coś pisała do szuflady. Wolny czas spędza na czytaniu blogów i ciekawych anegdotek, ale coraz chętniej czyta również serwisy z tematyki marketingu i internetu.

Motywacja

Prowadzi swojego Facebooka i Instagrama. Widzi, że znajomi lubią jej wpisy. Coraz częściej słyszy, że mogłaby założyć swojego bloga. Sprawdza, czy można dużo zarobić na tekstach i czy opłaca jej się rzucić dotychczasową pracę. Chce się udoskonalić w pisaniu i sprawdzić, czy się nadaje. Poszukuje inspiracji i informacji na temat tworzenia ciekawych treści.

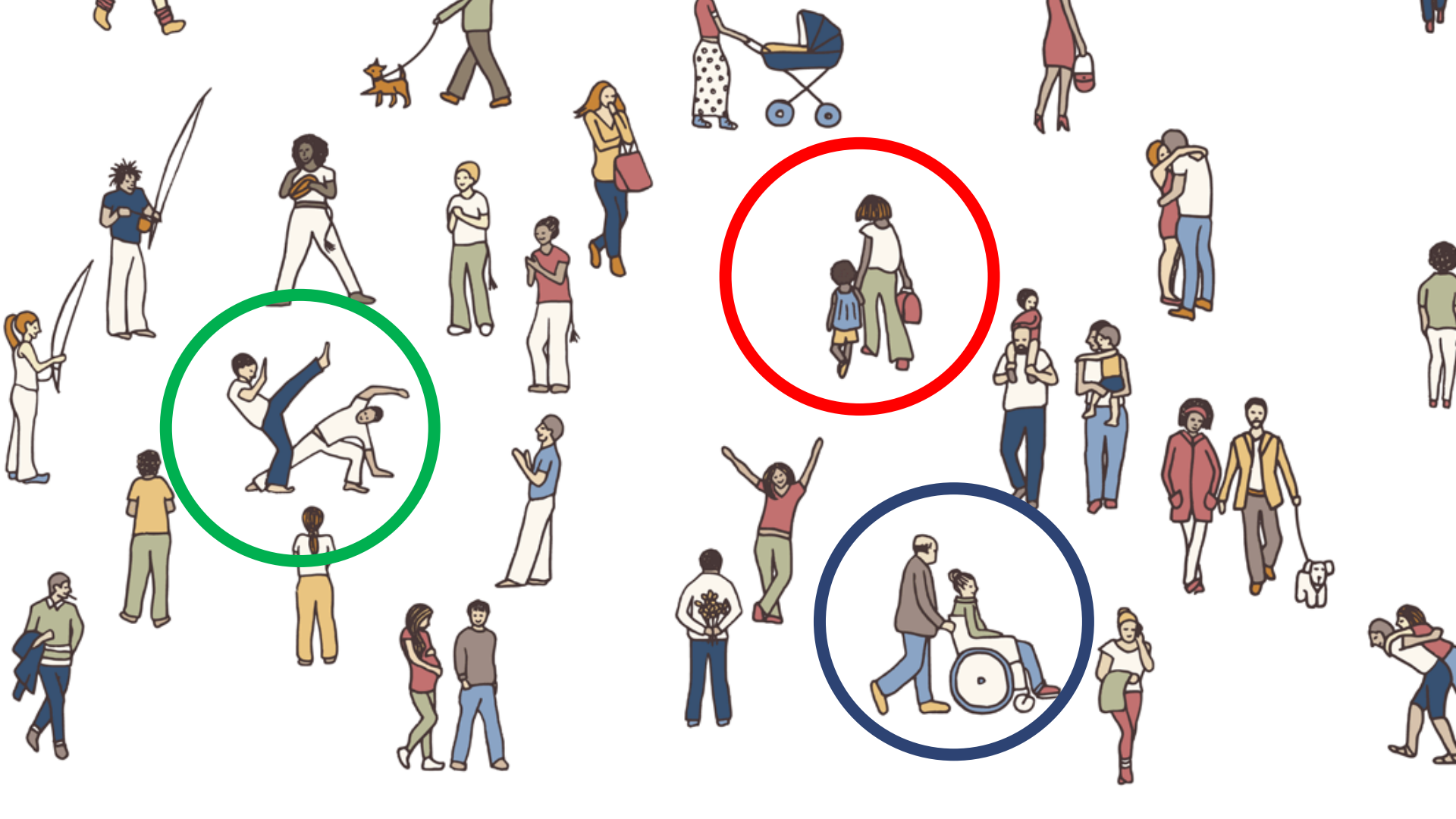
Frustracje

Ma poczucie, że jest świeżakiem w temacie i ogrom wiedzy ją poraża. Boi się, że nie znajdzie klientów. Boi się, że klienci nie będą jej płacić. Obawia się, że nie jest dość dobra i nie wybije się na tle konkurencji.

Internet i nowe technologie

Doskonale porusza się w świecie internetu, ma własny laptop oraz smartfona – najwięcej pisze właśnie z niego.

1. **Cel:** w czym mój produkt/oferta może personie pomóc?
2. **Motywacja:** dlaczego persona interesuje się moją ofertą/produktem?
3. **Bariery:** co ją może zniechęcić do skorzystania z oferty?
4. **Szanse:** co może wpłynąć na większe zainteresowanie produktem/ofertą?
5. **Wpływ:** jak na nią wpłynąć, by wybrała akurat moją ofertę?
6. **Komunikacja:** jak z nią rozmawiać? jak do niej przemówić?





EU Be Active



Marcin

Strona główna

Utwórz



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Bagamoloviené



Europe be Active



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Jurga Bagamolovienė

6 kwietnia 2016



ERASMUS+ Sport Project is finished

Project „Europe Be Active“ (EUBA), co-financed by the ERASMUS+ Programme of the European Union and coordinated by Birzu lengvosios atletikos sporto klubas, is finished.

Project started on the January 1, 2015 and ended on December 31, 2015.

Project aimed to support the implementation of EU Physical Activity Guidelines, precisely guidelines No. 10, 13 and 23.

EUBA presumed and tried to prove that:

- Sport organizations are able to provide activities and events attractive to everyone and encourage real and vital contacts between people from different social groups, with different capabilities, regardless to culture, nationality, religion, race and gender.

- Information about physical activity as the best way to introduce it in everyday life and changes in lifestyle can and should be provided not only in classic but also (this is addressed precisely to young people) in innovative way and will be available to physical education teachers, trainers, managers of sport and leisure clubs and centres, also to media professionals.

Project was focused mainly on 11-15 years old students from 6 different countries: Lithuania, Latvia, Poland, Turkey, Bulgaria and Spain.

Project started with Kick-off meeting in Birzai (Lithuania), continued with work on elaboration and selection of the work methods, which were tested in summer camp (Loceriai village, Birzai district, Lithuania) and during individual works of partners in their native countries. Results were summarized in Lodz (Poland) during the final meeting. In parallel, work strategy and good practice manual were elaborated and presented in each participating country.



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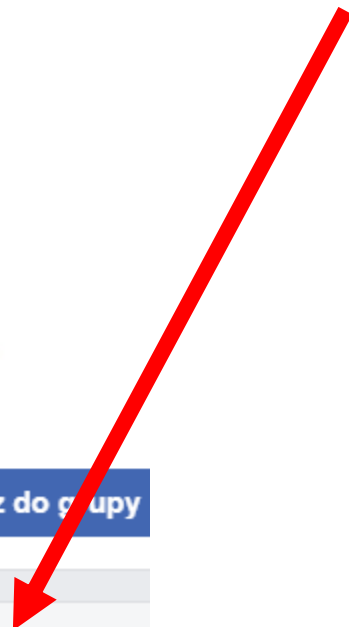
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Członkowie 43



Activity focused on promoting sport among young people	
Aims of that activity	Participation in big sport events, runs dedicated to the Day of independence (organized every year), participation in Olympic day, Week of the move, Europe sport week, etc. Also organization of sport events (bigger than just at school)
Groups of receivers <i>(particular age etc.)</i>	12-15 years old
Engaged institutions <i>(school / NGO / sport clubs etc.)</i>	Schools, NGOs , clubs
Scope of activities <i>(what this activity will be about?)</i>	Collaboration among Schools, NGOs , clubs is crucial factor here. Mass events form the feeling of being "part of something bigger". So, through mass events we have step by step form positive attitude toward physical activity.
Methods <i>(trainings, physical activities, games, team / individual activity)</i>	Team work
Estimated results <i>(what young people will learn or experienced after taking part in this activity?)</i>	Team work, tolerance, understanding of the importance of physical activity, awareness about healthy life style.

Activity focused on promoting sport among young people	
Aims of that activity	Local campaign to move
Groups of receivers <i>(particular age etc.)</i>	All children in local community
Engaged institutions <i>(school / NGO / sport clubs etc.)</i>	Schools, NGOs, sport clubs, municipality
Scope of activities <i>(what this activity will be about?)</i>	Open doors week – a week of open door trainings in all sport clubs in the community. With the proper advertisement and support from the NGOs and municipality, the information should reach all the kids and they can have an opportunity to try the sport they want and choose it for future. The same open trainings can be made on a central square or in central park for better visibility.
Methods <i>(trainings, physical activities, games, team / individual activity)</i>	Trainings, project management from the responsible of the campaign
Estimated results <i>(what young people will learn or experienced after taking part in this activity?)</i>	The children will have the opportunity to try new sports and to choose their one. The sport clubs will have the opportunity to present their activity and to find new participants in their trainings.

Activity after school classes

Aims of that activity	To use sport and drama activities in order to: quick thinking, using the imagination, role play, improvisation, voice use, physicality with characters movement.
Groups of receivers <i>(particular age etc.)</i>	Primary/elementary students
Engaged institutions <i>(school / NGO / sport clubs etc.)</i>	School / NGO / Local government
Scope of activities <i>(what this activity will be about?)</i>	Drama + Sport: to use theatre and sport together to build a theatre play.
Methods <i>(trainings, physical activities, games, team / individual activity)</i>	Team working
Estimated results <i>(what young people will learn or experienced after taking part in this activity?)</i>	The activity will make it possible to combine two different subjects and create something, improving children creativity and physical activity.

TRADITIONAL GAMES FROM PARTNERS COUNTRIES

Bulgaria

CHILIK



6. THE COMBINATION OF PHYSICAL EDUCATION (PE) WITH HISTORY

Topic: History of the Olympics

Students' age: 13 – 14

Objectives

The students:

- will research the history of the Olympics.
- will discuss and present the changes in the Olympics from ancient Greeks times to present day.
- will understand the origin of the Olympic games and how people developed ways to honor themselves and higher powers.

Methods and techniques: (demonstration, working with the text, brainstorming, Individual and Pairs work, team/ group work,)

Materials (Computer with Internet access, measuring tape, straws/toothpicks, paper plates, paper, textbook, crayons/pencils)

Forms of work: Individual and Group reading, Individual and Pairs research, Large Group discussion.

„EU BE ACTIVE!“ project

Strategy













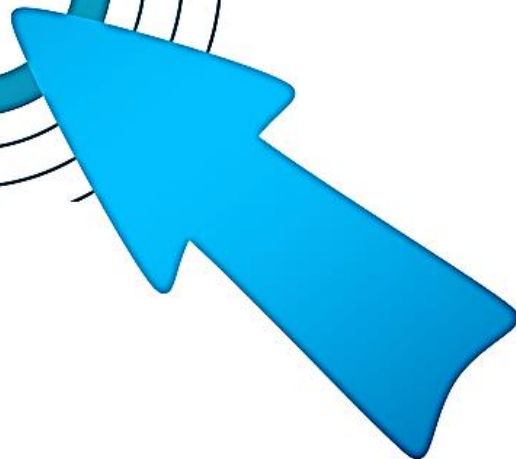


Dekšāru pamatskolas skolēni piedalījās projekta pasākumā Polijā



Novembrī Dekšāru pamatskolas audzēkņi piedalījās pēdējā projekta "Eu Be Active"(Ref. Nr. 556 927, EPP-1-2014-1-LT-SPO-SCP) pasākumā, kas notika Lodzā, Polijā. Projektu koordinēja sporta organizācija no Biržai (Lietuva) kopā ar citiem partneriem, piemēram, Biržai skolu un pašvaldību (Lietuva), izglītības iestādi no Ankaras (Turcija), sporta klubu no Sofijas (Bulgārija), basketbola klubu no Barselonas (Spānija) un nevalstiskā organizācija no Lodzas (Polija).

Galvenā projekta ideja bija izmantot sportu kā līdzekli, lai uzlabotu sociālās un profesionālās prasmes jauniešiem vecuma grupā no 11 līdz 15 gadiem un veicinātu izpratni par aktīva un veselīga dzīvesveida pozitīvo ietekmi. Projekta





BOCCIA - Enhancing the quality of life of people with disabilities and their environment through Paralympic sport Boccia



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BOCCIA - ENHANCING THE QUALITY OF LIFE OF PEOPLE WITH DISABILITIES AND THEIR ENVIRONMENT THROUGH PARALYMPIC SPORT BOCCIA.

6 Participating countries:      

★ **SUCCESS STORY**

 **GOOD PRACTICE EXAMPLE**

DOWNLOAD AS PDF

VIEW PROJECT MAP



Start: 01-01-2015 - End: 30-06-2017



Project Reference: 556971-EPP-1-2014-1-PL-SPO-SCP



EU Grant: 260073.59 EUR



Website:

<http://polskaboccia.pl/boccia-eu/>

Programme: **Erasmus+**

Key Action: **Sport**

Action Type: **Collaborative Partnerships**

 **Summary**



BOCCIA - Enhancing the quality of life of people with disabilities and their environment through Paralympic sport Boccia



Co-funded by the Erasmus+ Programme of the European Union



Coordinator



SPORT REHABILITATION ASSOCIATION START

ZACISZE 2

60 831

POZNAN

Wielkopolskie

<http://www.start.org.pl>



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BOCCIA - Enhancing the quality of
life of people with disabilities and
their environment through Para-
lympic sport Boccia

Raport No 2 of project activity

Project : “ BOCCIA - Enhancing the quality of life of people with disabilities and their environment through Paralympic sport” co-funded by Erasmus + Programme of the European Union

Task: The training workshop,

Location : Poland, Wagrowiec

Date : 23th to 30th of August 2015 - 7 days

Participants : 6 countries , 5 persons from each country and 12 volunteers/Animators from Poland :

- Leader of the project – SSR START - was responsible for the organization of the workshop
- (flight tickets, local transportation, accommodation, programme etc.
- The workshop was organised parallel with sport rehabilitation summer camp with over 80 persons with disabilities from all over the Poland. It gave the project participant the opportunity to confront the knowledge with practice in many dimensions .

Accommodation: Wagrowiec - WIELSPIN Rehabilitation-Leisure Centre



Welcome to Boccia Erasmus Programme



ABOUT PROGRAMME



BOCCIA



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[Project Details](#) [Coordinating Organisation](#) [Partner Organisation\(s\)](#) [Results](#)

Programme: Erasmus+

Identifier: 556971-EPP-1-2014-1-PL-SPO-SCP

Title: BOCCIA - Enhancing the quality of life of people with disabilities and their environment through Paralympic sport Boccia.

Summary

The project is implemented by 6 NGOs from Bulgaria, Greece, FYR of Macedonia, Turkey, Poland and Georgia, and is directed to people with disabilities, specialists, volunteers / Animators and persons working for disabled people environment. Main goals: 1. Transfer of effective solutions that activate vitality, equalize opportunities and health-enhancing physical activities of disabled using paralympic sport Boccia. 2. Increased participation in, and equal access to sport for all through: a) training specialists (Instructors), b) obtaining and training volunteers for NGO - „Animators of active life in people with disabilities” in Partner Organizations countries and also working for disabled people environment and local communities in individual countries, c) creating Boccia Teams in Partner Organizations countries pursuing systematic integration Boccia classes for NGO and local communities. Goals will be implemented through passing experience, methodology, good practice from specialists working for the most experienced sports and rehabilitation association in Poland START. Project uses Paralympic sport- Boccia because it concerns specific needs in the field of sport for people with disabilities. Boccia is suitable for everyone, but has found great popularity among people with even the most severe physical disabilities (cerebral palsy or other neurological

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