

# FIELD OF WELL- BEING

BEST PRACTICES  
MANUAL

2025



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# INTRODUCTION



## ABOUT THE PROJECT

The Field of Well-Being is an Erasmus+ Sport project that empowers migrants through the unifying power of football. Implemented by consortium of three organization from Slovakia and Serbia, the project addresses the complex challenges migrants face by combining educational workshops with inclusive football events. This dual-faceted approach equips sports coaches and staff with specialized training (focusing on mental and physical health, cultural integration, and community-building) and provides migrants with welcoming spaces to play, connect, and build a sense of belonging.

By leveraging football's universal appeal, Field of Well-Being not only aims to improve participants' immediate well-being, but also to strengthen social cohesion as coaches become agents of inclusion within their communities.

# INTRODUCTION

## ABOUT THIS MANUAL

This best practices manual distills the project's experiences, lessons learned, and innovative methods into a practical guide. It is written for sports clubs, NGOs, educators, and community leaders who want to replicate or adapt similar initiatives in other contexts. The manual uses clear, jargon-free language and explains any technical terms, ensuring accessibility to a wide audience. We have organized the content into modular sections. Each section provides insights and concrete recommendations that are transferable to other projects.

## HOW TO READ AND USE

For each topic, we include real-world insights from the Field of Well-Being project, followed by best practice tips, ready to print checklists, and how-to guides that you can apply to your own initiatives.

Look for bullet points and highlighted keywords for key takeaways, and refer to checklists for step-by-step guidance. We also provide sample workflows (e.g. for communication planning, event logistics) where helpful. Throughout the manual, design suggestions are given to enhance readability - for instance, using icons to flag tips, and infographic blocks to summarize important data or processes. By combining informative text with visual aids, the manual is intended to be engaging and easy to follow.

# INTRODUCTION

## PROJECT SNAPSHOT

Field of Well-Being (FOW) was a 12-month project (January–December 2025) coordinated by Bratislava (SK) in partnership with Comenius University (SK) and Trenažna Ekspertiza (RS). The partners developed a practical toolkit for coaches and delivered workshops, football trainings, and friendly matches in Slovakia and Serbia.

The project addressed two main target groups:

- **Migrants (all genders, 18+):** Individuals who have migrated from their country of origin and may face barriers to social integration, access to sport, and physical and mental well-being. The project ensured gender equality, with at least 50% female participation by the end of the project. Football activities primarily targeted this group, while also engaging local community members to foster intercultural dialogue.
- **Sports staff and coaches (all genders, 18+):** Individuals working in sport who play a key role in promoting and implementing inclusive practices. Workshops and educational activities were mainly aimed at this group, focusing on inclusion, well-being, and safe sports environments.

The project emphasized sustainability and transferability, creating a framework adaptable to other contexts. This manual is a key outcome of that commitment, bringing together the approaches that proved effective in practice.

# TABLE OF CONTENTS

## M1

### **COLLABORATION AND COMMUNICATION STRATEGIES**

Cross-Border Partnership Structure  
Communication Channels

## M2

### **PROJECT METHODOLOGY**

Dual-Faceted Program Design  
Work Plan & Division of Tasks  
Ensuring Cultural Inclusion

## M3

### **PROJECT OUTCOMES AND IMPACT**

Empowerment of Migrant Participants  
Capacity-Building of Coaches and Staff  
Wider Community and Institutional Impact

## M4

### **BEST PRACTICES AND RECOMMENDATIONS**

Project Planning and Coordination  
Communication and Visibility  
Leveraging Live Events  
King of the Court (Rules)

## M5

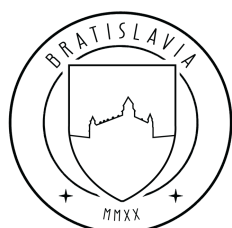
### **RISK MANAGEMENT AND CONTEXTUAL ADAPTATION**

## M1

# COLLABORATION AND COMMUNICATION STRATEGIES

## CROSS-BORDER PARTNERSHIP STRUCTURE

Our project was built on a multinational partnership between organizations in Slovakia and Serbia. The consortium included a sports organization (project coordinator), a university, and a center of excellence in sport science - each bringing complementary strengths. This diverse stakeholder mix created a robust foundation for long-term impact. From the outset, roles and responsibilities were clearly defined to leverage each partner's expertise: the sports organization led community engagement and event logistics, the university provided research and educational content development, and the Serbian partner oversaw coaching methodology and local outreach.



# M1

## COMMUNICATION CHANNELS

**Effective collaboration relied on clear and structured communication across borders. The partners established regular coordination routines to stay aligned:**

### **Scheduled Meetings**

A standing monthly video conference kept all partners informed and engaged. These virtual meetings were supplemented by in-person kick-off and wrap-up meetings (one in each country) to build trust and celebrate milestones.

### **Online Workspace**

The team set up a shared cloud workspace, using Trello platform for task management and day-to-day coordination, and Google Drive for storing and sharing larger files and key project documents. The centralized system reduced miscommunication and served as a single source of truth for all project materials.

### **Multi-Lingual Considerations**

English was used as the working language, but understanding that some staff and volunteers were more comfortable in Slovak or Serbian, key documents (schedules, instructions) were provided in both languages. When needed, partners used quick translation tools (e.g. DeepL) or bilingual team members to clarify details. This ensured language differences did not hinder smooth collaboration.

### **Communication Etiquette**

The partnership fostered a culture of responsiveness and openness. Clear channels and frequent updates (e.g. monthly email summaries, WhatsApp groups for day-to-day queries) helped build trust and prevent misunderstandings.

# M1

## COLLABORATION AND COMMUNICATION STRATEGIES

In conclusion, our consortium has shown that proactive communication and well-structured collaboration are essential to the success of multinational projects. Early investment in clear communication processes proved valuable throughout the entire project lifecycle, supporting partner alignment, building trust, and enabling coordinated responses to challenges as they arose.

Future projects involving partners from different regions should likewise prioritize a clear communication strategy, mutual cultural respect, and the effective use of collaboration tools to establish a cohesive team from the outset.

All communication outputs, including digital materials, publications, and event banners, will include the EU emblem and a statement acknowledging financial support from the European Union.



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## M2

## PROJECT METHODOLOGY

### DUAL APPROACH OF EDUCATION AND FOOTBALL

FOW employed a dual-methodology that married educational workshops with live football sessions in a coordinated way. This two-pronged approach was central to the project's design, recognizing that combining sport with education can amplify social impact.

In this section, we break down how the methodology was planned and executed, including aspects of scheduling, logistics, and cultural inclusion.



## M2

## DUAL-FACETED PROGRAM DESIGN

At its core, the project followed a cyclical program model:

### **Educational Workshops**

These were in-person and online workshops focused on well-being topics such as mental and physical health, nutrition, cultural orientation, European values, cultural diversity, soft skills, and employability. Online workshops were held monthly, while in-person sessions took place in accessible community venues. Live workshops during the European Week of Sport highlighted the role of sport in inclusion and health. The workshops targeted both migrants and sports staff/coaches: migrants developed life skills, while coaches strengthened their capacity to support inclusion. Joint sessions fostered mutual understanding and shared learning.

### **Inclusive Football Events**

The project organized friendly football matches and football-based activities for migrants and local community members on community fields and sports centres in both countries, scheduled throughout the week. Each event combined a football match with pre- and post-match skill development and teambuilding, transferring workshop knowledge into practice. Activities included guidance on warm-up and injury prevention and focused on teamwork and communication. Thematic links to prior workshops, such as mixed teams and rotating leadership roles, helped reinforce learning through real play.

This cycle ensured a theory-to-practice link. The synergy of sport and education in parallel is aligned with expert recommendations for social inclusion: sport-based activities paired with educational programmes create more sustainable integration outcomes.

## M2

## WORK PLAN AND DIVISION OF TASKS

A comprehensive work plan was developed, outlining all activities, timelines, and responsibilities for each partner. This work plan served as a roadmap. For instance, one partner would draft the workshop outline and the other would adapt and translate it for their context. Equipment and venue bookings were scheduled well in advance. Checklists were created for each event covering logistical items (field booking, permits, first aid kit, water, volunteer assignments, etc.) to ensure consistency.

### A SAMPLE EVENT PLANNING CHECKLIST USED IN THE PROJECT:

- VENUE SECURED AND PREPARED (E.G. GOALS, MARKINGS, ACCESS CARD/KEY)
- EQUIPMENT READY (BALLS, JERSEYS/BIBS IN MULTIPLE SIZES, CONES)
- REFRESHMENTS AND WATER FOR PARTICIPANTS
- FIRST AID AND SAFETY MEASURES IN PLACE (ON-SITE MEDIC OR KIT, EMERGENCY CONTACT)
- TRANSLATION/INTERPRETATION ARRANGED (IF NEEDED DURING OPENING OR AWARDS)
- MEDIA/PHOTOGRAPHY CONSENT FORMS PREPARED (IF ANY COVERAGE OR PHOTOS)

Such checklists, reused for each event, streamlined logistics and ensured nothing was overlooked, even when events ran simultaneously in two countries.

# M2

## ENSURING CULTURAL INCLUSION

A critical aspect of the methodology was making sure activities were culturally sensitive and inclusive for all participants. “Cultural inclusion” meant acknowledging the diverse backgrounds of migrants (different countries of origin, languages, etc.) and creating an environment of respect and belonging. Key measures included:

### **Language Accessibility**

The project recognized language as a potential barrier and took proactive steps so that language differences would no longer be a barrier to inclusion.

### **Gender and Age Inclusion**

The methodology stressed “football for everyone.” Sessions were structured to accommodate different ages, genders, and skill levels. For example, during events, teams were mixed - not only mixing migrants with locals, but also mixing genders and ages when appropriate. Mixed teams and balanced play ensured no group felt excluded, and it promoted interaction among diverse participants, breaking down social barriers.

### **Safe and Welcoming Environment**

Trauma sensitivity and trust-building were integral to the methodology. Activities were delivered by experienced and certified coaches, who were able to recognize and respond to participants’ vulnerabilities such as trauma, anxiety, or social exclusion, applying techniques to calm distressed or encourage shy participants if needed. Events were kept friendly and non-competitive, with referees prioritizing safety and a zero-tolerance policy on discrimination, ensuring that any aggressive or insensitive behaviour was immediately addressed.

# M3

## PROJECT OUTCOMES AND IMPACT

The project aimed to promote social inclusion, well-being, and EU common values through sport, with a particular focus on migrants, coaches and sports staff. In the short term, it led to increased participation of migrants in sports activities, improved physical and mental well-being, and enhanced awareness and skills of sports staff and coaches in the areas of inclusivity and diversity. New inclusive training methods were immediately applied in practice, while the project actively promoted EU values such as equality, human dignity, and respect for diversity. In the medium to long term, the project contributed to sustained engagement of migrants in sports, stronger community bonds, and increased acceptance of cultural diversity within sports environments. Inclusive practices were integrated into sports organizations, improving organizational culture and staff competencies, while international partner collaboration was strengthened to support future initiatives. The primary target groups were migrants (18+, all genders) facing barriers to social integration and access to sports, and sports staff and coaches (18+, all genders) who play a key role in implementing inclusive practices. The project ensured gender balance, with women representing at least 50% in our activities by the end of the project. Migrants benefited from improved access to sports, better health outcomes, stronger social inclusion, and a greater sense of belonging. Sports staff and coaches gained practical skills and more inclusive approaches, supporting positive organizational change. Local communities benefited from stronger intercultural understanding and social cohesion, while the consortium strengthened cooperation, professional networks, and expertise in inclusive sports.

## M3

## EMPOWERMENT OF MIGRANT PARTICIPANTS

### **Improved Well-Being and Health**

Over the project's duration, many participants reported notable improvements in their physical and mental well-being after implementing new skills and techniques in their daily life.

### **Social Inclusion and Community**

Through the inclusive teams, migrants formed genuine friendships with peers from other countries. Some of them even joined the local community teams for regular games.

### **Skill Development and Confidence**

The workshops covered communication, leadership, cultural awareness, adaptability, and well-being, and focused on practical tips, including physical exercises and psychological guidance on adapting to change and new environments.

### **Awareness of Resources**

Through the project's network, migrants also became more aware of local support services and opportunities.

## M3

## CAPACITY-BUILDING OF COACHES AND STAFF

### **Enhanced Coaching Skills**

The sport staff who participated benefited from specialized training that has increased their professional capacity.

### **Toolkit and Resources**

Through the inclusive teams, migrants formed genuine friendships with peers from other countries. Some of them even joined the local community teams for regular games.

### **Changed Mindsets and Increased Motivation**

Coaches had the opportunity to develop greater empathy and cultural sensitivity, and to see firsthand the positive impact of inclusive sport.

### **Networking and Community of Practice**

Coaches got to present their experiences, joining a community focused on social inclusion through sport.

## WIDER COMMUNITY AND INSTITUTIONAL IMPACT

### **Local partner institutions**

Gained experience in the project management, strengthening their capacity to run social impact projects.

### **Visibility efforts**

Reached community members and policymakers, raising awareness of migrant inclusion.

### **On a European level**

The project contributes to the collective evidence that sport is an effective tool for integration, hopefully influencing future funding and policies.

# BEST PRACTICES AND RECOMMENDATIONS

Drawing from the project's journey, we have identified a series of best practices across key areas of planning, implementation, and sustainability. These best practices are intended as guiding principles and practical tips for anyone looking to replicate or adapt similar initiatives.

We present them in thematic categories below. Each category includes concrete recommendations - many of which were proven during our project, that can serve as a checklist or playbook for future projects. (Where applicable, we also mention modern tools, including AI-assisted solutions, that can enhance efficiency and impact.)

## M4



# PROJECT PLANNING AND COORDINATION

Successful projects begin with solid planning and a strong foundation for coordination. Below are best practices for the initial phase of any collaborative sport initiative:

## **Set Clear Objectives and Shared Vision**

At the project outset, define specific, measurable, and realistic objectives that all partners agree on. This ensures everyone is aligned toward common goals. A concise mission statement co-created by partners can encapsulate the vision and keep the team focused.

## **Develop a Comprehensive Work Plan**

Create a detailed work plan mapping out all activities, timelines, and responsibilities per partner and location. This plan should list each deliverable (workshops, events, outputs) with dates and lead persons. It functions as a project roadmap that can be referenced and updated. Include milestones and review points to track progress.

## **Build a Complementary Consortium**

Choose partners wisely, ensuring a complementary mix of expertise and a shared commitment to the project's objectives. If you can, involve different sectors (e.g., NGO, academia, public sector, sport club) to enrich the project perspective. In the planning phase, invest time in team-building - get to know each partner's strengths, expectations, and working style. This relationship foundation will pay off when challenges arise.

Field of Well-Being benefited from partners with distinct roles (one with community access, one with educational know-how, one with sport technical skills) - together covering all project needs.

# M4

# PROJECT PLANNING AND COORDINATION

## **Define Roles and Decision Processes**

Right at the start, clarify who is responsible for what and how decisions will be made. Establish a coordination structure (e.g., project manager or coordinator, country leads, work package leaders) and document it so everyone understands the workflow.

## **Plan for Contingencies**

No plan is complete without backup options. Identify potential risks (e.g., delays, staff changes, lower participant turnout, etc.) and outline contingency plans for each. A risk register updated periodically can be a useful tool to monitor and mitigate risks throughout the project.

## **Centralized Coordination with Local Autonomy**

Strike a balance between oversight and flexibility. It's wise to have a central coordinating entity or person ensuring consistency across the project, while allowing local partners autonomy to adapt to their context.

# M4



# PROJECT PLANNING AND COORDINATION

## **Use Collaboration Tools**

Equip your planning process with the right tools. Shared online documents, Gantt charts for timelines, and project management software (like Trello or Notion) can greatly enhance coordination, especially for distributed teams. They make task tracking transparent and keep everyone accountable.

## **Eco-friendly Practices**

All project activities, including special events, integrated environmentally friendly practices aimed at reducing the project's ecological footprint. To minimize paper consumption, documentation, communication, and materials were primarily managed in digital form, with a strong focus on online tools instead of printed brochures, leaflets, or other physical materials.

Waste management was addressed through clearly labeled recycling bins at all activities, enabling participants to sort waste correctly. In addition, participants were informed in advance and encouraged to bring their own reusable water bottles, which significantly reduced single-use plastic waste during events. Whenever possible, locally sourced materials were used, and environmentally friendly transport options were promoted for project activities. These measures ensured that sustainability was consistently embedded across all project actions and raised participants' awareness of environmentally responsible behavior.

# M4

## CHECKLIST: PROJECT PLANNING ESSENTIALS

M4

- OBJECTIVES DEFINED
- WORK PLAN COMPLETED
- ROLES SET
- COMMUNICATION PLAN IN PLACE
- RISK ASSESSMENT DONE
- AGREEMENTS SIGNED
- KICK-OFF MEETING HELD

# COMMUNICATION AND VISIBILITY

FOR A PROJECT AIMED AT SOCIAL IMPACT, EFFECTIVE COMMUNICATION AND VISIBILITY EFFORTS ARE CRUCIAL. THEY ENSURE THAT THE PROJECT REACHES ITS TARGET AUDIENCE, ENGAGES STAKEHOLDERS, AND DISSEMINATES RESULTS TO THE WIDER COMMUNITY. BEST PRACTICES FOR AN EFFECTIVE COMMUNICATION STRATEGY, INCLUDING AI TOOLS:

## **Understand Your Target Audiences**

Tailor your communication by first identifying who you need to reach. For each group, consider what information they care about and where they get that information. The Field of Well-Being team developed simple personas (e.g., “young migrant athlete,” “local coach,” “community volunteer,” etc.) to guide content creation. This helped in crafting messages that resonate. Best practice: develop 3-5 personas representing key audience segments and outline their motivations and preferred channels.

## M4

## **Multi-Channel Communication Plan**

Use a mix of communication channels to maximize reach - social media, local press, email/newsletters, and on-site outreach. Social media is powerful for youth and general public engagement: platforms like Facebook (for community), Instagram or TikTok (for youth/migrant communities), and LinkedIn (for professional and policy outreach) each have a role. Focus on a few key platforms and manage them well, rather than spreading efforts too thin.

# COMMUNICATION AND VISIBILITY

## **Consistent Branding and Positive Messaging**

Develop a visual identity and tone for the project's communications. This includes a simple logo or wordmark, consistent colors, and maybe a hashtag. Consistency builds recognizability and trust. The tone should match your audience - in our case, friendly, inclusive, and uplifting. Avoid jargon, and focus on storytelling that highlights human experiences. Feature success stories and personal journeys: for instance, share a short video or blog about a particular participant's progress (with consent).

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## M4

### **Stable Content Rhythm**

Maintain a regular posting and outreach schedule. A stable content rhythm (e.g. weekly updates) creates predictability and keeps the audience engaged. You might establish a pattern like: every week, one post giving a well-being tip or sports drill (education content), one post telling a participant or coach story (personal content), and one post with an event update or result (community content). During busy periods (e.g., leading up to an event) increase frequency with reminders and behind-the-scenes peeks.

# COMMUNICATION AND VISIBILITY

## OUTREACH TO TARGET GROUPS AND STAKEHOLDERS

### **Target Groups (Migrants and Sports Staff)**

- Direct engagement through sports events and workshops
- Targeted social media campaigns tailored to interests and needs
- Use of community networks, local NGOs, sports clubs, and community leaders
- Distribution of visual materials (flyers, posters) in community centers, sports facilities, and other key locations

### **Collaborative Promotion**

- Cooperation with local influencers and trusted community figures
- Use of community social media channels
- Storytelling focused on real project impact and upcoming activities

### **Stakeholders and Policymakers**

- Targeted emails and invitations
- Use of academic, professional, and institutional networks of consortium partners

### **General Public**

- Comprehensive social media strategy
- Public events as open-entry points
- Press releases and cooperation with local and national media

# M4

# COMMUNICATION AND VISIBILITY

## COMMUNICATION TIMELINE

### PLAN COMMUNICATIONS IN PHASES:

- **Before an Event:** Build anticipation and provide practical info. Use countdown posts, introduce what to expect (“Next week: Friendly Football Day - open to all! Here’s how to join...”). Share invitations and reminders (with key details like time, place, what to bring) to ensure good attendance and to reduce uncertainty for participants.
- **During an Event:** If possible, have someone capture live content (short videos, photos, participant quotes) to share in real-time or shortly after. This showcases the project’s energy and can draw more interest (even media attention) while it’s happening.
- **After an Event:** Show impact and gratitude. Post highlights (photos or a short video montage), results (number of participants, key outcomes), and testimonials. Thank everyone involved (participants, partners, volunteers) in these posts; it not only recognizes them but also subtly demonstrates community support. For major outputs or at project end, consider writing a blog or news article summarizing achievements - something you can circulate to stakeholders and include in final reports.

# M4

# COMMUNICATION AND VISIBILITY

## LEVERAGE AI FOR CONTENT CREATION

AI-SUPPORTED COMMUNICATION TOOLS CAN SIGNIFICANTLY ENHANCE AND SIMPLIFY YOUR OUTREACH:

- **Content Drafting:** Tools like ChatGPT or other AI writing assistants can help draft social media posts, blog articles, or press releases. For example, we used an AI tool to generate a first draft of a Instagram post in a friendly tone inviting locals to our final tournament. The AI provided a nicely structured message highlighting key points (date, place, call to action) which we then edited for accuracy and tone. Tip: when using AI, always review and personalize the output to ensure it's accurate and culturally sensitive.
- **Translation:** Services like DeepL or Google Translate (used with caution) can translate content quickly, allowing you to post messages in multiple. While human proofreading is ideal, AI translation has become quite reliable for basic communication and saves time reaching diverse language groups.
- **Design and Imagery:** Tools such as Canva have AI-driven features (suggesting layouts or automatically removing image backgrounds) that non-designers can use to create professional-looking graphics (e.g., infographics of results or quote cards with participant testimonials). This enhances visual appeal without needing a graphic designer on staff.
- **Analytics:** Some social media management platforms use AI to analyze when your audience is most active and suggest optimal posting times or content tweaks. Paying attention to these insights can improve engagement over time.

# M4

## CHECKLIST: COMMUNICATION & VISIBILITY

M4

- TARGET AUDIENCES IDENTIFIED
- KEY MESSAGES AND STORIES DRAFTED
- BRANDING ELEMENTS READY
- SOCIAL MEDIA ACCOUNTS SET UP AND OPTIMIZED
- CONTENT CALENDAR PREPARED
- MEDIA LIST COMPILED
- PRESS RELEASE TEMPLATE WRITTEN
- AI TOOLS TESTED AND UTILIZED
- ACCESSIBILITY CHECKED (CONTENT IN MULTIPLE LANGUAGES, CAPTIONS ON VIDEOS)

\*READY TO USE LIST

## LEVERAGING LIVE EVENTS

Live sports events (matches, tournaments, festivals) were the heartbeat of Field of Well-Being. To make these events more than just games and to turn them into catalysts for inclusion and education, requires deliberate planning and creative touches. Here are best practices on leveraging live football events for maximum social impact:

### **Fun and Inclusion Over Competition**

From the get-go, set the tone that these events are friendly and inclusive. Avoid highly competitive structures (e.g., no strict elimination tournaments that might sideline the weaker teams). Instead, focus on participation: mix teams so that migrants and locals, different skill levels, ages, and genders play together.

### **Engage the Wider Community**

Leverage events as an opportunity to involve the local community and stakeholders. Invite local football clubs to send a team or two (youth or amateurs) to participate in a great integration exercise. Have an open invite for community members to watch or even join casual games - the more mingling, the better. Use the event as a showcase to which you invite city officials, sponsors, media, and partner organizations.

### **Safety and Fairness in Events**

Ensure all events are well-managed for safety (first aid, hydration, appropriate match duration for fitness levels) and fairness (impartial refereeing focused on safety, ability-based adjustments like smaller field if skill is low, etc.). A bad injury or feeling of unfairness can sour the experience, so proactive risk management is needed.

# M4

# LEVERAGING LIVE EVENTS

## USE EVENTS AS LEARNING OPPORTUNITIES

EVERY LIVE EVENT IS A CHANCE TO PUT WORKSHOP CONCEPTS INTO PRACTICE, AS NOTED. PLAN SPECIFIC ACTIVITIES WITHIN EVENTS TO REINFORCE LEARNING:

- **Pre-Match Workshops or Demos:** If feasible, hold a short workshop or demo at the event venue before games start. For instance, a quick refresher on warm-up exercises learned in the health workshop, or a 10-minute team-building game that mixes all participants. For example, we always did a group warm-up led by a coach where locals and migrants paired up - breaking initial ice.
- **On-Field Coaching for Inclusion:** Coaches can use the match environment to subtly coach inclusion and life skills. For example, instruct team captains (especially if they are migrant participants) on how to encourage their team and be responsible leaders on the pitch - essentially practicing leadership.
- **Half-Time or Between-Game Activities:** Plan a quick interactive activity during breaks. Could be a trivia quiz on something learned (“hydration trivia!”) with small prizes, or a trust exercise (like a group juggling circle that demands teamwork). Keep it light and optional - many will join out of curiosity.
- **Post-Game Reflection:** After the final whistle, gather everyone for a cool-down and brief reflection circle. Ask questions like “What did you enjoy?” “Did anyone make a new friend today?” or relate to themes “Did you notice good teamwork? What did it look like?” This debrief helps participants consciously recognize the inclusive behavior and personal growth happening, not just the athletic aspect.

# M4

# RULES EXAMPLE

## (KING OF THE COURT)

**Format:**

- 5-a-side teams (4 outfield players + 1 goalkeeper)
- Match length: 5 minutes OR first to 3 goals (whichever comes first)

**Winner Stays ON:**

- The winning team stays on the court for the next match.
- The losing team goes to the end of the “waiting” queue.

**Draw Result:**

- If the match ends in a draw, then the newer (latest) team stays on.
- The “older” team (the one that was already on the field) rotates off.

**Points Rules:**

- Win = 3 points
- Draw = 1 point
- Loss = 0 points

**Match Rules:**

- Kick-ins (no throw-ins).
- No slide tackles.
- Restart playing quickly and keep the pace high.
- Substitutions can happen anytime (rolling subs).
- The referee’s decision is final

# M4

# RULES EXAMPLE (KING OF THE COURT)

# M4

**Goal Limit Rule:**

- First team to 3 goals wins immediately (even if time remains).

**Rotation System:**

- Team queue is displayed on the whiteboard.
- Next team must be ready to enter immediately after the whistle.
- If a team is not ready, they skip their turn.

**Fair Play & Spirit:**

- Respect opponents, referees, and teammates.
- Aggressive play = automatic rotation out or disqualification.
- Keep it fun and friendly, this is a sports day celebration!

**Scoring and Final:**

- Teams earn points throughout the event.
- In case of a tie for ranking, top 2 teams (by points) play a Exhibition Final Match.
- In case of draw in final match, winner is decided by the penalty shoutout.

**Reminders:**

- Keep the court clean.
- Encourage, don't criticize.
- Have fun!

# CHECKLIST: LIVE EVENTS

M4

- INCLUSIVE FORMAT DECIDED
- EVENT THEME OR MESSAGE DEFINED
- COMMUNITY INVITATIONS SENT
- ROLES ASSIGNED
- EQUIPMENT AND LOGISTICS READY
- MEDIA PLAN IN PLACE
- PARTICIPANT BRIEFING DONE
- SAFETY CHECKS
- RECOGNITION ITEMS PREPARED  
(CERTIFICATES, MEDALS, THANK-YOU GIFTS FOR VOLUNTEERS)

# RISK MANAGEMENT AND CONTEXTUAL ADAPTATION

- During the implementation of activities in Serbia, public protests emerged, which significantly affected the organization of planned events. In response, a high level of flexibility in event planning and delivery was required. Risk mitigation measures included the development of contingency plans (Plan B), continuous monitoring of street blockades and public movement restrictions to ensure participant accessibility, and the selection of event locations in city areas with the lowest assessed risk.
- Furthermore, clear communication with participants was essential. It was necessary to explain that the project and its activities were not connected to political movements. Due to the sensitive context, some participants chose not to be photographed or recorded on video, which required additional attention to ethical standards, transparency, and participant consent.
- Education and transparency were essential for maintaining trust and engagement. For example, in both countries, some participants were not always familiar with the project's objectives. To address this, organizers consistently provided clear explanations that the activities were part of an EU-funded project, outlining its goals and expected impact. This approach resulted in increased participant understanding, acceptance, and overall satisfaction. For example, the month after our European Week of Sport event in Slovakia can be highlighted. While initial participation estimates ranged between 20 and 25 participants for event in October, the event attracted more than 80 attendees. Overall, this was a positive impact of a month before, when more than 140 participants were engaged across activities in our European Week of Sport events in Slovakia and shared their experience live and online with their network.

# M5

## CONCLUSION



Field of Well-Being demonstrated how a thoughtfully designed sports project can transform lives and communities. Over the course of 2025, what began as an ambitious idea evolved into a thriving cross-border collaboration, a supportive network of coaches and volunteers, and most importantly, a vibrant community of empowered migrant participants.

The journey was filled with moments of inspiration and learning - from the first hesitant smiles on the field turning into high-fives among teammates, to workshop discussions where migrants and locals exchanged life stories and realized how much they share.

These moments stand as a testament to the unifying power of sport and teamwork.

# ACKNOWLEDGMENTS

This Best Practices Manual was developed through a collective effort made possible by the dedication and cooperation of many individuals and organisations across Europe.

We would like to express our sincere appreciation to the European Union for its financial support through the Erasmus+ Sport Programme. This support was essential in enabling international cooperation, knowledge exchange, and the development of practical outputs that promote inclusion, equality, and education through sport.

Our gratitude also goes to all project partners for their professionalism and commitment, as well as to the participants, experts, volunteers, and supporting staff whose active involvement and contributions significantly enriched the project and this publication.

This manual reflects a shared belief in the positive impact of sport and the value of European collaboration.



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# FOW

# FIELD OF WELL-BEING

Field of Well-Being  
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