



How to plan a sports event for awareness and inclusion

METHODOLOGICAL MANUAL



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ERASMUS+



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Introduction

What is the aim of this guide, how does it relate to the European project, and how can you tailor it to fit your context and resources?

1. Conceptual design stage

Determining the objective, the type of event, the sport, and the audience is essential before implementing any operational changes.

2. Preparation stage

Schedule, venue, permits, team responsibilities, and estimated budget, allowing for a margin of over 6 months.

3. Financial support and collaborations

How to obtain support from businesses, the nonprofit sector, and government — and transform it into a partnership rather than merely a donation.

4. Invitation and selection of participants

Determining whom to invite, the timing, and the appropriate channels to effectively engage both institutions and the general public.

5. Event Coordination

All operations are in place: prior to, during, and following the event — including structure, security, bibs, and sustainability.

6. Inclusivity and accessibility

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Team coordination, participant engagement, and real-time communication throughout the day.

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How to assess whether the objectives were achieved and how to record this in a closing report.

Recommendations

Final checklist and model versions aligned with budget and context, enabling another entity to replicate it.

Annex

Ready-to-use templates include budget, timeline, regulations, registration, sponsorship, social media, surveys, closing report, and more.

Introduction



What is the aim of this guide and who is its intended audience?

Why choose a sporting event to promote awareness and inclusion? Sport offers a distinctive setting for transformation, serving two essential goals: first, to connect the general public with the realities of a specific group, fostering knowledge, empathy, and visibility around their circumstances; and second, to create genuine opportunities for interaction between that group and the wider community, ensuring active participation and equality rather than mere presence.

This guide draws on the insights gained from organizing the Solidarity Race for Integration (Madrid, October 2025) and turns them into a practical resource for any organization looking to plan its own awareness and inclusion sporting event, without having to start from scratch. It has been written in general terms so that its content applies to any group.

Here are several key lessons we suggest you keep in mind:

- The strong turnout shows that the open urban race format works effectively as a tool for community awareness.
- The partnership with companies through CSR yielded more in-kind resources (materials, supplies) than direct financial contributions, highlighting the value of diversifying types of collaboration rather than focusing exclusively on monetary funding.
- Keeping a contingency margin in the budget allowed us to handle several last-minute issues during the setup of the structure without significant problems.
- Having essential resources available for the group, specifically language support, on the day of the event increased the participation of individuals from the migrant community, who would otherwise have faced greater difficulty navigating and taking part in the event.

The main areas identified for improvement are

- Document the organizing process as it unfolds, rather than focusing solely on the event's outcome.
- Strengthen the active involvement of the migrant community in the organization from the very beginning.
- Clearly define, before the event takes place, the funding commitment agreed with the contributing entities, so that their financial support is confirmed in advance.

Introduction



What is the aim of this guide and who is its intended audience?

Usage guidelines:

Read this complete section 0 before proceeding to the remainder: it offers the essential context to effectively utilize the guide.

Utilize the templates provided in the annexes as a foundation, rather than a fixed format.

IT IS DIRECTED TO...



Social organizations with limited previous experience in coordinating sporting events



Social organizations aiming to transition to hosting larger-scale sporting events



Municipalities, clubs, or educational organizations that aim to host an event with a genuinely inclusive perspective

0.2 Connection with the Together4Integration initiative and its integration and awareness goals

- Together4Integration is a European initiative aimed at enhancing the integration of young migrants into European society by fostering the professional growth of the youth workers who assist them. The Solidarity Run was created as a community awareness campaign within this initiative: a public gathering space where citizens, sector organizations, and the young migrants themselves could participate in a shared event under the slogan #RunForACauseThatLeavesItsMark.

To foster integration and awareness, we crafted the event with this purpose from the outset: featuring a prominent message, encouraging active involvement from the target group, and establishing a clear link to the project's objectives in which it was situated.

Introduction

How to utilize this guide (degree of adaptation based on context/resources)

Budgets, team sizes, and previous experience in organizing events differ among organizations, and this guide aims to assist all of them. Its framework—what to prepare for and what is advised at each phase—adheres to a universal logic relevant to any community awareness sporting event, applicable irrespective of the organization's scale or available resources.

This indicates that every section of the guide contributes value to any organization; however, the degree of emphasis placed on each point may vary based on the context.

What requires planning

- The alignment between the event and the entity's objectives should not be assumed; it must be actively demonstrated.
- The event should be linked with other actions or projects and not operate in isolation.
- The involvement of the group should extend beyond mere attendance: as volunteers, runners, spokespeople, or members of the organizing team.

Recommendations

- Compose a detailed paragraph that links the event to the project's objectives and highlights the specific mechanism that facilitates it, such as public visibility, direct involvement of the group, or fundraising allocated for the cause.
- Utilize the event as a platform to highlight other projects, initiatives, materials, or outcomes of the organization that are already available (guides, training, resources, tools).
- Record with specific data or testimonies the active involvement of the target group in the organization or execution of the event, rather than merely their attendance as participants.

1. The conceptual design stage of the event



What are the benefits of hosting a sporting event?

Before making any operational decisions, it is essential to establish the "purpose" of the event. This section enables you to substantiate that the selection of format, sport, and audience is grounded in a methodological approach.

Establish the purpose of the event.

A charity sporting event becomes more effective when it has a clear objective that directs all future decisions. It can aim for multiple objectives at once, such as raising awareness, directly involving the migrant community, enhancing the project's institutional visibility, or fundraising, and it is wise to prioritize these from the beginning.

Select the category of event and sport.

The selection of sport and format affects numerous subsequent decisions: budget, accessibility, the type of audience that can be engaged, and the impact of the awareness message.

- Focus on a primary objective, accompanied by no more than two or three secondary objectives, to facilitate informed decision-making when various interests are in conflict.
- Raise awareness in the community of (city) regarding the integration of young migrants by organizing a participatory and accessible sporting event that raises funds for (cause).
- Connecting the event's purpose to the institution's broader goals, to strengthen the unity of the entire organization.

Identify the target audience and the purpose.

It is essential to differentiate between individuals who engage actively in the sport and those who receive the awareness message as spectators, as they are not always the same. The clearer the link between the selected sport and the cause, the more impactful the message will be.

1. The conceptual design stage of the event

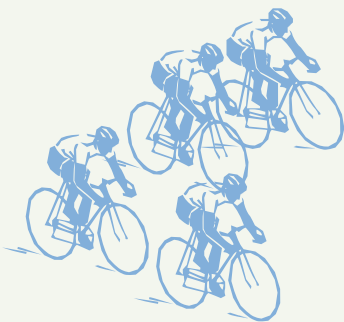
Selecting the most appropriate sport

T4i

What are the most common charity sporting events?

Charity Runs or Walks

It is the most adaptable and widely favored choice. To ensure full inclusivity, the essential factor is to create an accessible pathway that is entirely level and devoid of barriers such as curbs or cobblestones. This design enables individuals in wheelchairs, families with strollers, and visually impaired athletes along with their guides to engage without hindrance. Its philanthropic strength is evident in providing non-competitive alternatives and the "Bib Number 0" option, allowing anyone to participate even if they are not running.

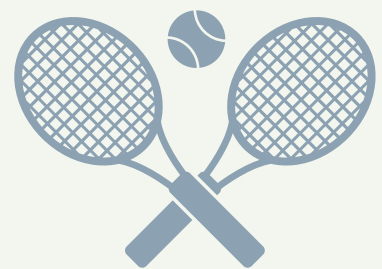


2. Bicycling and wheeled transportation

Perfect for invigorating the event and drawing in cycling enthusiasts. By organizing it on closed circuits or spacious, secure avenues, a variety of speeds is ensured, and accommodations are provided for adapted modalities such as handbikes or tandems. The charitable essence is emphasized by presenting it as a controlled-pace ride instead of a speed competition, focusing on the specific group experience for the cause.

3. Tennis Competitions

Racket sports are ideal for engaging and social gatherings. In padel, the closeness of the walls and the reduced court size enable more dynamic and accessible matches for players of all skill levels, while tennis provides a traditional and highly attractive format. In both instances, inclusion is encouraged through the implementation of the adapted two-bounce rule for wheelchair athletes, which allows for mixed pairings. To enhance fundraising efforts and prevent early eliminations, formats like "pool" tournaments or American-style pool guarantee that all participants compete in a predetermined number of matches throughout the event.



4. Soccer League



It serves as the most effective instrument for community integration due to its universal language and capacity to connect various realities. Its inclusive nature is rooted in the removal of social, economic, or cultural barriers: it brings together migrants, individuals at risk of exclusion, those with disabilities, and local residents on an equal footing. The cornerstone of its effectiveness is found in the organization of mixed and intergenerational teams, as well as in the use of 5-a-side or 7-a-side formats that facilitate short matches, ensuring a fast-paced game and a dynamic event.

1. The conceptual design stage of the event



Select the category of event

Criteria for selecting the format

- Evaluate the target audience profile, the existing environment, seasonal factors, and material expenses prior to reaching a conclusion.
- Focus on sports that have minimal technical barriers, such as walking, running, and multi-sport activities, when the primary goal is to encourage mass participation.
- Create formats that enable the collaborative engagement of individuals of varying ages and abilities within the same environment and timeframe.
- Choose formats that do not emphasize competitive outcomes (such as fun runs or walks) to encourage participation from groups lacking prior athletic experience.
- Compare the selected format with the entities and individuals of the specific group identified prior to finalization.
- Evaluate the relationship between inclusion and various forms of physical disabilities, as well as the appropriateness of the selected sport and environment for this group.

Establish SMART goals and key performance indicators (KPIs) from the beginning.

- Establishing the indicators prior to the event, instead of reconstructing them afterward, facilitates the comparison of actual outcomes with expectations and provides a robust documentation of the impact for any external assessment.
- Establish a minimum: target participant count, collaborating entity count, anticipated social media reach, and the number of satisfaction surveys to be gathered.
- Incorporate at least one qualitative measure of awareness (e.g., the percentage of participants who indicate that they have gained insights into the experiences of young migrants).
- From this point onward, document the KPIs in a table to facilitate comparison with the actual results during the impact assessment phase.

2. Preparation stage



Overall timetable

Administrative procedures, fundraising, and participant recruitment all necessitate sufficient time to be successful. Utilizing control milestones instead of a single deadline aids in maintaining the process's momentum.

Moment	Significant milestones
6 to 8 months prior	Objective, event type, and estimated budget established. Preliminary communications with administration.
4 to 6 months prior	Location and permits in progress. Funding and partnership search in progress.
3 to 4 months prior	Registration is now open. The communication campaign has commenced.
2 months prior	Sponsorships are now closed. External services have been contracted. Emergency services have been requested.
1 month prior	Volunteers have been confirmed and trained. Day-of logistics have been finalized. The final budget is set.
1 week prior	Team briefing. Verification of suppliers and permits.
1 day prior	Assembly of structure (if space permits)
D-Day	Execution
1 to 4 weeks later	Surveys, event analysis, and impact assessment

CONTROL MILESTONES · PERMITS · FINANCING · REGISTRATIONS · VENDORS · BRIEFING · EVENT

2. Preparation stage



Selecting the site

The selected venue influences the budget, required permits, and the degree of accessibility for the event. Choices encompass public areas (such as parks and city streets) or private locations (facilities offered by businesses or organizations).

Evaluate the land's capacity, accessibility, and the availability of parking and public transportation prior to making a decision.

Request a collaborative initial visit with city council technicians or site managers.

Request the occupancy permit and the transfer of the structure (fencing, stage, sound) in writing to prevent any last-minute additional expenses.

Prioritize public areas with municipal concessions when the primary goal is to enhance visibility and community engagement.

Consider an alternative location (plan B) in the event of a potential denial or weather-related incident.

Document the terms of the transfer in writing, even when the space is provided by a partner company (schedule, responsibilities, insurance).

EVENT IN A PUBLIC AREA

- If you have decided to carry it out in a public area, you should consider the following:
 - Determine which local or municipal authority is accountable for the transfer of that public space, as the responsible entity may differ between a park and a stadium.
 - Inquire about the specific procedures for requesting the space.
 - In some instances, the venue may be available for rent at no cost, particularly for non-profit events, while in other cases, there may be a fee involved. It is essential to evaluate whether you possess the resources to manage this expense.
 - Prepare this essential information for the initial contact:
 - Event overview: goals and nature of the activity
 - Date, time, and projected capacity
 - Site or route map and location of structures
 - Public liability insurance
 - Basic safety and security plan

2. Preparation stage

Selecting the site



EVENT IN A PRIVATE SETTING

- If you have decided to conduct it in a private setting, you should consider the following:
- Select a venue that is appropriate for the nature of the event you wish to host and the scale of the anticipated assembly.
 - After identifying several spaces, investigate which entities or companies possess them.
 - Most private venues require a fee for their use, though the cost can fluctuate based on the day and the number of guests. It is essential to consider this when planning your budget.
 - You may suggest to the company or institution a partnership where they offer the space at no cost in return for brand exposure.
 - If your main goal is to secure free space through partnerships, your likelihood of success increases if the company or organization that owns the space is attuned to the event's cause and dedicated to inclusion. To accomplish this, you can examine their CSR initiatives and develop a narrative specifically designed for them.
 - Prepare this essential information for the initial contact:
 - Clarification from the organizing body
- Event overview: goals, nature of the activity, date, time, and projected attendance.
 - Alignment of the event with the organization's CSR or values
 - Proposal for partnership with the organization: enhanced brand visibility during the event and beneficial effects on the brand.

2. Preparation stage

Roles and organizational framework



A clearly defined and effectively communicated organizational chart ensures that essential tasks, such as security and accessibility, are assigned appropriately. The number of volunteers required grows with the scale of the event, making it advisable to provide training beforehand.

- Establish an organizational chart that outlines areas and designated individuals prior to advancing with the planning.
- Determine the required number of volunteers based on a guideline of one volunteer for every 40 to 50 participants, emphasizing essential aspects such as supplies and accessibility.
- Arrange a compulsory briefing session in the days leading up to the event, addressing role responsibilities, emergency procedures, guidelines for interacting with the migrant community, and the event's message.

Who	Responsibility
Event Coordination	The individual accountable for decision-making maintains direct communication with the administration or entity that owns the space, oversees the budget, and manages the relationship with the funders.
Logistics Supervisor	He is responsible for overseeing the area, the layout of the facilities, fencing, bib numbers, and supplies.
Communications Director	Plan the social media campaign prior to, during, and following the event. Foster relationships with the media, including event photography and videography, and advertise the event.
Director of Finance and Partnerships	He collaborates with the director in managing relationships with companies, the third sector, and administration, fostering active participation in both the event's design and its execution.
Volunteer Manager	This individual is tasked with recruiting, training, and coordinating volunteers prior to the event, as well as managing them during the event. They must guarantee that there is one volunteer for every 40-50 participants.
Inclusion Coordinator	Ensure that the event maintains an inclusive focus from the outset and that the involvement of specific groups is assured both in the planning and throughout the event.
Security and Emergency Coordinator	The security team, whether private or public, manages the relationship with emergency services and oversees incident protocols.

2. Preparation stage



Projected budget

Acquiring several quotes for structural items aids in managing expenses, as prices can differ significantly. Certain items may be minimized to zero through collaborations, and it is always wise to allocate a contingency fund.

- Obtain comparative quotes for staging, fencing, and sound before making a decision on a supplier.
- Pursue collaborations to lower the expenses associated with space, racing equipment, supplies, and prizes.
- Set aside a contingency allowance ranging from 10% to 15% of the overall budget.

Category	Examples	Can it be diminished through partnerships?
Staging and structure	Rental or lease of venue, fencing, stage, sound equipment, tents, furniture (tables and chairs), electric generator, route signage.	Yes (transfer)
Insurance	Liability coverage, accident coverage, specialized insurance for the sporting event, protection for volunteering	No
Racing equipment	Bib numbers, timing (chip or manual), signage, start/finish arches, beacon tapes, course markers	Yes (material sponsorship)
Supplies	Water, fruit, energy beverages, solid snacks (bars, nuts), compostable cups/materials	Yes (corporate contributions)
Communication	Graphic design (poster, bib, banner), social media marketing, photography/video production, printing services, translation of materials into different languages	Partial
Safety and emergency situations	Ambulance, private security if necessary, first aid staff, automated external defibrillator (AED)	No
Awards	Medals, trophies, certificates, small gifts for volunteers and sponsors	Yes (sponsorship)
	Contingency reserve	—
Technical personnel	Speaker, audio engineer, photographer/videographer, interpreter, or language assistance	Partial
Assembly logistics	Van rental, material transportation, assembly, and disassembly services	Partial
Accessibility	Ramps or pathways, sign language interpreters, accessible signage, materials in Braille or simplified format	Yes (support organizations)

3. Financial support and collaborations



Potential funding sources

This section describes strategies for diversifying funding sources for an event of this nature, viewing funding not merely as a means to cover costs, but as a chance to establish enduring partnerships with businesses, non-profit organizations, and governmental bodies.

Funding sources map

The funding of a charitable sports event typically involves three categories of participants, each operating under a distinct rationale for collaboration.

- Identify from the beginning the three primary categories of potential funders: private corporations, third sector organizations with financial capability, and public authorities.
- Diversify funding sources rather than depending on a single funder to ensure greater budgetary stability for the event.
- Record each contribution received (money, materials, or space) in a single entry to quantify the total value of the event beyond just the monetary aspect.

Companies: transitioning from donation to partnership

Relationships with companies tend to be more fruitful when viewed as medium-term partnerships instead of as isolated requests for funding.

- Frame collaboration with companies as a partnership that encompasses corporate volunteering rather than solely a financial contribution: engaging as volunteers on the event day fosters a more enduring connection than a one-time donation.
- Seek out companies associated with the selected sport to request specific materials (t-shirts, energy drinks, race numbers, supplies), as this form of in-kind contribution is typically more attainable than a direct financial donation.
- Position the proposal within the framework of the company's Corporate Social Responsibility (CSR) policy, which typically includes a predetermined budget and established criteria for this kind of collaboration.
- Compile a concise sponsorship dossier that includes the essential details of the event, such as its objective, anticipated participation and reach statistics, and the visibility benefits provided. This will facilitate discussions with the CSR or communications department.

3. Financial support and collaborations



Potential funding sources

Tertiary sector

Entities in the third sector that possess their own economic resources can serve as funders, in addition to acting as content partners.

- Identify third sector organizations that possess economic capacity and have a mission aligned with the event's cause.
- Approach collaboration from a complementary viewpoint: consider what each entity offers (funding, technical expertise, network of contacts, social foundation) and what it gains in return regarding visibility or co-organization.
- Additionally, seek funding or specific resources for accessibility modifications (such as ramps, sign language interpreters, and accessible signage), as this is typically a domain where organizations focused on disability are knowledgeable and can offer support.

Public sector organizations

The contributions from the administrations are not solely financial; the provision of space and infrastructure holds significant value for the event's budget.

- Alongside any available subsidies, seek the allocation of public space and municipal infrastructure (such as fencing, stage, and sound system), which directly lowers the required budget.
- Present the event to the administration as a community interest initiative, rather than merely a request for resources, emphasizing the goals of awareness and integration.

Pricing strategy and at-risk populations

The choice to impose registration fees, and on whom they apply, is equally a decision related to event design as it is to budget considerations.

- Consider offering free registration for individuals from specific groups or those in vulnerable situations, covering that cost through the fees of other participants or through targeted sponsorship.
- Provide collaborating companies with the option to pay a registration fee for their teams and volunteers, which can be utilized to cover the complimentary participation of additional participants.
- Clearly outline the pricing policy and conditions for free access in the registration form, ensuring that it is easily accessible without requiring additional procedures.

3. Financial support and collaborations



Economic administration

Purpose of the funds raised

- Transparency about the allocation of the funds raised enhances the trust of participants, sponsors, and administration, and is integral to the event's awareness message.
- Clearly define the specific purpose for which the raised funds will be designated, and communicate this explicitly before, during, and after the event.
- Include in the final event report (section 9) a detailed breakdown of the funds raised and their allocation, as part of the accountability to both funders and participants.

What requires planning

Relying on a single funder grants that entity greater power to influence event decisions (such as image, message, and guests), which may conflict with an inclusive approach if its criteria do not align with the cause.

Certain sponsors provide pre-designed communication materials, such as banners and templates, which must be reviewed prior to use to confirm that they align with the accessibility and inclusive image standards outlined in block 4.

A registration fee for companies (as outlined in the pricing policy) serves its intended purpose only if it genuinely results in free spots or specific modifications, rather than being absorbed into the overall budget.

Recommendations

Prioritize, all else being equal, funders whose mission or history encompasses diversity, migration, or disability, as they also provide knowledge and a network of contacts in addition to financial support.

Incorporate a clause or verbal agreement with sponsors concerning the use of inclusive imagery if they will be involved in the creation of communication materials.

- Allocate and designate a specific funding amount for inclusion (accessibility + free access for vulnerable groups) from the beginning, rather than treating it as a leftover from the general budget, ensuring it can be reported separately in the final report.

4. Invitation and selection of participants



Distribution of the application call

A carefully organized call for applications starts well ahead of the opening of the registration form. This section details who needs to be reached out to, the appropriate lead time, and the channels to be utilized.

Audience invitation map

- A more diverse audience map enhances the event's representation of the community awareness objective.
- Actively involve four categories of audiences: administration, public systems (educational, health, social centers), private enterprises, and third sector organizations/NGOs to guarantee genuine diversity.
- Include the relevant associations and federations of the selected sport, which provide participants who are already acquainted with the format and possess technical credibility for the event.
- It is essential to emphasize the direct invitation to entities collaborating with the group in question, to guarantee their active involvement rather than merely a symbolic presence.

Application submission calendar

The appeal to institutions and companies requires more time to develop than the appeal to the general public.

- Initiate the institutional and business call for proposals over 6 months in advance, concurrently with the funding search in section 3.
- Limit the mass call to the general public to the 3-4 months leading up to the event, aligning it with the start of registrations.

Customized invitations vs. public invitation

Integrating both methods enables you to engage with strategic partners as well as the broader audience.

- Reserve customized invitations for administration, corporations, and key stakeholders, tailoring the message to each individual and their potential role in the event (funder, content partner, participant).
- Enhance this by issuing an open invitation to the general public via social media, local media outlets, and the platforms of partner organizations.

4. Invitation and selection of participants



Distribution of the application call

Corporate Channel / Corporate Social Responsibility

Partner companies additionally function as a recruitment channel for their own employees.

- Request partner companies to share the call for applications with their employees via their internal CSR or communication channels. Emphasize the message concerning specific quotas if a partnership has been formed with the organization.
- Supply companies with pre-prepared promotional materials (posters, sample text, registration links) to minimize obstacles in internal distribution. Tailor these materials to meet the specific requirements of the companies.

Communication and social media plan

- A well-targeted social media campaign enhances the reach of the message without requiring substantial budgets.
- Create a social media campaign that identifies a specific target audience, tailoring creative content for prospective participants, partner companies, and media channels.
- Organize the content into three distinct phases: prior (call and expectations), during (live coverage), and subsequent (results, acknowledgments, impact).
- Ensure that the visuals and language of the entire campaign represent the diversity of the specific group and the participating community, steering clear of stereotypes.

Social media integration: how to implement it effectively

Ensuring inclusive communication relies not only on the content of the message but also on particular formatting and production choices that should be considered from the outset. Planning these decisions ahead of time helps prevent the need for corrections later.

Accessibility:

- Incorporate alternative text (alt text) for all published images and videos, providing a brief and specific description of the scene to ensure accessibility for screen readers.
- Subtitle all videos, including those in story format, as a significant portion of social media consumption occurs without sound.
- Ensure adequate color contrast between text and images in graphic designs, and refrain from depending exclusively on color to communicate information.
- Use straightforward and concise language in the texts, steering clear of technical jargon and overly lengthy sentences, to enhance comprehension for individuals with varying reading abilities.

4. Invitation and selection of participants



Distribution of the application call

Social media integration: how to implement it effectively

Particular group:

Disseminate the crucial details (date, location, registration) while considering:

- Different languages (if it's a group, it's a migrant community)
 - Publications tailored for individuals with diverse abilities

Incorporating individuals from the specific group as central figures in the content (testimonials, decision-making regarding what to display), rather than merely as subjects of the images.

Avoid a narrative approach centered on "assistance" or "charity" regarding the specific group in the campaign texts, and construct the message based on the concept of shared encounter, as outlined in block 6.

Ensure that the chosen images represent the genuine diversity of the participating group, avoiding the constant repetition of the same faces or profiles.

What requires planning

A large portion of social media viewing occurs without sound, meaning that a video lacking subtitles misses a considerable segment of its audience.

Publishing solely in the target language or without tailored adaptations may alienate segments of the audience that are meant to be included.

The choice of images and testimonials influences whether the message reflects a mutual experience or a unilateral assistance.

Recommendations

- Ensure that all videos, including those presented in story format, are subtitled.
- Ensure there is adequate color contrast between text and images, and avoid depending solely on color to communicate information.
- Disseminate the crucial details (date, location, registration) in various languages and with appropriate modifications.
- Incorporating individuals from the specific group as central figures in the content (testimonies, choices regarding what to display), rather than merely as subjects of the visuals.
- Construct the message around the concept of a shared experience, steering clear of an emphasis on "assistance" or "philanthropy."
- Ensure that the visuals and language of the entire campaign accurately represent the genuine diversity of backgrounds of the participating group, steering clear of stereotypes.

5. Event Coordination



Previous management

This section details the operational choices required for the event to proceed efficiently and securely, encompassing coordination with public services and the event's sustainability.

Collaboration with public services

- Contact the ambulance, police, and civil protection services well in advance when the event takes place in a public space, formalizing the request along with the permits outlined in section 2.
- Provide these services with the route map or space layout along with the detailed event schedule to assist in their planning.
- Clear identification of these services during the event day.

Infrastructure Management

- Determine for each key element (music/sound, fencing, structure) whether to address:
- The administration or a third-party partner will supply the equipment. It is necessary to verify whether the transfer also encompasses the management of the equipment during the event or if a designated individual needs to be assigned. In any scenario, a team member must oversee the setup of the infrastructure.
 - Outsourcing: When outsourcing is essential, determine whether to engage an external team to oversee the structure and materials, or if this task should be managed internally. It is important to evaluate both the budget and the team's previous experience (or absence of it).
- Request a comparative quote for external personnel as well, similar to the process for physical infrastructure.

Decoration and materials

- Obtain quotes for stages, banners, and other decorative items prior to finalizing the overall budget, as their prices can differ significantly based on the supplier.
- Whenever feasible, utilize existing structures via municipal or sponsorship agreements prior to considering rental options.

Bib numbers

- Define the bib distribution circuit: prior postal delivery, in-person collection at specified locations, or utilizing an event organized by the entity as a collection point.
- Establish a collection point on the day of the event for individuals who were unable to retrieve their orders beforehand, ensuring there is ample time prior to departure.

5. Event Coordination



Previous management

Sustainability

Prioritize local and nearby suppliers for materials and supplies, which will also help in reducing transportation costs.

Minimize the reliance on single-use plastics in materials and signage, and ensure that recycling points are clearly visible throughout the event.

- Encourage the development of reusable materials and decorations for various events.

Pre-assembly

- It is advisable to request the space one day in advance whenever feasible, allowing sufficient time to set up the structure and minimizing the risk of last-minute issues.
- Determine the extra expense for the additional space reservation and incorporate it into the budget from the outset.

6. Inclusivity and accessibility

inclusion



Inclusion in this guide refers to the establishment of environments that foster authentic interactions among individuals from varied backgrounds, conditions, and circumstances, ensuring equal opportunities for active engagement. This section details the implementation of this concept at every phase of the event, emphasizing two essential elements: the migration perspective and accessibility in its most comprehensive form.

Obstacles associated with the inclusion of groups

- Provide crucial event details (registration, meeting location, schedules) in the most widely spoken languages among the participating groups, along with the local language.
- Ensuring that staff or volunteers are present to serve as a language bridge during the event, at the reception, and at the information points.
- Utilize visual communication methods (such as pictograms and icon-based signage) that enhance comprehension of the environment.

Active involvement

- Include individuals from the specific group in the organizing team, rather than solely as participants on the day of the event.
- Encourage their involvement as volunteers, runners, speakers on stage, or as testimonials in the event's communication.
- Before finalizing the event design, assess whether your role is genuinely active or merely symbolic, and make adjustments if needed.

Design of the communication and visual representation of the event

- Ensure that the visuals in the communication campaign accurately represent the genuine diversity of the participating groups, steering clear of stereotypes or paternalistic portrayals.
- Construct the event's message around the concept of a shared encounter, rather than viewing it as a one-sided act of assistance towards vulnerable groups.
- Provide a brief training session for announcers, speakers, and volunteers on the importance of using respectful and non-stigmatizing language when discussing inclusion throughout the event.

Diversity in culture, gender, and origin

- Design the event as a gathering space for individuals from diverse backgrounds, genders, and ages, united by a shared purpose.
- Consider any cultural or religious constraints, such as schedules, sports attire, and the need for separate spaces if required, by consulting directly with the relevant entities and individuals.

6. Inclusivity and accessibility



inclusion

Accessibility extends beyond disability; it encompasses the inquiry of who is excluded from the race and the reasons behind this exclusion at every stage. It warrants examination from multiple viewpoints:

Physical and sensory accessibility

- Plan the route to ensure it has a surface that is wheelchair accessible, free from obstacles and steep inclines, or provide an alternative route if the terrain does not permit full accessibility.
- Ensure the availability of accessible restrooms, designated parking areas, and clearly labeled supply locations.
- Ensuring the presence of a sign language interpreter during important events (such as the welcome and awards ceremony).
- Provide the registration form and informational materials in accessible formats (easy to read, high contrast, compatible with screen readers).
- Enable modified categories or tests (wheelchair, handbike, guides for runners with visual impairments) based on the anticipated participant profile.

• Economic availability

Examine the actual expenses of participation beyond registration: gear, travel to the starting location, and unpaid time.

Provide reduced fees, scholarships, or complimentary race bibs for individuals facing economic hardship.

Avoid incentives or rewards that establish an implicit barrier to entry (for instance, if they only provide compensation to those who can already afford training).

• Geographical and logistical accessibility

Select a location that is effectively linked by public transportation, rather than solely reachable by car.

Evaluate if the event's location benefits certain neighborhoods or groups more than others.

Offer alternative transportation options or meeting locations for individuals residing at a distance from the central area where the race takes place.

• Temporary availability

Establish schedules that align with work shifts, childcare responsibilities, or caregiving for dependents.

Take into account the selected day of the week and its influence on participation, prioritizing weekend days.

Provide ample time between the announcement and the event to enable individuals with less flexible schedules to organize their plans.

6. Inclusivity and accessibility

inclusion



Administrative and digital inclusivity

Streamline the online registration process and provide an alternative option (in person or by phone) for individuals with limited access or digital proficiency.

- Verify the necessary documentation and determine if it excludes individuals who lack a DNI/NIE or other standard forms of identification.
- Ensure that the language used in the form and on the website is straightforward, avoiding unnecessary technical jargon.

• Cultural inclusivity

- It is important to recognize that taking part in a well-known sporting event entails certain implicit guidelines (such as registration procedures, necessary items to bring, and navigation on the event day) that not all individuals may be equally aware of.
- To offer essential orientation details (what to anticipate, what the day entails, what to bring) for individuals attending this type of event for the first time.
- Provide concise training for announcers, speakers, and volunteers on the importance of using respectful and non-stigmatizing language when addressing any type of participant.

Team assembly and welcome

- Conduct a comprehensive briefing for the reception and volunteer team, focusing on fundamental guidelines for treatment and support. This session should address the profiles of the groups involved as well as any specific needs.
- Establish a priority and accessible service point at the reception and accreditation areas, applying the same criteria as the language support channel.
- Compare these adaptations with relevant associations (disability, migration, others) prior to the event.

6. Inclusivity and accessibility

T4i

Do you possess all necessary items?
Inclusion checklist

1



The registration form is accessible in multiple languages and utilizes straightforward language.

2



Personnel or volunteers capable of addressing the requirements of the group on the day of the event.

3



Representatives of the particular group are present in the organization, not merely in terms of participation.

4



Images from the communication campaign evaluated through the lens of diversity and inclusion.

5



The message of the event emphasizes shared experiences rather than solely offering assistance.

7. Awareness



Sport as a catalyst for social change

Raising awareness does not occur automatically as a result of an event with a social cause; it necessitates deliberate and well-planned actions specifically targeted at individuals outside the migrant community, aimed at fostering knowledge and empathy rather than merely increasing visibility.

What requires planning

The reality that the majority of participants and attendees attend the event primarily for the sport rather than the cause, and that without targeted actions, the awareness message could potentially be overlooked entirely.

Awareness-raising requires its own dedicated time and space during the event, similar to how logistics and security have their designated areas, and it cannot rely exclusively on posters or incidental mentions.

Designing these actions is a task assigned to a specific individual, rather than a shared responsibility of "the entire team."

Recommendations

Designate awareness-raising as a distinct focus within the Inclusion sector, ensuring that at least one individual is accountable for its design and implementation.

- Schedule awareness-raising activities to coincide with the overall event timeline, rather than treating them as a last-minute consideration.
- Collaborate with the migrant community organizations to establish two or three essential messages that the public should remember from the event, and utilize these as a unifying theme for all activities in this section.

Information point and direct contact with the source

An information point becomes more impactful when it receives equal visibility to other significant event areas, such as the refreshment zone or the reception. Consequently, positioning it in a high-traffic location, close to the start, finish, or the refreshment area itself, increases its reach to a larger audience. Its effectiveness is further amplified when it is overseen by members of the migrant community or by organizations collaborating with them, serving as an additional means to promote active engagement.

7. Awareness

Sport as a catalyst for social change



Key messages and prominent voices

Preparing the announcements in advance enhances the effectiveness of the awareness message, and a personal narrative frequently strikes a chord. Allocating a designated time on stage before the event begins or during the awards ceremony for a representative from the migrant community to address the audience, along with training the speaker on the established key messages, enables these messages to be reiterated at various intervals throughout the day: at the outset, during breaks, and at the conclusion. This approach ensures that the cause is woven throughout the entire event from start to finish. Providing genuine space and significance to this presence on stage is what transforms it into a memorable experience for those in attendance.

Instances of genuine connection

A testimonial presented on stage brings the realities of the migrant community closer to the audience. However, the encounter extends beyond this; it occurs when two individuals occupy the same space and share similar experiences, allowing them to connect without any intermediaries. Such encounters are likely to significantly alter the participant's perspective, as they transform an abstract concept like "the integration of young migrants" into a tangible individual with whom a connection has been made, even if it is merely a brief two-minute conversation on the way out.

Designing the event to facilitate natural encounters, rather than relying on chance, significantly enhances the experience. Creating mixed teams or bib numbers that combine individuals from the migrant community with other participants in the same category or group fosters immediate opportunities for interaction. Establishing a space for engagement before or after the race, such as a shared refreshment area, a communal lunch, or an unstructured activity devoid of a formal "stage and audience," encourages spontaneous conversations rather than imposing them. Additionally, suggesting a brief and simple activity, like having pairs of runners introduce themselves prior to the start or creating a collaborative mural where each participant contributes a word or drawing, offers a lighthearted reason for initial contact, which is often sufficient for the encounter to begin developing organically.

Increasing awareness through the tour and resources

The course and the physical materials of the event (bibs, banners, signage) offer a significant communication opportunity. Including concise phrases or facts related to the cause, while maintaining the same defined key messages, consistently reinforces the idea across various media and amplifies its impact with each repetition. Distributing a small souvenir at the beginning or during bib collection helps sustain awareness beyond the event day.

8. Management of events on the day of the event

On-location administration



Personnel and volunteers

- Ensuring sufficient staff and adequately trained volunteers, assigned to specific areas with defined roles on the day of the event.
- Establish a central coordination hub (walkie-talkie or messaging group) to address incidents in real time across the various areas.

Reception and registration

- Ensure that the collection of bib numbers and accreditations is organized well ahead of the start to prevent last-minute crowds.
- Establish a distinct service channel for individuals requiring linguistic or additional support at the reception.

Invitation and coordination of VIPs

- Consider the reception protocol when there is involvement from key figures (institutional representatives, representatives of the European project, or collaborating entities) and acknowledge their status while fostering an equitable environment for all participants.
- Utilize their presence to strengthen the awareness message, such as through a short intervention on stage.

Incident prevention strategies

- Review and validate the functionality of participant identification methods (bib, chip, or wristband) to ensure accurate participation and prevent discrepancies in classification.
- Assign a responsible volunteer at each checkpoint along the route to identify and address incidents during the test.

Photography and live interaction

- From the outset, ensure photographic and social media coverage throughout the event.
- Emphasize images that showcase the diversity of participants and the essence of connection at the event, for future reference in the documentation and sharing of outcomes.

9. Risk Assessment



Risk management

Anticipating the primary risks associated with the event enables a swift response should they occur and constitutes part of the documentation typically required to justify this type of action in the context of a European project.

Risk assessment matrix

Risk	Probability	Impact	Preventive action
Limited engagement (few sign-ups)	Medium	High	Advance notice for applications (6+ months), corporate/CSR channel, registration monitoring
Incidents during the event	Low	High	Liability and accident insurance, medical services, and contracted ambulance services.
Severe weather	Medium	Medium-High	Alternative location or reservation date. Select a sport that can be played in the rain.
Logistical shortcomings (vendors, framework)	Medium	Half	Comparative financial plans, pre-event orientation, event day checklist
Reputational risk (misunderstood message)	Low	High	Evaluation of the communication and visuals with the members of the migrant community

9. Risk Assessment

Risk management



Weather contingency strategy

- Establish beforehand the objective criteria that would necessitate a change of date, a modification of format (such as shortening the route), or the cancellation of the event.
- Convey this protocol to the organizing team and, if feasible, incorporate it into the event regulations to ensure clarity for the participants.
- Select a sport that can be practiced in controlled adverse weather conditions.

Insurance and healthcare protocols

- Obtain liability and accident insurance prior to the event, as a non-negotiable item in the budget (refer to section 2.4).
- Agree with the medical service regarding the protocol for action in the event of an emergency, including the evacuation route if required.

Acquisition Strategy B

- Establish a mid-point checkpoint in the registration timeline (e.g., two months in advance) to evaluate if the registration rate aligns with the goals.
- Prepare actions to strengthen the call (increased dissemination on social networks, activation of the business channel) if that control point indicates participation below expectations.
- Attendance at events generally rises as the date draws nearer. Establishing partnerships to secure an audience helps ensure a baseline number of attendees, thereby confirming the event's feasibility.

10. Effect Evaluation

Assessing the impact



Process Key Performance Indicators

- At the conclusion of the event, gather the process data outlined in section 1.4: total participants, number of collaborating organizations, social media reach, and number of volunteers engaged.
- Compare this information with the originally established objectives, recording both accomplishments and any discrepancies.

Impact Key Performance Indicators in awareness and integration

- Assess the qualitative impact by conducting a short post-event survey that includes questions about perceptions and learning related to the experiences of the migrant community.
- Gather firsthand accounts from members of the migrant community regarding their experiences in organizing or taking part in the event.

Data Collection Tools

- Create two distinct satisfaction surveys: one for internal use, targeting the organizing team and volunteers, and another for external use, directed at the participants.
- Keep surveys concise (5-8 questions) to enhance response rates.

Final report / event overview

- The final report serves as the document that justifies the event as an outcome of the European project, and it is recommended to prepare it with this objective in mind from the outset.
- The report should encompass the following elements: initial objectives, process and impact KPIs achieved, a detailed breakdown of funds raised along with their allocation, pertinent incidents and their resolutions, and a qualitative evaluation of the achievement of the awareness and integration objectives.
- Include graphic material (photographs, press coverage, social media screenshots) with the report that acts as documentary evidence of the event.

Recommendations

Dimensions and size of the event



Checklist final

Aprovecha esta lista que agrupa los puntos claves por hito temporal para emplear como lista de comprobación real en el día a día de la organización:

When?	That?	Section
6 to 8 months prior	- Target phrase formulated and prioritized above secondary objectives - Indicative budget with a 10-15% margin for unexpected expenses. - Initial communication with the relevant authority concerning the area.	1
		2
		2
4 to 6 months prior	- Location verified, with an alternative plan in case of refusal or adverse weather conditions. - At least two distinct funding sources are in progress. - Institutional and business call initiated	2 - 8
		3
		4
3 to 4 months prior	- Registrations are now open, featuring a clearly established free tuition policy for vulnerable groups. - Active communication campaign, evaluated with accessibility and inclusion standards - Appointed Inclusion Officer, engaging in active communication with the group's entities.	3 - 4
		4
		6
2 months ago	- Closed sponsorships and insurance policies acquired (liability, accidents) - Emergency services have been requested.	2 - 8
		5 - 8
1 month - 1 week prior	- Volunteers have been recruited, trained, and scheduled for a briefing. - The comprehensive risk matrix and contingency protocol have been communicated to the team. - Process and impact KPIs documented, prepared for analysis following the event.	2 - Annex
		8
		1 - 9
D-Day and its aftermath	- Participant identification system and operational checkpoints - Satisfaction surveys (both internal and external) have been distributed. - The closing report was initiated in the week after the event.	7
		9
		9

Recommendations

Dimensions and size of the event



Model variations based on budget and context

The logic of the guide remains applicable at any scale; however, the level of development for each section varies. Three representative versions are suggested:

- **Minimum viable version: an entity lacking previous experience in event organization, operating on a very limited budget.**
 - Public area with complimentary municipal concession, lacking stage infrastructure or professional barriers.
 - Without timing (or fundamental manual timing)
 - Supplies acquired solely through contributions from local businesses.
 - Communication is conducted solely through the entity's designated channels, including social media and email to the social base.
 - Engaging in volunteer work within the organization, independent of any external requests for volunteers.
 - The impact survey has been condensed to 3-4 questions.
- **Intermediate version: individual with some experience, reasonable budget**
 - Collaboration with 1-2 local businesses (single-instance in-kind or monetary support)
 - Basic structure leased (fencing, basic sound system)
 - Intermittent language assistance provided by bilingual volunteers, lacking a professional interpreter.
 - Institutional call restricted to entities already recognized by the organization.
 - Internal and external satisfaction surveys, fundamental process KPIs
- **Large format edition: the version outlined in the guide in its entirety (reference: Madrid edition, 2025)**
 - Various sources of funding (businesses, nonprofit sector, government)
 - Professional organization, chip timing system, contracted emergency services
 - Public relations campaign featuring media and invited personalities.
 - Comprehensive impact report featuring both qualitative and quantitative key performance indicators.

Essential components in any event, non-negotiable irrespective of budget:

- Liability and accident coverage
- A short briefing for the team, even if it is concise.
- Engagement of the target group in the planning of the event, extending beyond just the event day.
- A platform, regardless of its informal nature, for linguistic assistance or accessibility based on the participants' profiles.

What can be streamlined without losing the essence: staging and structure, professional timing, quantity of KPIs assessed, scope of the communication campaign.

Recommendations



Adjustment to a particular group

Adjust the model for a different group.

This guide is intended to be flexible for various groups. Here are some questions to reflect on when making adaptations:

Who constitutes the target group, and what role will they assume? Will they merely participate, or will they also take on organizational responsibilities?

- *Which organizations that specialize in that group should be consulted prior to finalizing the event design?*
- *What particular barriers are relevant to your situation (language, physical accessibility, cost, schedules, digital availability), and at which stage of the event do they manifest?*
- *What message prevents the group from becoming a passive recipient of assistance and positions it as an active participant in the interaction?*

Mistakes to avoid in replication

Derived from the insights of the Madrid edition (refer to introduction):

- **Issues with the administration.** Administrative procedures are significantly slower than those usually managed by companies or organizations. In the instance of the T4I race, the event was required to be postponed by a month from its planned date due to the lack of confirmation regarding the venue allocation.
- **The funding that was agreed upon was to be received before the event.** Some organizations that had formed financial partnerships consented to provide contributions after the event. However, these contributions did not come to fruition, despite the fact that the brand visibility commitments made to the companies had been honored.
- **Relying on a single funder** grants that entity excessive influence over image and messaging choices. At first, one entity sought to be the exclusive funder. This request suggested considerable control over decision-making, leading to the conclusion that exclusivity should be avoided and that multiple funders ought to be invited.
- **Limiting the participants' involvement** to the execution of the event without engaging them in the design phase proved to be problematic. The initial design stage excluded any members of the the specific group, resulting in poor communication and branding choices. However, with the inclusion of additional third-sector organizations, the the specific group's active participation in the redesign and execution was guaranteed, allowing the event to be tailored to their genuine needs.
- **Establishing a budget contingency** margin is crucial. Inadequate planning for unexpected events can result in urgent situations that demand immediate financial resources for a quicker and more structured resolution.
- **Do not record the organizational process as it occurs;** reserve that task for the conclusion. Instead, create documents that outline the process and the challenges faced, which may be beneficial for replicating the event, whether by the same institution or by others.

Annex

Organizational structure and roles framework



To be finalized prior to the conclusion of the planning. One row for each individual or designated role.

Area	Responsible	Contact	Number of volunteers designated	Primary responsibilities
Event Coordination				
Logistics				
Communication				
Financial support and collaborations				
Volunteering				
Inclusion				
Safety and emergency situations				

Annex

T4i

Sponsorship proposal template for businesses

Concise document (1-2 pages) to distribute to prospective partner companies.

Suggested format:

—¹ Event details: name, date, location, and associated cause.

— Description of the organization
² and the objectives of awareness and integration related to its CSR.

— Anticipated metrics: number of
³ participants, social media engagement, scheduled media coverage

—⁴ Proposal for partnership: monetary support, non-cash donation, or employee volunteering

— Visibility advantages
⁵ provided based on the degree of collaboration

— Contact information for the
⁶ individual in charge of partnerships

Sponsorship tier table (to be finalized)

Level	Anticipated contribution	Visibility commitments
Contributor		
Sponsor		
Primary sponsor		

Participants

1. How would you evaluate your overall experience at the event? (scale 1-5)
2. How would you evaluate the organization of the event day (registration, bib numbers, course)? (scale 1-5)
3. Did you believe that the event effectively achieved its objective of raising awareness and fostering inclusion? (Yes / Partly / No)
4. What aspects of the event would you emphasize the most?
5. What improvements would you suggest for the next edition?
6. Have you ever taken part in an event of this nature before? (Yes / No)
7. Would you be willing to participate in future editions? (Yes / No / I don't know)
8. Do you have any further comments? (open, optional)

Volunteering

1. How would you evaluate the pre-event briefing in terms of clarity and usefulness? (scale 1-5)
2. Were you consistently aware of your assigned task and the appropriate contact for any questions or issues? (Yes / Partially / No)
3. How would you evaluate the team's coordination on the day of the event? (scale 1-5)
4. Did you feel that you had the adequate resources to effectively fulfill your role (information, materials, support)? (Yes / Partly / No)
5. What did you find to be the most challenging aspect of your role on the day of the event?
6. What improvements would you suggest for the organization of volunteering in the next edition?
7. Would you be willing to volunteer for future editions? (Yes / No / I don't know)

Workers

1. How would you assess the collaboration among the various sectors (logistics, communication, financing, inclusion, security)? (scale 1-5)
2. Were the deadlines and overall timeline feasible for your work area? (Yes / Partially / No)
3. Did you receive the required information from other areas when you needed it? (Yes / Partially / No)
4. Which decision or organizational process do you believe was especially effective?
5. Which process or decision resulted in the most issues or delays?
6. What changes or documentation would you suggest for the next edition?
7. Did you notice that the emphasis on inclusion was evident in the decisions made in your area, beyond just section 6? (Yes / Partly / No)

APPENDICES

Social Media Content Strategy Template

T4i

To organize communication across the three phases: prior to, during, and following the event.

Phase	Moment	Content category	Channel	Responsible
Before	-10 weeks	Teaser / announcement regarding the date and location (registration not yet available)	Social media + website	
Before	Registration is now open.	Advertisement and registration link	Social media and email to partner organizations	
Before	-6 weeks	Presentation of the case / group	Social media (video/testimonial format)	
Before	-4 weeks	Introduction of sponsors and partner organizations	Social media and press release	
Before	-3 weeks	Essential information regarding access (directions, operating hours, and accessibility features)	Social media and email communication with subscribers	
Before	-2 weeks	Reminder and sponsors	Social Networking Platforms	
Before	-1 week	Introduction of the volunteer team and final reminder for registration	Social Media Stories	
During	Prior to departure	Pre-event ambiance, participant arrival, bib number retrieval	Live Narratives	
During	Date of the event	Live updates (articles, images)	Social media (including stories and live streaming if possible)	
During	Awards ceremony/conclusion	Closing ceremony, awards presentation, concluding message for the cause	Social Media (stories + posts)	
After	+48h	Summary featuring statistics and essential images	Social media + website	
After	+1 week	Summary video of the event	Social media (video) and website	
After	+2 weeks	Acknowledgments and outcomes of impact	Social media and email communication	
After	+1 we	Release of the final report / outcome results	Website and press release	

Annex

T4i

Risk assessment matrix template

To organize communication across the three phases: prior to, during, and following the event.

Impact: What would be the severity if it occurs?

- Low: Impacts a particular element, is addressed immediately, and does not jeopardize the overall progress of the event or the safety of individuals.
- Medium: It necessitates adjustments to certain aspects of the organization (schedules, format, resources) or impacts the experience of some participants, yet the event proceeds as usual.
- High: It jeopardizes individuals' safety, necessitates the suspension or cancellation of the event (either fully or partially), or significantly undermines the awareness/integration goal or the project's reputation.

Risk	Probability (Low/Medium/High)	Impact (Low/Medium/High)	Preventive action	Responsible
_____	☐ ☐ ☐	☐ ☐ ☐	_____	_____
_____	☐ ☐ ☐	☐ ☐ ☐	_____	_____
_____	☐ ☐ ☐	☐ ☐ ☐	_____	_____
_____	☐ ☐ ☐	☐ ☐ ☐	_____	_____
_____	☐ ☐ ☐	☐ ☐ ☐	_____	_____

Annex

Template for administration permit requests

T4i

Before submitting the official application to the town hall or appropriate authority, it is recommended to compile all necessary information into a single document. This approach simplifies the process and minimizes the chances of omitting details, which could lead to the need for resubmission. This template encompasses the fields that are commonly required and can be submitted alongside a map of the route or venue and evidence of liability insurance. Processing times differ based on the municipality, so it is advisable to submit the application as early as possible within the overall event schedule.

Field	Details to finalize
Organizational body	
Related Project (Sponsor)	
Event overview	Type of activity, objective (awareness/integration), associated cause, concise overview of the intended development.
Date and time of the occasion	
Date and time of gathering/dispersal	
Requested area	
Route or itinerary of the activity	Include a map detailing the route or location of the structures.
Projected capacity	
Structures to be installed include fencing, a stage, and sound equipment.	
Electricity supply requirements	
Public roadway occupation / traffic interference	Indicate relevant sections and any that are impacted.
Liability insurance (policy number)	
Attached is the basic safety and self-protection plan.	
Scheduled emergency services	Ambulance, emergency services, municipal police (if applicable)
Scheduled waste management	
Contact individual and phone number	

What topics should the pre-event briefing address?

Development of the seven content blocks that the briefing session for the entire volunteer team, area managers, and staff of collaborating organizations should encompass in the days preceding the event (refer to Appendix 16 for the agenda with times). This acts as a support script for the session leader: detailing what to explain in each block and the appropriate level of detail.

□	Section	Contents for review
□	1. Introduction to the event and its purpose (connection to the European project)	The celebration will focus on specific details regarding the event, including the date and location; the European project it is associated with and its objectives, which include raising awareness and promoting integration; the reasons for selecting this particular format and sport; and the anticipated outcomes of the specific group participation.
□	2. Overview of the organizational chart and the appropriate contacts for each type of incident.	Presentation of the departments and their supervisors (management, logistics, communication, volunteering, inclusion, security); whom to reach out to based on the nature of the issue (a logistical inquiry is addressed differently than a medical incident); how to find each supervisor on the event day (identification vest, designated location, phone contact).
□	3. Distinct responsibilities of each position	What specific responsibilities are designated to each individual, including practical examples of "what to do if..."; what does NOT pertain to each role, to prevent confusion or overlap of tasks; what time each shift commences and concludes.
□	4. Fundamental emergency procedures and contact references	In the event of an accident or illness involving a participant, it is essential to know the precise location of the first aid station and the ambulance, if available. It is important to identify who should be notified first and the method of communication to use, whether it be a walkie-talkie, telephone, or messaging group. Additionally, when contacting emergency services, provide key information such as the exact address and any nearby landmarks.
□	5. Recommendations for addressing the migrant community and accessible language assistance	How to engage with individuals in a natural and respectful manner, steering clear of paternalistic or unilateral "help" approaches; which languages are included within the team's expertise and who is available for linguistic assistance; steps to take when facing a communication barrier (refer to the support colleague, utilize visual signage); a reminder that this is a collaborative interaction, not a caregiving task.
□	6. Designated shift, meeting location, and arrival time on the day of the event	Precise time and location of arrival (allowing for some flexibility regarding the event's commencement); items to bring (water, comfortable footwear, necessary documentation if applicable); location for collecting the volunteer ID or uniform; individuals to seek out upon arrival.
□	7. Opportunity for inquiries	An open forum will be held for questions prior to concluding the session; a reminder will be provided regarding whom to contact if any inquiries emerge in the days following the session and leading up to the event; confirmation will be given that all contact information has been accurately shared.

Annex

T4i

Event closure report/memory template

The suggested format for the final document outlined here is designed as an internal educational resource: identifying successes, failures, and necessary adjustments for future editions. Additionally, it acts as documentary proof should the event require justification to a European funder or project.

Nº	Section / Content
1	Executive summary of the event (activities conducted, date, location, participants)
2	Initial objectives and their connection to the European project (this point may be considered optional or modified if the guide is utilized outside of a European project, as it would not be relevant in that context)
3	Process KPIs: engagement, partnering organizations, social media reach, recruited volunteers
4	Impact of KPIs on awareness and integration, along with survey results.
5	Allocation of funds raised and their intended use
6	Documented incidents and their resolutions
7	Qualitative evaluation of accessibility and migrant integration
8	Insights gained and suggestions for the upcoming edition
9	Graphic appendix: images, media coverage, social media captures



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