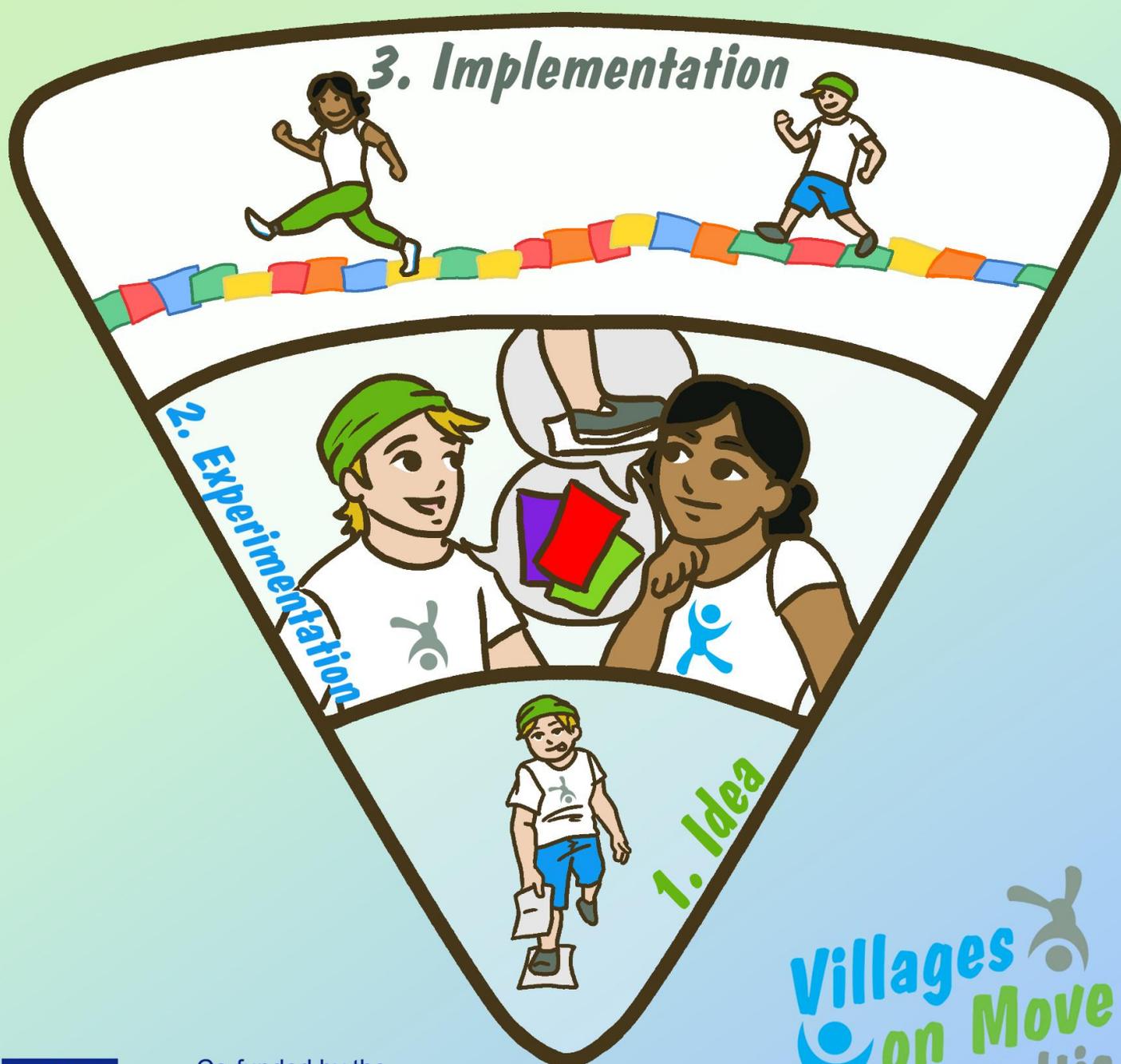


# Culture of Experimentation



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of the European Union





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Erasmus+ Programme  
of the European Union



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# Promoting Physical Activity in Rural Areas of the Baltic Sea

Project "Villages on Move Baltic"  
<http://www.villagesonmove.com>

With the support of the Erasmus+ programme



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## Introduction

The Villages on Move Baltic Erasmus+ Sport project (VOMB) (Number 2016-3715/001-001) tackles the challenge of increasing the amount of Health Enhancing Physical Activity for rural citizens in their everyday life.

The EU objective, as well as the project relevance, are well-documented by research studies. The main findings from general surveys, such as the EuroBarometer 472 (2017) include:

- Nearly half of Europeans never exercise or play sports, and the proportion has gradually increased in recent years.
- During any given week, more than half of Europeans do not do any vigorous physical activity, and around half do not engage in moderate physical activity.
- 15% of Europeans do not walk for a period of 10 minutes at any time during the week, while 12% sit for more than 8.5 hours per day.
- Formal sport settings are less popular than informal settings, such as parks or other outdoor areas, the home or commutes between home and work or school.

The project coordinator, South-Eastern Finland's University of Applied Sciences (Finland) and its partners ESLi (Finland), University College Denmark (Denmark), Lääne-Viru College, Estonia (Estonia), Latvian Rural Forum (Latvia) and Kauno kolegija/ University of Applied Sciences (Lithuania) have built a strong net-work by implementing their most appropriate expertise, in order to recognise the Council's recommendation on promoting health-enhancing physical activity across sectors and the EU Physical Activity Guidelines Policy Actions of Health-Enhancing Physical Activity.

One of the project's objectives is to provide recommendations for coming up with new ideas and good practices for health-enhancing physical activity in rural areas around the Baltic Sea.

This e-book motivates people to

- come up with their own ideas on how to add physical activity in their own everyday lives.

Supports them in

- executing these ideas as well as applying others.

Inspires and encourages them to

- take part in sports and health-enhancing physical activity (HEPA),
- find new ways of taking part in sports and HEPA,
- and finally, share their experiences and become volunteers, who provide other people the possibility to have joy of sports and HEPA.

The ideas are created and collected in an innovative way, by means of a culture of experimentation.

## Why is physical activity so important?

Modern technologies have changed our working methods, also in the countryside, and people have become passive during their leisure time – watching TV, using digital equipment, driving a car.

People who are insufficiently active have a 20% to 30% increased risk of death compared to people who are sufficiently active. Insufficient physical activity is one of the leading risk factors for death on a worldwide basis.

Disease prevention and health promotion – recreational and sports activities are enjoyable and they are an effective way to improve health and well-being; they can relieve stress, increase fitness, improve physical



and mental health, and prevent the development of chronic diseases, such as heart diseases. Participation in sports and physical recreation can help reduce the occurrence of overweightness and obesity. Regular physical activity reduces the risk of cardiovascular disease, thromboembolic stroke, hypertension, type 2 diabetes, mellitus, osteoporosis, obesity, colon cancer, breast cancer, anxiety, and depression.

In rural areas of the Baltic Sea countries, access to services of Health-enhancing physical activity (HEPA) and sports is not at same level as in more urban locations. There is often a lack of suitable facilities and instructors. The social environment is also quite different. There are no permanent teams to exercise with, but instead they are rather heterogeneous groups seeking to provide physical activity of some kind. Most events are organized in urban areas and there is a lack of suitable public transport. In addition, the lack of safe pedestrian roads and no street lights when walking in the evenings, complicates physical activity. The need for better information about the sports or HEPA events is also acknowledged.

In addition, disabilities and social isolation of elderly people lead to physical inactivity and the avoidance of outdoor activities. New spirit, enthusiasm and increased opportunities for physical activity are needed.

At Eurobarometer, one of the motivating factors is the ENJOYMENT OF SPORTS AND PHYSICAL ACTIVITY.



Hi, I'm  
Marika



Hi, I'm  
Walter



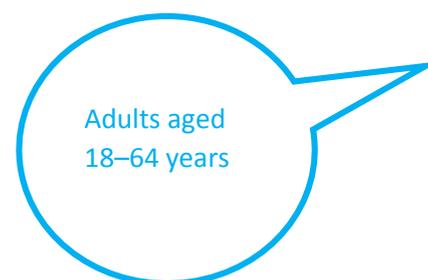
## World Health Organisation recommends



Children and  
adolescents  
aged 5-17  
years

Should do at least 60 minutes of moderate to vigorous-intensity physical activity on a daily basis.

Should do at least 150 minutes of moderate-intensity physical activity throughout the week, or do at least 75 minutes of vigorous-intensity physical activity throughout the week, or an equivalent combination of moderate - and vigorous-intensity activity.



Adults aged  
18-64 years





Adults aged  
65 years and  
above

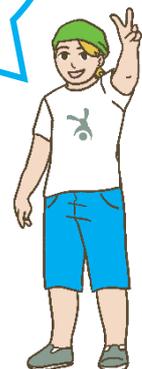
Should do at least 150 minutes of moderate-intensity physical activity throughout the week, or at least 75 minutes of vigorous-intensity physical activity throughout the week, or an equivalent combination of moderate - and vigorous-intensity activity.

## Culture of experimentation in the promotion of physical activity

In the Villages on Move Baltic project, actions promoting the EU Physical Activity Guidelines and the HEPA policy are implemented by the network of Sports and Rural associations, Rural development organizations, municipalities and all their information channels, as well as by Universities and their lecturers, and students (future professionals). Multi-sectorial organizations get information of the different cultures and operational styles to apply a culture of experimentation and enhance physical activity in the rural areas of five different countries. The project also brings along new ideas, tools and methods for motivating European citizens to move and enjoy sports and physical activity.

"Those who  
experiment the  
most, are able to  
innovate the best."

Jude Foulston



### 1. Idea

New ideas can present new ways of thinking and finding suitable sport facilities nearby. In order to find the best ideas, a large number of ideas should be generated.

One of the project's objectives was to collect the most interesting ideas from the idea competition and develop them into methods / tools to be experimented in Village events in all of the participating countries.

In order to gain a lot of ideas, people need to be motivated. Motivation is one of the most significant psychological concepts in many areas of life - from every day needs, education and work to achieving personal goals.

In sports and physical activity, motivation plays an especially important role due to the fact that staying fit and active is not an obligation or a professional prerequisite, but rather a personal goal.

It is important to motivate inhabitants in rural areas to take part in more physical activities and enjoy sports more. In order to be physically active 6 indicators were dependent on external motivation and 12 on internal motivation (Piscalkiene, 2018).



External motivation:

1. Lots is written and spoken about it in media (internet, TV, Radio).
2. I would like to find new like-minded friends.
3. I would like to pass a good example to my friends.
4. I want to prove that not only others can, but I can too.
5. I want others to see me physically fit.
6. I would like to pass a good example to my family.

Internal motivation:

1. I put in effort and seek for excellence.
2. Because it helps my image.
3. I like to look for discoveries and seek victories.
4. I like physical exercise.
5. If you start to achieve something, you have to finish it.
6. It is interesting to see my own improvement.
7. It is fun and interesting.
8. I do it for my own pleasure.
9. It reduces stress.
10. The person's quality of life depends on personal effort.
11. I like to experience the joy.
12. I want to be healthy.

Internal motivation ensures the satisfaction of three basic psychological needs: competence, autonomy and attachment.

Showing a good example to our families is one of the most common external factors. The least popular external cause for motivation in regard to physical activity is media.

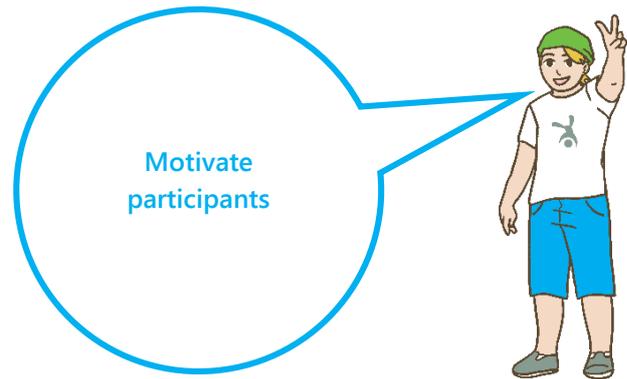
Health is a very important internal motivational factor for physical activity. Furthermore, almost all external factors concerning physical activity are important to both men and women.

External motivational factors concerning physical activity vary slightly between different age groups. Younger citizens (under 44 years old) are more positive about internal and external factors of motivation for physical activity.

Participants from rural areas agree more on the idea that a person's quality of life depends on personal efforts than respondents who live in settlements or cities.

Not all cases that strongly expressed motivation to be active physically is related to being physically active in real life.

To create a culture of experimentation, a team should be inspired about generating new ideas. Guidelines can be given to generate ideas. The idea that is considered to be the most successful method can be rewarded with an award or cash prize.



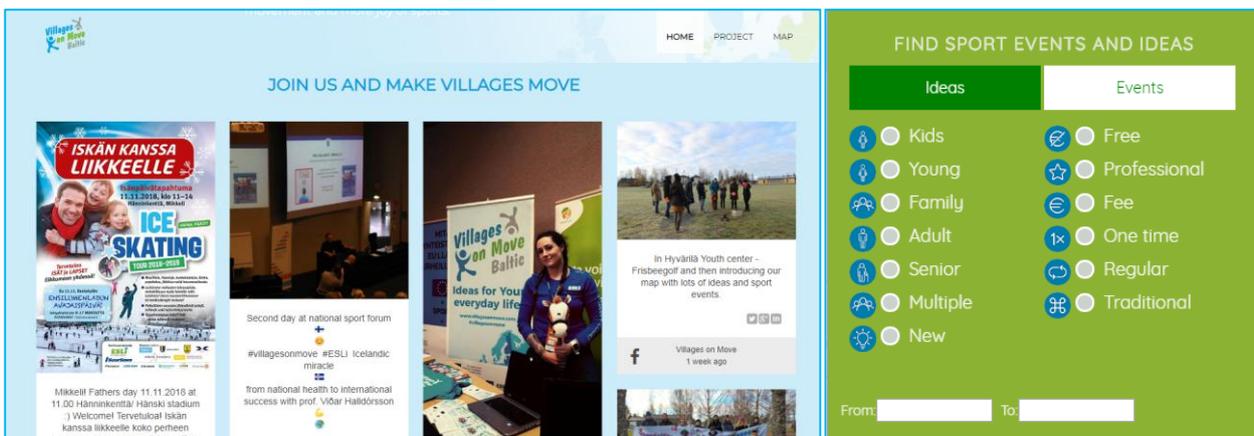
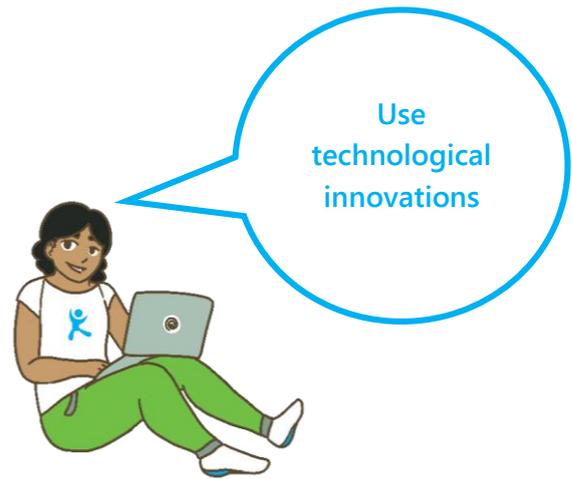


The best digital tools motivate citizens to move and enjoy sports, an activate people to come up with new ideas.

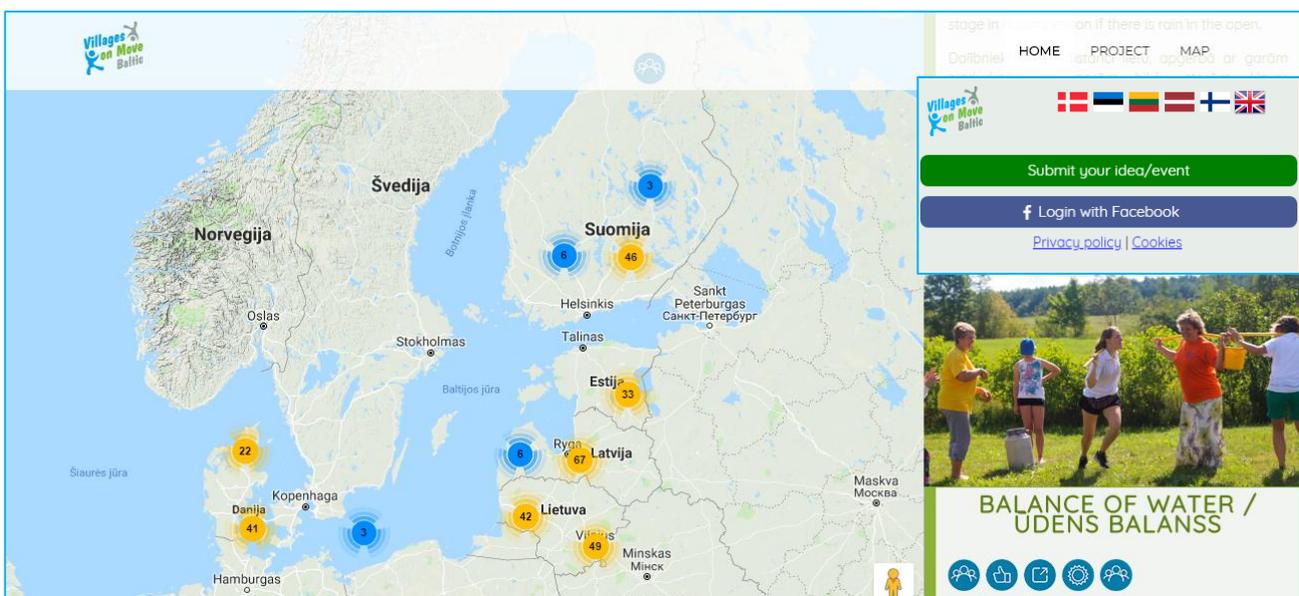
Organizing events, where children can show the elderly people, how technology works, has also proven to be effective and it also motivates and offers enjoyment towards physical activity.

Information technologies can be used to generate ideas. The sports ideas were collected on the project's online platform. The idea calendar highlights the meaning of a single citizen as an actor of his own life.

Ideas can be filtered by age group, number of participants, and type of event: traditional, fee applicable or free.



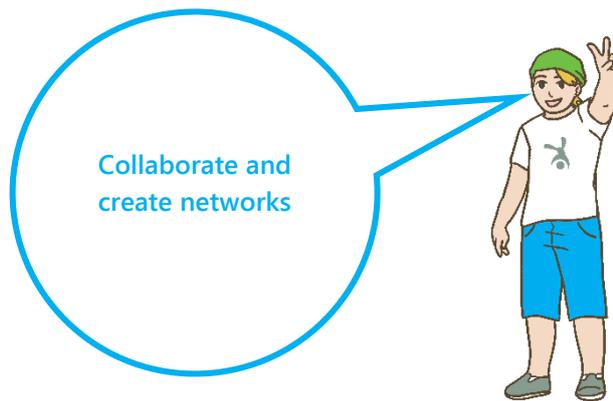
Ideas can also be filtered on the map by country. They can be submitted using a Facebook account.



It is important for everyone to find personal ways of physical activity that are personally suitable and motivating. The Idea competition and idea calendar make this possible.



The idea competition could be launched via partners and associated partners for:



- sport clubs,
- sport event participants,
- rural associations,
- rural schools,
- retirement homes etc.
- students of communal pedagogy, sport management, sport instruction, social work and
- health care (future professionals learning a culture of experimentation),
- rural citizens.

The partners are provided tools for HEPA-related promotion through a culture of experimentation, and their own know-how in grass root-level sport and HEPA as present in different cultures and circumstances will improve.

The participants are an active co-creation partner in generating innovative HEPA ideas and experiments during the idea competition.

Diverse organizations should cooperate. The network of organizations will strengthen through a working method of open innovation. Therefore, the staff of these organizations learn from each other:

- Different cultures;
- EU co-operation;
- EU sport policy;
- EU rural development policy;
- Methods and tools for promoting HEPA;
- New skills and capability to work in an international consortium.

Integrating various cultures and diversity into idea competition can show the ways in which people from other countries keep physically active.

Social inclusion of refugees has become an urgent problem to solve in the EU. Sports and physical activities have led to some good experiences being achieved.

The refugee centers offer Joy of sports as a mean of social inclusion. It is possible to get new ideas for this work from the idea competition.

Increased participation in promoting physical activity in rural areas, utilizing sense of community as a driving force for development in physical activity of rural citizen.

In the opinion of the VOMB project's lecturers and staff, the integration of various activities of physical activity into the collection of ideas was successful and a form of activation in various age groups.

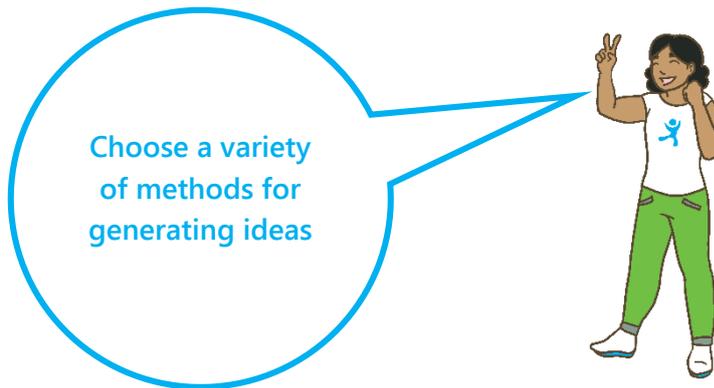
The organizers of the events positively took into account idea generation. Our project promoters believe that our work is interesting and useful in improving the organization and quality of events.

The applied methods for collecting ideas are easy to apply. An important aspect is the fact that it is possible to develop contacts and cooperate with social partners. The motivation and the opportunity for participants in the event to help develop social skills and physical capacity is as an advantage.

Cultural differences can restrict the collection of ideas because of the participation of different nationalities in the groups of refugees and immigrants.



In these groups, language problems can be raised as a factor that leads to less ideas being collected.



Idea competition methods should be applied to specific age groups, such as drawing for children and discussions among a small group of adults or children. Forms of physical activity as a motivating method to collect ideas can be applied in different age groups.

Physical activity is a universal language which can be used as a powerful tool to promote tolerance,

peace and understanding by bringing people together across boundaries, cultures and religions.

A number of ideas were collected for indoor and outdoor physical activity opportunities by means of verbal and non-verbal methods, such as physical activity exercises or games, structured interviews, writing ideas, discussions and drawing.

## Drawing ideas



Villages on Move idea competition, Rakvere,  
Rakvere Elementary School, Estonia

Villages on Move idea competition at Raudondvaris  
Kriauzu primary school, District of Kaunas, Lithuania



Villages on Move idea competition in English  
kindergarten, Mikkeli, Finland



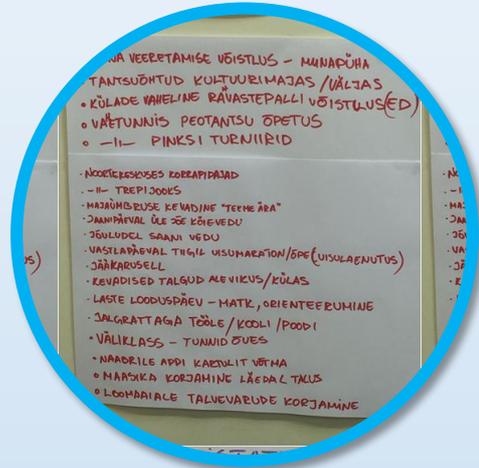
Villages on Move idea competition in Haljala  
kindergarten, Estonia

## Discussion of ideas and poster presentations



Students' discussion and presentation,  
Mõdriku, Estonia

Refugees and immigrants collectively made a poster using various sports magazines, Mikkeli, Finland



## Ideas competition in writing

Students ideas from the Faculty of Medicine,  
Kaunas University Applied Sciences, Lithuania



Seminar for people who have osteoporosis at  
the Association "Rock"/ "Uola", Lithuania



## Ideas competition in interview



Luonteri Pyöräily bicycle event, Anttola, Mikkeli, Finland

Camp for people with Parkinson's disease "Self-expression and healthy movement", Kaunas University of Applied Sciences, Lithuania



## Online Ideas competitions

Idea map  
<http://www.villagesonmove.com>



## Ideas competition by means of physical activities

Camp for people with Parkinson's disease  
"Self-expression and healthy movement",  
University of Applied Sciences, Kaunas, Lithuania



Idea competition with immigrants and refugees,  
Mikkeli, Finland



Luonteri Pyöräily bicycle event, Anttola,  
Mikkeli, Finland



Kite festival "Between Earth and Sky",  
Zapyskis, Lithuania





## Main ideas generated during the VOMB project

An idea bank is a collection of the best tested and executed ideas. They are useful for European sport clubs, rural associations and citizens who want to activate people in HEPA.

In our idea competition and village tour, people from rural areas delivered their own ideas on how to “make more time” for sports or how to “enjoy sports affordably”.

### Sports

100 m runing

Badminton

Balloon aerobics

Baseball

Basketball

Beach football 5×5

Billiards

BMX cycling

Boat racing

Canoeing

Cycling

Aerobics

Gymnastics

Handball

Horse riding

Ice hockey

Yoga

Kayaking

Marathon

Marathon with  
dogs

Night basketball

Fun gymnastics

Golf

Outdoor gym

Pilates

Roller skating

Rugby

Runing

Scootering

Skateboarding

Skying

Strongman  
competition

Swimming

Shooting

Table tennis

Volleyball

Water fitness

Weight lifting,

Wrestling



Aerobics



Football



## Dances

Dance marathon

Flashmob

Funny dances

Lavis dancing at lunch-hour

Linear dances (separate age groups)

National dances

Sport disco for kids

Sport dances



Traditional Estonian dance performance,  
Haljada, Estonia



Family day, Culture Center of Rukla,  
District of Jonava, Lithuania ""



Family festival in Raudondvaris "One village  
one heart", District of Kaunas, Lithuania



Sport dances



## Games

Game "Water battle"

Game "Fish catching"

Game "Potatoe" with a ball

Game "Giraffe"

Game "Hide-and-seek"

Game "Run and caught"

Game "Team water balls battle"

Game "Rotten egg"

Game "The tree is a real stone"

Game "Bannana pass"

Game "Don't disturb each other"

Game "Plus one"

Game "Take a seat"

Game "Basketball differently"

Game "Get through me"

Game "Take the place"

Game "Catch the monkey"

Game "Pigeons"

Game "Throw the ball"

Game "Fishing"

Game "Overthrow of sticks"

Game "Wolf"

Game "Hunters"

Game "Fisherman"

Game "Table target"



Game „Pokemon Go without phones“, Finland



Game „Catch the number“, Finland



Game „Running with paper sheets“, Lithuania



Game „Feather“, Lithuania

Game "Song contest"

Game "Village war"

Game "Frisbee games"

Game "Follow the leader"

Game "Sport art"

Mölkky game

Game "Come to the rescue us!"

Game "The frozen ones"

Game "Jumping yard game"

Game "The last pair splits"

Game "Stone, jump out!"

Game "Maps through the ages"

Game "Slackline trase"

Game "Creation of ration"

Game "Disc golf"

Game "Check the description!"

Game "Fencing on rollerblades &  
bubble suit football"

Game "Balance of water"

Game "Training the taste"

Game "Logic with tires"

Game "Spidernet man"

Game "Tower of boxes"

Game "Human braid"

Gam "Cable route"

Game "Novus"

Game "Play basketball with only  
one hand



Game: „Memory“, Denmark



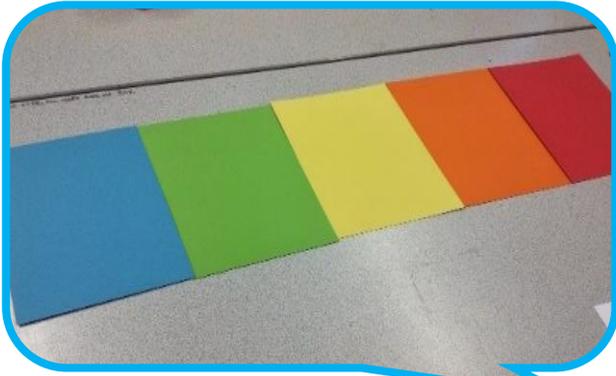
Game „Banana pass“, Lithuania



Game „Blind volleyball“, Latvia



Game „Storm shelter“, Denmark



Game „Coloured papers”, Estonia



Game „Shoot a cup”, Denmark



Game „Class”, Lithuania



Game „Table target”, Finland



Game „Get through me”, Lithuania



Game „Ball in the tube”, Latvia



## Exercises and group activities for the events

Air bubble football  
Amusement rides for children  
Arc rotation  
Archery  
Arm wrestling  
Asahi lessons  
Badminton using disc golf baskets  
as goals  
Balance exercises  
Balance lessons  
Ball throwing  
Balloon blowout competition  
Bow riding relay  
Brain battle  
Bubble blowout competition  
Cartwheel swimming  
Children's bicycle race  
Children's orienteering  
Climb the mountain  
Climbing  
Climbing  
Collecting rubbish  
Cycling competition  
Cycling orienteering  
Cycling with family

Darts Competition  
Dog walking  
Dolphin therapy  
Drift carting  
Drowning the ball  
Educational walking  
Exercises for kids  
Exercises for strengthening muscle  
of the body, increasing flexibility,  
relaxing exercises  
Expeditions for the sun  
Family orienteering  
Family relay  
Family show  
Fast snowman building  
Fast walking  
First Aid competition  
Fishing competition  
Flight with a balloon  
Foot acupuncture walking  
Football game with inflatable balls  
Football on snow  
Free physical activity exercises in  
park  
Freefall



Hay roll on the hill, Latvia



Frisbee golf, Finland





Stretching with a big ball, Latvia



Hobby Horses



Funny team running with paints  
Geocaching  
Go tubing (using swimming pool gadgets)  
Group relay  
Hand wrestling  
Hay bale ride  
Hike on frozen sea  
Hiking  
Hobby horse  
Hobby horse soccer  
Husky dog sledding tour on the countryside  
Jumping in bag  
Jump on the big ball  
Jump through rubber  
Jump through the rope  
Jumping  
Jumping on one leg  
Jumping on trampoline  
Jumping with eggs between legs without breaking them  
Kite manufacturing  
Kites competition  
Laser fight play  
Leg throwing run  
Long jump  
Making figures with hands

Making shoes from newspapers and running  
Meditation  
Men running competition with women's shoes  
Mini golf  
Monkey bars  
Moon car racing  
Moped polo  
Night cycling  
Night walking  
Nordic walking for disabled people  
Observation walk for refugees  
Orienteering  
Orienteering (labyrinth)  
Orienteering for a treasure  
Orienteering with bike  
Orienteering with exercises  
Rolling the ball  
Rope pull  
Rope pulling  
Running exercises  
Running in bag blind  
Running through the tires  
Running wheelbarrow  
Running with stick  
Running backwards with shoes on the wrong feet!

- Running in one trousers
- Running in the sea
- Running through obstacles
- Slack line
- Slides
- Slow biking
- Snowball fight
- Snowmaking
- Soap bubbles blow
- Speed relay
- Stack rigging
- Stepping over obstacles
- Stretching exercises
- Stress management exercises
- Outdoor chess play
- Outdoor exercises with baby
- Outdoor flower composition contest
- Paintball
- Pedal boating
- Pedestrian trip

- Phone throwing competition
- Physical activity exercises for seniors
- Physical activity in inflatable trampoline park
- Pick up Colorado potato beetle
- Picking mushrooms
- Pitch throwing
- Plant tree
- Playing tag with canoes
- Power fitness track
- Providing first aid in the impressions of historical events
- Pull ups
- Push ups
- Race with the families
- Relay
- Relay for kids
- Relay with a rod transfer
- Ride with soft bob



Making snow sculptures, Finland



Active lab, Finland



Distance with trash can, Latvia



Pointing the pencil, Latvia





Ride on the slippery track - home  
waterslide  
Suopunki throwing  
Swimming boat dressed as  
characters  
Swing  
Swings  
Talent show  
Throwing balls at the target  
Throwing the arrow at the target  
Training with baby jogger  
Trainings with physiotherapist  
Tree climbing  
Trimming yard  
Underwater football  
Vegetable cutting and exhibition  
Visiting historical places

Walk in barefoot trail  
Walk in the dark  
Walk to work  
Walking in park, forest trails  
Walking on beach  
Walking through cognitive trails  
Nordic walking  
Water battle  
Yoga on sup board  
Ball pushing with boxing gloves  
A raft for several groups to pass a  
ball through the legs, fastest  
moving group wins  
Carry an egg in a spoon from one  
bowl with water to another  
Carrying a paper plate on the  
head



## Summer Training Pass

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
June																																
July																																
August																																

### Filling Your Training Pass

Get on the move during this summer and use the letter(s) next to the activity to mark down your daily task!

30 minutes of activities earns you a marking for the day.

Aim for variety! We really encourage you to try at least **five** different sports/activities **from each three category**.

### ACTIVITY CATEGORIES:

#### Individual Sports:

W = Walking  
R = Running  
GC = Geogaching  
CY = Cycling  
SG = Stretching  
A = Athletics  
GY = Gymnastics  
ST = Strength training  
OR = Orienteering  
R = Horse riding

#### Ball Sports:

VB = Volley ball/Beach volley  
FL = Floorball  
B = Baseball  
FB = Football / Soccer  
TN = Tennis  
BD = Badminton  
CQ = Croquet  
BB = Baseball  
G = Golf  
DG = Disc Golf

#### Free Time Sports/Activities:

BP = Berry picking  
RB = Rollerblading  
HS = Hopscotch  
SR = Skipping ropes  
TR = Trampoline activities  
RW = Rowing  
S = Swimming  
GW = Garden/yard work  
OG = Outdoor games  
CW = Carpet washing

**RETURN BY 15.9.2018 - September 15th 2018**

**Mail to:** XAMK/ Marita Mattila  
Patteristonkatu 3X, 50101 Mikkeli, FINLAND  
**Or scan/take a photo of your pass to:**  
[villagesonmove@xamk.fi](mailto:villagesonmove@xamk.fi)

Name: \_\_\_\_\_  
Location: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Phone #: \_\_\_\_\_

Name your other (O) sports/activities here:  
O1 = \_\_\_\_\_  
O2 = \_\_\_\_\_  
O3 = \_\_\_\_\_  
O4 = \_\_\_\_\_

Summer Training Pass for children, Finland



Carrying an egg on a spoon over obstacles

Running with empty bags

Holding a blanket in your hands and wave a ball to one side

Run with a bow and jumping over

Sleigh principle. The rope is weighed into potato bags. One hugs, and the other pulls. A team is formed and raced.

Stop around, one person with a jumper rope in the middle jumps 360 degrees round all

Suspend a few color shards, divide people into several groups, and which group will find their shawls faster

Dodge ball on trampolines!

Water above the head

Perform games for which to measure people's vital signs

Carry a ball between the legs, run around the bow

Carry the cups on a hard bed sheets



Water cycling



Weight lifting



Arc rotation

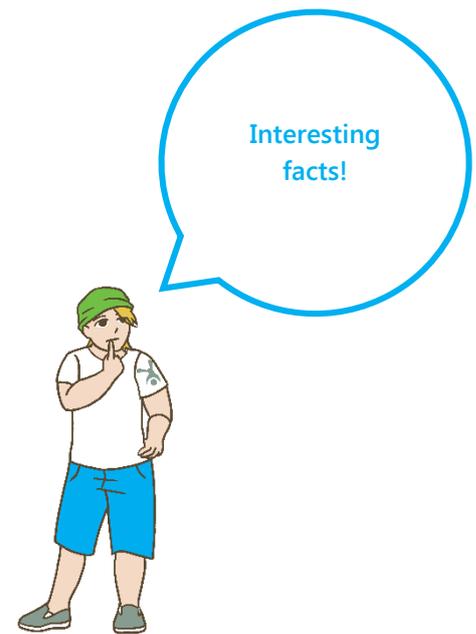


Rope pulling



The scientific research carried out during the VOMB project has shown that the most favorite forms of physical activities in Lithuania, Latvia, Estonia, Denmark and Finland are walking, bicycling and running. However, the participants from Finland and Denmark were more active in all kind of physical activities compared to other participating countries.

For the participants of urban areas, walking, gym, Nordic walking, swimming and yoga are the most popular forms of physical activities. Gardening is more popular in villages and rural areas. Participants from 18 to 44 years old are more physically active as they apply a variety of physical activities compared to participants in the 45-59 age group.



## Organizing physical activity events



Frequent participants of the event expect an interesting, new and everyday activity, as well as something trendy or special.

Event organizers should creatively demonstrate the possibilities and perspectives of using the everyday environment and increasing general physical activity.

The activities should not all require personal equipment, but instead there should be access to free physical activity infrastructure and equipment and wellness services, which can have a significant impact on human health.

Staff equipment resources and financial resources should be evaluated before experimenting. Experiments that are easy to execute using existing resources and staff should be carried out first. Technology can help experimenting at lower costs.



ESLi sport vaunu (gym wagon) from the Baltic tour.



Involved stakeholders, citizens and volunteers could lead experimentation to success.



Determine aim  
and tasks of sport  
event

It is important to clarify the vision for experimentation at an organizational level.

The aim of any physical activity event should be to promote healthy lifestyles and increase general physical activity.

The variety of the event objectives can be extensive and it depends on various factors. For example, the number of participants, the chosen form of the event, the venue of the event, the age group of participants, the participants' state of health, the time of the year, the competence of lecturers or instructors, the participants' wishes and the selected education physical

characteristics, etc. There may be several different tasks for the same event.

A manager could be assigned for each experimenting. It is safer to carry out experiments for employees if project manager takes responsibility for failure.

A project manager should prepare an experiment plan which takes into account the requirements of an event, the purpose of the event, the form of the event, the event continuity, the venue of the event, the time of the event, the duration of the event, the age of event participants, the number of participants at the event, the participants' gender, the requirements set out for the participants, the human and financial resources, and a time frame for the duration of the experiment. Reminders should be set for when results are due to be collected. Employers could be provided training, if necessary.

Implementation  
plan for a sport  
event





It is recommended that a contingency plan is prepared (for example, a sudden change in weather leading to an event being cancelled or relocated; the lecturer or sports instructor falling ill, etc.).



Prioritize  
generated physical  
activity ideas

If a lot of ideas are received, this doesn't mean that all of them should be experimented. This would cost a lot of money and it would be time-consuming. The ideas should be prioritized in order to achieve a higher success rate.

Participating citizens should prioritize the generated ideas. Prioritization platforms could also be used.

## 2. Experimentation

A culture of experimentation is a cycle of experimentation, learning, and iterating to find untapped opportunities. Experimentation is an efficient procedure for developing, testing, and implementing physical activity innovations. When experimentation starts, people should be provided rather a lot of freedom.

The experiences concerning the testing of VOMB's best ideas are collected from the village tour executors and participants as well as from the professionals and students of communal pedagogy, sports management, sports instruction, social work and health care.

### Baltic Tour

Villages on Move's Baltic project team which consists of students from Finland, Lithuania, Estonia, Latvia and Denmark were on the road for 8 days, driving all the way from Mikkeli (Finland) to Lithuania and back to Savonlinna (Finland).

The project team was representing the project on the run and the students were testing the ideas with the event participants. It was amazing to see, how people enjoyed learning new possibilities of physical activities.

More testing  
means more  
learning!





Villages on Move, in general, and the Baltic Tour were evaluated by the students as an unusually relevant and efficient practical case. The study was conducted based on the responses received from participating students. Seventeen students responded; three from Finland, three from Latvia, five from Lithuania, and six from Denmark. Apart from three students who attended high school, the students represented bachelor's degree programs within health care, social work, communal pedagogy, and innovation & entrepreneurship. The aim of the survey was to analyze results of experiential learning from students' participation in the project "Villages on Move Baltic" Baltic Tour. The students' participation in the Baltic Tour allowed them to suggest criteria for the quality of VOMB-related ideas or events. The students' proposals for criteria for the quality of a VOMB idea or event are presented in the Figure below together with their responses..

### Large number of participants



- More participants during an event creates a bigger possibility to reach more people
- How many involved and effected
- How many people try prepared activities could be one of the criteria

### Attractive types of physical activities



- Indoor physical activity is more limited than outdoor
- Each event should introduce debate and innovation
- Physical activity can be very fun



## Involving people from all social groups



-  Suitable for all ages
-  Could target different groups of people
-  Includes groups such as refugees, elders and children

## Ecological approach and security during events



-  Ecology is really important
-  Quality criteria can also concern potential injuries
-  Prepare safety instructions

Creating a culture of experimentation takes time but the effort will be worth all the resources spent on experimenting.

All experimenting leads to learning. Experimentation documents make it easier to keep records of this process and compare data.



Get everyone involved

The participants' attitudes, mood and personal achievements show whether the experiment meets the needs of the participants or not. Experimenting should involve employees, stakeholders, volunteers and citizens. Everyone should feel like they have space to innovate.

Experimentation requires time. Investing time into the culture of experimentation you're trying to establish is very important. Employees are allowed to spend part of their work time on experiments. Realistic deadlines should be given for a team.

It is important to find a lot of small successful ideas. The smaller successful experiments are, the easier it is to build a culture of experimentation.

People must be encouraged throughout to work together and collaborate on experimenting.

Failure is a part of experimenting. Most experiments won't have positive results.

Unsuccessful experimentation can discourage employees from experimenting further. Therefore, experimentation should be rewarded, even when it doesn't give successful results. Otherwise, it is not impossible to encourage experimentation and motivate employees to continue experimenting.

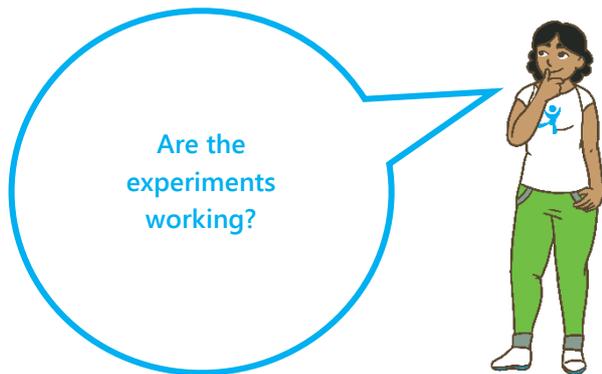
Support ideas





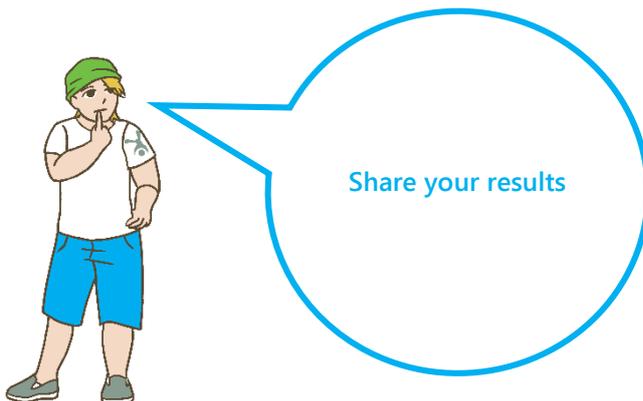
Learning is one of the key paths in the experiments. It is a question of testing how feedback and evidence can be obtained quickly about an idea's feasibility. On the other hand, experiments can illustrate complex things, which may affect attitudes and perceptions on a larger scale. Learning through experimentation requires the participants to learn to live with failure. You also need a critical eye to see what can be deduced from individual cases..

### 3. Implementation



The winning ideas are those, which everyone wants most. Successful ideas should be effectively used in the future as a tool to build a culture of experimentation. Sometimes it is possible to find positive values in failure too. Once the experimentation results are analyzed, it is time to take action.

Reports, articles and videos are ways of dissemination and help sports and rural associations, municipalities, schools, retirement homes etc. to implement the new ideas and try a culture of experimentation as a tool for developing HEPA.

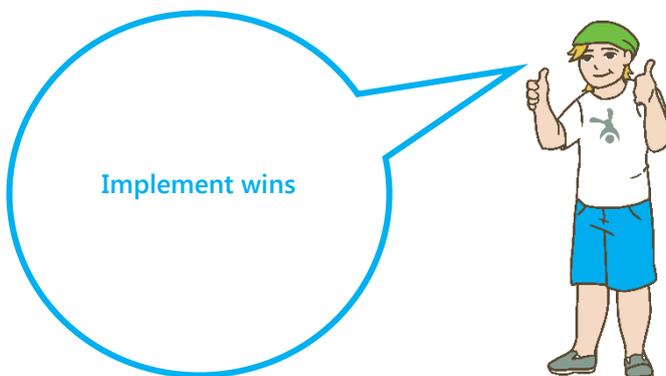


The dissemination activities do not only target the partner countries but also other EU countries, which will mainly be reached through the partners' already extensive international networks.

It is important that the wins, and especially the

failed experiments, are shared. The results should be shared with experimentation team members, stakeholders, and anyone involved in the experimenting.

Technologies and creativity can help promote physical activity. A weekly email can be used to quickly distribute the results of the experimentation. A successful media campaign with the stakeholders is core to this type of experimentation.



A culture of experimentation also needs new appreciation and highlighting. Good examples of successful experiments are a driving force for new experiments. To keep the ball rolling, it is still important to understand the basic elements of a culture of experimentation. Creating a public debate is linked to the opportunities involved in experiments for creating stories close to human experience. Media may be required in experiments to create and disseminate a participatory process, and successful communication also encourages to continue.

disseminate a participatory process, and successful communication also encourages to continue.



The process doesn't stop with analysis of experimentation results. By constantly experimenting, it is possible to achieve insights to innovate and improve your ideas. After finding a successful experiment, the process starts again.

Successful experiments inspire others with the possibilities offered by experimentation. Innovativeness, meaning that a culture of experimentation and co-creation with rural citizens are used as a working method.

# Culture of experimentation in the Villages on Move Baltic project

Southern-Savo Sports Federation – ESLi, Finland

Ice skating for father's day



## ISKÄN KANSSA LIIKKEELLE

*Luistele mun kaa!*

**Isänpäivätapahtuma**  
12.11.2017, klo 11–14  
Hänninkenttä, Mikkeli

### IceSkating

**Tour 2017-2018**

- Musiikkia, kisailuja, kuntoluistelua, limbo, pujottelua, jäädisco sekä kasvomaalausta.
- Luistimien maksuton lainauspiste, mahdollisuus myös kokeilla retki-luistimia! Omat maastohiihtomonot tai vaelluskengät mukaan!
- Paikallisten seurojen järjestämiä pelejä, leikkejä sekä lajiesittelypisteitä.

**VAPAA PÄÄSY!**

**Tervetuloa ISÄT ja LAPSET liikkkumaan yhdessä!**

• Tapahtumassa KANTTIINI - varaa käteistä mukaan!

Pidätämme oikeuden ohjelmamuutoksiin. Tapahtumalla sää/jäävaraus.

Tapahtuman järjestää: **ESLi** Elä-Sinäkin Liikkuu!

Menossa mukana: **Mikkelin Luistelijat ry**, JUNIORI-JUKURIT, MAHL

Yhteistyössä: OP Suur-Savo, LANSI-SAVO, SuurSavo, LÄHTIPIOLA SAVO-KARJALA

## 1. Target group

The event's target groups are families; especial fathers and kids. In Finland, we celebrate Father's Day every year on the second Sunday of November. It is common to celebrate Father's Day at home with the family. At Southern-Savo Sports Federation, we used a culture of experimentation when developing the event in order to find out if people would be motivated to visit a sports event on a holiday day. We have learned from past events that we should cooperate with other local sport clubs to add value to the event. We can say that target groups are not just fathers and kids anymore, but also mothers.

## 2. Activities

The main activity is ice skating. But we try to work together with other local sport clubs in order to offer innovative activities such as "trial" different kinds of activities, including skating. We invite local sports clubs to cooperate with us and present their activities (ice hockey, ice skating tour, figure skating...). This method worked very well because visitors are able to try out different sports and some of the children have been able to find themselves a new hobby. The use of a culture of experimentation to work together with other organizations seems to be successful. Every year we try to use new innovative methods while organizing and planning the event. This year we added face painting from VOMB's project ideas, and we shall use this method to collect ideas for new activities for future events.

## 3. Equipment

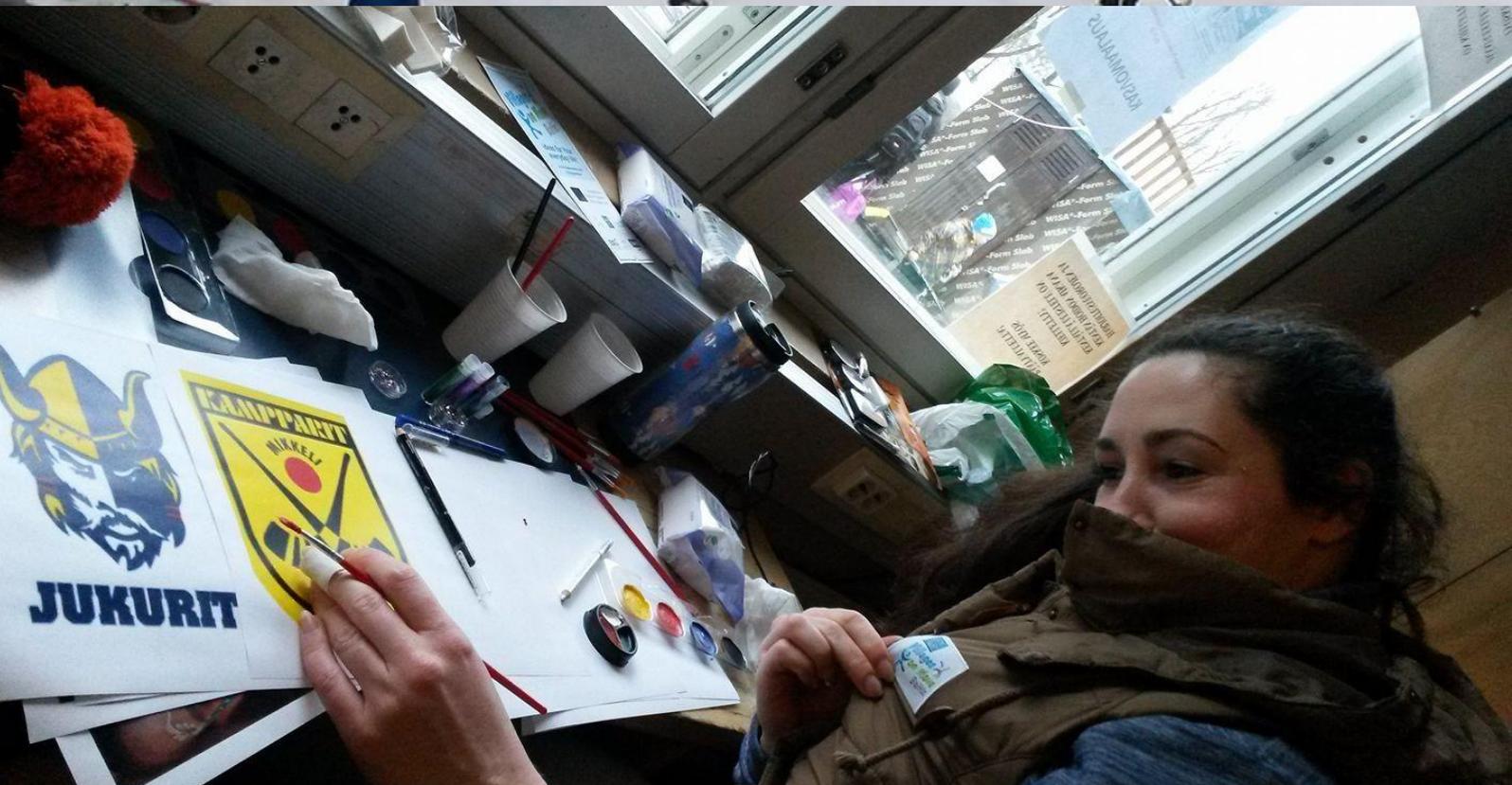
In order to attract people to visit the event we also provide different sports equipment that they can borrow for free to be used at the event. We used a culture of experimentation when organizing equipment; we try different sports equipment and then see what people are interested in, in order to improve events in the future. Cooperation is the key here, because different local organizations can provide different equipment. In this particular event we used; ice skates, hockey sticks, helmets, goals, face paints, different obstacles and music.

## 4. Partners

We organized a few meetings with different local sports clubs and other organizations to prepare the event program. We used a variety of different methods (meetings, active meetings, social media...) during this cooperation. In Finland, especially in the Southern-Savo area, we try to work together and also use visitors' feedback to improve future events. We have learned that long-term cooperation is even more important than just cooperation for a particular event. Together with the sport clubs that we cooperated with for the Father's Day ice skating event, we also aim to cooperate in other activities and events throughout the year.

## 5. Good experience

The main success is that we try new ideas – for example, a face painting and ice skating tour, so visitors have different options when visiting events. Another major success has been the fact that we worked together in cooperation with other organizations. In the future, we need to improve the marketing of the event. In the past, we used social media and flyers to promote the event. In the future, we should cooperate and try to find new



### 1. Target group

The target group of the event / activities were refugee families (from 6 to 55 years old). The families are from Syria and came to Finland as asylum seekers. The families live in a small Finnish village called Pertunmaa. They are not physically active and they have social integration issues.

### 2. Activities

We used an idea competition in order to motivate the group to generate their own ideas for physical activities. We used a culture of experimentation and worked together. In case of this target group, it was very important to include them already during the planning process. This also encouraged their social abilities to be part of the group and the process of planning activities. We used different sport activities in which they also practiced counting and the Finnish language. For example, hit the target with the ball and then count the points. The families use a car for very short distances (400m) so we also went for a walk together. From an innovative point of view, we used cooking as a method to generate new ideas for a healthier lifestyle.

### 3. Equipment

We used different tools and sports equipment. We also gave them information and encouraged them to find new hobbies. Some of the sports equipment was new to the group. The use of a culture of experimentation to include them into the process and work, and cooperate together, was very important to them, because there are not used to having their opinions heard.

### 4. Partners

We cooperated with Southern Savo vocational school where the families are included in the integration process. They learn Finnish language there. Teachers and other people who work with them were very satisfied with the cooperation because we used sports and physical activities as a method of integration. They told us that they had learned new activities and games from us which they can use in their work in the future. Cooperation was very important. We worked with many different groups from Southern Savo vocational school. At the beginning we had a few meetings during which we presented the ideas and then executed the ideas together.

## 5. Good experience

The main point of success was that we encouraged the group to try new physical activities that they had always wanted to try. They told us that it is very important to meet new people and local facilities. Working together with different parties. In the future we would like to include more sport organizations.





### 1. Target group

Participants from the local village of Smelteri in a Latvian rural area (women and men, families with children, youth participants, adults, seniors aged from approx. 6 to 70); participants from Local Action Groups in Latvia (women and men aged approx. 25-50).

### 2. Activities

The event emphasized the importance of rural communities' strength and cooperation. Besides acknowledgements participants gained at the event, they also had a chance to spend active time together while trying to cooperate and compete in different kinds of sports activities.

Traditional sports were also arranged, such as volleyball which was transformed into blind volleyball. There were also different types of activities, such as building a tower of cardboard boxes by just using legs, a balance beam with no change in the sequence of participants, disc golf, etc. You can find out about all the activities at <http://www.villagesonmove.com>.

### 3. Equipment

As the event took place in a rural area, we tried to use different tools associated with the countryside, such as for example hay rolls, wooden logs, and string lines, water buckets and other tools that are easily available in every household.

### 4. Partners

During this event we cooperated with local elementary school staff, local government members and local community members. School staff and local community members helped to plan the sports activities, they also worked as volunteers at each activity, performed cultural activities, such as dances and songs. Local government members helped with publicity and also participated in the event.

## 5. Good experience

The most joyful activity for all of the participants was brought together with cold water. It was really hot day and everyone wanted to cold down for a bit. At 0.58 seconds of the following video, you can see a clip of the - <https://preili.lv/video/121637/latvijas-kopienu-speles-sogad-norisinajas-smelteros/>

**Read more:**

<http://lf.partneribas.lv/archives/4933>

## Frisbeegolf tour in South Savo region

### Frisbeegolf-kiertue



Disc Golf Tour  
16.-27.4.2018

#### VIKKO 1 / Week 1

- 16.4. Joroisten yhtenäiskoulu
- 17.4. Punkaharjun koulu
- 18.4. Pertunmaan koulu  
(Kuortti DiscGolfPark)
- 19.4. Anttolan yhtenäiskoulu  
(Anttolanhovin Frisbeegolfpuisto)
- 20.4. Savonlinnan normaalikoulu  
(Heikinpohjan kenttä)

#### VIKKO 2 / Week 2

- 24.4. Mäntyharjun yhtenäiskoulu  
(Mäntyharju DiscGolfPark)
- 25.4. Enonkosken koulu
- 26.4. Savonrannan koulu  
(Savonrannan Frisbeegolfrata)
- 27.4. Haukivuoren yhtenäiskoulu  
(Haukivuoren Frisbeegolfrata)



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

### 1. Target group

The target group involved young people living in rural areas. The target group was reached through rural schools, classes from 7-9. So there were children from all social classes.

## 2. Activities

The purpose of the tour was to encourage and inspire young people towards a more active lifestyle in the rural areas of Southern Savonia. The event was created in collaboration with Joroinen High School, which is the only school in Finland that provides a specialised programme for disc golf players.

The tour's daily programme consisted of three different areas:

1. Joroinen High School's main activity was to teach young people how to play disc golf by one of the disc golf teachers from the school.
  - a. The school also had some students sharing information about Joroinen High School and its different programmes
  - b. Students had the chance to win discs from a raffle they held
2. Sports and problem-solving activities by Civic activities and youth work –students from South-Eastern Finland University of Applied Sciences
  - a. Kin-Ball
  - b. Elephant ball (football with a large gym ball)
  - c. Lacrosse
3. Idea competition for new physical activities hosted by Villages on Move Baltic, including refreshments.
  - a. Young people also had the chance to try sumo wrestling. Equipment (suits and sumo area) was borrowed from Visulahti, a local amusement centre.
  - b. Bomb dismantle facilitated by a Civic activities and youth work students (wood blocks acting as the bombs and a big tyre with ropes - with which participants need to „dismantle ” the bomb by moving the tyre with the ropes in a certain order without dropping it).

## 3. Equipment

A variety of different equipment: disc golf baskets , discs, different kind of balls and bats, sumo wrestling costumes and carpet, feedback sheets or iPads, bomb dismantling equipment.

## 4. Partners

We invited schools to take part – in 3 days all dates were booked! We couldn't believe our success was so good.

The event was created in collaboration with Joroinen High School, which is the only school in Finland that provides a specialised programme for disc golf players.

The project manager heard about this high school in a seminar, and the idea sounded so crazy, that she wanted to cooperate. The principal was also willing to cooperate, because they wanted to distribute more information about the possibility to go to high school and play disc golf at the same time.

## 5. Good experience

School teachers got many ideas to use at school with young people for the promotion of an active lifestyle.

Disc golf is already quite known among young people in Finland, but they received good tips for technical issues related to disc golf.

Execution was very successful because of the enthusiasm among the communal pedagogy students.

Sumo wrestling and disc golf were the activities young people liked the most in the events.

But of course there were also students that found the event boring – they are not interested in sports.

The confirmation that information is delivered at schools (or other stakeholders) to all participants is very important. On this occasion, there were teachers who didn't know anything before they arrived with students. It was noted that students would have been more active if their teacher had been active with them.

In the future we would like to improve the consolidation of different target groups within activities.



During the disc golf tour there was also other activities, such as sumo wrestling

## Daytrip to Repovesi with children

### 1. Target group

Children, 26, at a sport camp, aged 7-12, and 4 volunteer peer instructors aged 14.  
The camp had a participation fee, so the lowest social classes did not perhaps participate.

### 2. Activities

We made a trip to the National Park of Repovesi and organised nature-based activities.

Activities were planned on the basis of our idea competitions by Elina Kuisma, a community educator student from Xamk.

Testing of Vomb activities.

Find the letters: Letters were hidden in the forest (limited area) – children tried to find as many letters as they could in 1 minute. They then formed words with the letters they had found.

We received ideas such as: football with hobby horses, polo with mopeds, swimming and cartwheel gymnastics, and hand-walking with your legs raised.



Collection of cones competition – The best group collected more than 500 cones in 3 minutes.



Hiking

### 3. Equipment

Sheets of paper (finding letters competition).  
Cones from the nature.

### 4. Partners

We contacted the sports club Mäntyharjun Virkistys. They were also interested in organising nature-based physical activities at their camp. On other days they had “normal” sports such as football, gymnastics etc.

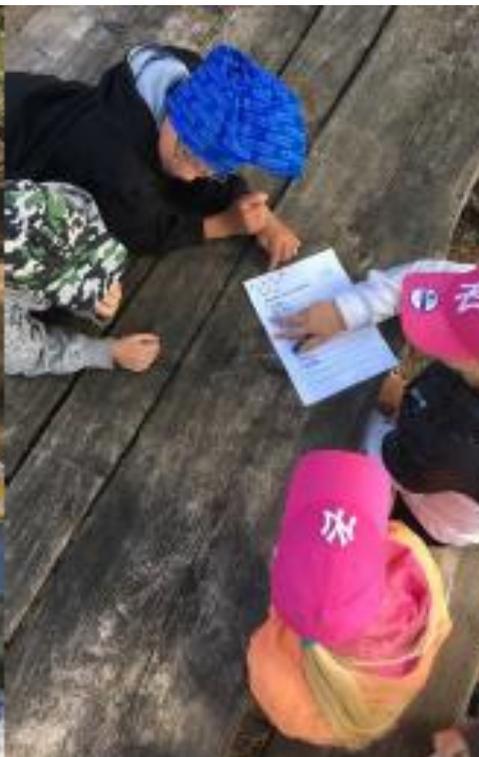
### 5. Good experience

Children were very happy and active during the whole trip. They learned how to move and have fun in nature.

Funding for transportation will be a problem in the future. In the future, we would like to improve the consolidation of different target groups within activities.



VOMB project crew (Marita and Elina) were also helping with lunch arrangements



Adventurous bridge over a lake

### 1. Target group

45 people who have Parkinson's disease (25 female and 20 male) participated in the "Self-Expression and Healthy movement" workshops organized by the teachers and students of Kaunas University Applied Sciences (KUAS) Faculty of Medicine 2017-2018. The age of the participants was from 45 to 82 years old.

### 2. Activities

We applied dance therapy, balance training, muscle strength, and flexibility exercises in the "Self-Expression and Healthy Movement" workshops. They were organized several times a month. A lot of people's interest came from organized activities implementing Nordic walking. People with Parkinson's disease had the opportunity to assess their balance, arm muscle strength, muscle, fat ratios. Short presentations were also held on the benefits of physical activity in cases of Parkinson's disease.

### 3. Equipment

Smart watches were used to measure steps, heart rate, and arterial blood pressure during exercise. Testing was performed using modern medical diagnostic devices. Exercises were conducted using Nordic walking sticks, balls, a balance training platform, fitness equipment, etc.

### 4. Partners

Activities were carried out in cooperation with the Kaunas Region of Parkinson's Society. We also cooperated with the medical doctors in gerontology from Kaunas Clinical Hospital. We have received financial support from KUAS and other private companies. This money was spent on publishing a book and calendar with the topic "How to Live with Parkinson's Disease?".

## 5. Good experience

An interdisciplinary approach and the application of integral techniques are very significant in decreasing physical disorders among people with Parkinson's disease, and it promotes the improvement of emotional and physical condition. We invited 20 students from physiotherapy, nursing study programs to volunteer in the events. Vision in the future - the activities for people who have Parkinson's disease to expand in other regions of Lithuania. In the future, we would like to improve the consolidation of different target groups within activities.





Kauno rajono savivaldybė pristato

# AITVARŲ FESTIVALI TARP ŽEMĖS IR DANGAUS



2018 gegužės 12 d.  
Lietuvos aitvarų sostinėje Zapyškyje

## 1. Target group

Target group were families - from children to grandparents - living in rural areas. The age of the participants was from few-month-old babies to seniors.

## 2. Activities

Participants had an opportunity to measure their blood pressure, balance, arm muscle strength and body tissue composition (muscle and fat ratio), as well as blood oxygenation. We used decorative kites and aimed to fly them up in the sky. Kaunas University of Applied Sciences's aim was to motivate people towards a more active lifestyle in rural areas. The event was created by the District of Kaunas. VOMB partners used different methods: native traditional games, playing cards games, special games with a hobby horse.

### 3. Equipment

A lot of different modern medical diagnostic devices have been used (Tanita, blood pressure meter, blood oxymeter, balance training platform, dynamometer. In case of games: discs, different kind of balls and bats, wooden towers, kites, soap bubbles, etc.

### 4. Partners

Activities were carried out in cooperation with the District of Kaunas on the basis of a cooperation agreement. Our task was to organize medical measurements.

### 5. Good experience

It was a very good choice to participate in this event and to be a part of the activities – the weather was perfect, the nature was ready for full blossom and we worked as a team – five countries. The integration of all the project's partners while organizing their various native games – that was fun and everyone who participated had a good time. As there were more than one thousand participants, we were able to gather a lot of ideas for different active lifestyles.

In order to improve our role at such an event, it is important for us to be involved in all of the programme.



# 50 Reasons to Volunteer in Sports

Presented by  
Valter Oja & Marika Beck  
from Villages on Move Baltic

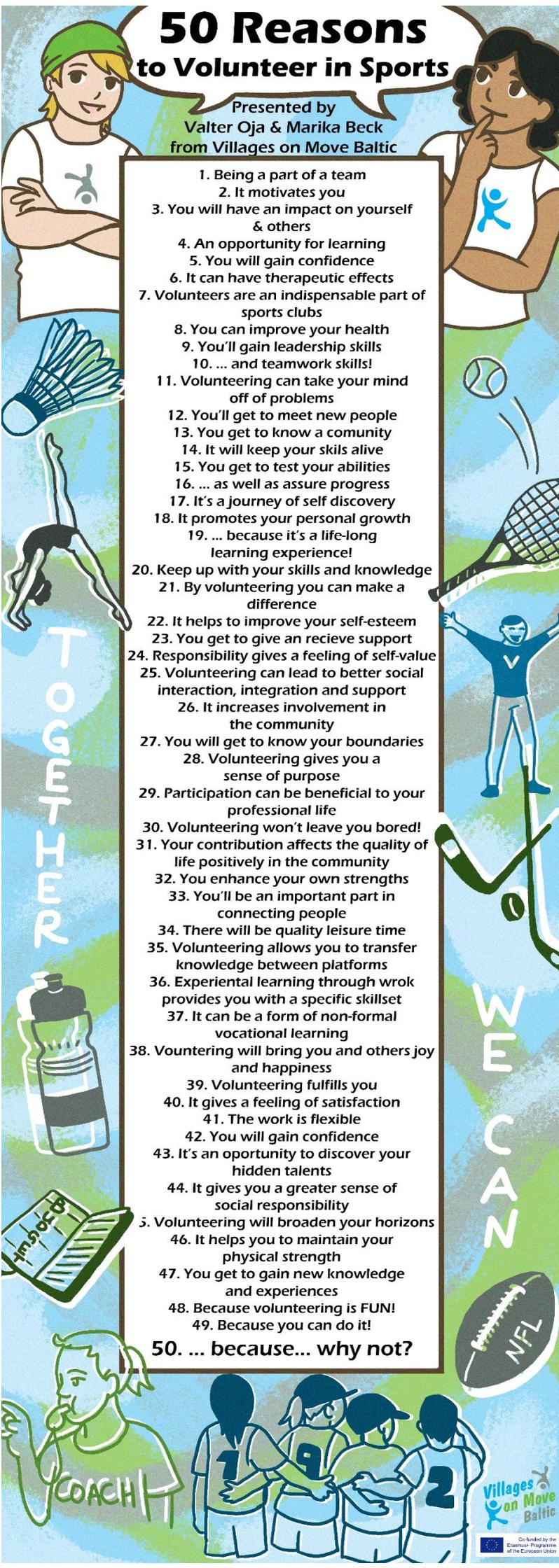
1. Being a part of a team
2. It motivates you
3. You will have an impact on yourself & others
4. An opportunity for learning
5. You will gain confidence
6. It can have therapeutic effects
7. Volunteers are an indispensable part of sports clubs
8. You can improve your health
9. You'll gain leadership skills
10. ... and teamwork skills!
11. Volunteering can take your mind off of problems
12. You'll get to meet new people
13. You get to know a community
14. It will keep your skills alive
15. You get to test your abilities
16. ... as well as assure progress
17. It's a journey of self discovery
18. It promotes your personal growth
19. ... because it's a life-long learning experience!
20. Keep up with your skills and knowledge
21. By volunteering you can make a difference
22. It helps to improve your self-esteem
23. You get to give and receive support
24. Responsibility gives a feeling of self-value
25. Volunteering can lead to better social interaction, integration and support
26. It increases involvement in the community
27. You will get to know your boundaries
28. Volunteering gives you a sense of purpose
29. Participation can be beneficial to your professional life
30. Volunteering won't leave you bored!
31. Your contribution affects the quality of life positively in the community
32. You enhance your own strengths
33. You'll be an important part in connecting people
34. There will be quality leisure time
35. Volunteering allows you to transfer knowledge between platforms
36. Experiential learning through work provides you with a specific skillset
37. It can be a form of non-formal vocational learning
38. Volunteering will bring you and others joy and happiness
39. Volunteering fulfills you
40. It gives a feeling of satisfaction
41. The work is flexible
42. You will gain confidence
43. It's an opportunity to discover your hidden talents
44. It gives you a greater sense of social responsibility
45. Volunteering will broaden your horizons
46. It helps you to maintain your physical strength
47. You get to gain new knowledge and experiences
48. Because volunteering is FUN!
49. Because you can do it!
50. ... because... why not?

## Ideas and practices for becoming a volunteer in rural areas

Participation in the VOMB project empowered students to develop professional skills and competencies - idea development, creativity, inclusion of community members, communication, language, intercultural understanding. At the end of the tour the language barrier was described as considerably lower than at the beginning. Students felt positive effects to personal attitude and behavior, such as improving physical habits to be more active themselves and how to activate others. Students obtained a new perception of what is possible and how they interact with others and have a stronger power in influencing others.

Villages on Move, in general, and the Baltic Tour were evaluated by the students as an unusually relevant and efficient practical case. Several replies indicated that the practical challenges developed both professional competencies and personal skills such as critical thinking and transcultural communication; in addition to this, the Baltic Tour turned out to be an eyeopener to not only important aspects within the profession - but also to integrated theory and practice.

It is important to activate people and get them involved in sports and physical activity as volunteers and motivate people to get started and have JOY of sports and physical activity together.



# Promoting physically active lifestyle in rural areas of the Baltic Sea.

**Villages on Move project is an innovative example of inclusion and enhancing physical activities in rural areas. Our actions were based on the ideology of Culture of experimentation: try and learn, and find your own joy of physical activity.**

Students at Baltic tour:

**“Physical activity can be very fun!”**

During the project the focus was always on people’s ideas and wishes. Ideas were gathered with idea competitions. Integrating various cultures and diversity into idea competition showed the ways in which people from other countries keep physical active. Social inclusion of refugees has become an urgent problem to solve in EU. Through sports and physical activity measures good experiences have been made.

It is possible to get new ideas for this work from idea competitions. We succeeded in increasing participation in promoting physical activity in rural areas, utilizing sense of community as a driving force for development in physical activity of rural citizen. In the opinion of the VOMB project’s lecturers and staff, the integration of various activities of physical activity into the collection of ideas was a successful and a form of activation for various ages.

Thousands of ideas about physical activity opportunities were collected indoors and outdoors using verbal and non-verbal methods such as physical activity exercises or games, structured interviews, writing ideas, discussion and drawing. Best ideas are available on our website [www.villagesonmove.com](http://www.villagesonmove.com).



## Erasmus+

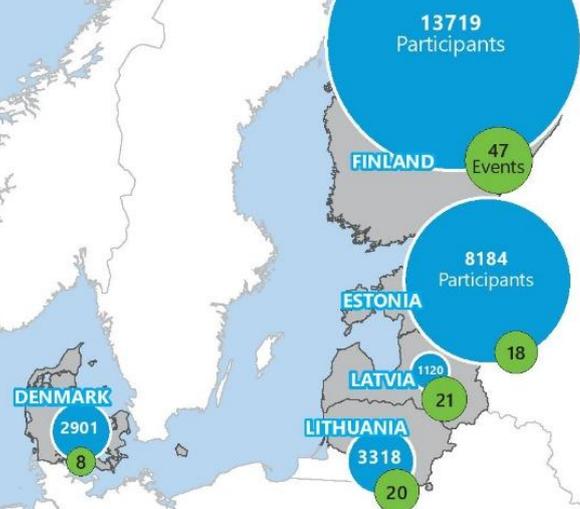
Field: Sport  
Action: Collaborative partnership

### Key facts and figures

Participants: 29242	Countries: 5
EU grant: 318 583,24€	Project Duration: 2017-2018

**Project:**  
Villages on Move Baltic

Alltogether 114 physical activity events with 29242 participants



**The project coordinator,**  
South-Eastern Finland University of Applied Sciences (Finland)

**Partners**  
South Savo Sport Federation ESLi (Finland)  
Lillebaelt Academy (Denmark)  
Lääne-Viru College (Estonia)  
Latvian Rural Forum (Latvia)  
Kauno kolegija/ University of Applied Sciences (Lithuania)

## EuroBarometer 472 (2017)

- Nearly half of Europeans never exercise or play sports, and the proportion has increased gradually in recent years
- In a given week, more than half of Europeans do not do any vigorous physical activity, and around half do not engage in moderate physical activity
- 15% of Europeans do not walk for 10 minutes at a time at all in a weekly period, while 12% sit for more than 8.5 hours per day
- Formal sport settings are less popular than informal settings such as parks or outdoors, the home or the journey between home and work or school

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