

FEW WORDS ABOUT THE PROJECT

Title	Promotion and Development of YMC(H)A-Youth Mobilization-Cultural Heritage and Athletic Valorization		
Acronym	PROMO – YMC(H)A	Website	https://promo-ymcha.eu/
Capitalisation of Interreg Greece-Bulgaria 2007-2013 project YMC(H)A (participation of LB & PB2)			
Duration	22 September 2017 – 31 December 2022		
Budget	1.924.816,41€ (ERDF: 1.636.093,95€ / National Funds: 288.722,46€)		
Partnership	LB: YMCA Thessaloniki (GR) PB3: Municipality of Kordelio – Evosmos (GR)	PB2: South-West University "Neofit Rilski" (BG) PB4: Municipality of Razlog (BG)	
Objective	The promotion of sports as part of the cultural heritage, giving to both countries a dynamic and an added value in the field of tourism, throughout the whole year.		
HOW?	Improvement of sports facilities' infrastructure; Joint actions (educational & promotional events) with the involvement of policymakers; Share of good practices & existing experience among all PBs; Development of common methodological tools; Educational tours for schools; Volunteering actions; Educational material; Digitization of the history of basket.		





FEW WORDS ABOUT YMCA THESSALONIKI

- YMCA of Thessaloniki is a nonprofit Organization that celebrated its 100 years in 2021 and is a member of the **European** and **World YMCA** alliances
- It operates in four major activities

Sports



Education



Camps



Social Action



- YMCA Thessaloniki has more than **12.000 members**



OUR FACILITIES



↑ YMCA Hall
Sports Facilities →



Youth participation in YMCA programmes

- **1000+** sports activities (what kind? For whom? –age)
- **2000+** sports academies and sport teams (mention sports, for whom –age?)
- **2300** educational programmes (for whom? Topics/thematics?)
- **3000** attend the summer camps (when? 2022? Age?)
- **500** children from the International Organization of Migration attended our programs (when? Age? How was this organised, by whom?)
- **4000** students visited the Basketball Museum of YMCA (when? 2022? From where? Age?)
- **1000+** active volunteers support our Social Action (age? What do they do?)





PROMO YMC(H)A – MAIN RESULTS (LB)

- Extension of the **Basketball Museum**; modernization & rehabilitation of its facilities
- Modification of open **sports sites**: modernization of the football pitch & the tennis courts; replacement of outdoor seats & placement of a small stand on the open football stadiums
- **Lighting system** with new, energy efficient LED technology lights in football pitch & tennis court
- Renovation and equipping of two **locker & shower rooms** for **people with disability** (benches and cabinets, tables, special beds and physiotherapy)
- Improvement of the **Wi-Fi access** through the basketball museum & the sports grounds
- Improvement of the **air ventilation & soundproof systems** at the Mimis Tsikinas sports stadium
- **Book / Album** for YMCA Basketball History; **Best Practices Guide** on promotion of sports & cultural heritage
- Database for YMCA Basketball Museum **archive**; **E- Learning Platform** Tool on basket coaching
- **Interactive games** relevant to basket, using motion sensing devices
- **Museum Educational Program** for **kids (kindergarten & elementary school)**; **Educational tours at schools** to present the Museum Suitcase; **Basketball Tournament**



CONCLUSIONS

Why this project?

Capitalise and share of past knowledge (YMC(H)A) to local authorities (Municipalities).

Improve sports facilities, bringing citizens closer to sports & culture; functioning as a tourist and cultural aspect for economic growth

Benefits for youth

- Project activities designed for young people (tournaments, educational school tours & museum program)
- Change the way young people think about sports; make exercise part of their daily life; learn the benefits of exercise in health & quality of life
- Offer modernized sports facilities & exercise programs to young people → **a way out during COVID**
- **Sports is culture:** Learn how to cooperate; work in teams and respect the rival. Learn the history of sports.

Benefits for YMCA

- Promotion of Basketball Museum and the history of sports within & beyond the project area
- Promotion of YMCA programs (sports & educational) to children, young people & adults
- Digital archive for the Museum



CONCLUSIONS

Cooperation & Impact:

- Greece & Bulgaria built a strong relationship on a basis of sportsmanship, volunteering & sharing knowledge.
- Cooperation with schools to involve young people in project activities → promoting the project and increasing its impact to youth
- Upgrade of sports services provided to members/students/citizens → improving their life and the public perception
- Good example for other municipalities & schools

Problems: Due to COVID some joint (GR-BG) activities had to be cancelled





Interreg
Greece-Bulgaria
PROMO-YMC(H)A
 European Regional Development Fund



Thank you!



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