



Volunteering And **RUGBY INCLUSION** Engaging Dreams

MARKETING PLAN

Varied Project

VOLUNTEERING AND RUGBY INCLUSION ENGAGING DREAMS

VARIED (Volunteering And Rugby Inclusion Engaging Dreams) is an initiative that promotes inclusive rugby and empowers individuals through volunteering

TABLE OF CONTENT

EXECUTIVE SUMMARY	2
MISSION, VISION AND VALUES STATEMENTS	3
Mission	3
Vision	4
Values	5
STRATEGIC ANALYSIS.....	6
SWOT.....	10
GOALS.....	11
STRATEGIES	13
Brand positioning strategy	13
loyalty strategy	13
Digital MK	13
ACTION PLAN	14
Brand positioning strategy	14
loyalty strategy	16
Digital MK	17

EXECUTIVE SUMMARY

With the aim of developing strategies and actions that facilitate the communication and dissemination of the VARIED project content, the following document is written with the necessary guidelines to develop these tasks in the best possible way.

All proposals in this document can be modified, adapted or canceled if the projection of VARIED project requires it.

These documents establish the marketing strategies that best adapt to VARIED, taking into account that this project does not intend to sell any product or service but rather to spread a cause so that volunteering focused on sports is extended in the maximum geographical space possible.

This document can be improved through annexes that expand the information on each of the strategies and actions proposed in it. Its function is to serve as a guide to those who consult it, without influencing or indoctrinating about the best ways to do the job. It should be volunteers, stakeholders, collaborators and coaches who adapt the content to their needs to get the most out of it.

MISSION, VISION AND VALUES STATEMENTS

MISSION

The VARIED mission is the creation of a transnational network of volunteers, capable of promoting and managing the participation of groups with social integration difficulties (at risk of social exclusion) from a common line of work focused on the sport of inclusive rugby.

The main objective of this project is to encourage **volunteering and social inclusion** and equal opportunities in sport for men and women with a learning disability. Our project manages to combine both goals effectively creating full social inclusion through the volunteering in the sport of rugby, by introducing people with learning disability into a mainstream club where they will become an essential part of the club life. We will base our action on creating courses that will provide the skill for coaches/volunteers to then transfer this innovative form of social inclusion in their clubs and regions. We create a network of actors including sport associations, local governments and care service providers that ensure that anybody can take part in inclusive rugby.

The specific and common mission that is shared by partners involved in VARIED project is to:

1. Create a transnational and local volunteering network in inclusive sport;
2. Create a social environment for people with learning disability around sport;
3. Create the structure for a unified team within an existing rugby team, developing a network between the club, volunteers, care providers/families, and local governments;
4. Support coaches and volunteers to be fully capable of coaching and managing a team.

VISION

VARIED will convert the individual and local actions of entities into local networks, transnational networks, methodological common actions to all partners, exchange of knowledge, cultures, languages, students, practices in other countries, the creation of an association of inclusive rugby in Europe, the exchange of experiences, friendship, unity ... that is the awareness of a common European feeling through volunteering and social integration in the sport of rugby that will reinforce the aforementioned values of solidarity , sustainable development, human dignity, equality, subsidiarity and European identity.

We must bear in mind that the partnership is made up of partners with great impact and social diffusion.

VARIED **promotes volunteering and social integration** giving the opportunity to people to practice sport regardless of their physical or intellectual abilities, gender, social, ethnic or religious background. We truly believe and demonstrate that anybody is able to practice rugby if we provide the right environment and everybody is able to help the other and contribute to volunteering.

VALUES

Integrity

the quality of being honest and having strong moral principles that you refuse to change

Passion

an extreme interest in or wish for doing something, such as a hobby, activity, etc

Solidarity

agreement between and support for the members of a group

Discipline

training that makes people more willing to obey or more able to control themselves.

Respect

politeness, honour, and care shown towards someone or something that is considered important

Teamwork

the activity of working together as a team, or the skills needed to do this

Honesty

truthful or able to be trusted

Friendship

a friendly relationship, or the state of being friends

STRATEGIC ANALYSIS

ORGANISATIONS PARTICIPATING IN THE PROJECT

Municipality of Cullera (Spain).

Cullera is a coastal town placed 40 kilometers south from Valencia, next to the Xuquer river mouth. Cullera depended and still depends on sun and beaches tourism that has provoked a problem of seasonality, that until a few years ago was palliate by a fertile agriculture supported by an irrigation fertile land rich in rice paddy and orange trees.

In the period 2007- 2013, the City of Cullera participated in several EU-funded projects, as a partner or as a leader. Cullera has a long tradition in volunteering, both cultural and sports. We can highlight the different sports clubs in the city (all amateurs), the musical cultural groups, the falleras groups, the theatrical groups, the groups of retirees, etc

EUROPEAN CENTRE FOR INNOVATION, EDUCATION, SCIENCE AND CULTURE (ECIESC) (Bulgaria)

European centre for innovation, education, science and culture (ECIESC) is a public benefit foundation. It conducts informative campaigns and seminars, trainings and conferences aimed at knowledge improvement, create conditions for the development and success of young people (aged between 16 and 30 years) into finding innovative solutions, encourage the professional development of disadvantaged people, facilitate social integration as well as personal and professional development.

GIPACOR (Corsica. France)

GIP is a management structure that facilitates the development of regional and national projects. Created since 2002, the Gip of Corsica, with its experience related to belonging to the National Education, accompanies people in all their projects related to education and training throughout life.

The GIP relies on a regional and national network specific to the National Education: the Greta network, ensuring users find a privileged interlocutor for their training issues, close to them and attentive to their specific needs

University of València (Spain).

the University of Valencia stands out as one of the main public research organisations in Spain, with more than three thousand researchers integrated in 90 departments, 19 institutes and other research units belonging to social, biomedical, human, experimental and formal sciences.

The IIDL is a theoretical-practical research and specialization centre in the field of the local development, in a broader sense. It is composed by a team of 55 researchers of the

University of Valencia – General Studies (UVEG), the University of Jaume I of Castellón (UJI) and other experts in the several topics considered in the whole concept of sustainable development.

Rugby Union Donau Wien. ROB (Austria)

Rugby Opens Borders it's an initiative that gives young refugees and migrants the opportunity to become part of the global rugby community – on and off the pitch. The concept of „Rugby Opens Borders“ is based on regular, free rugby training sessions for beginners, combined with get-together, where refugees and Austrian rugby players get to know each other and exchange their experiences while sharing a meal together.

CUS ROMA Tor Vergata (Italy).

CUS Roma Tor Vergata promotes Sport in the territory of "University of Rome" for students, administrative technical staff and everyone who wants to practice any sport.

Trust Rugby International Spain.

TRI Spain is an association in Valencia also registered as a Volunteering Entity.

Its main project is based in the city of Cullera where we have created a solid network to sustain a unified rugby team. This network includes three main axis, Cullera Rugby Club who provide the rugby players and the facilities, TRI Spain who provides the coaching and educational tools, and Fundación Espurna who is the care service provider who enables our players with learning disability to take part in the team.

ACADEMIC PARTNER:

represented by the **IIDL Socio-economics and Development division of the University of Valencia** which will focus on volunteering and physical inclusive activity. Their main responsibility for the project will be that of creating an observatory for the purpose of assessing the current situation and conduct a final study on the benefits of the project and collaborate in the drafting of the “Strategic Guide Book”. Not least important will be to develop a guideline about ethics and data protection of volunteering in inclusive sport’s practice. It will form a fundamental basis in all project communications.

SPORT TECHNICAL PARTNER:

represented by **TRI Spain**, with specialized technical skills related to sports coaching, inclusive sports rules developing, pedagogical and medical studies on people with learning disabilities and volunteering.

SPORTS ORGANIZATIONS:

they are represented mainly by local rugby clubs (**Cullera Rugby Club -Spain-, Yantra Rugby Club-Bulgaria, Donau Vienna Rugby Club -Austria-, Ajaccio Rugby Club -France-, CUS Rugby Club-Italy-**). Their main role will be to provide the place and the team where volunteers will develop their activity with people with learning disabilities (LD).

LOCAL ENTITIES:

local authorities, municipalities, associations of people with learning disabilities, volunteers associations and non-profit organizations, will be engaged in the organization of piloting actions and in the dissemination of project's activities to involve the citizens in volunteering in sport inclusive activities under the project.

One of the main associations that will be part of the project is ESPURNA.

The **ESPURNA foundation** is an organization dedicated to the social and labor integration of people with Intellectual disability, offering comprehensive care. To do this, it has different services and a Service Center Early Childhood, Day Care Centers, Sheltered Housing, and job facilitators such as the Provision of Labor Enclave and the



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

Provision of Cleaning Services to Communities, in order to employ in an inclusive way people with intellectual disabilities through the CEE ESPURNA SLU.

SWOT

STRENGTHS

Cullera has a long tradition in volunteering, both cultural and sports

TRI has been an active part in the development of the model of unified rugby which creates the necessary environment for people with and without learning disabilities to enjoy the benefits of practising a team sport together.

OPORTUNITIES

There is legislation in Spain that governs sports entities to develop of their volunteer programs.

If we add the volunteers who work in the field of disability and dependency, to those who work in the field of social exclusion, we conclude that 46.4%, that is, almost half of the people who volunteer in Spain, act among others, in the field of social action

WEAKNESSES

The geographical location of the different stakeholders represents a limitation that does not favor training and learning.

THREATS

In Spain, 69% of the population says they have never done volunteer work and 23% of people who have never volunteered have ever considered it.

There are many previous projects co-financed by EACEA in the Erasmus + programs that deal with the use of sport as integration, as a tool to break the barriers of social exclusion.

The restrictions that the authorities have established in the different countries of the European Union due to COVID can represent a barrier to cooperation and collaboration.

GOALS

Three clear and measurable goals:

a) To provide the means to educate volunteers to be able to include people with learning disability in an inclusive rugby team within the structure of a mainstream rugby club.

- i. We will create educational course to ensure that all the volunteers that take part in the project have the right skills to create an inclusive rugby team and successfully manage the development, within their clubs, of the team and the individuals in it.

b) Create a local, national and transnational hub to share best practice and coaching/volunteering strategies to ensure long term continuity of the project.

- i. We will create the necessary network in every partner's region to ensure the success of the inclusive project in the long term. We need to combine the workforce of the local government, care providers and sport club to create a solid structure of volunteers that can work together to overcome any challenges that limit the opportunities for people with disability to fully take part of all the activities of a regular rugby club, training, playing, watching matches and overall socializing
- ii. We will also produce practical tools in the form of courses and training databases so the clubs taking part can continue to develop and have a support group to help and guide through the evolution and expansion of their teams. Our experience during the two years VARIED will be in place will create a tangible model for others to follow in the future.

c) Create an observatory of volunteering in social inclusion through inclusive sport.

- i. The Observatory is going to be permanently integrated into the Cátedra Ciudad de Cullera that this municipality has with the Universitat de València. It will be a center for socio-economic studies on volunteers, as well as socially excluded groups (refugees, migrants, people with physical or psychological disabilities, broken families, etc.).

- ii. This Observatory will produce practical material for the management of volunteering by the different entities, as well as scientific studies on this reality.
- iii. Apart from the best practice guides that the Observatory will produce, it is worth highlighting the research that will be carried out on ethical issues as well as the convenient data protection brought to a European reality on the groups that are studied.

STRATEGIES

BRAND POSITIONING STRATEGY

Brand positioning is a concept that refers to the place that a brand occupies in the minds of consumers. Using this strategy consists of giving the VARIED project a certain image in the public's mind.

The goal of brand positioning is to gain reputation, especially by sharing the type of values that identify us with the audience we are addressing or get our audience to take advantage of the benefits that VARIED offers them

We want to position VARIED for the benefit it provides to the actors participating in the project (volunteers, rugby teams...).

LOYALTY STRATEGY

The loyalty of the actors in our project is the process of creating and maintaining a lasting and positive relationship with existing agents by satisfying their needs and expectations, generating loyalty and thus recommendations.

DIGITAL MK

In this strategy we will detail the objectives, tactics and channels to be implemented to promote VARIED in digital environments.

Although digital marketing covers many topics (SEO, content marketing, analytics, etc.) we will focus only on website. It will be also developed a social media presence (e.g., Facebook, , Instagram, Youtube) which is considered vital in engaging the communities involved and the wider public.

ACTION PLAN

BRAND POSITIONING STRATEGY

RECRUITMENT CAMPAIGN

A recruitment campaign (highlighting the positive effects in the community and the opportunities for personal growth) will be necessary to recruit volunteers willing to take part in the volunteers network. For this all the relevant stakeholders should be contacted and jointly create an awareness campaign following the guidelines provided.

NETWORK OF VOLUNTEERS (LOCAL AND TRANSNATIONAL)

Once the two month long recruitment process has finished, the network of volunteers will be created at the local level based on the results obtained in the recruitment campaign. This local network of volunteers will be created based on the results obtained in the recruitment campaign and it will be made up of municipalities, rugby clubs, sport associations, care service providers, participants in sports, educational centres and volunteer associations.

One of the main activities of the project will regard the creation of a Transnational Network made up of municipalities, public body entities, non benefit associations, care providers and sporting associations to address both geographical and cultural matters.

The above Transnational Network will enlarge and expand to become a European Sport and Voluntary Associations Cluster

OBSERVATORY OF VOLUNTEERS IN INCLUSIVE RUGBY

We have created a partnership with the Universitat de València who will create a **study** that will measure the socio-economic impact of our project and will provide valuable data that will help create new programmes and move governing bodies towards investing in volunteering in inclusive sport programmes. They will be able to provide the information to scientifically validate what we have learnt through experience, and create and place the necessary indicators to assess the quality of the project.

FESTIVAL

LOCAL FESTIVAL

At the end of the second season, before the summer holidays, a festival with all the local agents will be held in each partner's region. That would be a festival of volunteering and social inclusion with players with and without LD performing in their homeground to showcase their work.

It will be a rugby festival with matches to show the progress of the team and to also attract new players and volunteers.

FESTIVAL

The first Festival in Corsica (France) will create a model of non competitive sport created and managed by volunteers. Each partner will send a delegation to take part in a festival with mixed teams to share different games and matches

There will be a first Festival in September 2021 to showcase the model of non competitive sport that we can provide to allow people with learning disabilities to enjoy the excitement of an international sporting event, without the pressure of a competition. It will also show how the work of well trained and focused volunteers can create, manage and run an international event.

The final action of VARIED will be a **Festival** where all the partners will meet to share a week of rugby and celebration of diversity and volunteering

LOYALTY STRATEGY

EDUCATION AND FORMATION OF VOLUNTEERS

VARIED will then have a necessary educational action in each of the partner countries to provide training for all the members recruited to take part in the project: volunteers, players, coaches and families, carers or tutors.

The creation of a permanent educational gateway for volunteers in Cullera where volunteers from all over Europe can receive the necessary training to develop their actions and empower other to follow their steps, expanding the culture of volunteering and solidarity across Europe, increasing the feeling of belonging to the real union of cultures and countries what make up EU.

VARIED will provide the training to ensure that all stakeholders have the necessary skills to develop the project on the ground. This training will consist in three core course to be delivered by members of Trust Rugby International Spain, along with two guideline workshops.

TRAINING SESIONS

Start Training sessions

TRI Spain will work locally in each country with a local team composed by players with learning disabilities, volunteers and coaches. They will teach their methods and seminars to make inclusive rugby a reality in those places

Local training sessions

After Start Training Sessions regular local TRAINING sessions with rugby clubs, local coaches, care service providers, volunteers and players with LD will be organised. These training sessions will allow coaches and enablers to put into effect what has been learnt throughout the courses

DIGITAL MK

The digital support will be preferred to increase the visibility of VARIED project.

The main pillar of our marketing plan will be content marketing that, along with with social media actions, will reinforce the brand VARIED in the online medium

We will generate valuable content that provides some knowledge to our target audience, in addition to offering all the information about the situation of the project and its stakeholders, making users interested in VARIED.

To get followers to share the publications on the social media, the content will be defined with characteristics that must be respected in all of them:

- Images must include people
- All offline actions will be communicated online
- All publications must tag all VARIED agents

In addition, actions on social networks must respect some general rules:

- Maintain interaction with all followers
- Share all content generated by VARIED agents in their social media profiles

In order to maintain the interest of followers for VARIED, the social media activity will stay after the festival end.

WEBSITE

A website is a key tool for any project as VARIED. The benefits of having a website that VARIED can take advantage of are:

- Reach a wider audience
- Strengthen credibility
- Show the work of the organization

In order to drive user traffic to the website, all publications and news will be shared on social networks.

The website will operate for two years after the project end.

SOCIAL MEDIA

With Social Media Marketing, we seek to make a brand known. To do this, we will manage the profiles of the proposed platforms that will help us transmit messages adapted to each of them.

We propose the main social media channels to get the objective we choose:

FACEBOOK | INSTAGRAM | YOUTUBE/VIDEOS

The tasks necessary to develop this action are:

- Prepare brand profiles
- Carry out the maintenance of said profiles and create their contents
- Managing interaction with followers
- Continuously optimize for improved results. Find the errors and modify them immediately.