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Frankfurt, Germany

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Policies and Infrastructures for Physical Activity and Sport

International Innovation Centre for Outdoors Sports
THE RING
and
YOUTH FACTORY

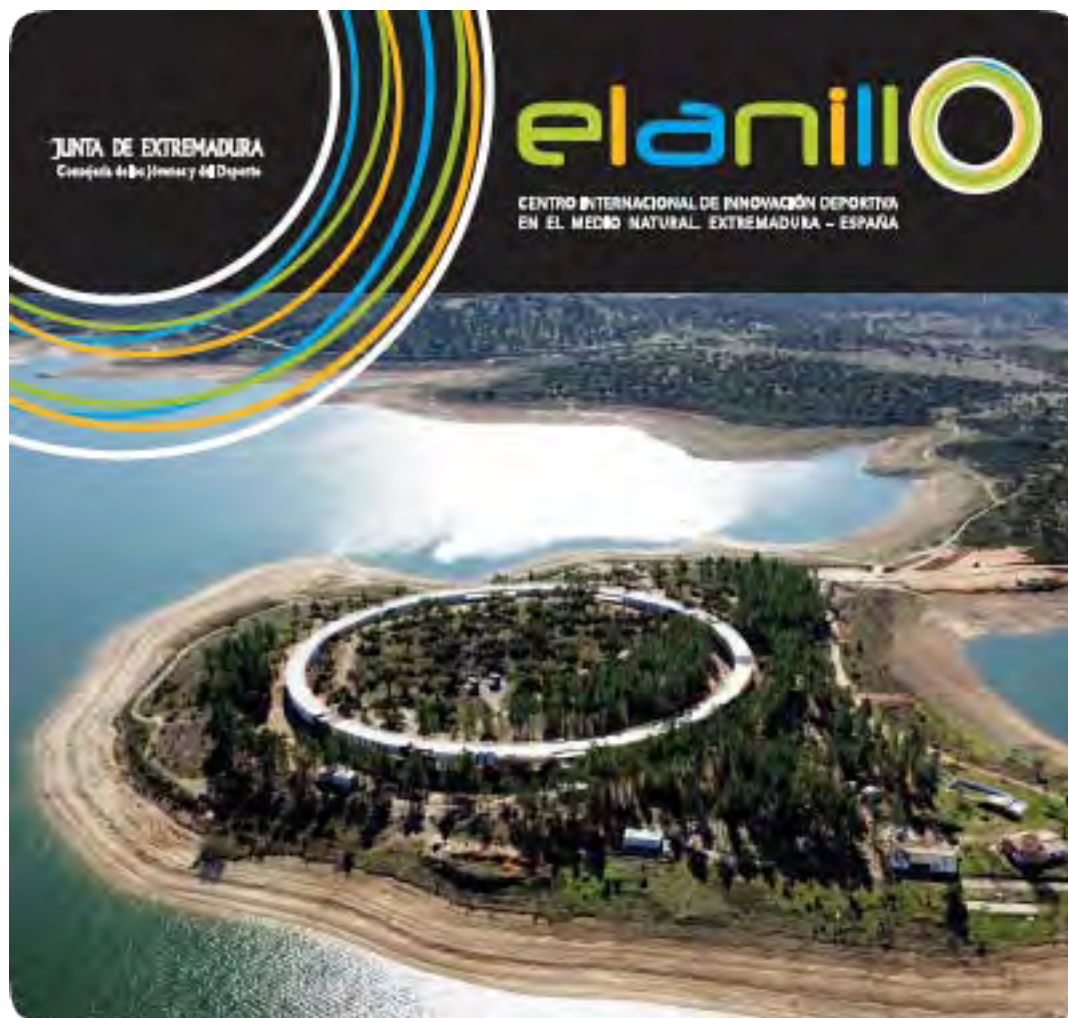
INTRODUCTION

El Anillo and Young Factory

Consistently to the inclusion of Sport for promoting the quality of life of Europeans in the Lisbon Treaty and the promotion of a European Active Society, Extremadura bet on Sport as a societal tool for facing the challenges of our times and cooperate to promote public health by improving the infrastructures but we also think on the local impact, especially in deprived or rural areas. In fact, our government created a Regional Ministry of Youngs and Sports to enhance the relationship between innovation (societal, enterprising, etc.) and sport in order to use sport as a tool for activating society, especially young. In this sense, we would like to illustrate this vision with two recent examples of actions on infrastructures linked to IMPALA, the Youth Factory and the Ring (Anillo) that was co-financed by European Union for promoting the link between research and natural environment.

**EL ANILLO (“THE RING”)
INTERNATIONAL INNOVATION CENTRE
FOR OUTDOOR SPORTS.
EXTREMADURA. SPAIN**

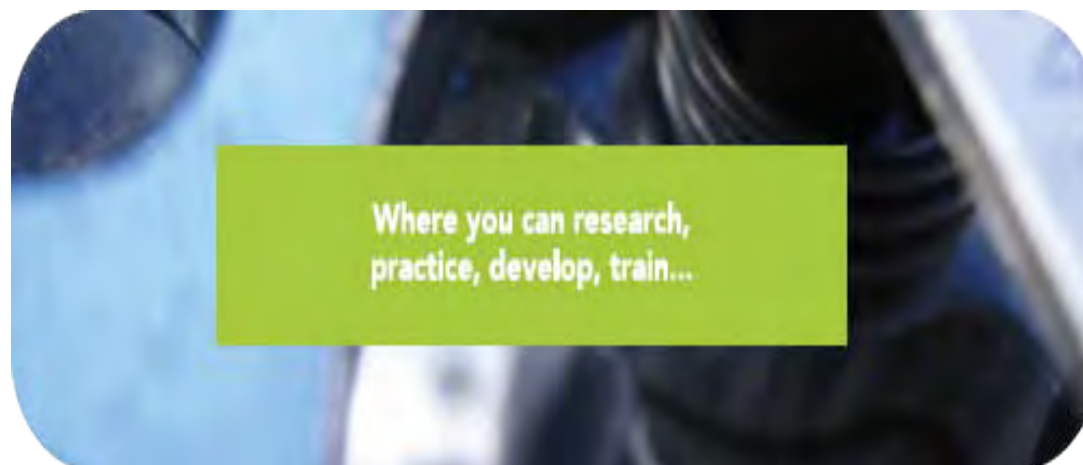





We built an environment to develop research, innovation and business in front of a lake in the nature.

The peninsula where El Anillo is built measures 240,000 square metres, while the reservoir covers an area of more than 4.600 hectares, where sports can be played and experiments carried out.

As part of this project, a direct plan has been drafted, which includes all the most appropriate places for carrying out physical and sporting activities in the provinces of Cáceres and Badajoz.





Today's research
Will create the products of tomorrow

-The purpose is triple:

social and economic development of this deprived area promoting the interaction with technological (new materials, water resources uses, etc.) and service companies (new trends in physical activities, etc.) , public health and sport development improving the infrastructures of the rural area for leisure and free-time (bike-paths, outdoors sporting tracks and water resources sustainable profit, activities for people with special needs, etc.), and sport and technical events boosting visits and tourism.



Become involved in an active circuit of
knowledge, which is constantly on the move



**We will take the international lead in research
into physical activities and sports**



The centre has been recently awarded to be the Spanish Centre for Sport Education in Outdoors Activities.

The centre was also awarded as an example of pragmatic architecture, which is sustainable and integrated in its environment.

We are willing to explore possibilities to exchange our experiences with other partners and to share opportunities using the EU cofunded Ring (www.elanillo.org).

WE WILL CREATE

1-Creation of business fabric

- Development of business initiatives through ongoing stimulation.
- Specialist training
- Creation and unique approach according to an individually-tailored roadmap.
- Pilot studies and project management.
- Providing scientific and technical stakeholders with multidisciplinary skills.

2-Experimentation

Four basic spheres:

- Creation of and experimentation with new sports materials and equipment.
- Developing concepts and launching new sports practices.
- Observatory to detect new trends within the sector.
- Design and development of teaching methodologies, contents and materials

3-Training

-Become a nationwide leader by:

- Drawing up catalogues of training resources for physical activity and sports qualifications
- Drafting of best practices manuals in the physical activities and sports sector.

- 1-Actions to raise awareness about and publicise the sector's potential for employment and self-employment.**
- 2-Establishment of innovation systems to stimulate creativity and quality in training.**
- 3-Production of and experimentation with teaching materials.**
- 4-Training of trainers**
- 5-Introduction to sports**
- 6-Areas for initiation into and specialisation in sports**
- 7-Centre where sports initiation activities can be scheduled for various groups**
- 8-Proposals for and development of international activities and exchanges**
- 9-Exhibition and dissemination**
- 10-Auditoriums, presentation venues, publicising of projects, and documentation centre and media library**
- 11-Areas for presentation of new projects and work. Knowledge exchange.**
- 12-Consultation of specific documents, research results, data base, resources, specialist publications, sports information and bodies, information delivery.**



YOUTH FACTORY



Working Areas

- **Promote sport activity and healthy habits.**
- **Development of creative sport activity.**

The YOUTH FACTORY

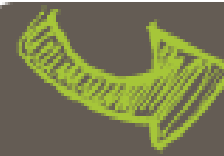
- Installation for young people in the Autonomous Community of Extremadura, pioneering in Spain for its conception, design and operation; made up of a series of spaces, both open and covered, aimed at youth people enjoying a different form of leisure, and designed to be a meeting point and point of reference for them.
- Hence it takes its base and concept the idea that for young people, leisure involves living out significant experiences where they themselves take centre stage.
- Hence, the Youth Factory will be an open, dynamic and flexible space located in a place that is close, accessible and meaningful to youth people; where they are capable of “creating” their own leisure and expansion time.

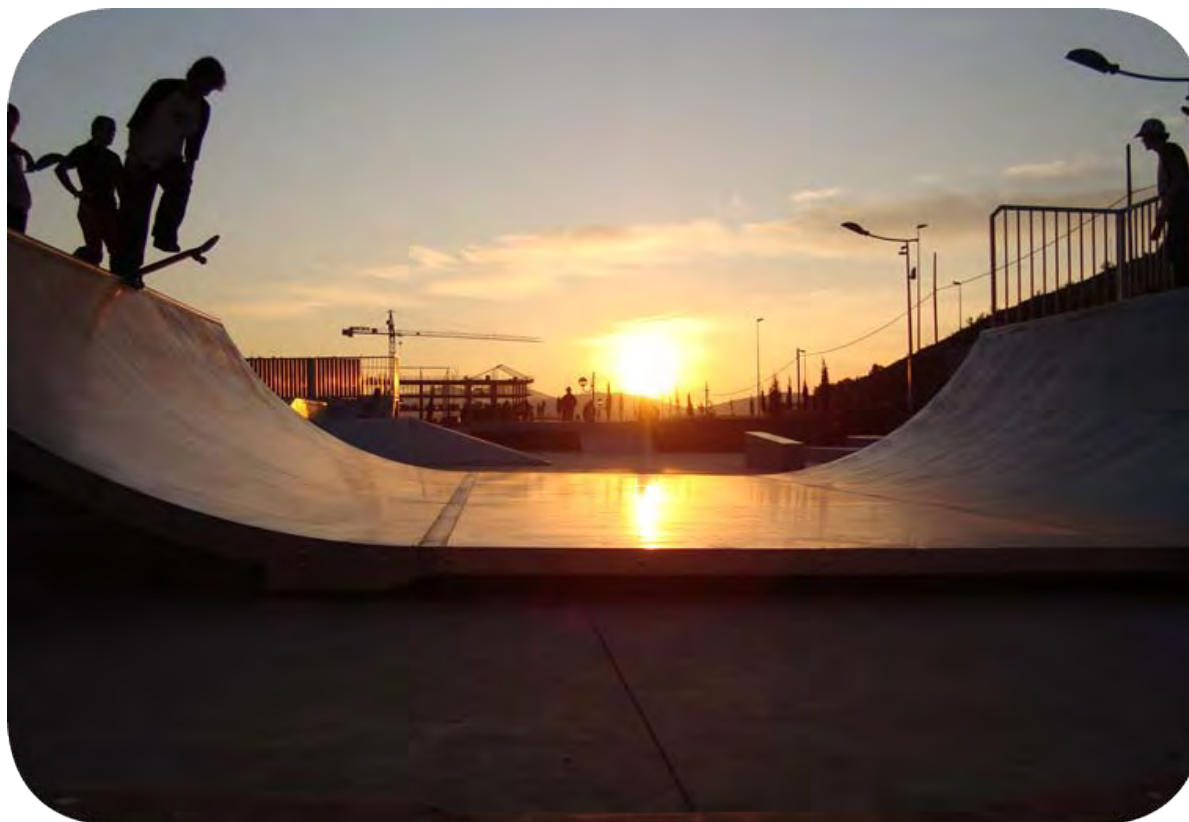
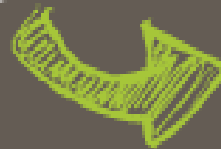
In the Youth Factory,

- it is not about “directing” leisure at young people, not about institutions or agencies taking it over.
- Rather the Regional Government of Extremadura, with collaboration from Councils granting land for its construction, hopes to create alternative activities and resources at the disposal of young people.
- They are the ones that always give their opinions and take part in how they want the Factory to be, and what they want it to do.
- From the perspective of sports, the Factory is an installation where activities like climbing, vertical techniques, skateboard, BMX and all types of sporting experiences happen as suggested by the users, given that they are the true protagonists in managing their leisure.

Innovation Factors

- Generates an active listening process through which young people have the chance to design this space and the equipment themselves.
- Through this active listening process we manage to share responsibility with the users in the management, good use and invigoration both of the centre and of its equipment.
- It gives the chance for a meeting point and a place for young users to exchange experiences.
- It offers resources to the users so that they might develop projects and activities based on their own trends, preferences, demands and requirements.





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Thank you

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