



STAKEHOLDERS FEEDBACK ON JUCA VERD METHODOLOGY AND ITS IMPLEMENTATION – HÄMEEN LIIKUNTA JA URHEILU RY – REGIONAL SPORT ORGANIZATION HäME FINLAND

1. How do you think our context could benefit from the JUCA verd methodology for both team and individual sports?

- Most of our stakeholders think that JUCA verd methodology can be a really good tool for developing the quality of their actions in junior sports from many perspectives:
 - to get different target groups focus on educational and fair play aspects on their everyday actions and specially in game events
 - to get different target groups (specially coaches and parents) to commit on same targets from educational perspective
 - to get information (from educational perspective) of their actions
- Some of our stakeholders think that team methodology gives a change for a different kind of scoring system for the youngest age groups of their sport (for example in Finnish baseball they don't count points in games for youngest players)
- All the stakeholders we have discussed are really interested in developing and using the JUCA verd methodology for individual sports ("self-evaluation tool"). They find this "green spirit" scoring system really good tool for observing the quality of their everyday actions. Actually most of our stakeholders want to use this system also in team sports!
- All the stakeholders find the educational part (awareness raising sessions) of the green play project really important!

2. How do you think the JUCA verd methodology for both team and individual sports could be implemented in our context? Do you think we need to tailor some parts to our context? If yes, which parts, why and how?

- For most of our stakeholders the JUCA Verd methodology for team sports will be really challenging to implement. Every sport association in Finland has their own competition system and rules – the team sport methodology could probably work only in smaller tournaments and the clubs own events at least in this point. But we have some stakeholders who want to try the alternative scoring system in their own events.
- Like mentioned before, most of the stakeholders find the individual sport methodology ("self-evaluation tool") really useful and easier to implement also in team sports.
- Our stakeholders want also to be involved in developing especially the self-evaluation tool for their needs – it would be great if the app could be "flexible" for changes in questions asked from different target groups and age groups (kids – young athletes)
- Our school partners think that there should be a parallel green spirit or self-evaluation system (app) for school sport classes (it would be really great that they could get an easy app for getting feedback from the students of sport classes and actions). This is something that they have been working in Finnish schools lately.



3. Do you think the methodology fits better certain team and individual sports in our context? Which ones and why?

- Many of our stakeholders think that actually Juga Verd methodology for individual sports (“self-evaluation tool”) also fits very well for team sports. They find it easier to execute and it “teaches” athletes, coaches and parents better to evaluate their behavior from educational and fair-play point of view. They found these Green Play reports (“battery”) really good tool for their actions. You can use the individual methodology well in both individual and team sports!
- Many of our stakeholders found methodology for team sports quite “heavy” and difficult to execute because you need so many different target groups (kids, coaches, parents, referees, audience, tutors) to be involved. They think that they could execute the scoreboard system better with kids, coaches and referees, and in some occasions involving parents.

4. In your opinion, are the main target groups identified by the Juga verd methodology (teachers, coaches, children, referees, parents) suitable to our context? Can you explain why? Otherwise, can you indicate on which additional or different target groups we have to focus on?

- All the main target groups are suitable. For some stakeholders it might be difficult to involve referees – some think that it is the referees that are almost the most important target group!!
- Most of the stakeholders find the “triangle” kids – coaches – parents the most important target groups from educational perspective. There has been lately a lot of discussion here in Finland about a role of parents in children sports: How could the parents support best possible way the kids and coaches without interfering too much!!!
- The Green Play project could be a great way to discuss these questions inside the sport clubs...

5. How many persons in the identified target groups do you think could participate in the testing of the methodology Juga verd for both team and individual sports?

- This is our *rough estimation* based on the discussion with our stakeholders so far (numbers can be a lot more higher depending on discussions with some stakeholders):
 - **children** – team sports: app. 300 (or even 500), individual sports: app. 50-100
 - **coaches** – team sports: app. 50-100, (or even 200) individual sports: app. 50
 - **parents:** team sports: app. 200-300 (or even 500) individual sports: app. 50-100
 - **referees:** team sports: app. 50-100 individual sports: 20-30
 - **teachers:** app. 20-30



6. Which do you think are the most relevant actors we should involve in the adaptation and implementation of the Juga verd methodology for both team and individual sports?

- Coaches, club officials, parents and teachers (school principals)– if they are committed the kids will commit too...

NB: *The identification of the target groups and the numbers of people to be involved should be done within the proposal framework knowing that any differences from the proposal should be discussed and explained to the Commission if substantial.*

BARRIERS AND OPPORTUNITIES

7. In your opinion, are there any risks we could face in the implementation of the the Juga verd methodology for both team and individual sports? If yes, which are? What should we do in order to prevent/limit them?

- Many of our stakeholders are worried about the technology:
 - timetables: when can they get the Finnish version for testing? They want to know more about the technology before they can really commit to the project!
 - flexibility of the technology: is there a possibility to modify the app for their special needs?
 - to prevent these risks and worries we - HLU (probably all project partners) need more information – we want to be involved also in developing the technology and the contents of the awareness sessions!
- Here in Finland most of the stakeholders we have discussed find the individual methodology much more suitable and interesting also for team sports. So the risk is to find stakeholders who would really commit to implement Juga verd scoreboard system.
- The numbers of participants for awareness rising sessions in Project Plan are quite high from our perspective. There might be a risk that we cannot get as many participants as planned in Project Plan... - Many of our stakeholders wants to test Juga verd methodology first in smaller groups in their clubs – they want that the resources are used well and intensively for smaller target groups rather than get big numbers of participants

8. Are there any opportunities we could exploit in implementing the Juga verd methodology for both team and individual sports?

- Like I mentioned before: Here in Finland most of the stakeholders we have discussed find the individual methodology much more suitable and interesting also for team sports. So the risk is to find stakeholders who would really commit to implement Juga verd scoreboard system – MOST OF OUR STAKEHOLDERS WANTS TO TEST AND DEVELOP INDIVIDUAL METHODOLOGY (ALSO FOR TEAM SPORTS)



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



SUMMA SUMMARUM:

Most of our stakeholders finds Green play project and both team and individual methodologies really interesting and useful for their needs. They feel that they still need more information about the technology. That is something they really wait from the awareness sessions in autumn.

We (HLU) are still having more stakeholder meetings during April and May, so we know more about our stakeholder's ideas and thoughts in June when we meet here in Tampere.

There are plenty of possibilities and potential for Green Play methodology to succeed here in Finland!

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