Projects and Products Portal for Leonardo da Vinci

Universal Fitness Innovation &Transformation (UFIT)

LLP/LdV/TOI/2013/IRL – 511

http://www.adam-europe.eu/adam/project/view.htm?prj=11720

Project Information

Title: Universal Fitness Innovation &Transformation (UFIT)

Project Number: LLP/LdV/TOI/2013/IRL – 511

Year: 2013

Project Type: Transfer of Innovation

Status: completed

Country: IE-Ireland

Marketing Text: UNESCO Chair Project on Universal Fitness Innovation & Transformation

Summary: Coordinated by the UNESCO Chair in ITTralee this project offers a comprehensive awareness campaign, model, toolkit & training programme for fitness instructors, personal trainers and managers to facilitate the inclusion of people with disabilities in their offerings.

Description: UFIT: Universal Fitness Innovation & Transformation is induction training designed to motivate, enthuse encourage a support the fitness sector to inclusivize its offer. We see this training as the initial step for organizations to take. The training is sported by the key industry bodies globally namely IHRSA (Global Fitness Industry Body) and ICREPS (Global Confederation of Registers of Exercise Professionals) who are calling on the sector to become more inclusive. At a local level the programme targets managers and instructors. Two training programmes target both managers and instructors/ personal trainers (PTs).

UFIT delivery model involves a triangulation between the fitness centre, the training provider and disability service sector or people with disabilities. The training is fitness centre based in partnership with a local disability service provider- thereby facilitating sustainability and impact.

UFIT has developed a Competence, Knowledge and Skills framework and Functional Map for both managers and personal trainers. Training for instructors and personal trainers is based around the 10 competencies identified. Both instructors and trainers are also familiarized with the Universal Transformational Management Framework (UTMF)(see below) as a validated framework encompassing 14 areas that should be examined in an organization or initiative to ensure comprehensive attention to inclusion.

The instructor training has been designed to map to the 'journey of readiness' of the organisation, the professional and the client through the process, described in three phases:

U- Prep (you prepare to embrace UniversAbility)
U- Act (you act to inclusivize)
U- Reflect (you reflect with view to continuous improvement)

5 partner countries were involved in the development of the programme and training and the resources will be made available post project for delivery globally in partnership with interested parties.

Themes:
*** Access for disadvantaged
*** Equal opportunities
** Labor market
** Enterprise, SME
** Continuous training
* Utilization and distribution of results
* Quality
* Lifelong learning
* Higher education
* Social dialog
* Recognition, transparency, certification
* Vocational guidance

Project Information

	* Initial training
Sectors:	*** Arts, Entertainment and Recreation ** Education * Professional, Scientific and Technical Activities * Other Service Activities
Product Types:	CD-ROM audio or video cassettes material for open learning Film evaluation methods description of new occupation profiles others procedure for the analysis and prognosis of the vocational training requirement modules open and distance learning transparency and certification website program or curricula teaching material
Product information:	Training toolkit for managers Training toolkit for fitness professioanls Universal Transformational Management Framework Dissemination and Awareness Raising Materials
Projecthomepage:	www.justdoufit.com

Project Contractor

Name:	Institute of Technology Tralee
City:	Tralee
Country/Region:	South-West
Country:	IE-Ireland
Organization Type:	university/Fachhochschule/academy
Homepage:	http://www.ittralee.ie

Contact Person

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Coordinator

Name:	Institute of Technology Tralee
City:	Tralee
Country/Region:	South-West
Country:	IE-Ireland
Organization Type:	university/Fachhochschule/academy
Homepage:	http://www.ittralee.ie

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Partner

Partner 1

Name: European Observatory of Sports Employment
City: Lyon
Country/Region: Rhône-Alpes
Country: FR-France
Organization Type: association/non-governmental organisation
Homepage: http://www.eose.org

Partner 2

Name: UNIVERSIDAD POLITECNICA DE MADRID
City: Madrid
Country/Region: Comunidad De Madrid
Country: ES-Spain
Organization Type: university/Fachhochschule/academy
Homepage: http://www.upm.es

Partner 3

Name: Palacky University in Olomouc
City: Olomouc
Country/Region: Stredni Morava
Country: CZ-Czech Republic
Organization Type: National Agency
Homepage: http://www.upol.cz

Partner 4

Name: MomentumBD Limited
City: Robertstown
Country/Region: Midland
Country: IE-Ireland
Organization Type: SME - small and medium-sized enterprise (up to 250 employees)
Homepage: http://www.momentumbd.co.uk

Partner

Partner 5

Name:	Skillsactive UK
City:	London
Country/Region:	Greater London
Country:	UK-United Kingdom
Organization Type:	association/non-governmental organisation
Homepage:	http://www.exerciseregister.org

Project Files

U FIT Banner.pdf

http://www.adam-europe.eu/prj/11720/prj/U%20FIT%20Banner.pdf

UFit project pop up

U FIT Framework Banner for printing.pdf

http://www.adam-europe.eu/prj/11720/prj/U%20FIT%20Framework%20Banner%20for%20printing.pdf

UFit Pop Up

Unesco Chair Banner for printing.pdf

http://www.adam-europe.eu/prj/11720/prj/Unesco%20Chair%20Banner%20for%20printing.pdf

UNESCO Chair - Context for UFit

Products

1 Project Information Sheets

2 UFIT Animations

3 UFIT - Universal Transformational Management Framework

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9 UFIT Launch Programme 2015

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11 UFIT Functional Map for Instructors

Product 'Project Information Sheets'

Title:	Project Information Sheets
Product Type:	others
Marketing Text:	Project Information Sheets
Description:	Project Information Sheets
Target group:	Cross Sector Stakeholders
Result:	Project Information Sheets
Area of application:	Project Information Sheets
Homepage:	www.justdoufit.com
Product Languages:	Spanish French Czech English

product files

4.1 EIFTW Project Information Sheet Short Version.pdf

http://www.adam-europe.eu/prj/11720/prd/1/1/4.1%20EIFTW%20Project%20Information%20Sheet%20Short%20Version.pdf

4.2 EIFTW Project Information Sheet long version.pdf

http://www.adam-europe.eu/prj/11720/prd/1/1/4.2%20EIFTW%20Project%20Information%20Sheet%20long%20version.pdf
Project Information Leaflets

4.3 EIFTW Project Information Sheet Long Version_FR_Final.pdf

http://www.adam-europe.eu/prj/11720/prd/1/1/4.3%20EIFTW%20Project%20Information%20Sheet%20Long%20Version_FR_Final.pdf
Long Version French

4.3EIFTW Project Information Sheet Short Version Irish.pdf

http://www.adam-europe.eu/prj/11720/prd/1/1/4.3EIFTW%20Project%20Information%20Sheet%20Short%20Version%20Irish.pdf
Short Version Irish

4.3 UFIT Project Information Sheet long version_cesky.pdf

http://www.adam-europe.eu/prj/11720/prd/1/1/4.3%20UFIT%20Project%20Information%20Sheet%20long%20version_cesky.pdf
Long Version Czech

4.3 Ufit Project Information Sheet long version ES.pdf

http://www.adam-europe.eu/prj/11720/prd/1/1/4.3%20Ufit%20Project%20Information%20Sheet%20long%20version%20ES.pdf
Long Version Spanish

Product 'UFIT Animations'

Title:	UFIT Animations
Product Type:	Film
Marketing Text:	UFIT Animations Please also check out the UFIT vimeo page https://vimeo.com/ufit for many more videos and animations.
Description:	UFIT Animation by Gerard Masdeu Yelamos
Target group:	Fitness Sector Stakeholders
Result:	UFIT Animation
Area of application:	Online
Homepage:	facebook.com/justdoufit
Product Languages:	English

product files

Benefits for managers-HD.mp4

http://www.adam-europe.eu/prj/11720/prd/2/1/Benefits%20for%20managers-HD.mp4
Please also check out the UFIT vimeo page
https://vimeo.com/ufit

Instructors benefits-SD.mp4

http://www.adam-europe.eu/prj/11720/prd/2/1/Instructors%20benefits-SD.mp4
Please also check out the UFIT vimeo page
https://vimeo.com/ufit

ufit we all fit-HD.mp4

http://www.adam-europe.eu/prj/11720/prd/2/1/ufit%20we%20all%20fit-HD.mp4
Please also check out the UFIT vimeo page
https://vimeo.com/ufit

Product 'UFIT - Universal Transformational Management Framework'

Title:	UFIT - Universal Transformational Management Framework
Product Type:	Film
Marketing Text:	UFIT - Universal Transformational Management Framework
Description:	UFIT Animation- Universal Transformational Management Framework by Gerard Masdeu Yelamos
Target group:	Fitness Sector
Result:	UFIT - Universal Transformational Management Framework
Area of application:	UFIT - Universal Transformational Management Framework - All Stakeholders in the Sector.
Homepage:	facebook.com/justdoufit
Product Languages:	English

product files

UTMF-doc.pdf

http://www.adam-europe.eu/prj/11720/prd/3/1/UTMF-doc.pdf
Universal Transformational Management Framework

Product 'UFIT Website and Social Media'

Title:	UFIT Website and Social Media
Product Type:	website
Marketing Text:	Just Do Universal Fitness Innovation & Transformation - All you need to know to open your doors to people with disabilities.
Description:	Energising, Motivating, Enthusiastic, Positively focused website designed to encourage Inclusive Practice to incorporate People with Disabilities in Fitness Sector Offerings.
Target group:	All stakeholders: Education, training, federations, Clubs, Employers, Instructors, People with Disabilities, Universal Design Fraternity.
Result:	Please check out the following websites: http://www.justdoufit.com/ https://vimeo.com/ufit https://www.facebook.com/justdoufit https://twitter.com/justdoufit
Area of application:	Ubiquitous online
Homepage:	www.justdoufit.com
Product Languages:	Czech French Spanish English

product files

5.5.2 UFIT Website screenshots.docx

http://www.adam-europe.eu/prj/11720/prd/5/1/5.5.2%20UFIT%20Website%20screenshots.docx
Please check out the following websites:
http://www.justdoufit.com/
https://vimeo.com/ufit
https://www.facebook.com/justdoufit
https://twitter.com/justdoufit

Product 'Key Messages for Multi-Media Campaign'

Title:	Key Messages for Multi-Media Campaign
Product Type:	distribution methods
Marketing Text:	What to open your centre to new markets? Consider the 15 % of People with Disabilies in your community- have your invited them in? UFit, Solutions for You....Universal Fitness Innovation & Transformation.
Description:	Key messages for the multiple stakeholders for the Multi-Media Campaign.
Target group:	Mixed Stakeholders
Result:	Key messages generated by the project partnership, now need to be mobilised into campaign.
Area of application:	Mixed Media
Homepage:	facebook.com/justdoufit
Product Languages:	English Czech French Spanish

Product 'U-Fit Pop Ups'

Title:	U-Fit Pop Ups
Product Type:	others
Marketing Text:	Universal Fitness Innovation & Transformation: Conceived By and For Diversity
Description:	Pop up for dissemination information about the project.
Target group:	All stakeholder groups fitness, education and training, federations etc.
Result:	Pop-ups complete and utilised at conferences etc.
Area of application:	Multiple.
Homepage:	www.justdoufit.com
Product Languages:	English

Product 'UFIT Toolkit Sample Pages'

Title:	UFIT Toolkit Sample Pages
Product Type:	teaching material
Marketing Text:	
Description:	UFIT Toolkit Sample Pages provide an insight into the UFIT Toolkit for Inclusion for the Fitness Sector.
Target group:	Managers and Fitness Professionals
Result:	
Area of application:	UFIT Training
Homepage:	www.justdoufit.com
Product Languages:	English

product files

UFIT Toolkit sample pages.pdf

http://www.adam-europe.eu/prj/11720/prd/8/1/UFIT%20Toolkit%20sample%20pages.pdf
UFIT Toolkit sample pages

Product 'UFIT Flyer Launch 2015'

Title:	UFIT Flyer Launch 2015
Product Type:	distribution methods
Marketing Text:	Just do UFIT!
Description:	
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	

product files

23.4 Flyer.pdf
http://www.adam-europe.eu/prj/11720/prd/9/1/23.4%20Flyer.pdf

Product 'UFIT Launch Programme 2015'

Title:	UFIT Launch Programme 2015
Product Type:	
Marketing Text:	
Description:	
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	

product files

23.3 Programme 19th Oct.pdf
http://www.adam-europe.eu/prj/11720/prd/10/1/23.3%20Programme%2019th%20Oct.pdf

Product 'UFIT Launch Press Release'

Title:	UFIT Launch Press Release
Product Type:	
Marketing Text:	
Description:	
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	

product files

UFIT Launch 19.10.2015 Press Release.pdf

http://www.adam-europe.eu/prj/11720/prd/11/1/UFIT%20Launch%2019.10.2015%20Press%20Release.pdf

Product 'UFIT Functional Map for Instructors'

Title:	UFIT Functional Map for Instructors
Product Type:	
Marketing Text:	
Description:	
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	

product files

11.1 Functional Map of Inclusive Fitness Instructor.pdf
http://www.adam-europe.eu/prj/11720/prd/12/1/11.1%20Functional%20Map%20of%20Inclusive%20Fitness%20Instructor.pdf

Events

Official Launch Universal Fitness Innovation & Transformation (UFIT)

Date	19.10.2015
Description	We launched the project results at a final conference/ launch event aligned with IHRSA European Congress 2015.
Target audience	Fitness Sector, federations, club owners, operators, trade suppliers, fitness instructors, and personal trainers. Association of professors and researchers, Educational Institution , Organisations, Professional associations, Profit making organisation, Vocational training institute tertiary level, VET providers associations, The persons and bodies responsible for systems and policies at local, regional and national level , Teachers, trainers and other staff involved in any aspect of lifelong learning
Public	Event is open to the public
Contact Information	website www.justdoufit.com or visit IHRSA website on http://www.ihrsa.org/congress/ or join is on facebook/justdoufit
Time and place	19th of October 2015 Marseille, France

IHRSA European Congress 2015

Date	19.10.2015
Description	Presentation to National Federations from Across the EU within the fitness sector.
Target audience	Fitness Sector, federations, club owners, operators, trade suppliers, fitness instructors, and personal trainers. Association of professors and researchers, Educational Institution , Organisations, Professional associations, Profit making organisation, Vocational training institute tertiary level, VET providers associations, The persons and bodies responsible for systems and policies at local, regional and national level , Teachers, trainers and other staff involved in any aspect of lifelong learning
Public	Closed event
Contact Information	http://www.ihrsa.org/congress/
Time and place	19.-21.10.2015, Marseille, France

Events

IHRSA European Congress 2014

Date	16.10.2014
Description	Presentation to National Federations from Across the EU within the fitness sector.
Target audience	Body providing guidance and information on Lifelong Learning, Trade organisations , membership organizations, fitness sector
Public	Closed event
Contact Information	
Time and place	16.10.2014, Amsterdam, The Netherlands

EUCAPA Conference

Date	30.09.2014
Description	Presentation, Workshop, Leaflets, Pop-Ups of the UFIT project
Target audience	Higher Education Professors, Active adult education teacher, Association of professors and researchers, European network having formal statutory member organisations, Teachers, trainers and other staff involved in any aspect of lifelong learning, Students associations
Public	Closed event
Contact Information	
Time and place	Madrid, Spain

Events

V-Sport-Plus London February 2014

Date	24.02.2014
Description	The target audience can influence the valorisation of the project outputs and the awareness at an EU level of the need to mainstream the inclusion agenda.
Target audience	Association of professors and researchers, Educational Institution , European network having formal statutory member organisations, VET providers associations, The persons and bodies responsible for systems and policies at local, regional and national level
Public	Closed event
Contact Information	
Time and place	24-02-2014 London, UK