

What makes a city active?

Martorell

1

Identify

Identify your target issue. Promoting sport can be done in very different ways, that will also depend on your target audience. In Martorell, it was children who were not involved in educational activities including sport. Working with schools was thus key to be sure to reach them.

2

Ingrain

Ingrain your values in the program. The Martorell municipality program has four working axes (the natural and urban environment; physical activity and health ; body perception, image and movement ; and the practice of traditional games) in addition to each centre's own Educational Project. Moreover, the municipality prepared a short document listing what is expected of families, pupils and school staff taking part in the activities.

3

Adapt

Adapt your offer to the age of your target audience. Motricity games will be more adapted to younger children, when sports that require important cognitive skills can be presented for older ones. And when working with children, it is easier to offer activities during or right at the end of schooldays.

4

Find allies

Find allies. It is easier to ensure the longevity of an initiative when you are part of a group who can advice you. This is why Martorell is part of the Educació 360 Alliance, that reaches across all of Catalunya to over 150 Catalanian town halls, as well as county and provincial councils, networks and services of educational centres, teachers and professionals. This allowed them to have a methodology to start from and "teammates" to help them if need be.

63%
of the children enjoying
the Martorell Educa 360
had never done an
extracurricular
activity before

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Resources

Most of these are in Catalan, but you can easily translate them with the Google translate tool.



Active School

Learn more of Esport Education by browsing its presentation page.

[Find out more](#)

You can find an educational presentation video on the project under '2023 finalists and winners'.

[Find out more](#)

Presentation of the "Educació 360" action methodology

[Find out more](#)

In detail presentation of "Educació 360"

[Find out more](#)

The official website for Sport in Martorell.

[Find out more](#)

Article on the impact of the initiative on the local community.

[Find out more](#)

Example of the letter of educational commitment that lists what is expected of families, pupils and school staff involved in the program.

[Find out more](#)