

## Anti-doping Green Seal

### Template for relevant study or survey in anti-doping. (Length up to 1,2 pages)

**Title of the study:** project JUST SPORT, combat doping in recreational environment, Erasmus+Sport, Collaborative partnership

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**Author/Organization:**

Coordinator: Rijeka Sport's Association

Partners:

Slovenia-Slovenian Anti-Doping organisation

Italy – CESIE

Portugal- municipality of Mirandela

Bulgaria – Bulgarian Sport development Association

Sweden – Swedish Sports Confederation

**Target audience:** fitness trainers and owners of fitness centres

**Objective:**

The project addresses the aforementioned objectives by raising the awareness of negative consequences caused by the non-controlled use of supplements at grassroots level mostly in fitness centers (i.e. recreational environment, mostly among Recreationists in fitness centres) in partner countries.

The main reason for the project implementation is to raise awareness, among youths Recreationists in fitness centres and all beginners in grassroots level recreational sports, of a whole lot of negative consequences caused by using supplements with harmful additives.

It is thus necessary to provide reliable, evidence-based information about the harms associated with doping products particularly through targeted campaigns directed at potential and current users and, more generally, to develop a harm reduction approach in recreational environments. It is important to educate youths and others at grassroots level about the dangers of doping and the necessity of control of dietary supplement intake in order to promote doping free environment and to deal with common temptations Recreationists in fitness centres are usually prone to, such as experimenting with both legal and illegal drugs and supplements.

This project proposal combines educational trainings for both Recreationists in fitness centres and fitness trainers, the media campaign as the most effective way to increase the awareness about dangers of doping intake and its negative health consequences and, last but not least, a new mobile application for mapping healthy fitness centres and fitness experts.

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By targeting youths, Recreationists in fitness centres and trainers in the grassroots recreational environment the project is in line with all relevant policy documents such as The Communication on Sport, European Council Declaration, The White Paper on sports, by promoting the necessity of inclusion of all young people and Recreationists in fitness centres to fight against doping and take part in doping prevention. Also, having in mind the World Anti-Doping Code this project stresses out the importance of anti-doping attitude and the necessity to educate and not just to inform. It is recommended to engage famous and notable sportsmen and others from the field of sports as distinguished project promoters – ambassadors of healthy lifestyle which includes doping-free sports activities and the related healthy diet

***Location/Geographical coverage:***

Croatia, Sweden, Portugal, Bulgaria, Italy and Slovenia

***Summary:***

Trainers in fitness centres, owners of sport/fitness centres for recreationists, recreationists in fitness centres will all benefit from the project by broadening their knowledge and enhancing skills on anti doping. They all will not only get better informed and acquainted with anti-doping and fair sport issues but also become fully aware of all negative consequences of doping intake and thus motivated to take part in the fight against it. Within the project they will improve their knowledge, experience, skills and attitudes and get capacity to influence a large number of their members, students and employees, beginners in the recreational environment. Due to the fact that the project is to be implemented in six countries and all of these participants will be included in the project activities the overall impact at EU level is expected to be satisfactory.

During project lifetime 120 fitness trainers will be trained and at least 30 owners of fitness centres

***URL of the survey/Related Website:***

[www.rss.hr](http://www.rss.hr)

[www.just-sport.org](http://www.just-sport.org)