

Training Materials



**Paddle for
the Earth**



Co-funded by the
European Union

Introduction

About the Training

This training programme has been developed within the framework of the **Paddle for the Earth** project, co-funded by the Erasmus+ Sport programme. The project promotes sustainable kayaking and canoeing practices, raises awareness about the impact of climate change on outdoor sports, and encourages healthy, active lifestyles for people of all ages and backgrounds.

The training brings together the project's main outputs, creations, and activities and translates them into **practical, ready-to-use learning modules**. It is designed for sport clubs, youth organisations, NGOs, and educators who want to combine **sport, environmental education, and social inclusion**.

Objectives of the Training

By completing this training, participants and trainers will:

1. Gain knowledge of eco-friendly practices in outdoor sports.
2. Understand the link between physical activity, sustainability, and social inclusion.
3. Acquire practical tools to design and deliver local sport-based environmental actions.
4. Strengthen cooperation between sport clubs, NGOs, volunteers, and communities.
5. Contribute to a more sustainable, inclusive, and connected society.

Who Is This Training For?

This training is aimed at:

- Grassroots sport clubs (especially kayaking, canoeing, and outdoor activities).
- Youth workers, educators, and community leaders.
- Environmental NGOs interested in using sport as a tool for awareness-raising.
- Volunteers and young people looking to engage in eco-sport initiatives.

No prior experience is required. The modules are adaptable for different levels of participants.



Structure of the Training

The programme consists of **five independent but interconnected modules**:

1. **Sustainable Outdoor Sports Practices**
 - How to make kayaking, canoeing, and other outdoor sports eco-friendly.
2. **Environmental Education through Sport**
 - Using clean-ups, plogging, and outdoor activities as tools for awareness.
3. **Inclusion & Social Engagement**
 - Ensuring underserved groups have equal access to outdoor sports.
4. **Community-Building through Outdoor Activities**
 - Designing events that combine sport, environment, and social connection.
5. **Communication & Awareness Raising**
 - Promoting eco-sport initiatives through campaigns, stories, and social media.

Each module contains:

- **Learning objectives**
- **Case studies from project activities** (Bovec, Kalje, Budapest)
- **Interactive exercises & worksheets**
- **Outputs and follow-up tasks**

Training Methodology

The modules are based on **non-formal education methods**:

- Interactive workshops
- Group work and brainstorming
- Outdoor activities and simulations
- Case studies and storytelling
- Reflection and personal commitments

The approach is **learning by doing**, encouraging participants to share their experiences, test ideas, and adapt the practices to their own context.



Expected Outcomes

At the end of the training, participants will be able to:

- Apply sustainable practices in their sport activities.
- Organise clean-up and eco-sport events in their community.
- Design inclusive programmes involving underserved groups.
- Engage volunteers and foster community spirit through sport.
- Create effective awareness campaigns for environmental action

Training Module 1: Sustainable Outdoor Sports Practices

1. Learning Objectives

By the end of this module, participants will:

- Understand the impact of outdoor sports (esp. kayaking/canoeing) on the environment.
- Learn concrete eco-friendly practices applicable to water sports.
- Be able to design at least one sustainable practice to implement in their own club or organisation.

2. Duration

2 hours.

3. Materials Needed

- Flipcharts / whiteboard
- Markers, sticky notes, pens
- Printed case studies (Bovec, Budapest, Kalje events)
- Handout: *Guidelines for Sustainable Kayaking & Canoeing*
- Worksheet: “Design Your Eco-Friendly Practice” (template below)

4. Session Flow

A. Introduction & Icebreaker

- Quick round: “Name one sport you love in nature, and one way it could be more eco-friendly.”



- Trainer introduces the **context**: Paddle for the Earth project, Erasmus+ Sport, and why sustainability matters.

B. Case Study Exploration

1. Mini-presentations by trainer (10 min each):

- Bovec (Slovenia)** – kayaking with schools + education on protecting the Soča River.
- Budapest (Hungary)** – dragon boat + Danube river cleanup.
- Kalje (Croatia)** – inclusive hiking with Caritas youth, despite bad weather.

2. Group reflection (10 min):

- What eco-friendly practices were used?
- Which could be adapted to your context?

C. Practical Activity: SWOT of Eco-Practices

- Divide into small groups.
- Each group chooses **one eco-friendly practice** (e.g., reducing plastic bottles, organising river cleanups, using recycled equipment).
- Use the **SWOT worksheet** to analyse:
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats
- Groups present their SWOT briefly (5 min each).

D. Creative Workshop: “Design Your Eco-Friendly Practice”

- Hand out the **worksheet template**:

Template

- Practice title



2. What problem does it solve?
 3. How will you implement it in your club/organisation?
 4. Who is involved?
 5. What resources are needed?
 6. How will you measure success?
- Encourage drawing, sketches, or prototypes.
 - Presentations at the end (5 min per group).

E. Wrap-Up & Reflection

- Go around the circle: “One thing I learned today that I will take home.”
- Trainer hands out **Guidelines for Sustainable Kayaking and Canoeing** as takeaway resource.

5. Outputs / Deliverables

- Group SWOT analysis posters
- Eco-practice designs from each group
- List of commitments from participants

6. Follow-Up

- Trainer collects the practices into a **digital booklet of eco-practices**.
- Share with all partners (BAIS, KKKM, KdBS, Caritas) to inspire replication.
- Encourage participants to test their eco-practice at the next local clean-up / sports event.

Training Module 2: Environmental Education through Sport

1. Learning Objectives

By the end of this module, participants will:

- Understand the environmental impact of outdoor sports on ecosystems.
- Learn practical methods for organising and leading clean-up actions.
- Gain tools to use sport as an educational channel for sustainability.
- Develop an action plan for a clean-up event in their community.

2. Duration

2 – 3 hours.

3. Materials Needed

- Flipchart / whiteboard
- Markers, sticky notes, pens
- Gloves & trash bags (if outdoor practice is included)
- Case study handouts:
 - **Budapest Dragon Boat Cleanup**
 - **City Walk & Plogging**
 - **Bovec Soča River Kayaking + Kids Activities**
- Worksheet: *Clean-up Event Planning Template* (below)
- Reflection cards (“One thing I learned”)



4. Session Flow

A. Warm-up

- Icebreaker: “If you were a river/lake/forest, what would you ask humans to change about sports?”
- Trainer explains: Outdoor sports = health & fun, but also environmental impact (plastic waste, pollution, erosion).

B. Case Study Presentations

- **Budapest Dragon Boat Cleanup (2025):** Volunteers paddled and collected waste, combining sport + environmental action.
- **City Walk Trash Picking & Plogging:** Mixing sport (walking/jogging) with environmental action.
- **Bovec Soča River (2024):** Kayaking events + kids’ education on environmental stewardship.

Group discussion:

- What made these events engaging?
- How did sport and education complement each other?

C. Knowledge Input: “How to Run a Cleanup Event”

Trainer shares step-by-step process:

1. Choose location (riverbank, park, hiking trail).
2. Collaborate with partners (municipalities, clubs, schools).
3. Safety measures (gloves, briefing, first aid).
4. Documentation (photos, weight/volume of waste collected).
5. Visibility (social media, local news).
6. Educational angle (link to climate change, recycling).



D. Group Exercise: Mini Cleanup Simulation

Option A – Indoors: Groups design a mini cleanup plan using the *Clean-up Event Planning Template*.

Option B – Outdoors: Short 30-minute clean-up around the training venue (trash bags & gloves).

Template includes:

1. Title of the event
2. Location
3. Target group
4. Sport activity combined (e.g., jogging, dragon boat, kayaking)
5. Partners/supporters
6. Safety plan
7. Visibility & awareness-raising strategy
8. Evaluation (how will success be measured?)

Each group presents their plan (5 min each).

E. Creative Awareness Campaign

- In small groups, participants create a **social media post / flyer** for their cleanup.
- Must include: catchy slogan, sport + sustainability link, and a call-to-action.
- Groups present their campaigns.

F. Wrap-Up & Reflection

- Each participant writes on a card:
 - o *One fact I learned today.*
 - o *One eco-action I will implement in my community.*
- Cards are collected and displayed.



5. Outputs / Deliverables

- Drafts of local cleanup plans (ready to adapt & use).
- Creative awareness campaign materials (flyers, slogans, posts).
- Reflection cards with personal commitments.

6. Follow-Up

- Encourage participants to implement their cleanup events within 2 months.
- Trainer compiles the event plans into a **shared toolkit** for all partners.
- Partners share back results (photos, data on trash collected, participant numbers).

Training Module 3: Inclusion & Social Engagement

1. Learning Objectives

By the end of this module, participants will:

- Understand why inclusion matters in grassroots sport and outdoor activities.
- Explore barriers underserved groups face in accessing outdoor sports.
- Learn practical methods to design inclusive eco-sport activities.
- Develop an inclusion action plan for their own organisation.

2. Duration

1 – 2 hours.



3. Materials Needed

- Flipchart / whiteboard
- Sticky notes, pens, markers
- Case study handouts:
 - **Kalje Retreat House – “Opportunities for the Underprivileged”**
 - **Caritas involvement in Paddle for the Earth**
 - **Budapest intercultural dragon boat cleanup**
- Worksheet: *Barriers & Solutions Matrix* (template below)
- Inclusion pledge cards

4. Session Flow

A. Opening Activity

- Icebreaker: “Think of a time when you felt excluded. What helped you feel included again?”
- Trainer introduces: Importance of inclusion in sport → social, cultural, economic, and psychological benefits.

B. Case Study Exploration

1. **Kalje Retreat (Croatia):** Caritas hosted youth with fewer opportunities, hiking and workshops despite heavy rain, proving that nature + inclusion builds resilience.
2. **Caritas Zagreb:** Social inclusion of refugees, migrants, and disadvantaged youth through outdoor sports.
3. **Budapest Dragon Boat Cleanup:** Mixed group of locals, internationals, and volunteers paddling together.

Discussion Questions:

- How did these events make participants feel welcome?
- What barriers did organisers need to overcome?



C. Knowledge Input: Barriers to Inclusion

Trainer explains common barriers:

- Financial (equipment costs, travel)
- Physical (disabilities, lack of adapted facilities)
- Cultural (gender norms, language differences)
- Psychological (low confidence, fear of exclusion)

Introduce the concept of “**Sport as a tool for empowerment**” (linking health, confidence, and community).

D. Group Exercise: Barriers & Solutions Matrix

- In groups, participants brainstorm barriers faced by **one underserved group** (e.g., refugees, people with disabilities, low-income youth).
- Use the **matrix template**:

Template

| Barrier | Why it matters | Possible solutions | Example action in your club |

- Groups present their solutions (5 min each).

E. Action Planning Workshop

- Each group designs a **mini inclusive activity** for their community.
 - Example: Free “Kayak for All” day, inclusive hiking, mixed-culture cleanup event.
- They must include:
 - Target group
 - Inclusion strategies (translation, subsidies, adapted equipment)
 - Partners to involve (Caritas, NGOs, municipalities)
 - How to evaluate success (no. of underserved participants, feedback).
- Presentations (5–7 min per group).



F. Wrap-Up & Reflection

- Each participant writes an **Inclusion Pledge Card**:
 - *One thing I will do to make my sports community more inclusive.*
- Cards are collected and later photographed/compiled into a project “Inclusion Wall of Commitments.”

5. Outputs / Deliverables

- Barriers & Solutions Matrices from each group.
- Draft inclusive activity plans.
- Individual Inclusion Pledge Cards.

6. Follow-Up

- Trainer compiles all group outputs into an **Inclusion Toolkit** for the project.
- Partner organisations commit to piloting at least one inclusive activity before the final meeting in Zagreb.
- Participants are encouraged to share back photos/testimonies from their activities.

Training Module 4: Community-Building Through Outdoor Activities

1. Learning Objectives

By the end of this module, participants will:

- Understand how outdoor sports can strengthen community ties.
- Learn about community-based activities such as plogging, trash-picking, and hiking.
- Design an event that combines sport, environment, and social interaction.



- Practice facilitation skills for engaging volunteers and diverse groups.

2. Duration

1 – 2 hours.

3. Materials Needed

- Flipcharts / whiteboards
- Sticky notes, pens, markers
- Case study handouts:
 - **Budapest City Walk Trash Picking & Plogging**
 - **Kalje Retreat – hiking in nature despite rain**
 - **Soča River kayaking with community & schools**
- Worksheet: *Community Event Design Canvas* (template below)
- Large sheets / posters for group work

4. Session Flow

A. Energiser & Introduction

- Quick activity: “Form groups of 3 and share the last outdoor activity you did with others.”
- Trainer explains: Outdoor sport isn’t only about exercise — it’s a tool for **community connection, intercultural dialogue, and volunteer mobilisation.**

B. Case Studies

1. **Budapest (Hungary):** City walk trash-picking + plogging built a sense of shared responsibility.
2. **Kalje (Croatia):** Hiking in rain strengthened solidarity among Caritas youth and partners.



3. **Bovec (Slovenia):** Kayaking + children's education brought families, schools, and NGOs together.

Discussion Questions:

- What community aspects stand out in each event?
- How did organisers make it more than “just sport”?

C. Knowledge Input: Principles of Community Sport

Trainer shares key elements:

1. **Accessibility** – open to all, low barriers.
2. **Shared Purpose** – combine fun + environmental or social goal.
3. **Participation > Competition** – focus on inclusion, not winning.
4. **Social Elements** – meals, music, cultural sharing.
5. **Volunteer Empowerment** – give roles to youth, NGOs, locals.

D. Group Exercise: Design Your Community Event

- Each group uses the **Community Event Design Canvas** (see template).
- They must design an **eco-sport community event** for their town.
- Must include:
 - o Sport/Activity (e.g., hike, plogging, paddling, cycling)
 - o Environmental Action (cleanup, awareness, recycling)
 - o Social Element (music, intercultural dinner, games)
 - o Volunteers/Partners
 - o Visibility & promotion strategy
 - o Evaluation (participants, impact, community feedback)

Template Example:

Element	Description	Notes/Ideas
Sport/Activity	e.g., Plogging Run	3km route, open to all ages
Environmental Action	Collect litter	Partner with local waste company



Social Element	Picnic at park	Food brought by participants
Partners/Volunteers	Local schools, NGOs	Youth help with logistics
Promotion	Posters + social media	Slogan: “Run for a Cleaner Park”
Evaluation	Count participants + bags of trash	Collect quotes/photos

Groups present their events (5–7 min each).

E. Roleplay: Engaging Volunteers

- Trainer assigns roles: organiser, volunteer, hesitant participant, partner NGO.
- Groups act out scenarios on how to motivate and engage each type of person.
- Debrief: What strategies worked best?

F. Wrap-Up & Reflection

- Go around: *“One idea from today I want to try in my community.”*
- Trainer emphasises: Building communities takes consistency and follow-up — not just one-time events.

5. Outputs / Deliverables

- Draft community event concepts (ready for piloting).
- Roleplay learnings on volunteer engagement.
- Reflection statements from each participant.

6. Follow-Up

- Collect all event concepts into a **Community Event Idea Booklet**.
- Encourage each partner organisation to pilot at least one activity locally.
- Create a shared photo & story wall online for showcasing implemented events.



Training Module 5: Communication & Awareness Raising

1. Learning Objectives

By the end of this module, participants will:

- Understand the role of communication in promoting eco-friendly sport.
- Learn how to design effective awareness campaigns (online & offline).
- Practice storytelling and visual communication techniques.
- Create a draft campaign (social media post / flyer / story) to promote sustainability in sport.

2. Duration

2 hours.

3. Materials Needed

- Flipchart / whiteboard
- Markers, sticky notes, pens
- Case study handouts:
 - **Paddle for the Earth social media / awareness campaign goals**
 - **Budapest intercultural cleanup & storytelling**
 - **Bovec – kids receiving certificates, positive media attention**
- Sample posters / posts from previous events (if available)
- Worksheet: *Campaign Design Canvas* (below)
- Phones / laptops (if group wants to create posts live)



4. Session Flow

A. Icebreaker

- Each participant shares: “What’s the last social media post or story that inspired you to take action?”
- Trainer links to: Why communication matters → Without visibility, impact stays local.

B. Case Study Inspiration

1. **Budapest Dragon Boat Cleanup:** Storytelling highlighted intercultural teamwork.
2. **Bovec Children Certificates:** Recognition shared in schools/media motivates others.
3. **Paddle for the Earth Outputs:** Guidelines, brochures, social media campaigns were part of the deliverables.

Discussion Questions:

- What made these examples powerful?
- How did they motivate people to act or join?

C. Knowledge Input: Basics of Awareness Campaigns

Trainer presents:

- **3 Golden Rules of Campaigns**
 - o **Keep it simple** – one clear message.
 - o **Make it visual** – photos, videos, infographics.
 - o **Call to action** – tell people exactly what to do.
- Online vs offline channels (social media, posters, local radio, word of mouth).
- Example slogans: “Run for a Cleaner Park” / “Paddle for the Planet.”



D. Group Exercise: Campaign Design Canvas

- Groups design a **mini awareness campaign** around an eco-sport theme (e.g., plastic-free kayaking, plogging, inclusive hiking).
- Canvas Template:**

Element	Guiding Question	Example
Goal	What do you want to achieve?	50 people join cleanup
Audience	Who do you want to reach?	Youth 15–25 in local town
Message	What's the key takeaway?	"Every paddle stroke can save nature."
Medium	How will you share it?	Instagram reel + poster
Call to Action	What should people do?	Register online & show up
Partners	Who can amplify it?	Schools, sports clubs, NGOs

- Groups prepare a **sample post/flyer/storyboard**.
- Presentations (5 min each).

E. Storytelling Practice

- In pairs, participants tell a 1-minute story about a past eco-sport activity they joined.
- Trainer encourages: clear setting → problem → action → result.
- Volunteers share in plenary.

Annexes

1. Worksheets & Templates

1.1 SWOT Analysis Template – Eco-Friendly Practice

Use this to analyse one eco-sport practice.

Strengths	Weaknesses
What advantages does this practice bring?	What are the limitations or difficulties?
Opportunities	Threats
What external factors could make it stronger?	What risks or challenges could block it?



1.2 Clean-up Event Planning Template

Use this to design a local river/lake/park clean-up.

Event Title: _____

Date & Location: _____

Target Group: _____

1.3 Barriers & Solutions Matrix

Identify barriers for underserved groups and suggest solutions.

Barrier	Why It Matters	Possible Solutions	Example Action in Your Club

1.4 Community Event Design Canvas

Plan a local eco-sport community event.

Element	Description	Notes / Ideas
Sport / Activity	(hike, plogging, paddling, cycling...)	
Environmental Action	(cleanup, recycling, awareness)	
Social Element	(music, picnic, intercultural dinner)	



Partners / Volunteers	(schools, NGOs, local groups)	
Promotion	(slogan, flyers, social media)	
Evaluation	(participants, community impact)	

1.5 Campaign Design Canvas

Use this to design a communication campaign.

Element	Guiding Question	Your Plan
Goal	What do you want to achieve?	
Audience	Who do you want to reach?	
Message	What's the key takeaway?	
Medium	How will you share it?	
Call to Action	What should people do?	
Partners	Who can amplify it?	

2. Case Study Summaries

2.1 Bovec, Slovenia – Kayaking & Youth Education

- Date: 6–7 September 2024
- Activities: Kayaking on the Soča River, children's relay races, educational sessions on sustainability.
- Impact: ~30 participants, strong youth engagement, certificates for children.
- Lesson: Sport + education = effective tool for raising awareness about environmental stewardship.



2.2 Kalje, Croatia – Hiking & Inclusion

- Date: 28–29 March 2025
- Activities: Hiking in Žumberak forest, workshops on inclusion & sustainability, hosted by Caritas.
- Participants: ~20, including youth with fewer opportunities.
- Impact: Despite heavy rain, activities strengthened resilience, belonging, and intercultural exchange.
- Lesson: Even challenging conditions can foster teamwork and inclusion.

2.3 Budapest, Hungary – Dragon Boat Cleanup

- Date: 16–17 May 2025
- Activities: Interactive workshop on eco-practices, dragon boat paddling on the Danube while collecting waste, city walk trash-picking.
- Impact: Local residents, volunteers, and partners joined → intercultural dialogue + environmental action.
- Lesson: Combining sport, sustainability, and culture builds a strong community spirit.

3. Acknowledgements

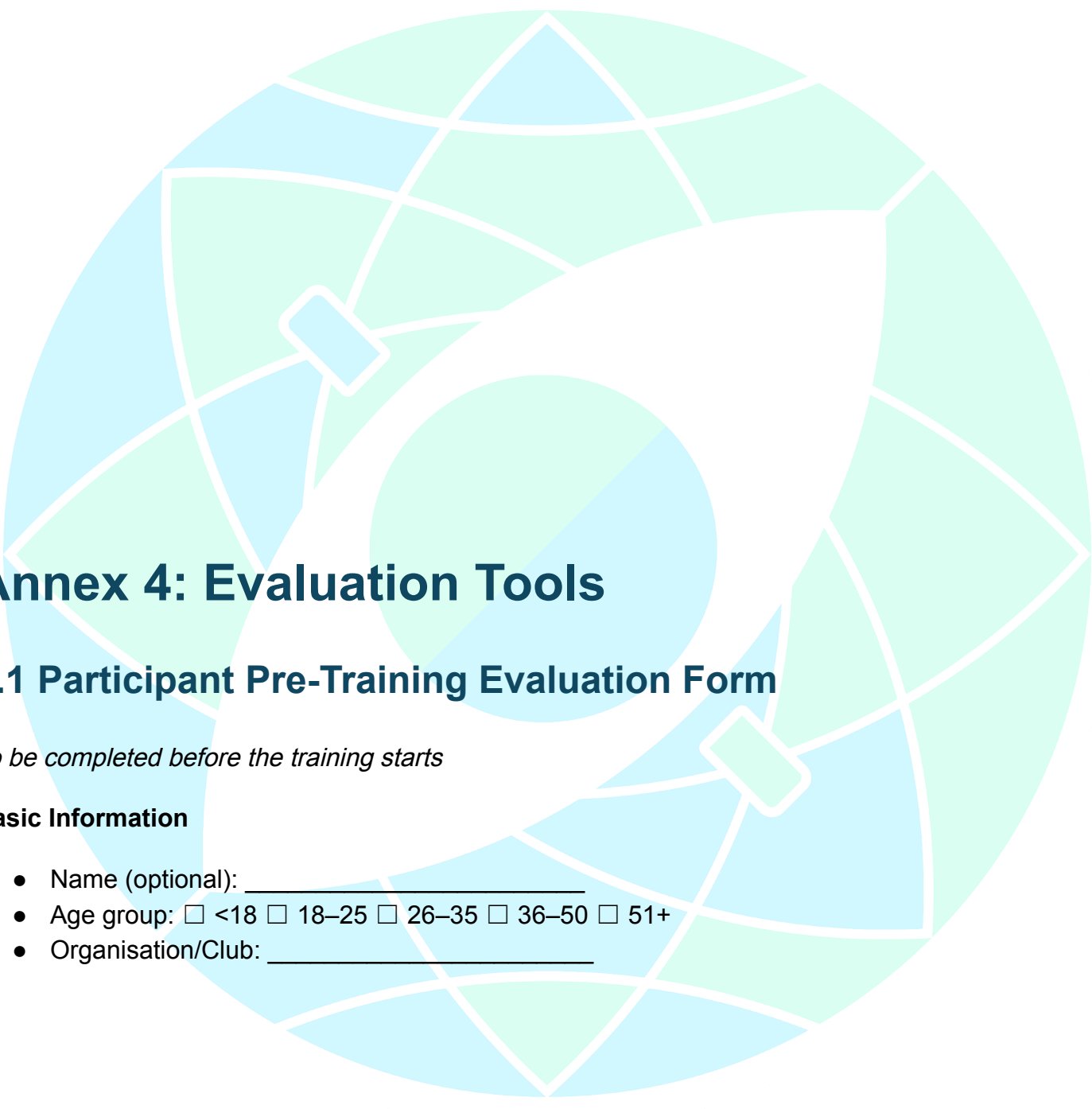
This training material was created within the framework of the **Paddle for the Earth** project, co-funded by the **Erasmus+ Sport** programme.

Partners:

- Kajak Kanu Klub Mladost (Croatia)
- Budapest Association for International Sports (Hungary)
- Kajakaško društvo Brkati Som (Slovenia)
- Caritas of the Archdiocese of Zagreb (Croatia)



Co-funded by the
European Union



Annex 4: Evaluation Tools

4.1 Participant Pre-Training Evaluation Form

To be completed before the training starts

Basic Information

- Name (optional): _____
- Age group: ☐ <18 ☐ 18–25 ☐ 26–35 ☐ 36–50 ☐ 51+
- Organisation/Club: _____

Self-Assessment (tick the option that best applies to you):



Co-funded by the
European Union

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I understand how sport can impact the environment.	☐	☐	☐	☐	☐
I know examples of eco-friendly practices in outdoor sports.	☐	☐	☐	☐	☐
I feel confident to organise an environmental clean-up activity.	☐	☐	☐	☐	☐
I have experience in making sports inclusive for underserved groups.	☐	☐	☐	☐	☐
I know how to raise awareness about sustainability through communication campaigns.	☐	☐	☐	☐	☐

Expectations

1. What do you hope to learn from this training? _____

2. Which module/topic are you most interested in? _____

4.2 Participant Post-Training Evaluation Form

To be completed after the training ends



Co-funded by the
European Union

Self-Assessment (same as pre-training for comparison):

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I understand how sport can impact the environment.	☐	☐	☐	☐	☐
I know examples of eco-friendly practices in outdoor sports.	☐	☐	☐	☐	☐
I feel confident to organise an environmental clean-up activity.	☐	☐	☐	☐	☐
I have experience in making sports inclusive for underserved groups.	☐	☐	☐	☐	☐
I know how to raise awareness about sustainability through communication campaigns.	☐	☐	☐	☐	☐

Feedback on Training

1. Which module/activity was most useful for you? _____
2. Which part could be improved? _____
3. What is one thing you will apply in your organisation/community?

4. Overall, how satisfied are you with the training?
☐ Very dissatisfied ☐ Dissatisfied ☐ Neutral ☐ Satisfied ☐ Very satisfied

4.3 Trainer Feedback Sheet

To be filled in by trainers after each training delivery

General Information



Co-funded by the
European Union

- Date & Location of Training: _____
- No. of Participants: _____

Observations

1. Which modules/activities were most engaging? _____
2. Which activities were less effective or needed adaptation? _____
3. Did participants actively participate in group work and discussions?
 - ☐ Yes, very actively
 - ☐ Moderately
 - ☐ Only a few
 - ☐ Not at all

Logistics & Resources

4. Were the materials (worksheets, case studies, equipment) sufficient?
 - ☐ Yes ☐ Partly ☐ No → If no, explain: _____
5. Was the allocated time realistic for each session?
 - ☐ Yes ☐ Too short ☐ Too long

Impact & Outcomes

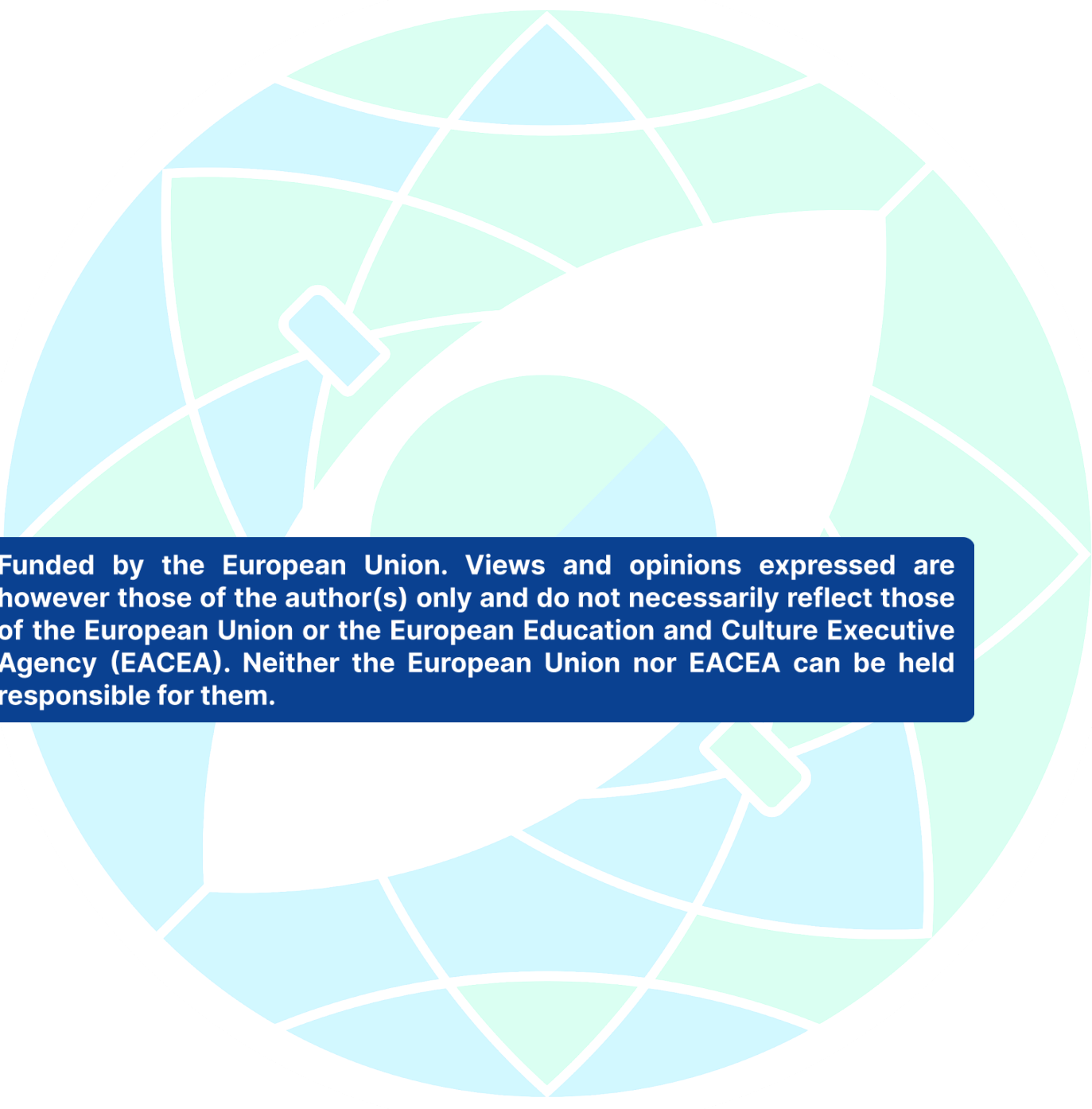
6. What immediate outcomes did you observe (new ideas, commitments, group projects)?

7. What follow-up support do participants need? _____

Trainer Reflection

8. What would you do differently next time? _____
9. Additional comments: _____





Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

