

Erasmus+ Sport Project: Adult Athletics & Volunteering (EMACS 2027)

Partner Club Invitation



What is the project?

- Jyväskylän Kenttäurheilijat (JKU) is preparing an **Erasmus+ Sport project linked to EMACS 2027** (Jyväskylä, Finland)
- The project has two focus areas in athletics:
 - **Adult participation in athletics** (start or develop activities)
 - **Volunteering development** (in athletics clubs and events)
- Athletics is the core pilot context, while the models are designed to be transferable and usable across different sports
- **Planned start: early 2027** (subject to funding)



Why this project?

- Adult physical activity is too low across Europe, especially among working-age and older adults
- Clubs want more adult participants but often lack simple, ready-to-use models to start or grow adult/Masters activities
- Volunteering is becoming harder to organise sustainably: recruitment is difficult, roles can be unclear, and experience is not always passed on
- Clubs and events need tested tools, training and shareable solutions that work in real athletics settings and can be adapted locally
- EMACS 2027 provides a strong platform to test these approaches and share lessons across Europe



Two pilot options for partner clubs

- **Partner clubs may apply for one or both pilot roles,** depending on their interests and resources.
- **Pilot 1: Adult athletics (start or develop)**
 - Build or strengthen structured adult / Masters athletics activities using a ready-made model and support
- **Pilot 2: Volunteering development & exchange**
 - Improve volunteer roles and training and take part in an international volunteer exchange linked to EMACS 2027
- **Participation is designed to be practical and realistic:** clear steps, flexible local delivery, and support throughout the pilot



Pilot 1: Adult athletics (what clubs do)

- Join the pilot network and take part in short online sessions for support and peer learning
- Attend the kick-off webinar and the EMACS 2027 training & networking seminar
- Deliver a 16-week local Masters athletics pilot course (club sets schedule and pricing)
- Share feedback, key lessons and results to improve the model for wider use



Pilot 1: What we offer

- Travel & accommodation for EMACS 2027 (pilot club representatives)
- A ready-to-use Masters athletics course package: manual, training support and teaching videos
- Practical guidance to start or further develop Masters/adult athletics activities in your club
- Access to the open “Active Adult” webinar series (research-based and motivating)



Pilot 1: Timeline & Club responsibilities

Timeline

- July 2027: Kick-off webinar
- August 2027: EMACS 2027 + training & networking seminar (Masters Athletics Ambassadors)
- September 2027 - April 2028: 16-week local pilot course (club decides schedule/pricing)
- April 2028: Summary & feedback webinar
- April - June 2028: Optional development workshops

Club responsibilities

- Participate in the key activities (webinars / seminar / feedback)
- Communicate the Active Adult webinar series to club members



Pilot 2: Volunteering (what clubs do)

- Send 1-3 volunteers to support EMACS 2027
- Join short online training sessions and the EMACS training & networking seminar
- Test clearer volunteer roles and practical ways of working in your club/event context
- Share feedback and key lessons learned to support a European volunteer handbook



Pilot 2: What we offer

- Travel & accommodation for EMACS 2027 (volunteers)
- Online training sessions and ready-to-use materials for volunteer roles
- Training & networking seminar during EMACS 2027
- Access to the open “Active Adult” webinar series



Pilot 2: Timeline & Club responsibilities

Timeline

- May - July 2027: Online training
- August 2027: EMACS 2027 volunteering + seminar
- October 2027: Feedback webinar

Club Responsibilities

- Provide volunteers (1–3 persons) and participate in the activities
- Share short feedback and lessons learned (after EMACS)
- Communicate the Active Adult webinar series to members



“Active Adult” webinar series (open to all)

- Produced with an expert partner (e.g., research/health/outdoor organisation)
- Shares research-based knowledge on physical activity and health
- Motivates adults to be active as athletes and/or volunteers
- Open to club members and wider audiences



Why become a partner club?

- Free participation
- Ready-to-use models, training and practical support
- Travel & accommodation covered for EMACS 2027 participants
- International learning, networking and visibility
- Stronger adult activities and volunteering capacity in the long term

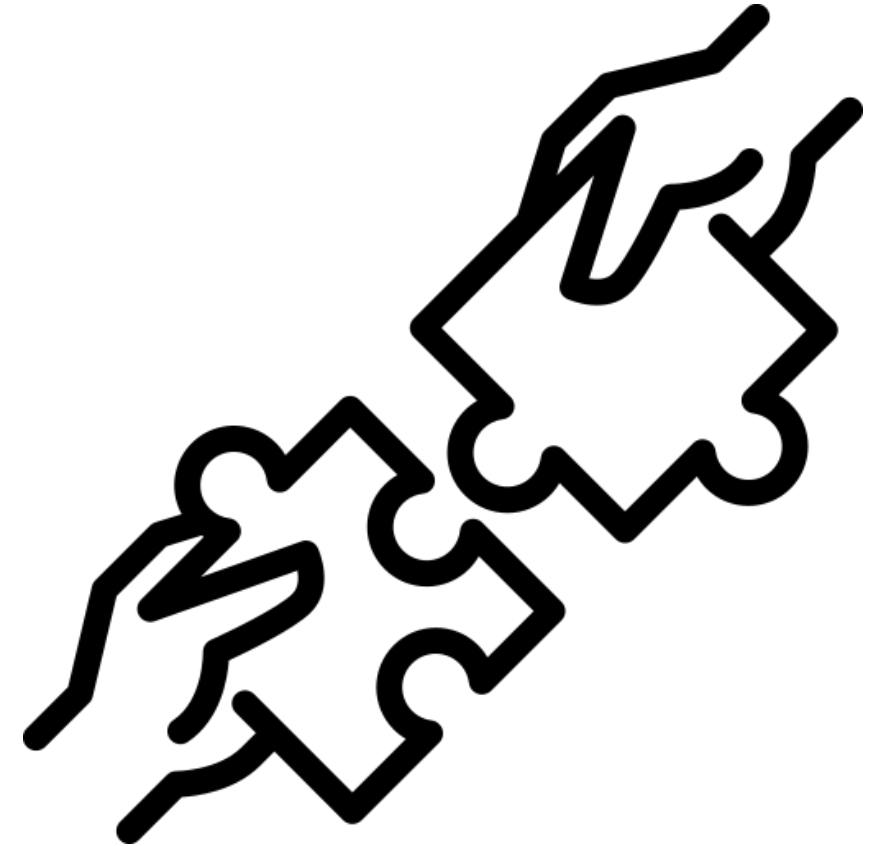


Planned partnership structure

- Target Erasmus+ Sport project partners:
 - 8–9 athletics pilot clubs (across Europe)
 - 3–5 other organisations (e.g., national federations, education/research, volunteering organisations)

In addition:

- European Masters Athletics Federation (EMA) serves as a strategic cooperation partner (networking, communication, EMACS 2027 support)



How to join

- Reply to the invitation email and tell us which pilot(s) you are interested in
- Join a short introductory call to confirm roles and expectations
- Confirm participation and nominate your club contact person
- Prepare during 2026 (if funding is approved) and start pilot activities in 2027



Contact

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