

SUMMARY REPORT

WELCOME PROJECT

Wellbeing and Integration through Sports

2022–2024

Coordinated by Finlands Svenska Idrott in cooperation with Humak
Co-funded by the European Commission (PPPA Sport)



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KULTURMINISTERIET



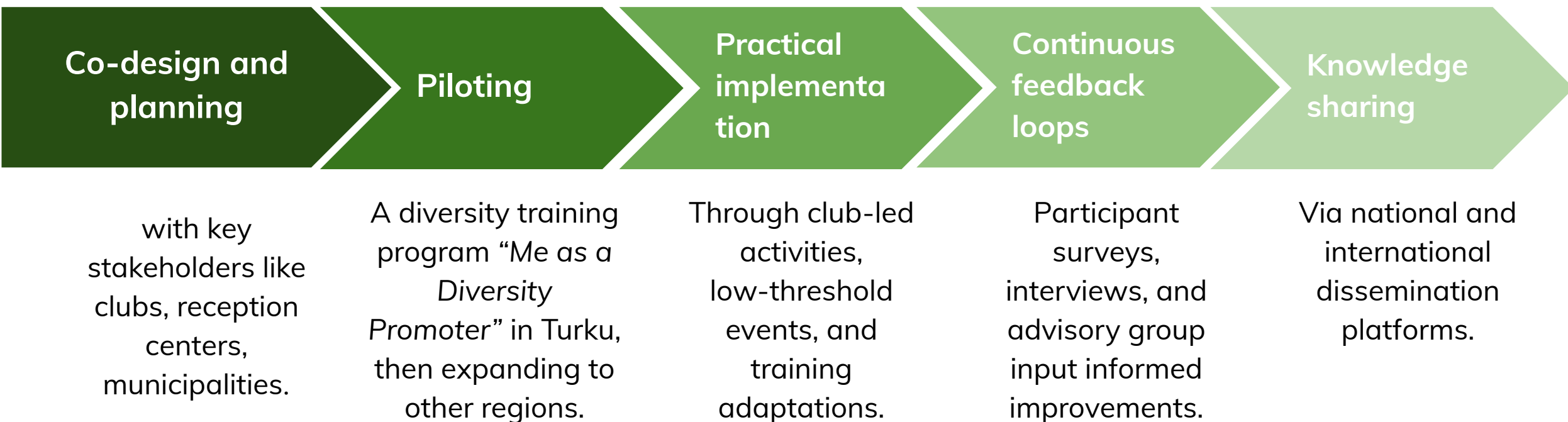
PROJECT OVERVIEW

WELLcome aimed to enhance the well-being and social inclusion of refugee children and youth in Finland through sport. The project provided sports clubs, coaches, and youth professionals with practical tools, training, and collaborative strategies to foster inclusive environments in sports. The guiding principle was that sport can be a powerful platform for integration, belonging, and community building.

The project was led by **Finlands Svenska Idrott (FSI)** in collaboration with **Humak University of Applied Sciences, Åbo IFK, Turku Reception Center**, local clubs, and third-sector actors. Through training programs, community events, piloting, and knowledge-sharing, WELLcome created sustainable models for inclusive practice at both the local and national levels.

METHODOLOGY: THE CREATION OF THE “WELLCOME - MODEL”

The project followed a structured multi-phase approach. The WELLCOME model was built iteratively with real-world testing, feedback, and refinement.



KEY RESULTS

Participants
4 428

Trainings
951

Clubs
40 +

Refugee
youth
199

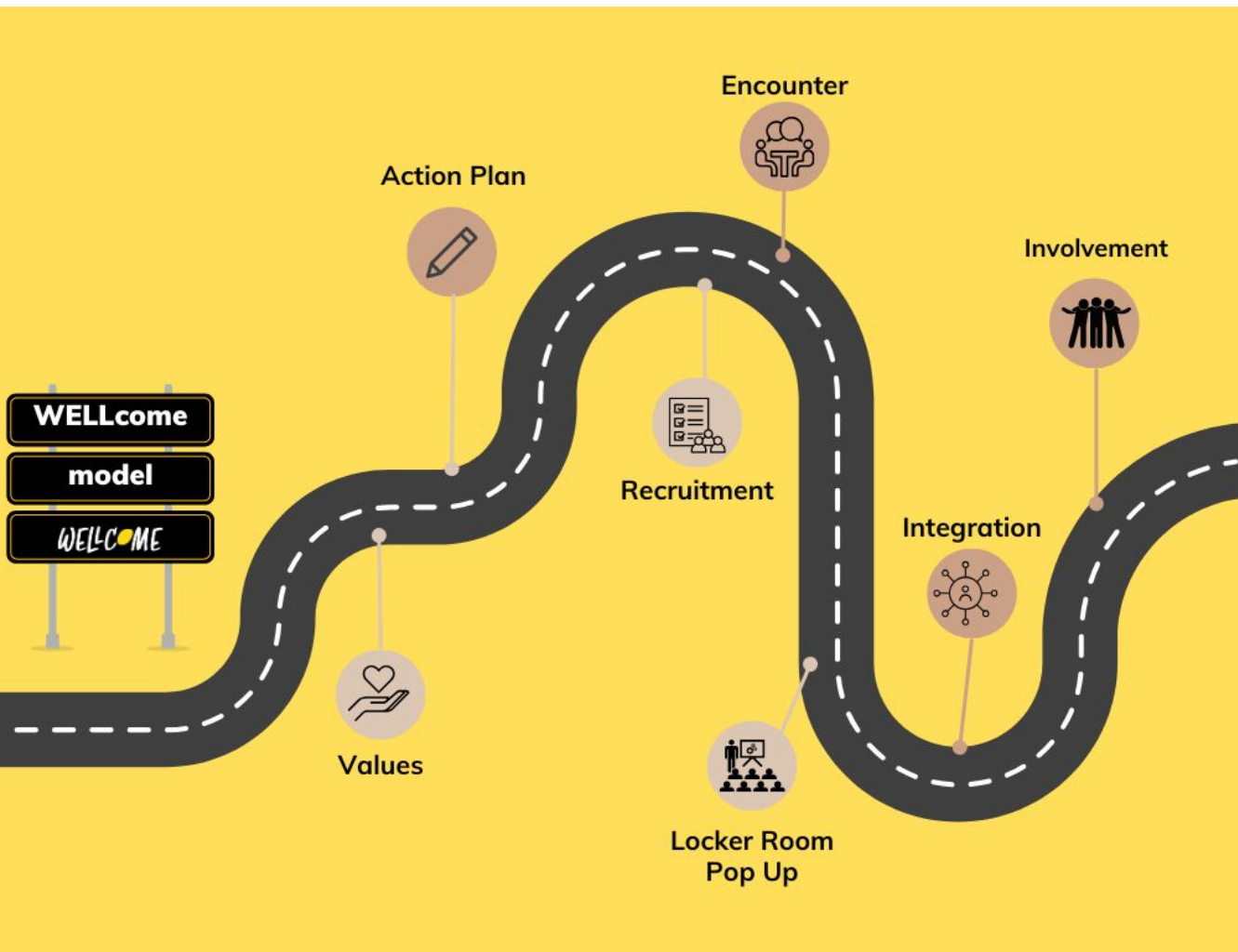
Inclusion
initiatives
15

- **4,428 participants** engaged through training, workshops, events, and outreach.
- **951 training participants**, including club leaders, coaches, educators, and youth workers.
- **Over 40 sports clubs** actively participated across regions, piloting and adapting content.
- **199 refugee children and youth** and their families joined club-led sports events.
- **15 club-led inclusion initiatives** emerged, including multilingual materials, subsidized fees, non-discrimination plans, and onboarding processes for refugee families.
- **WELLcome was showcased** at major European forums such as European Youth & Sport Platform (Sweden), SocNet98 (Germany), and European Sport Platform (Kosovo).
- **Final conference** gathered **280 participants from 28 countries**, with focused discussions on applying the WELLcome model across Europe.

DETAILED RESULTS INFORMATION

- **WELLcome Model:** A publicly accessible digital toolkit covering seven themes related to diversity, inclusion, gender equality, and anti-racism in sport. It includes guidelines, templates, checklists, and video content (available in Swedish, Finnish, and English).
- **Training Programs:**
 - a. *Me as a Diversity Promoter:* Two-part sessions (theoretical & practical) focused on identity, inclusion barriers, and strategies for change.
 - b. *Respect in Sports:* Popular module addressing behavior, safe spaces, and leadership values.
 - c. *Locker Room Pop-Up:* Workshop and handbook to facilitate inclusive environments for youth.
- **Local events:** Introduction and low-threshold sports events organized in collaboration with reception centers and students, ensuring accessible engagement.
- **Dissemination materials:** Flyers, social media content, podcasts, training videos, and interactive sessions designed to support knowledge sharing.

OUTPUTS AND INNOVATION



THE WELLcome MODEL

- The WELLcome model, a developed step-by-step model to create more inclusive sports clubs where everyone, regardless of their background, feels welcome.
- The model offers practical tips and methods to help sports clubs build a safer, more respectful, and inclusive environment.
- The model is divided into 6 topics: Values, action plan, recruitment, encounter, locker room pop up, integration and involvement.



TRAINING PROGRAMS

1. **Me as a Diversity Promoter** – Two-part training (theory & practice) on identity, barriers to inclusion, and strategies for change. Piloted in several clubs, refined based on feedback, and proven effective in building inclusive leadership.
2. **Respect in Sports** – Focuses on behavior, safe spaces, and leadership values. Provides coaches and leaders with concrete tools to strengthen respect and prevent discrimination in everyday sports environments.
3. **Locker Room Pop-Up** – Practical workshop and handbook with exercises for youth teams. Helps clubs create trust, teamwork, and inclusivity in daily training situations.



GET TO KNOW EVENTS

- Low-threshold get to know events for refugee children and youth, where they can try out different sports that local clubs offer, especially the pilot club Åbo IFK.
- The events were held at the same or as close as possible to the actual training facilities, to make joining the club in the future as easy as possible.
- Parents and other adults had the opportunity to get to know the sports club, how to join the activities (time & place) and about the practical insights in joining a sports club.
- The participants of these events were contacted through reception centers, preparatory education and different local associations.
- Through these events Åbo IFK met 100 youth and children.



PILOT CLUB ÅBO IFK

Mer om

- ...have adopted inclusive practices and started internal development projects focused on accessibility, cultural awareness, and community building.
- Åbo IFK continues to organize open sports events for newly arrived families with support from local funding.
- Have developed an equality and non-discrimination plan with a follow-up plan
- Continues to help teams build stronger team cohesion through workshops
- Took part in a network with local organisations to reach families with immigrant background.
- Annat? Nätverket? lidas insats?



17.5.2023

Finlands Svenska Idrott anställer en PROJEKTKOORDINATOR

Nu anställer vi till WELLcome-projektteamet en visstidsanställd koordinator till



8.5.2023

Drömmarnas motionsdag

Att röra på sig och hitta nya sätt att mo-



25.9.2023

WELLcome på MetroSport

WELLcome-projektet hade den äran att bli tillfrågad om att delta i yrkeshögskolan Metropolias studerandekår METKA:s MetroSport evenemang på Olympiasta-



15.6.2023

En gång kamrat, alltid kamrat!

I Finland ökar ständigt andelen personer med utländsk bakgrund. De vanligaste



13.6.2023

Öka social hållbarhet inom idrott

Finlands Svenska Idrott (FSI) och Humak (Humanistinen ammattikorkeakoulu)

COMMUNICATION

- **Social Media Reach:**
 - 25 Instagram posts reached 3,228 users with 610 likes (FSI channel).
 - 28 Facebook posts reached 27,893 users with 314 likes.
- **Podcast:** Featured in the [Laumapodi podcast: "Urheilemalla mukaan suomalaiseen yhteiskuntaan"](#) with 148 listens.
- **Conference exposure:** Shared in live presentations, panels, and stand exhibitions at major European events.
- **Collaborative platforms:** Disseminated via Humak, Åbo IFK, ENGSO, and IWG Women in Sport networks.
- **Digital presence:** All materials accessible via idrott.fi/wellcome-model

The project led to concrete, long-term outcomes:

- Clubs have adopted **inclusive practices** and started **internal development projects** focused on accessibility, cultural awareness, and community building.
- Åbo IFK continues to organize **open sports events** for newly arrived families with support from local funding.
- Training materials are now integrated into academic programs at **Humak University of Applied Sciences**, shaping future coaches and social educators.
- Project tools and the WELLcome Model are being **used as references** by municipalities and federations aiming to increase diversity in sports.
- WELLcome's model and methods have inspired interest for replication and adaptation across Europe.

IMPACT AND SUSTAINABILITY

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COMMUNICATION AND VISIBILITY



Final Conference “LET’S BE BETTER - IN WELCOMING ALL”

- Over 270 participants from 28+ countries
- 10 speakers: athletes, leaders and experts on integration, inclusion and diversity
- Strong collaboration built on passion, commitment and inclusivity
- Key insights: refugee athletes, para sports, DEI perspectives, WELLcome model
- Launch of the WELLcome model (English, Swedish, Finnish) – step-by-step guide for inclusive sports clubs
- Next seminar: December 3, 2025, Hanasaari & online – focus on adapted physical activity, para sports and equity

MORE INFORMATION

WELLCOME PROJECT [WEBSITE HERE](#)

CONTACTPERSON

Tarja Krum
[tarja.krum\(a\)idrott.fi](mailto:tarja.krum@idrott.fi)
Project manager

FUNDING ORGANISATIONS AND INSTITUTES



Medfinansieras av
Europeiska unionen



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WITH GRATITUDE TO THE PROJECT FUNDERS



Funded by
the European Union

Undervisnings- och
kulturministeriet



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MORE INFORMATION

WELLCOME PROJECT

[WEBSITE HERE](#)

CONTACT PERSON

Tarja Krum

[tarja.krum\(a\)idrott.fi](mailto:tarja.krum(a)idrott.fi)

Project manager