

# VivaVôlei

## Volleyball as a tool to educate and socialise children

The goal of VivaVôlei is to educate and socialise children through sport and to contribute to their sense of citizenship.



<b>Location</b>	Brazil
<b>Organisation</b>	Instituto VivaVôlei
<b>Start-end date</b>	1999 – ongoing
<b>Target group</b>	7-14 years old
<b>Reach</b>	40,000 children annually
<b>Partners</b>	Brazilian Volleyball Confederation, national and local governments
<b>Key facts</b>	The programme started in 1999 with 2,000 children and since then 200,000 children have passed through the programme. Today, 40,000 children participate in 70 centres nationwide.
<b>For inspiration</b>	<a href="http://www.cbv.com.br">www.cbv.com.br</a>

## Summary

Volleyball is one of the most popular sports in Brazil. The goal of VivaVôlei is to offer social disadvantaged children an alternative to crime, promote school as a more attractive option, reduce truancy and retention of children in the streets and contribute to their social reintegration by offering regular volleyball practice. Aside from promoting the practice of volleyball and its values, the programme also provides participants with the opportunity to practice volleyball competitively. Schools, clubs, and community associations with the necessary minimal infrastructure can be accredited to run the VivaVôlei programme. For these centres, VivaVôlei frequently organises training courses for teachers, oversees educational activities, and promotes events and tournaments.

## Keys to success

### An adapted sporting format

For the purpose of educating and socialising children and to facilitate the learning of volleyball, VivaVôlei introduced “mini -volei.” This simplified form of the sport, adapted to the capabilities and needs of children, focuses on the basic principle of playful learning. The weight of the ball, the net height and the rules of the game are adapted specifically for this age group. Playing volleyball contributes to the physical, social, intellectual, and emotional development of the children, while also teaching them the spirit of cooperation and friendly competitions.

### A supported network of centres and coaches

Aside from teaching kids to enjoy the sport, the programme aims to instil educational and social values in each of the participants. The teachers are therefore more than volleyball coaches; VivaVôlei instructors are true educators. To assist its centres and instructors the VivaVôlei organisation provides technical material (the VivaVôlei kit), training of teachers and as well as educational support.





## Sport for All objectives

### Promote sport and physical activity

VivaVôlei uses volleyball as a tool to help children socialise together and educate them on the importance of ph. By doing this it not only achieves its positive goals for the participants and society, but also promotes participation in sport by providing young Brazilians with the opportunity to learn and play volleyball.

### Foster Olympic legacy

The programme aims to create the habits of teamwork and encourages discipline and organisational skills through sport. It is a non-violent sport that promotes friendship and fair play, which can be practiced by all age groups and social classes. Volleyball also teaches ethical and moral lasting values of citizenship, which are at the heart of the Olympic Movement.

### Support active societies

Schools are very important partners of VivaVôlei. The whole organisation and running of the programme depends largely on schools as these often are the only organisations that have infrastructure in place for “mini-volei”.

### Provide equal access to sport

The programme specifically targets children and teenagers from 7 to 14 years of age who are in a socially vulnerable situation to provide them with an alternative to crime and to make school a more attractive option to them.

## How is the programme communicated?

The programme is communicated through a mix of different channels, including the website of the Brazilian Volleyball Confederation, newsletters, and television.

## How is the programme evaluated?

VivaVôlei started in 1997 as a programme of the Brazilian Volleyball Confederation. Its success resulted in receiving the UNESCO seal of approval and the creation of an independent organisation in 2003. The centres are evaluated on a monthly basis and reports are also sent to (potential) sponsors.

“We are convinced that the students will use the values of the sport – such as discipline, respect, willingness and determination – not only during lessons, but also in their day-to-day life and we hope they will be remember these when they are tomorrow’s adults.”

Walter Pitombo Laranjeiras  
– President of the Brazilian  
Volleyball Confederation





## Join the sporting society!

Globally, 1 in 4 adults is not active enough and more than 80% of the world's adolescent population is insufficiently physically active (World Health Organization). Let's reverse the trend and get moving.



### Promote sport and physical activity

Recent changes in leisure and work practices, diet and a host of other trends has led to an increasingly sedentary lifestyle amongst the world's population. Sport for all programmes aim to promote sport and physical activity to mitigate the negative effects associated with these developments.



### Improve public health and well-being

Sport and physical activity plays an important role in making societies healthier, happier and safer into the future. Successful sport for all projects help to stimulate these common benefits across entire communities.



### Support active societies

Active societies involve many stakeholders such as parents, coaches, schools, local clubs, sports organisations, event organisers and grassroots activities, to name but a few. They can all be hugely influential in promoting healthier lifestyles within a community. Programmes that support and reinforce their efforts are vital for the encouragement and promotion of active societies around the world.



### Provide equal access to sport

Every member within a community should have equal opportunity to live an active and healthy lifestyle. Effective grassroots programmes place a heavy emphasis on ensuring that all of their participants can enjoy this opportunity regardless of physical condition, race, gender, social conditions, geographical location or otherwise.



### Foster Olympic legacy

The Olympic Games provide a source of inspiration and a vibrant expression of the Olympic values of excellence, friendship and respect. This unique power can energise communities to develop projects enabling and inspiring people to become and stay physically active into the future.

## Become a key player in your community

A useful platform has been designed for organisations across the Olympic Movement that are managing Sport for All programmes, providing them with the knowledge, understanding and tools needed to improve existing programmes worldwide, as well as to create new ones.

**Get inspired** by more than 45 projects around the world

**Learn more** about best practices with our toolkit

**Create your project** based on proven academic research and experience of organisations

**Share your experience** and lead the way to inspire more projects

**Connect with a vast network** fueled by inspired partners

### Find more information

- Sports and Active Society Programmes
- A Guide to Implementation
- [www.olympic.org](http://www.olympic.org)
- [activesociety@olympic.org](mailto:activesociety@olympic.org)