

## Education in values and sport with a program run by clubs and coaches

**LOCATION:** Marbella (Málaga)

**DURATION:** 1'43"

**SUMMARY:** Respect, leadership and help, autonomy, effort, and transference of values. These are the five principles of the project PIVESPORT from Málaga that seeks to instill these ethical values in kids through sports. A program that first works with coaches and then seeks out involvement of families.

### VTR:

Ten year old Alex and his mother regularly attend track practice with his club in the Stadium of Marbella. But he isn't participating in just any training, he's a part of PIVESPORT, a program from Málaga, that promotes social values through sports.

**JUAN DANIEL LÓPEZ**  
**Communication Manager**  
**PIVESPORT**

*"A program of integration of socio-ethical values through sport. Respect, leadership and help, autonomy, effort, and, finally, transference, which is to say, to carry all of these values in real life."*

The program is responsible for educating coaches so they can apply these values in their sessions with the kids, in each and every practice they carry out.

**ENCARNACIÓN LÓPEZ**  
**Track coach**

*"They help you to be organised, methodical and to always introduce the values in the sessions. The truth is I am very happy with the program, because I am seeing the results in kids."*

This project is being applied in different athletic disciplines. And, in addition to the training, it then includes a monitoring system of its execution and aims to involve a very important element: families.

**JUAN DANIEL LÓPEZ**  
**Communication Manager**  
**PIVESPORT**

*"We believe that we are also influencing the education and positive development of the kid. And also, with the pillar of sport and family, we have involved the families and we work with them."*

**MOTHER**

*"The program has done a lot of good because the principles that they practice in the training they see reflected in their house. He's much more motivated."*

**CHILD**

*"The effort and respect for others."*

The project has been selected by the European Union's Erasmus Plus Program and presented as an example of integrating action through sport in a forum on sports and inclusion organized by the Professional Soccer League and its foundation.

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