



App Demonstration and Club module B introduction

PARTNERS





Transform Sports Clubs Into Health Hubs

Building inclusive, community-centered tennis clubs
through health promotion and digital innovation

The Challenge Why Sports Clubs Need Health Focus



- 1 54 million Europeans participate in organized sports through community clubs with 27 million volunteers.
- 2 Many grassroots clubs focus primarily on elite and sub-elite competitive sports rather than health promotion.
- 3 Increasing physical activity to WHO-recommended levels could prevent 11.5 million new NCD cases by 2050.
- 4 Enhanced physical activity would prevent 3.8 million cardiovascular disease cases and 400,000 cancer cases.
- 5 The economic benefits of increasing physical activity are estimated at €8 billion annually across Europe.

Module B Club Managers Digital Platform



Platform enables comprehensive athlete profile management with sign-up, settings configuration, and participation tracking capabilities.



Dynamic ranking algorithm balances stability and volatility with fixed initial points and social rating mechanisms.



Club managers access account creation, profile management, match oversight, messaging, and court booking features.



Automated match entry system with result recording, scaling formats, and point calculation methodology integration.



Matchmaking system identifies compatible opponents based on club preferences, ratings, and social behavior patterns.



Athlete Management and Sign-Up Process



Initial Registration Workflow

Athletes complete digital sign-up forms with contact details and emergency information online.



Profile Creation and Configuration

Athletes establish comprehensive profiles including preferences, skill levels, and participation history tracking.



Settings and Preferences Management

Athletes configure club affiliations, time availability, and notification preferences within their accounts.



Ranking and Filtering Views

Athletes access ranking systems, filter by activity status, and view detailed performance metrics.



Match Entry and Results Management



Match Entry Methods

Athletes enter results through invitation-based matches or manual entry, providing flexibility for competitive play.

Match Format Scaling

System scales formats proportionally: best of 5 counts 5/3 as much as best of 3.

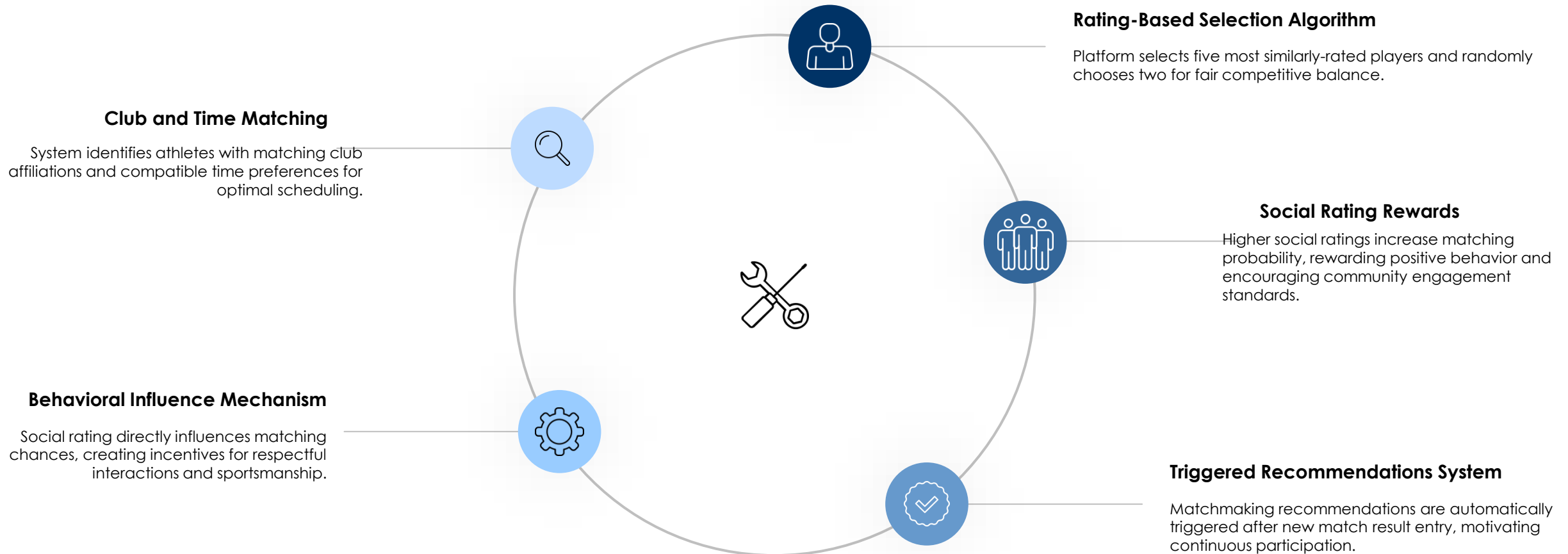
Point Calculation Methodology

Total point difference determines rating changes, ensuring fair competitive balance across different match formats.

Ranking System Integration

Match results automatically feed into ranking algorithm, updating player ratings and competitive standings immediately.

Intelligent Matchmaking and Recommendations



Ranking System and Rating Stability



System uses 0, 15, or 30 point variations to balance stability and volatility in player ratings.



Social rating serves as punishment mechanism for abusive behavior, reducing match recommendations for offenders.



Balanced rating system creates fair competitive environments by matching similarly skilled players consistently.



All new players start with 1000 initial points to ensure fair baseline for competitive matching.



Ranking system motivates participation by providing clear progression pathways and competitive achievement recognition.



Club Functions and Administrative Tools



Managers establish club profiles with password protection and customizable profile pictures upon sign-up.



Club managers can edit and update club information in real-time through intuitive interfaces.



Communication hub provides centralized access to club announcements, member interactions, and administrative notifications.



Platform enables administrators to add multiple clubs to single accounts for streamlined oversight.



Comprehensive tools allow managers to review, edit, and validate match results submitted by athletes.



Technical Infrastructure and Data Security



1

Application hosted by University of Vienna ensuring complete data control and compliance with EU regulations.

2

TLS encryption protects data transmission while biometric security ensures authenticated user access throughout platform.

3

Server-side logging with automated log rotation enables continuous monitoring and security audit capabilities.

4

State-of-the-art relational database backed up every two weeks with two-month retention period.

5

Modular Java architecture provides long-term support scalability and seamless integration with future enhancements.

Sports Clubs for Health SCforH Framework

1

Sports clubs serve as organizational settings with highest population reach for health-enhancing physical activity promotion.

2

Health promotion is intentionally and systematically integrated into club policies, strategies, and daily activities.

3

Sports clubs are enhanced to serve as health promotion agents beyond elite competitive sports focus.

4

SCforH promotes social inclusion and community engagement through accessible sports activities for all age groups.

5

Contributing to reduction of obesity, cardiovascular diseases, and diabetes through health-enhancing sports club activities.



Benefits of SCforH for Tennis Clubs

Clubs expand focus beyond elite performance to include public health promotion for all members.

Sports clubs serve as social catalysts fostering connections among 54 million European participants annually.



Health-promoting activities create welcoming environments that attract diverse participants and boost long-term engagement.

Clubs recognized as health promoting sports clubs gain credibility and support from local authorities.

SCforH approach enables clubs to offer varied health-enhancing activities beyond traditional competitive sports programming.

SCforH Implementation Roadmap

Establish Health-First Vision

Clubs intentionally integrate health promotion into policies, strategies, and daily activities systematically.

Educate and Empower Coaches

Sports coaches play crucial roles supporting physical, mental, and social health of participants.

Design Inclusive Social Environment

Create welcoming spaces where environmental, organizational, and personal factors interact to affect well-being.

Encourage Lifelong Participation

Promote health-enhancing sports activities across all age groups to reduce lifestyle-related health issues.

Quick Actions for SCforH Implementation

1

Organize regular family play sessions enabling parents and children to enjoy tennis together.

2

Host parent-child tournaments creating bonding opportunities while promoting intergenerational participation and community building.

3

Establish beginner clinics providing accessible entry points for new members with supportive instruction.

4

Conduct community outreach initiatives connecting with schools and local organizations to expand participation.

5

Implement health and wellness programs addressing nutrition, mental health, and injury prevention systematically.

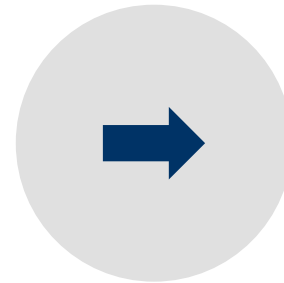
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Organize social events and family days fostering welcoming atmosphere and encouraging regular participation.

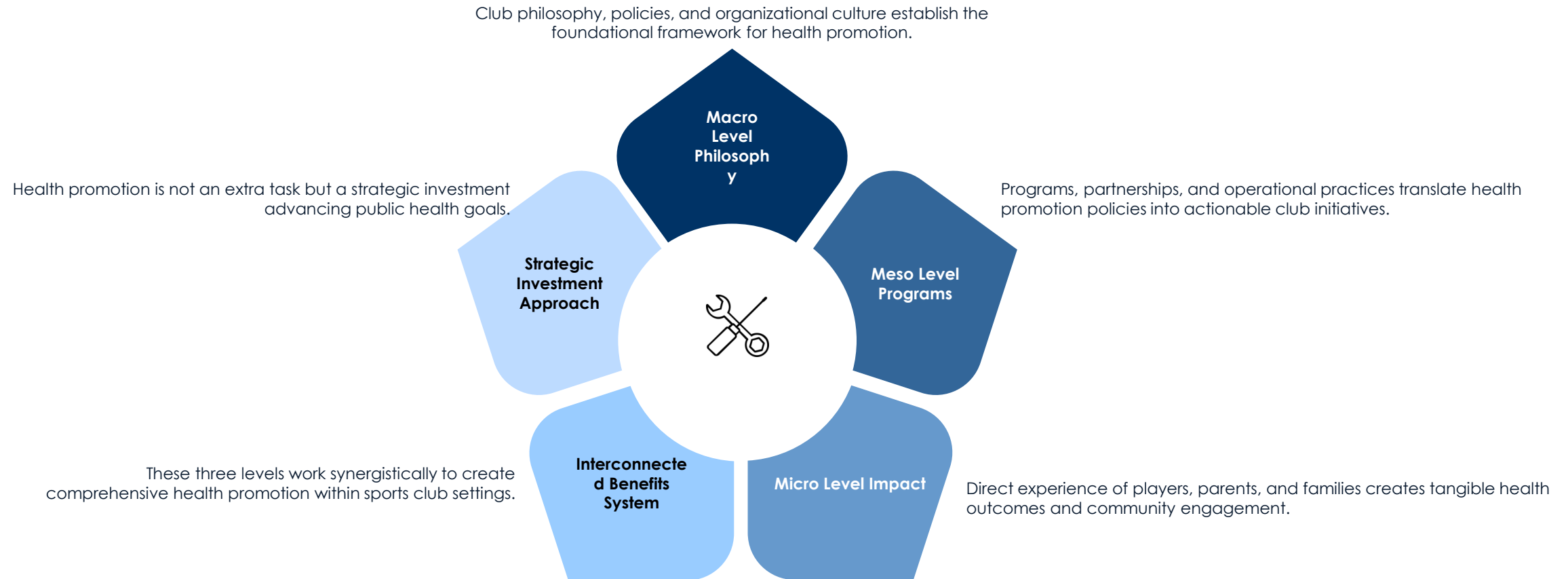


Health Promoting Sports Clubs HPSC Definition

- Non-profit organizations deliberately and systematically integrate health promotion into policies, strategies, and activities.
- Addressing multiple health topics including physical activity, nutrition, mental health, inclusion, sustainability, and injury prevention.
- Engaging all members including coaches, managers, athletes, and parents in collaborative health promotion decision-making processes.
- Embedding health in everything clubs do, promoting culture where health is central to everyday practice.
- Sports clubs with 54 million participants supported by 27 million volunteers possess remarkable potential to cultivate healthier generations.



HPSC Benefits and Multi-Level Approach



HPSC Implementation First Steps



01

Evaluate existing club operations, health promotion activities, and organizational capacity systematically.

02

Create comprehensive health and safety policies integrating wellness into club strategies systematically.

03

Provide specialized training enabling coaches to promote physical, mental, and social health effectively.

04

Enhance accessibility features, equipment availability, and environmental conditions supporting inclusive participation comprehensively.

05

Organize health-related activities addressing nutrition, inclusion, sustainability, mental health, and injury prevention.



Tennis Social Clubs for Health TSCH Vision

- ✓ TSCH promotes tennis as a tool for lifelong well-being across all ages and abilities.
- ✓ Clubs encourage inclusive activities that bring people together regardless of skill level.
- ✓ Promote tennis as health-enhancing activity accessible to children, adults, and seniors alike.
- ✓ Create social environments that encourage regular participation and strengthen community connection.
- ✓ Support beginner-friendly programs with flexible formats and welcoming club culture.

Health-Oriented Tennis Programs

Health-oriented tennis programs help clubs integrate physical well-being into daily activities beyond performance.



Clubs support mental health by promoting positive coaching styles and providing mindfulness sessions.



Social events, mixed-level matchplay, family tennis days ensure newcomers and seniors feel welcome.



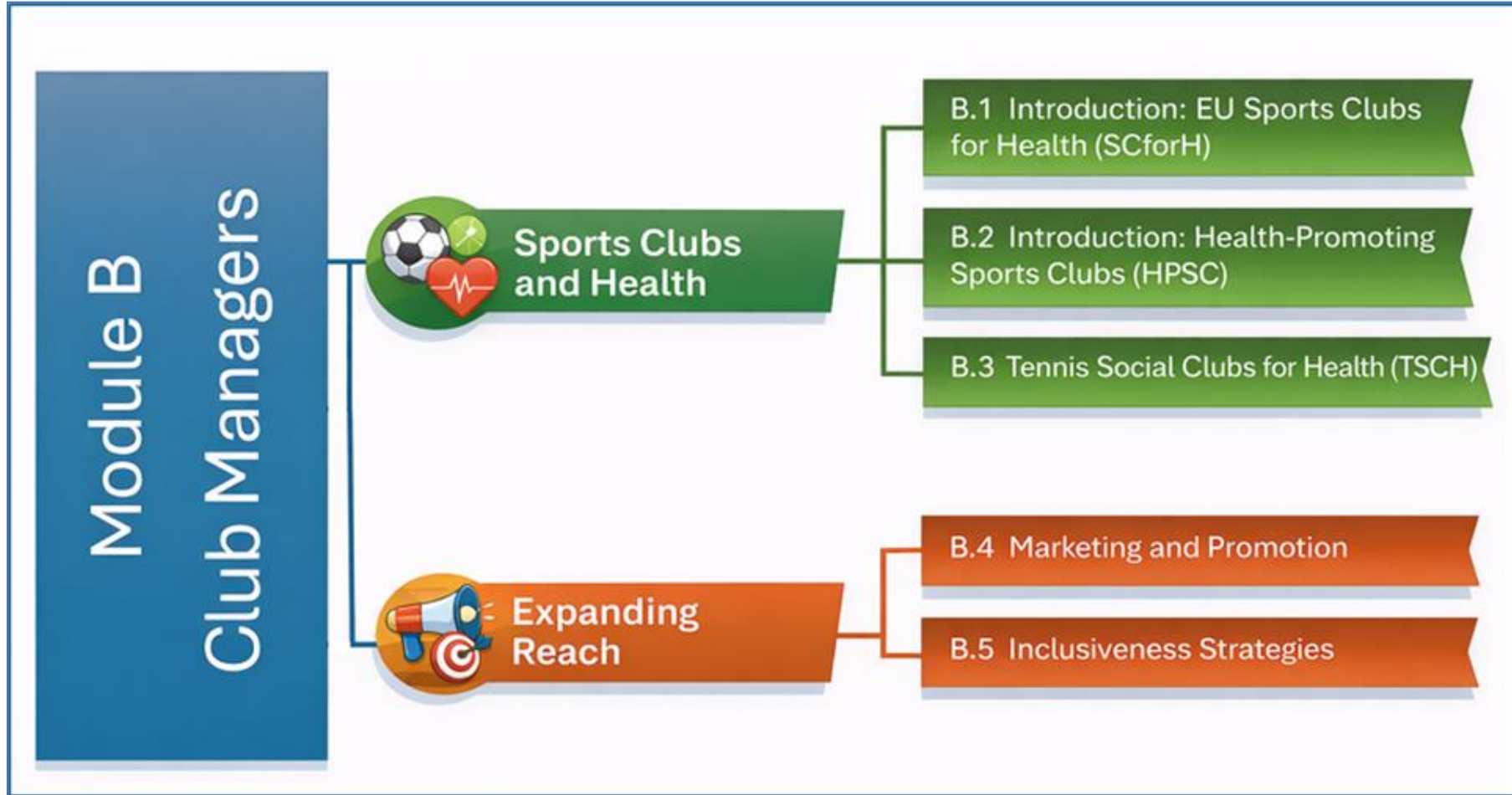
Programs highlight tennis as holistic, accessible, enjoyable lifestyle activity with low-pressure playing formats.





Family Engagement and Multigenerational Tennis

- 1** Provide flexible, fun formats that encourage participation over performance for all ages.
- 2** Organize short, game-based sessions suitable for mixed-age groups fostering family connection.
- 3** Encourage parents to support junior development through positive involvement and engagement.
- 4** Offer programs that allow families to be active together, not just watch.
- 5** Stronger community identity and higher member loyalty across all age groups.



B.1 – EU Sports Clubs for Health

1 Introduction: EU Sports Clubs for Health (SCforH)

101 What are Sports Clubs for Health (SCforH)?

102 Benefits for tennis clubs and communities

103 Implementation roadmap for clubs

104 Getting your SCforH started: first steps for tennis club managers

105 Building partnerships and accessing support

- Introduction into the SCforH concept
- Raodmap and first steps for your club

Module: B - Club Managers

Topic: EU Sports Clubs for Health (ScforH)

Lesson: B.104 Getting your SCforH Started: First Steps

Getting Your SCforH Started:

1. Identify Target Groups: Clearly define the demographics you wish to engage, such as senior citizens, youth, families, or specific interest groups. Tailoring your programs to meet the unique needs and preferences of these groups will increase participation and satisfaction.

2. Create an Action Plan: Develop a concise action plan that outlines specific, measurable steps to achieve your goals. This plan can encompass establishing programs, scheduling regular events, and forging partnerships with local health organizations to enhance visibility and resources.

3. Engage the Community: Design initiatives that promote community involvement. For instance, offer free introductory tennis lessons, health and wellness workshops, or family fun days. These events can help attract new members and foster a sense of belonging.

4. Stay Accountable: Assign a person or committee responsible for meeting the SCforH goals within your club to ensure accountability. Setting regular check-ins will allow you to assess progress and make necessary adjustments to your plan.

Quick and Easy Actions towards Your SCforH:

1. Family Play Sessions: Organize designated family play times where members can bring their families to play together. This encourages participation from all ages and fosters a community atmosphere, in which everyone feels welcome.

2. Parent-Child Tournaments: Organize fun tournaments that allow parents to team up with their children. This not only engages families but also creates memorable experiences that strengthen bonds and promote teamwork.

3. Beginner Clinics: Introduce beginner clinics specifically designed for parents who want to learn alongside their children. This approach helps parents feel more involved and actively supportive of their children's sporting activities.

4. Community Outreach: Engage with local schools and community organizations to promote tennis as a healthy and fun activity. Consider offering free introductory sessions or workshops to spark interest and attract new members to the club.

5. Health and Wellness Programs: Incorporate health and wellness initiatives, such as fitness classes or nutrition workshops, to promote a holistic approach to sports and well-being. This can draw in new members looking for comprehensive health improvements.

6. Social Events: Host regular social events, where members can meet and socialize outside of regular play. These informal gatherings can help build relationships and strengthen the sense of belonging within the club.

7. Flexible Scheduling: Offer flexible scheduling options for lessons and court bookings to accommodate families' varying schedules. Consider including early morning or late evening slots to cater to working parents, making it easier for them to participate.

B.2 – EU Health Promoting Sports Clubs

2 Introduction: EU Health-Promoting Sports Clubs (HPSC)

201 What are Health-Promoting Sports Clubs (HPSC)?

202 How clubs and members benefit from the HPSC concept

203 Levels of health promotion in HPSCs

204 Getting your HPSC started: first steps

205 Involving stakeholders and building partnerships

- Introduction into the HPSC concept
- First steps for your club

Module: B - Club Managers

Topic: EU Health-Promoting Sports Clubs (HPSC)

Lesson: B.204 Getting your HPSC Started: First Steps

Implementing the HPSC Concept in Your Tennis Club:

Starting with these simple steps can lay a strong foundation for integrating HPSC principles effectively in your tennis club.

- 1. Assess Current Practices:** Conduct a simple review of existing health and safety protocols, facilities, and coaching practices (e.g. at <https://healthpromotingsportsclub.com/>)
- 2. Develop a Health and Safety Policy:** Create or update club policies that emphasize safety, injury prevention, and health promotion. Establish achievable health and safety objectives that align with club values, encouraging ownership and commitment.
- 3. Train Coaches and Staff:** Provide basic training on safe coaching practices, injury prevention, and health education. Encourage coaches to incorporate injury prevention, nutrition, and mental well-being into training sessions.
- 4. Improve Facilities:** Ensure courts and club amenities are well-maintained, safe, and accessible for all members (e.g., wheel-chair tennis).
- 5. Promote Member Education:** Distribute informational materials about warm-up routines, hydration, injury prevention, and healthy lifestyles. Offer workshops, seminars, or materials that highlight the benefits of a health-focused approach for performance and enjoyment.
- 6. Organize Health-Related Activities:** Plan beginner-friendly clinics, fitness sessions, or health talks to engage members in health promotion.
- 7. Encourage Feedback:** Create channels for members and staff to share safety concerns or health suggestions.
- 8. Connect with Local Health Resources:** Collaborate with healthcare providers or sports medicine professionals for guidance and support.
- 9. Lead by Example:** Demonstrate healthy behaviours, safety practices, and positive attitudes towards health and well-being yourself.

B.3 – INSPIRA Tennis Social Clubs for Health

3 Tennis Social Clubs for Health (TSCH)

301 INSPIRA's vision of Tennis Social Clubs for Health

302 Health-oriented tennis programs

303 Family engagement and multigenerational tennis

304 Building community and social connections through tennis

305 Promoting inclusion and access in Tennis

306 Starting your TSCH: first steps

307 The INSPIRA measurement tool for health promotion at sports club level

- Introduction into INSPIRA's TSCH vision
- First steps for your club

Module: B - Club Managers

Topic: Tennis Social Clubs for Health (TSCH)

Lesson: B.306 Starting your TSCH: First Steps

Launching a Tennis Social Club for Health (TSCH) begins with clear planning and small, practical actions that set the foundation for long-term success. Club managers can start by assessing their current environment, testing pilot activities, and implementing quick improvements that build momentum.

Assessment

Evaluate the club's facilities, member demographics, coaching capacity, and community needs. Identify barriers to participation (cost, accessibility, scheduling) and opportunities to promote physical, mental, and social well-being.

Pilot Programs

Introduce small-scale test activities such as beginner-friendly open sessions, family tennis days, cardio tennis classes, or social matchplay events. Pilot programs help measure interest, gather feedback, and refine the TSCH approach before expanding.

Immediate Actions

- Improve communication channels (bulletin boards, social media, WhatsApp groups).
- Create a welcoming atmosphere with signage, staff training, and inclusive language.
- Offer simple equipment options: loaner rackets, starter balls, low barriers for newcomers.
- Start building partnerships with schools, local communities, and health organisations.

Taking these initial steps helps clubs quickly adopt the TSCH model and grow into vibrant community spaces where health, enjoyment, and social connection flourish.

B.4 – Marketing and Promotion

4 Marketing and Promotion

401 Positioning your club as a family and health hub

402 Developing compelling messages and content

403 Digital promotion and social media strategies

404 Community events and open days

405 Testimonials and success stories

406 Communication strategies for inclusiveness

407 Marketing your TSCH: first steps

- Using the INSPIRA model to promote your tennis club

Module: B - Club Managers

Topic: Marketing and Promotion

Lesson: B.407 Marketing Your TSCH: First Steps

Here are some practical and easy-to-implement actions to begin promoting family engagement and health-oriented programs immediately in your Tennis Social Club for Health (TSCH), while involving staff and coaches in communication efforts:

First Steps for Marketing your TSCH

- Identify key programs and activities that highlight family participation and health benefits.
- Share short, positive messages about these activities on social media, club notice boards, and newsletters.
- Encourage coaches and staff to post photos, stories, or tips from their sessions to showcase club life.
- Organise a simple Family Tennis Day or open session to attract new members and generate content for promotion.
- Create a basic posting schedule with two to three updates per week to maintain visibility.
- Collect short testimonials from participants and staff to use in communications.
- Use visuals showing diverse ages, abilities, and family groups enjoying tennis together.
- Assign one staff member or coach as a point of contact for coordinating promotional activities and social media contributions.

By starting with these small, concrete actions, clubs can increase visibility, engage families and recreational players, and build a culture where staff and coaches actively support the club's health-oriented communication strategy.

B.5 – Inclusiveness Strategies

5 Inclusiveness Strategies
501 Inclusiveness in grassroots sports
502 Identifying barriers to participation
503 Fostering a welcoming club culture
504 Outreach and engagement with underserved communities
505 Promoting gender equity and diversity
506 Adapting facilities and equipment for accessibility
507 First steps in creating a long-term inclusiveness strategy

- How to improve inclusiveness in your club
- First steps for your club

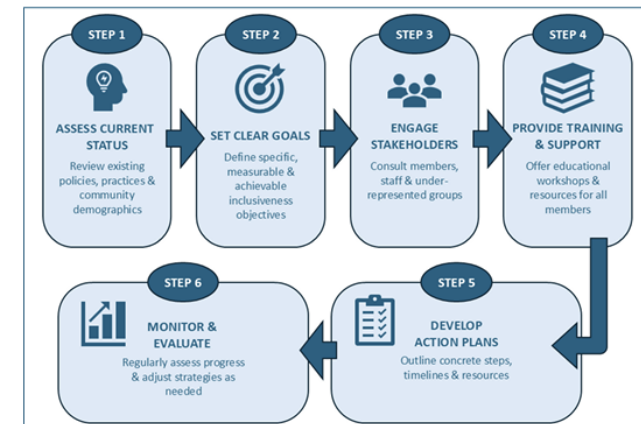
Module: B

Topic: Inclusiveness Strategies

Lesson: B.507 First Steps Towards Long-Term Inclusiveness

Workflow to an Inclusive Club Strategy

Building an inclusive club is an ongoing process that takes time, reflection and continuous commitment rather than an overnight achievement. The following workflow can help your club get this process started.



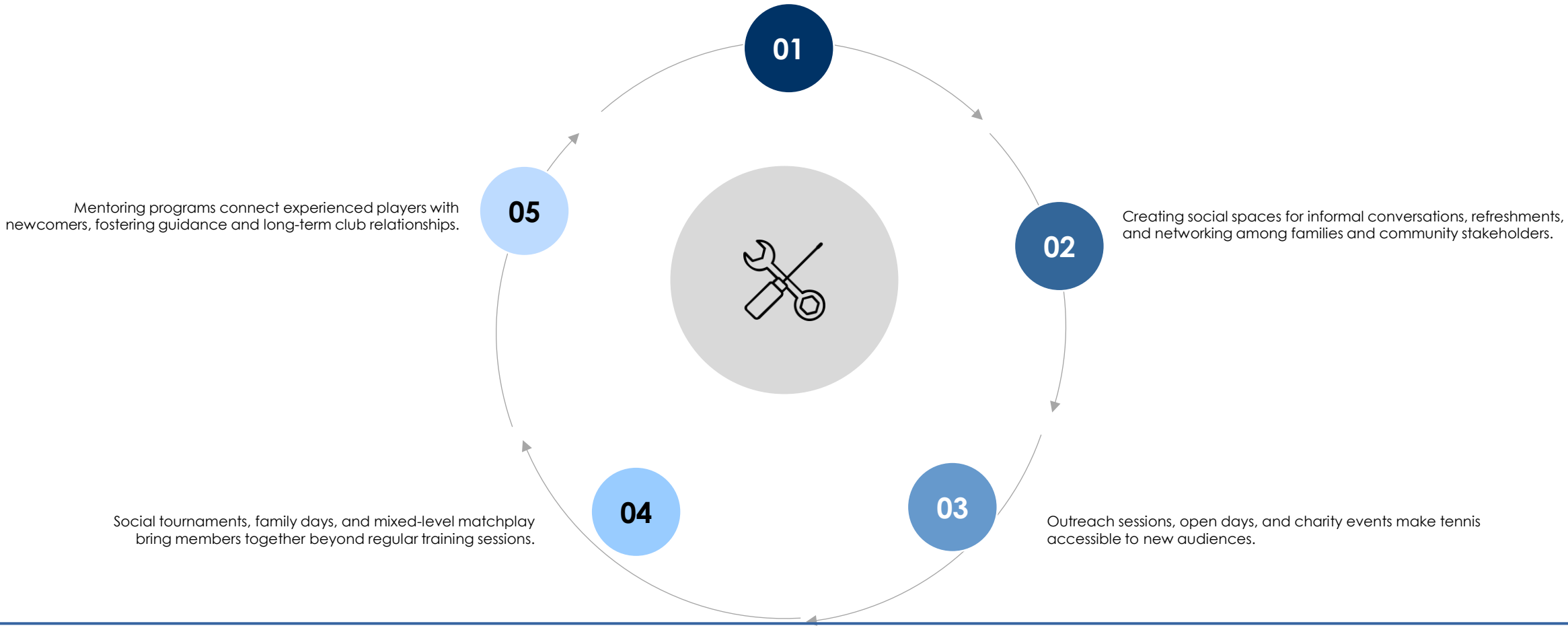
Workflow towards a long-term inclusiveness strategy in your tennis club.

Quick First Steps

- Create a safe and supportive social space by establishing zero-tolerance rules for discrimination and exclusionary behaviour.
- Make sure that your courts and facilities are wheelchair accessible.
- Offer a simple feedback loop, e.g. a regular 1-minute survey, to ask your members if they experience exclusion or participation barriers in any form.
- A 15–20 minute micro-training for your staff can be enough to create awareness for inclusiveness issues. Especially coaches lead club culture as role models.
- Low-pressure first contact opportunities, such as monthly “No Experience Needed” family sessions, can create an entry point for low-income families.
- A “Free Equipment Library” (adult and junior racquets, beginner balls) can help reduce financial and practical barriers for families with limited resources.

Building Community Through Social Connection

Integrating social activities creates vibrant community spaces where health, connection, and enjoyment come together.



Promoting Inclusion and Access in Tennis



TSCH encourages clubs to offer subsidized memberships and equipment loans for low-income families.



Clubs develop programs tailored to diverse demographic groups, ensuring cultural relevance and community engagement.



TSCH clubs provide specialized equipment including wheelchairs and modified rackets for people with disabilities.



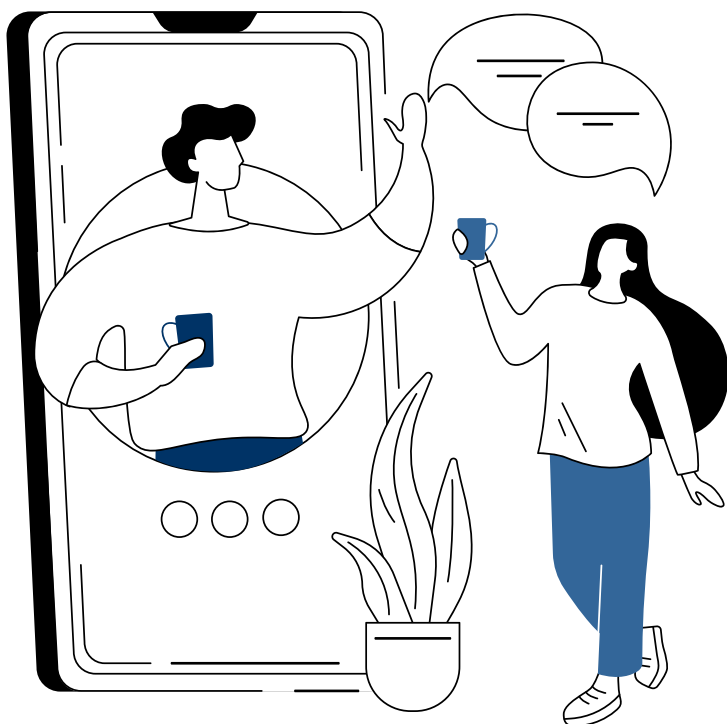
Clubs implement wheelchair-accessible courts, ramps, adapted restrooms, and clear wayfinding signage throughout facilities.



Strategic partnerships with schools, health organizations, and community groups expand tennis access to underserved populations.



Starting Your TSCH First Steps



1

Improve communication through bulletin boards, social media platforms, and WhatsApp groups for members.

2

Establish inclusive environment with clear signage, staff training, and welcoming language throughout facilities.

3

Provide loaner rackets, starter balls, and low-barrier equipment options to reduce entry obstacles.

4

Start partnerships with schools, local communities, and health organizations to expand reach.

INSPIRA Measurement Tool for Health Promotion

- 1 The tool evaluates health promotion across club, management, coaching, and player levels systematically.
- 2 Assessment focuses on organizational policies, structures, and health-promoting environment within the club setting.
- 3 Evaluation examines strategic planning, coordination, and leadership commitment to health promotion initiatives.
- 4 Tool assesses training practices, health-related guidance, and coaches' health promotion integration approaches.
- 5 Measurement captures player experiences, behaviors, wellbeing outcomes, and satisfaction with health initiatives.



Marketing Your TSCH Club Positioning



1

Highlight family play sessions, parent-child tournaments, and multigenerational programs that strengthen community bonds.

2

Communicate stress relief, improved fitness, social interaction, and quality family time as core value propositions.

3

Replace performance-focused wording with phrases like play together, stay active, and have fun on court.

4

Establish collaborations with schools, health organizations, municipalities, and community platforms to expand reach and credibility.

5

Employ phrases such as Tennis for all generations or Play for health, play together consistently across communications.

Digital Promotion and Social Media Strategies

1

Maintain friendly online presence sharing authentic photos and videos of family sessions and club moments.

2

Use simple and positive messages that emphasize fun, well-being, and learning for all ages.

3

Encourage staff and members to regularly tag the club and invite friends to participate.

4

Use questions, polls, or short challenges to invite participation and feedback from community members.

5

Respond promptly to comments and messages to build trust and a sense of belonging.



International Virtual Club Staff Seminar

Nomination of 1 **INSPIRA Coordinator** per Club ⇒ responsible for pilot implementation



TC Lulin 6

INSPIRA Coordinator



TC ACE

INSPIRA Coordinator



TA Aerodrom

INSPIRA Coordinator



TC Krsko

INSPIRA Coordinator:



Each club confirms their nominee and takes on coordination responsibilities



4 INSPIRA Coordinators → Lead pilot implementation at each club

Starting from T4.5 Pilot Phase · June 2026 onwards

Social Media Promotion

Facebook



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