

FMF

**MARATON
FRANJA**

—ACADEMY—
AKADEMIJA

FRANJA ACADEMY

   **#myfranja** | my.franja.org

June 6-11 2016

Crystal Palace, BTC City, Congress hall, 2nd floor



The Franja Academy will be a great opportunity to network and of course talk all things regarding sport, cycling and cultural heritage.

VISION

Franja Academy aim is to develop educational and training modules and to present best practices in sport. Our vision is to establish the name Franja in Europe as a synonym of good practice in sports and connect people in the field of sports and cultural heritage.

WHY SPORT AND CULTURAL HERITAGE?

Solidarity, friendship, mutual understanding, persistence, and fairness represent five aspects of shared cultural and sport values that are part of the history of the Franja Partisan Hospital and Marathon Franja BTC City. In cooperation with City Museum Idrija and project partners we have a goal to transmit the message of the importance of cultural values and sportsmanship onto the project partners, young athletes, and all participants at sports events.

GOAL

Cycling team Rog with the help of its project partners and all joined organisations, the Franja Academy directs the evolution into an annual event, which will be a platform for the socialising of the representatives of sports clubs, volunteers, young people, sports organisations, cultural institutions, and tourism associations. The entire project "My Sport is Franja" has the potential of adding an international dimension to Marathon Franja BTC City and, over the coming years, of contributing to it and becoming a renowned European sports event with activities in the field of sport, education and cultural heritage.

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Follow what is happening
live.franja.org



PROGRAMME

MONDAY, JUNE 6 2016

FOR ALL (OPEN TO THE PUBLIC)

13.00 - 14.00	Registration of Participants	
14.00 - 14:15	Franja Academy 2016 opening	Mr Jože Mermal Chairman of the Board BTC d.d. Mr Aleks Štakul President Cycling team Rog Mr Gorazd Penko Director Maraton Franja BTC City HE Mr Bart Twaalfhoven Ambassador of the Kingdom of the Netherlands in Slovenia
14:15 - 14:20	Cycling Festival Europe 2016, Video Grab your bike! 14 April - 30 June 2016 - EUROPE: LET'S GO CYCLING	
14.20 - 14.30	Presentation of the project My Sport is Franja, With the support of the Erasmus+ programme of the European Union.	Samo Kofol Project coordinator
14.30 - 14.45	General presentation of Project partners, Austria, Croatia, Slovakia, Italy	
14.45 - 14.55	Franja Academy 2016, workflow and goals	Mark Koghee
Session 1		
15.00 - 15.30	Development of family and school marathon	Gorazd Penko Director Marathon Franja BTC City
15.30 - 16.00	Initiative "Safe Cycling"	Tomaz Grm General Manager of Butan plin
16.00 - 16.45	Coffee Break, green terrace	

FOR PARTICIPANTS FROM PARTNER ORGANIZATIONS

Session 2

16.45 - 18.30	Meeting of partners and review of promotional materials for the Franja Academy and Franja on Wheels events. Logistics for the whole week and visit BTC City
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EUROPEAN CYCLING FESTIVAL 2016

14 APRIL – 30 JUNE 2016

EUROPE: LET'S GO CYCLING



Embassy of the
Kingdom of the Netherlands



www.cyclingfestivaleurope.eu

TUESDAY, JUNE 7 2016

FOR ALL (OPEN TO THE PUBLIC)

Session 3

08.20 - 09.00	Registration of Participants	
09.00 - 09.30	Franja Partisan Hospital, European Heritage Label	Milojka Magajne Head of the Cerklno Museum, Idrija Municipal Museum
09.30 - 10.15	Sport events and volunteering	Primož Jamšek Coordinator of activities, Slovene Philanthropy
10.15 - 10.45	Model of Peer Networking in doping Prevention	Janko Dvoršak CEO, Slovenian Anti-Doping Organisation
10.45 - 11.15	Coffee Break, green terrace	

Session 4

11.15 - 12.00	There is more in you that you think	Andreja Anžur Črnič National director Zavod MEPI - Mednarodno priznanje za mlade
12.00 - 12.30	Keep calm and love volunteering	Linda Grochalová Volunteer, Slovak cycling federation
12.30 - 13.00	Discussion/workshop 1: Focus on key project goals	

FOR PARTICIPANTS FROM PARTNER ORGANIZATIONS AND INVITED GUESTS

13.00 - 15.00	Taste Ljubljana / Networking Lunch
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Session 5

15.00 - 18.30	CULTURAL ACTIVITY Guided cycling tour, Cultural heritage of Ljubljana, Visit Ljubljana / Bikelj system
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V MUZEJ S KOLESOM CYCLE 2 HERITAGE

Visit museum by bicycle and take a photo.

WIN official MARATHON FRANJA BTC City jersey.

Post photo on Facebook, Twitter and/or Instagram using the hashtags:

#cycle2heritage | #myfranja | #CFE2016

www.facebook.com/myfranja/

WEDNESDAY, JUNE 8 2016

FOR ALL (OPEN TO THE PUBLIC)

Session 6

08.20 - 09.00	Registration of Participants	
09.00 - 09.30	Sport Program "Go on a bike"	Miha Koncilija Coach, Cycling team Rog
9.30 - 10.00	Cooperation between public schools and the AUSTRIAN Sport federation "SPORTUNION"	Britzmann Eva-Maria Project coordinator, SPORTUNION Kärnten
10.00 - 10.45	The role of the coach in the development of young athletes	Jurica Galić Cycling Trainer, Vergo Bike Academy
10.45 - 11.15	Coffee Break, green terrace	

Session 7

11.15 - 11.45	Brief presentation on UNESCO's activities in the field of sports	Gasper Hrastelj Deputy Secretary General, Slovenian National Commission for UNESCO
11.45 - 12.30	Playness – experience the liberating power of sport	Milan Hosta Director, Playness Ltd.
12.30 - 13.00	Project RADwerk – How to ride a bicycle in school	Ritzmaier Marko Project coordinator, SPORTUNION Steiermark

FOR PARTICIPANTS FROM PARTNER ORGANIZATIONS AND INVITED GUESTS

13.00 - 15.00	Taste Ljubljana / Networking Lunch
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Session 8

14.15 - 21.00	CULTURAL ACTIVITY Visiting Franja Partisan Hospital, European Heritage Label	Ivana Leskovec Director, Idrija Municipal Museum, Slovenia
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PARTIZANSKA BOLNICA FRANJA

Franja Partisan Hospital



MESTNI MUZEJ IDRİJA



**EUROPEAN
HERITAGE LABEL**



www.muzej-idrija-cerkno.si

THURSDAY, JUNE 9 2016

FOR ALL (OPEN TO THE PUBLIC)

Session 9		
08.20 - 09.00	Registration of Participants	
09.00 - 09.45	UISP activities on bicycle and social inclusion	Daniela Conti International Department, UISP
09.45 - 10.15	Importance of sport in tourism	Miroslav Hruska Member of European capital of culture 2013 team, member of International peace Marathon Košice team, Internal doctoral student, Faculty of Economics, Matej Bel University in Banska Bytrica
10.15 - 10.45	Discussion/workshop 2: Focus on key project goals	
10.45 - 11.15	Coffee Break, green terrace	
Session 10		
11.15 - 11.45	The value of volunteers in the organisation of sport events	Gabriele Viale Sport manager, Sport Marketing Agency/ Gabriele Viale Consulting
11.45 - 12.30	TOUR OF CROATIA – organization management	Vladimir Miholjevič Director Top Sport Events, organizer of Tour of Croatia
12.30 - 13.00	Discussion/workshop 3: Focus on key project goals	

FOR PARTICIPANTS FROM PARTNER ORGANIZATIONS AND INVITED GUESTS

13.00 - 15.00	Taste Ljubljana / Networking Lunch	
Session 11		
15.00 - 15.30	Slovenian and International Children's Games	Igor Topole 2nd Primary School – Principal, ICG Vice President, ICG – International Children's Games
15.30 - 16.00	International Children's Games Lanarkshire ICG 2011	Hugh Waters Technical Commission, ICG – International Children's Games
16.00 - 16.45	The silence tour: Bamako-Dakar by bike. Know culture through bicycle	Daniela Conti International Department, UISP
16.45 - 17.15	Coffee Break, green terrace	
Session 12		
20.00 - 22.00	Panel Discussion Franja Academy round table: VREDNOTE V ŠPORTU / VALUES IN SPORT The debate at the round table will be in the understanding and importance of cultural and sporting values at international sports events. Examples of practices from different environment and possible approaches in training children, adolescents and young athletes in the relationship between coaches and supportive environment that works with the athletes. Cycling team ROG aim is to promote and eventually establish Franja name as a synonym for good practice in sport on European level. PARTICIPANTS IN DISCUSSION Simon Ličen , Ph.D., Assistant Professor, Sport Management; Washington State University, Pullman, Wash., USA Gabriele Viale , Sport manager and stage Vicenza co-organizer Giro d'Italia 2015, Italy Hugh Waters , Director of International children games Lanarkshire 2011, Scotland Dorian Lohmann , Dutch Cycling Embassy, Netherlands Janko Dvoršak , Director Slovenian Anti-Doping Organization, Slovenia Miha Koncilija , Cycling coach, Cycling team Rog, Slovenia Mitja Petkovšek , Two-time World and four-time European champion on Parallel Bars, Gymnastics, Slovenia Moderator: Mark Koghee , Journalist, Netherlands	

GORAZD PENKO
BTC CITY LJUBLJANA, SPORTS DIRECTOR



FRANJA ACADEMY ROUND TABLE

Values in Sport

Thursday, June 9 2016
Crystal Palace, BTC City
20:00–22:00

FRIDAY, JUNE 10 2016

FOR ALL (OPEN TO THE PUBLIC)

Session 13

08.20 - 09.00	Registration of Participants	
09.00 - 09.45	NGO Model for coordinated planning of cycling infrastructure at municipalities in Gorenjska region	Andrej Zalokar Manager, Rekreatur, member of the Slovene Cyclists' Network presidency
09.45 - 10.30	Cycling policy as the key element of sustainable mobility in cities	Janez Koželj Deputy Mayor of the City of Ljubljana, City of Ljubljana
10.45 - 11.15	Coffee Break, green terrace	

Session 14

11.15 - 11.45	The impact of cycling	Dorian Lohmann Project Manager, Dutch Cycling Embassy
11.45 - 12.15	My Sport is Franja Poster's presentation	
12.15 - 12.45	Q&A, Franja Academy discussion: Franja Academy 2017 and Franja on Wheels 2017	
12.45 - 13.00	Certificate of participation for Project participants	
13.00 - 15.00	Taste Ljubljana / Networking Lunch	

35. Marathon Franja BTC City

16:00	Time trial (22km/44 km)
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SATURDAY, JUNE 11 2016

35. Marathon Franja BTC City

16:00-18:00	Hofer family & school marathon (25 km)
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SUNDAY, JUNE 12 2016

35. Marathon Franja BTC City

09:00-10:30	Start of 156 /97 km
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VZTRAJNOST ŽE

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MARATON FRANJA

— BTC CITY —
LJUBLJANA

JUNE
10-12 2016

FRANJA.ORG



MY SPORT IS FRANJA

A European initiative for the integration of Sport and European cultural heritage.

PROJECT PARTNERS



WITH THE SUPPORT OF



Mestna občina
Ljubljana



FMF

**MARATON
FRANJA**

— ACADEMY —
AKADEMIJA

CONTACTS

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