



SCHOOL
VOLLEY
BALL

play volleyball
grow with it

DEVELOPMENT DESIGN
BROCHURE

www.cev.lu

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MESSAGE FROM THE CEV PRESIDENT.....



MR. ALEKSANDAR BORIČIĆ

CEV President



The CEV initiated the School Project “**Play Volleyball, grow with it**”, with the vision of contributing towards building a better society through the social dimension Volleyball can fulfil and bringing it to as many people as possible.

Our intention is to deploy the sport of Volleyball as a means of improving social and health conditions by introducing large numbers of children to Volleyball, Beach & Snow Volleyball and giving them an opportunity to enjoy in practicing this sport as an active life style, encouraging team spirit and fair play.

Its inner elements make Volleyball an Olympic sport that is exceptionally suited to provide young people with a range of educational, health, recreational and social factors. Being part of this project will enable children and citizens of the whole Europe to benefit from playing Volleyball by acquiring better social skills and helping them grow in an improved and healthier environment.

Highlighting the transnational character of the game and sharing best practice around the continent, this project has an extremely important social dimension and addresses not just our Volleyball family through the National Federations, but also the local authorities in their respective countries.

Join us in giving the young generations a chance to grow with our sport!



A handwritten signature in blue ink, which appears to be 'Aleksandar Boričić'. Below the signature, the name 'ALEKSANDAR BORIČIĆ' is printed in a small, blue, sans-serif font.



OUR FUTURE DEPENDS ON YOUNG PEOPLE

One of the most important aspects of the development mission is creating sustainable National Federations. This vital segment is a lifeblood for the future of the Volleyball, which CEV would like to achieve with the following project.

The CEV's main objective through the school project "Play Volleyball, grow with it" is to allow Volleyball to be discovered by as many people as possible. The best way of attracting new players to Volleyball is through primary schools, giving them access to the sport from an early age.

"Play Volleyball, grow with it" targets boys and girls on aged between 6 and 14 years. Key concept of this project is to bring people together through Volleyball, advocating exchange of sportive values and of course enjoying in the pleasure practicing our great sport.

As a concept which needs to bring the Volleyball closer to the communities, "Play Volleyball, grow with it" offers everyone a chance to play without need of major infrastructure or following of strict rules. The project can complement with similar initiatives of National Federations.



CEV SCHOOL VOLLEYBALL

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CEV “PLAY VOLLEYBALL, GROW WITH IT”, BUILDING A BETTER SOCIETY BY SERVING THE NATIONAL VOLLEYBALL FEDERATIONS.

The CEV “Play Volleyball, grow with it” programme, has its own vision where Volleyball is concerned through the social dimension it can fulfil. Volleyball is naturally suited to young people because it offers a wide range of educational, health, recreational and social assets. As a result, it brings people – and especially young people – together in a spirit of friendship and fair play, which can help grow responsible citizens and stimulate their participation in social life at all levels.

The CEV wants to deploy Volleyball as a means of improving social and health conditions.

By using the contents and structure of a ready-made programme the CEV and National Volleyball Federations in collaboration with the National Ministries of Education and/or Sport and the National Olympic Committees intend to introduce large numbers of children to Volleyball and Beach Volleyball and to give them a chance to enjoy in practicing Volleyball as an active life style and to provide them with social skills.

PROJECT

VISION

Volleyball as an educational activity is an indispensable element in the education of children, aged of 6-14.

MISSION

The "Play Volleyball, grow with it" programme will hopefully become a structural part of the physical education curriculum at primary schools, in case this is impossible the content will be considered as an after school activity.

ACTION PLAN:

Phase 1

Timeline: September to December 2017

- The CEV to organise workshop for the hosting NF of the programme;
- The CEV to conduct Survey for the hosting NF (if necessary);
- Identify a project manager in the NF responsible to monitor the programme;
- Provide volleyball equipment to the hosting NF for the "Volleyball at School" (balls, nets);
- Evaluation & Follow-up.

Phase 2

Timeline: January to June 2018

- NF to establish cooperation with the primary schools and local clubs;
- NF to appoint a person to be in charge of the "Let's work together" courses for Primary School teachers and also have a close monitoring of the development process in the schools;
- Appoint the NF ambassador (local hero) to promote the project and provide a better visibility for the project;
- Encourage clubs to carry out Volleyball workshops in schools. (support for Primary Schools);
- NF aiming to organise minimum four (4) Youth Summer Festivals as per the time schedule provided by the CEV;
- Evaluation & Follow-up.

Phase 3

Timeline: September 2018 to September 2020

- Final Youth Summer Festival at the beginning of the school year;
- Running of the project until conclusion;
- Evaluation & Follow-up.

MAIN TARGET GROUPS OF THE PROJECT:

- Teachers;
- Pupils;
- Volleyball coaches;
- Volunteers administrators.

	2017	2018	2020
	From September to December 2017	From January to June 2018	From September 2018 to June 2020
PHASE 1	Preparation		
PHASE 2		Implementation and Start	
PHASE 3			Running

PROJECT

CEV MAIN PURPOSE OF THE PROJECT:

- Increase the interest for Volleyball among the children;
- Support the NFs in creating their foundation for the future;
- NFs to have structured development projects;
- Provide opportunity to all 56 NFs. Encouraging as many as possible NFs to start long lasting development initiatives.

HOW WE WANT TO ACHIEVE THIS:

- Expand the teachers' knowledge in Volleyball ("Let's work together" programme);
- Building bridges between the Primary Schools and Volleyball clubs;
- Integration within the National Federation to make a difference;
- Stimulate the cooperation with material support (balls and nets);
- Provide and share knowledge via online platform (Campus Coaching Platform).

WHAT WE EXPECT TO ACHIEVE IN NUMBERS:

- More licensed players in the underage categories;
- More licensed coaches;
- Potential new clubs;
- Increased number of engaged fans
- Increased number of people who like Volleyball

COOPERATION WITH THE LOCAL COMMUNITY:

- Offer healthy life-style to children;
- Use sport (Volleyball) as a platform for education;
 - learn fair-play,
 - rules to respect,
 - going beyond limits,
 - joy of winning and handling losses,
 - team spirit;
- Sport is an essential part of life, associated with pleasure, fun and emotions;
- Increase employment possibility by attracting more people to get involved in the project. (Coaches, administrators, referees, etc.)

WHAT TO EXPECT FROM THE GOVERNMENT:

- Establishing relationship with Ministry of Education or the Ministry of Health is important;
- Articulate the need of physical activity among the children and how Volleyball can have positive influence.
- The ministry in charge to promote the project;
- Access to sport infrastructure.

LEGACY:

- More players, wider base, larger Volleyball family;
- NFs to become relevant partners to local authorities;
- NFs to grow from the experience;
- Improved brand image of the NFs;
- Ability to attract more sponsors.

IMPLEMENTATION AND MONITORING PROCEDURE

Once a project has been approved by CEV, the NF can start implementing it according to the agreed schedule. The implementation phase is carried out under the supervision and monitoring of the CEV Technical & Development Department. This phase may include:



PROJECT

- Periodic updates on the technical, administrative and financial aspects of the project, to be submitted to the CEV by the NF on its own initiative or at the request of the CEV;
- Inspections by CEV Technical & Development Department members and/or experts appointed by the CEV, whereby the inspectors are entitled to review every relevant document requested and to conduct site visits with competent local staff and authorities;
- A final report on the whole implementation process and completion of all aspects of the project (technical, administrative and financial);
- In case the hosting NF face any kind of difficulty or problem arising during the implementation and realisation of the project please report in writing, to the CEV Technical & Development Department.

APPLICATION FORM:

To apply for the project “Play Volleyball, grow with it” NF should complete the application form provided by the CEV, which includes the following sections:

- Management structure;
- Supplier analysis (schools, kids, etc.);
- Respect the timetable;
- Project promotion and communication

If an application is incomplete or a project does not fulfill



TOOLS IN PROJECT

basic material or formal conditions, the CEV Technical & Development Department may return it to the applicant NF with a request for additional information and/or confirmations.

TOOLS IN PROJECT :

Let's work together: The courses in the "Let's work together" are aimed at primary **school teachers**. The project gives these teachers guidance on leading Mini - Volleyball exercises that can be implemented in physical education classes, enhancing the existing knowledge and understanding they have in the latest up to date modifications.

Leading organisation in conducting the workshop should be the coaches' commission inside the NF.

Useful hints for all coaches/teachers

- The feeling of being safe
- The feeling of being welcome
- The feeling of being part of team
- All children are equally important and need recognition.



NF Volleyball Badge: Tests a range of different abilities, such as setting accuracy or passing precision, etc. With the NF Volleyball Badge, the NFs present an action programme in which these abilities can be trained and tested in a fun environment. Schools can use this new Volleyball badge to run their own certification events. (the CEV provides "Action Programme" if needed);

Youth Summer Festival: The Youth Summer Festival are considered as a promotional tool of the CEV's "Play Volleyball, Grow with it" project, encouraging mass participation for young people to get active and enjoy the Volleyball, Beach Volleyball and Snow Volleyball games.

The festival can be standalone or a promotional event within a major event happening at the same time. It should be played over minimum two consecutive days and designed as a mass participation event. Even though this event is designed as a promotional activity, clinics and competitive side can help the organiser to gain interest from the local communities where the festival is organised.

Useful hints

- Clinics during the festival conducted by top players/ coaches definitely raise the interest for the event.
- The games should be organised on time in order to provide equal stay on court for all participants. When the time expires, the team with more points is the winner.

- The competitive side of the festival can be more interesting for the more experienced participants that already have a certain knowledge of the game.
- Children under the age of 14 prefer to participate in one-day events. They depend on their parents or local transport to come to the festival. Therefore, it is important that the parents have a place where to wait for the kids if they are not actively participating in the event.
- Older teenagers prefer two-day events with side activities to complete the whole experience. This gives opportunity to the organiser to make benefits from providing accommodation.

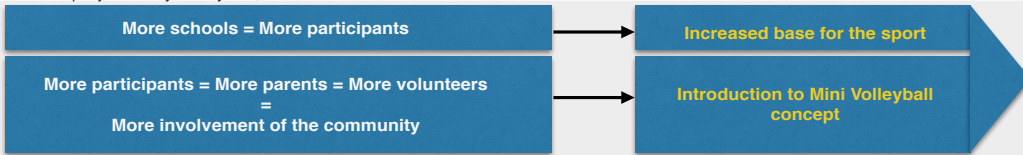
National Federation (NF) Schools Cup: NFs in cooperation with the School Sport Federation hold the national finals each year for the pupils. It is a multi-faceted technical competition in which all players are entitled to participate.

Useful hints:

- Collaboration with the local clubs
- Integration of as many talents in the clubs
- Game experience rather than game results
- Actual game results are secondary
- Enjoying Volleyball is most important

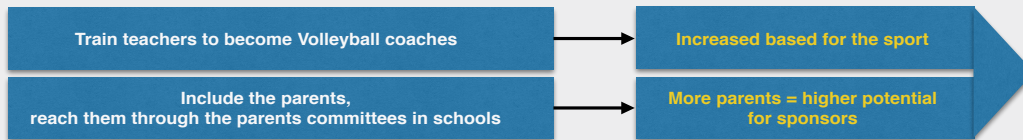
PROJECT EXPECTATION

School project "Play Volleyball, Grow with it"



Increase VOLLEYBALL community

Educating the teachers "Let's work together"



Educate teachers and parents

Competition format (mixed gender participation)



More competitions, bigger exposure for volleyball

Training / class content

- Exercises consist in throwing and catching the ball, combined with coordination
- Preparatory games, familiarising with the ball
- Teams can be tailored to the need 1v1, 2v2 and 3v3
- Balanced groups or team

Training

Characteristics of the children and role of the teacher / coach

- Enjoyment of the game
- Quick learn
- Limited concentration
- Plays for him / herself

Children characteristic

- Demonstration
- Supervise and motivate
- Limited innervation
- Simple, expressive language

Coaches / teachers characteristic



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PROJECT EXPECTATION



PROJECT EXPECTATION



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PROJECT EXPECTATION

ALL THE PROJECTS ARE VERY IMPORTANT FOR US.



PROJECT EXPECTATION



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CEV SCHOOL VOLLEYBALL LOGO

The logo includes colours relating to any learning process and children in general, the silhouette of a young Volleyball player, and a number of other elements recalling the movements and actions of someone who is playing the game. It also conveys the message that playing Volleyball is a cool activity and kids can have a lot of fun with it, regardless of their physical and technical abilities.

Joao Manuel Teixeira
Designer of the logo

BASIC LOGO



MOTTO

play volleyball
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CEV SCHOOL VOLLEYBALL LOGO

DEFINITION

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

COMPUTATION

To work out the clearspace take the height of the logo and divide it in third. (Clearspace = $\frac{X}{3}$).

The clearspace between the logo and pay-off = $\frac{(X/3)}{2}$

BASIC LOGO



BASIC LOGO WITH MOTTO



- 1) Do not invert the logo symbol
- 2) Do not alter the logo symbol
- 3) Do not change the colours
- 4) Do not change the size relationship between the logo elements
- 5) Never change the proportions of the logo vertically or horizontally or alter the appearance in any way

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CEV SCHOOL VOLLEYBALL LOGO

CORPORATE COLOR SYSTEM



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PRIMARY COLOR
LIGHT BLUE

COLOR CODES

Pantone : process Cyan C
CMYK : 100-0-0-0
RGB : 0-159-227



PRIMARY COLOR
YELLOW

COLOR CODES

Pantone : Yellow c
CMYK : 0-10-95-0
RGB : 255-222-0



PRIMARY COLOR
GREEN

COLOR CODES

Pantone : 375 c
CMYK : 50-0-100-0
RGB : 150-193-30



PRIMARY COLOR
PURPLE

COLOR CODES

Pantone : process magenta C
CMYK : 0-100-0-0
RGB : 229-12-126

CEV SCHOOL VOLLEYBALL LOGO

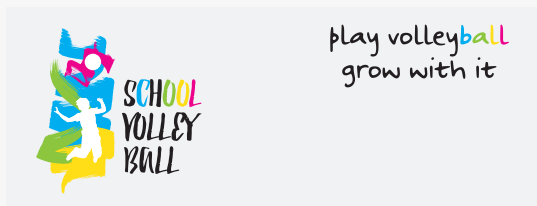
LOGO WITH MOTTO

Primarily, the motto shall be used together with the logo as displayed on page 11 . However, it may be used separately on the artwork depending on the art of the promotional material.

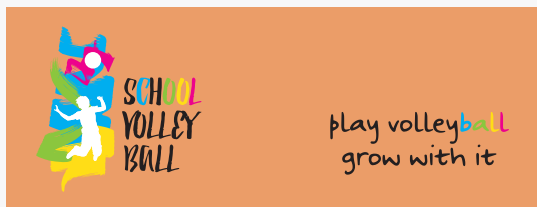
Dark Background



Light Background



Light Color Background



White Background



Dark Background



Light Background
Light Color Background
White Background



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CEV CORPORATE IDENTITY

THE LOGO IS THE KEY BUILDING BLOCK OF CEV'S IDENTITY, THE PRIMARY VISUAL ELEMENT THAT IDENTIFIES THE EUROPEAN VOLLEYBALL. THE SIGNATURE IS A COMBINATION OF THE THE SYMBOL ITSELF AND OUR NAME – THEY HAVE A FIXED RELATIONSHIP THAT SHOULD NEVER BE CHANGED IN ANY WAY.

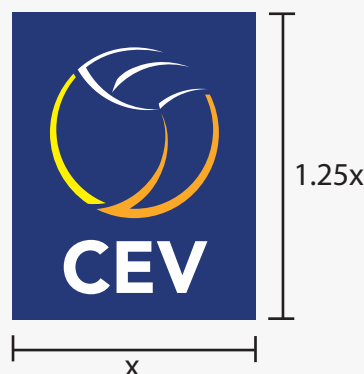
The CEV logo should never appear smaller than 25 mm in width, in order to guarantee a good visibility on the print material.

The correct dimension of the CEV logo has to be always adapted to the purpose and character of print material which is going to be used. The CEV logo consists of the initials "CEV", the volleyball symbol - the stylised ball - that is always located above the logotype, and the blue background rectangle.

The logo is only to be used in the vertical format shown below and must be presented at least one size bigger than any other logo.

The CEV logo must be printed on all official material (print material, merchandising articles, banners, etc.) produced by the organiser.

The colour version (CEV initials + volleyball symbol + blue rectangle) must be used on all background



colours. Any other use of the logo needs special approval of CEV prior printing.

The CEV logo shall always be used in colour. Please use it in black and white only if absolutely necessary.

On white/black backgrounds, the positive B&W or negative W&B logo can be used. Please use these versions only if absolutely necessary (i.e. for applications that will be copied or faxed such as score sheet, official forms etc.). Utilization of this version has to be approved by CEV prior to production and printing.

If the respective version of the CEV identification markers is not specified the Organiser has to always consult the CEV which version shall be used.



CEV identification markers



CEV CORPORATE COLOUR SYSTEM

THE CEV HAS 4 OFFICIAL PRIMARY COLOURS: BLUE, ORANGE, YELLOW AND WHITE. THESE COLORS HAVE BECOME A RECOGNISABLE IDENTIFIER FOR THE CEV.

Colour plays an important role in the CEV's corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the CEV's brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.



**PRIMARY COLOR
BLUE**

COLOUR CODES

Pantone : 2738c
CMYK : 100-87-0-2
RGB : 46-58-136



**PRIMARY COLOR
ORANGE**

COLOUR CODES

Pantone : 130c
CMYK : 0-30-100-0
RGB : 234-184-24



**PRIMARY COLOR
YELLOW**

COLOUR CODES

Pantone : process yellow
CMYK : 0-0-100-0
RGB : 225-237-0

Certain colours cannot be expressed within a particular colour model in some PC (colors can be out of gamut). It means some colours can be expressed in the RGB/CMYK colour space but cannot be expressed in the CMYK/RGB color space.

This is the reason why the colour presentation in RGB colour space in some computers may distinguish from CMYK or Pantone colours.

CEV CAMPAIGNS

IN ADDITION TO THE 4 PRIMARY COLOURS THE CEV USES ANOTHER 2 COLOURS WHICH IDENTIFY 2 MOST IMPORTANT CAMPAIGNS EXPRESSING THE REAL ATTITUDE OF THE CEV AND EUROPEAN VOLLEYBALL:

FAIR PLAY as a own, specific Volleyball way!

COLOR CODE

Pantone : 1797c
CMYK : 0-100-85-20
RGB : 193-11-32



and

Volleyball GREEN WAY identified as a pure, clean game – a message of sustainability and corporate social responsibility: „Let's protect our planet earth!

COLOR CODE

Pantone : 354c
CMYK : 80-0-90-0
RGB : 4-166-75





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ON THE COURT

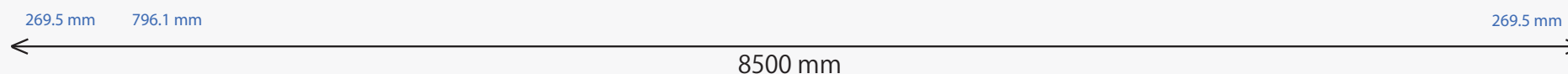
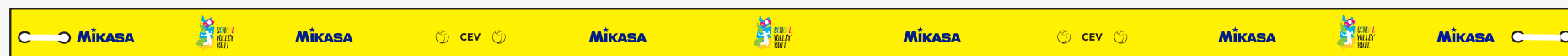
The CEV together with Mikasa, Japan prepared special designed indoor and outdoor volleyball nets and balls SYV5-YBL for all Organisers of the CEV School VolleyBall .

NETS

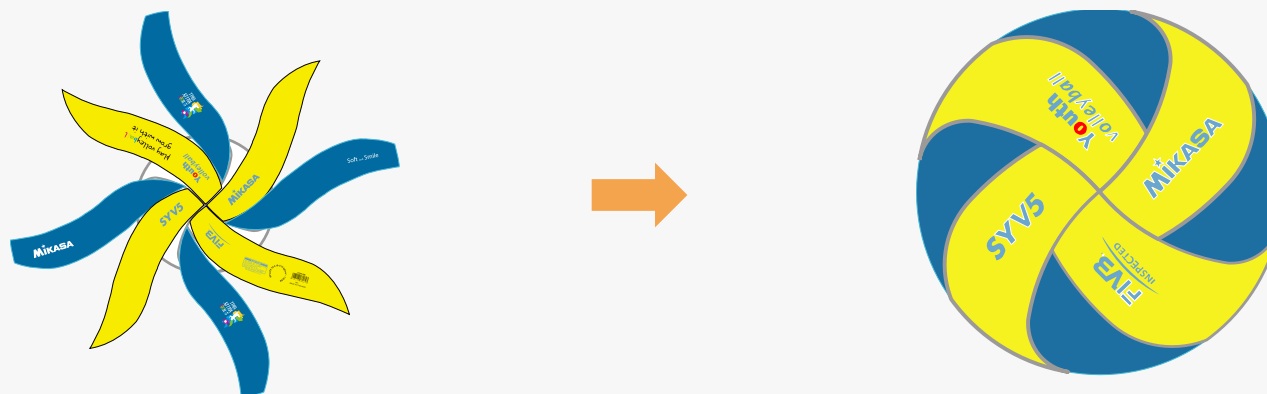
Band top



Band bottom



BALLS



ON THE COURT

The CEV and School Volleyball Flags shall be displayed alongside the activity.

The CEV and School Volleyball Flags

Both shall be produced and displayed in the vertical hoisting with the height of 3 m and width of 1 m.

Any other way of hoisting and dimension shall be approved by CEV prior producing.



Drop-Flags

The logos shall be displayed always at the right angle and as big as possible.

The hoisting and dimension shall be approved by CEV prior producing.

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PROMOTION & COMMUNICATION

TO IDENTIFY CORRECTLY THE SCHOOL VOLLEY BALL PROJECTS IT IS NECESSARY TO DISPLAY THE CORRECT CEV LOGO ALONG WITH THE SCHOOL VOLLEYBALL LOGO ON ALL PROMOTIONAL MATERIAL, NEVERTHELESS THE CEV LOGO MIGHT NOT BE PLACED AS A PART OF THE SCHOOL VOLLEYBALL LOGO.



IT WILL BE ALSO ALWAYS WELCOMED AND RECOMMENDED TO DISPLAY **FAIR PLAY AND GREEN WAY CAMPAIGN LOGOS** AND DEVELOP A POSITIVE ATTITUDE OF YOUNG PEOPLE TOWARDS ENVIRONMENTAL SUSTAINABILITY AND FAIR PLAY.

PROMOTION & COMMUNICATION

ALL YOUNG PEOPLE CAN BE ENGAGED FULLY AND WHOLLY, EVERYDAY IN EVERY WAY.
YOUTH ENGAGEMENT CAN HAPPEN IN EVERY WAY YOU CAN IMAGINE.



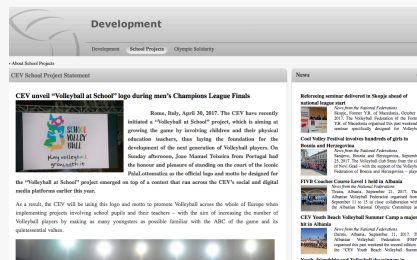
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PROMOTION & COMMUNICATION

STAGE 1



Starting Up



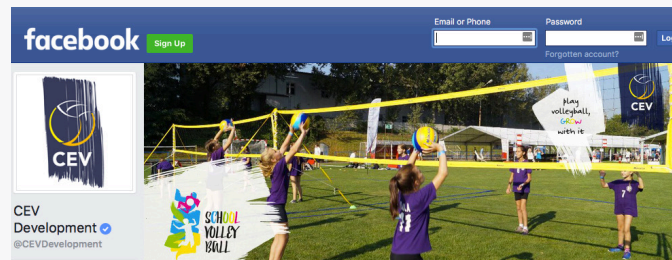
CEV WEBSITE

The School Project page on the Development section of the CEV website will be expanded outlining the project further and teasing people about what is to come.



INFORMATION

FIVB and other partners will be informed to help widen promotion and coverage on-line.



CEV DEVELOPMENT FACEBOOK

The CEV Development Facebook page will be utilised for the most dominant method of content dissemination, with the best content being shared onto the main CEV accounts.



OFFICIAL PROJECT HASHTAG

In line with the FIVB, **#GrowTheGame** will be used as the official project hashtag as the "grow" matches the project motto and the "Game" refers to the sport of Volleyball.



PROJECT AMBASSADOR

NFs will identify Project Ambassadors who will become the face of the project in terms of its promotion and materials production.



PROMOTION & COMMUNICATION

STAGE 2



Delivery



MEDIA REQUIREMENTS

Media requirements which need to be completed as part of the project are:

- On-line graphic to be produced to promote the event in advance.
- Articles placed onto National Federation's website.
- Posts on National Federation's social media (before, during and after).
- A short report (300 words maximum) and 6-10 high quality photos be sent in to CEV Communications Department anytime something truly important relating to the project happens locally or nationwide.
- Posts on hosts (e.g. school / club) social media/website.
- Short videos of the children who participated explaining what they think about Volleyball – encouraging these to be as random and wild as possible – to be sent to CEV for use and dissemination.



ENGAGE SCHOOLS

Schools be encouraged to try to invent new Volleyball shots / tricks or exercises and state who their favourite players are. The CEV will identify some and produce a video featuring a star player trying such shots / tricks at a future competition.



FUNNY PHOTOS PUBLISHING

The CEV will provide the design for a frame to each institution that takes part in the project for them to have printed locally and then use it to take funny photos for social media – published along with the official hashtag.



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Sources of pictures inserted in this publication: Databases CEV, CVF, TVF, FVA

@CEVDevelopment



CONTACT

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