

## PROJECT PRESENTATIONS

## Universal Sports for Social Impact (USSI)

**Overview:**

USSI is a pioneering transnational initiative under the Erasmus+ Sport 2024 – Capacity Building action (Project No. 101183224), co-funded by the European Education and Culture Executive Agency (EACEA).

With a strong emphasis on values-based education through sport, USSI utilizes the methodologies and philosophy of martial arts to promote social inclusion, personal development, peace, and international cooperation in grassroots sports.

Focusing primarily on the Western Balkans—Albania, Kosovo, and Montenegro—the project aims to transfer and adapt the proven “Sport Academy Methodology”, enhancing local capacity, empowering coaches and educators, and engaging marginalized communities through non-formal learning in sport.

**Key Objectives:**

- To build the institutional and practical capacities of grassroots sport organizations in non-EU partner countries.
- To adapt and transfer the “Sport Academy Methodology”, a best practice combining martial arts education with personal and social skills development.
- To equip coaches and educators with tools and training for integrating values such as respect, focus, discipline, and tolerance into sports instruction.
- To promote peace, inclusion, and cooperation in diverse communities through sport-based education.
- To foster international collaboration and shared learning among sports institutions and stakeholders across the participating regions.

**Main Activities:**

- Adaptation of best practices into local contexts, supported by a TOOL-KIT for integration.
- Localization of learning modules and development of “Train-the-Trainer” content to ensure scalable delivery.
- Capacity-building workshops and mentorship for 40+ coaches and educators.

- Community Events and Demo Days applying martial arts values, targeting inclusive public engagement.
- Dissemination of results through digital and public outreach, including media and networking platforms.

**Target Groups:**

- Grassroots sport organizations and staff (coaches, educators)
- Youth and marginalized groups, especially in Albania, Kosovo, and Montenegro
- Policy stakeholders involved in sport, education, and youth development
- International sport organizations promoting intercultural dialogue and inclusion

**Partnership & Coordination:**

The project involves a strong consortium of nine partners from across Europe:

- Ujbuda Judo Sports Association (Hungary) – coordinator
- University Sports Center of Palermo (Italy)
- Polytechnic Institute of Santarém (Portugal)
- PJA Sports Consultancy and Projects (Portugal)
- Albanian Sports Sciences Association (Albania)
- People in Focus (Albania)
- Center for Research and Studies in Physical Education, Sport and Health (Kosovo)
- Physical Activity and Sports Tech for Healthy Lifestyles (Montenegro)
- University of Montenegro (Montenegro) – associated partner

**Project Duration and Budget:**

Start Date: 1 April 2025

Duration: 24 months

Funding Programme: Erasmus+ Sport

Funding Agency: European Education and Culture Executive Agency (EACEA)

Grant Amount: €193,331.88

**Relevance and Impact:**

USSI promotes social inclusion, positive values, and youth development through martial arts-based education. It strengthens grassroots sport in the Western Balkans, empowers coaches, engages marginalized youth, and fosters regional cooperation, aligning with EU priorities on inclusion, health, and cross-border collaboration through sport.

**Keywords:**

Martial arts, social inclusion, grassroots sport, values education, youth empowerment, capacity building, regional cooperation, Sport Academy, peacebuilding



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Miodrag Zarubica is an IT specialist and researcher at the University of Montenegro, currently employed at the Faculty of Electrical Engineering, where he supports the development of digital infrastructure and the technological transformation of academic processes. His long-standing work at the University includes technical, administrative, and leadership roles, notably as Director of the Center for Information System (CIS) of the University of Montenegro. He has extensive experience in network technologies, information systems, cybersecurity, and higher-education digitalization. He has strengthened his professional profile through numerous Erasmus+ trainings, mobility programs, and collaborations with European institutions in Poland, Slovakia, Romania, Spain, Greece, Germany, and Serbia. His scientific work focuses on artificial intelligence, predictive modelling of electrical energy consumption, and advanced multivariate time-series analysis. He has authored and co-authored scientific papers in information systems, e-learning platforms, and IPv6 implementation. Miodrag is also the Executive Director of the NGO “Technology in Sport and Physical Activity for Healthy Lifestyles” (PASTECHL), coordinating international cooperation, strategic initiatives, and the organization of the PASTECHL International Conference. He holds a Master’s degree from the Faculty of Electrical Engineering of the University of Montenegro and is currently pursuing PhD studies in electronics, telecommunications, and computing. He is recognized for his technical expertise, organizational skills, and contributions to the digital development of Montenegro’s academic community.