

Tallinn University

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PING-PONG BRINGS LIFE TOGETHER

Portfolio

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PROJECT REPORT

Goal

Popularising table tennis among the employees and students of Tallinn University and thereby supporting the development of healthy sports and active lifestyle. Encourage as many people as possible to play ping-pong with intent to improve mental, physical and social health wellness. Create a map showing people where the closest tables to them are. One of the goals was also to share recommendations to the city of Tallinn and the University of Tallinn, through which more people can be invited to play ping-pong.

Project introduction

The purpose of the project is to carry out a 30-day healthy lifestyle challenge and organise a sporty, playful and fun ping-pong month, which invites the university employees and students to find table tennis tables in public urban spaces, map their locations and capture a moment of their table tennis game in the form of a photo in a specific image hosting site, thus adding time as well as the coordinates of the ping-pong table. University staff and students can invite colleagues and friends to play. ELU team members should also find sponsor(s) from whom to receive raffle prizes for participants.

The event focuses on popularising an active lifestyle, introducing table tennis as a sport that can be practised for free by absolutely anyone who is even slightly interested in this game. The purpose of the table mapping is to find out the ping-pong tables located in public, semi-public (e.g. shopping centres) and shared urban spaces which could be used in the future by anyone who is interested. Also, map the most popular public ping-pong table among the TLU staff and students. A feedback survey will be conducted among the participants to find out what motivates them to use public table tennis tables, what are the main obstacles to playing table tennis in public spaces, and to collect suggestions how the university and the local municipality can contribute even more to popularisation of outdoor table tennis .

During the project, the student learns how to plan and organise a public event as a unified team, experiences the importance of teamwork, develops various sectoral skills, for example in the areas of action plan preparation, economic and time management, marketing, communication and video making, and also students will learn how to prepare a project report. Students will also gain valuable experience in communicating and negotiating with cooperation partners, sponsors, university employees and foreign students.

Distribution of roles

At the initial stage the team worked together in order to brainstorm and lay the foundation for the project. Three groups were formed to ensure success of the project. The first group was tasked with social media management, marketing and communication between the participants and the organisers. The second group was responsible for finding sponsors, forming the budget and serving as a communication link between the sponsors and organisers. The third group compiled material, produced photos and created videos to post on social media for promotion and documentation purposes.

Steven Adusoo, Piret Roosileht, Luka Sheila, Ita Kuusik dealt with finding sponsors and providing a budget. Our project sponsors were Rhumveld Baltic Ltd. and Sparta Limited. Rhumveld Baltic Ltd. donated 55 packs of healthy snacks and Sparta provided us with used rackets to hand out to the contestants for the duration of the event. Our budget allowed us to obtain 13 brand new rackets and 24 balls which were free to use for the contestants during the event and which were donated to Tallinn University afterwards.

Marketing and communication team: Alisa Feklicheva, Anna Malkova, Enri Gregor Riim, Henry Mölder, Inger Fridolin. The marketing and communication team organised school media texts, managed the Facebook group, prepared promotional texts, material and made a marketing plan for Instagram posts.

The photo and video group included Inger Fridolin, Dmitri Rakel, Sofia Georgiskaja and Sumaila Abulkakadiri. The group's main responsibility included designing and creating promotional texts and posters. The photo and video group made a video introducing the project and captured illustrative images to popularise the project throughout the duration of the event.

The entire project is managed by Alisa Feklicheva.

Summary of the project

After splitting the team into three groups, a considerable amount of preliminary work was required to ensure the success of the event taking part in November. The target audience was reached through Tallinn University newsletters, promotional posts, posters and word-of-mouth. In addition, a 1-day event taking part in the TLU table tennis area was organised at the beginning of November. The event served as an orientation to participants primarily and as a promotional event secondarily.

As a part of the project, a map was prepared on which nearly fifty ping-pong tables were marked. This map was posted on the Facebook page of the event to help participants seek out the most suitable table for themselves. In the post-event questionnaire consisting of 23 participants, 83 percent said that the map was helpful for them finding suitable table tennis areas.

The cold November weather did not prevent 59 table tennis enthusiasts from playing table tennis and mapping tables all over Tallinn for the whole month. The participants sought out a total of 49 table tennis areas in Tallinn. The map can be accessed [here](#).

Both the pre- and post-event questionnaire revealed that the main motivation for participating in the challenge was satisfying the need for exercise and spending time with friends. However, some participants pointed out that their biggest motivation was also to win prizes, which were presented by the main sponsor of the challenge Rhumveld Baltic Ltd. “Kommi Asemel”, a brand producing healthy snacks. As the event was a month long and based on individuals seeking out different table tennis areas in Tallinn, we devised several categories to entice participants committing to the event throughout the month.

Our results and categories and their respective winners were as follows:

- Participant who found the most table tennis tables in 30 days - Maks Volškov
- The nicest/most creative picture/video - Andrus Hiimäe
- The winner of the draw during the one-day ping-pong event - Julia Paramonova

Recommendations to city of Tallinn and TLÜ

The participants of the challenge found that one thing that the city of Tallinn could do would be to organise more family activities and competitions. Participants also found that if there was lighting above the game table, they would have gone to play in the evening as well. The participants also thought that it would be good if a shelter was built over some of the tables, because then you can play even in rainy weather. Some participants would also like the presence of game tools at the table, but it would be difficult to hope, because equipment could be stolen.

Assessment of the project

The project overall can be considered as a success. We did not have a goal in mind in terms of how many participants we wish to reach. Considering that the weather in November is highly variable, we were pleasantly surprised that we had reached out to 59 people to take part in this event. Our goal was to improve mental and physical well being, to popularise table tennis among the students and staff of Tallinn University and to create an easily accessible map of table tennis areas in Tallinn with distinct feedback from the participants regarding the properties and conditions of the tables to be used during and after the event. The 49 mapped table tennis areas means that every user of the map that lives in Tallinn can reach a table tennis area within 30 minutes from their location. We achieved all of our set goals and the team successfully participated as a cohesive unit amongst their individual roles.

PROJECT ACTION PLAN

Activity and short description	Timeframe (which month)	Stakeholders	Person (name + studyfield) or team responsible
<p>Planning/preparation</p> <p>Brainstorming/Research; Interview approach,</p> <p>Script writing/ iterations,</p> <p>Creative copy for 30days challenge design</p>	<p>September/October</p> <p>11th October, 2022</p> <p>11th October, 2022</p>	<p>Project supervisors:</p> <p>Marit Meeksa, Merle Pajus</p>	<p>Ita Kuusik (Psychology)</p> <p>Enri Gregor Riim (Informatics)</p> <p>Piret Roosileht (Physical culture)</p> <p>Dmitri Rakel (Physical culture)</p> <p>Henry Mölder (Journalistic)</p> <p>Inger Fridolin (Recreation Management)</p> <p>Steven Adusoo (Artes Liberales)</p> <p>Anna Malkova (Early Childhood Education)</p> <p>Abdulkadiri Oghenerukevwe (Human Computer Interactions)</p> <p>Luka Sheila (International Relationships)</p> <p>Sofia Viktoria Geroiskaja (Informatics)</p> <p>Alisa Feclicheva (Digital Learning Games)</p>

<p>Production:</p> <ul style="list-style-type: none"> - Video shoot/ Scene planning, - Social media Direction/Branding, - Sponsorship planning and sourcing, - Event Organisation 	<p>16th - 18th October, 2022</p> <p>23rd October, 2022</p> <p>October/November 2022</p> <p>1st - 4th November 2022</p>	<p>project supervisors:</p> <p>Marit Meeksa, Merle Pajus, Project sponsors: "Sparta" sportclub, TLU, Rhumveld Baltic Ltd.</p>	<p>Video production team: Abdulkadiri, Inger, Sofia, Dmitri</p> <p>Social Media: Anna, Alisa, Henry, Enri, Inger</p> <p>Sponsorship team: Piret, Ita, Luka, Steven</p> <p>Event organisers: Alisa, Enri, Anna</p>
<p>Marketing Plan:</p> <ul style="list-style-type: none"> - Marketing Plan, - Social Media Ads promotion, - Prize category planning 	<p>Tentative:</p> <p>October/November</p>	<p>project supervisors:</p> <p>Marit Meeksa, Merle Pajus</p> <p>Project sponsors: "Sparta" sportclub, TLU, Rhumveld Baltic Ltd.</p>	<p>Marketing team: Anna, Alisa, Henry, Enri, Inger</p>
<p>Feedback & Prizes:</p> <ul style="list-style-type: none"> - Feedback Survey, - Raffle draw - Prize handover 	<p>Tentative:</p> <p>November/December</p>	<p>project supervisors:</p> <p>Marit Meeksa, Merle Pajus,</p> <p>"Sparta" sportclub, TLU, Rhumveld Baltic Ltd.</p>	<p>Feedback Survey & Prize team: Anna, Inger, Henry, Enri, Ita, Dmitri, Piret, Alisa</p>
<p>Self-reflection report</p>	<p>December</p>	<p>project supervisors:</p> <p>Marit Meeksa, Merle Pajus,</p>	<p>Everyone</p>

MEDIA COVERAGE

Several methods were used to promote the challenge in the media. First, a video for the popularization of ping-pong was created. Then, contacts for individuals in charge of communication at Tallinn University were collected so that we could remain in touch with them throughout the month and regularly post information about the ping-pong challenge on TLU social media. Moreover, posters were hung around the university, and TV screens at the university also displayed information about the challenge. In addition, a Facebook page was created for the ping-pong challenge so that participants could share images and videos.

Video production

First was created a group chat in messenger where we discussed everything about making videos and photos for our LIFE project. We had a meeting in Google Meet where we decided to meet in several locations in Tallinn to shoot a video. We also wrote a script and talked about every group member's role. Inger and Sumaila checked the location in Telliskivi to see if it is good to shoot a video there. The next day Sofia, Anna, Alisa, Enri, Dima and Inger went to that location. Sofia was filming a video (Inger filmed while Sofia played), first while everyone was warming up Sofia and Inger filmed the interview part, then we filmed some clips of us playing and doing trickshots. The weather was pretty windy and a little bit cold, so it was not so easy to play and have long points but it was still a very interesting experience and we managed to make some good clips. After that we drove to the next location - Police park, where we filmed some more videos of us playing and also filmed an interview with Dima. During the week Sofia edited all the clips we made in the Premiere Pro program and made a promotional video for our project. We have made a lot of clips, so during the editing the main goal was to find the best ones, crop them to add only the best moments, add music, transitions and subtitles. Due to windy weather the interview clips had bad audio quality, so Sofia edited them too. (Link to the video https://drive.google.com/file/d/1g2ZczPeWv48UPaV9n947u7_wNgrYeP3y/view?resource_key)



Picture 1. Video shooting. Backstage



Picture 2. Video shooting. Backstage

Posters and TV screens

Several variations of posters for the ping-pong challenge were created, and then the LIFE project team members voted on which one to use. In addition to only printing a few paper posters, the decision was made to use television screens at the university.



Picture 3. Some examples of posters in progress



Picture 4. Final posters

Newsletters

Newsletters for all students at Tallinn University and all university employees were sent in English and Estonian. The initial newsletters were sent at the beginning of the challenge and then again in the middle. Additionally, several schools within the university distributed newsletters via their mailing lists.

Ping-pong brings LIFEs together

All Tallinn University **students**, university employees and also their friends and family members are invited to participate in a 30-days challenge "PING-PONG brings LIFEs together" during November 2022 (from 1st to 30th November).

During this fun 30-days challenge you simply have to find outdoor or public tennis table/s, all around Tallinn or Estonia, make a photo or video of your playing process and use our hashtag #tupingpong or/and #pingpongetu to participate in the challenge by posting your photo/video and location of the tennis table. During this challenge you will see other participants' photos and also have a chance to **win prizes**.

If you want to have fun, explore your city, make some new connections and bring some sport activity into your life, then definitely join us and use this wonderful opportunity!

Additional information: [our Facebook page](#)



PING-PONG
30 days challenge

Find as many ping-pong tables as you can, play, take pictures, share and have a chance to win prizes

1-30 November 2022
Let's create Estonian ping-pong map together

Logos: European Union, sparta, TALLINNA ÜLIKOOL, IFF

Picture 5. The first newsletter.

Ping-pong brings LIFEs together

All Tallinn University students, university employees and also their friends and family members are invited to participate in a 30-days challenge "PING-PONG brings LIFEs together" during November 2022. You simply have to find public tennis table/s, all around Tallinn/Estonia, make a photo or video of playing process and post results by using hashtags #tlupingpong or/and #pingpongelu.

Additional info

PING-PONG 30 days challenge

Join the challenge and have a chance to win a healthy snack supply for the winter!

Additional information:
www.facebook.com/groups/pingpongmakesusmove



Picture 6. The second newsletter.

Facebook

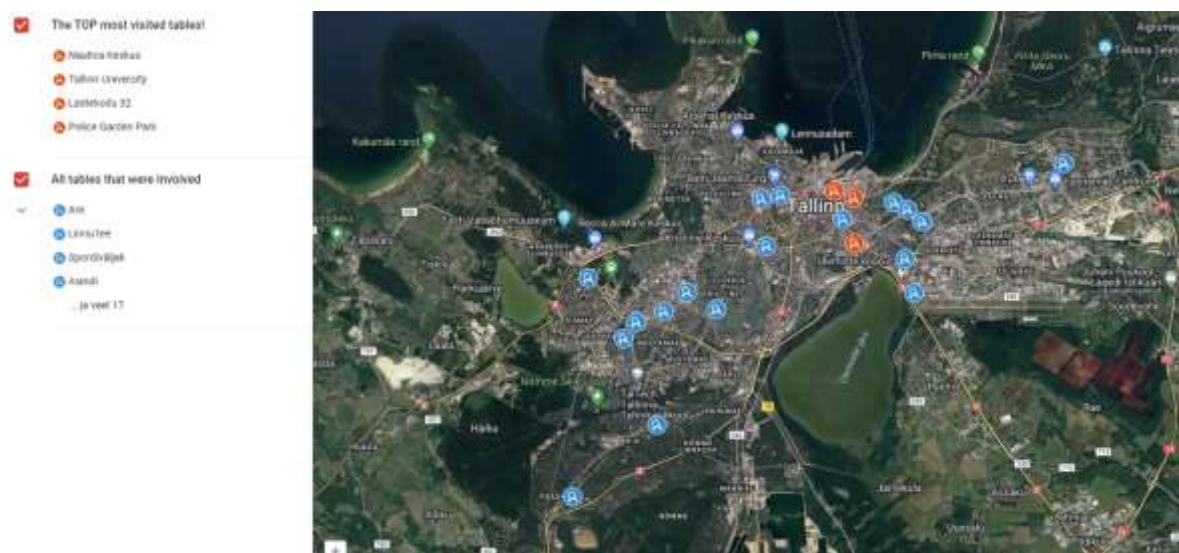
We created a Facebook page for our project called "TLU PINKSIKU" ([link https://www.facebook.com/groups/34053830691464](https://www.facebook.com/groups/34053830691464)). Our main aim with this page was to monitor and advertise the event, collect data to analyze our results, and to have all available information all in one place. On this page participants can create a post to show themselves taking part in the event. In the entry post the participant had to upload a picture and/or a video, mark the location and add "#pingpongelu" or "#tlupingpong". The group itself was open, so everybody could take a look at and comment on other participants' entries. On the page you can also find a map with almost all public ping-pong tables scattered around Tallinn, a promotional video for the event, every piece of important information needed for the event and a feedback survey we posted at the end of our event.

The Facebook group saw 31 different posts from 13 different participants. There were many that visited only one table and made only one post, but there were also a few more active

participants, one of which visited 13 different tables and also got a prize for that. In total the group saw posts about 26 different tables. The most visited table was in Tallinn University Astra building.

Most of the entries from participants came in in the middle of November. The first weeks were very quiet and only saw posts from us. The last week of November was also quite slow, but better than at the start of the month.

At the end of November a map was created to show the most popular tables and all the visited tables of our participants. This map is available [here](#).



Picture 7. Google Maps. Map of the results

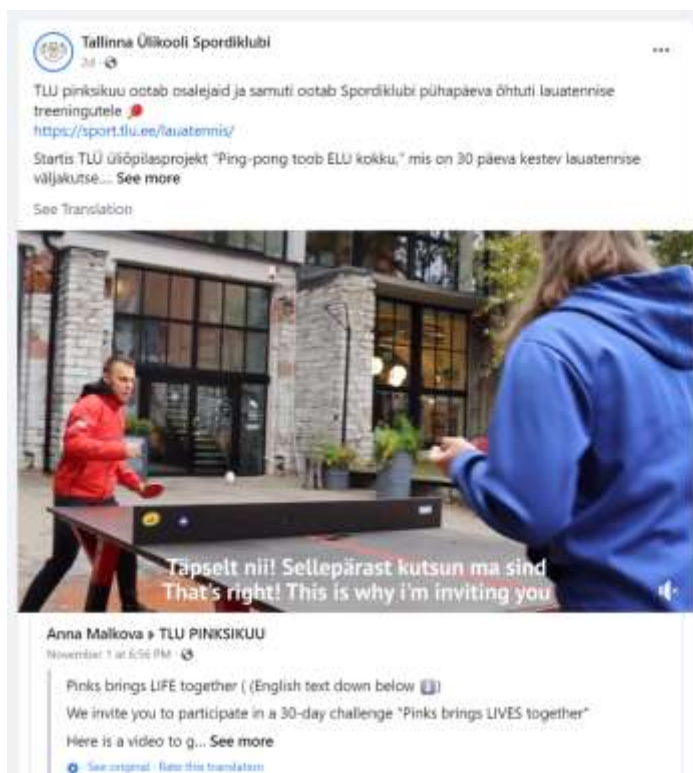


Picture 8. Facebook. TLU PINKSIKU

Likewise, TLU Facebook groups for all students and, specifically, a group like The Tallinn University Sports Club publish information about the challenge and post the stories.



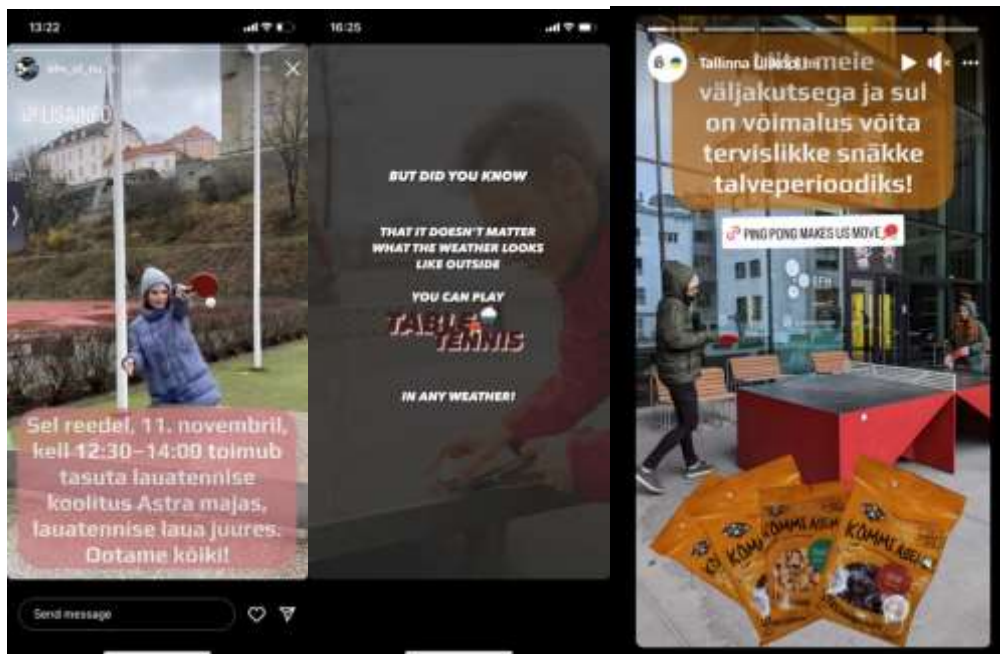
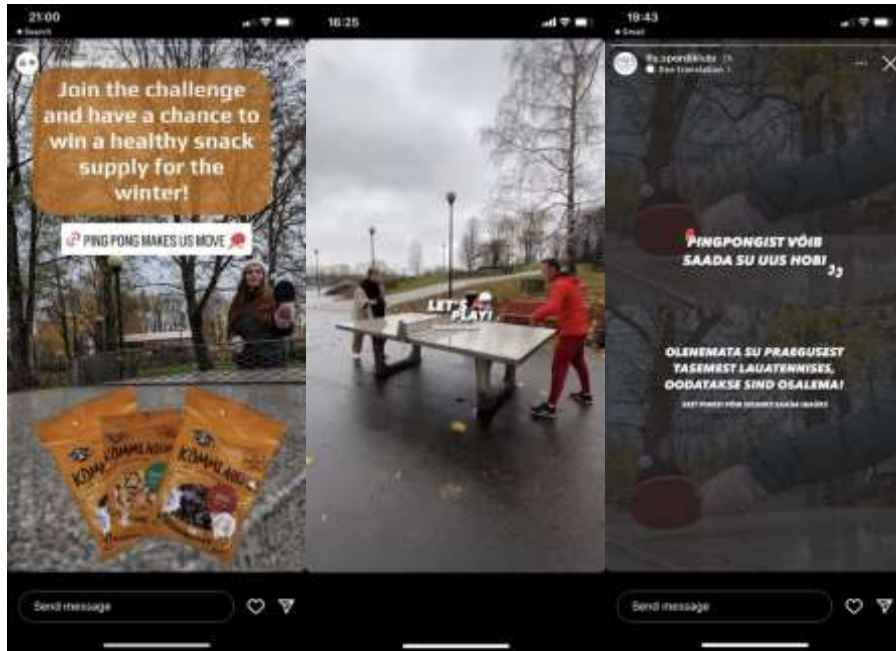
Picture 9. Facebook. Tallinn University



Picture 10. Facebook. The Tallinn University Sports Club

Instagram

Furthermore, a TLU account, certain school accounts, and a Sports Club account were used to post Instagram stories, which is one of the most popular formats, to remind people about the challenge and promote the free one-day training event.



Picture 11. Instagram. Some examples

SELF-REFLECTIONS

Sofia Geroiskaja

The ELU project "Ping-Pong brings LIFE together" immediately caught my eye, because I myself have been playing table tennis for 13 years and have previously been involved in the organization of various sports events, so I felt that in this project I could share my experience, gain some new knowledge and meet new people who are also interested in ping pong. In addition, I liked the fact that the project aimed to make Tallinn University members, their families and friends more active. When I joined the project, I knew right away that I wanted to work in the video group, because I am interested in videography and editing, I also have some experience in that, by the end of the project I can say that I succeeded in my role because the promotional video was filmed, edited and showed on university TV screens. I was happy to see that the project had been joined by active and enthusiastic people who like table tennis and wanted to popularize it, who wanted to learn more about the game technique and also to teach others. During the ping pong month, it was a pleasure to see that quite a lot of people actively participated, made posts about playing on social media, and that some students also participated in the ping pong day, where I had the opportunity to share my experience and teach table tennis technique a little bit. All in all, I was very satisfied with the experience and would like to thank project members and supervisors, because our cooperation went perfectly and the goals were achieved.

Steven Adusoo

I wished to participate in this project because I truly believe in the importance of outdoor activities for both physical and mental well-being. Ping-pong is a fun, cheap and accessible activity that is easy to pick up but hard to master, making it a fun activity for all involved, no matter one's skill set. Having personally witnessed that the table tennis areas in Tallinn are usually empty even during summer, I saw this project as the perfect opportunity to promote the free table tennis areas scattered around the city to provide as much enjoyment to others as they have provided to me.

Overall this project has been an incredible experience with passionate team members all working together for a common goal. Working together in an interdisciplinary group proved

to be extremely beneficial for our project. We had a vast amount of great ideas that emerged since each member has their unique pool of knowledge and background.

Henry Mölder

The project “ping-pong brings life together” sounded exciting for me because I love table tennis and I could contribute a lot with my communication skills. It was the only project where I really wanted to apply.

It was a huge learning experience to work as a team, sometimes I was struggling with it, because I had a bit different vision with some teammates, however the end goal was the same.

In the end of the day it all worked out and the end goal is even better than what I was hoping - sometimes it's just better to play your part and trust other visions as well.

Abdulkadiri Sumaila

Working with every member of this team was truly an enjoyable experience, as we had folks from different backgrounds, and syncing with each other wasn't as difficult as I had imagined. I joined this project because I believe that ping-pong is a great way to bring people together and promote physical activity and health. As a member of the organizing team, I contributed my skills and knowledge to the project and worked collaboratively with other team members to achieve our goals. Through my participation in the challenge, I learned more about the sport of ping-pong and the importance of teamwork and collaboration. I also had the opportunity to participate in the actual challenge events and plan the course of the event with other team members. Overall, the project was a fun and rewarding experience that allowed us to improve our ping-pong skills, make new friends with members of the university community, and have a positive impact on the community at large. I am grateful for the opportunity to participate in this life project as it was an amazing experience.

Luka Shelia

This Project has been a great experience overall. We had to work and create the whole project from scratch, with people of different backgrounds and strangers to each other. Our team has managed, to quickly summarize all the necessities for the project, envision its course, and estimate all the resources needed to make it successful. We identified every member's strength and competency, divided our group into small individual task-focused teams and everyone focused on their goal. The work of these teams created the end product which is quite a successful Ping-Pong Life project. The whole experience has taught me and I hope others too, that with proper mindset and dedication, things could be built from scratch, and little by little, we have proved to ourselves that our work comes to fruition. This experience will forever help me in my future projects, and give me a positive perspective on creating teams from scratch and managing projects that might seem unusual to them.

Alisa Feklicheva

In the project, I did various tasks. On the one hand, it was fascinating to try different roles; on the other hand, sometimes, it was too overwhelming. Some people working on the project had a low level of engagement, but others were very involved and responsible. I suppose, it would be beneficial if we had someone who tracked all tasks and distributed them evenly among project members. Likewise, I understood how essential soft skills are, sometimes even more important than hard skills.

In addition, I would like to have the opportunity to change the project's direction depending on the research conducted with people. Maybe even use a problem-based approach from the beginning of the project, that involves discovering a topic, defining the problem, developing a solution, and delivering results.

Enri Gregor Riim

Looking at the list of LIFE's projects, "Ping-pong brings LIFE's together" immediately caught my eye. Ping pong or table tennis as a game has actually always interested me, but I haven't

had many opportunities to play it. So after reading the introduction of the project, it was immediately clear where I would like to contribute.

After the first meeting with the supervisors and group members the first impression was very pleasant and the team members gave me a good feeling inside. We met face to face almost every Tuesday and also met in smaller groups through Zoom or Google Meet on other days of the week if it was necessary. Relatively early in the semester, we split into three smaller groups, each of which focused on different aspects.

I don't have many complaints about teamwork, but if I could go back in time and make recommendations, I would say time could be planned better and work could be started earlier. Overall, the teamwork went quite well. I really liked my teammates and it was great to work with them! I am very glad that I chose this LIFE project and was able to contribute to the popularization of table tennis and motivate people to get out of the house and have a good time in the fresh air.

Ita Kuusik

Even though I felt confident working in a team before, with the project, my teamwork skills developed even more. In addition, communicating and working with students from different specialties showed how important it is to integrate different knowledge when creating a project. I had never been involved in finding sponsors before, so it was a completely new experience for me. I learned that getting sponsorship is not easy - to get something, you have to be able to give something in return. For me, time planning turned out to be the most difficult - during the exam periods, the project was bit on the background. At one point I found myself on top of pile of tasks. In order to avoid this in the future, I should plan the tasks over a period of time. One of my victories is definitely receiving funding from ELU for the purchase of new rackets, which were later loaned to the participants. I finish the project with positive feelings - we had a good time and we all learned something. One thought to take with me to the future, is that people with different knowledge can create something great together. A big thanks to my team members and supervisors, it was fun!

Anna Malkova

I really enjoyed participating in the “Ping-pong brings LIFE together” project, because due to this was possible to create something interesting and active both for our university family and for people all around Estonia. The project itself gave the opportunity to try different roles, starting from taking photos and creating texts from promotional posts and finishing with hosting a full-fledged one-day table tennis event. I especially liked the fact that we didn't have to focus on the competitive moment. The purpose was to bring the people together, by offering them something new and active and perhaps overcoming their prejudices and fears that were associated with the game ping-pong. I am pleased to realize that in a short time we managed to make a project that could give positive emotions and good memories to all the participants. We did a lot of group and individual work and in general, we coped with all our main goals. I would like to believe that our challenge has pushed people to go out and play as often as possible and spend their free time in an active way.

Inger Fridolin

I enjoyed participating in this LIFE project and I am very happy with our team's results. It taught me how to work with very different people that I don't know and how to find the solutions to every opinion.

We managed to invite many people to play ping-pong and take part in the challenge.

I helped with the video team, marketing team and the survey team - It was very instructive and challenging because every team member had their own opinions and luckily we managed to find solutions that everyone agreed to. I liked that every team where I was had good communication. Working with those people was motivating and helped me realize what qualities I need to develop to become a better team member.

I'm thankful to all the team members for this experience!

Piret Roosileht

From the selection of projects, I immediately noticed a topic related to movement and that people can do something for their own well-being and health. It is also important that the bench is suitable for all ages and does not require large expenses. The participants only needed to find a bench table and a playmate in the urban space. I like that projects are organized where people from very different professions come together, because this is where the experiences come to life by actually experiencing them, which you don't learn by reading books. I met very nice and active people. I had to get out of my comfort zone and do, organize what I have never done. To my surprise, I managed my tasks. For the future, I will take with me that there is strength in cooperation and difficulties can be overcome more easily together. Communication and information exchange are very important, and when there is a team, everyone must contribute, do their best. The instructors were very nice and supportive, they supported and taught us very appropriately. I have very good emotions and experiences to take away from this project.

Dmitri Rakel

If you look at ELU projects, the project "ping-pong brings LIFE together" spoke to me the most. I have been playing table tennis for over 10 years and I am very familiar with it. I have not organized many events before and I wanted to gain experience in organizing an event and working together for a common goal. My athletic background and major in physical education played a big role. The project was exciting and full of challenges. It was definitely difficult at first, because new people and a strange environment were waiting for me. As time went on, the cooperation got better and the vision and goals of the project became understandable to everyone. I learned to be braver and more cooperative. The most important qualities are teamwork and constant communication in the group. It was interesting for me to meet new people and solve problems together.

For me, the project was a success. I finish the project with positive thoughts, because we got people outside and made table tennis more popular. I will take with me the ability to cooperate and communicate. We had competent supervisors, and thanks to them we implemented this project at all.