



KATHOLIEKE UNIVERSITEIT  
**LEUVEN**



# EUROPE ON THE MOVE FROM SPORT PARTICIPATION TO SPORT POLICY ET VICE VERSA



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**KULeuven - Belgium**





## Aim of this course

→ Give you insight into sport and EU as regards:

- Organisation
- Principles
- Structure
- Participation
- Politics
- Policy





# Aim of the web-based session

→ Offer some tools wrt your comparison assignment:

- Websites
- Statistics
- Available Reports
- ...





# Aim of your presentation

## 1. Present facts & figures:

- Organisational structure of the sport system in your country:
  - sport participation
  - voluntary sport
  - administration
  - funding
  - norms and standards wrt fitness & exercise
  - ...
- You may use the schemes from this presentation

## 2. Discuss differences and similarities btw countries

## 3. Give ways to overcome differences or to respect them from a European policy perspective

→ Presentation on Thursday morning (9.15-10.45)

→ Sources:

- Presentations of lecturers
- Web-based research
- Reader





# WARMING-UP: 7 QUESTIONS

## 1. Who is the European commissioner for sport?

- a. Ms. Androulla Vassiliou (Cyprus)
- b. Mr. José Manuel Durao Barroso (Portugal)
- c. Mr. Ján Figel' (Slovakia)

## 2. How many people live in the EU27?

- a. 2 023 846 000
- b. 1 132 910 000
- c. 497 199 000

## 3. How many people in the EU27 member states actively participate in sports?

- a. 63%
- b. 53%
- c. 43%

## 4. How many sport clubs are there in the EU27?

- a. 1 200 000
- b. 800 000
- c. 450 000





# WARMING-UP: 7 QUESTIONS

5. **If the EU had participated as one team at the 2008 Olympic Games, the EU would have gained ...**
- ... more medals compared to China.
  - ... a comparable number of medals as China.
  - ... less medals compared to China.
6. **What is the subsidiarity principle?**
- It means that the EC gives financial aid to EU national governments.
  - It means that political decisions in the EU must always be taken at the lowest administrative level.
  - It means that national governments co-operate in order to facilitate EU policies.
7. **2010 = ...?**
- ... *The European Year of Education Through Sport*
  - ... *The European Year for Combating Poverty and Social Exclusion*
  - ... *The European Year of Voluntary Activities Promoting Active Citizenship*







# Question 1

## 1. Who is the European commissioner for sport?

- a. **Mrs Androulla Vassiliou, Cyprus (2009-2014)**
- b. Mr José Manuel Durao Barroso, Portugal (2009-2014, President of EC)
- c. Mr Ján Figel', Slovakia (2004-2009)

[http://ec.europa.eu/commission\\_2010-2014/index\\_en.htm](http://ec.europa.eu/commission_2010-2014/index_en.htm)





## Question 2

### 2. How many people live in the EU27?

- a. 2 023 846 000
- b. 1 132 910 000
- c. **497 199 000**

Rank	Country/ Territory	Population (x 1 000)	% of world population	Density (Pop. per km <sup>2</sup> )
	World	6 671 226	100	45
1	China	1 323 846	19,8	138
2	India	1 132 910	16,9	336
	<b>EU27</b>	<b>497 199</b>	<b>7,5</b>	<b>114</b>
3	US	304 095	4,6	31
4	Indonesia	231 627	3,5	117
5	Brazil	186 619	2,8	22







## Question 3

**3. How many people in the EU27 member states actively participate in sports?**

- a. 63%
- b. 53%
- c. 43%

Source: Eurobarometer

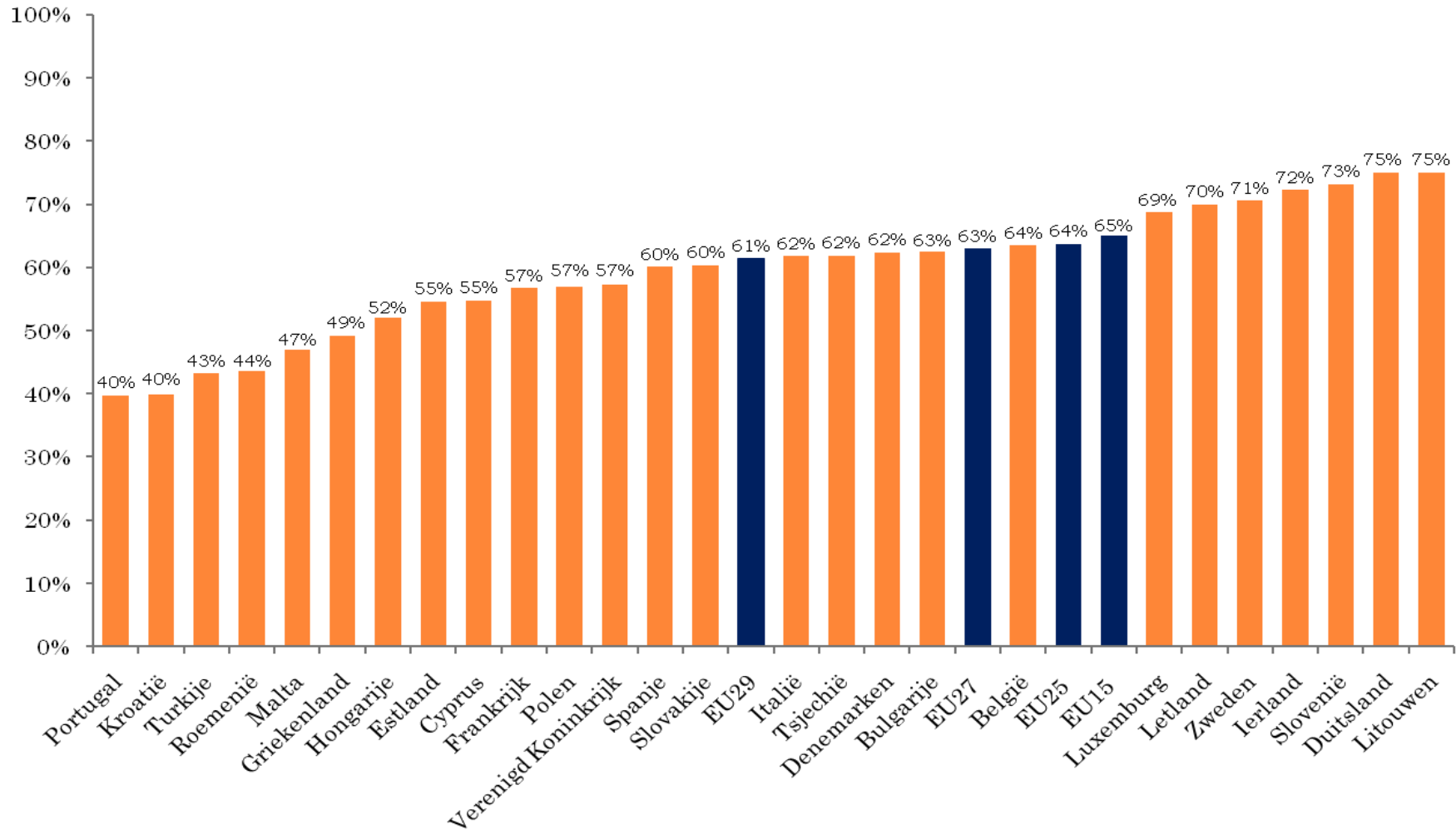
Quid EU29? incl Croatia and Turkey

→ negotiating to be candidate member states



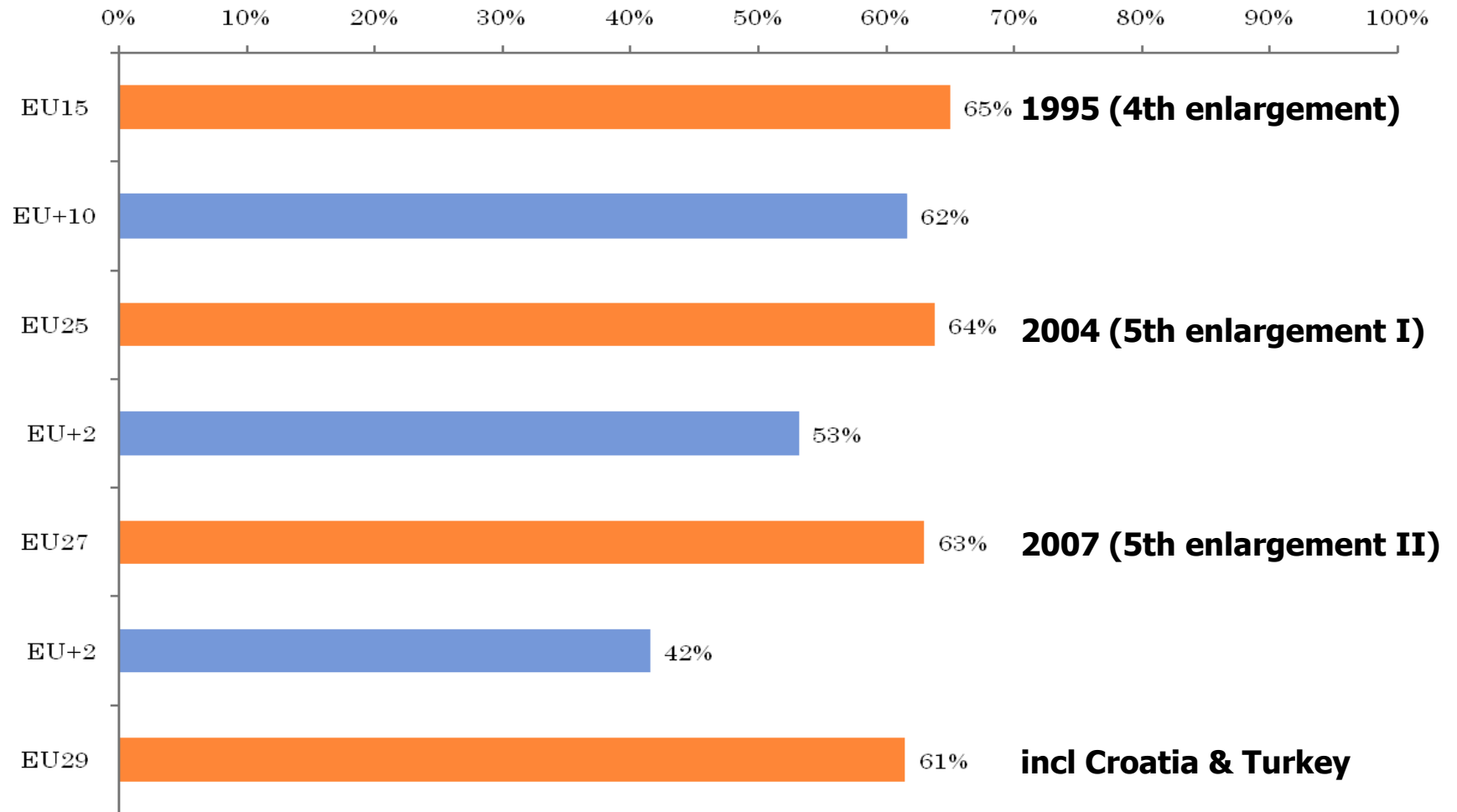


# Participation in sport: EU15 vs EU27 and EU29





# Participation in sport: EU15 vs EU27 and EU29





## Question 3 bis

3. How many people in the EU27 member states actively participate in sports?

- a. 63% → but: only 38% on a regular basis
- b. 53%
- c. 43%

Note: geographical differences in participation levels!





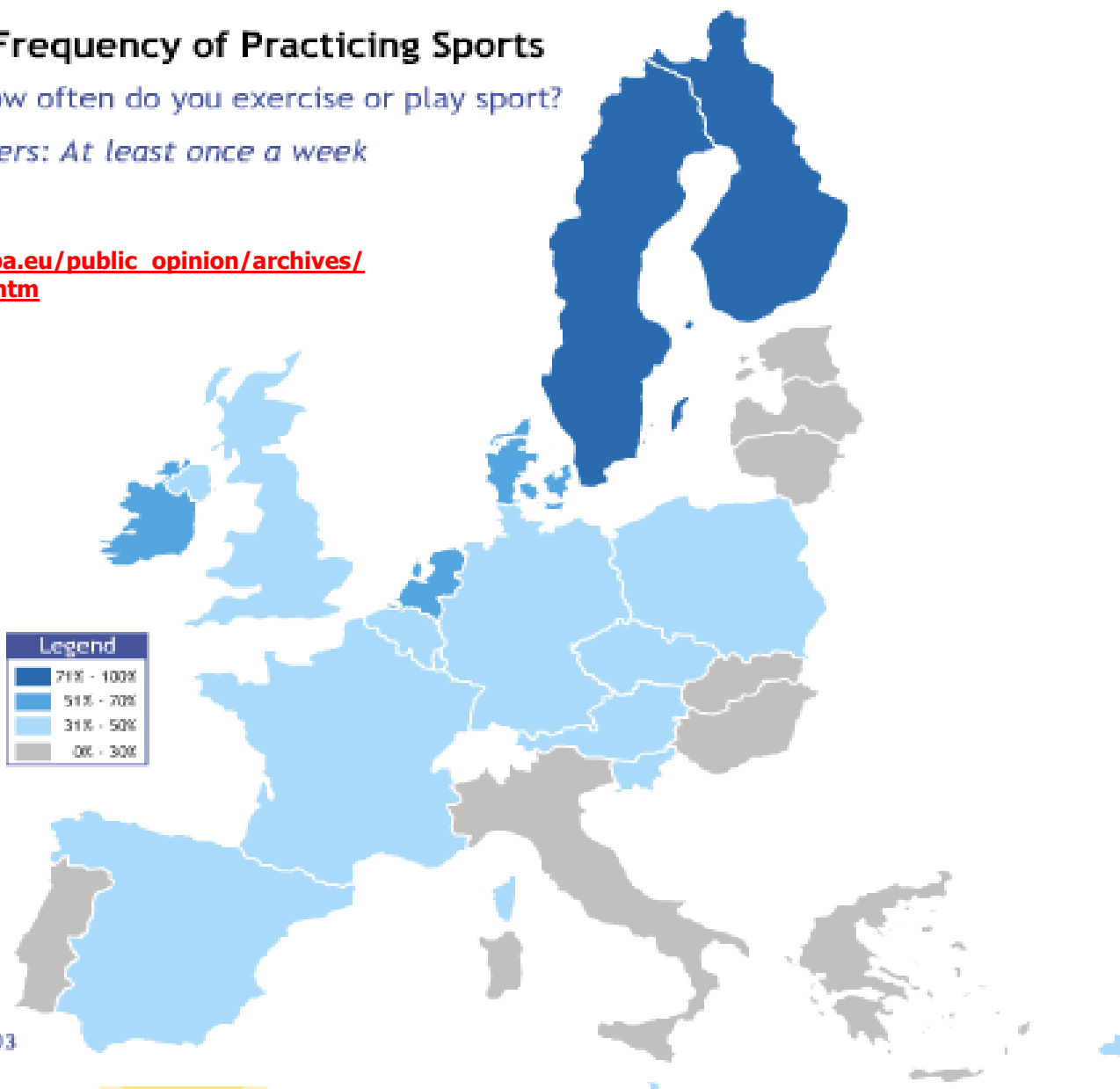
### 1.2 Frequency of Practicing Sports



























Q. How often do you exercise or play sport?

Answers: *At least once a week*


Source:

[http://ec.europa.eu/public\\_opinion/archives/eb\\_special\\_en.htm](http://ec.europa.eu/public_opinion/archives/eb_special_en.htm)



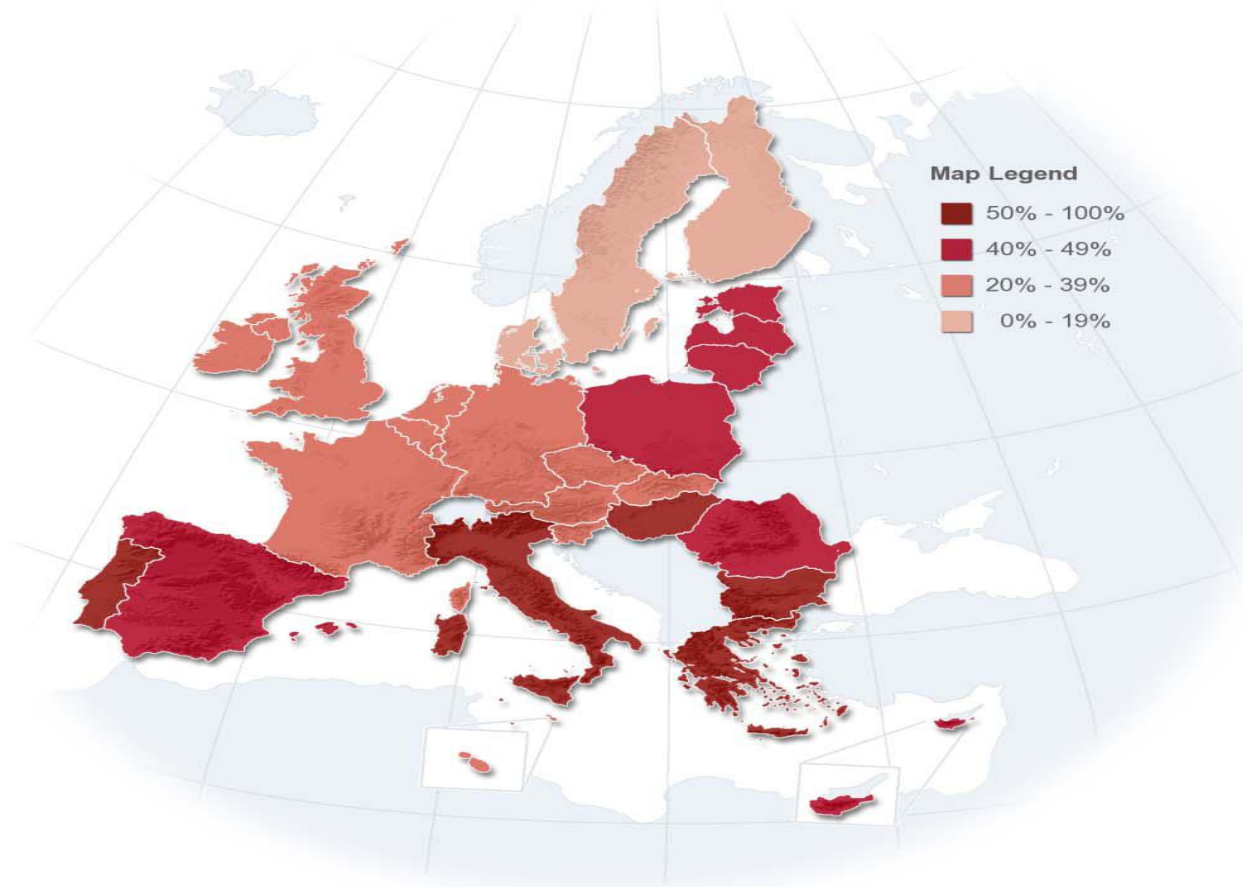
Country Results		
	Finland	76%
	Sweden	72%
	Denmark	60%
	Ireland	53%
	The Netherlands	52%
	United Kingdom	45%
	Luxembourg	43%
	France	43%
	Belgium	43%
	Cyprus	43%
	Slovenia	43%
	Malta	42%
	Germany	39%
	EU25	38%
	Spain	37%
	Austria	34%
	Poland	32%
	Czech Republic	31%
	Estonia	30%
	Latvia	27%
	Italy	27%
	Lithuania	26%
	Greece	26%
	Slovakia	24%
	Portugal	22%
	Hungary	20%

# Special Eurobarometer on Sport and Physical Activity, European Commission, March 2010 (fieldwork, 2009)

 EL	67%
 BG	58%
 PT	55%
 IT	55%
 HU	53%
 PL	49%
 RO	49%
 CY	46%
 LV	44%
 LT	44%
 ES	42%
 EE	41%
 EU27	39%
 MT	38%
 CZ	37%
 SK	35%
 FR	34%
 UK	32%
 LU	32%
 DE	31%
 AT	29%
 BE	28%
 NL	28%
 IE	26%
 SI	22%
 DK	18%
 FI	7%
 SE	6%

Question: QF1. How often do you exercise or play sport?

Answers: **Never**



Northern countries still have higher sports participation levels than the Southern and Eastern countries

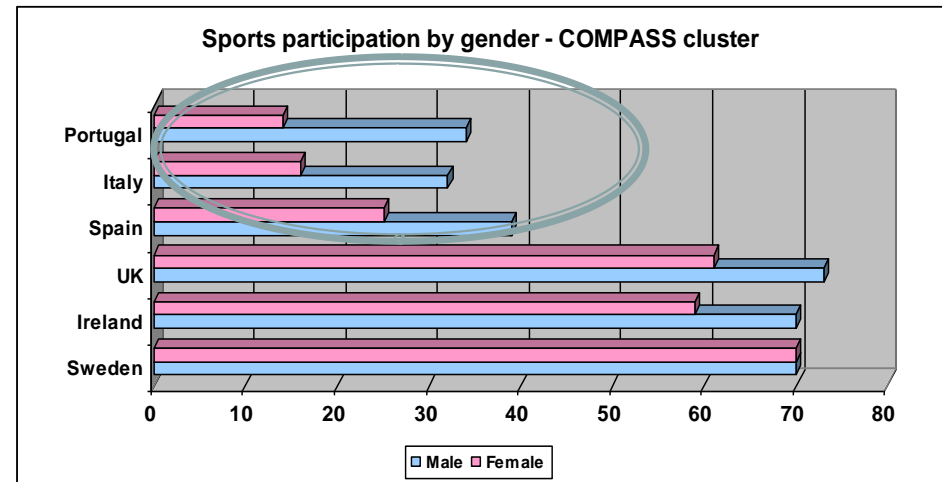


# Sports participation by gender (Compass)

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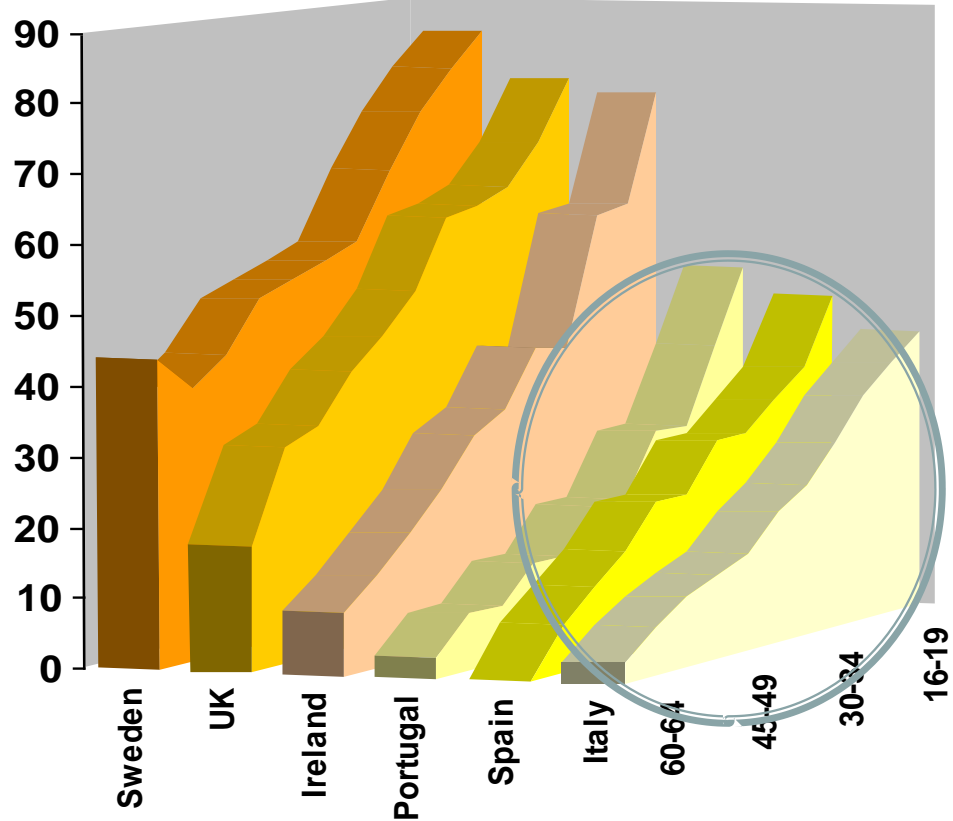
Sweden	70	70	70
Ireland	59	70	64
UK	61	73	67
Spain	25	39	31
Italy	16	32	23
Portugal (1998)	14	34	23

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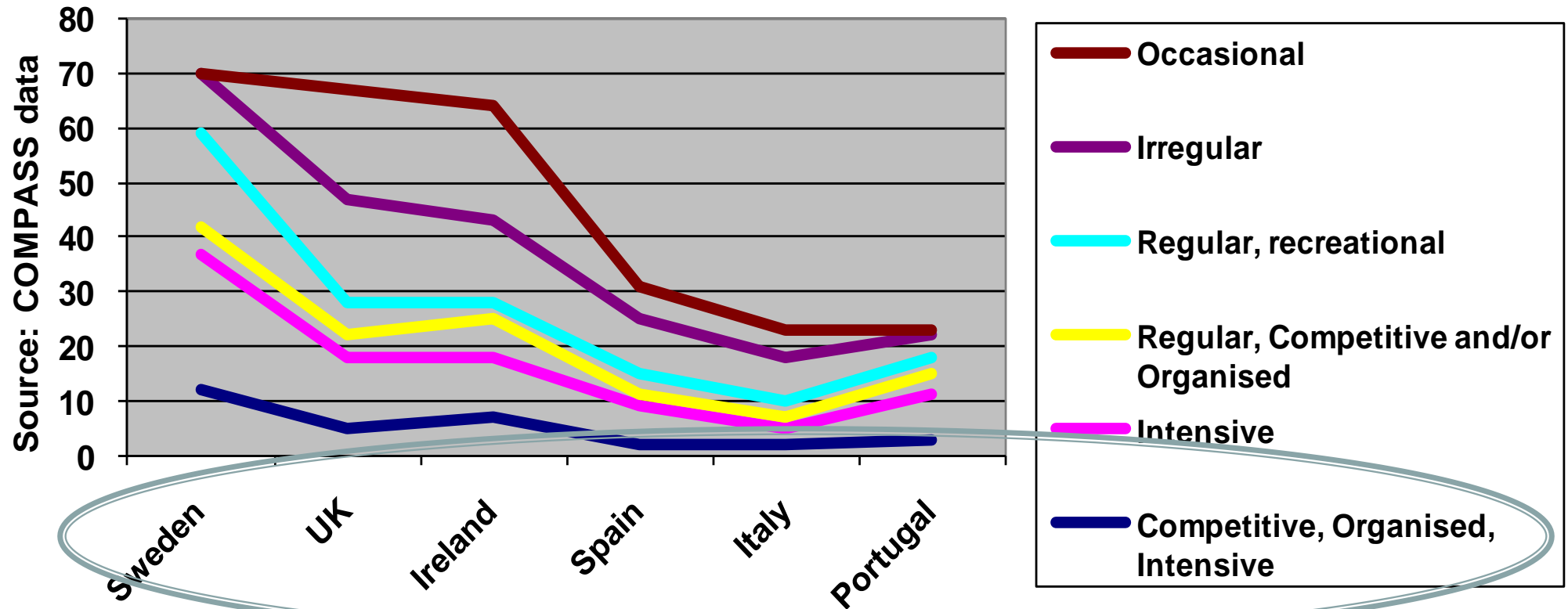
**Sports participation among men is higher compared to women (except for Sweden); gender asymmetries in the Southern countries are greater**

**Sports participation by age - COMPASS cluster  
(more than 12 occasions in a year)**

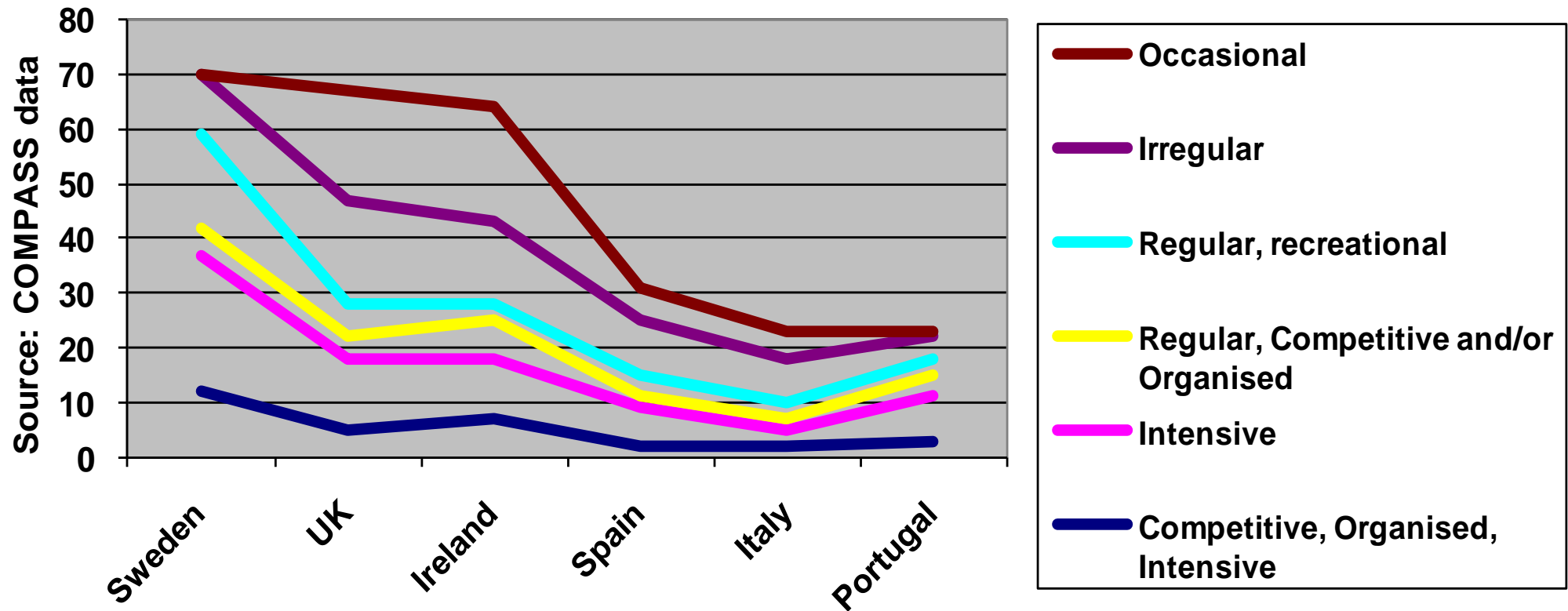


**Sports participation is inversely proportional to age;  
especially in the Southern countries with lower levels of sports  
participation**

# Characteristics of sports participation (Compass)



## Characteristics of sports participation (Compass)



- lower regularity of sporting practice contributes to higher sports participation levels
- using a tight definition of sports participation diminishes differences btw North and South!



## Question 4

**4. How many sport clubs are there in the EU27?**

- a. 1 200 000
- b. 800 000**
- c. 450 000

N of sport clubs = 800 000 (approx.)

N of EU population = 500 000 000 (approx.)

→ 16 sport clubs / 10 000 inhabitants





## Question 5

**5. If the EU had participated as one team at the 2008 Olympic Games, the EU would have gained ...**

- a. ... more medals compared to China.**
- b. ... a comparable number of medals as China.
- c. ... less medals compared to China.

Rank	Country/ Territory	N of (golden) medals in Athens 2004	N of (golden) medals in Beijing 2008
	<i>EU</i>	<i>EU25: 283 (80)</i>	<i>EU27: 281 (87)</i>
1	US	102 (36)	110 (36)
2	China	63 (32)	100 (51)
3	Russia	92 (27)	72 (23)
Tot.	1+2+3	257 (95)	282 (110)







# TRIVIA

Are there any (intercontinental) sports competitions in which Europe participates as one team?

- Golf Ryder Cup (men)
- Golf Solheim Cup (women)
- American football NFL Global Junior Championship
- Curling Continental Cup
- Track&field IAAF World Cup
- Pool billiards Mosconi Cup
- Bowling Weber Cup





## Question 6

### 6. What is the subsidiarity principle?

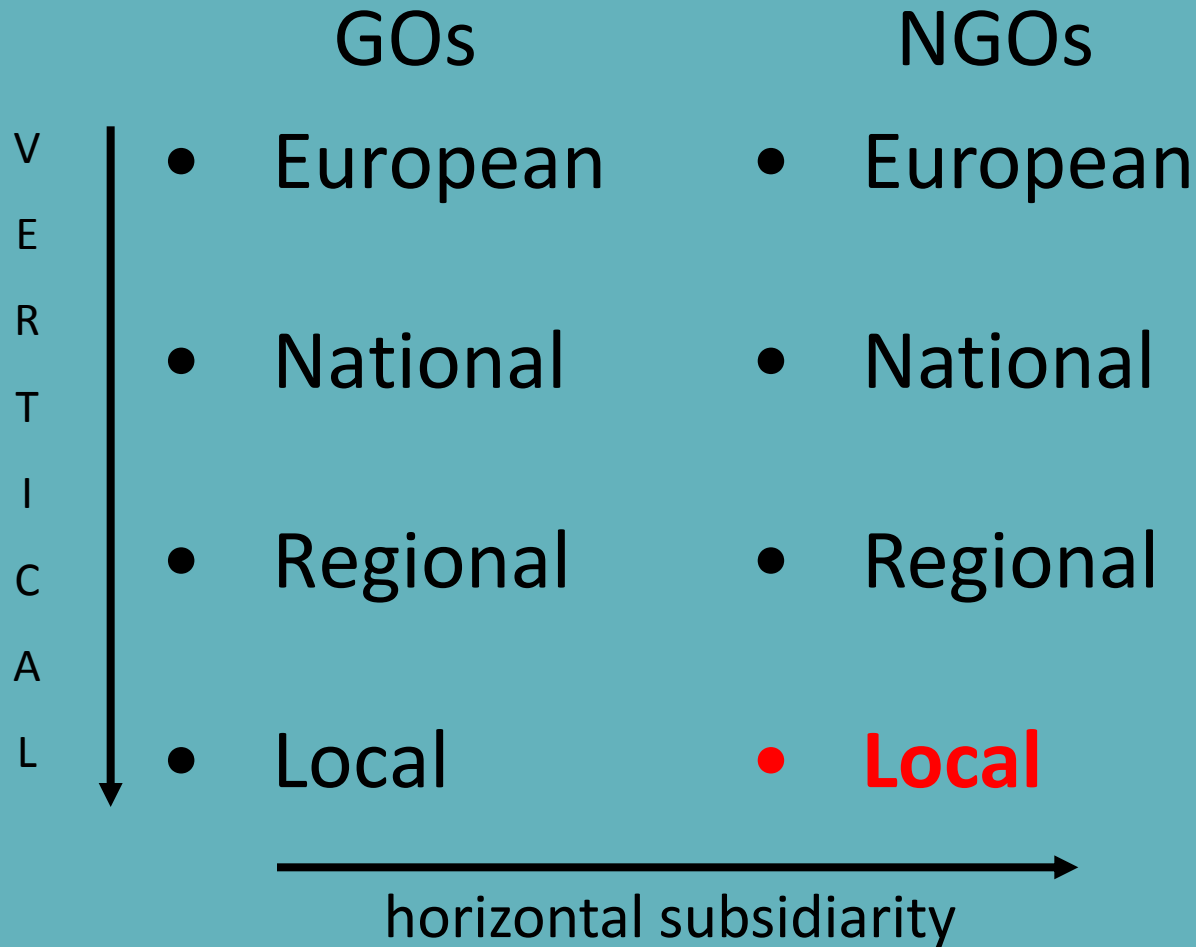
- a. It means that the EC gives financial aid to EU national governments.
- b. It means that political decisions in the EU must always be taken at the lowest administrative level.**
- c. It means that national governments co-operate in order to facilitate EU policies.

The subsidiarity principle is one of the central principles in the EU context, laying down that political decisions in the EU must always be taken at the lowest possible administrative and political level, and as close to the citizens as possible. Other than the areas where the EU has exclusive competence, this means that the EU can only act if it would be better to implement the legislation in question at EU rather than at national, regional or local level.





# SUBSIDIARITY: VERTICAL vs HORIZONTAL





## 3 main principles

- 1. Subsidiarity:** do not undertake any activity which can be more efficiently and/or effectively done by lower/local organisations
- 2. Autonomy** of the sports movement:
  - Self-management and self-regulation: no intervention from state / commercial companies
  - Independence
- 3. Partnership** between public and sporting authorities





# Question 7

## 7. 2010 = ...?

- a. ... *The European Year of Education Through Sport* (2004)
- b. ... *The European Year for Combating Poverty and Social Exclusion***
- c. ... *The European Year of Voluntary Activities Promoting Active Citizenship* (2011)





# Results

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# Results

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# 3 different types of states (Cooper, 2002)

## 1. Premodern states

- Mainly previous colonies
- Rough or 'failed' states
- War, chaos, terrorism, corruption, ... dominate
- Examples: Afghanistan, Congo, Liberia, Somalia, ...

## 2. Modern states

- Traditional states
- Sovereignty and nationalism dominate
- Examples: Brazil, China, India, Russia, US, ...

## 3. Postmodern states

- New forms of government
- Intergovernmentalism and supranationalism prevail
- Stability, social security, integration, common financial system, ...
- Example: European Union





# Main features of the EU

## 1. Economic giant

- EU has a single market through a standardised system of laws which apply in all member states, guaranteeing freedom of movement of people, goods, services and capital
- Member of the G-20 (= Group of 20 major economies worldwide)
- G-20 = 19 of the world's largest national economies plus the EU
- G-20 economies comprise 85% of the global Gross National Product, 80% of the world trade and two-thirds of the world population

## 2. Political dwarf

- Weak foreign policy
- EU operates through a hybrid system of intergovernmentalism and supranationalism
- In certain areas EU depends upon agreement btw member states: unanimity required (-) → power possessed by the member states, cfr. principle of subsidiarity
- EU also has supranational bodies, able to make decisions without unanimity btw all national governments (+) → power is transferred to a broader authority

## 3. Military wurm

- Hardly any shared military power and force





# Main features of sport in the EU

## 1. Governmental and semi-governmental sport organisations

- Every European country has an institution that is in charge of sport
- But, the government does not have exclusive competence for sport

## 2. Non-governmental sport organisations

- NGSO's can be considered as the basis for the European sport system
- cfr national sport federations and their clubs (N=700 000 clubs)

## 3. Financing of sport

- Sport in all of the EU Member States is financed by public funds
- Also budgets of regional and local authorities





# Role of the government wrt sport

→ What are the reasons that a government is involved in sports?







# Role of the government wrt sport

(Coakley, 1998; Houlihan, 2001)

## 1. To safeguard the public order

→ Government makes rules about what types of sports are legal or illegal, how sports are organized, who should have opportunities to play sports, where certain sports may be played, who can use public sports facilities at certain times, etc.

## 2. To maintain and develop fitness and physical abilities among citizens

→ Government-funded health insurance programs promoting sports to improve physical well-being and to reduce cost of health services

## 3. To promote the prestige of a community or nation in wider realms of political relations

→ Quest for recognition and prestige on a local, national or global level

## 4. To promote a sense of (national) identity, belonging and unity among citizens: nation building

→ Cfr. Irish history: the role of the Gaelic Athletic Association in the late 19th century in promoting traditional ethnic sports and challenging English cultural hegemony





# Role of the government wrt sport

(Coakley, 1998; Houlihan, 2001)

## 5. To emphasize values and orientations consistent with dominant political ideology in a community or society

- Cfr. OG1936, so-called Nazi Games

## 6. To increase citizen support of political leaders and the political structures they represent

- Cfr. attendance of politicians at sporting events

## 7. To support economic development in the community or society

- Cfr. hosting of the OG to create jobs, to promote tourism, etc.

## 8. To facilitate social integration into the community or society

- Cfr. Neighbourhood Sport in Belgium

→ Nature and extent of government involvement in sports varies from one society to the next

→ Not always possible to isolate the domestic from the foreign policy motives for state intervention in sport

→ Which of these roles are important for the EU?





## Unity vs. Diversity: towards a typology of sport systems in the EU

Different reasons for a government to involve in sports

In Europe different sport systems and sport policy structures exist

Differences in service deliveries from the government





# FRAMEWORK OF 3 MAJOR PLAYERS IN OUR WELFARE SOCIETY

**1. STATE**

**GO**

**NOT FOR PROFIT**

**2. CIVIL SOCIETY**

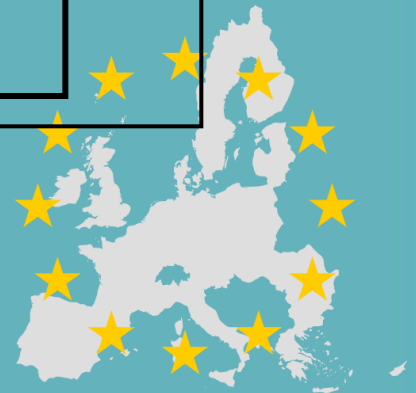
**NGO**

**NOT FOR PROFIT**

**3. MARKET**

**NGO**

**FOR PROFIT**



# FRAMEWORK OF 3 MAJOR PLAYERS IN OUR WELFARE SOCIETY



Source: Scheerder (2007)  
based on Ibsen (1998) and  
Pestoff (1995)



## 3 MAJOR AREAS: principles, goals, instruments and organisation

Area	Basic Principle	Main Goal	Basic Instrument	Organisation
STATE				
CIVIL SOCIETY				
MARKET				

### BASIC PRINCIPLE

solidarity and social cohesion  
welfare and resharing  
production and consumption

### MAIN GOAL

economic profit  
public profit  
social profit

### BASIC INSTRUMENT

social capital → voluntarism  
economic capital → financial trade  
public capital → subsidies

### ORGANISATION

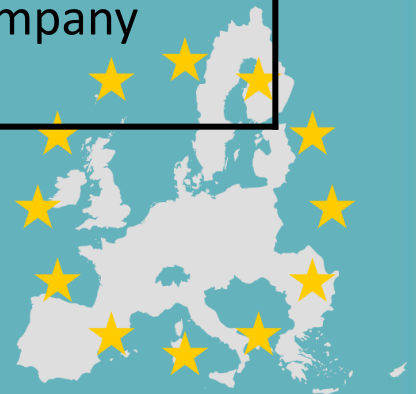
business company  
government  
voluntary association



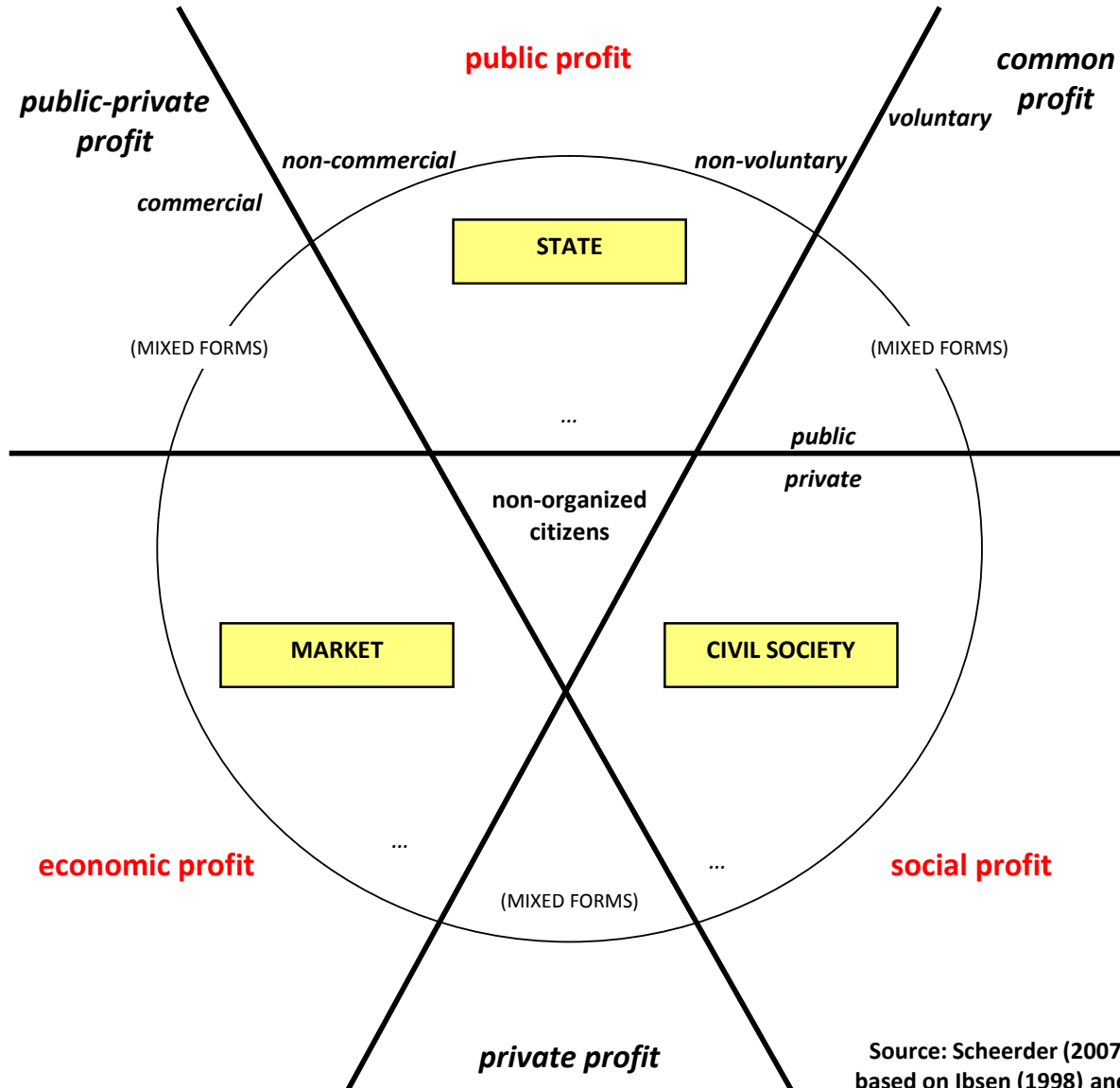


## 3 MAJOR AREAS: principle, goal, instruments and organisation

Area	Basic Principle	Main Goal	Basic Instrument	Organisation
STATE	Welfare Re-sharing	Public profit	Subsidies → Public capital	Government
CIVIL SOCIETY	Solidarity Social cohesion	Social profit	Voluntarism → Social capital	Voluntary association
MARKET	Production & consumption	Economic profit	Financial trade → Economic capital	Business company



# FRAMEWORK OF 3 MAJOR PLAYERS IN OUR WELFARE SOCIETY



*basket club*

*fitness centers*

*light communities in sport*

*EYES2004*

*jogging group*

*subtropical swimming pool*

*public swimming pool*

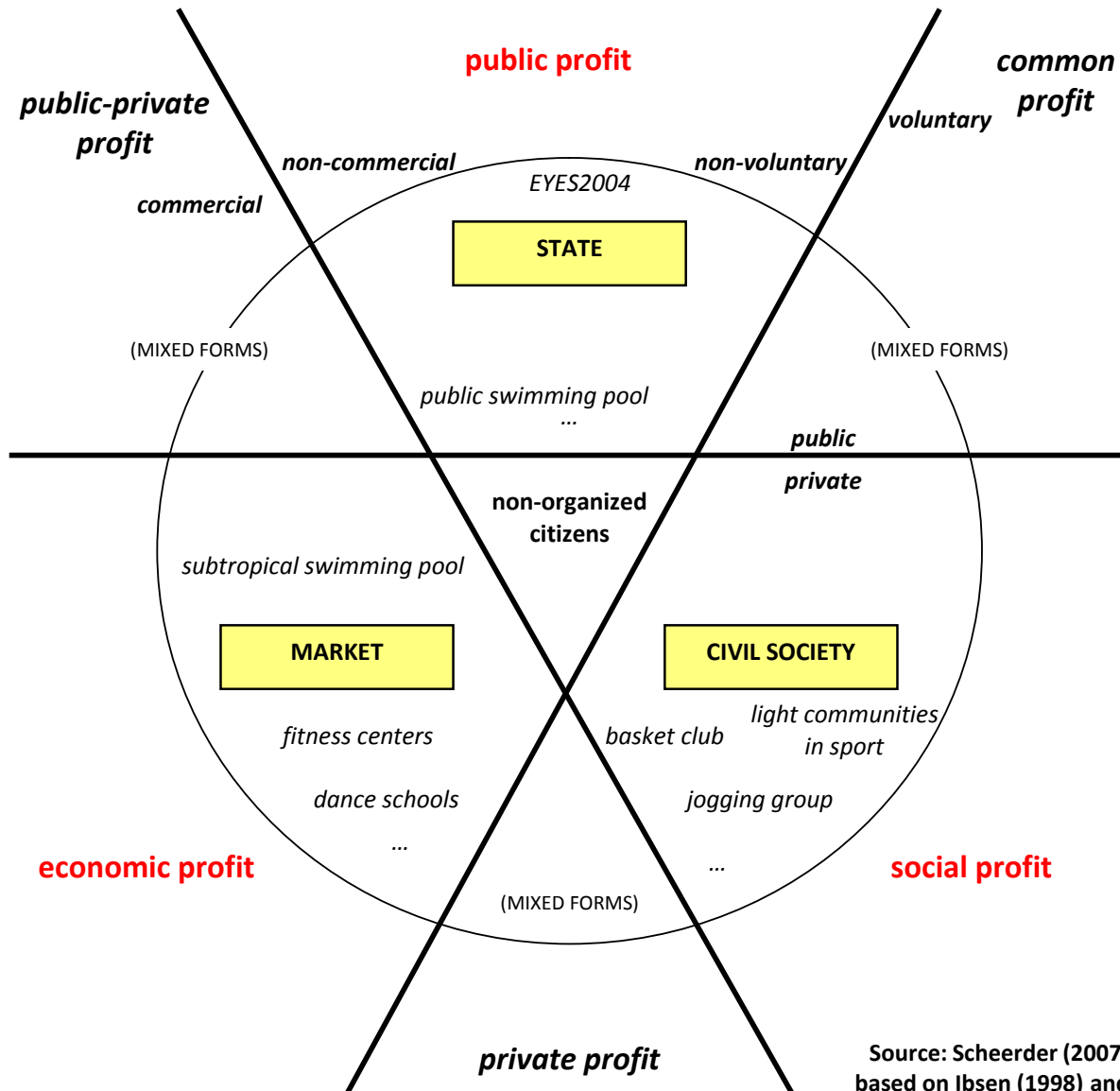
*dance schools*



Source: Scheerder (2007)  
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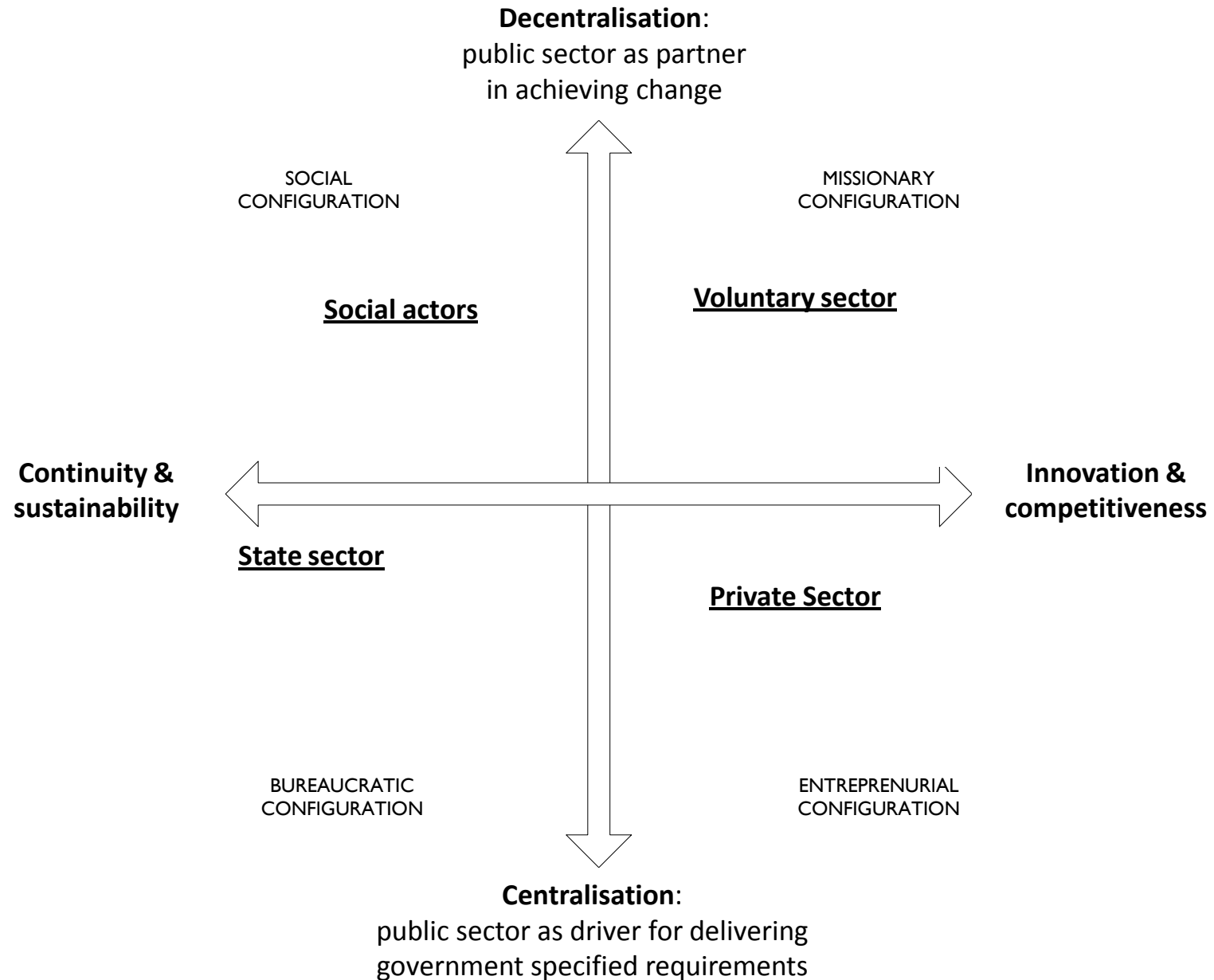
# MODEL FOR 3 MAJOR PLAYERS IN EUROPEAN SPORT



Source: Scheerder (2007)  
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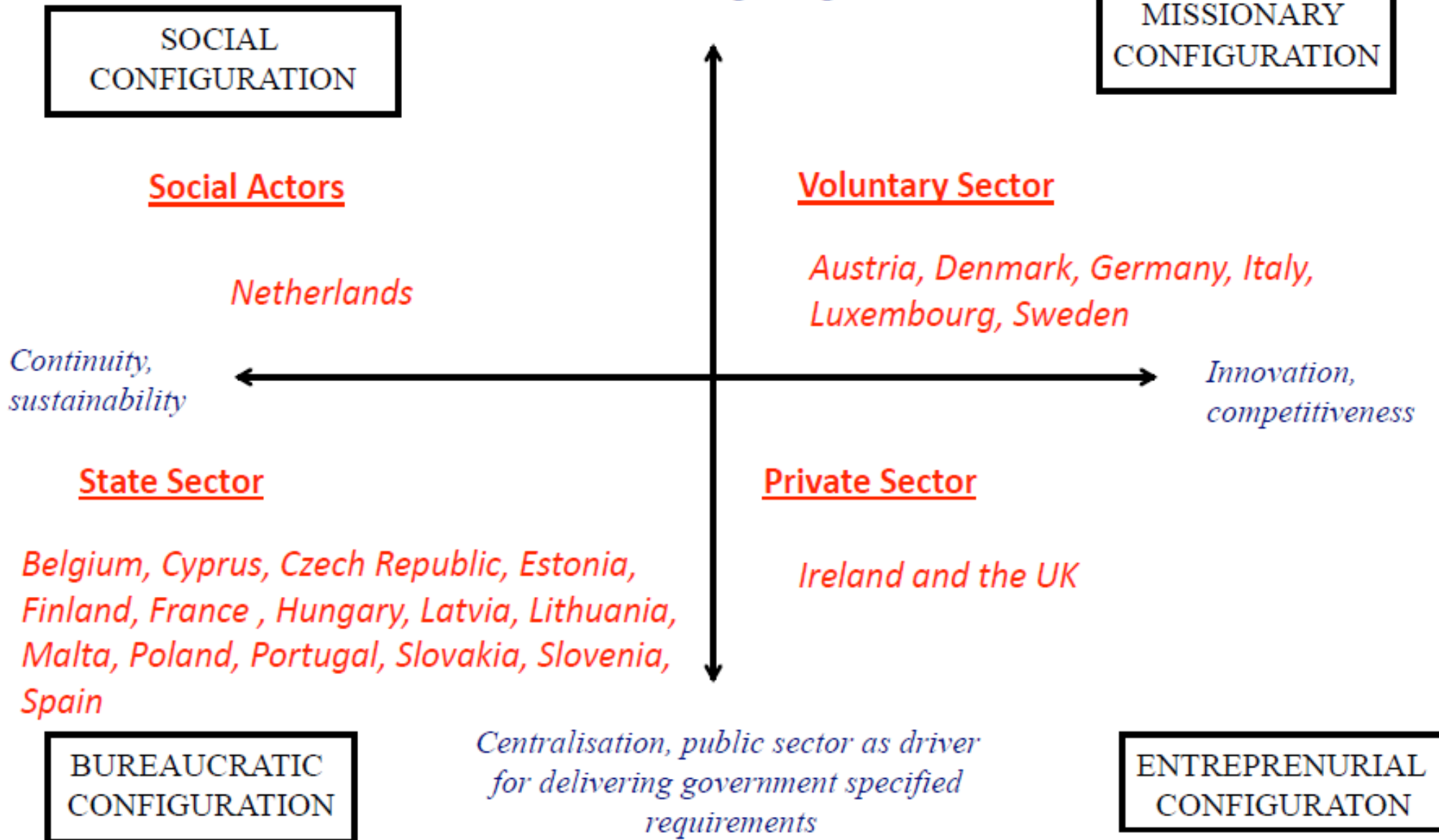


# Outline of a Typology of European Sport Policy Systems (Camy et al., 2004): 4 configurations

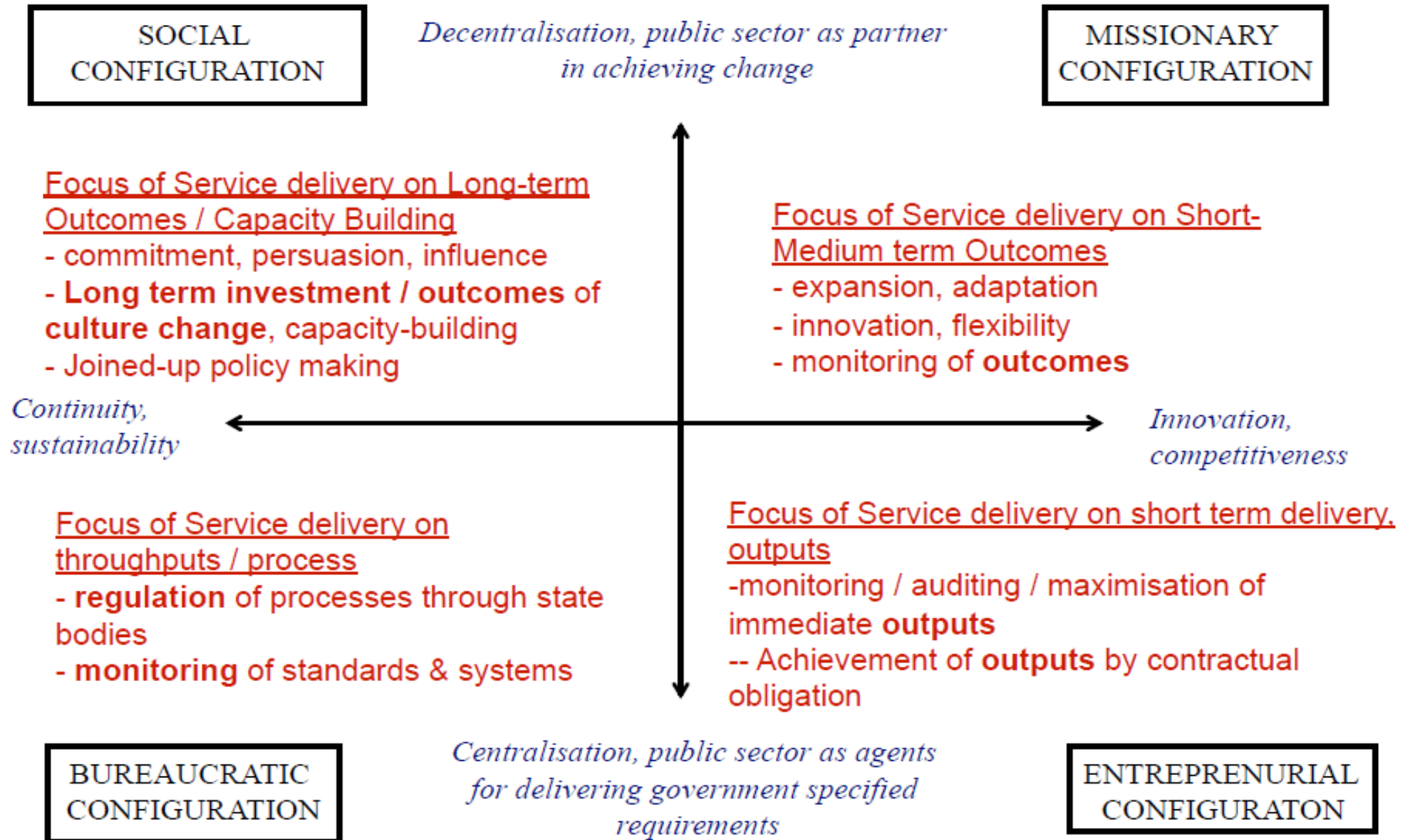


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*Decentralisation, public sector as partner  
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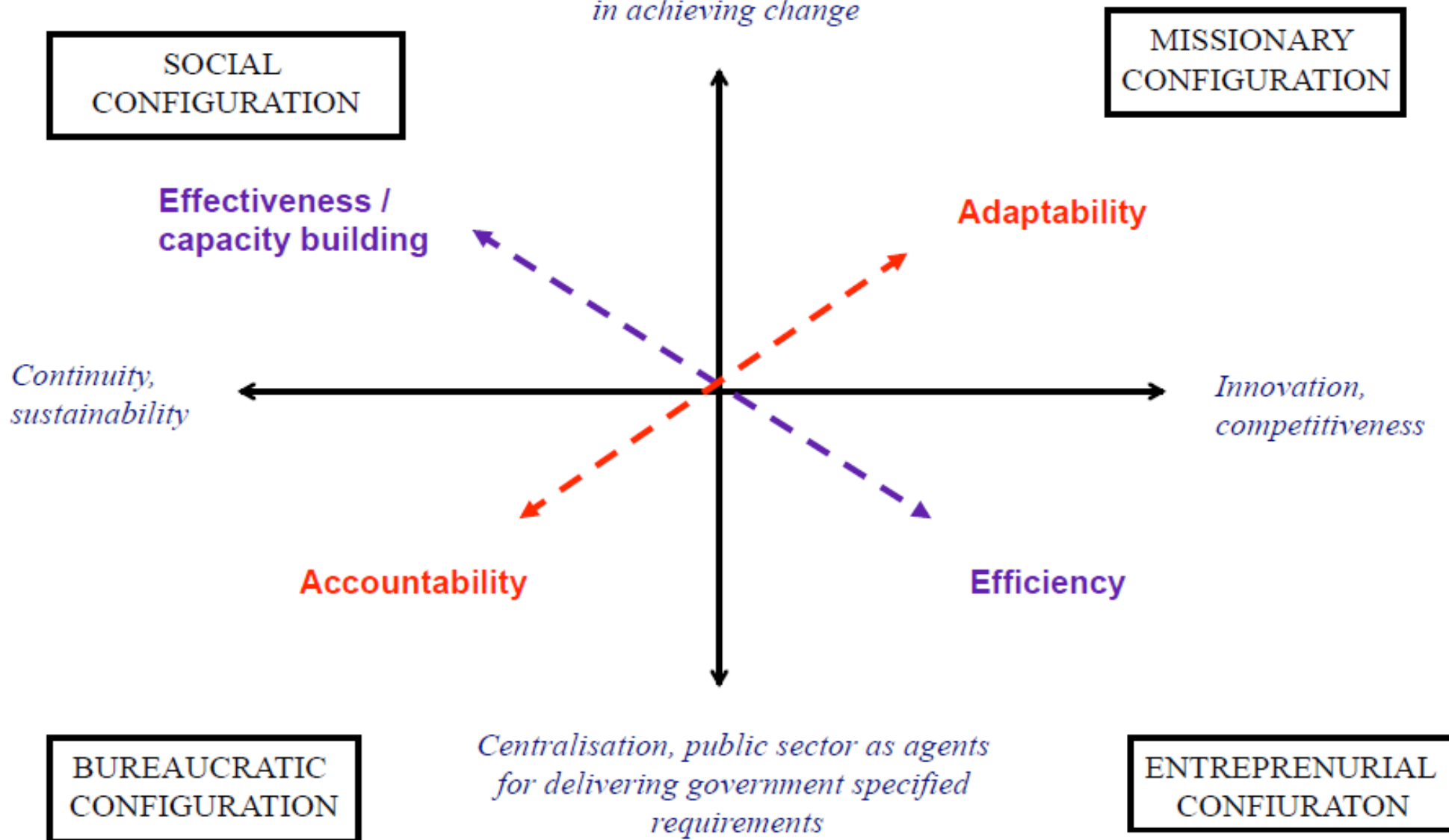


# Features of Governance and Policy Delivery in Each of the Four Configurations (Henry, 2009)

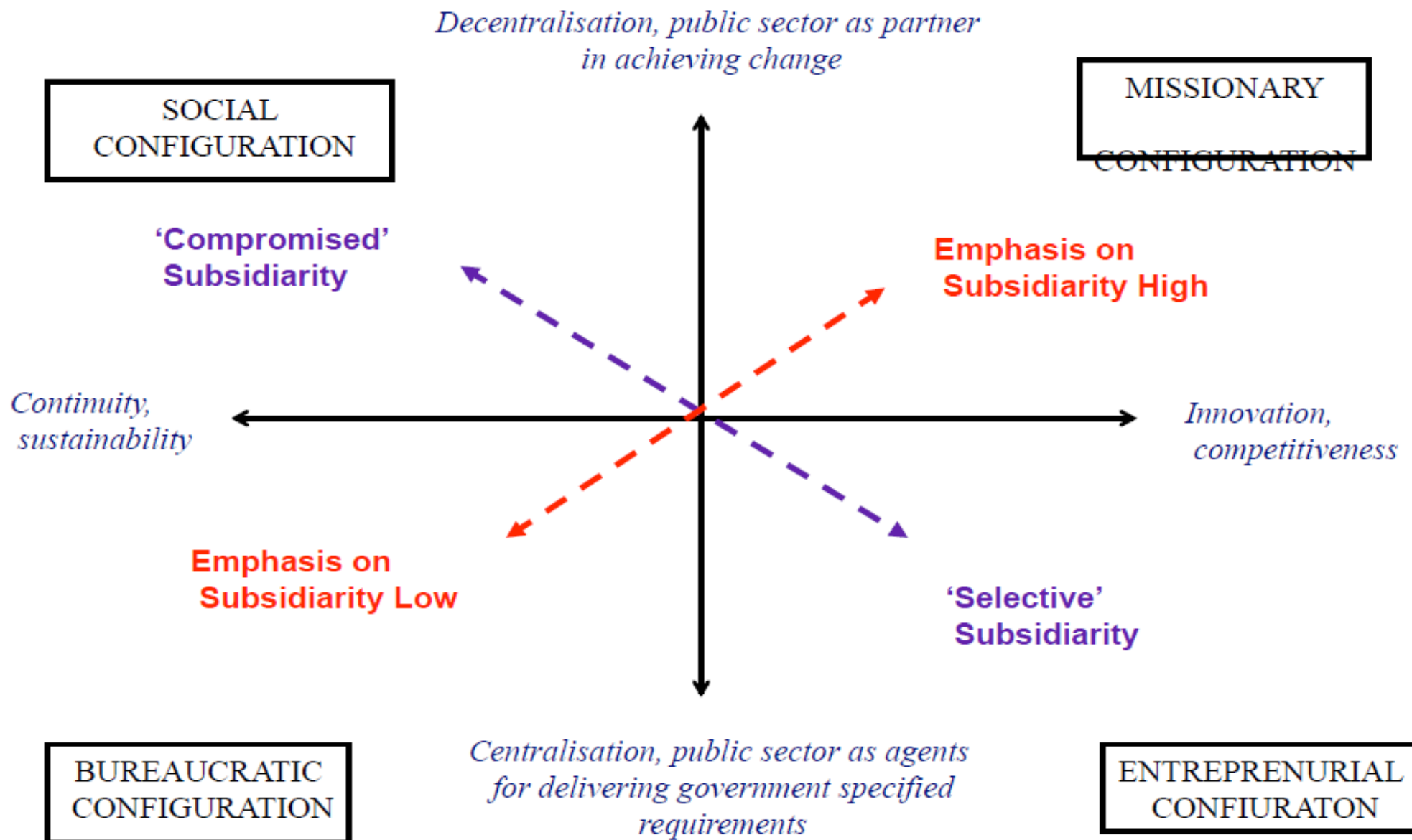


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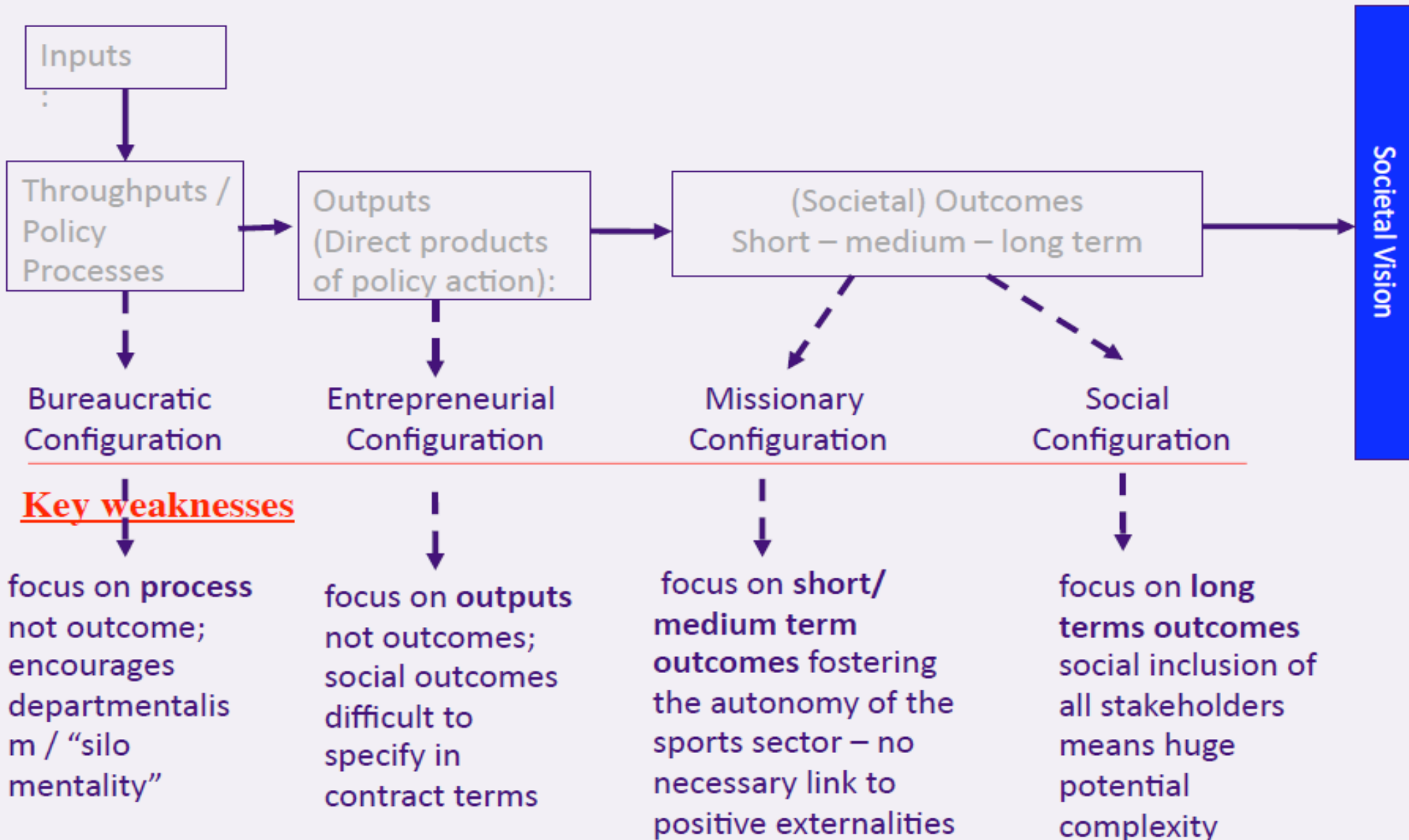


# Features of Governance and Policy Delivery in Each of the Four Configurations (Henry, 2009)



# Abbreviated Logic Model

(Henry, 2009)



The Direction of Change within European Sports  
Policy Systems

# Shifting Nature of European Sports Policy Systems

(Henry, 2009)



- From 'bureaucratic' (and missionary) to entrepreneurial models (*Central European Member States, France, Italy*)
- From entrepreneurial to social (UK)
- From strong to weak social model (Netherlands)



# STRUCTURE OF EUROPEAN SPORT

## Legend:

- = member
- - - - -> = adviser

CEU = Council of the European Union = Council of Ministers

ECm = European Commission

EP = European Parliament

ECc = European Council

CDDS = Comité Directeur pour le Développement du Sport

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DG IV = Directorate-Generate for Education, Culture & Heritage, Youth & Sport

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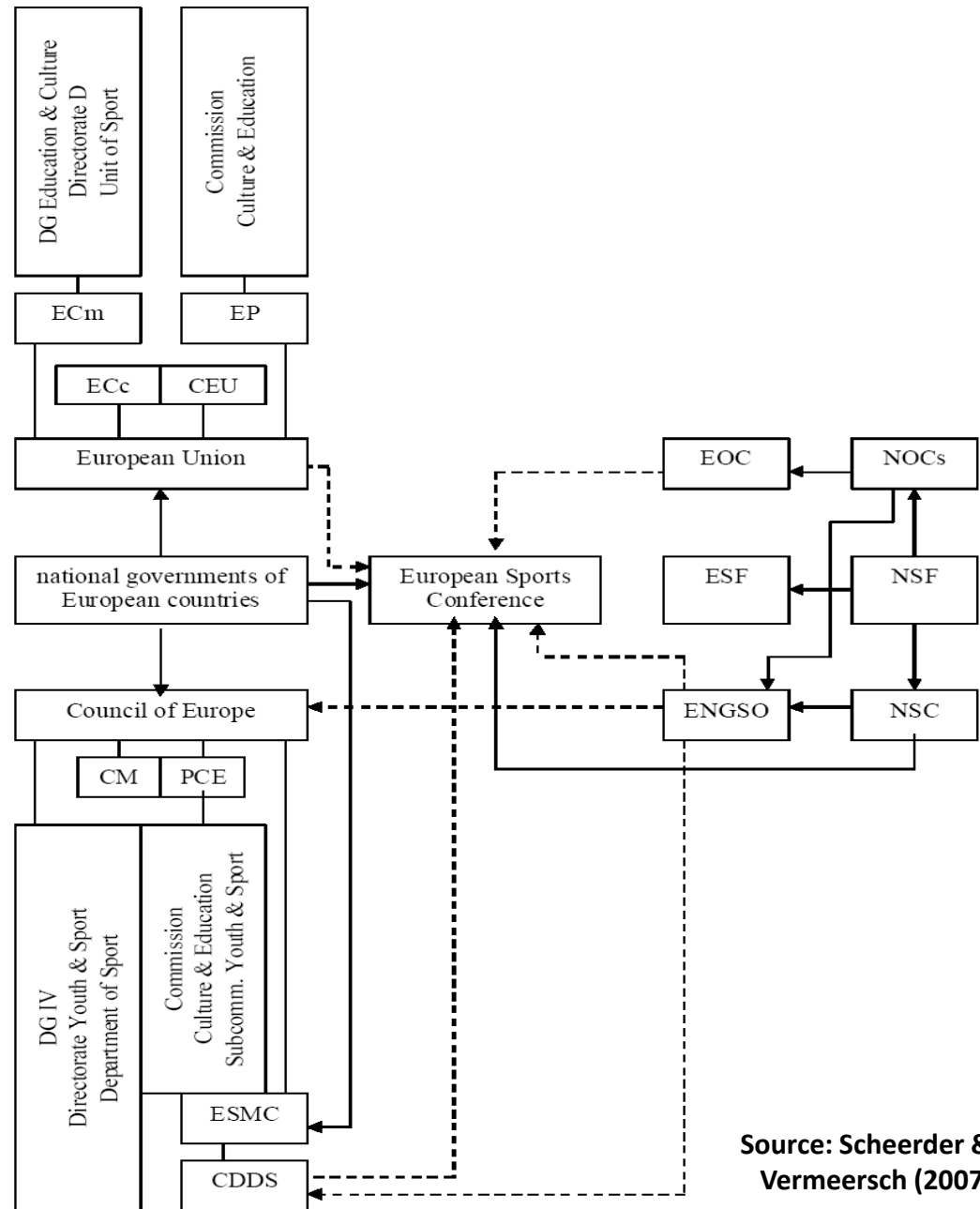
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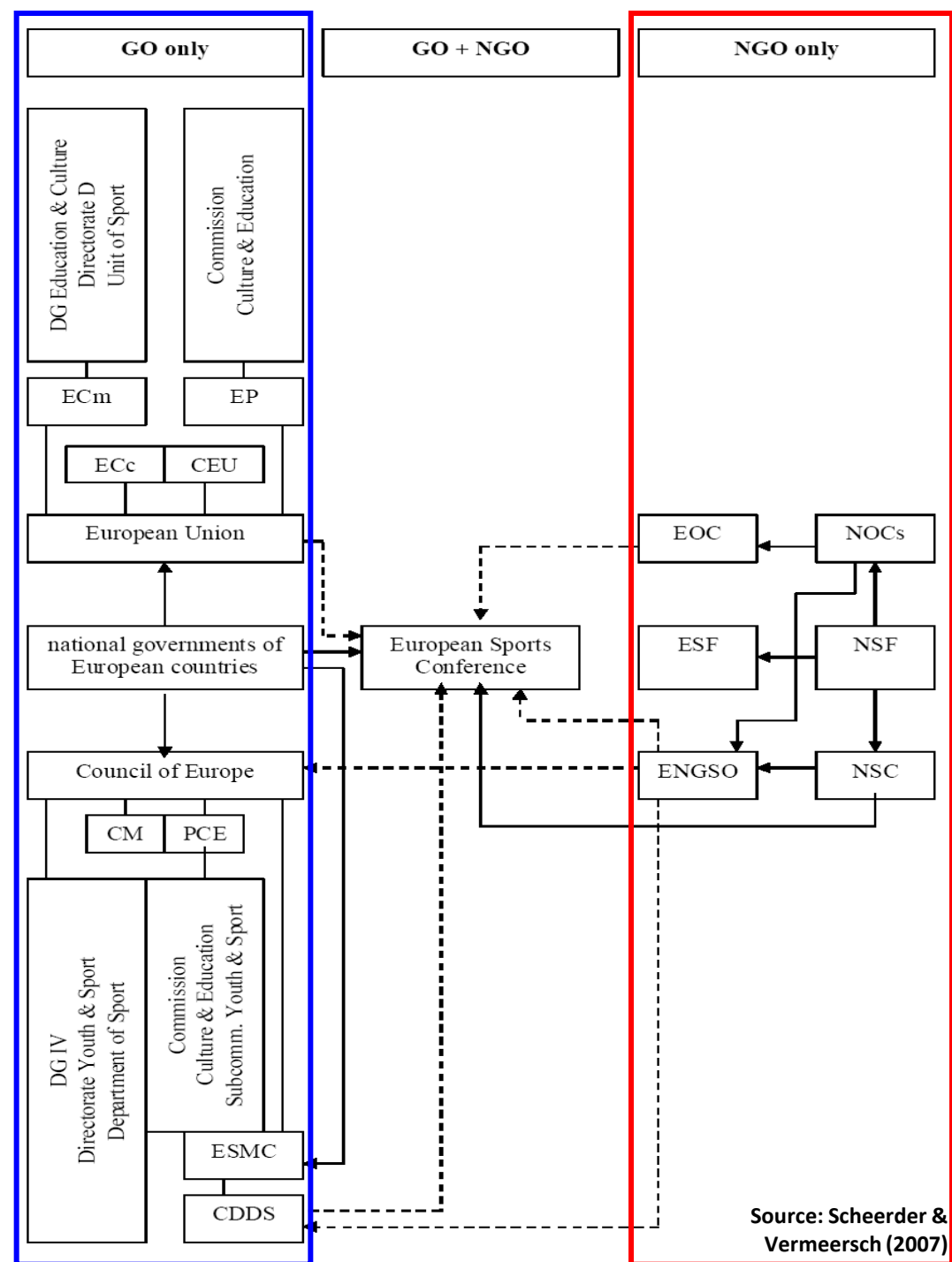
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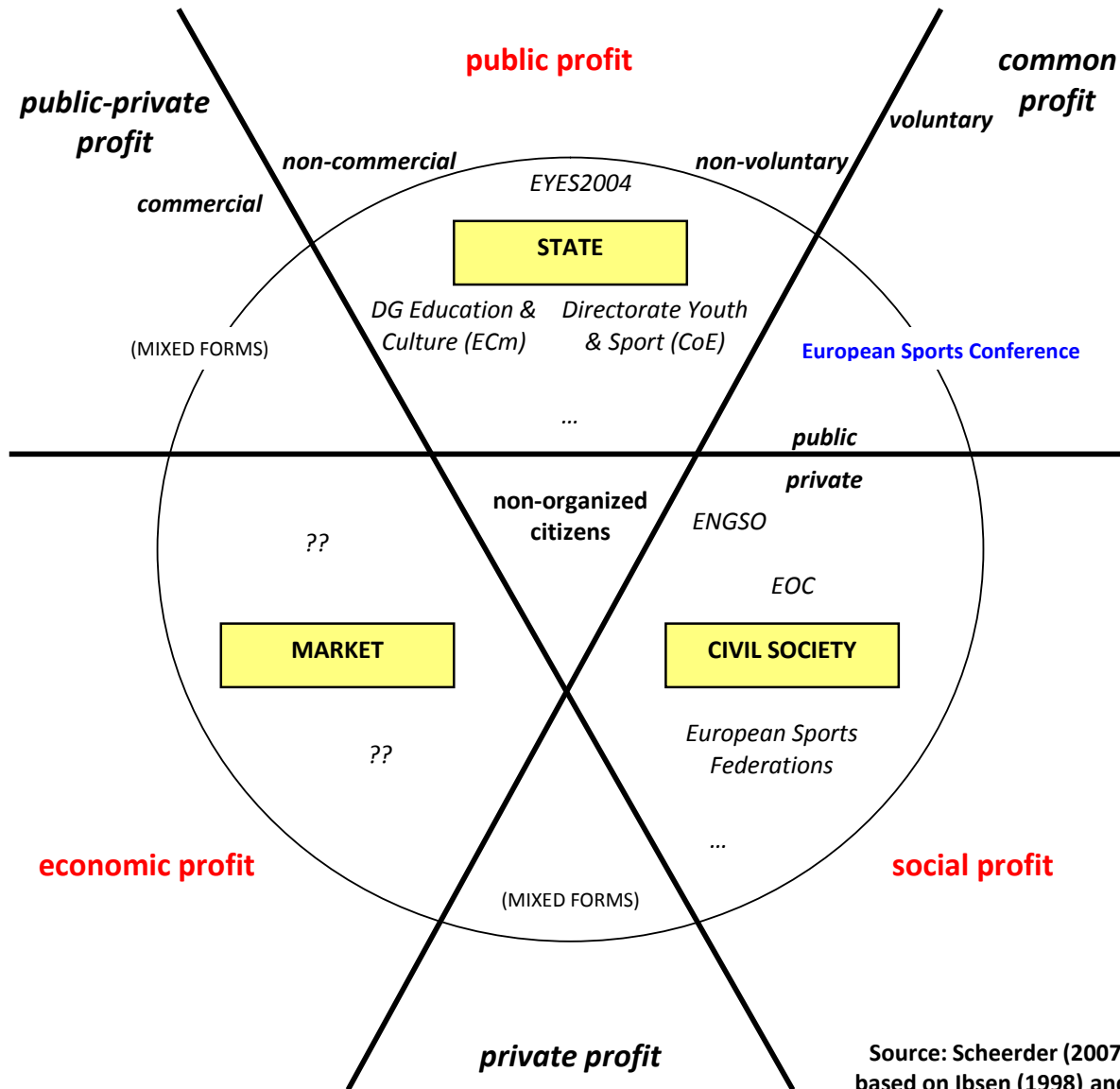
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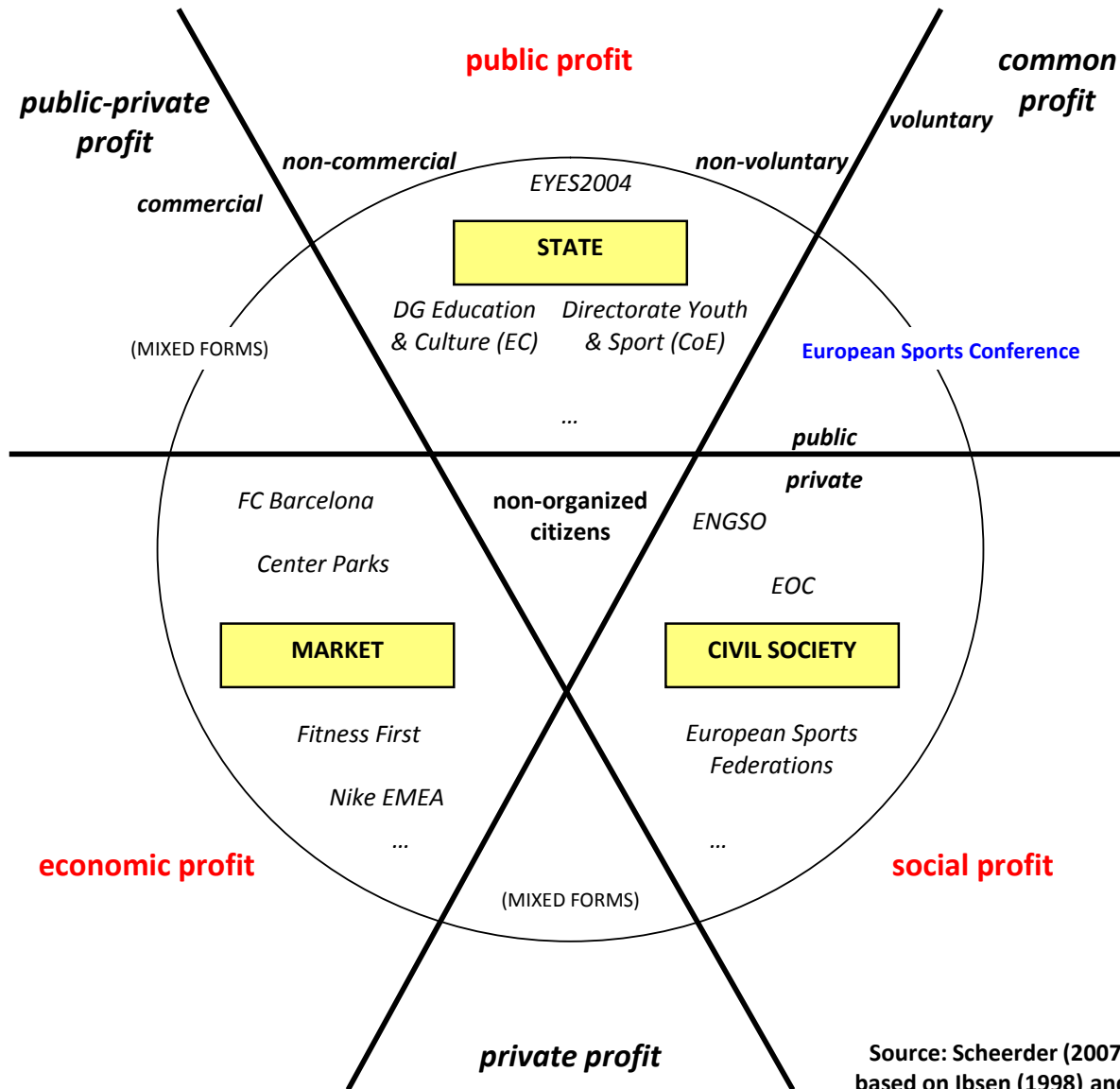
# MODEL FOR DIFFERENT PROFIT AGENTS IN EUROPEAN SPORT



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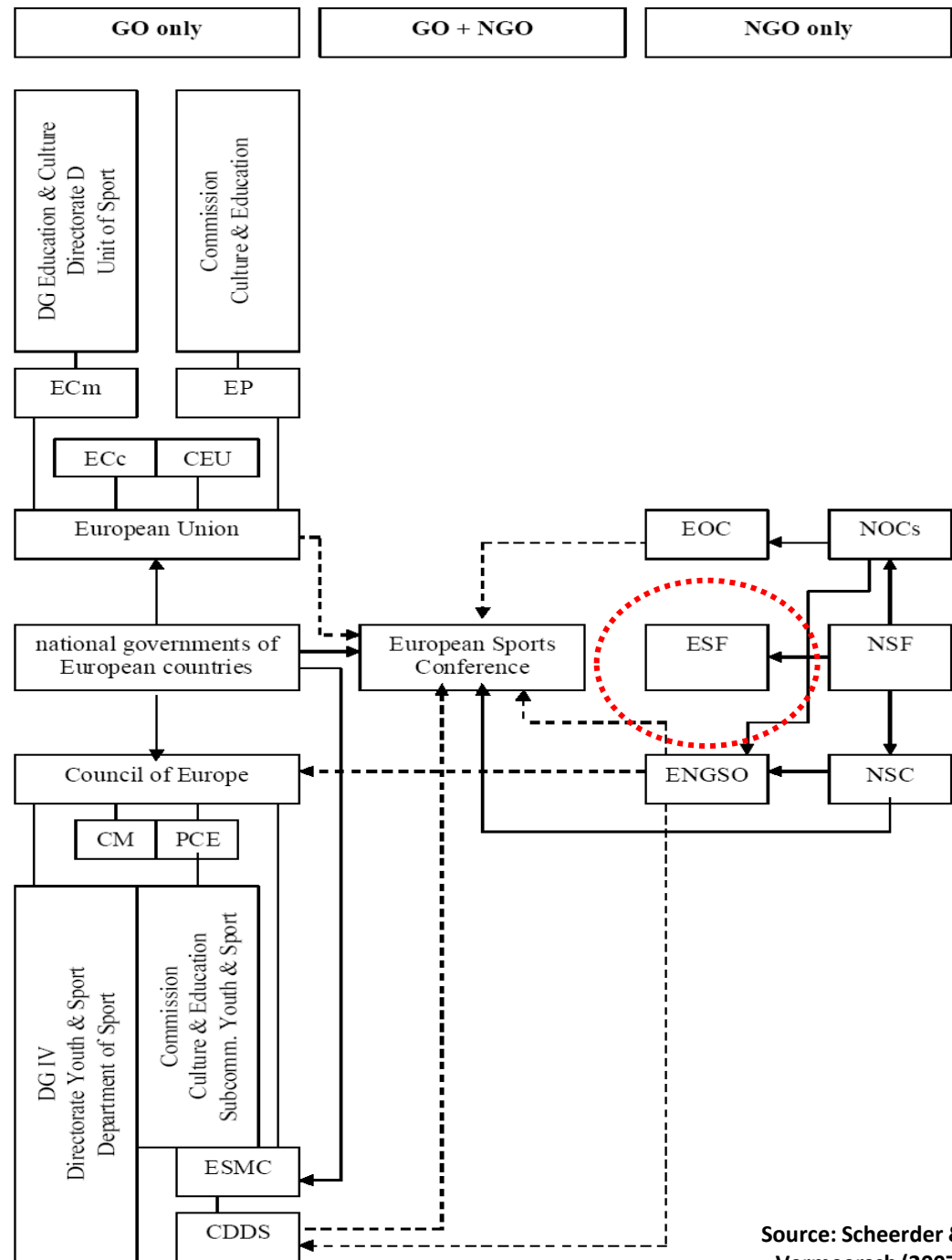
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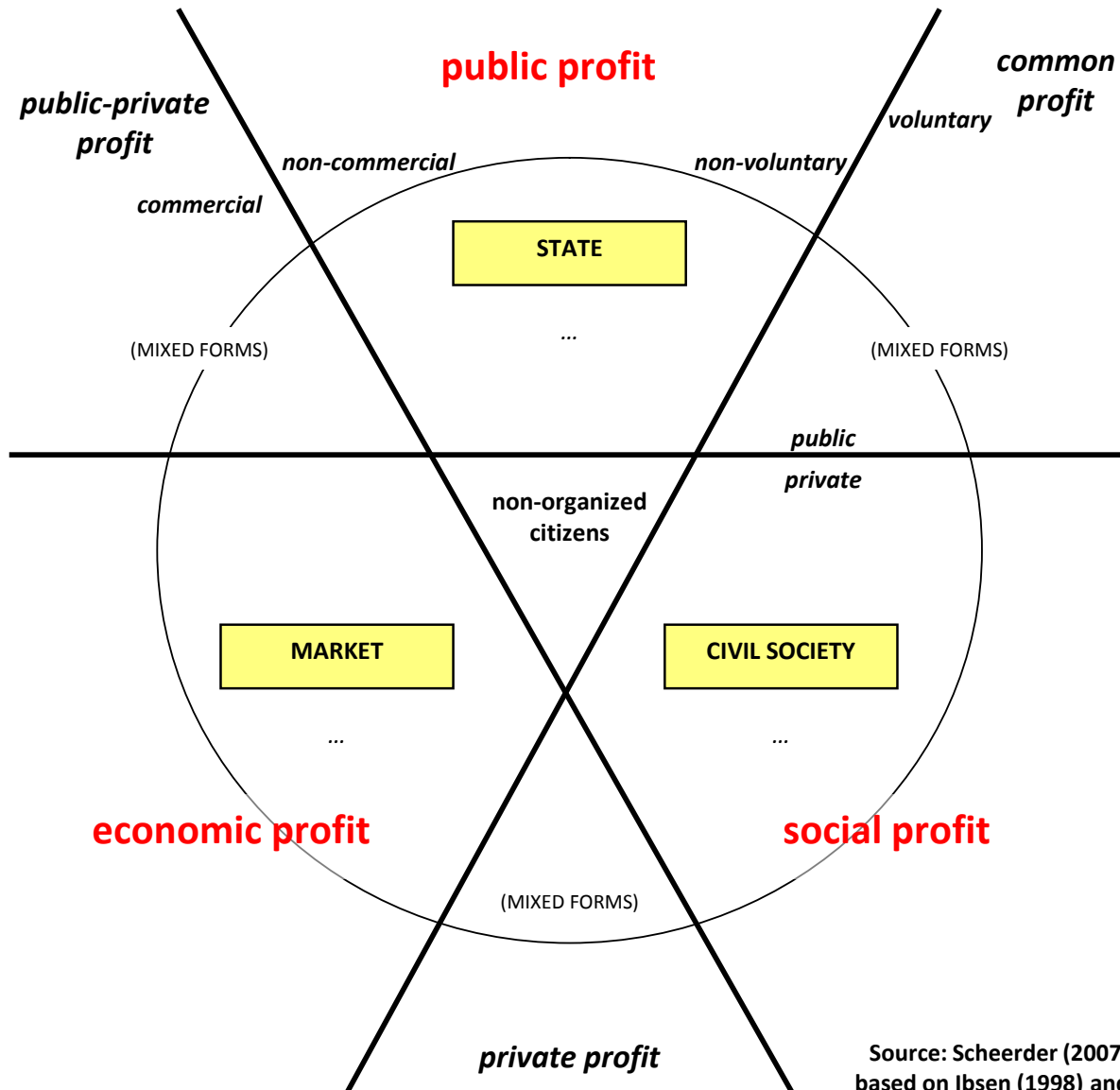
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# MODEL FOR DIFFERENT PROFIT AGENTS IN YOUR COUNTRY



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## Government: political representation, public administration, advisory body

LEVEL	Political representation		Public administration		Advisory body
	<i>Legislative</i>	<i>Executive</i>	<i>Development &amp; Evaluation</i>	<i>Implementation</i>	
European	EP	ECc, CEU, ECm	Unit of Sport	Unit of Sport	EESC
National					
Regional					
Provincial					
Local					



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**“For years your teachers kept telling you to settle down and sit still. You can stop now.”**





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	<i>Legislative</i>	<i>Executive</i>	<i>Development &amp; Evaluation</i>	<i>Implementation</i>	
European	EP	ECc, CEU, ECm	Unit of Sport		EESC
National	Belgian Federal Parliament (Chamber of Representatives + Senate)	Belgian Federal Government	-	-	-
Regional	Flemish Parliament	Flemish Government (incl. Min of Sport)	Dept of CJSM	BLOSO	Flemish Sports Council
Provincial	Provincial Council	Deputation (incl. Delegate for Sports)	Provincial Sports Administration		Provincial Sports Council
Local	Municipal Council	Bench of Aldermen (incl. Aldermen of Sports)	Municipal Sports Service		Municipal Sports Council







## SOME BASIC FIGURES WRT SPORT PARTICIPATION IN YOUR COUNTRY

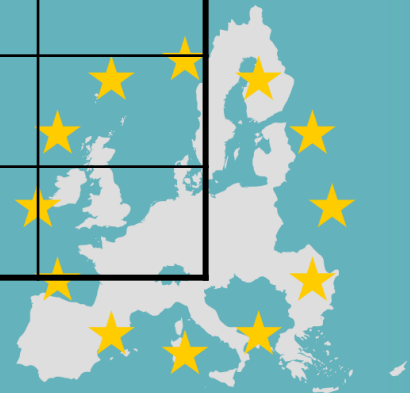
AGENT	ACTIVITY	EU	BELGIUM / FLANDERS	FINLAND	LITHUANIA	...
	<i>N of inhabitants</i>	497,2milj.				
GENERAL	N of sport participants	63%				
“STATE” (use of swimming pools, running accommodation, ...)	N of informal, unorganized sport participants $= \geq G - (CS + M)$	$\geq 41\%$				
CIVIL SOCIETY	N of sport participants in a club	16%				
MARKET	N of sport participants in a fitness center	6%				



# DIFFERENCES IN SPORTS PARTICIPATION

Do you know which sport activities are the most popular in your country (1) only taking into account club participation, and (2) not taking into account the context, intensity or frequency of practicing? (top 5)

	Belgium	China	Finland	Italy	Lithuania	Netherlands	Portugal	...
1								
2								
3								
4								
5								





**“My doctor told me to keep in shape.  
Well, this is my shape and I’m keeping it!”**



**“Instead of jogging, can you just set my pacemaker to beat faster for 30 minutes a day while I watch TV?”**



## SOME BASIC FIGURES WRT SPORT SUPPLIERS IN YOUR COUNTRY



AGENT	SUPPLIER	EUROPEAN UNION	FLANDERS (BELGIUM)	FINLAND	ITALY	LITHUANIA
	<i>N of inhabitants</i>	497,2milj.				
STATE	N of local sport services					
	<i>N of local sport services per 100 000 inhab.</i>					
CIVIL SOCIETY	N of sport federations					
	N of sport clubs	800 000				
	<i>N of sport clubs per 100 000 inhab.</i>	161				
MARKET	N of fitness centers					
	<i>N of fitness centers per 100 000 inhab.</i>					



## SOME BASIC FIGURES WRT SPORT SUPPLIERS IN YOUR COUNTRY

AGENT	SUPPLIER	EUROPEAN UNION	FLANDERS (BELGIUM)	FINLAND	LITHUANIA
	<i>N of inhabitants</i>	497,2milj.	6,1milj.	5,3milj.	3,4milj.
STATE	N of local sport services	?	280 (308 municip.)	400 (461 municip.)	10 (50 municip.)
	<i>N of local sport services per 100 000 inhab.</i>	?	5 (5)	(9)	(1)
CIVIL SOCIETY	N of sport federations	3 500	100	120	81
	N of sport clubs	800 000	23 000	9 000	1 400
	<i>N of sport clubs per 100 000 inhab.</i>	161	377	170	41
MARKET	N of fitness centers	20 000	600	400	100
	<i>N of fitness centers per 100 000 inhab.</i>	4	10	8	3





## SOME BASIC FIGURES WRT SPORT PARTICIPATION IN YOUR COUNTRY

AGENT	ACTIVITY	EUROPEAN UNION	BELGIUM / FLANDERS	FINLAND	ITALY	LITHUANIA
	<i>N of inhabitants</i>	497,2milj.				
GENERAL	N of sport participants	63%				
“STATE” (use of swimming pools, running accommodation, ...)	N of informal, unorganized sport participants $= \geq G - (CS + M)$	$\geq 41\%$				
CIVIL SOCIETY	N of sport participants in a club	16%				
MARKET	N of sport participants in a fitness center	6%				



## SOME BASIC FIGURES WRT SPORT PARTICIPATION IN YOUR COUNTRY

AGENT	ACTIVITY	EUROPEAN UNION	BELGIUM / FLANDERS	FINLAND	LITHUANIA
	<i>N of inhabitants</i>	497,2milj.	10,6milj. / 6,1milj.	5,3milj.	3,4milj.
GENERAL	N of sport participants	63%	62% / 68%	95%	48%
<b>“STATE”</b> (use of swimming pools, running accommodation, ...)	<b>N of informal, unorganized sport participants</b> <b>= <math>\geq G - (CS + M)</math></b>	<b><math>\geq 41\%</math></b>	<b><math>\geq 36\%</math> / <math>\geq 39\%</math></b>	<b><math>\geq 79\%</math></b>	<b><math>\geq 41\%</math></b>
CIVIL SOCIETY	N of sport participants in a club	16%	22% / 20%	14%	7%
MARKET	N of sport participants in a fitness center	6%	4% / 9%	2%	?



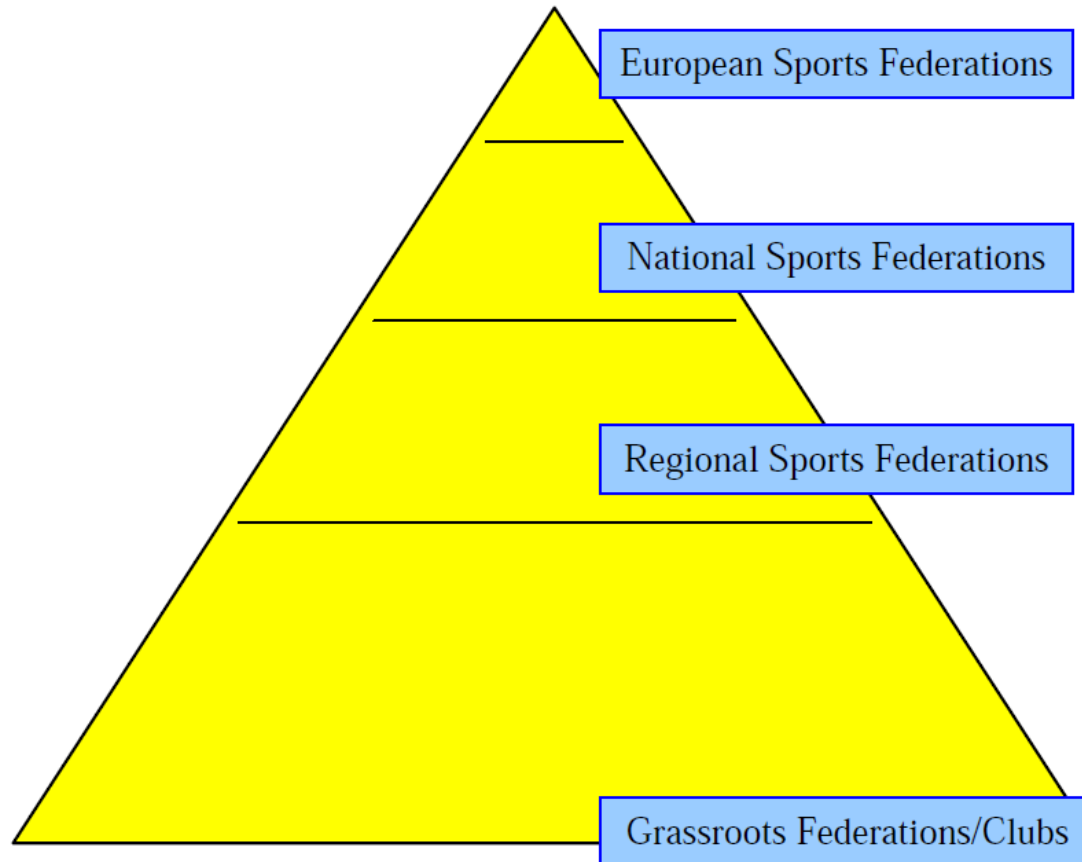
## SOME BASIC FIGURES WRT SPORT PARTICIPATION IN YOUR COUNTRY

AGENT	ACTIVITY	EUROPEAN UNION	BELGIUM / FLANDERS	FINLAND	LITHUANIA
	<i>N of inhabitants</i>	497,2milj.	10,6milj. / 6,1milj.	5,3milj.	3,4milj.
GENERAL	N of sport participants	59%	62% / 68%	95%	48%
<b>"STATE"</b> (use of swimming pools, running accommodation, ...)	<b>N of informal, unorganized sport participants</b> <b>= <math>\geq G - (CS + M)</math></b>	<b><math>\geq 37\%</math></b>	<b><math>\geq 36\%</math> / <math>\geq 30\%</math></b>	<b><math>\geq 79\%</math></b>	<b><math>\geq 41\%</math></b>
CIVIL SOCIETY	N of sport participants in a club	16%	22% / 20%	14%	7%
MARKET	N of sport participants in a fitness center	6%	4% / 9%	2%	?

**Characteristic for the European Sport Model**



# European Model of Sport



The Organisation of Sport in Europe  
The Pyramid Model



# European Model of Sport



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL X  
Information, Communication, Culture, Audiovisual Media  
Audiovisual policy, culture and sport  
Sport

## THE EUROPEAN MODEL OF SPORT

CONSULTATION DOCUMENT OF DG X

1998





# European Model of Sport



COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 11.7.2007  
COM(2007) 391 final

## WHITE PAPER

### WHITE PAPER ON SPORT

(presented by the Commission)

{SEC(2007) 932}  
{SEC(2007) 934}  
{SEC(2007) 935}  
{SEC(2007) 936}

#### 4. THE ORGANISATION OF SPORT

The political debate on sport in Europe often attributes considerable importance to the so-called "European Sport Model". The Commission considers that certain values and traditions of European sport should be promoted. In view of the diversity and complexities of European sport structures it considers, however, that it is unrealistic to try to define a unified model of organisation of sport in Europe. Moreover, economic and social developments that are common to the majority of the Member States (increasing commercialisation, challenges to public spending, increasing numbers of participants and stagnation in the number of voluntary workers) have resulted in new challenges for the organisation of sport in Europe. The emergence of new stakeholders (participants outside the organised disciplines, professional sports clubs, etc.) is posing new questions as regards governance, democracy and representation of interests within the sport movement.



## Pyramid model

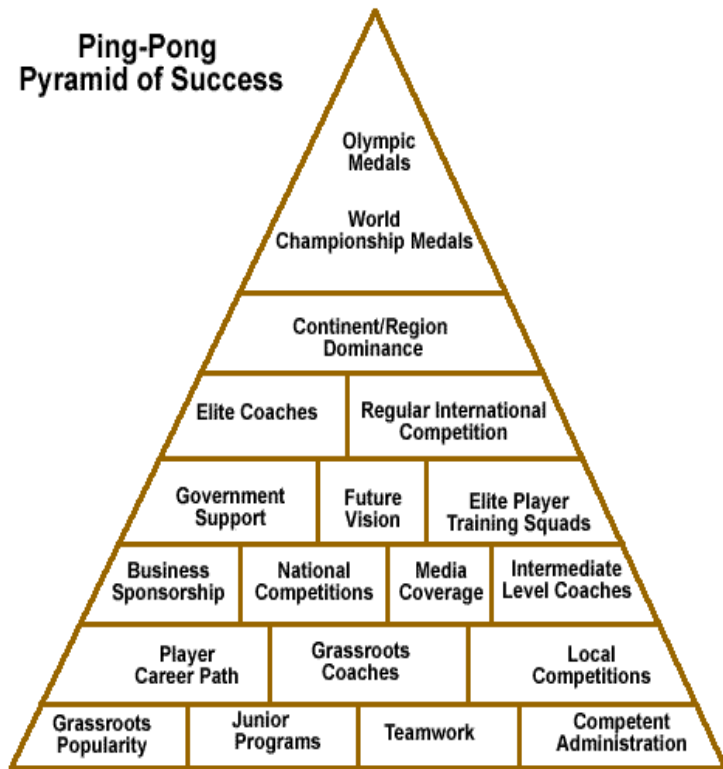
(Eichberg, 2008):

- monopolistic
- centralistic
- hierarchical

→ model of competition  
→ model of organisation  
→ **CLAIM OF POWER**



## Ping-Pong Pyramid of Success



(c) 2007 Greg Letts, licensed to About.com, Inc.



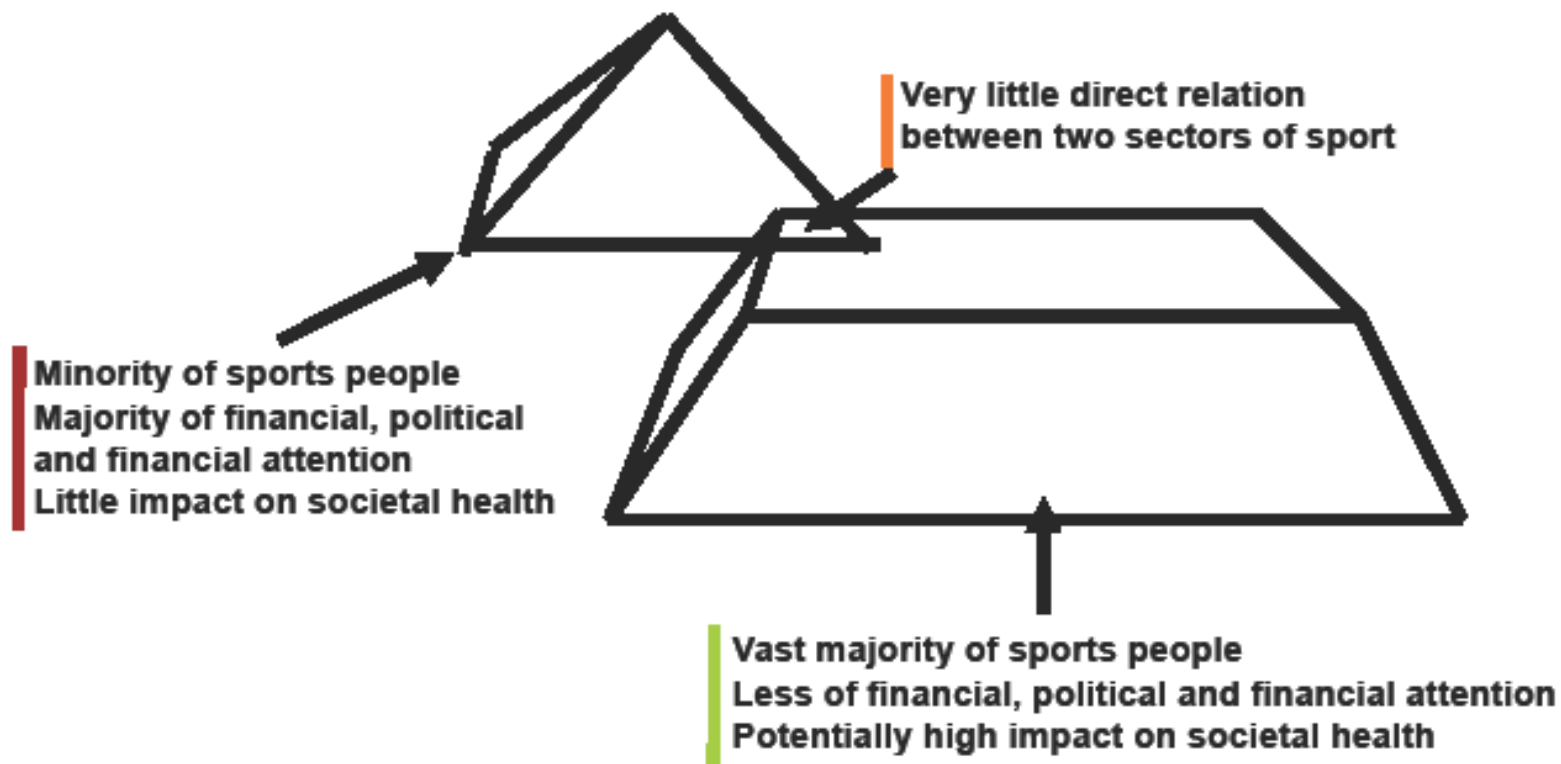
**Eichberg (2008):**  
*“The description of the world of sports by applying the pyramid model doesn’t take into account the existence of a rich spectrum of [sport] practice all over Europe.”*

e.g.: street soccer, dance, outdoor activities, jogging, walking, etc.





# The Pyramid(s) of Sport <sup>1</sup>



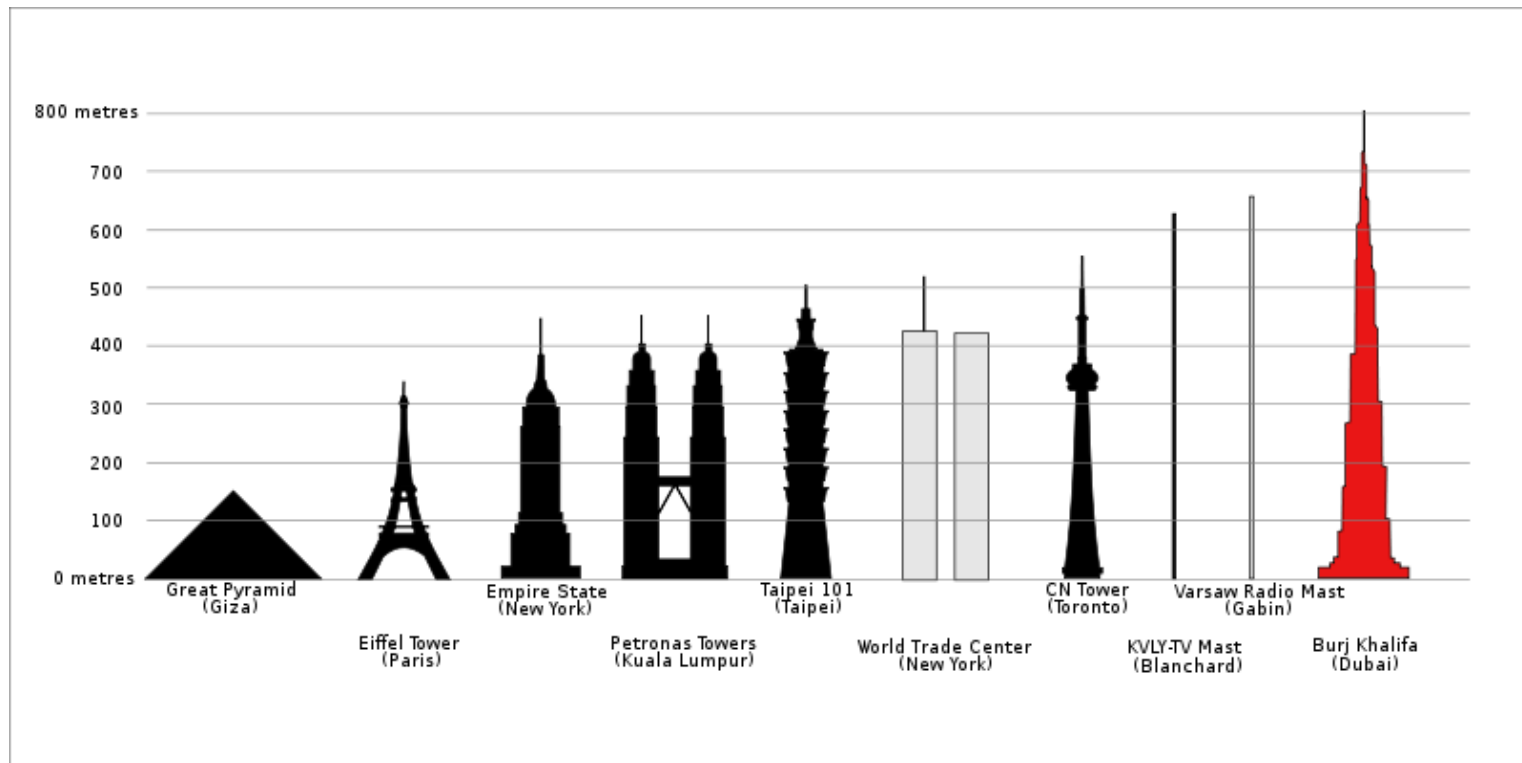
<sup>1</sup>The illustration of the Sport structure as a pyramid indicating relation and solidarity between bottom (grass-root sport) and the top (elite sport) is an illusion, which is not in line with the reality. *Mogens Kirkeby, ISCA president at November 2007.*



**For some only the sky is the limit ...**



# Burj Khalifa in Dubai



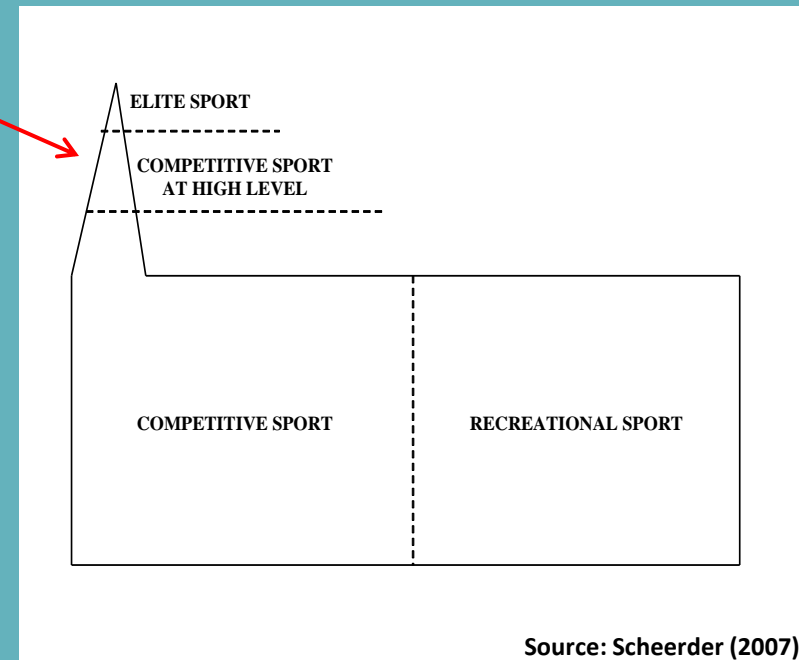
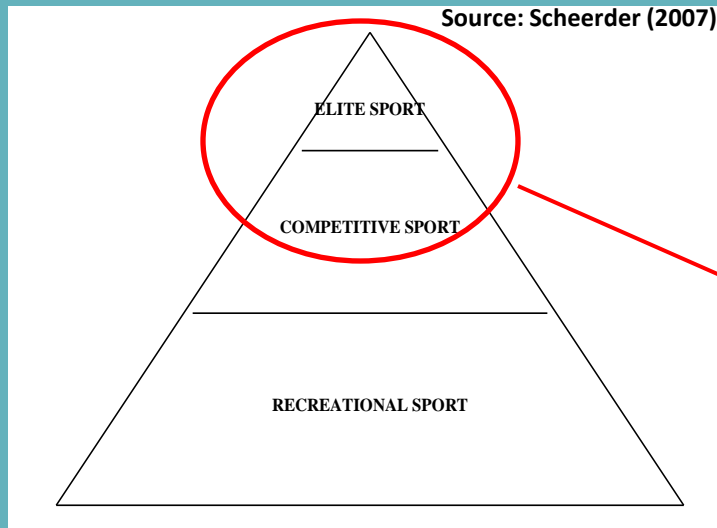


# 'CHURCH' MODEL ?





# From pyramid model to church model?

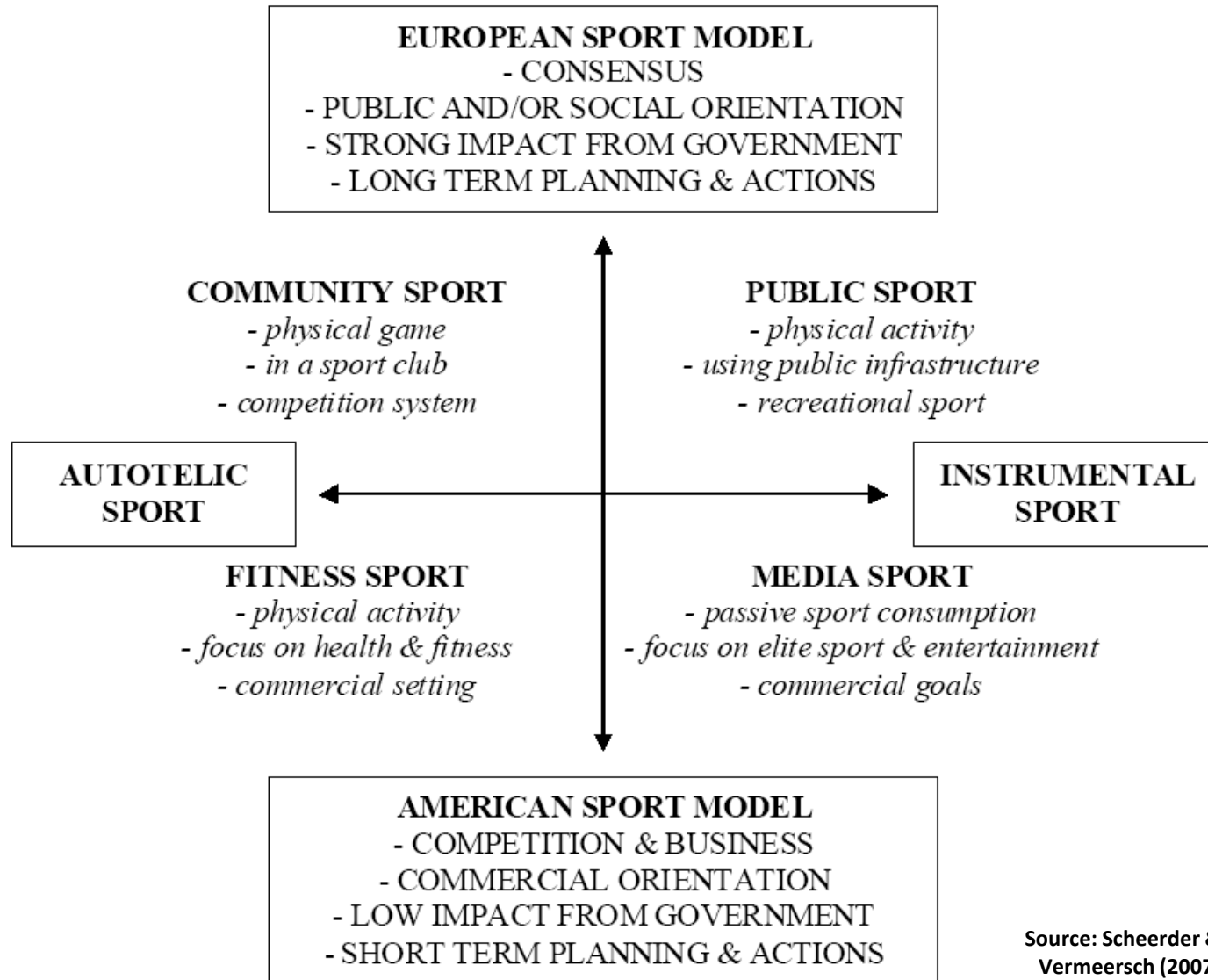


Maybe the church model is more likely to match with the North and West European sports model?

Cfr. Tight vs broad definition of sport wrt sport participation differences



# EUROPEAN SPORT MODEL vs. AMERICAN SPORT MODEL





# European vs. North American sport model

## European sport model

- Mixed model: civil society and government
- Open system of sport competition: promotion and degradation
- Dominance of soccer

## North American sport model

- No mixed model: hardly any intervention from the state, mainly market oriented (cfr aerobics, fitness, jogging, ...)
- Closed system of sport competition: financial and economic criteria
- Baseball (MLB), basketball (NBA), American football (NFL) and ice hockey (NHL)
- Strong difference btw professional and non-professional sport



# European sport model

## 1. non-profit sport organisations

- Since late 19thC
- Self-management, self-regulation, independence, autonomy → cfr *specificity of sport* (Lisbon Treaty 2007)

## 2. (inter)governmental organisations (public authorities)

- More and more intervene wrt economy and jurisdiction of sport
- EU, UNESCO (UN)

## 3. commercial companies

- Fitness, events, etc.

## 4. informal sports

- Rise of light communities in sport



# Porter's 5 Forces Analysis (Strategy Development Framework Model)

## The Five Forces That Shape Industry Competition

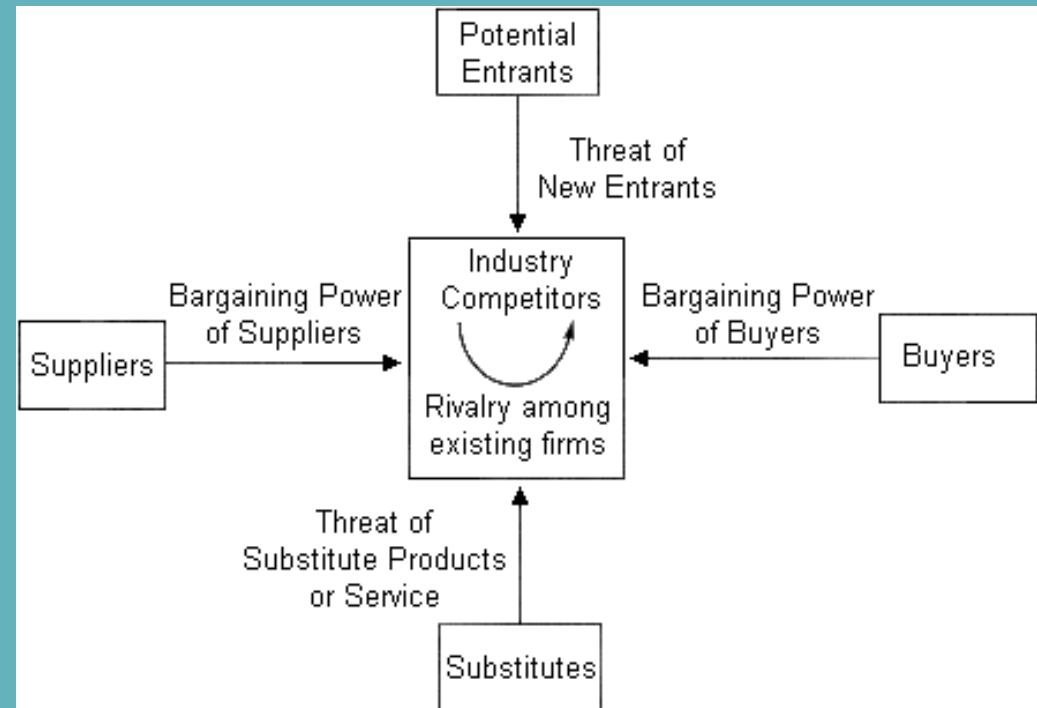


from "The Five Competitive Forces That Shape Strategy" by  
Michael E. Porter, *Harvard Business Review*, January 2008



# Porter's 5 Forces Model

- Sport = industry  
cfr different sport governing bodies, sport federations
- Suppliers/regulators = *(inter)governmental org*
- Buyers/customers = *sport participants*
- New entrants = *commercial companies*
- Substitute products/services = *informal sports, light communities in sport*





## SPORT PARTICIPATION AND SPORT POLICY: SOME CHALLENGES FOR THE EU

- Is there still a role left for the state wrt sport policy making?
- What about the growing impact of the commercial and informal sector?
- Can we overcome (social and geographical) inequalities in sport participation between member states?
- How can we deal with stratification patterns in sport?
- ...





# Changes in policy-making

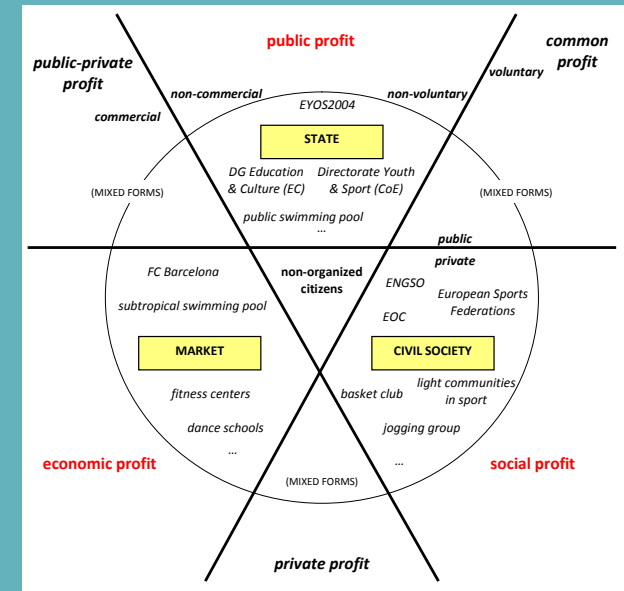
## 1. Changes in public profit sector

## 2. Changes in economic profit sector

- Sport has become commercial player

## 3. Changes in social profit sector

- Voluntary sector
- Informal sector





# Changes in public sector

- **General: emergence of transnational policy and structures**
- **Cfr. Globalisation, European integration process, EU sport policy, ...**
- **New public management, competitive tendering, ... → efficiency of public services ↑**
- **Specific: growing interest of public authority in sport success as a growing tool of international promotion**
- **Examples**
  - **White Paper on Sport**
  - **Article on sport in EU Treaty**

**Article I – 17:** *“The Union shall have competence to carry out supporting, coordinating or complementary action in the field of sport.”*







# Changes in commercial sector

- Rise of neo-liberalism → limited role and power for the state
- Emergence of commercial entities in sport (sport products as well as sport services)
- Examples
  - Professional sport: sponsorship, mediatisation, sport events, ...
  - Sport for All: development of commercial fitness markets, tennis clubs, squash centers, ...





# Changes in voluntary sector

- Demographic shifts → sport preferences!
- Growing need for lack of volunteers
- Growing need for qualified trainers
- Sport clubs = greedy institutions?
- Greedy institutions = organisations that ask for loyalty and almost undivided commitment from their members (Coser, 1974)
- What else?





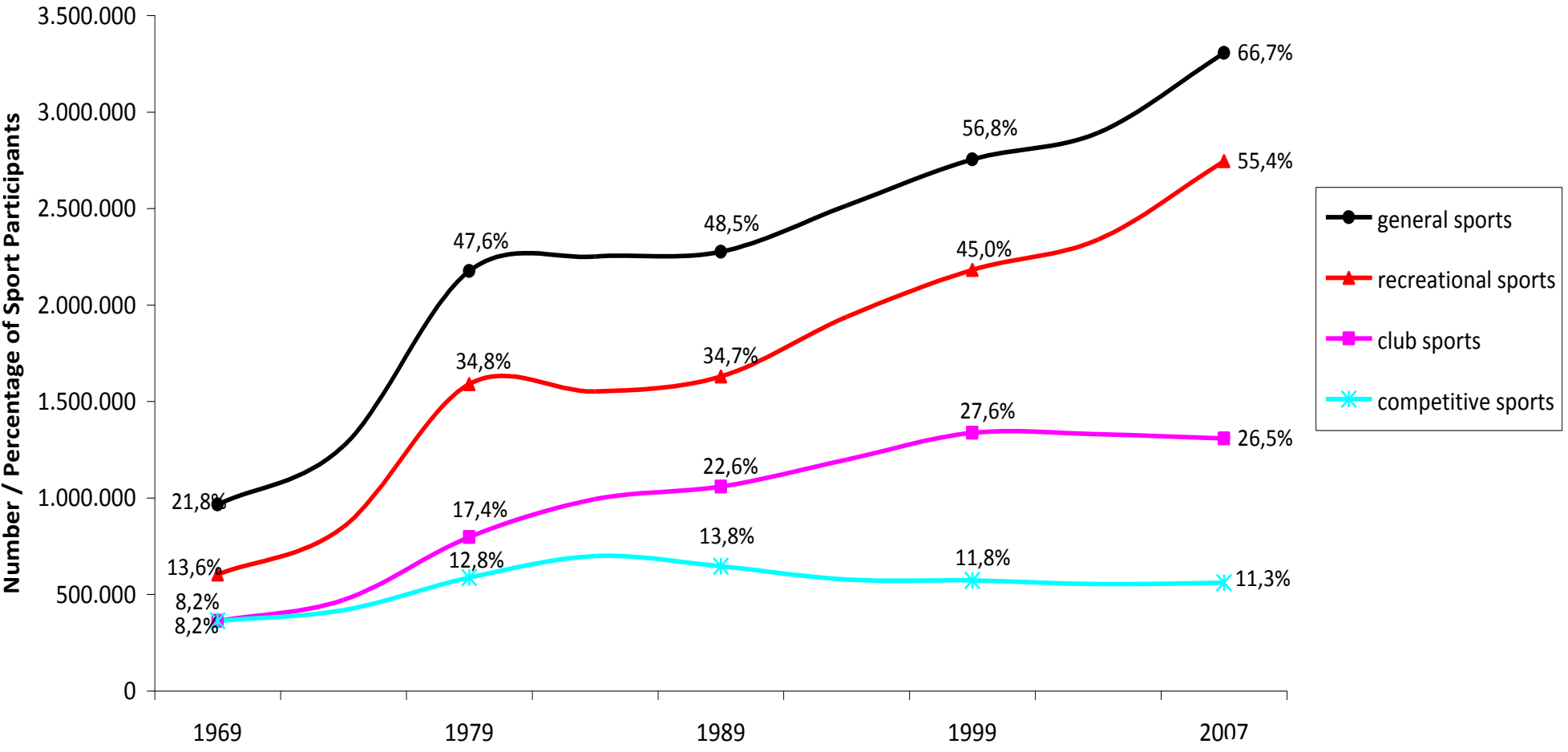
# Changes in informal sector

- **Rise of light communities in sport vs greedy institutions**
- Light communities = demand-oriented, flexible and loose communities, with a minimum of rules of conduct, focusing on the achievements their participants seem to demand (Duyvendak & Hurenkamp, 2004)
- **Example?**
- Light running communities = small group of running mates featured by a non club-organised structure based on rather 'weak ties' between the members



# New market drivers: light communities

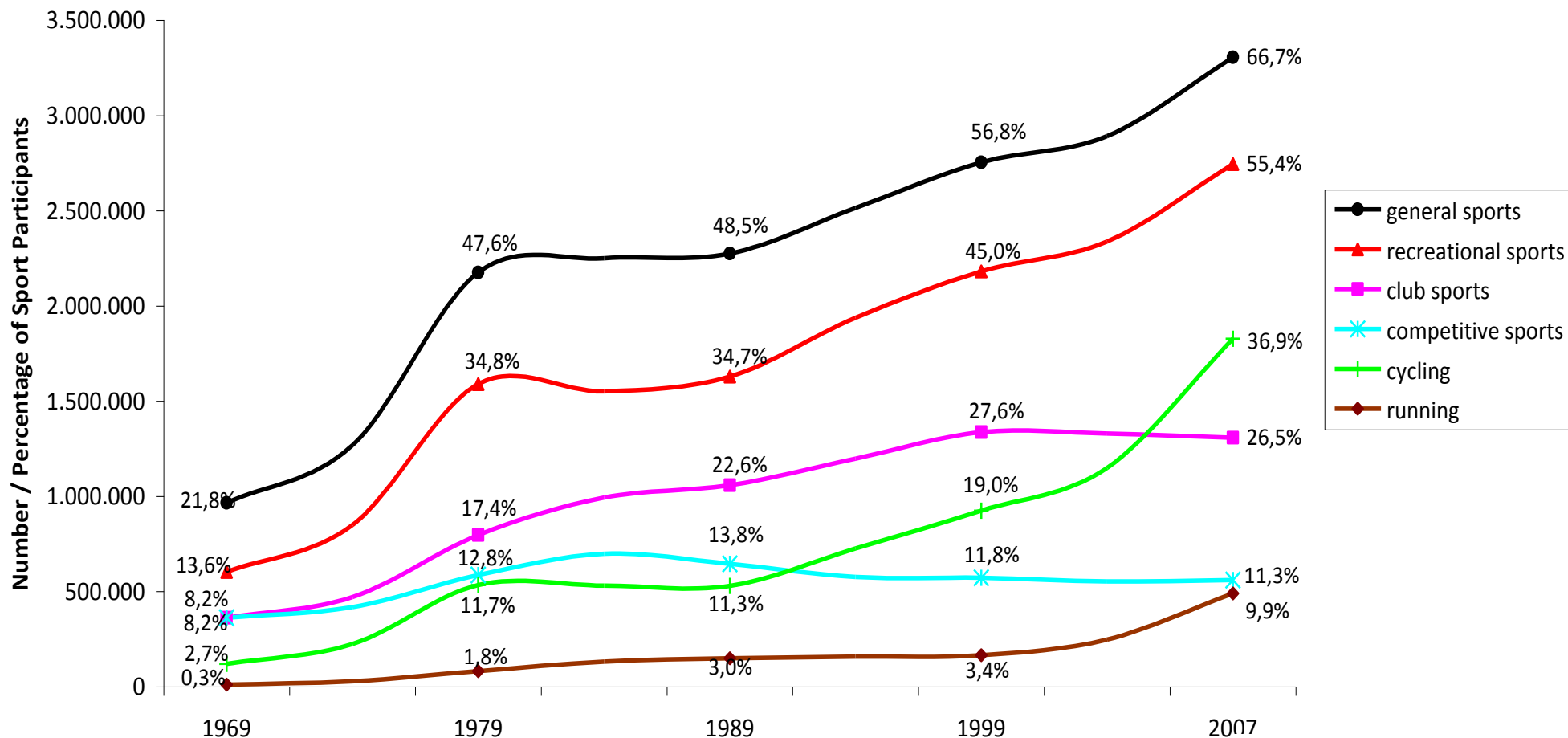
**Evolution of Active Sports Participation among 12 to 75 Year Old Subjects in Flanders 1969-2007, percentages i.f.o. total population**



Source: Scheerder et al. (2008)

# New market drivers: light communities

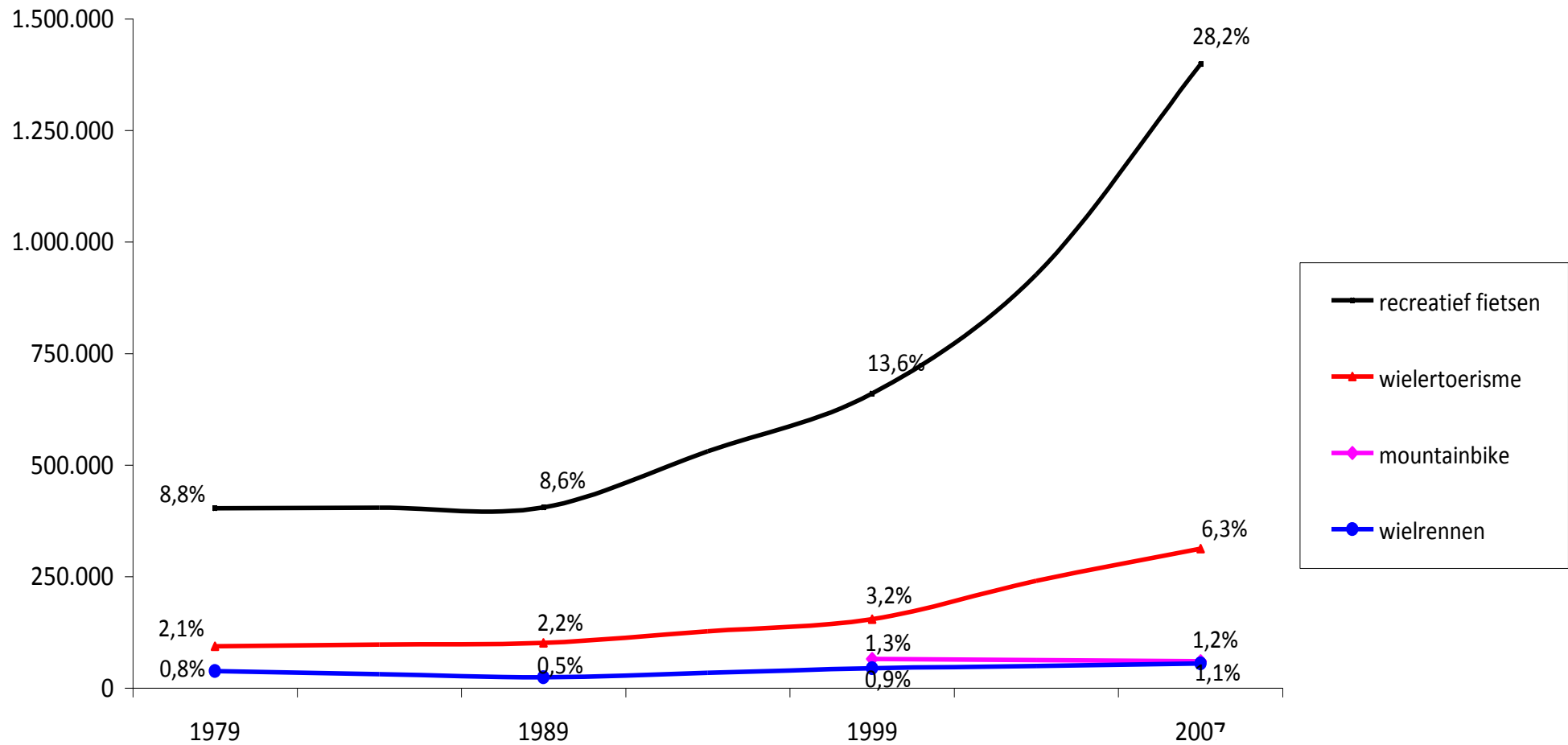
**Evolution of Active Sports Participation among 12 to 75 Year Old Subjects in Flanders 1969-2007, percentages i.f.o. total population**



Source: Scheerder et al. (2008)

# New market drivers: light communities

***Evolution of Participation in different forms of cycling among 12 to 75 Year Old Subjects in Flanders 1969-2007, percentages i.f.o. total population***

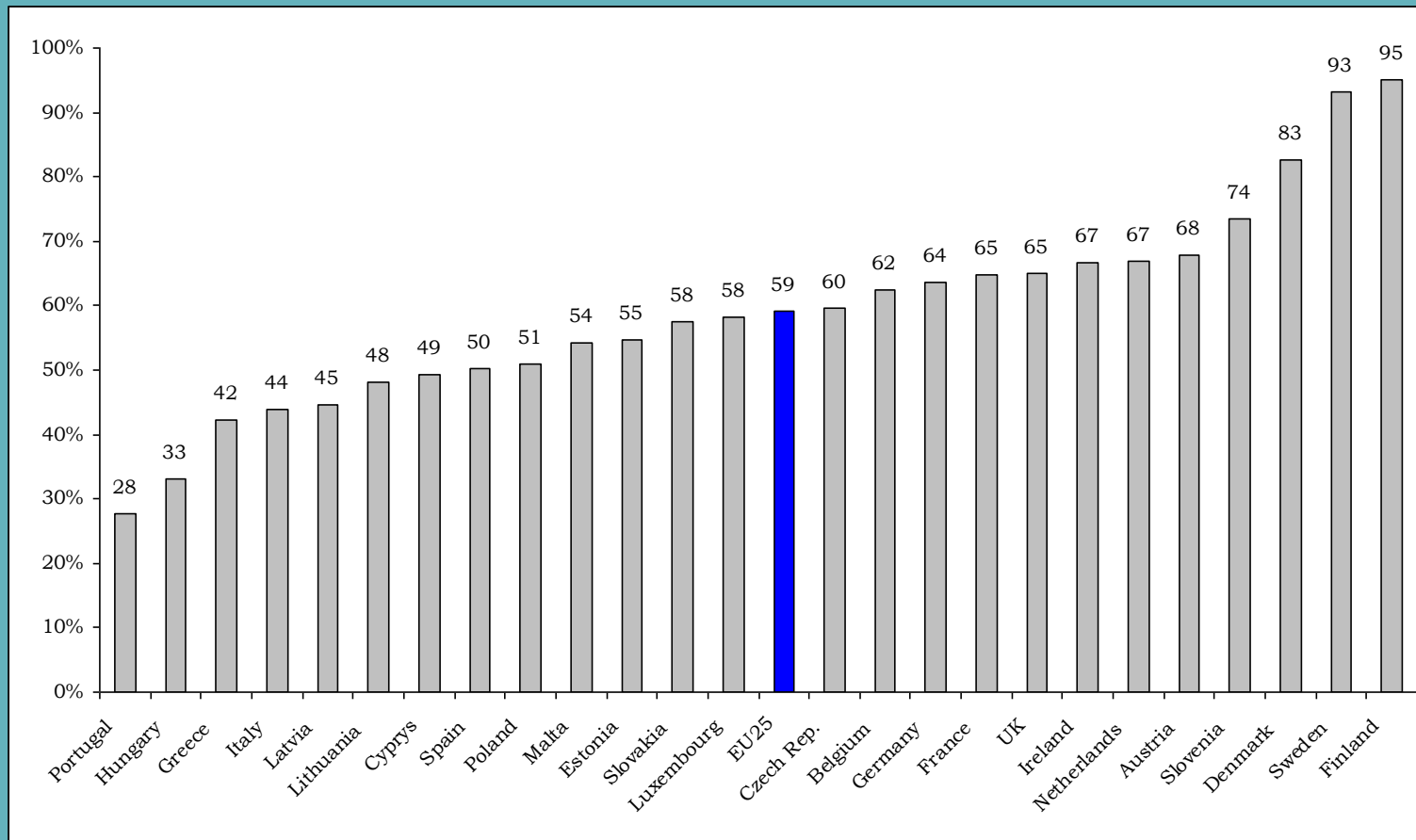


Source: Scheerder et al. (2008)



# DIFFERENCES IN SPORTS PARTICIPATION

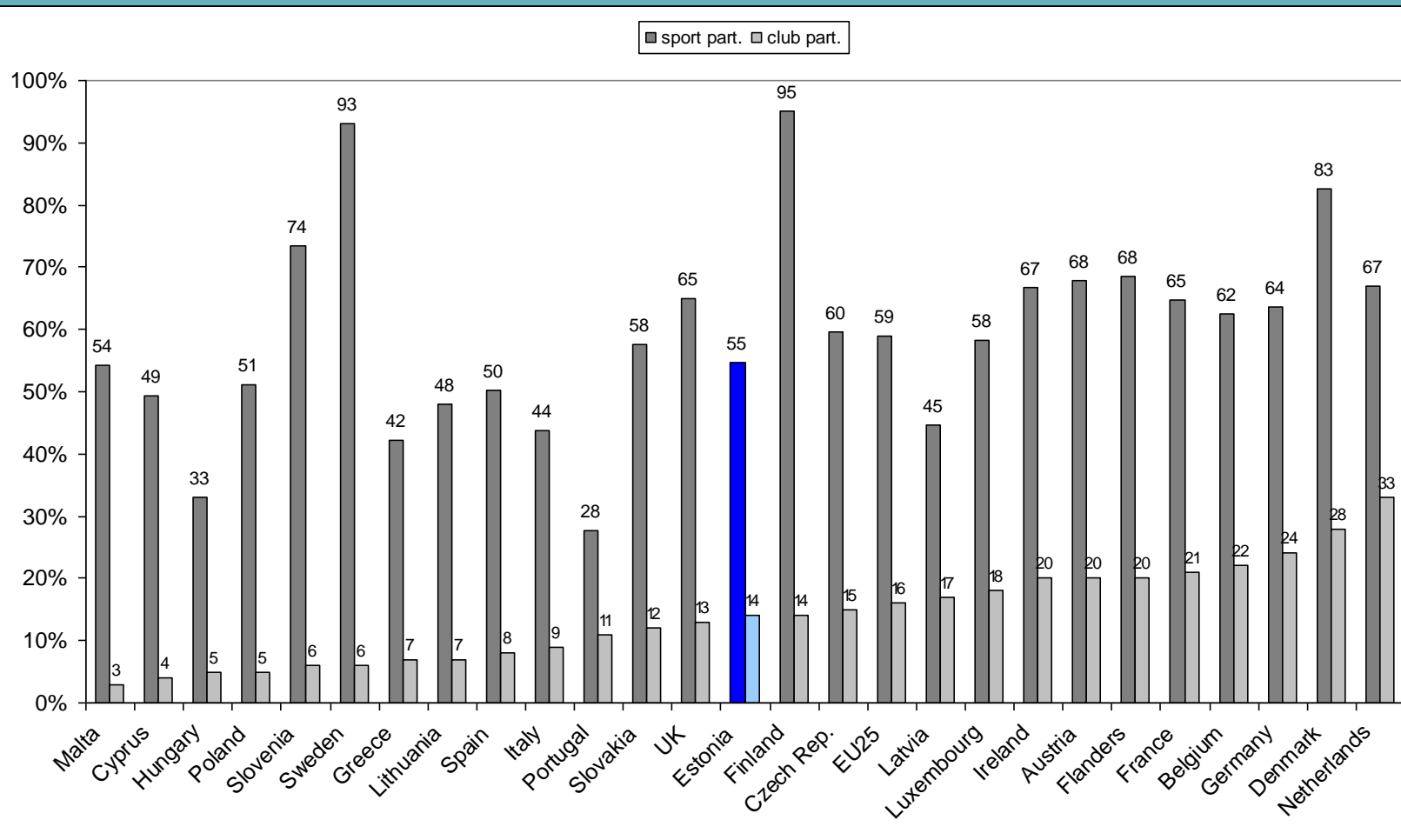
*Sport participation in member states of the EU25 in 2004, % of total population*





# DIFFERENCES IN SPORTS PARTICIPATION

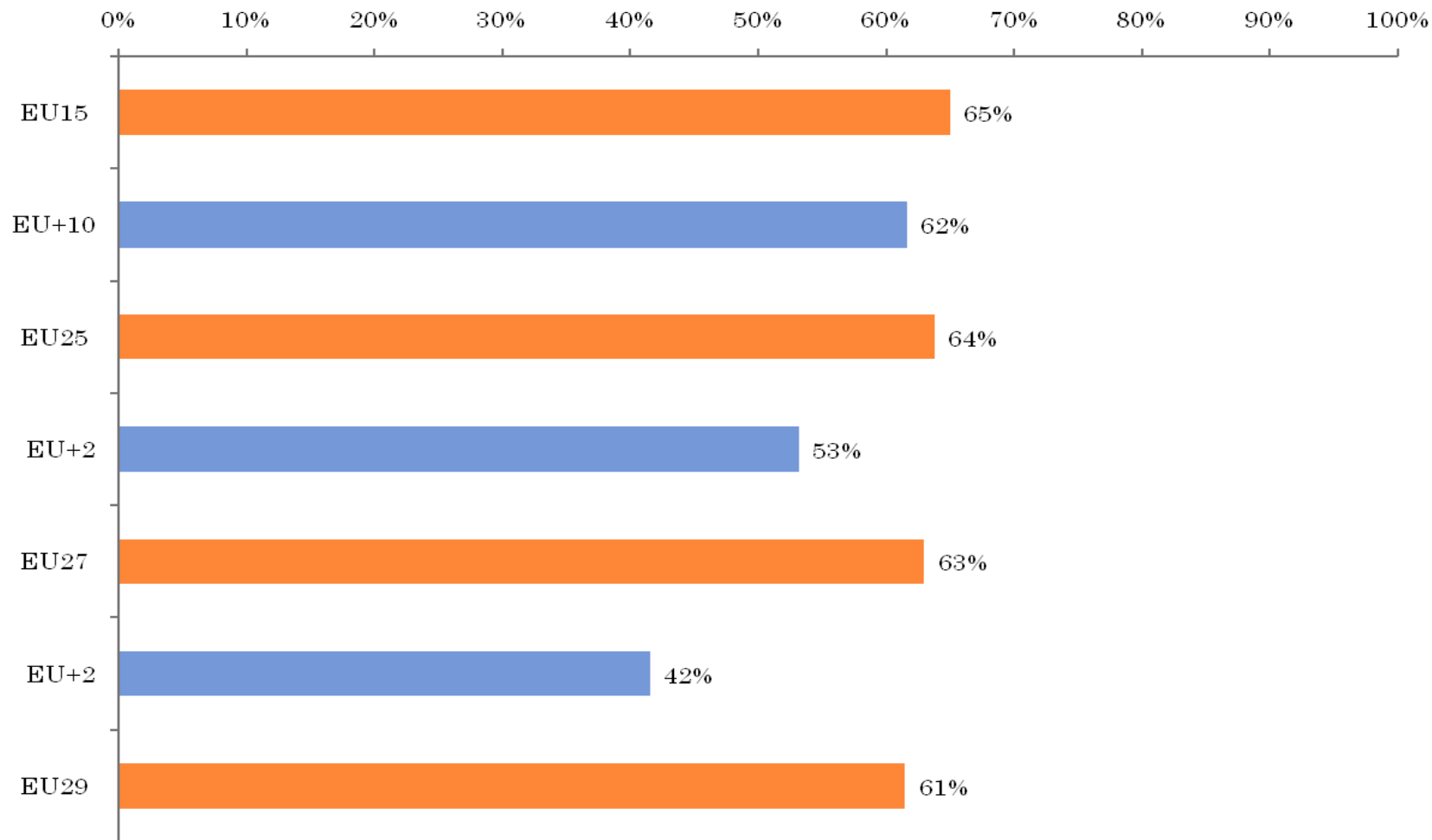
*Club participation in member states of the EU25 in 2004, % of total population*





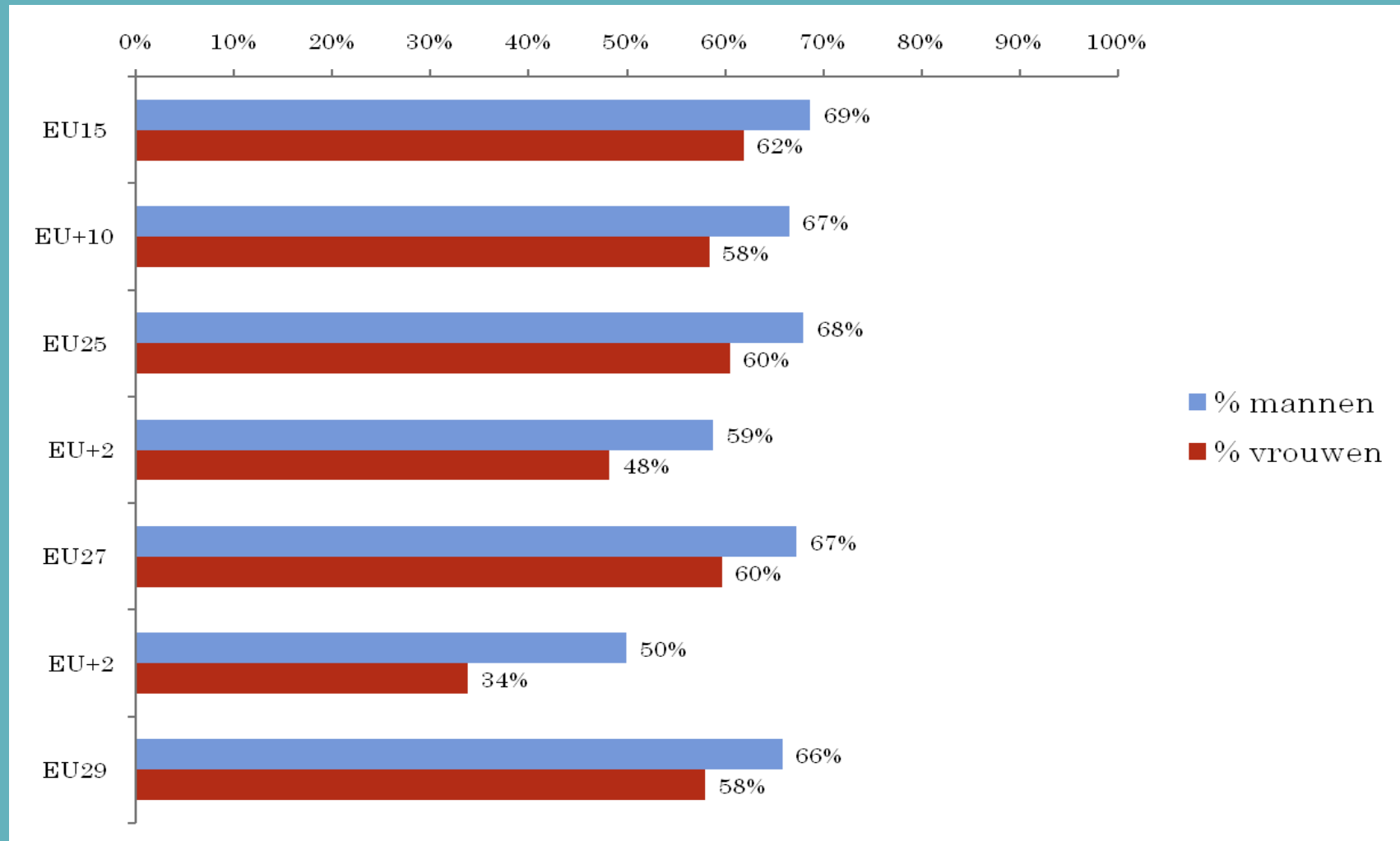


# Participation in sport: EU15 vs EU27 and EU29



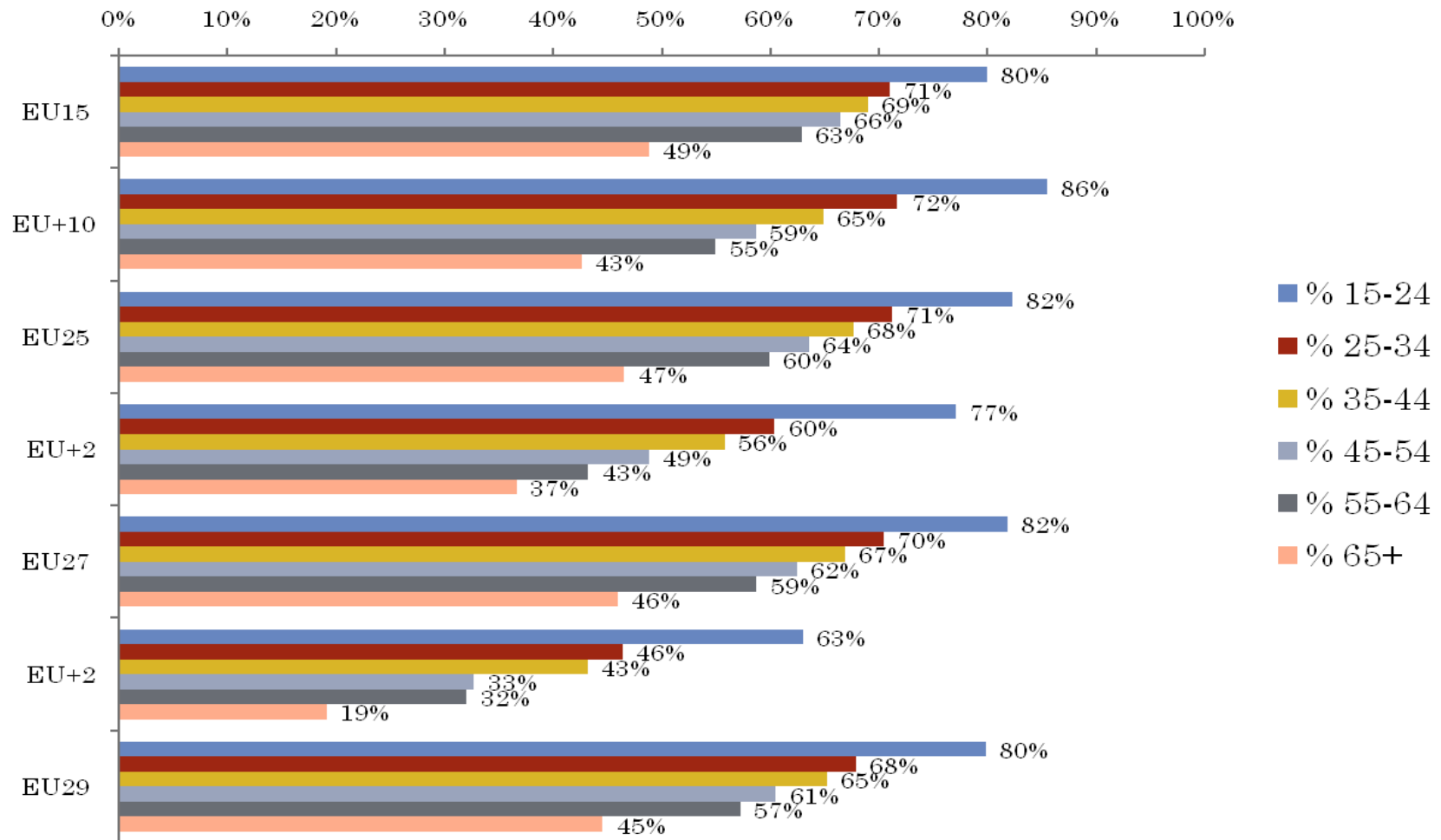


# Participation in sport - gender



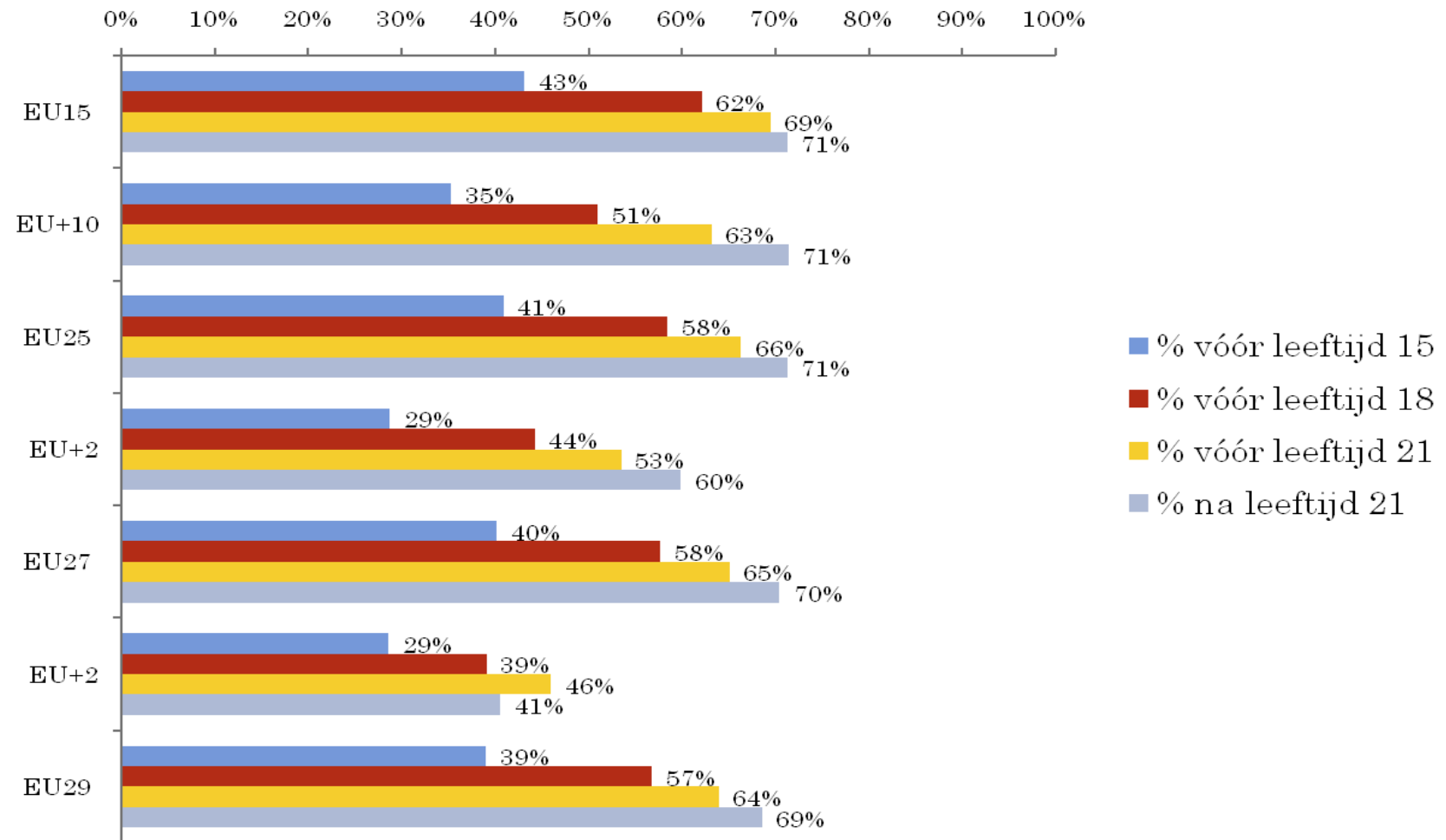


# Participation in sport - age





# Participation in sport – educational level





## FROM EU15 OVER EU25 TO EU27 AND MAYBE EU29: IMPLICATIONS

Almost 35 years after the SFA charter (1975):

- Participation in sport slightly diminishes with ongoing expansion of the EU
- Participation in sport is geographically stratified
- Participation in sport is socially stratified

→ Europe still has many policy challenges to face in the field of sport and PA



## **European Sport for All Charter**

Principles for a policy of Sport for All

(Defined by the Conference of European Ministers responsible for Sport in Brussels (1975) under the title "European Sport for All Charter")

### **Article 1**

**Every individual shall have the right to participate in sport.**

### **Article 2**

Sport shall be encouraged as an important factor in human development and appropriate support shall be made available out of public funds.

### **Article 3**

Sport, being an aspect of socio-cultural development, shall be related at local, regional and national levels to other areas of policy-making and planning such as education, health, social service, town and country planning, conservation, the arts and leisure services.

### **Article 4**

Each government shall foster permanent and effective co-operation between public authorities and voluntary organisations and shall encourage the establishment of national machinery for the development and co-ordination of sport for all.

### **Article 5**

Methods shall be sought to safeguard sport and sportsmen from exploitation for political, commercial or financial gain, and from practices that are abusive and debasing, including the unfair use of drugs.

### **Article 6**

Since the scale of participation in sport is dependent, among other things, on the extent, the variety and the accessibility of facilities, the overall planning of facilities shall be accepted as a matter for public authorities, shall take account of local, regional and national requirements, and shall incorporate measures designed to ensure full use of both new and existing facilities.

### **Article 7**

Measures, including legislation where appropriate, shall be introduced to ensure access to open country and water for the purpose of recreation.

### **Article 8**

In any programme of sports development, the need for qualified personnel at all levels of administrative and technical management, leadership and coaching shall be recognised.



# SPORT PARTICIPATION AND SPORT POLICY: SOME CHALLENGES FOR THE EU

Given these evolutions and facts&figures, what would you suggest wrt the following questions?

## Policy-making

1. Is there still a role left for the state wrt sport policy making?
2. How can the EU – or other governmental bodies – cope with the growing impact of informal sport participation?

## Participation

1. Can we overcome inequalities in sport participation between member states? If so, what policy practices do you suggest?
2. How can we deal with stratification patterns in sport?







# The rise of light communities: THE CASE OF RUNNING

- **Second wave of running**
- **Traditional services vs actual needs**



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"I always need motivation to exercise.  
Like being chased by the cops."