

BEVÆG DIG FOR LIVET

Delivering on sports participation. How Vision 25-50-75 challenges Danish sports organisations to develop their clubs and create new partnerships

TrygFonden

NORDEA
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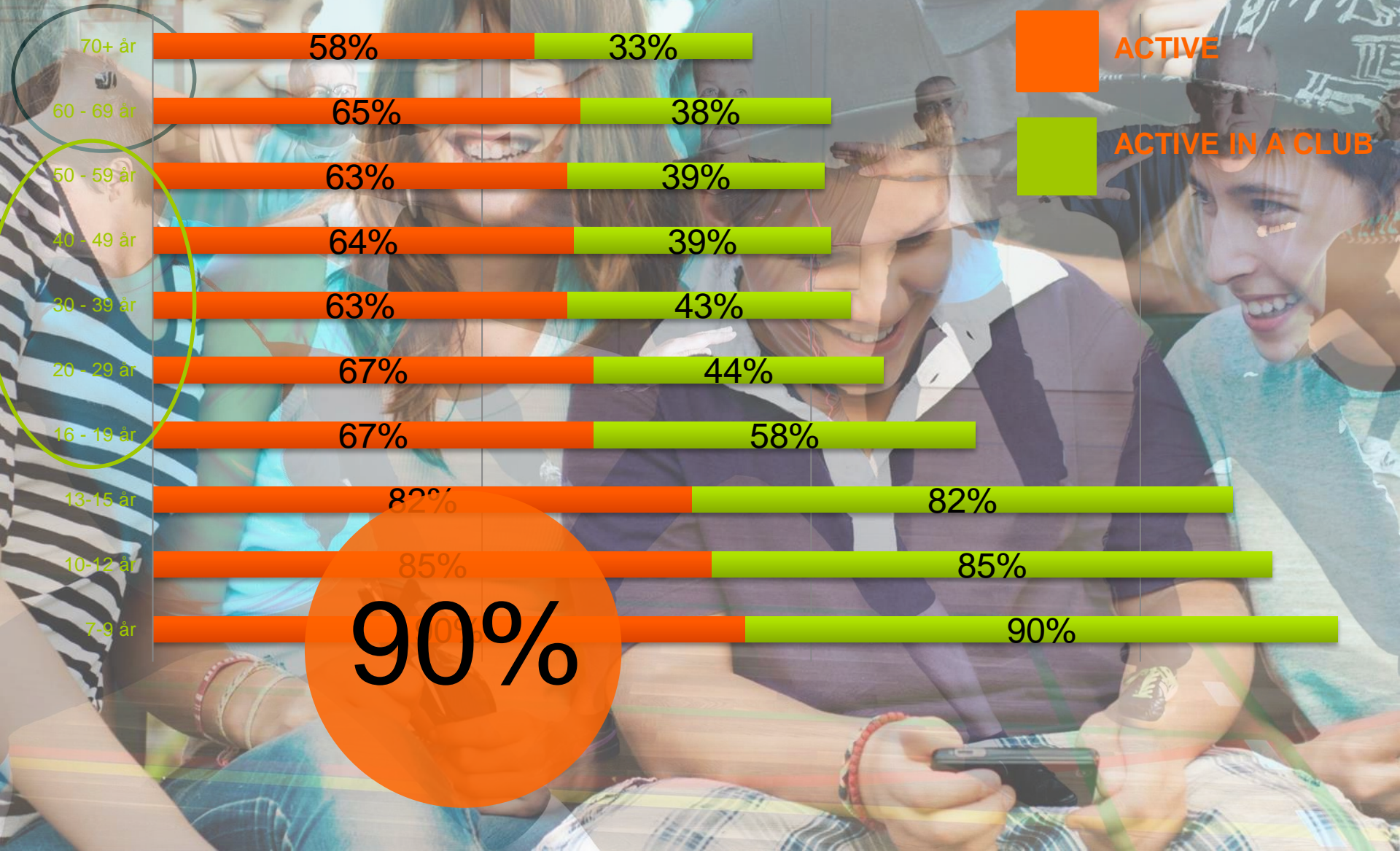
DGI



Vision 25-50-75

- In year 2025
- 50 pct of the Danes are members of a sportsclub
- 75 pct of the Danes are physically active

Where is the potential?



90%

Where is the growth?

- FROM kids and young people TO adults and elderly
- FROM team-activities at fixed times TO on-your-own or in small group at flexible times
- FROM competitions and tournaments TO health and wellness
- FROM special requirements TO no requirements
- FROM organised TO self-organised

Megatrends

- Social media
- Lack of time
- Flexibility and individuality
- Health and wellness
- Urbanization

And the organizational potential

- 61 sportsfederations and 14 DGI associations
- More than 300.000 volunteers
- More than 10.000 sports clubs
- More than 90 different sportstypes
- Numerous ways of training and doing sport together

The same proces....

1. Analysis and potentials
2. Goals and action plans
3. Action and implementation
4. Status and evaluation
5. Follow-up

Strong coalition-group

Where are we know?

1. Five sports are on it – working hard to develop ways of doing sport that addresses what grown ups want
2. Five more to come
3. Working an all levels of the society – from the local club and municipality to government basis
4. Enable - development processes for 2.000 clubs and courses together with municipalities

If you always
do what you
always did, you
will always get
what you
always got.

- *Albert Einstein*