

Sport observatories -
how to build a national
'Play the Game'

Eindhoven,
28th November 2017

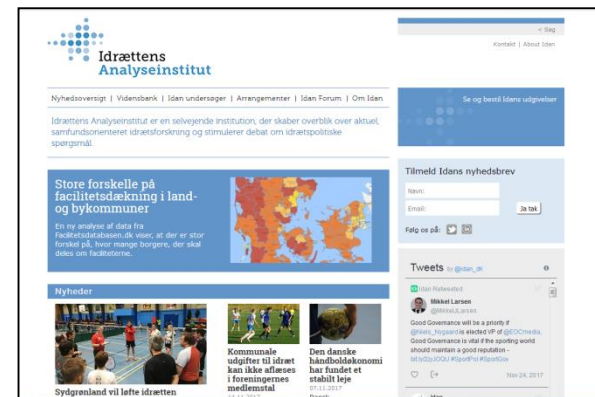
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SETTING NEW AGENDAS IN THE DANISH SPORTS SECTOR

THE NEED TO QUESTION AND CHALLENGE EVEN THE 'GOOD CAUSES' IN SOCIETY...

- Mission, values and structure
- What we do
- Impact





OUR MISSION - A HUB FOR KNOWLEDGE AND DEBATE

- to establish a general overview of and insight into the fields of sports and non-formal education nationally as well as internationally
- to analyse the implications and perspectives of policy initiatives within the fields of sports and non-formal education
- to initiate public debate on key issues in non-formal education and in Danish and international sports politics
- to organise the international Play the Game conference at suitable intervals for a target group of Danish and international journalists, academic researchers and sports officials debating current sports political issues
- to strengthen the ethical foundations of sport and work to improve democracy, transparency and freedom of speech in international sports through the Play the Game conference and other activities
- to develop the Danish Institute for Non-Formal Education with an independent research and communication profile.





OUR VALUES - WORTH FIGHTING FOR...

Independence: Not bound by political or sport political interests. High degree of objectivity/credibility

High professional standards: High academic (and journalistic) standards combined with an ability to communicate with objectivity and actuality.

Relevance: Our work must have importance for the stakeholders and for the development of sport, leisure, the voluntary sector including non formal education (idrætsområdet og folkeoplysningsområdet)

Impact: We must be able to make our results accessible and interesting for the public and be able to have an impact on the public agenda.





OUR STATUS - ESTABLISHED PART OF THE SECTOR

Self governing independent research institute under the Ministry for Sport and Culture

Permanent funding from the Danish Lottery (like the other sports organisations), 9.8 M DKK in 2018

Board appointed by the Minister of Culture. Overall and not very detailed 'result contract' with the Ministry

Strategy and underlying action plan approved by the board. In practice the priorities and the publications are very much delivered by the staff - with the approval of the board (= large degree of freedom)

Staff: 19 FTE in 2017 (Idan, Vifo and Play the Game). A mixture between academics and journalist/communication staff

Budget: App. 18 M of which app. 8.5 M are generated from commissioned work, external research grants, conferences etc.





WHAT WE DO - MAIN ACTIVITIES

The observatory - the engine for the research

- sports participation, volunteering, municipal support and practices, sports and fitness facilities, elite sport and professional sport

The specific research areas

- management and operation of sports facilities
- provision of sport (from local to global)
- development of sports activities/special target groups
- economy and structure of elite sport and professional sport
- good governance and sports politics (from local to global)
- innovation and entrepreneurship in sport

Coming up?

- sports related labour market, skills requirements, education
- e-sport
- socially excluded target groups in sport

Communication

- websites, newsletters, social media
- commentary, media work
- stakeholder forums (and round tables)
- conferences, seminars
- databases





OUR IMPACT - A MORE 'VIBRANT' SPORTS SECTOR

Play the Game, some examples

- good governance
- legacy, white elephants
- hub for journalists, researchers, sports reformers

Idan, some examples

- new strategies for sports organisations
- new strategies for local authorities
- much more focus on use of local facilities, urban spaces and open land
- heated debate on larger arenas and stadiums
- 'inventing' the broader sports sector, e.g. trade associations for the fitness sector, sports facilities = (much) broader stakeholder representation
- much more focus on innovation in sport
- material for new informal and formal education in sport
- framework for local and national elite sport strategies
- large media impact and neutral 'reference point' and information channel





THE NEED FOR 'OBSERVATORIES' IN ALL COUNTRIES

Article 6 International Charter of Physical Education , Physical Activity and Sport (UNESCO)

Research, evidence and evaluation are indispensable components for the development of physical education, physical activity and sport

6.1

Policy decisions must be based on sound factual evidence. Good quality policy making depends on high quality information gathered from a range of sources, including scientific research, expert knowledge, the media, stakeholder consultation, as well as evaluation and monitoring of previous policies and programmes.

6.2

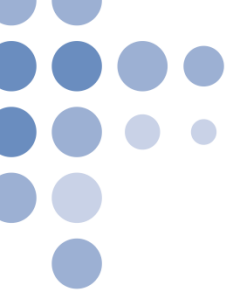
Governments and other key stakeholders should initiate and support research in the area of physical education, physical activity and sport.

6.3

Research, evidence and evaluation should adhere to established ethical standards and reject inappropriate applications in physical education, physical activity and sport, such as doping, cheating or other misconduct.

6.4

It is vital to collect and disseminate research findings, evaluation studies and other documentation on physical education, physical activity and sport. The results of scientific research and evaluation should be communicated in a way that makes them accessible, comprehensible and relevant for all concerned stakeholders and the public at large



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