

# Play the Game

**DGI**

**Involve the digital generation in sports clubs**

# Digitalization is a global wave

How does this wave hit sports clubs?

“Millenniums” =  
born after year 2000

“Digital natives” =  
Years of youth  
happens parallel with  
Social Media

**Play the Game 2017:**

**Disrupting sport: Winners and losers in  
the era of technology**



*Photo: Maxime FORT/Flickr*

# Agenda

1. EU's most digital country
2. Digital status in sports clubs
3. Good digital governance?
4. Democratic involvement and participation
5. Challenges and possibilities



# Denmark is the most digital country in the EU

08 MARCH 2017 - ICT AND HIGH TECH INDUSTRIES

Denmark tops the Digital Economy and Society Index 2017. ICT companies have excellent opportunities for testing and developing new technology.

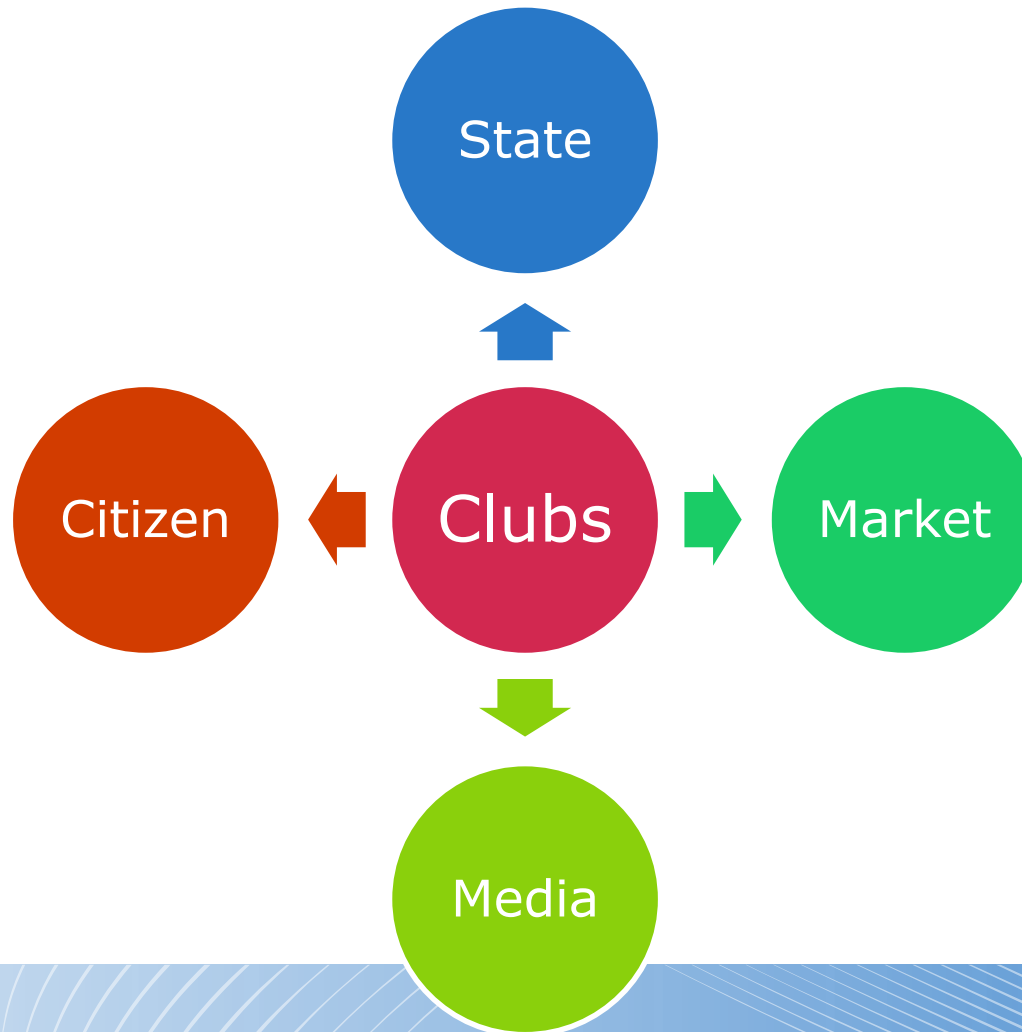
Denmark is the most digital country among the 28 EU member states according to the [Digital Economy and Society Index \(DESI\) 2017](#).

Compared to last year, Denmark made progress in all but one dimension. Denmark made outstanding progress in the use of digital technologies by enterprises and citizens, leading the EU and the world rankings.

*“Denmark is one of the most creative and innovative countries in Europe and has fostered global success companies such as Skype, Unity, Trustpilot, Zendesk, Momondo, JustEat and Vivino. Denmark is pushing a progressive digitisation agenda in the public sector and making data accessible for companies, which makes Greater Copenhagen a leading hotspot for innovative tech startups and smart city solutions”, says Claus Lønborg, CEO, Copenhagen Capacity.*

# A digital country – except the clubs!

In Denmark 99% of all sports clubs are run by volunteers



# Collecting knowledge

*Survey to 2.600 local sports clubs in autumn / winter 2016*

Answers from 500 sports clubs raise *concern*

- 44% use Excel as member registration tool
- 59% NEVER use a planning wheel for coordination of the year's tasks
- 69% NEVER share documents in "the cloud"
- 25% do not have a webpage
- 40% do not use Facebook (or any other social media)

# Changes in voluntarism

## Research based

From 2004 to 2015 the part of leaders in sports clubs over 60 years of age have gone up from 9% to 26%.

The number of leaders aged 20 - 39 have decreased similarly

The nature of voluntarism changes from “on-going” to “event-based”:

- It is easier to find volunteers to spend a day, collecting money to “Fight Cancer” or help in a bar at the music festival
- It is more and more difficult to find volunteers to for “the long term effort” as chairman or cashier in the club
- That creates a risk, that the central governance of the club, is done by one person alone!

# Doing governance alone is risky

## IT has been considered an "excluding factor"

Changes in user expectations fuelled by the digital waves means that:

- Young people are kept out of leadership, if the sports clubs are not digitally mature
- Now "analogue" is excluding
- Cash has a tempting effect
- Papers can "disappear"





# Interviews with the top 20

We identified 20 "SMART clubs"

- Interviews showed milestones in their development:
- "When we had a member registration system – responsibility for governance could be shared"
- "When we entered social media – we started communicating - not only to members, but also to members' friends and family. That made it easier to organize tasks, and to recruit new volunteers who were not actual members of the club"

# Governance together is attractive

## IT can create the insight to influence

When citizen become digital,  
they expect access via  
Internet

Digital transactions  
can be monitored  
and traced

Skills learned in the  
club leadership can  
improve job chances



## The results of the voting on the collective bargaining

	Total population	Digital votes	Votes total	Turnout	Share of digital votes
CB-2017	183.133	77.649	91.460	49,9%	85%
CB-2014	204.149	35.271	71.246	34,9%	50%
CB-2012	224.777	26.052	64.569	29,0%	40%

# BK SKJOLD – a large sportsclub

1.800 members – lousy participation in general assembly

With a digital platform, debate, proposals and candidates on web

- 146 members voted - 10 times the usual number
- 10 candidates ran for 4 chairs – never seen before
- A cashier and an accountant auditor elected – missing for years
- 24 persons showed up to off-line assembly – twice the usual number
- 8 proposals were voted about – unseen
- 15 dialogue comments from 9 different members were presented

An example of a succesfull shift in leadership generations

# Digitale natives are ...

- The club leaders' heir



# Digitale natives are ...

- **The club leaders' (only) heir**



# Challenges and possibilities

## for sports clubs to remain the cradle of democracy

- a) Lack of generation shift, loss of young, digital minded leaders
  - b) If the club cannot be found on Google – it doesn't exist
  - c) Small clubs lack the *resources* to transform to digital
  - d) Increasing democratic deficit, due to missing presence on web
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- A. Young people can be asked to assist in digitization process
  - B. When the clubs goes Facebook, communication range grows
  - C. As a National Sports Organization with responsibility for 6.300 member clubs, DGI will adress the problem and take actions
  - D. Testing digital General Assembly in more clubs, and DGI regions

# Thank you for listening



I have a question..