



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Federal Office of Sport
Sport Policy and Promotion

UEFA EURO 08: Can it help sports for all?

October 29, 2007; Play the Game, Iceland

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UEFA EURO 2008





UEFA EURO 2008 and the Swiss Confederation

- Confederation Investment (Cantons and Host Cities CHF 100 mio) CHF 83 mio
- Security CHF 36 mio
- Reserve (security) CHF 10 mio
- Infrastructure CHF 11 mio
- Transportation CHF 4 mio
- Location promotion CHF 10 mio
- General management CHF 7 mio
- National projects and initiatives CHF 5 mio



PROJEKTORGANISATION
ÖFFENTLICHE HAND



Principles

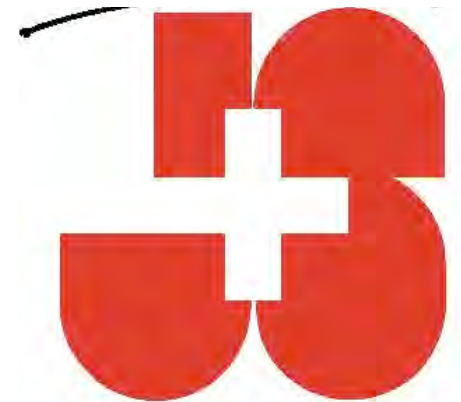
- Promotion of sport and physical activity through UEFA EURO 2008:
Utilize EURO as a motor to get people to be and stay active
- Involve the whole population (focus on children and youth)
- Sustainability: use existing programs whenever possible





Youth+Sport: *Courses for kids (5-10)*

- ***"Youth+Sport" is the largest sports promotional instrument of the Confederation***
- since 1972, focus on clubs
- 2005:
 - 550'000 youth (age 10-20)
 - 50'500 courses and camps
 - 100'000 instructors
 - 75 disciplines
 - 90 % of all 12 year olds
 - Subsidies: CHF 56 mio





Youth+Sport: *Courses for kids (5-10)*

- ***NEW: Courses for kids (5-10)***
- Goals
 - Daily physical activity for kids and youth
 - Age adequate courses of high quality
- Organization
 - 300 groups in pilot phase 2007/2008
 - Optional school sports
 - Teacher education
- After EURO
 - Preparation of nationwide offers in schools (2008) and clubs (2009)
 - Government funding (work in progress)





Schools on the move: *Football* +

- ***"Schools on the move" is the program for more physical activity at school***
- Goals
 - Daily physical activity for children and youth
 - Make sport and physical activity a daily habit
- 2005/2006
 - 2500 classes
 - 50'000 children and youth
 - 100 years of accumulated additional physical activity





Schools on the move: *Football +*

- Organization
 - Classes of all age groups (focus primary school)
 - 2500 classes for 2007/08
 - 20 min. daily physical activity (in addition to physical education)
 - Modules: "basic", "Football +"
 - May 23, 2008: Sports day with 1000 kids
- After EURO
 - Program development, new modules
 - Higher participation numbers
 - Current effect: higher numbers, esp. in "basic" module





EUROSCHOOLS 2008

EUROSCHOOLS 2008 THE OFFICIAL SCHOOL PROJECT TO MARK THE UEFA EURO 2008™

- ***Binational school program of UEFA EURO 2008***
- Goals
 - Become ambassadors for 53 UEFA countries
 - Learn about fairplay and dialogue between cultures
- Organization
 - 200 classes in Switzerland and Austria (12-15 yrs.)
 - Fairplay football tournaments
- After EURO:
 - FIFA World Cup 2010





Initiatives of the Swiss Football Association



- **Challenge**
 - *Some 30'000 new players (boys and girls)*
 - *Waiting lists due to lack of coaches and football fields*

- **Initiatives**

- "Kids Festival"
- "Football goes to School"
- "Clubs find coaches"





Switzerland on the Move: Fit for EURO

- *Switzerland on the Move: the Swiss Sports Week*
- Goals
 - More physical activity in cities and communities
 - Cooperation within cities and communities
- 2005-2007
 - 85-150 communities p.a.
 - Low budget production





Switzerland on the Move: Fit for EURO

- *Fit for EURO will be the largest sports for all event in Switzerland in 2008 – and a huge party*
- Organization
 - May 3-11, 2008
 - City Challenge on the "EURO-Trail"
 - 250 cities and communities
 - 250'000 participants
 - Fun and activity for everybody
- After EURO
 - Development of program
 - New partners





Conclusions

- Very high interest in existing programs
- Moderate interest in new projects
- Final results only after EURO 2008





Further Information

- www.switzerland.com/school
- www.schweizbewegt.ch
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