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**Federal Office of Sport**  
Sport Promotion

# **How the Swiss "EUROphoria" boosted sport for all**

June 12, 2009; Play the Game, Coventry UK

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# UEFA EURO 2008





# Final Report



OVERALL PROJECT CO-ORDINATION  
SWISS AUTHORITIES

- "This major international event, EURO 2008, was, in the opinion of all those concerned, a great success."
- "The objectives
  - a) the perfect organisation of 15 football matches and
  - b) the provision of a harmonious, peaceful, popular festival uniting people throughout Switzerland around the games, were achieved."

*European Football Championship 2008. Summary of the Final Report to the  
Federal Council. Berne, 2008*



# Some Numbers / I



OVERALL PROJECT CO-ORDINATION  
SWISS AUTHORITIES

- Stadium visitors: 450'000 (1'100'000 total)
- Visitors to fanzones: 2'290'000 (3'990'000 total)
- Visitors to fan zones and fan miles: 4'550'000 (7'050'000 total)
- Visitors to other public viewings: 950'000 (1'250'000 total)



## Some Numbers / II



OVERALL PROJECT CO-ORDINATION  
SWISS AUTHORITIES

- 10'000 accredited media representatives
- 155 million average of TV viewers for each match
- 231 countries and territories the final was transmitted to
- 1.3 billion visits of the official website



# Some Numbers / III



OVERALL PROJECT CO-ORDINATION  
SWISS AUTHORITIES

- max. CHF 82.5 million      Confederation investment
- approx. CHF 100 million      investment by cantons and host cities
  - CHF 2 million      for sport for all projects and initiatives



# Sport for all: Principles

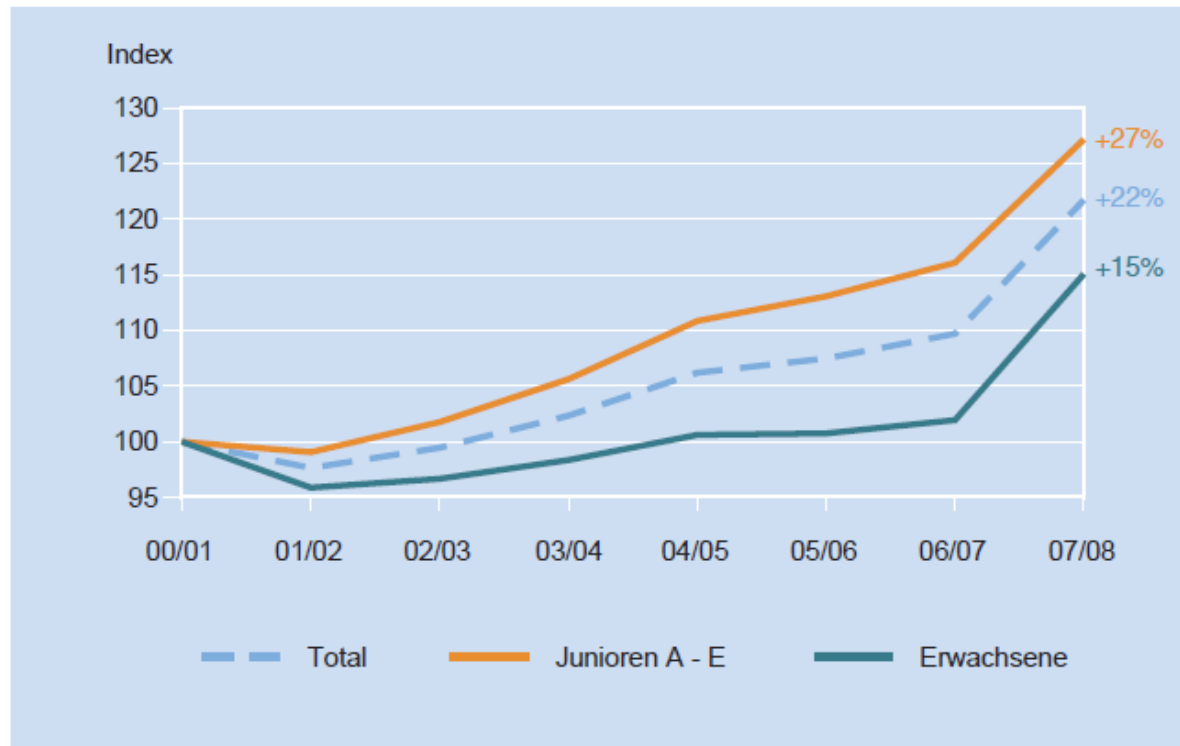
- Promotion of sport and physical activity through UEFA EURO 2008:  
Utilize EURO as a motor to get people to be and stay active
- Involve the whole population (focus on children and youth)
- Sustainability: use existing programs whenever possible





# Swiss Football Association

- 11 % increase in licensed members from Mai 2007 to July 2008



Quelle: Rütter + Partner, Daten: SFV (Daten 07/08 bis Juli 2008)



# Schools on the move



- *"Schools on the move" is the program for daily physical activity at school*
- Goals
  - Daily physical activity for children and youth
  - Make sport and physical activity a daily habit
- 2005-2007: 25'000 children per school year
- **2007/08: Football+: 60'000 children**
- 2008/09: 75'000 children, new partners, new initiatives





# Switzerland on the Move Fit for EURO

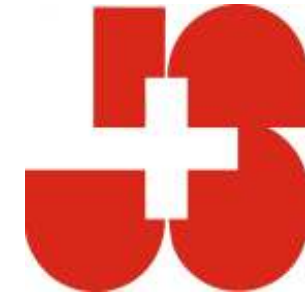


- *In 2007 we said: "Fit for EURO will be the largest sport for all event in Switzerland in 2008 – and a huge party".  
And so it was.*
- 2005-2007: 100 communities /  
50'000 participants per year
- **2008:** 191 communities /  
336'000 participants  
sponsoring 50 %
- 2009: 144 communities /  
120'000 participants  
sponsoring 65 %
- 2010: 180 communities /  
200'000 participants  
sponsoring 70 %





# Youth+Sport

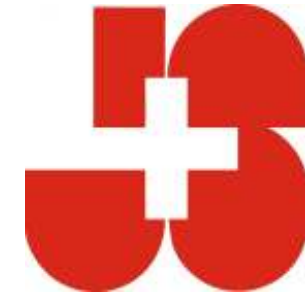


- *"Youth+Sport" is the largest sports promotional instrument of the Confederation*
- since 1972, focus on clubs
- Experts train coaches who work with children and youth
- 550'000 youth (age 10-20) p.a.
- 50'500 courses and camps p.a.
- 100'000 instructors
- 75 disciplines
- 90 % of all 12 year olds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





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

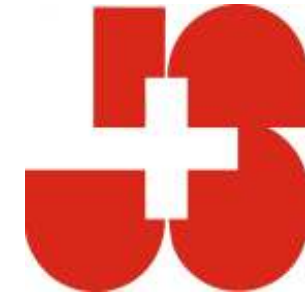


- *2007/2008: Courses for kids (5-10)*
- Goals
  - Daily physical activity for kids
  - Age adequate, multidisciplinary courses of high quality
  - Help children to find "their sport" and to stay active
- Organization
  - max. 300 groups in pilot phase 2007/08
  - Optional school sports
  - Teacher education





# From "5-10" to "Y+S Kids"



- 2008
  - Expert and coach education
  - Nationwide offers in schools
  - Estimated cost: CHF 2 million
- 2009 / 2010:
  - Expert and coach education
  - Nationwide offers in schools and clubs
  - Estimated cost: CHF 10 million (2009), 16 million (2010)
- 2011:
  - Program operational
  - Estimated cost: CHF 20.5 million



# Political Development



- 2007/2008: 278 courses in schools
- 12/2007: Parliament gives funds for further development after EURO 2008 (CHF 2 million)
- 6/2008: Federal Council decides to lower the entrance age for Y+S Kids to 5 and to give Y+S Kids 50% of estimated necessary funding (2009: CHF 5 mio., 2010: 8 mio., 2011: 10.25 mio.)
- 12/2008: Parliament decides to give Y+S Kids 100% of estimated necessary funding for 2009 (10 million)



# Numbers again

- 1057 experts educated
- 8800 coaches educated





# Conclusions

- "The exercise promotion programmes were considered collectively to be highly successful: Thanks to the EURO 2008, children and teenagers particularly became more involved in sport."

*"UEFA EURO 2008™ Sustainability Report.  
Berne, Vienna, 2008"*

