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.
Vision 25-50-75

- In year 2025
- 50% of the Danes are members of a sports club
- 75% of the Danes are physically active
Where is the potential?

- **70+ år**: 58% active, 33% active in a club
- **60 - 69 år**: 65% active, 38% active in a club
- **50 - 59 år**: 63% active, 39% active in a club
- **40 - 49 år**: 64% active, 39% active in a club
- **30 - 39 år**: 63% active, 43% active in a club
- **20 - 29 år**: 67% active, 44% active in a club
- **16 - 19 år**: 67% active, 58% active in a club
- **13 - 15 år**: 82% active, 82% active in a club
- **10 - 12 år**: 85% active, 85% active in a club
- **7 - 9 år**: 90% active, 90% active in a club
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