How the Swiss "EUROphoria" boosted sport for all

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UEFA EURO 2008
"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."
Some Numbers / I

- 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

- 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

• 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
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"