The pyramid is history!

The real challenges and conflicts between grass-roots and top sport.

Mogens Kirkeby, president
International Sport and Culture Association
www.isca-web.org
De-construction of the pyramid model
Follow the money
Follow the money
- and the motive.
- Financial solidarity

- Grass-roots sport creates top sport and top sport creates grass-roots sport.

- It is the same game!
Financial solidarity

One big “family” of sport

“One World One Dream”
Financial solidarity
Grass-roots sport creates top sport and top sport creates grass-roots sport.

Excellence aspect

Marketing aspect
Financial solidarity

Creating excellence and marketing
It is the same game!

Performer vs. “Pro-sumer”

Doing the same but in very different ways
Recreational grass-root sport is about being a “Prosumer”
Doing the same but in very different ways
Parcour – Nordic Walking – 3000 m Steeplechase
Financial solidarity

Creating excellence and marketing

The same game
Play the Game, 8 – 12 June 2009 Coventry, UK
De-construction of the pyramid sport model

Performer

”ProSUMER”
To provide settings that fulfill the needs of the performer and the “prosumer”.

Platform for the best athletes – a platform for the active citizens

Performer

"Pro-somer"
To provide settings that fulfill the needs of the performer and the “prosumer”

The future challenges and conflicts:

Ability to innovate
Available resources / Finance
Available resources / Human Capital
To provide settings that fulfill the needs of the performer and the “prosumer”
Play the Game, 8 – 12 June 2009 Coventry, UK
De-construction of the pyramid sport model