

# BOOK OF ABSTRACTS



## SPORTVISION 2012: VOLUNTEERING, FITNESS DOPING, FINANCING & HEALTH

### Conference Consortium



MINISTRY OF CULTURE DENMARK  
Danish Ministry of Culture



Anti Doping Denmark



International Sport  
and Culture Association



Danish Gymnastics  
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## Table of Contents

<b>Speakers Presentations</b>	<b>7</b>
<i>ALFRED RÜTTEN</i>	7
THE IMPLEMENTATION OF THE EU GUIDELINES FOR IMPROVING PHYSICAL ACTIVITY IN THE LOCAL ARENA	7
<i>ANTONIO COSTANZO</i>	8
CONTRIBUTION OF PRIVATE BETTING AND GAMING OPERATORS TO THE FINANCING OF SPORT	8
<i>BIRGITTA KERVINEN</i>	9
ENGSO PROJECT CREATING A LEVEL PLAYING FIELD	9
<i>BJØRN BARLAND</i>	10
DOPING, YOUTH AND IDENTITY	10
<i>CLIFF COLLINS</i>	11
FITNESS AGAINST DOPING	11
<i>DIRK STEINBACH</i>	12
HUMAN RESOURCE DEVELOPMENT IN VOLUNTARY SPORTS ORGANIZATIONS IN EUROPE	12
<i>EERIKA LAALO-HÄIKIÖ</i>	13
SHOWING THE EXAMPLE OF THE FINNISH INITIATIVE "SPORTS CLUBS FOR HEALTH"	13
<i>ERLING ANDERSEN</i>	14
THE DANISH TAX AND CUSTOMS ADMINISTRATION'S EFFORT AGAINST TRAFFICKING OF DOPING SUBSTANCES	14
<i>GERALDINE MATTENS</i>	15
ACKNOWLEDGING OF VOLUNTEER BOARD MEMBERS OF SPORTS CLUBS THROUGH MANAGEMENT AND ADMINISTRATIVE SUPPORT	15
<i>HARRISON G. POPE</i>	16
BODY IMAGE, TRAINING AND THE RISKS OF STEROID USE	16
<i>HENRIK H. BRANDT</i>	17
THE POWER OF THE DATA – HOW STATISTICS AND DEBATE CHANGED THE SPORTING LANDSCAPE IN DENMARK	17
<i>HENRIK OLSSON</i>	18
HOW TO BUILD EXERCISE IN AS A DAILY JOB ROUTINE	18
<i>HERBERT HARTMANN</i>	19
WHY AND HOW TO INVOLVE OLDER PEOPLE IN VOLUNTEERING ACTIVITIES IN SPORTS	19
<i>JAKOB BERGET</i>	20
RESULTS FROM STRATEGY FOR STOPPING STEROIDS	20
<i>JAKUB KALINOWSKI</i>	21
PARTNERSHIP FOR DEVELOPMENT OF SPORTS VOLUNTARY	21
<i>JANE ASHWORTH</i>	22
HOW STRETGAMES IS BRINGING SPORT TO THE DOORSTEP OF YOUNG PEOPLE IN DISADVANTAGED COMMUNITIES	22
<i>JEAN CAMY</i>	23
EDUCATION AND TRAINING – RECOGNITION AND VALIDATION OF SPORT VOLUNTEERS COMPETENCES	23

<i>JEAN-LUC MONER BANET</i>	24
HOW EUROPEAN LOTTERIES FUND GRASSROOTS SPORT AND MAKE IT SUSTAINABLE IN THE LONG TERM	24
<i>JEROEN SCHEERDER &amp; CHARLOTTE VAN TUYCKOM</i>	25
PROMOTING SPORT PARTICIPATION AND PHYSICAL ACTIVITY IN EUROPE	25
<i>JENS BANGSBO</i>	26
Football as prevention and treatment of lifestyle diseases	26
<i>JENS EVALD</i>	27
ANTI DOPING DENMARK AND FITNESS DOPING	27
<i>JOSÉ MARTIN MORENO</i>	28
HEALTH ENHANCING PHYSICAL ACTIVITY: TOWARDS PREVENTING DISEASES AND PROMOTING HEALTH IN THE WHO EUROPEAN REGION	28
<i>KARIN HENRIKSSON – LARSÉN</i>	29
EXERCISE DEPENDENCY – IS IT GOOD OR BAD?	29
<i>KELLY D. MURUMETS</i>	30
What can Europe learn from Sport for all in Canada? The story of PartipAction!!	30
<i>LARS HJORTH BAERENTZEN</i>	31
CREATING INNOVATION AND DEVELOPMENT IN SPORTS ARCHITECTURE	31
<i>LOUISE RICHARDSON</i>	32
HOW TO MOBILIZE ALL ACTORS AND RESOURCES TO FIND INNOVATIVE SOLUTIONS FOR ACTIVE AGEING VOLUNTEERS ? WHAT ARE THE DEMOGRAPHIC CHALLENGES AND WHAT IS THE AGE-FRIENDLY ENVIRONMENT THAT ALLOWS ALL CITIZENS TO LEAD MORE ACTIVE AND INDEPENDENT LIVES FOR LONGER AS VOLUNTEERS ?	32
<i>MARIA RENSTRÖM</i>	33
THE SWEDISH COHESIVE STRATEGY FOR ALCOHOL, NARCOTIC DRUGS, DOPING AND TOBACCO	33
<i>MATHIEU HOLZ</i>	34
THE INTERPOL INVOLVEMENT AGAINST THE TRAFFICKING OF DOPING SUBSTANCES	34
<i>MATT KENDALL</i>	35
PARTNERSHIP IN VOLUNTEERING – GOOD EXAMPLE FROM STREETGAMES	35
<i>MEL YOUNG</i>	36
DOES SOCIAL INCLUSION IN SPORT HAVE ECONOMIC BENEFITS FOR THE WIDER SOCIETY BASED ON YOUR EXPERIENCES AS THE FOUNDER AND CEO OF THE HOMELESS WORLD CUP “FROM HOMELESS TO HERO”	36
<i>NIENKE VULINK</i>	37
BODY DYSMORPHIC DISORDER	37
<i>PETER RISBRO BRIX</i>	38
HOW TO TARGET THE WORKPLACE TO RAISE EMPLOYEE’S ACTIVITY AND HEALTH LEVEL	38
<i>POUL GADE</i>	39
POLICE EFFORTS AGAINST DOPING IN DENMARK	39
<i>REMCO HOEKMAN</i>	40



SPORT PARTICIPATION IN THE NETHERLANDS: IMPACT OF SPORT POLICY PROGRAMS IN THE NETHERLANDS AND LESSONS LEARNED	40
<i>RHADAMES KILLY</i>	41
THE PROTECTION OF SPORT FOR ALL IN THE FRENCH GAMBLING LEGISLATION	41
<i>ROSARITA CUCCOLI</i>	42
SPORT AND VOLUNTEERING: HOW TO ATTRACT THE MEDIA	42
<i>SEBASTIAN BRAUN</i>	43
RECENT DEVELOPMENT IN SPORT VOLUNTEERING, WITH A STARTING POINT IN THE GERMAN CONTEXT	43
<i>SANNE FREMLEV</i>	44
HOW CAN WE ATTRACT YOUNG PEOPLE TO SPORT AND MAKE SURE THEY STAY ACTIVE?	44
<i>SARA STANDFORD</i>	45
INCREASED MORTALITY IN PATIENTS AT THE RESOURCE CENTER FOR HORMONE ABUSERS	45
<i>SIMONE DIGENNARO</i>	46
THE VALIDATION OF NON-FORMAL AND INFORMAL LEARNING TO RECOGNIZE THE SKILLS AND COMPETENCES OF VOLUNTEERS. INSTRUMENTS IN THEORY AND PRACTICE	46
<i>STEFAN SZYMANSKI</i>	47
THE ECONOMIC IMPORTANCE OF SPORT FOR ALL, WHEN IT COMES TO THE EUROPEAN GROWTH AND ECONOMY	47
<i>SZILVIA PERÉNYI</i>	48
EXAMPLE OF HUNGARY (LOW SPORT PARTICIPATION RATES): SPORT IN HUNGARY, LIMITATIONS AND OPPORTUNITIES	48
<i>THIERRY ZINTZ</i>	49
EUROPE, SPORT AND VOLUNTEERING: TOWARDS THE NECESSARY DEVELOPMENT OF SYNERGIES BETWEEN STAKEHOLDERS	49
<i>THOMAS PARLING</i>	50
FROM APPEARANCE TO HEALTH: PREVENTIVE WORK	50
<i>TROELS RASMUSSEN</i>	51
From traditional sports to modern physical activities for all	51
<i>WILLEM DE RONDE</i>	52
HEALTH RISKS ASSOCIATED WITH ABUSE OF ANDROGENIC ANABOLIC STEROIDS	52
<b>Open Market and Poster Fair presenters</b>	<b>53</b>
<i>AIGA DOMBROVSKA</i>	53
Experience of volunteering in sport events	53
<i>DTB (GERMAN GYMNASTICS FEDERATION), GERMANY</i>	54
AGING FIT AND HEALTHY WITH THE DTB-GYM-WORLD	54
<i>FLEMISH SPORTS FEDERATION</i>	55
DYNAMO PROJECT	55
<i>ISCA EUROVOLNET</i>	56

EUROVOLNET PROJECT	56
ISCA GGGS PROJECT	57
GOOD GOVERNANCE IN GRASSROOTS SPORT PROJECT	57
ISCA MOVE	58
MOVE – EUROPEAN PHYSICAL ACTIVITY PROMOTION FORUM	58
KLAAN MARGUS & LUSMÄGI PEETER	59
THE DEVELOPMENT PLAN FOR SPORT FOR ALL FOR 2011-2014 IN ESTONIA	59
JENS FLATAU	60
VOLUNTARY ENGAGEMENT IN SPORT CLUBS	60
PLAY THE GAME	<b>Error! Bookmark not defined.</b>
ACTION FOR GOOD GOVERNANCE IN INTERNATIONAL SPORTS ORGANIZATIONS (AGGIS)	61
MOTIVES AND BARRIERS AMONG DANISH RECREATIONAL RUNNERS	61
PLAY THE GAME	<b>Error! Bookmark not defined.</b>
STUDY ON VOLUNTEERING IN DANISH SPORTS CLUBS	62
JUKKA KOSKELO & SATU ÅLGARS	63
FITNESS DOPING IN FINLAND	63
SPORT UNION OF SLOVENIA	64
HEALTH PROMOTING SPORT PROGRAM ABC	64
PATRICIA ANTHONY	65
LEARNING TROUGH SPORTS AND CULTURE IN AEGEE	65
STREETGAMES	66
BUILDING A PARTICIPATION LEGACY FROM THE LONDON 2012 OLYMPIC AND PARALYMPIC GAMES IN DISADVANTAGED AREAS	66
THOMAS SCHEUERLE & CHRISTIAN KEIPT	67
IN MOTION – FIT IN SOCIAL NETWORKS	67

## Speakers Presentations

ALFRED RÜTTEN



### THE IMPLEMENTATION OF THE EU GUIDELINES FOR IMPROVING PHYSICAL ACTIVITY IN THE LOCAL ARENA

Two thirds of the adult population in the European Union does not reach recommended levels of activity, and there is a clear social gradient with respect to activity levels: Citizens with a lower socio-economic status are significantly less active in their leisure-time. Policy documents published by the European Union and the World Health Organization highlight the importance of equalizing opportunities to engage in physical activity through inclusive and participatory approaches, stakeholder networks and multi-sectored action.

The proposed European Guidelines for Improving Physical Activity in the Local Arena were developed by the IMPALA project through a collaboration of scientists and policy-makers from twelve European countries. IMPALA was co-funded by the European Commission/DG SANCO.

The Guidelines present both criteria and case examples for good practice. They aim to promote social equity, inter-sectored collaboration and participation. In the context of the guidelines, social equity means ensuring that neighborhoods and communities in which need is greatest are made a special focus of measures to improve opportunities for physical activity. Inter-sectored collaboration refers to different policy fields and to the public, private, and so-called third sector (sport and other voluntary organizations). Effective participation means involving of multiple groups of targeted communities, policy-makers and experts in decision-making, as well as creating physical activity friendly environments.

The presentation will highlight ways in which infrastructures for leisure-time physical activity can be assessed and improved across five key areas: policy-making, planning, building, financing, and management. It will also present good practice examples of infrastructures that promote physical activity across diverse population groups in different European locations.

**RÜTTEN ALFRED** is currently the Director of the Institute of Sport Science and Sport, Chair of the Division of Physical Activity and Public Health. Studied Social Science, Sport Science and History at RWTH Aachen, in 1987 got a PHD in Political Science, Sociology, and Sport Science at RWTH Aachen and in 1992 habilitation in Sport Science at the University of Stuttgart. He has done several researches, including main topics as: Intervention studies in health promotion: WHO demonstration project "Investment for Health", Health-promoting physical environments: EC funded project "Improving Infrastructures for Leisure-Time Physical Activity in the Local Arena" – IMPALA; "Integrated Planning of Sport Development" – ISEP (12 municipalities in Germany), and most recently Since 2010 working with WHO-Expert Group on "PA Promotion in Disadvantaged Groups".



## ANTONIO COSTANZO

### CONTRIBUTION OF PRIVATE BETTING AND GAMING OPERATORS TO THE FINANCING OF SPORT

The betting industry contributes to the funding and development of the professional and grassroots sporting sector through significant statutory (levies) and commercial (sponsorship, advertising etc.) amounts. A study conducted by Europe Economics in 2009 determined that the income from betting operators to EU sport represents over €3.4bn per annum with 62% of that provided by private companies. While different States have different legislations in place, common grounds to guarantee financially viable regulations and sustainable funding for the sports sector can be shared and aligned.

**COSTANZO ANTONIO** at bwin since 2006 where he's currently Director of Sport Integrity and Regulation. He was formerly interim CEO in Italy and France, leading the license acquisition process in both countries, and in charge for Regulatory Affairs. Before joining bwin, from 1998 to 2006, he was Head of Editorial Development at Eurosport Italy, launching the Italian version of Eurosport 2 and Eurosport news. From 2003 to 2006 he also worked on the conception and creation and was deputy Director of Sport Italia, the first free-to-air terrestrial all-sport television network in Italy and of Si Live 24, the first Italian sports news channel. Graduated in journalism in Paris at the CFPJ and started his career as a professional sports photographer and journalist. He was born in Milan in 1973. He's currently a board member of ESSA, the European Sport Security Association.

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European Volunteering Network



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**BIRGITTA KERVINEN**

## ENGSO PROJECT CREATING A LEVEL PLAYING FIELD

European Non-Governmental Sports Organisation ENGSO has 40 national umbrella sports organisations as members. They represent the national sport in its broadest sense - from children and youth sport, over “sport for all” activities to elite sports. Sport is the largest social and voluntary activity in Europe. Sport can be more than just sport: a powerful social tool. Sport can help Europe to address some of the challenges related to the integration of people from less privileged groups, such as migrants and persons of foreign origin. ENGSO is aware of this important role and wanted to encourage its members in cooperation with public authorities on national and European level to take action by adopting ENGSO Manifesto on a Truly Inclusive Sport in its General Assembly 2010. ENGSO is currently steering a project “Creating a Level Playing Field” that is supported by the European Commission and has been implemented in cooperation with 11 organisations across Europe. The aim of the project is to promote social inclusion of migrants and ethnic minorities in mainstream sport. The project partners have been exchanging good practices during the project on bilateral study visits. A book of good practice on social inclusion of immigrants and people of a foreign origin in national sports organisations has been produced. Policy recommendations on social inclusion will be presented to decision-makers in the final conference March 2012.

**KERVINEN BIRGITTA** is the president of the European Non-Governmental Sports Organization (ENGSO); Member of the Finnish Sports Federation External Committee; Head of Communication for the City of Vantaa, Finland. With a bachelor’s degree in Physical Education from the University of Helsinki, Finland, Birgitta Kervinen is a long-serving sports leader. In 2011, she was elected to her second 4-year term as President of ENGSO. Apart from her commitment to ENGSO, Ms Kervinen is strongly involved in international decision-making bodies. She was the Chairwoman of the EWS (European Women and Sport) network from 1998-2000. She also served as Vice-President of the IWG (International Working Group on Women and Sport) from 2006-2010.

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**BJØRN BARLAND**

## **DOPING, YOUTH AND IDENTITY**

The presentation will discuss the correlation between the use of doping and use of narcotics as well as the use of doping and anti-social behavior. One of the most important findings that will be presented is how doping users actively and seriously obtain knowledge about different doping medications. The use of doping and the meaning and mastering of life are for many informants built upon the knowledge of doping and the seriousness of using it. The presentation will also try to present and understand the function of doping in a person's life. A question that needs to be asked is; what is the significance of a healthy body, body image and identity?

The presentation is based upon a survey on the use of doping among young Norwegians (N=5331). The sample consisted of young Norwegian boys (n= 4464) and girls (n= 838) who appear up for examination for the military service in the period of 1 March to 1 July 2008. 2.6 % of this sample were using or had used doping. The paper is also based upon 27 qualitative interviews of men aged 18-29 years.

**BARLAND BJØRN** took his PhD in 1997 at the Norwegian University of Sport and Physical Education. Barland has been working with doping-related issues both inside the government and as a project leader in developing a public health information service. He is now back as an associate professor and researcher at the Norwegian Police University College.

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**CLIFF COLLINS**

### **FITNESS AGAINST DOPING**

The European Health and Fitness Association (EHFA), as the platform organisation for the fitness sector, promotes the benefits of regular physical exercise and health-enhancing physical activity, and is developing policies on the sectors' position of social responsibility. Some concern has recently been voiced that doping practices are prevalent in parts of the sector and the Fitness against Doping (FAD) project, which is co-funded by the European Commission, has been a proactive reaction to that concern. The project has reviewed existing research into the evidence of doping practices and policies for elite and amateur sport - which includes fitness. It has also undertaken the largest survey of consumers, exercise professionals and managers from nine European countries of its kind so far. As well as gathering demographics, the survey focused on three particular areas: Performance and Image Enhancing Drugs (PIEDs), societal-based drugs (often called recreational drugs), and food supplements.

Preliminary results were presented at the FAD interim report at our Brussels Summit in November 2011 which was followed by consultation across the sector and with other stakeholders. The project has enabled us to see a clearer picture of what is actually happening in fitness centres, and in turn, to develop specific interventions and policy recommendations on anti-doping practices which have been made to the Commission in our final report. EHFA will continue to improve the level of education and understanding of the harm of doping practices, to inform its employees and customers, and provide information and guidance for operators to have effective anti-doping measures in place.

**COLLINS CLIFF** has as the Programme Director for EHFA to oversee the delivery of all project activities, together with the European Register of Exercise Professionals since 2008. Cliff Collins is an expert on qualifications and business quality assurance schemes, and his own fitness centres won 5 national awards for excellence. He was an advisor to the UK government on skills and helped to establish EHFA in 2002. He was the Registrar for the UK regulatory body for exercise professionals for 8 years, and the author of the "Managing for Success" series of guides for the Fitness Industry Association. The recently completed Becoming the Hub project set the framework for the fitness sector's proactive engagement to demonstrate how it can contribute to the drive to promote health enhancing physical activity across Europe.

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## DIRK STEINBACH

### HUMAN RESOURCE DEVELOPMENT IN VOLUNTARY SPORTS ORGANIZATIONS IN EUROPE

The Study on *Volunteering in the European Union* that was assigned by the European Commission and carried out by GHK in 2009 suggested that more professional human resource management (HRM) practices are needed to improve the recruitment and management of volunteers in sport.

The 2010 preparatory action "*Training for Volunteers*" (T4V) expands on this idea and analyzes the complex and demanding requirements of HRM in voluntary sports organizations. The initial consultation process of the T4V project has shown, that despite the variety of efforts and activities that are already conducted, a majority of clubs and federations still shows a lack of awareness, orientation and systematic action. A specific framework of human resource development was thus designed to visualize the roles and responsibilities of different stakeholders inside and outside the sports sector and to propose a systematic and transferable step by step approach of volunteer development in sports organizations (i.e. sports clubs) at grass root level. A preview of novel data from the T4V-surveys on volunteer management will be presented to show how voluntary sports organizations in Europe currently support their human resources. Existing strengths and weaknesses will thus be identified. In addition, the data will show that cultural context must be carefully considered, when volunteering in sport in Europe is discussed. A brief conclusion will point out to some questions, that each sports organization should be able to answer in order to successfully support the development of their staff and volunteers.

**STEINBACH DIRK** earned his Ph.D. in sports sciences and was on faculty at the German Sport University Cologne since 1996. Between 2007 and 2010 Dirk Steinbach became a professor and key researcher at the Centre for Future Studies at the *University of Applied Sciences Salzburg*, where he was responsible for the implementation and evaluation of various projects in sports development and health promotion. Since 2011 he is a managing partner at the *Institute of Innovation Development in Sport* in Cologne, an adjunct instructor at the Universities of Applied Science in Salzburg and Dornbirn and a free lance consultant for the *Leadership Academy of the German Olympic Sports Confederation* where he is the project manager of the 2010 preparatory action project "*Training for Volunteers*".

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EERIKA LAALO-HÄIKIÖ



### SHOWING THE EXAMPLE OF THE FINNISH INITIATIVE “SPORTS CLUBS FOR HEALTH”

The Sports Club for Health (SCforH) project was initiated in 2008 by the Finnish Sport for All Association. The project was supported at early stage by TAFISA. Subsequently SCforH was elected as a working program for HEPA Europe and it also received funding by the European Union's DG Education & Cultures' Sport Unit as one of the first EU preliminary actions for sport in 2009. The SCforH-project had two main objectives. Firstly, the aim was to develop advanced guidelines for sports clubs to develop health-oriented sports activities in a club setting and to help clubs to become more aware of the positive health effects of sports. The development work of the SCforH-guidelines was based on a preliminary version of the guidelines (Kokko et al. 2009) and the prior HEPA guidelines (Foster 2000). The new guidelines were developed in cooperation with scientists, practitioners and policymakers. The EU-project consisted of 5 partners lead by the Finnish Sport for All Association. The actual work was realised through seven work packages i.e. guideline development and networking, certification system, instructor education, health profile, funding system, leadership and evaluation. Secondly, the project aimed to generate European-level networking in the field of HEPA with special focus on sports clubs. The guidelines consist of ten specific guidelines on three stages – planning, implementing and documenting and communicating. The guidelines can be freely adopted and modified to different cultures and structures. The European-level network consists of TAFISA, ENGSO, ISCA, EFCS and HEPA Europe and it is open for all the interested stakeholders.

**LAALO-HÄIKIÖ EERIKA** is the Manager of Sport for All at the Finnish Sport for All Association, in TAFISA Europe, more specifically member of the Steering Committee and she has a Master degree of Sports Sciences from the University of Jyväskylä, Finland.

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**ERLING ANDERSEN**

## **THE DANISH TAX AND CUSTOMS ADMINISTRATION'S EFFORT AGAINST TRAFFICKING OF DOPING SUBSTANCES**

All the customs control tasks in Denmark have been placed within the Danish Tax and Customs Administration, SKAT. In 2009 SKAT created an organization, in which the control tasks, including the tasks relating to doping control were to be handled within the regions of SKAT, which are placed all over Denmark. This structure has improved professional standards, efficiency and correlation benefitting the customers and the employees of SKAT. It is estimated that out of Denmark's population of 5.5 million people, approximately 44,000 have experience with doping substances (based on figures from J. Singhammer & B. Ibsen's report "Motions doping i Danmark"/"Fitness Doping in Denmark", 2010). This is the reason why SKAT has launched a national DOPING project. The purpose of the project is to combat smuggling of doping substances as well as imports of chemicals and other substances, which should have been used to produce doping substances illegally. SKAT will intensify activities to combat the production and the use of doping through a targeted effort comprising both informative and precautionary measures. As part of the DOPING project, cooperation between relevant parties has been established; Anti-Doping Denmark is the most important one in this context. Besides, customs officers have been trained in being able to identify doping substances, control actions have been launched, and dogs have been trained which are able to track doping substances – as far as known they are the first ones in the world! Finally, information campaigns have been launched. The strategy of the project is to focus on innovation and reflection and establishing a system for the task. Since its creation SKAT's DOPING project has seized a huge number of doping substances comprising ampoules, capped vials, tablets and powders. This includes a number of new doping substances, which have not earlier been seized in Denmark. Most doping substances have been seized when controlling the post and courier traffic to and from Denmark, but larger amounts have also been found with airline passengers, at the border and in the ferry ports. Furthermore, basic substances for the production of doping substances have been seized, just as packaging has been found, which no doubt should have been used by packing illegally produced doping substances. To this must be added that SKAT has assisted in disclosing illegal doping laboratories in Denmark.

**ANDERSEN ERLING** is Director of Tax Region Copenhagen, which is nationally responsible for the customs task in Denmark. Tax Region Copenhagen is one of the six regions within The Danish Tax and Customs Administration, SKAT. Each region has basic tasks regarding the collection and the control of taxes and customs duties and two national units. Tax Region Copenhagen is accountable for customs matters and has thus the national responsibility for the development and the implementation of the customs tasks. This organisation gives rise to an effective performing of tasks – and makes it possible to develop efforts against inter alia smuggling of doping substances.

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**GERALDINE MATTENS**
**ACKNOWLEDGING OF VOLUNTEER BOARD MEMBERS OF SPORTS CLUBS THROUGH MANAGEMENT AND ADMINISTRATIVE SUPPORT**

The Flemish Sports Federation coordinates an EU-Commission DG EAC 2010 Preparatory Action in the Field of Sport focused on 'support to the volunteering management in sports clubs'. What will be presented includes the findings of the 9 EU-project partners within this project and an overview of the support mechanism within the Flemish Sports Federation. The support to the volunteer management in sports clubs in the regions/countries of the EU is a patchwork of diversity. Nevertheless, pre-dominant findings valid for all EU-regions/countries are: Sports clubs are the bases of organized grass roots sport in any EU-region/country (numbered over 1 million serving over 100 million members). The sports club board members are overwhelmingly (more than 97%) volunteers. Sports club membership has recently apparently reached a limit. At the same time, the traditional sports are challenged by a still growing number of new physical activities. Consequently, sports clubs enter in a market where a 'good service' has become important to 'compete' with other sports clubs and other formats of physical activity. Meanwhile, the European culture evolves to a higher level of 'professionalization' and 'good governance' and related administration (statutorily, legal, insurance, education/coaching, tax and VAT, bookkeeping, volunteer management, communication requirements, child protection, inclusion, private sponsorship, strategy development, relations with the authorities, etc). Whilst the European citizens individualize, hereby 'shopping' as a volunteer for the debit of 'lifelong volunteering'. The volunteering board members need to meet all these challenges, often in combination with a family-life and a job to be done. Support to the volunteering board members therefore becomes very important and can be obtained by: Invoking external support of all kind (authorities, corporate, institutions). Cross clubs/federations collaboration. The Dynamo Project of the Flemish Sports Federation is a best practice which since 4 years serves cross-federation support to all 17.000 Flemish sports clubs volunteering board members with the support of as well the authorities and corporate companies by providing a seminars, individual support, help desk, tutorials and tools (such as an on-line bookkeeping).

**MATTENS GERALDINE** is the General and Legal Director of the Flemish Sports Federation (Belgium). She also is the supervisor of the Dynamo Project, a support program for the volunteering members of the Boards of Directors of the Flemish sports clubs, as well as the coordinator of the EU-Commission 2010 Preparatory Action in the Field of Sport on support to volunteering management in sports clubs. Mrs. Mattens is a Master in Law (Vrije Universiteit Brussel) and has a Diplôme d'Etudes Spécialisées en Droit International Privé (Université Libre de Bruxelles) as well as an Expert Class degree in Professional Sport Management (Vlekhog Hogeschool Brussels). Mrs. Mattens was a lawyer at the Brussels Bar from 2002 till 2008 and leads the Flemish Sport Federation since 2008.

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**HARRISON G. POPE**

### **BODY IMAGE, TRAINING AND THE RISKS OF STEROID USE**

Anabolic-androgenic steroids (AAS) were first developed in the 1930s and became widely used throughout elite athletics by the 1950s. Then, starting in about the 1980s, AAS use began to expand beyond the population of elite athletes and into the population of ordinary boys and men. Many of these newer AAS users were not concerned with athletics, but instead with body appearance: they simply wanted to look more muscular. This type of "body-image-driven" AAS use was likely fueled by an increasing Western cultural emphasis on male muscularity, as illustrated over the last few decades by muscular male images in Western movies, advertising, television, and even children's action toys. As a result of these trends, AAS use has now become a widespread substance abuse problem throughout Western countries. This is a matter of concern, because recent studies suggest that perhaps 30% of AAS users develop an AAS dependence syndrome, where they begin to use AAS almost continuously, sometimes for years, with consequently increased risk of cardiac complications, suppression of natural neuroendocrine function, and psychiatric effects such as major mood disorders. The severity of these long-term adverse effects remains incompletely understood, because the oldest members of the large new population of illicit AAS users – men who first started AAS as youths in the 1980s – are only now reaching middle age, and thus perhaps only now entering the age of risk for long-term effects. Western countries must be alert for the potentially growing public health consequences of this form of drug abuse.

**POPE HARRISON** has authored more than 300 peer-reviewed scientific papers on wide range of topics in psychiatry, including psychotic disorders, mood and anxiety disorders, eating disorders, and substance-abuse disorders. Over the last 25 years, Dr. Pope has been particularly prominent in the area of anabolic-androgenic steroid abuse; he has published more than 30 peer-reviewed papers in this area, including work on the epidemiology of steroid use, risk factors for steroid use, and the medical and psychiatric effects of steroid use. Currently, Dr. Pope is conducting a five-year study, funded by the United States National Institute on Drug Abuse, focusing on cardiac function in long-term illicit steroid users.

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**HENRIK H. BRANDT**

**THE POWER OF THE DATA – HOW STATISTICS AND DEBATE CHANGED THE SPORTING LANDSCAPE IN DENMARK**

The Danish sports political landscape has changed dramatically in recent years with almost all of the main sports organisations adopting new strategies with a strong emphasis on attracting new target groups to sport and physical activity. One of the reasons for this rapid change might be the establishment of the Danish Institute for Sports Studies (Idan) in 2005. Idan has not only produced a wide range of new empirical data about the changing sporting habits of the population, it has also had a considerable impact by putting knowledge from other research institutions and various stakeholders from the sporting world on the sports political agenda in an independent and credible way. A key lesson from Denmark might be that a centralised sports political structure encompassing the government and the dominant sports organisations might not always be the most efficient model to develop sport and physical activity for all target groups in an otherwise increasingly diverse sports sector. It appears that the availability of empirical data, the exchange of best practices, and the ability to invigorate public debate might be a more efficient way to create a dynamic sport political environment where the stakeholders of the sport movement feel motivated and able to adapt their own ambitious strategies to deal with the challenges of the rapidly changing sporting landscape.

**BRANDT HENRIK** He has a background as a journalist, graduating from Danmarks Journalisthøjskole in Aarhus in 1993. From 1993-2005 he worked for the largest Danish newspaper, Jyllands-Posten, with the coverage of sport politics, sports economics and the general organization of sport as his main responsibilities. In 1995 he was named 'Sports Writer of the year' by the Danish Association of Sports Journalists (Danske Sportsjournalister). H. Brandt is responsible for communicating, analyzing and disseminating the research results of the institute and other relevant trends and analysis to the stakeholders in the Danish sports environment in a straight forward and relevant manner. As a director of the Danish Institute for Sports Studies he is part of the working groups and the editorial process related to all research projects and publications undertaken by the Danish Institute for Sports Studies.

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Anti Doping  
Denmark



Strategy for  
Stopping Steroids  
Project

Volunteering Track :



International  
Sport and  
Culture  
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## HENRIK OLSSON



## HOW TO BUILD EXERCISE IN AS A DAILY JOB ROUTINE

AXA Power is known as one of the front runners allowing all employees to go exercising for half an hour each day during work hours. At 10.45 each day, the factory door is being closed and the sign with information in 5 languages informing visitors that the factory will be closed for the next 1.5 hours is put up. All machinery and computers are turned off, and the staff members gather outside to walk, run, bike, swim or even row! "We care about the well-being of our team, and therefore we put in place this initiative on 2nd March 2009, explains Henrik Olsson, General Manager of AXA Power. After more than 2 years, the exercise program still is a great success that brings together people in spite of job positions. Close to 100% of the employees do participate on a regular basis, and the activity definitely is a superb way of integrating new employees and visitors. It is all about the vision of a good life and mental training, Olsson continues. Over the past, we have had an ever increasing turnover. Therefore, it is important to fortify the AXA Team in the belief that we can continue down or should I say up the winning lane by focusing on our key business areas. And the daily exercises clearly help us stay focused. The exercise sessions also bring other benefits. In fact, we never had many sick days so we cannot see a big difference in the statistics, but we surely hear and feel that the team is very happy with the possibility of exercising during work hours. Since almost 65% of the employees have small children, it has been quite difficult for the Mums and Dads to do exercise at all before we started our healthy habit. Now, everybody has a good conscience already when leaving in the afternoon. Furthermore, we all are fit for fight in more than one sense. At least a handful has reduced their weight considerably, Henrik Olsson says. Also, more employees experience less stress and a general improvement in their quality of life.

**OLSSON HENRIK** joined AXA Power in 1984. With an education as engineer in Power Electronics he started in the R&D team. Later on he changed into export sales and in year 2000 he became the General Manager of AXA Power. Since his 30'ties Henrik Olsson has exercised every morning at 6 o'clock with ½ an hour running. The running was later complemented with a bicycle ride to the job. With the 10 km ride to the job 2 x ½ an hour exercise was added. And now with the introduction of 30 minutes exercise during work hours at AXA Power every day the total daily exercise adds up to 2 hours a day.

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HERBERT HARTMANN



## WHY AND HOW TO INVOLVE OLDER PEOPLE IN VOLUNTEERING ACTIVITIES IN SPORTS

The lack of volunteers is the biggest problem for sport club development. Where can we find reserves to get involved in volunteering? The topic of the presentation suggests the assumption, to have a look at the target group of elderly people. Volunteering engagement decreases steadily, when people become older. On the other hand we've encouraging figures about the willingness of elderly people to get involved in volunteering. Also in sport we got an increase of willingness for volunteering during last ten years. Beside those statistical figures we should take into account some changes in social structures and values, which might enhance as well the willingness of older people to get involved in volunteering. We can assume, that there is still a rather high potential, to get older people involved in volunteering in general and also in sport. The presentation will describe some good practice examples, how to get older people involved for volunteering for older people. Most of the examples come from outside the sport system. In the area of organised sport it was hardly to identify special initiative putting the target group of older people more into the focus of volunteering engagement. Conclusion: Older people seem to be still a remarkable potential to involve more people for volunteering. Many civil society organisation as well as political institutions have discovered this potential and offer special projects and programs in this regard. Sport has rather neglected this potential target group. Particular strategies to recruit and to educate older people for volunteering in sport are necessary Cross-sectoral cooperation and networking with stakeholders from outside sport is appropriate. The upcoming EU year of active aging should be capitalised to improve volunteering involvement of older adult! Sport is really challenged to invest more initiatives in this field of action.

**HARTMANN HERBERT** Was Professor (retired) for sport science University Darmstadt (Germany). Main subjects of teaching and research: sport and education; historical and topical perspectives of sport development; quality management in organized sport; sport for senior citizens; health enhancing sport. Involvement in organized sport: General Gymnastics-Board-member in the German Gymnastic Federation (responsible for senior-sport). Member of the expert-group of BAGSO (Federal Association for Senior Organisations). Vice-president of the International Sport and Culture Association (ISCA). Active in different European Networks (Education; Volunteering; Active Aging).

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## JAKOB BERGET

### RESULTS FROM STRATEGY FOR STOPPING STEROIDS

The report “Strategy for Stopping Steroids” has looked on the current status of the fitness doping issue in five different EU countries to be able to come up with recommendations to prevent the spread and use of AAS and similar doping substances. The organizations behind the report are: Anti Doping Denmark (Anti Doping Denmark) Dopingautoriteit (Anti-Doping Authority, the Netherlands) STAD (Stockholm Prevents Alcohol and Drug Problems, Sweden) CyADA (Cyprus Anti-Doping Authority) Polish Institute of Sport (Polish Commission Against Doping in Sport) The experiences of different countries with their work to combat fitness doping in Europe are relevant and important for future local, national and international work in this field. It is therefore relevant to bring together EU member states to share knowledge and experience in the field. The focus of the collaboration among the partners in the project has been specifically to describe the work carried out in all relevant areas relating to the fitness doping issue - from production and trafficking over young men's focus on the muscular body and prevention to health risks and treatment of users. It is the aim that the report should represent “good practice” and serve as inspiration for other countries in the EU keen on working with doping in the fitness sector. The presentation will give an insight in the current situation in the five countries and share the conclusions and recommendations that the report contains.

**BERGET JAKOB** is graduated Market Economist from the Business Academy Copenhagen North and Master of Science in Human Physiology from the University of Copenhagen. Jakob Berget is Head of Communication at Anti Doping Denmark and has been working with prevention and related issues in the fitness doping area since the beginning of 2006. He is a delegate in the Council of Europe's Advisory group on Education and member of the committee on doping abuse in fitness centers set up by the Ministry of Culture. Jakob Berget has overseen the delivery of the project “Strategy for Stopping Steroids”, co-funded by the European Commission's programme on grants Preparatory Action in the Field of Sport.

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**JAKUB KALINOWSKI**

## **PARTNERSHIP FOR DEVELOPMENT OF SPORTS VOLUNTARY**

Our Foundation believes that sports volunteering are a unique sphere of sport in which everyone is a winner. On one hand, organizations can get the support in any area they can imagine. Volunteers could assist them in coaching kids, organizing events, or helping to perform other everyday duties like fundraising. On the other hand, people by becoming sports volunteers have the opportunity to get away from their daily routine, gain experience and knowledge that can improve their chances in having an interesting professional career. The relationship between the sport organization and a volunteer creates also an added value for the local community and the whole society. It is just as Mr. Ad de Raad, the Executive Coordinator of the United Nations Volunteers (UNV) programme said: "volunteerism is the 'glue' that holds society together". Why is it then that on different occasions we hear that the numbers of volunteers are on the decline? What is the main cause of that? Have people changed that much that they are no more interested in being involved in their sports organizations, running interesting activities as they were before? Are sports organizations ready to professionally handle the process of promotion, recruitment and management of sports volunteers? Are we using every possible opportunity to build a strong image of sports volunteerism as something that is worthwhile? Are we using the full potential of social media to attract new people? We believe that in order to reverse the negative trend in volunteering there must be a change in the perception of many stakeholders. It equally concerns small organizations on the local level as well as those who coordinate mega sporting events such as e.g. World Cup, Summer Olympics etc.

**KALINOWSKI JAKUB**, Chairman of the Board of Volunteers for Sport Foundation, is a graduate of Social Studies Department at the University of Wroclaw. In 2000 he was a scholarship holder at the University of Plymouth; in 2002 he participated in an investigation project at the London Metropolitan University. His main duties in the Foundation include: strategic development, supervision of the key projects like [www.v4sport.eu](http://www.v4sport.eu) – an innovative instrument for searching, recruitment and managing of sports volunteers around the world; RESPECT your Health Euro schools 2012 - one of the social responsibility project for UEFA EURO 2012 etc. His greatest passion is teaching. More than 600 people have graduated from his courses in project management and strategic management in sports.

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JANE ASHWORTH



## HOW STRETGAMES IS BRINGING SPORT TO THE DOORSTEP OF YOUNG PEOPLE IN DISADVANTAGED COMMUNITIES

In England the lowest quintile in family income terms participates in sport at about half the rate of their more affluent peers. This is true for the component parts of sport too: the disadvantaged youth is only half as likely to enjoy the benefits of learning to lead through sports volunteering; is only half as likely to enjoy the social side and social capital transfer opportunities gained through club membership; is only half as likely to improve his or her skills through receiving coaching and is half as likely to learn to win and lose through taking part in competition. It is ironic that the communities most in need of the social benefits of sport - its potentially positive impact on community safety, public health and sense of wellbeing are those with greatest difficulty accessing sport. Research shows that this under-participation is not due to lack of desire to play sport. The greatest unrealised desire to play sport is in this section of society. The problem is a supply-side problem. StreetGames is a network of local providers of sport drawn together to challenge this regressive participation skew. The network is boundaried by a commitment to reduce inequality of access to sport and promotes a type of sport known as 'doorstep sport'. Doorstep sport is sport delivered in disadvantaged communities that is 'at the right time, the right place, the right price and the right style'. It is informal, local and free. StreetGames has secured national partner status to Sport England. Its Youth Sport Strategy 2012 announced that StreetGames will lead a campaign to create 1k doorstep sport clubs to cater for this target group.

**ASHWORTH JANE** is the founding Chief Executive of StreetGames. StreetGames is the leading national charity in the UK which is dedicated to overcoming the barriers to working class access to sport. Previously Jane worked for almost a decade at Sport England and before then for Newcastle, Knowsley and Salford City Councils in community development and strategic roles. A keen but useless tennis player, Jane is first and foremost a football fan. Her greatest sporting achievement was to guide a youth club side from an out of town estate in Newcastle up through the Leagues to the FA Women's Premiership. The story of the struggle for recognition by these working class Geordie women footballers is written up in *kicking the Boys Balls: Juma 04*. Jane was awarded an O.B.E. in 2011 for services to community sport.

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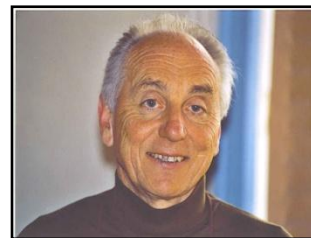
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## JEAN CAMY

## EDUCATION AND TRAINING – RECOGNITION AND VALIDATION OF SPORT VOLUNTEERS COMPETENCES



In our presentation we will look at four key issues: *The reasons why voluntary sports organisations in the E.U. appear to be increasingly concerned with the “competence” of their volunteers.* Over the last thirty years now, we have seen an increasing “professionalization” of voluntary sports organisations, which would indicate that they are demanding increasingly higher levels of competence from both paid and unpaid staff. Just how far can they go in this direction, and how does this affect the socio-cultural identity of these organisations? *What competences can be advanced in the case of E.U. sport volunteers?* Being a sport volunteer is one particular way of making a specific individual contribution to society. In order to assess competences, can we apply the same procedure as for paid staff? *Why exactly should E.U. voluntary sports organisations be concerned with the development, recognition and validation of their volunteers’ competences?* Sport volunteers give freely of their time and competences, with, for most of them, no expectation of anything in return. Why then should voluntary sports organisations feel that they should make any contribution towards the development, recognition and validation of the competences of their volunteers? *What action could be taken under the auspices of the E.U. education and training policy, to develop, recognize and validate the competences of sports volunteers?* The validation of informal and non formal learning is a key aspect of E.U. education and training policy. How, then, can sports volunteers benefit from this policy?

**CAMY JEAN** is a professor (Emeritus) at the University of Lyon, has a PhD in Sociology; Habilitation in Sport Sciences as his Main activities undertaken at European level there is : Founding president of the European Network of Sport Sciences in Higher Education (ENSSEE), 1989-1993. Founding member of the European Association of Sport Management (EASM). Team leader, Vocasport project and report (2004). Founding member of the European College of Sport Sciences (ECSS) 1995-present. Founding president (and honorary member) of the European Observatory of Sport and Employment (EOSE) 1993-present.

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## JEAN-LUC MONER BANET

### HOW EUROPEAN LOTTERIES FUND GRASSROOTS SPORT AND MAKE IT SUSTAINABLE IN THE LONG TERM

The European Lotteries (EL) has 78 members in 44 countries operating lottery games or sports betting. Thanks to its great diversity and its core values of ethical practice and responsible gaming, EL has for decades been one of the major and most loyal financial source for grassroots, amateur, youth and elite sports. In providing support to grassroots sports, EL makes a significant contribution towards sport as education or as a leisure activity, for disabled persons, and sport for young athletes. In order to make this support for European sport sustainable and the current financial resources made available also in the future, EL is actively committed in fighting for ethics and responsibility in sports. To achieve this goal, EL has been developing and implementing tools to fight for responsible gambling and combat match-fixing in competitions. This approach contributes to the measures being implemented by the sports federations. The formulation of EL's goals and objectives, the drawing-up of a Sports Charter and a Code of Conduct, the institution of an early monitoring system on sport betting as well as an extensive cooperation with the leading national and international sport federations and authorities together form a coherent and consistent set of measures to ensure a sustainable financing of sport for all in the long run. Nevertheless, many challenges, such as the diverse nature of the concessions or monopoly systems, the intellectual property rights of clubs and federations or the sponsorship for big professional clubs, will need to be tackled when formulating the EL model. The European Lotteries remains nevertheless confident and is looking forward to a sustainable and secure future for sports betting.

**MONER BANET JEAN-LUC** is active in the gaming sector since 1989 and, after holding a number of positions in this industry, he joined in 1998 the Swiss lottery and sport betting operator, Loterie Romande. After being promoted Deputy CEO in 2001, he took over the position of CEO of Loterie Romande in January 2007. He has been prominently involved in European Lotteries (EL) and the World Lottery Association (WLA) for a number of years. He was re-elected to EL's Executive Committee and appointed as Chairman of EL's Sports Committee in summer 2011. He holds a Master's degree in Public Administration from the University of Lausanne, and is actively involved in voluntary and community work in his home country of Switzerland.

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## JEROEN SCHEERDER &amp; CHARLOTTE VAN TUYCKOM

## PROMOTING SPORT PARTICIPATION AND PHYSICAL ACTIVITY IN EUROPE

This presentation has a twofold purpose. On the one hand, we will tackle the differences in sport participation and physical activity rates in the 27 European member states today, i.e. which countries have the best rate of participation and which have the lowest, and what are the consequences of this? Past research into sport participation has shown that there are some apparent differences between North and West European countries on the one hand, and South and East European countries on the other hand – with sport participation levels declining when going from north to south and from west to east. But is this still the case today? On the other hand, we will highlight some possible causes for the established cross-national differences. Special attention in the presentation will go to the place of sporting activity in comparison to other forms of physical activity (transport – occupation – household). By doing this, we intend to develop a total picture of physical activity within the European Union. In addition, we will suggest some steps to be taken by the European Union to take the less active countries at the same level of the most active countries. Finally, we will take a brief look at some examples of participation projects which have been successful in different European member states.

**SCHEERDER JEROEN** is an associate professor at the University of Leuven, Research Centre for Sport Policy & Sport Management (Belgium). His research focuses on policy-related and socio-economic aspects of sport and leisure-time physical activity. He is (co-)author of 30 peer reviewed articles and editor/author of 15 books on sport, participation and policy. Together with fellows from the Mulier Institute in The Netherlands he is the founding promoter of the MEASURE sport policy and participation project. Jeroen Scheerder lectures in the fields of public policy in sport, (public) management in sport, and marketing of sport events. He is a guest professor at the universities of Brussels, Cassino, Cologne, Jyväskylä, Kaunas and Porto, and was a visiting professor of sport sociology at the Faculty of Political & Social Sciences, Ghent University (2005-2007).



**VAN TUYCKOM CHARLOTTE** is affiliated as post-doctoral researcher with the Department of Sociology, Ghent University (Belgium) where she teaches courses in multivariate statistics and health sociology. In her research, she focuses on cross-national differences in sport participation and physical activity within a European context, with a special focus on gender. She is author of several national and international publications, in among others *Sport, Education & Society*, *Quality & Quantity*, *Journal of Sports Sciences*, *Scandinavian Journal of Public Health*, *European Journal of Public Health*.



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## JENS BANGSBO

**Football as prevention and treatment of lifestyle diseases**

Poor physiological fitness arising as a consequence of a physical inactive lifestyle is a major contributor to the increasing prevalence of cardiovascular diseases, type 2 diabetes and osteoporosis. Most studies have investigated moderate-intensity aerobic exercise training or strength training, but recent studies suggest that high-intensity interval training may be an effective method to improve performance and health. A series of studies have shown that 3-4 months of recreational football training for adults have marked and robust effects on  $VO_2\max$  (1,2,3,5) with improvements for 95% of the participants and group effects of 10-15% (1,2,3,5). The studies also consistently report a drop in blood pressure (BP), resting heart rate (5-8 bpm) and fat mass (1.5-2 kg for women, 2-3 kg for men) after 3-4 months of football training (1,2,3,5) as well as positive effects on cholesterol, the function and structure of the heart and the elasticity of the vascular system (1). Left ventricular end-diastolic volume increased by 13%, left ventricular wall thickness by 6% and left ventricular maximal systolic contraction-rate increased by 26% after 4 months of women's football (1), with further effects after 16 months (5). Recently, it has also been investigated whether regular football training can be used as treatment of mild-to-moderate hypertension. After 12 wks with 2-2.5 60-min training sessions for untrained 30-55 yr old men (1) and habitually active 20-45 yr old men (4) systolic and diastolic BP was lowered by 10-12 and 7-9 mmHg respectively, whereas training and dietary advice by medical doctors had no effect on BP (1). Regular recreational football has also been shown to improve bone health, muscle strength and postural balance. In one study 20-45 yr old untrained men had an increase in leg bone mass of 3% after only 3 months of training (3) and the postural balance (sway and flamingo) was markedly improved (3,5). A long-term follow-up study revealed that the men had additional positive effects on bone mass, bone density and muscle mass after 64 wks of training, despite that training frequency was reduced by 45% after 12 wks (5). Using pQCT scanning, it was observed that 4 months of women's football increased tibia bone density by >2% and resulted in elevated calf muscle mass, muscle strength and improved postural balance (2), and 15 months of training resulted in significant improvements in whole-body bone mineral density (5). In conclusion, recreational football training has broad spectrum preventive effects on cardio-vascular risk factors and can be used as part of the treatment for high blood pressure. Additionally, regular participation in football training enhances muscular function, postural balance and bone mineral density, thereby reducing the risk of falls and fractures.

**BANGSBO JENS** is professor in exercise physiology at the Department of Exercise and Sport Sciences, Faculty of Science, University of Copenhagen, Denmark. He is the leader of a research group focusing on muscle metabolism, ion transport and fatigue development in relation to physical activity and training. He is the Head of Science at the Department of Exercise and Sport Sciences, and a professional football coach. He was until recently the chairman of the Ministry of Culture Research Board for Sport in Denmark. He has written more than 300 scientific articles and reviews as well as 18 books.



## JENS EVALD

### ANTI DOPING DENMARK AND FITNESS DOPING

Pursuant to Act No. 1438 of 22. December 2004 on Promotion of Doping-Free Sport, section 9, Anti Doping Denmark (ADD) shall take part in the fight against doping in other sports environments. In order to prevent the use of doping outside the sports organizations, ADD shall endeavour to enter into collaborative agreements on the fight against doping inter alia with fitness centres. Partnership agreements ensure that the concerned parties implement doping control and sanctions in compliance with the guidelines applying to the sports organizations. In 2004 ADD started to make tests in exercise and fitness centres, and in 2004 there were 21 positive tests, in 2005 24, in 2006 44, in 2007 49, in 2008 111 and in 2009 151. The increased number of positive tests must be seen in the light of the increased number of doping tests. But the picture is clear: The recreational athletes and especially the fitness centres continue to be the most frequent violators of the doping rules. Can the doping problems in fitness centres be solved? If not, what is the goal with continuous testing in fitness centres? Today 80% of all members in fitness centres are covered by the above mentioned partnership agreements, but 20 % are not. What can be done about that? In this presentation, Jens Evald presents some of the strategies in the fight against doping in fitness centres, among them some of the new strategies that has been discussed in a yet not published rapport by the Committee on Doping Abuse in Fitness Centres set up by the Ministry of Culture.

**EVALD JENS** (born 1961) teaches among other topics Danish & International Sports Law at the University of Aarhus. Jens Evald is currently chairman of Anti Doping Denmark (2006-2012) and member of the Committee on Doping Abuse in Fitness Centres set up by the Ministry of Culture.

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## JOSÉ MARTIN MORENO



## HEALTH ENHANCING PHYSICAL ACTIVITY: TOWARDS PREVENTING DISEASES AND PROMOTING HEALTH IN THE WHO EUROPEAN REGION

**Objective:** To provide an overview of recent developments in health enhancing physical activity (HEPA), including the development and dissemination of tools to promote HEPA in the WHO European Region. **Design:** HEPA is a critical element of the WHO Regional Office for Europe policy frameworks, namely the European Charter on Counteracting Obesity, the Food and Nutrition Policy Action Plan 2007-2012 and the Action Plan for the Implementation of the European Strategy for the Prevention and Control of the NCDs. These developments are based on the global strategies on diet and physical activity, and on the prevention and control of chronic NCDs (including the Political Declaration arising from the UN High Level Meeting). **Setting:** WHO European Region. **Results:** Physical inactivity has been identified as one of the leading risk factors for global mortality (responsible for 6% of deaths globally). This follows high blood pressure (13%), tobacco use (9%) and high blood glucose (6%). Overweight and obesity are responsible for 5% of global mortality. Physical inactivity is associated with many non communicable diseases (NCDs) such as coronary heart disease, stroke, cancers, diabetes and obesity. In addition, regular activity is associated with positive mental health, healthy growth and development in young people and healthy aging. National policy and its implementation has been a key area for development. Monitoring and surveillance of physical activity levels and patterns is important for the development of targeted action, as well as for the evaluation of strategies and policies. **Conclusion:** HEPA's progress is well documented by the number of countries that have developed recently new national policies and developed PA Guidelines on HEPA. However the dimensions of policy implementation and evaluation need to be improved in forthcoming years.

**MORENO JOSÉ MARTIN** is the current Director of Programme Management (DPM) at the WHO Regional Office for Europe. A former decathlon champion (during his undergraduate education in Spain), he then completed an extensive medical education and training at the University of Granada (MD, PhD) and Harvard University (where he earned an MPH and a Doctorate in Public Health). Since then, Dr. Martin-Moreno's career has been devoted to Preventive Medicine and Public Health, field in which he has held a number of prominent posts. These include a term as Director-General & Chief Medical Officer of Spain and Deputy-Director General of the National Institute of Health Carlos III. His research on cardiovascular disease and cancer have afforded him a strong background in non-communicable disease epidemiology, but he has also controlled outbreaks and emergencies, having a broad Public Health view which he now applies within the WHO Regional Office for Europe. He also holds a professorship at the University of Valencia in preventive medicine and public health as well as a senior associate position in the Department of Epidemiology at Johns Hopkins Bloomberg School of Public Health.

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## KARIN HENRIKSSON – LARSÉN

### EXERCISE DEPENDENCY – IS IT GOOD OR BAD?

Exercise dependency is a common phenomena in joggers, almost all have some level of addiction that keep them jogging. But the phenomena are also present in other types of exercise. The time it takes to develop exercise dependency differs between different types of exercise. There are different explanations but most agree on that endorphins are one of the factors. There is both a positive side and a negative side to exercise dependency, on one hand it keeps us continuing with a healthy life style, but it can also lead to an excessive training irrespectively of if the addicted exerciser not ought to exercise due to injury or social obligations. A difference in relation to other dependencies is that most subjects are aware and admit to be dependent. There are data that fitness centre members are “exercise” dependent to a high degree. The exercise dependent male subjects have also been shown to have a higher drive to want to develop larger muscle. This can be related to be at risk for the use of anabolic steroids. In female subjects highly exercise dependent subjects instead have been shown to be at risk for developing anorexia athletic. Exercise dependency is part of a healthy life style but can if warning signs not are identified lead to negative results as overtraining syndrome, anorexia athletic, chronic injuries and may be also the use of anabolic steroids.

**HENRIKSSON – LARSÉN KARIN** has performed most research on athletic performance and on gender difference. Karin Henriksson-Larsén has based on her clinical work become very interested in anorexia athletica and exercise dependency including overtraining as part of a training addiction and on hormonal changes during exercise.

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KELLY D. MURUMETS

## What can Europe learn from Sport for all in Canada? The story of PartipAction!!

ParticipACTION was originally established in 1971 to promote physical activity to Canadians. During its tenure, it became a source of Canadian pride, reaching awareness levels of greater than 80%. In 2001, ParticipACTION officially closed its doors; however, it restarted operations in 2007. As the national voice of physical activity and sport participation in Canada, ParticipACTION has been solely focused on inspiring and supporting Canadians to move more. ParticipACTION is the inspiration that moves Canadians to want to be active. Through social marketing and collaborative partnerships, we inspire and support Canadians to lead active, healthy lives. The organization works with its partners in the public, private and not-for-profit sectors to touch millions of Canadians with information, inspiration, tips, and resources to encourage and support increased physical activity. The vision is to have a Canada where physical activity is a vital part of everyday life. We believe that everyone must play a role – from policy makers, physical activity stakeholders, related sectors (such as transportation, environment, education, community planning) to the private sector, and to Canadians at large. We must all work together – inspiring our kids and one another to be more active, sharing knowledge with one another, advocating for policies and infrastructure change. Only then, we will be able to start moving the dial towards sustainable change and a healthier and more physically active, sportier Canada.

**D. MURUMETS KELLY** is the President and CEO of ParticipACTION, the national voice of physical activity and sport participation in Canada. ParticipACTION has been an iconic Canadian brand since 1971 and was relaunched under Kelly's dynamic leadership in 2007. Kelly is a passionate leader who has a history of effecting change in organizations. Prior to joining ParticipACTION, she was president of a publicly traded U.S. telecommunications company, where she oversaw the integration of four bankrupt /nearly bankrupt companies into one thriving organization that ranked 7th in Deloitte's Technology Fast 50 Program. Kelly is a member of the Young Presidents' Organization (YPO) and has advised leaders from Canada, the United States, South America and Europe on how to develop focused strategies and realize results within their organizations. Kelly has been involved with the not-for-profit sector throughout her career. She is a member of the Bishop's University Board of Governors; the Dean's Advisory Council for the Laurier School of Business & Economics and is a Director of ParticipACTION. She has worked and volunteered for the Children's Aid Society and Covenant House and speaks regularly to organizations across the country. She holds an MBA from the Richard Ivey School of Business at the University of Western Ontario, a Master of Social Work from Wilfrid Laurier University (WLU) and a BA from Bishop's University. Kelly won the Governor General's Academic Medal and the Gold Medal at WLU, and is a member of the Golden Key International Honour Society. Kelly was named to the 2007, 2009 and 2011 Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS) Most Influential Women in Sport and Physical Activity list, named an Amazing Advocate on More Magazine's Top 40 over 40 lists for 2009, and recently named to Canada's Most Powerful Women: Top 100. Kelly brings her passion for sport and physical activity to her personal pursuits. She enjoys skiing and scuba diving and has summited Mount Kilimanjaro and Mount Rainier.

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**LARS HJORTH BAERENTZEN**

## CREATING INNOVATION AND DEVELOPMENT IN SPORTS ARCHITECTURE

The mission of the Danish Foundation for Culture and Sports Facilities is to develop, consult and support construction of sports, culture and leisure facilities. Applications for grants are met with architectural and functional demands, which can inspire the development. The foundation attaches great importance to local engagement in the planning, financing and running of the facilities. Grants are not made to private enterprise. We follow the trends in sports activities and conducts extensive research into the area in cooperation with universities and other Danish specialists in sports studies and architecture. The knowledge is put into workshops with users, planners and architects to create new approaches in the design of sports facilities that differs from typical sports architecture based on the international measurements for what used to be the most popular sports. In this design we develop the approaches towards new ideas in architecture, flexibility and multipurpose use. Designing ground breaking architecture for sports facilities demands the involvement of local users from club sports and self organized sports. It sets the frame that the architecture at the same time has to challenge and work within and secures local user interest. Creating sports facilities only for sports does not seem to be the best solution in terms of facilities made for sports for all. In our experience a combination of activities in sports and culture works the best. For instance combining rooms for sports, music and youth clubs can be a great way of making sports facilities into local meeting points.

**BAERENTZEN HJORTH LARS** is the communications officer and consultant in The Danish Foundation for Culture and Sports Facilities. Editor of Tribune which is the foundations magazine, the annual report and other publications as well as the foundations website. Works with developing new ideas for facilities in sports, culture and leisure.

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## LOUISE RICHARDSON

**HOW TO MOBILIZE ALL ACTORS AND RESOURCES TO FIND INNOVATIVE SOLUTIONS FOR ACTIVE AGEING VOLUNTEERS? WHAT ARE THE DEMOGRAPHIC CHALLENGES AND WHAT IS THE AGE-FRIENDLY ENVIRONMENT THAT ALLOWS ALL CITIZENS TO LEAD MORE ACTIVE AND INDEPENDENT LIVES FOR LONGER AS VOLUNTEERS ?**



One of the most potentially effective aspects of the co-ordination of the European Year of Active Ageing has been the formation of a coalition of an ever increasing number of stakeholders. This has encouraged similar coalitions to be established at national level. There is also a growing awareness that the involvement of a variety of stakeholders at local and regional level will help to create an age-friendly environment which will benefit all citizens. European Years help to publicize the activities taking place in all the countries of the EU. Models of good practice can then be shared among member states. There are excellent innovative examples, for instance, a programme sponsored by the Irish National Sports Council which supports a national training programme 'Go for Life' for older volunteers, who then provide activities for their peers at local level. Volunteering at community level is also one of the most effective ways of creating solidarity among the generations. This is particularly evident in sporting activities at local level. One of the challenges facing older people's full participation in society is ageism. Changing attitudes so that older people are perceived as an asset to society rather than a burden is key to enabling older people to lead full, active and independent lives. Insurance is another problem for older volunteers which need to be addressed. AGE Platform Europe believes that the current demographic change is a key opportunity for everyone to work together to create an Age-Friendly European Union by 2020.

**RICHARDSON LOUISE** was born in Dublin and educated at University College Dublin. She lived in Britain and South America for many years before returning to Ireland to work in UCD. In 1998, she was appointed Director of the 1999 International Year of Older People in Ireland. In 2000, she was appointed CEO of the Irish Hospice Foundation and subsequently became CEO of the Older Women's Network. Since 2003, she has been actively involved in AGE Platform Europe as the Irish representative on the Age Discrimination Expert Group, and then as Council member. She has been Vice-President of AGE since 2008. She is currently working as a consultant on ageing issues.

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MARIA RENSTRÖM



### THE SWEDISH COHESIVE STRATEGY FOR ALCOHOL, NARCOTIC DRUGS, DOPING AND TOBACCO

The presentation will be about current situation in Sweden. The Swedish Government and the Riksdag adopted a cohesive strategy for alcohol, narcotic drugs, doping and tobacco policy for the period 2011 – 2015. It specifies the goals and direction of the ANDT-policy and sets out national follow-up and evaluation structures. The aim of the policy strategy is to facilitate state management of public support in the ANDT-sphere, to improve coordination and cooperation and to develop a cohesive view of the common factors underlying the origins of the problems and the solutions. The previous national action plans was only on narcotic drugs including doping and alcohol. This time the Government wanted to visualize doping by adding a “D” to the previous ANT-policy. In the Government Offices the Ministry of Health and Social Affairs is responsible for ANDT-policy coordination. A coordinating function – the ANDT-secretariat – has accordingly been set up. A national coordination function is the ANDT Committee, the Government’s advisory body on ANDT-policy. Via the ANDT-strategy the Government supports the anti-doping network PRODIS. The network develops and evaluates a working model designed to prevent the use of anabolic androgen steroids, with a focus on fitness centres. The evaluation from the participating fitness centres shows that the working model is effective. One result is, the number of visitors reporting having been offered to buy doping substances has declined from 25,6 % to 18,4 % at the fitness centres’ participating in the intervention, compared to the control group not participating that had no decline.

**RENSTRÖM MARIA** is a Social Scientist also trained in alcohol- and drug-prevention and public health. She has over 30 years of experience with a wide range of national social welfare and alcohol and drug policy issues as well as several international engagements at both European and Global level. She has been actively involved in developing public health and alcohol and drug policies both for the Swedish Government, the EU Commission and WHO. Since 2008 she is back at the Ministry of Health and Social Affairs in Sweden as Director of the Government Offices coordinating ANDT-secretariat and responsible for international alcohol policy.

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MATHIEU HOLZ



## THE INTERPOL INVOLVEMENT AGAINST THE TRAFFICKING OF DOPING SUBSTANCES

The International Criminal Police Organization INTERPOL is the world largest organizations of its kind with 190 member countries. Each country maintains a National Central Bureau, staffed by national law enforcement officers. It forms the link with INTERPOL's global network, enabling member countries to work together on cross-border investigations. The General Secretariat is located in Lyon, France. The objective of INTERPOL is to facilitate and enhance police cooperation between member countries. One of the tools that deliver this objective is "I-24/7": a secure network linking all member countries and giving access to INTERPOL's criminal databases. At the 4<sup>th</sup> Annual Head of NCB, April 2008 several countries requested the General Secretariat for an involvement against the trafficking of doping substances. In February 2009 INTERPOL and the World Anti-Doping Agency (WADA) signed a Memorandum of Understanding and formally combined their resources to fight the use of performance-enhancing drugs in sport. The objective of the agreement is establishing a framework for cooperation and to facilitate the exchange of information and expertise at all levels, particularly in the area of doping and trafficking in doping, as well as in general being an arena for meetings the worlds of sport and police between. INTERPOL activities include facilitate and enhance the exchange of operational data on ongoing cases and information as new trends and new doping substances between law enforcement agencies as police, customs and gendarmerie. The activities also include facilitate contact between NADOS and Law enforcement agencies. The INTERPOL set up working groups meeting of experts in doping in regard to operational working group meeting for specific case and "doping alert". Some of the difficulties in the work against trafficking of doping substances are among others a lack of priority in many states and a not harmonized regulation in the field.

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## MATT KENDALL



### PARTNERSHIP IN VOLUNTEERING – GOOD EXAMPLE FROM STREETGAMES

An exploration of sports volunteering as it currently exists in England, and the role that Sports Volunteering plays in wider sports development. The presentation will look at Sports Development as a whole, then present about Streetgames itself before presenting on the Streetgames Co-operative Volunteering programme – a project that has levered in private money (The Co-operative Bank) and seeks to develop sports volunteering by young people aged 16-24. The co-op programme is successful because it is flexible and accommodates the wishes of the projects that are engaged in it – and we hope that the learning from this model can help us shape more sports, community and volunteering development initiatives in the future.

**KENDALL MATT** is a passionate evangelist for community, volunteering and sports development, who has worked in that field ever since leaving University in 2000. Based in Birmingham, he has developed local level projects and developed regional strategies in the field aiming to use the 2012 Olympics as a catalyst for positive social change. Matt now works for his own local level project, Aston Sports and Community Club, and for Streetgames delivering various projects as well as offering consultancy services.

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## MEL YOUNG

**DOES SOCIAL INCLUSION IN SPORT HAVE ECONOMIC BENEFITS FOR THE WIDER SOCIETY BASED ON YOUR EXPERIENCES AS THE FOUNDER AND CEO OF THE HOMELESS WORLD CUP “FROM HOMELESS TO HERO”**



The Homeless World Cup uses football to create real change in the most marginalised and poorest people in the world. The intervention is very straightforward. Homeless people are encouraged to play football. It doesn't matter how good or bad they are. Football is an inclusive and simple game and anyone can play. There are two steps. Playing football in our projects is the first step. It helps improve self-esteem and confidence which have been destroyed through being homeless. People wake up and have a purpose in life. They feel part of a team. This is a very important psychological aspect of the process. The second step involves reintegration. With renewed self-esteem and confidence people take pathways into employment, housing, drug and alcohol counselling and training which includes coaching. The impact is very substantial. Nearly 80% of the players change their life forever and leave a life of homelessness and re-join society. Studies in the USA indicate that a homeless person costs society between \$30,000 and \$40,000 a year. This is the cost of a chaotic lifestyle and involves police time, health support, sporadic and temporary accommodation and so on. In Europe these costs are even higher. Homeless people often end in prison or become involved in crime through drugs which can cost society a huge amount of money. Simply by investing in football, society can save itself a huge amount of money. For example, in our case we worked with 50,000 homeless people globally last year. Therefore the saving to society is  $50,000 \times \$30,000$  or \$1,500,000,000. Investing in sport can potentially save society a small fortune every year.

**YOUNG MEL** Founder and President | Homeless World Cup. Mel Young is recognised as one of the world's leading social entrepreneurs by the Schwab Foundation for Social Entrepreneurship. He is a Schwab Fellow of the World Economic Forum. Previously he worked as a journalist; co-founded The Big Issue in Scotland in 1993, and co-founded Senscot (Social Entrepreneurs Network Scotland). He co-founded the Homeless World Cup in 2003. He is also a non-executive director on two boards: Sportscotland and Glasgow Life; member of the World Economic Forum Sports Agenda Council.

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## NIENKE VULINK

### BODY DYSMORPHIC DISORDER

Body Dysmorphic Disorder (BDD) is a severe and relatively common disorder that consists of an impairing obsession with slight or nonexistent perceived flaws in appearance. All body parts including body contours, muscle size or shoulder width can be subject of preoccupation. In general, patients do not present at a psychiatric department, but ask for cosmetic, dermatological or maxillofacial treatments. To improve their body size some have obsessive training schedules. Patients engage in ritualized mirror checking or completely avoid mirrors and social contacts. Many BDD patients have suicidal thoughts, substance abuse or other comorbid anxiety disorders. Patients are hardly recognized and misunderstood because they look healthy and beautiful. Brain imaging studies do show increased activity in corticostriatal systems of BDD patients that correlates with symptom severity. Psychiatric treatment is the only successful treatment, which consists of high doses of antidepressant medication and specialized cognitive behavioral therapy. In Cognitive Behavioral Treatment (CBT) we adjust automatic distressing thoughts and beliefs of BDD patients into accurate thoughts and patients are exposed to situations that are normally being avoided. In our group-CBT of 18 weeks one day a week we also include mirror retraining and refocusing. Results show a significant decrease of 35-41% of BDD symptoms at the end of treatment. In conclusion, we will provide an overview of BDD's unique symptomatology, its prevalence, neural substrates and treatment approaches that appear efficacious for BDD.

**VULINK NIENKE** finished her PhD two years ago on treatment of obsessive compulsive disorder and prevalence of BDD at the Departments of Dermatology, Plastic Surgery and Maxillofacial Surgery in Academic Medical Centers. Since then, she elaborated BDD research with a focus on neuroimaging, genetics and treatment.

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## PETER RISBRO BRIX

### HOW TO TARGET THE WORKPLACE TO RAISE EMPLOYEE'S ACTIVITY AND HEALTH LEVEL

The landscape of organized sport in Denmark is well covered, with a huge variety of offers and approaches on how to get the population to participate in sports activities. It varies from baby swimming to elderly playing hockey or hiking. In that spectrum the Danish Federation for Company Sports has a special and targeted approach. Through a wide spread net of sports clubs, the mission of the federation is to motivate the public to join sports activities, with the work place as the common ground. The work place is a unique community, where people socialize and spend a vast amount of their time, and where they are often motivated to be physically active. A key challenge for all sports offers is the limited amount of leisure time people have, and this calls for well fitted products that suits the everyday life of working adults in Denmark. In this presentation we will give a hands-on insight to some of the products that the Danish Federation for Company Sports has to offer the public through the federation's sports clubs. How are they conceived and carried out from the federation through the clubs and to the public? What products have succeeded, and what have been key learning points in the process?

**RISBRO BRIX PETER** is web editor in the Danish Federation for Company Sports and works with development and communication of various activities in the organization. Before joining the Danish Federation for Company Sports he worked in The Danish Football Association (DBU) and for several years in the professional football club Odense BK as a communications officer. He has a degree in media science and international business communication from the University of Southern Denmark. He enjoys both the general and overall work in the sports organization's head office, as well as working to help the local clubs succeed through the best possible product invention and effectual communication.

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## POUL GADE

### POLICE EFFORTS AGAINST DOPING IN DENMARK

Distribution of doping is becoming increasingly more attractive to members of organized crime, since demands for doping seem to be rising, profits are high, and the risk of detection is modest. Yet - seizures of larger quantities of doping are rare in Denmark. Arrests of major dealers are random, and there is no national police strategy against trafficking of doping. So – is Denmark a safe haven for organized distribution of doping? The organized, national and international, criminal groups seem to be new players on this scene, which used to be dominated by minor, independent contractors. There seems to be a development in the market, where distribution of doping is linked to the distribution of drugs. There are several causes for this development. In Denmark legislation on doping is rather liberal. Until now there has not been a strict political focus on the problems related to fitness doping, and the police has not given cases related to doping priority, since other areas have had a stronger focus. The traditional methods in investigating organized crime are not at hand in the fight against doping, due to the structure of the Danish legislation on this area. The internet presents the police with new and difficult challenges, since cross border communication and cross border trading is easy and hard to detect. This contribution to the fitness doping track will focus on what it takes for the police to be able to fight trafficking of doping on a national and European level.

**GADE POUL** is Chief Prosecutor in East Jutland Police, Department of Organized Crime. In this capacity he is responsible for prosecuting cases involving i.a. doping. He is also responsible for the cooperation between the prosecution service and the police (East Jutland Police/Organized Crime and the National Police) in cases involving organized crime. Poul Gade is 49 years of age and has a background as a solicitor in a private law-firm, Research Fellow at the University of Aarhus, and 15 years of experience in the Danish police and prosecution service. He lives in Aarhus with wife and 4 children.

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## REMCO HOEKMAN


**SPORT PARTICIPATION IN THE NETHERLANDS: IMPACT OF SPORT POLICY PROGRAMS IN THE NETHERLANDS AND LESSONS LEARNED**

The Netherlands is characterized by high levels of sport participation and physical activity compared to other European Member states. And the levels of sport participation and physical activity are still rising, although slowly. It is partly due to the solid sport infrastructure with 25.000 sport clubs and numerous sport facilities that the Netherlands is a sport active country. As a result of this infrastructure, the Netherlands ranks on top in the latest Euro barometer on satisfaction about the possibilities to be physical active in the area people live (95% against EU average of 75%). However, the Netherlands face problems of its own. Socio-economic differences in sport participation appear resistant to change. A closer look at reasons of non-participation and experienced barriers for sport participation makes obvious that there is not just one solution or one actor in play. For realizing true sports for all objectives, it is the combination of actors and interventions that is vital. It is the interplay of (f) actors that makes a program strong and worthwhile. Different policy programs and sport promotional programs in the Netherlands have illustrated the importance of such a multi-actor approach and the combination of hardware, software and orgware. In this paper we will highlight some of the more successful recent policy programs.

**HOEKMAN REMCO** is a senior researcher at the Mulier Institute, a private non-profit organization that conducts applied and fundamental social scientific sports research. His main research topics concern sports participation, sports policies and sports infrastructure. Remco Hoekman conducted several evaluations of national, regional and local sport policy programs. Furthermore, he was one of the initiators of the 'MEASURE' network, a network of researchers, statisticians and policy-makers with an aim to enhance knowledge on sport participation, and is familiar with the European playing field of sport. Remco Hoekman has been the Dutch representative in the EU funding study on the financing of grassroots sports and in 2011 he was guest editor of the *European Journal for Sport and Society* (EJSS) for the special issue on 'Sports participation in Europe'. In addition he is a member of the think tank of *Sport and Citizenship*.

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## RHADAMES KILLY

### THE PROTECTION OF SPORT FOR ALL IN THE FRENCH GAMBLING LEGISLATION

On 12 May 2010, the French Parliament passed a bill that opened the online gambling sector to competition, thereby making online sports betting a legal activity in France. What are the features of the regulatory framework that was concurrently adopted? What potential risks to sports are those legislative features specifically addressing? By discussing these issues, Rhadames Killy will touch on the problems of corruption and conflicts of interests in relation to sports betting as well as on the question of the funding of sports through sports betting.

**KILLY RHADAMES** specialises in sports business law with a strong emphasis working for rights owners and organizers. Before joining de Gaulle Fleurance & Associés in 2012, Rhadames was the General Counsel for the French Online Gaming Regulatory Authority (ARJEL). From 2002 until 2009, he was the legal director of the Fédération Française de Tennis and the French Open (Roland-Garros). Prior to that, he spent a total of seven years at IMG. He is one of the Arbitrators listed on the panel of the Chambre Arbitrale du Sport (The Court of Arbitration for Sport) in Paris and is a member of both the Paris Bar and the State Bar of California.

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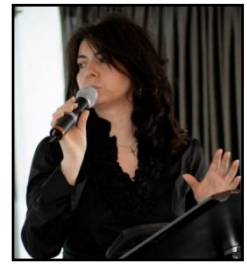


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## ROSARITA CUCCOLI



## SPORT AND VOLUNTEERING: HOW TO ATTRACT THE MEDIA

Sport and volunteering are both charged with positive values which can play a crucial role in education, at all ages and social levels. Today sport is omnipresent in the media, but what sport? Sport is run by powerful organisations with paranoiac budgets, whose activities receive wide coverage. Sport is also run every day by thousands of volunteers whose work remains largely unknown, one could say invisible, because it does not appear at all in the media, if not under exceptional circumstances. Media coverage of volunteering in sport would importantly contribute to the diffusion of both sport and volunteering as positive educational models. Yet, the life of a sporting star naturally sells much more than a tournament in a suburban area which only takes place thanks to volunteers, regardless of its significance for the community. What would push the media to increase the coverage of the societal aspects of sport, amongst which volunteering is part? In order to provide some viable and realistic answers, Rosarita Cuccoli will move from the two-dimensional nature that should characterise, in principle, both sport and the media. Sport is at the same time an activity that contributes to the public interest and a selling point. Similarly, the media exist in the public interest, to inform the public, and are an industrial product to be sold. The debate on volunteering in sport and the media touches at the heart of the wider question of the balance between commercial and ethical interests in society at large. The media have great power and therefore a key role to play.

**CUCCOLI ROSARITA** founder and CEO - *Stadio Novo*, France. Board Member and Scientific Advisor - *Sport et Citoyenneté*, France and Belgium. Rosarita CUCCOLI is a sport and media expert. She is the founder and CEO of *Stadio Novo*, a consulting firm that provides sport-based advice, research, and educational services to businesses and schools. She is a member of the Board of *Sport et Citoyenneté*, the European think tank in the field of sport, of which she is also the scientific advisor on media issues. She is a member of the European Network on Women and Sport and *grand témoin* in the European Network on Sport and Management. Ms. Cuccoli holds degrees from the universities of Cambridge and Bologna. Prior to founding *Stadio Novo*, she was the secretary general of the international association of sports newspapers at the World Association of Newspapers. Her articles appear in the general and academic press. She is one of the contributing authors to the *Encyclopedia of Sports in American Culture*, of forthcoming publication in the United States.

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## SEBASTIAN BRAUN



### RECENT DEVELOPMENT IN SPORT VOLUNTEERING, WITH A STARTING POINT IN THE GERMAN CONTEXT

Civic engagement is considered to be an important resource in dealing with the challenges that social, economical and political changes bring about at a national and European level. Central to civic engagement are a variety of voluntary activities undertaken by individuals and organizations. Sport is the most popular field for volunteers in Germany and Europe as well. The presentation tries to discuss current debates about volunteering in sport and to point out results of the empirical research especially in Germany. For this purpose, the presentation identifies essential key trends, which characterize volunteering in sport. On the basis of these trends, relevant needs which underlie further development of volunteering in sport are discussed. They could lead to further recommendations on volunteering in sport at different levels dealing with an “engagement policy in sport”.

**BRAUN SEBASTIAN** (born 30.08.71 in Berlin), Professor at the Humboldt University of Berlin since 2009; 2003-2009 Professor at the University of Paderborn; 2000-2003 member of the Excellence-Program “Emmy Noether” of the German Science Foundation (Deutsche Forschungsgemeinschaft, DFG); 2000 research associate in the Commission of Inquiry’s “Future of Civic Engagement” in the German Parliament; before research associate at the University of Potsdam. Habilitation at the University of Potsdam; doctorate prepared as „co-tutelle de thèse“ at the Free University of Berlin and at the University of Nantes; Diplom in Political Sciences (Free University of Berlin), Diplôme d’Études Approfondies en Sciences Sociales (University of Nantes) and Magister Artium in Sport Sciences and Education (Free University of Berlin); “Otto Wolff von Amerongen” Academic Award in 2001.

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**SANNE FREMLEV**



## HOW CAN WE ATTRACT YOUNG PEOPLE TO SPORT AND MAKE SURE THEY STAY ACTIVE?

Sport2Go is a Danish sports project and was established in the city of Aalborg in the fall of 2010. It is built on the belief that sport for young people should be fitted to their wishes and needs. The right price, the right activities and membership in a free and flexible way are some of the keywords in Sport2Go. An evaluation shows that Sport2Go makes young people more active and activates a rather big number of young people who were not active before. The main reason is that it is a fun way to do sport and without any obligations. Sport2Go only takes place 2 x 12 weeks per year. This is because another purpose with Sport2Go is to make the sports clubs adopt the experiences and the concept and thereby offer sports fitted to young people's needs. Everyone between 12 and 25 years can become a member of Sport2Go and it only costs 275 DKK (37 Euros) for a 12 weeks membership. All Sport2Go members can try out more than 25 chosen activities – including fitness and workout at a fitness centre, climbing, gymnastics, various ball games, martial arts and much more, for 24 weeks per year.

**FREMLEV SANNE** In 2006, educated as a teacher on the University College in Aalborg, with a certain focus on sport and health. Has worked with young people and sports as a teacher and as a Sport for All Advisor in the Danish Waterski Federation. In 2009, educated Sport Event Manager and managing the European Waterski Championships in Denmark. In 2010, project coordinator in the City/ Municipality of Aalborg, creating and starting up Sport2Go.

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SARA STANDFORD



## INCREASED MORTALITY IN PATIENTS AT THE RESOURCE CENTER FOR HORMONE ABUSERS

Hormone doping, especially with Anabolic Androgenic Steroids (AAS), is today a social problem, with its extension among ordinary young people at fitness centers, in particular among males in the ages of 17-35 years, not seldom suffering from mixed substance abuse with narcotics, alcohol and/or other medication which can exacerbate the side-effects. The somatic side effects are now rather well mapped out, as are the nature and mechanisms of the psychic side effects, but still reliable knowledge is lacking concerning the long-term effects including mortality. The knowledge of the background and the effects of hormone doping have increased the last years, which has been beneficial to the public medical care. A new model of treating these patients has been developed in Gothenburg, with the creation of the Resource Centre for Hormone abusers in 1998. The presentation is based on a study with the aim to investigate the mortality rate and the pattern of drug abuse in 102 male patients with previous or ongoing abuse of AAS, seeking medical care for AAS-related side-effects. In all patients, data concerning the AAS-abuse (cumulative doses, total number and duration of cycles) and further abuse with hormones and/or narcotics, illnesses and side-effects was gathered. From the Swedish National Bureau of Statistics data concerning mortality in the patients and the age-and gender matched control population was collected. Among the results there were observed number of deaths were a nearly 10 times increased mortality rate. The mean age of death was 28.9 years (23-47). The causes of death were atherosclerotic heart disease (2), poisoning by narcotics (4) and unknown (1). Drug pattern analysis disclosed a mixed substance abuse including narcotics (54%), and hormones and other performance-enhancing drugs (59%). The results indicate that although taking care in a special centre a premature mortality is noted in these AAS-abusing patients, due to the combined negative effects of AAS and other narcotics.

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## SIMONE DIGENNARO

### THE VALIDATION OF NON-FORMAL AND INFORMAL LEARNING TO RECOGNIZE THE SKILLS AND COMPETENCES OF VOLUNTEERS. INSTRUMENTS IN THEORY AND PRACTICE



Nowadays, a growing number of European countries emphasise the importance of making evident and giving appropriate value to learning taking place outside formal education and training institutions, for example at work, in leisure time activities, in volunteering and at home. This trend is also interesting the sport system and the huge amount of individuals operating as volunteers for sport organisations. It can be maintained that volunteering experiences generate knowledge, skills and wider competences that often remain invisible. Therefore there is a general consensus about the need for a strategy and a system(s) enabling sport sector/sport organisations to identify, validate (and certificate) the quality in terms of skills and competences of those individuals that want to operate as volunteers. Under such circumstances, the presentation will focus on a) the processes that can be adopted for the validation of non-formal and informal learning of a volunteer, b) the instruments that can be adopted during the process of validation, c) the role that sport organisations may have in supporting the identification and the validation of the learning outcomes of their volunteers.

**DIGENNARO SIMONE** PhD researcher, University of Cassino and Southern Lazio, after graduating in sport science (University of Cassino and Southern Lazio) and obtaining a master degree in economy and management of sport (University of Rome Foro Italico), he earned his PhD in social and sport sciences with the University of Rome Tor Vergata (Italy) and the University of Strasbourg (France). In 2006 he joined the teaching and research staff of the Italian School of Sport and in the same year he started an intense collaboration with the University of Cassino. He has managed a significant number of multinational projects for a variety of organisations. He currently works as a researcher, lecturer at the University of Cassino and Southern Lazio, and project manager.

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STEFAN SZYMANSKI



## THE ECONOMIC IMPORTANCE OF SPORT FOR ALL, WHEN IT COMES TO THE EUROPEAN GROWTH AND ECONOMY

Researchers have long recognized a long term relationship between health and economic growth, but at the national and the individual level. Given the crisis in sedentary behavior and the substantial increases in health costs and lost work hours associated with it, productivity differences in the future are likely to be closely associated with participation in sport and physical activity. With increasing life expectancy the problem of maintaining lifelong physical activity is a growing challenge. Europe is well placed given its historical emphasis on sport for all compared with its major trading partners. However, this infrastructure is under threat because of the crisis in funding and volunteering. The main challenge for the future will be to build an active lifestyle into the physical environment. Part of the solution is to project sport for all as a pleasurable and social activity. In an ideal world this would involve (a) Imposing a physical activity criterion in the assessment of investment projects in construction and public infrastructure (b) Encouraging businesses to build in opportunities for sport and physical activity into employee benefits packages (c) Providing individuals with incentives to participate in sport and physical activity At the level of the European Union, the Commission should use its new competence in the field of sport to focus primarily on issues relating to sports participation rather than disputes in professional sport.

**SZYMANSKI STEFAN** is an economist who has written extensively on the economics of sport. Until moving to the University of Michigan in 2011 he worked in London at London Business School, Imperial Business School and Cass Business School. As well as his academic work he is co-author (with Simon Kuper) of the bestseller "Soccernomics".

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SZILVIA PERÉNYI

**EXAMPLE OF HUNGARY (LOW SPORT PARTICIPATION RATES): SPORT IN HUNGARY, LIMITATIONS AND OPPORTUNITIES**

As a contradiction to the heritage of being a 'sporting nation', Hungary today is one of the bad students on the sport participation map of the European Union. Regardless of the facts and their consequences, this paradox was practically overlooked by sport policy makers even after the changes that followed the economic, political and societal transition of Hungary in 1989-1990. The recent amendments to Hungary's Sports Law, however, created an integrated structural and funding system for sport; it was also accompanied by a new financial sport support scheme approved by the European Commission. The changes are hoped to open a new chapter for all players in sport and also new dimensions of social discourses about sport. By using data from the national youth survey reaching over the time period between the year of 2000 and 2008, the *aim of this study* is to follow the trends of youth sport participation along the determination of socio-demographic and other sport related variables; also to make references to findings to previous European and national sport participation research conducted. Furthermore, in order to introduce the possible opportunities and limitations of Hungarian sport, structural and funding modifications are evaluated in the light of in-depth interviews with key decision makers and related documents are analysed. *Results show* that access to sport and physical activities still function around hidden societal determinations based on age, gender, education level, place of residence, and also the ability/disability and ethnicity/minority dimensions. Additionally, talent management and potentials for elite athleticism are emphasized; the shortage for these aspects seems to be a benchmark for drop out and exclusion in a quite early age. *It seems*, however, that the recent structural and funding modifications in Hungarian sport, if well-implemented, may provide a potential for actions also in sports for all. Whether the changes would finally bring the long-time awaited democratization and societal integration of, and into sports in Hungary; and would initiate a process in which sport participation rates would take a route of incline remains the question of new strategies and implementation plans of the new legal and funding environment, and shall be answered but also *measured* in time ahead.

**PERÉNYI SZILVIA** is assistant professor at the University of Debrecen, Department of Sporteconomics and Management; has finished her PhD. at Semmelweis University of Budapest and was a Fulbright scholar for MSc. in sports management at Florida State University; has wide range of experiences on different levels of sport ranging from governmental, non-governmental and private entities, such as the Hungarian Ministry of Youth and Sports, the 1996 Atlanta Paralympic Games, and Eurosports Marketing Ltd.; is member of national and international research teams related to sports participation, women in sport, value orientation of youth, and sport marketing management; is member of the Hungarian Society for Sport Sciences, the European and the International Association for Sociology of Sport.

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THIERRY ZINTZ



## EUROPE, SPORT AND VOLUNTEERING: TOWARDS THE NECESSARY DEVELOPMENT OF SYNERGIES BETWEEN STAKEHOLDERS

Volunteering gives meaning to the contribution everybody makes to society. It promotes understanding and cooperation between generations and cultures by means of shared activities, some of them useful to society, which thus play a part in the construction of a common European identity. 23% of European citizens over the age of fifteen take part in voluntary activities, and 34% of these people are volunteers in the sport and leisure sector. We all owe something to volunteering and everybody is, or should be, concerned, from public authorities to schools and universities, not forgetting the sports movement, organisations supporting volunteering and the private sector. Volunteering is indeed a catalyst which should be supported and developed. Yet the crisis of volunteering is a well known phenomenon that is insidiously further reinforced by the current economic and social crises. Indeed, at a time of financial crisis, difficulties may seem to be greater, if not insurmountable. However, this context calls for good sense and the development of new synergies: those who can adapt and innovate will emerge strengthened. What are the synergies in volunteering still undervalued, what is the role of associations in building the synergies, what do we expect from EU institutions... these are questions to which we will seek to provide some answers.

**ZINTZ THIERRY** has earned his Ph.D. in Physical Education (Management of Sport Organizations) from the University catholique de Louvain (Belgium) in 2004, where he also graduated in Physical Education in 1977. Since 2005 he has been teaching Management of Sport Organizations at the Université catholique de Louvain where he is now Tenured Professor of Henri de Baillet-Latour and Jacques Rogge Olympic Chair, Sports organisations management, Dean of the Faculty of Sport Sciences. He is a researcher in Sport Management, having published several articles and two books on the topic and has written also chapters of books related to Sport management. He is Vice President of the Belgian Olympic and Interfederal Committee. Thierry is also member of the scientific committee and chair of Sport and Citizenship's European network on "Sport and Volunteering".

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THOMAS PARLING

## FROM APPEARANCE TO HEALTH: PREVENTIVE WORK

Dissatisfaction with figure, weight and other aspects of looks is prevalent in the western culture. Body dissatisfaction are primary symptoms in Body Dysmorphic Disorder and in Eating Disorders. This presentation aim to briefly cover the prevalence of these disorders in sports and athletic and to present prevention that might reduce the use of steroids and eating disorder behaviors such as dieting, purging, diuretics, laxatives.

**PARLING THOMAS** works at the department of psychology, Uppsala University in Sweden, where he is teaching and doing research. Thomas dissertatin focused on anorexia nervosa and in particular alexithymia in anorexia nervosa, implicit attitudes and treatment evaluation. Thomas Parling is interested in aspects of mindfulness and the third wave behavior therapies such as Acceptance and Commitment Therapy in which he is currently and earlier active in research. He is also seeing patients with various psychiatric problems in a private practice. Thomas Parling and Ata Ghaderi have authored two books in Sweden: one about Anorexia Nervosa and one about body dissatisfaction (also released in Denmark with the title: "Lev med din krop").



**TROELS RASMUSSEN**

## **From traditional sports to modern physical activities for all**

The traditional way of organizing voluntary sport is challenged by new demands from adult age groups. More and more participants in sport for all seek fitness, flexibility and flashing facilities. The commercial sector responds quickly to the new demands and many new initiatives have already arisen. The new demands and a growing commercial sector confront voluntary sport with new challenges. Voluntary sport has traditionally been legitimized by democracy, voluntarism, socialization and sportsmanship. But modern sports participation is often based on individualization, life style and health. This is a challenge for sport for all clubs based on voluntary commitment and community based organization. The voluntary sport for all must rethink and rearrange the concept from traditional sports by introducing flexible, individual, fitness oriented physical activities for all. How can the sport organizations support local clubs in meeting the challenges for the future?

The presentation introduces specific concepts: Sport2go which offers flexible activities to youngsters. Running with DGI which helps the beginners start running. Fitness in voluntary clubs introducing a fitness offer based on voluntary organizing. Conventus – a software programme helping volunteers in administration and organization.

**RASMUSSEN TROELS** is member of board of directors, Danske Gymnastik og Idrætsforeninger (DGI). Head of DGI Lab. DGI Lab is a project and development department in DGI.

Financing and Health Track :



Danish Gymnastics and Sports Associations



National Olympic Committee and Sports Confederation



Danish Federation for Company Sports

Associated Partners :



The Danish Foundation for Culture and Sport Facilities



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Fitness Doping Track :



Anti Doping Denmark



Strategy for Stopping Steroids Project

Volunteering Track :



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WILLEM DE RONDE



## HEALTH RISKS ASSOCIATED WITH ABUSE OF ANDROGENIC ANABOLIC STEROIDS

Doping abuse appears to be a growing problem. Most users are amateur athletes, primarily body-builders and strength athletes. Androgenic anabolic steroids (AAS) are a group of substances that are structurally similar to the male sex-hormone testosterone. Synthetic derivatives have been developed to improve the pharmacodynamic properties and to increase the anabolic / androgenic ratio. Producing and manufacturing AAS without appropriate permits is prohibited in the Netherlands. However, AAS can be easily obtained via internet or via distributors in or near sport facilities. Very few systematic scientific studies have been conducted investigating the potential side effects of AAS abuse. To gain more insight into the health risks associated with AAS abuse, the Kennemer Hospital Haarlem, in close collaboration with the Dutch Anti Doping Authority, started an outpatient clinic for AAS abusers with health problems. The visitors were all male amateur strength athletes and body builders. All visitors report one or more side effects of AAS abuse, mostly increased libido during the cycle, decreased libido and erectile dysfunction after a cycle, irritability and increased aggressiveness, gynaecomastia, decreased testicular size, alopecia, fluid retention and acne. 70% had used a combination of at least two anabolic steroids, 35% had also used clenbuterole, growth hormone or thyroid hormone and 50% had used substances to prevent or treat side effects. 50% reported regular use of drugs such as ecstasy, cocaine, cannabis or GHB. We concluded that AAS abuse is associated with serious health risks and may indicate to a broader pattern of problematic behavior including drug abuse.

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SPORT EVENT DENMARK

Sport Event Denmark

## Open Market and Poster Fair presenters

**AIGA DOMBROVSKA**

### Experience of volunteering in sport events

The aim of this research was to find out what kind of experience volunteers get from taking part in sport events. The problem is that there are no main organization and clear management system to take care about volunteers in sport. Questions were completed by 189 volunteers in sport aged 12 – 68 years. 43% took part as volunteer in sport events just 1-2 times, 25% of respondents took part in 3-4 sport events as volunteers and 5 or more times sport event volunteers were 32% of respondents. 37% volunteers got information about possibility to be a volunteer in school/university, but 11% - straight from organizers. Just 12% of volunteers sign volunteer work contract, but 27% of respondents said it is not necessary. Good experience is mentioned because volunteers got event T-shirt/uniform; felt good attitude from organizers; volunteers were informed what they have to do; there were meetings with organizers before event. Reasons why volunteers get bad, negative experience mainly are mentioned – had to spend own money in traveling/lunch; did not get any „thanks” after finishing work; had to do things they were not informed before that it is their work, did not hear any encouragement. To develop volunteer in sport work is necessary: Clear management system, laws and rules about volunteer work. To have main organization who manage and coordinate volunteer in sport work. Make homepage and data base for volunteers in sport. Create level system by volunteer experience, give level card or certificate. More advertise and inform society about volunteer work. Organize regular meetings and trainings for volunteers in sport.

**DOMBROVSKA AIGA** has a professional bachelor in sport science with qualification – sport teacher and active tourism manager. First year student in Latvian academy of sport education. Studying professional master in sport science, education and sport specialty with the qualification: a sports manager. Working in „Latvian Couch training centre” as director of studies. Eight years being a volunteer in different level sport events, working as a team attache – Serbia woman basketball team and U19 Korea man basketball team, working in info centre and helping in all other ways it is necessary. Interested in volunteer work and writing master work about volunteer work in sport.

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## DTB (GERMAN GYMNASTICS FEDERATION), GERMANY

### AGING FIT AND HEALTHY WITH THE DTB-GYM-WORLD

Physical activity and sport is indispensable for successful aging. Today it's without any doubt, that physical activities and sports not only delay the decrease of physical and mental capability in the process of aging, but also contribute to stabilisation of health and well-being. The German Gymnastic Federation (DTB) is a strong partner for more quality in later life. He is the biggest provider of exercise programs for older people in Germany and offers more than 27.000 special courses for elderly people in 10.00 clubs. 26.00 special educated instructors take care for a great variety of age appropriate courses. The poster will display three recently developed evidence based programs in keywords and pictures as examples: Prevention of falls. Brain training through physical exercises for older adults. Active up to 100.

**DTB (German Gymnastics Federation), Germany** is one of the oldest, largest and modern sport organizations in Germany. It was founded in 1848 and has more than 5million members in 20.000 clubs. DTB provides activities which deal with current demands for sport and exercise of different target groups.

Contact person: Herbert Hartmann, Pia Pauly, Petra Regelin

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and Sports  
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National Olympic  
Comite and Sports  
Confederation



Danish Federation for  
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Volunteering  
Network



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Denmark

## FLEMISH SPORTS FEDERATION

### DYNAMO PROJECT

The Dynamo Project of the Flemish Sports Federation is a grass roots sports club management support project within Flanders and Belgium. The goal of the Dynamo Project is to offer support to the volunteering board members in sports clubs in statutory, legal, finance, administrative, insurances, volunteering management, tax and VAT, budgeting and reporting, sponsorship, bookkeeping, ICT, child protection, good governance, strategic development and many more matters. The support is provided by tools such as group seminars, work-sessions, on-line information, a help desk, individual assistance, information brochures and an annual 'Day of the Volunteering Sports Club Board Member'. Also management tools are made available to the sports clubs such as an on-line sports club bookkeeping program and a website facility. The Dynamo Project of the Flemish Sports Federation also pilots the EU-Commission Preparatory Action in the Field of Sports (EAC 2010 – 1324) 'Promoting and securing volunteering in sport. Focus on management support in sports clubs.' The goal of this project is to create a transnational project that fosters the exchange of best practices regarding management support tools to the volunteering management in grass roots sports clubs. Hereby, the indispensable efforts of the volunteering board members in grass roots will be upgraded and acknowledged. Partners in this project are representatives of sports-ministries, -universities and -umbrella organizations coming from Cyprus, Finland, Germany, Greece, Hungary, Slovakia and Wales. The goal of both the Dynamo Project and EU-project is to promote, secure and acknowledge the volunteering board members in sports clubs.

**FLEMISH SPORTS FEDERATION** aim is to positively contribute to the development of high quality sports federations in Flanders by:

- Acting as a representative of the totality of the sports federations recognized by the Flemish government.
- Informing on regular bases the member sports federations.
- Providing support when required to the member sports federations on legal, administrative, organizational and policy matters.
- Detecting the needs of the member federations by conducting research where necessary.

Nearly all of the approximately 90 by the Flemish authorities recognized sports federations are member of the Flemish Sports Federation, which hereby reaches more than 17,000 sports clubs in Flanders. The culture and values of the Flemish Sports Federation are leadership, excellence, respect, fun, growth, innovation and accuracy. The Flemish Federation has 9 policy themes: sport for all, competitive sport, medical and ethical properly sport practicing, employers matter, volunteers, good governance, environment and infrastructural planning, media policy, developments and innovations.

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## ISCA EUROVOLNET

### EUROVOLNET PROJECT

EuroVolNet is a transnational project that fosters the exchange of best practices regarding legal, organizational and funding related aspects of voluntary activity in sport. The project partners forms a network of actors involved in the management and running of sport associations. EuroVolNet has a lasting impact on promoting volunteerism in Europe by facilitating new initiatives and gaining commitments of partner organizations and beyond for future development and actions promoting volunteerism. EuroVolNet project provides all European sport organizations (both project partners and extended activity beneficiaries) with learning opportunities and a valuable tool: the online voluntary services tutorial. The collection and documentation of innovative volunteer engagement, management and retention examples via project activities will provide content for and form the knowledge basis of the online tutorial. **The Voluntary Services Tutorial** will be a leading resource of good examples which have been collected in the EuroVolNet project. The tutorial will be designed to provide inspiration and motivation to national association political leaders and volunteer services managers by aggregating the knowledge of the good examples in an easy accessible, cross-thematic way. The good examples of the EuroVolNet project will thus be documented in a grid of the project thematic, and in this way, users of the tutorial can have general methods within each theme presented, supplemented with good examples as further inspiration. A tutorial will be one method of transferring knowledge and may be used as a part of a learning process. More interactive and specific than a book or a lecture; a tutorial seeks to teach by example and supply the information to complete a certain task. Tutorial will have forms with ranging from a set of instructions to complete a task to an interactive problem solving session. On-Line tutorials will include the form of a screen recording, a written document (either online or downloadable), and an audio file, where a person will give step by step instructions on how to do something.

**ISCA** the International Sport and Culture Association (ISCA) is a global platform open to organizations working within the field of sport for all, recreational sports and physical activity. Created in 1995, ISCA is today a global actor closely cooperating with its 130 member organizations, international NGOs, and public and private sector stakeholders. Its 40 million individual members from 65 countries represent a diverse group of people active within youth, sport and cultural activities.

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## ISCA GGGS PROJECT

### GOOD GOVERNANCE IN GRASSROOTS SPORT PROJECT

GGGS is a transnational project that increases organizational capacity for good governance by focusing on transparency and accountability, particularly at the grassroots sport association level. Good governance in grassroots sport is a prerequisite for organizational legitimacy and ultimately survival. If grassroots sport, with its most significant financial contributions stemming from individual members and public authorities, does not govern in an appropriate and legitimate way, it will lose not only reputation-wise, but also in terms of its continued support when it comes to membership and public financial support.

The project has its overall objective: to **increase the capacity of non-governmental grassroots sport organizations** in Europe to **govern in a transparent and accountable** way.

#### Specific objectives and their related activities

1. To **increase the evidence - and knowledge base** for good governance in grassroots sport in Europe;
2. To **build capacities in key national non-governmental grassroots sport organizations** through targeted learning opportunities;
3. To **increase awareness and outreach** on good governance to a broad target group in grassroots sport;

The GGGS project views Good Governance in the light of four key principles:

**Democracy, Transparency, Accountability and Inclusiveness in the representation of interested stakeholders.**

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## ISCA MOVE

### MOVE – EUROPEAN PHYSICAL ACTIVITY PROMOTION FORUM

The MOVE project aims to collect and qualify good practices that promote health-enhancing physical activity among socially disadvantaged groups. In this effort, MOVE will focus on experiences that have been successful in targeting the following groups living in disadvantaged urban or rural areas with socioeconomic challenges:

- youth
- ethnic minorities and immigrants
- girls and women
- seniors

Physical activity has proven itself to be one of the single most important determinants for a healthy life. The partner organizations in MOVE will promote good practices and use learning points from the practices as a stepping stone to developing new initiatives in the field of health-enhancing physical activity. Drawing inspiration from the collection of good practices, MOVE will implement 15 pilot projects, giving partner organizations an opportunity to generate additional learning and knowledge about promoting physical activity in socially disadvantaged groups. Through MOVE, project partners will strengthen their capacity to design and carry out health-enhancing physical activity initiatives that focus on socially disadvantaged groups and reflect their particular needs and life situation. By identifying effective ways to target socially marginalized groups, and by building new cross-sector partnerships to underpin these efforts in concrete future projects, the MOVE project will make important contributions to the overall goal of enabling disadvantaged groups to engage more in physical activity and make healthy life style choices for themselves.

### Associate partners

Johann Wolfgang Goethe-Universität

Friedrich-Alexander-Universität Erlangen Nürnberg

Università Degli Studi Di Cassino (UNICAS)

Confederation Europeenne Sport et Santé (CESS)

Federation of the European Play Industry (FEPI)

European Health and Fitness Association (EHFA)

The Royal Danish Academy of Fine Arts, the Schools of Architecture, Design and Conservation (CIA)

Streetfootballworld (SFW)

For more information about the MOVE project see [www.wemoveyou.eu](http://www.wemoveyou.eu)

Supported by: The European Commission, Executive Agency for Health and Consumers.

#### Financing and Health Track :



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**KLAAN MARGUS & LUSMÄGI PEETER****THE DEVELOPMENT PLAN FOR SPORT FOR ALL FOR 2011-2014 IN ESTONIA**

In Estonia only 34% of adults and about a half of schoolchildren are regularly physically active. This level of activity is lower compared to other countries in cultural regions adjacent to Estonia (in Scandinavian and Central-European 60-70% of the population are involved with regular physical activity). Treatment of illnesses caused by too little exercise and unhealthy lifestyles costs more and more. However, increasing physical activity presumes a change in mentality and more awareness of the Sport for All opportunities. Therefore, a considerable shift to promote Sport for All principles is needed in the coming years. Based on this principle the Estonian Ministry of Culture, Estonian Olympic Committee and Estonian Sport for All Association developed Sport for All Development Plan in Estonia for 2011-2014. The general objective of the Development Plan is that 45% of the population should be engaged in regular physical activity by the year 2014. In order to achieve the objective of the Development Plan 2011-2014 the following activities in the named spheres have been planned: Places for sport, Physical activity events, Raising awareness, training, creating knowhow, spreading information, organising campaigns, Counselling system for physically active people Regulating the legislative framework.

**MARGUS KLAAN** (b.1984) graduated from the Estonian Academy of Security Sciences with a B.A. degree in Public Administration in 2006. He is currently a M.A. candidate in the Management and Marketing programme at Tallinn University of Technology. Since 2011, he has worked full-time as a Sport Department Adviser at the Estonian Ministry of Culture. He has worked at the Ministry in different fields for six consecutive years. He is also a board member of Tehvandi Sports Centre and Holstre-Polli Sports Centre. Since 2011 he is a member of the Estonian Regional Sport Board. He is closely connected with the implementation of the national Sport for All strategies for 2011-2014.

**PEETER LUSMÄGI** (1978) graduated in information science at the Tallinn University (2001), MBA at the International University Audentes in Tallinn (2007) and executive masters programme in sports organisations managements at the University of Poitiers in France (2011). He works full-time as the Head of Sport for All of the Estonian Olympic Committee and part-time as the secretary general of the Estonian Sport for All Association. Since 2003 he has been member of the board of the Estonian Nordic Walking Association. Peeter Lusmägi has worked as advisor of the political fraction in the Estonian Parliament, advisor of the Gambling Tax Council and Head of special projects, assistant to the president of the Estonian Olympic Committee. He is one of the main authors of the national Sport for All strategies for 2006 – 2010 and 2011 – 2014. In 2010 he published a book with Dr. Rein Jalak called “ABC of sport and recreation”.

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## JENS FLATAU

### VOLUNTARY ENGAGEMENT IN SPORT CLUBS

Voluntary engagement in sport clubs has often been connected with altruism but economists as well as anthropologists (e.g., Tomasello, 2009) have claimed that men cooperate when mutual gains result from it. Additionally, derived from Maslow's (1943) concept of hierarchical motivations, particularly in wealthy societies with dissolving traditional social structures, men are not exclusively motivated by materialistic but also by "soft" incentives like social esteem and recognition. As works about social systems in general (Coleman, 1990, p. 269ff) and common good resources in particular (Ostrom, 1990) indicate, an institutional arrangement alike that of sport clubs imminently provides precisely those. Hence, we uphold the egoism assumption but introduce immaterial preferences such as social recognition into our socio-economic model (Flatau, 2009). Hypotheses derived from this model lead to an online survey of German football clubs (N=682). The results strongly confirm social recognition as a relevant kind of utility derived from voluntary engagement in sport clubs (particularly for the board members). Furthermore, the results show that volunteers label their voluntary engagement as driven by altruistic motives. This points to the importance of gratitude, awards etc. for the design of a voluntarism-promoting institutional arrangement.

**FLATAU JENS** born in 1972; since 2005 member of the scientific staff at the Department for Economy and Sociology of Sport at the Institute for Sport Science at the University of the Saarland, 66123 Saarbrücken, E-Mail: j.flatau@mx.uni-saarland.de; studies in sport science, sport medicine and psychology (m.a.) at the Johann Wolfgang Goethe University Frankfurt am Main; doctorate in 2007, topic: the development of sport clubs; main emphasis of research: sport clubs, voluntary engagement, promotion of elite sport, research methods, doping.

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## DANISH INSTITUTE FOR SPORTS STUDIES / PLAY THE GAME

### ACTION FOR GOOD GOVERNANCE IN INTERNATIONAL SPORTS ORGANIZATIONS (AGGIS)

The core values of sport and the credibility of its organisations are put at risk these days by a number of corruption and mismanagement scandals. Sports organisations have so far proved unable to counter these threats efficiently. In order to identify guidelines and procedures that can help international sports organisations improve their governance standards, the Danish Institute for Sports Studies/Play the Game is joining forces with leading experts from six European universities and the European Journalism Centre. In a Preparatory Action financed by the EU Sports Unit, the AGGIS project has set out to create a method by which sports organisations can benchmark their own governance standards, compare them with those of other organisations as well as strengthen the dialogue with their stakeholders and the public at large. The results will be presented at a conference in Brussels in the first half of 2013.

Contact Person: Jens Sejer Andersen

### MOTIVES AND BARRIERS AMONG DANISH RECREATIONAL RUNNERS

In 2011, the Danish Institute for Sports Studies conducted a study on recreational runners on behalf of the National Olympic Committee and Sports Confederation of Denmark and the Danish Athletic Federation. Running is the biggest recreational sport in Denmark among adults (16+ years), and in the last 20 years the number of people doing running as a recreational activity has boomed. In 2007, one out of four Danes ran on a regularly basis, but only 7 percent of those were practicing running in clubs. The study seeks to find motives behind and barriers to recreational running with the intention of raising the percentage of organised club members. The study was based on a survey conducted among 4,052 runners supplemented with interviews and focus group interviews. It highlights that runners have different motives, ambitions, wishes and habits associated with running, and identifies five different categories of runners: the traditional runner, the social runner, the challenge-seeking runner, the self-organised runner and the health conscious runner. The study concludes that it is possible to raise the percentage of runners in clubs by using the findings from the different groups. The study also finds that many individual runners organise running in different ways. 76 percent of the survey respondents differentiate between running alone and with others, which suggests that organised clubs should focus on how club training can also play a role when runners run alone.

Contact Person: Peter Forsberg

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**DANISH INSTITUTE FOR SPORTS STUDIES / PLAY THE GAME**

**STUDY ON VOLUNTEERING IN DANISH SPORTS CLUBS**

On behalf of the National Olympic Committee and Sports Confederation of Denmark, the Danish Institute for Sports Studies and University of Southern Denmark have conducted the largest Danish study so far on the extent of and challenges to volunteering in sports clubs. In 2010, more than 5,000 clubs in all types of sports answered a ten-page questionnaire, providing an extensive look into the numbers and demographics of the voluntary leaders and instructors in club-organised sports. The study shows that recruiting and retaining volunteers presents a bigger challenge to sports clubs than do facilities and economy. Many sports clubs consider it especially difficult to recruit a sufficient number of volunteers to take on the central roles of club president and treasurer. However, notable differences exist between different types of sports. Clubs engaged in team sports such as football and handball are particularly challenged by the fact that they rely on a very large number of volunteers. Although recruitment of volunteers is a major concern in many sports clubs and the study shows that a strategic approach has significant positive effects on volunteer recruitment, less than ten percent of the clubs questioned said they dealt with recruiting and retaining volunteers in a strategic manner. Therefore, a more planned approach is a primary recommendation of the study alongside other suggestions on how sports clubs can make recruiting and retaining volunteers less difficult.

Contact Person: Trygve Buch Laub

**DANISH INSTITUTE FOR SPORTS STUDIES / PLAY THE GAME**

The Danish Institute for Sports Studies (Idrættens Analyseinstitut/Idan) is an independent research centre set up by the Danish Ministry of Culture. The primary objective of The Danish Institute for Sports Studies is to initiate and develop a broad range of social science research projects in the field of sports. Furthermore, the aim of the Institute is to analyse political initiatives regarding the world of sports and stimulate public debate. After merging with Play the Game on 1 January, 2011, the institute is also responsible for the bi-annual international Play the Game conference and the work of Play the Game to promote democracy, transparency and freedom of expression within the international sports community. The Danish Institute for Sports Studies runs two websites: Idan.dk (in Danish) with information about the institute, sports political news, publications, and a knowledge bank. Playthegame.org (in English) which focuses on international sports political news, the Play the Game conference and other international initiatives. The institute has a close co-operation with the Institute for Sport Science & Clinical Biomechanics at the University of Southern Denmark in Odense as well as other Danish and international research institutions.

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## JUKKA KOSKELO & SATU ÅLGARS

### FITNESS DOPING IN FINLAND

There are a maximum of ten thousand users of doping substances in Finland. Possession or using doping substances for private use is not a crime, but illegal manufacturing, importing, distribution and possession for distribution purposes is classified as a doping crime. Anti-doping certification for fitness centers started in Finland in 2002 by the Finnish Sports for All Association (Kunto) and the Finnish Anti-doping Agency FINADA. FINADA focuses on competitive and top-level sport and therefore – in 2010 – an Internet-based doping information service was established called Dopinglinkki, focusing specifically on fitness doping. The Finnish Sports for All Association (Kunto) and Dopinglinkki launched a new *“For Clean Exercising”* commitment in January 2012. This commitment is promoted by fitness centers receiving stick-on labels with *“Healthy Information”* and *“Healthy Exercise”*, as well as a *“For Clean Exercising”* certificate that should be placed in a visibly prominent area of the fitness centre. By joining the K-gyms network, backed by Kunto, the fitness centre must undertake to fight against fitness doping: fitness centre is obliged to participate in the Internet-based education programmes related to fitness doping at least every three years. Fitness centers are offered the possibility to participate in other Internet-based education programmes produced by Dopinglinkki, for example regarding nutritional supplements. A fitness centre that doesn't belong to the K-gyms network may nevertheless sign the *“For Clean Exercising”* commitment. All fitness centers that signed the commitment will be checked annually. The commitment is free of charge.

**KOSKELO JUKKA** M.Sc. (sports med), works as a project coordinator at A-Clinic Foundation and providing content to the internet based doping information service and managing fitness doping related educational programs. He has more than ten years scientific expertise in clinical physiology related research, and he is especially specialized in fitness doping and overtraining. In his spare time he enjoys springboard diving and cooking.

**ÅLGARS SATU** (PT, MHS) is manager of gym activities in the Finnish Sport for All Association. The Finnish Sport For All Association is an expert body in health promotion through physical activity on a national level. The gym activities include running the biggest network of Finnish gyms, K-Gyms and being the biggest educator in the field of exercise in Finland. She has ten years' experience in this area.

#### Financing and Health Track :



Danish Gymnastics and Sports Associations



National Olympic Committee and Sports Confederation



Danish Federation for Company Sports

#### Associated Partners :



The Danish Foundation for Culture and Sport Facilities



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DANISH PRESIDENCY OF THE COUNCIL OF THE EUROPEAN UNION 2012



Ministry of Culture of Denmark

#### Fitness Doping Track :



Anti Doping Denmark



Strategy for Stopping Steroids Project

#### Volunteering Track :



International Sport and Culture Association



European Volunteering Network



Sport Event Denmark



## SPORT UNION OF SLOVENIA

## HEALTH PROMOTING SPORT PROGRAM ABC

The 'Health Promoting Sport Program ABC' (HPSP ABC) is a special program of Sports Union of Slovenia (SUS) made in 2011 by professionals in the field of sport recreation, health and fitness. It is designed for people who are at the moment not (not enough or not at all) physically active but they would like to start with proper type of activity. According to guidelines of USDHHS (2008) over third of Slovene people are not active enough to maintain or improve their health (Euro barometer, 2010). Usually the existing sport programs are too intensive for them so they could not fit in. After completing the HPSP ABC their physical fitness should be on a suitable level, which would enable them to safely join any sport recreational programs in their local clubs. The HPSP ABC is designed for adults of both genders. It lasts 18 weeks (three parts – A, B and C of 6 weeks) and contains aerobic exercises as well as strength and flexibility exercises. It should be performed twice a week. The basis for aerobic exercise is walking, followed by brisk walking and jogging. For strength development there were 8 functional movements taken into account. Parts of each workout are also two exercises for pelvic floor muscles (PFM). Testing is a part of each of three parts of a program. It is done using the UKK testing battery. First data are being collected and analyzed and it will be published in a short while.

**PORI MAJA** was born in 1971 in Kranj, Slovenia. She graduated as PE teacher at University of Ljubljana (SLO), Faculty of Sport in 1994. She has done PhD in Kinesiology at the same faculty, where she has been employed since 2000. At the moment she works as an Associate Professor and is the Head of the Department for Sport recreation. She gives lectures in Theory of Sport recreation and Outdoor activities. She wrote many scientific and professional articles, some books and attended many conferences in the area of physical activity and health. She also gained many certificates of National Sports Associations for teaching different sports or sport activities (instructor of alpine skiing, snowboarding, Nordic skiing, Nordic walking, swimming, tour biking, sport recreation; lifeguard, mountain guide...). Recently she cooperates mostly with Sport Union of Slovenia where she is a member of its educational team. (Contact person).

## Financing and Health Track :



Danish Gymnastics  
and Sports  
Associations



National Olympic  
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Dansk Firmsidræts  
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## Associated Partners :



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Danish Ministry  
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## Fitness Doping Track :



Anti Doping  
Denmark



Strategy for  
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Project

## Volunteering Track :



International  
Sport and  
Culture  
Association



European  
Volunteering  
Network



Sport Event  
Denmark

**PATRICIA ANTHONY**

### **LEARNING TROUGH SPORTS AND CULTURE IN AEGEE**

This summer more than 50 Summer Universities containing content related to sports will be organized by young Europeans in AEGEE locals all over Europe. They include everything from rafting to canoeing, to scuba-diving, to bicycle trips and much more. But it is not only the Summer Universities that use active activities to promote volunteering, non-formal education and learning. Sport activities in general such as basketball and football matches, running together on a weekly/monthly basis, skiing trips, demonstration of typical dance from different countries and much more is organized by the different locals all through the year. In AEGEE there are different working groups such as a Cultural Working Group and an Environmental Working Group and at the moment, a Sports Working Group is in the works of being created by members of AEGEE in order to increase the focus on active activities in the events of our organization. Some locals have a sports committee, others have sports groups and some do not have anything connected to sports at all. The presentation at SportsVision2012 will include information about AEGEE in general, material about this year's upcoming Summer Universities, and information about past projects and events connected to sports within AEGEE.

**ANTHONY PATRICIA** CBS Student in BA Business Language Communication (English/Spanish), highly experienced sport events volunteer, and PR responsible for AEGEE-København, will present content about the influence of sports in the European Students Forum Association des États Généraux des Étudiants de l'Europe (AEGEE.) AEGEE is one of Europe's largest cross-faculty student organizations which unite more than 10,000 young Europeans from more than 200 cities in more than 40 countries. It promotes an equal, democratic and unified Europe open to all across national borders. Several hundred conferences, training and cultural events are organized across the network every year. AEGEE is a full member of the European Youth Forum, collaborating with other youth NGOs to deal with issues such as visa barriers and funding for activities. Most of AEGEE's activities relate to one of the four main fields of action: Active citizenship, Higher Education, Peace & stability and cultural exchange.

Financing and Health Track :



Danish Gymnastics and Sports Associations



National Olympic Committee and Sports Confederation



Danish Federation for Company Sports

Associated Partners :



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Danish Ministry of Culture

Fitness Doping Track :



Anti Doping Denmark



Strategy for Stopping Steroids Project

Volunteering Track :



International Sport and Culture Association



European Volunteering Network



Sport Event Denmark

## STREETGAMES

### **BUILDING A PARTICIPATION LEGACY FROM THE LONDON 2012 OLYMPIC AND PARALYMPIC GAMES IN DISADVANTAGED AREAS**

The project aims to support the delivery of the national Olympic and Paralympic Legacy pledges to increase participation in grassroots sport and physical activity. The project, launched in April 2011 is improving the physical activity levels of over 2,000 young people. The programme is designed to meet local needs and focuses on training and supervising local volunteers to run sessions in their own communities, thereby supporting behavior change at an individual level, utilizing public space and creating a sustainable change to the infrastructure at community level that aids sustainability and creates cohesive communities.

The high level outcomes include i) Healthier communities: more young people becoming and staying active; ii) Inclusive and cohesive communities: more teenagers trained and volunteering as local leaders and more agencies working together towards common goals; iii) Safer places to live and work: better use of the built environment for active lifestyles and reductions in actual and perceived anti-social behaviour; iv) More prosperous communities: more people employed and more sustainable social enterprises and v) Better education and learning: more vocational training for those not in education, employment or training and more routes back into formal education.

Quarterly reports are developed by project managers and Brunel University Researchers. The Collated reports, comprising narrative and graphs, are given to our Expert Advisory Board who comment on the effectiveness of the approach and suggest improvements. The five areas come together quarterly in action learning groups and use the monitoring reports as the basis for discussion. At the end of the project, we will create a set of topical Briefing Papers and host a national dissemination event to share the findings within the sport and health sectors.

**StreetGames** is a sports charity that changes lives and communities. StreetGames does it by supporting a network of projects which give sports and volunteering opportunities to young people in disadvantaged communities across the UK. Doorstep sport is StreetGames' delivery method, whereby it brings sport close to the home in disadvantaged communities at the right time, for the right price, to the right place and in the right style. StreetGames was launched in 2007 to change lives and change communities for the better. They were inspired by the success of joint work by The FA, The Football Foundation and agencies working in deprived areas. Since then, projects across the UK have benefitted from the StreetGames doorstep sport method.

Contact person for the project:

Paul Jarvis

Email: [paul.jarvis@streetgames.org](mailto:paul.jarvis@streetgames.org)

07889 046106

Financing and Health Track :



Danish Gymnastics and Sports Associations



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Dansk Firmsidræts Forbund

Associated Partners :



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Ministry of Culture Denmark

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## THOMAS SCHEUERLE & CHRISTIAN KEIPERT

### IN MOTION – FIT IN SOCIAL NETWORKS

This pilot project tries to enhance physical activity by using social media such as Facebook, Twitter etc. Young volunteers between 15 and 21 receive a short coaching in project management and media competence (data protection, cyber mobbing prevention, copyrights etc.) on a two day workshop. In this workshop, they develop an own micro project that uses social media as a way to motivate people for physical activities, like for example in flash mobs, video contests of physical activities or technique training podcasts. The workshop is followed by a three month period of implementing the micro projects by the young volunteers in their clubs, school classes or simply among their friends. During this time the volunteers (in teams up to three persons) are accompanied by a supervisor from the project team. After the implementation period, there is another workshop for reflecting the experiences made, and the young volunteers create a short written or video report of their project. The results of the project are then included as best practice in an education concept to spread the approach over the rest of Germany and in other countries. Funded by the EU-program “Youth in Action”, this pilot project is conducted by the German Youth Gymnastic federation – one of the biggest German Youth organizations with more than two million members –, the youth of the Schwäbischer Turnerbund (STB) in the south-western part of Germany and “Medienkompetenz 2.0”, a media competence initiative founded and lead by students.

**SCHEUERLE THOMAS** is board member for finances in the German Youth Gymnastics federation (DTJ) since 2009. His main topics are social media and sport, volunteering and fundraising. He has already taken part in an ISCA seminar on healthy lifestyle and volunteering in 2010 in Frankfurt/Main in Germany. Thomas was born and grew up in South Germany. He worked for several event and marketing agencies and conducted a physical education project in a township school in Capetown, ZA. Today, having studied sports management/physical education, economics and media science, he is working at Heidelberg University in a leading European civil society research institute, where his main topic is social entrepreneurship and social business.

**KEIPERT CHRISTIAN** is board member for media in the German Youth Gymnastics federation (DTJ) and president of the youth section in Schwäbischer Turnerbund (STB). His main topics are all kinds of media and communications affairs. Among other projects, he is editor of the regular magazine of the DTJ, the “TurnerJugend”, and involved in the coordination of the media activities (including social media reporting) at large sport events such as the DSJ Youth Event (largest youth sport event in Germany) or the International German Gymnastics Festival. Christian was born and grew up in south Germany as well and is actually completing his master in sports management/physical education at Tübingen University. Furthermore, he works for the local public sports association in the town of Stuttgart.

#### Financing and Health Track :



Danish Gymnastics and Sports Associations



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