

The potentials of SPORT FOR ALL to DEVELOP its own BUSINESS

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# Sport2Go

**which aims to RECRUIT  
more YOUTH  
to SPORT**

# Brief introduction to Sport2Go



Sport project for young people between 12 and 25 years

2 x 12 weeks – spring and fall

1 membership – more than 25 activities

Come when and as much as you want - principle

Includes voluntary sport clubs as well as commercial partners

# Welcome to Sport2Go

**SPORT  
2GO**

- in pictures



# Presentation overview

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The kickstart of Sport2Go



The essence of Sport2Go



What have we accomplished?



Voluntariness vs. Commercial business



The future of Sport2Go

# The kickstart of Sport2Go



Inactivity issue



Sport – not adapted



Increasing competition

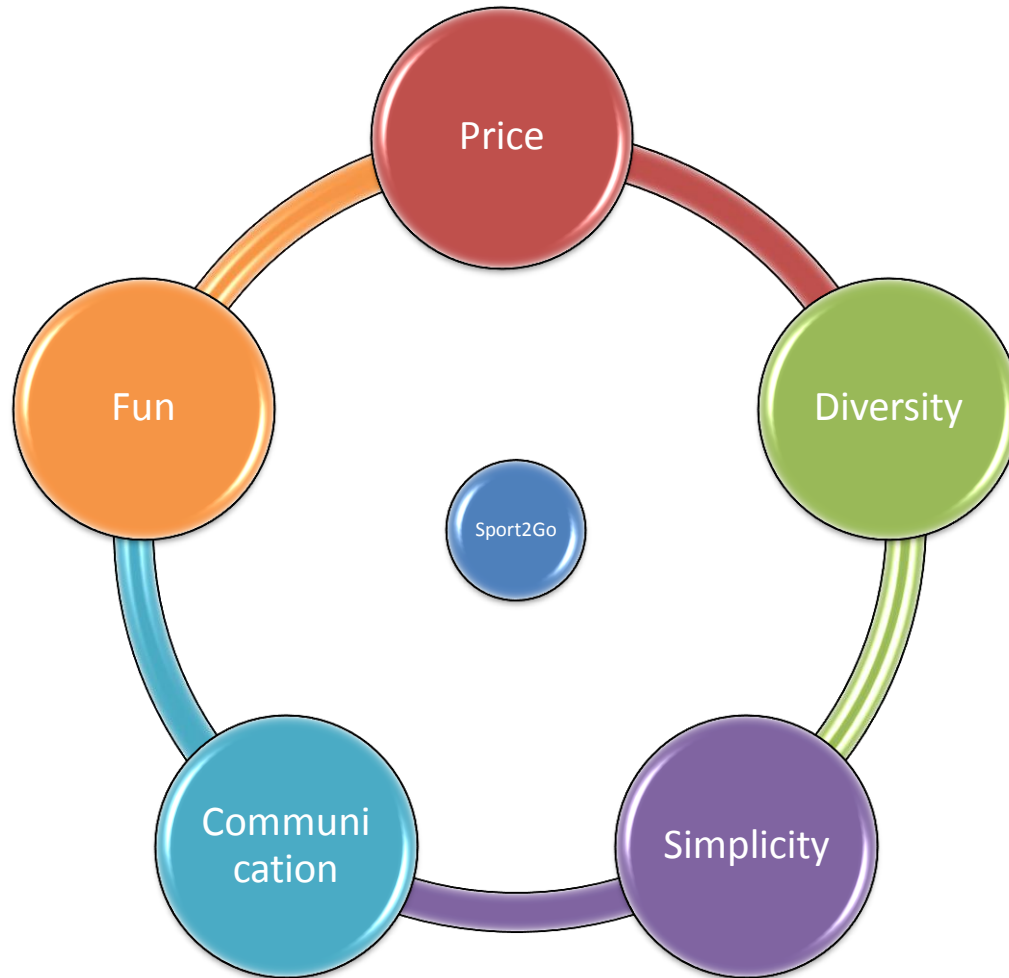
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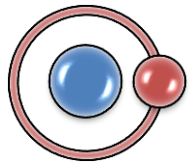
Danish **Ministry of Culture** and **Nordea-fonden** announced Aalborg as a **"Sport for All - Municipality"**



# More youth to sport – HOW?

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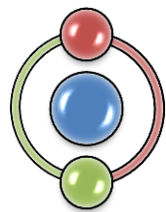


# Price

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- Value for money
- 275 DKK - compared to riding 1530 DKK + equipment.
- Students have to prioritize



# Diversity

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- 25 activities to choose from

- 120 hours of sport per week

2 x 12 weeks – spring and fall

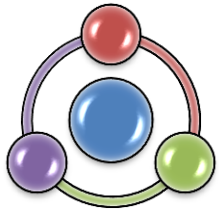




# Activities

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Fitness 15+ & team workout (fx Zumba, Pilates, Yoga, Bike Fit Energy), Power Energy, Aqua Fighting, Fencing, Tennis 16+, Tennis 12+, Basket, Climbing, Qianball, Gymnastics, Svim Beginners, Riding, Kickboxing 12+, Kickboxing 16+, Ballroom Fitness, Svim 100, Badminton, Karate, Bowling, Futsal, Aqua Zumba, Svim for girls, Skateboarding, Squash, Selfdefense

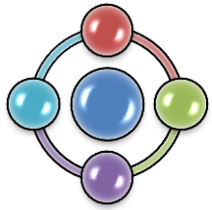


# Simplicity

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- No equipment
- No commitment
- Minute - to - minute choice
- Central location
- Newsfeed



# Communication

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- Website vs. Facebook
- SMS
- Personal contact





# Fun

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- No competition
- Little technical training
- Focus on the play/activity
- Good instructors

# Active choice

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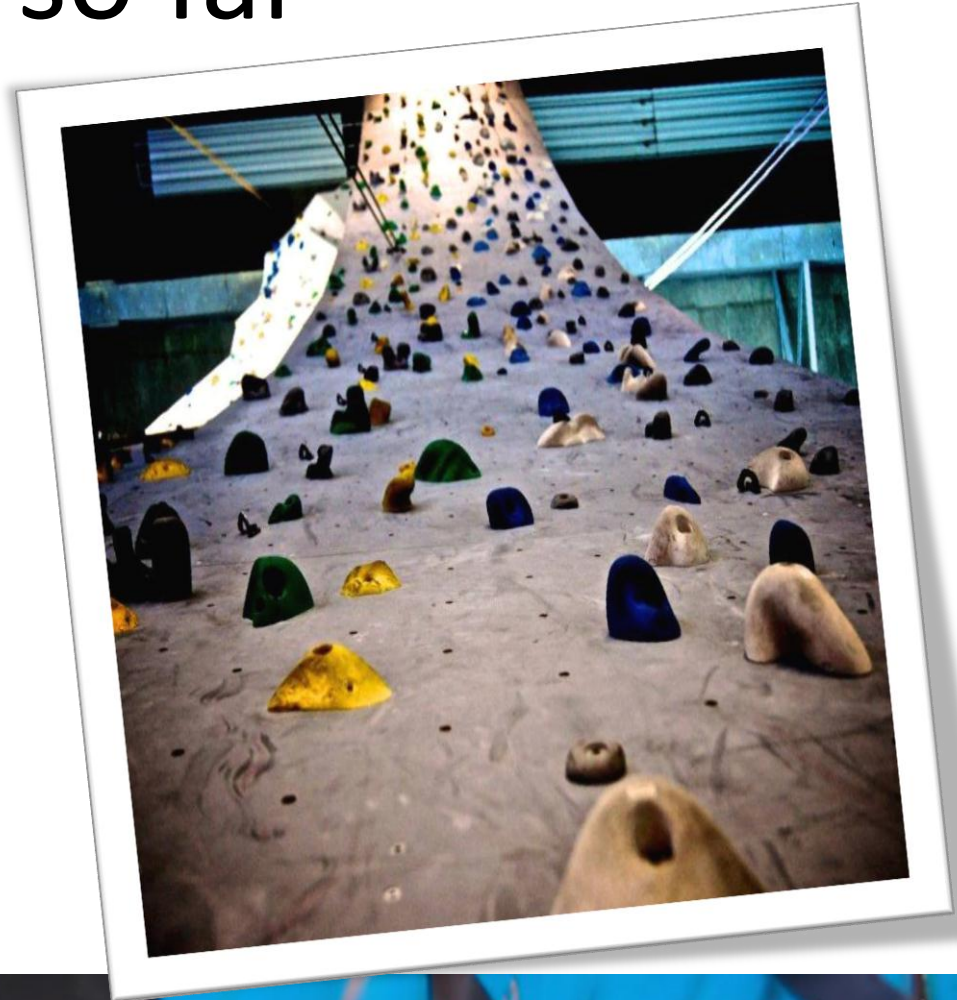
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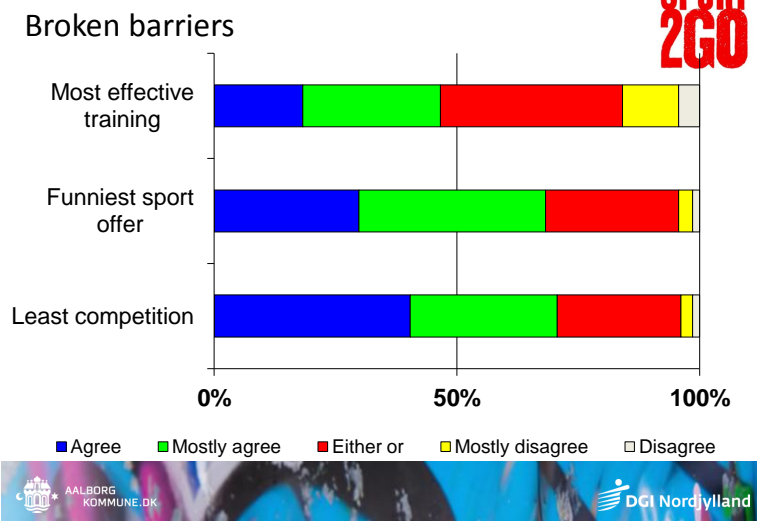
# What has Sport2Go accomplished – so far

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- More than 1300 DIFFERENT people within 3 x 12 weeks.
- A concept that supports itself – economically (activities, marketing and the like)
- Great co-operation with different partners



# Sport2Go makes the youth active

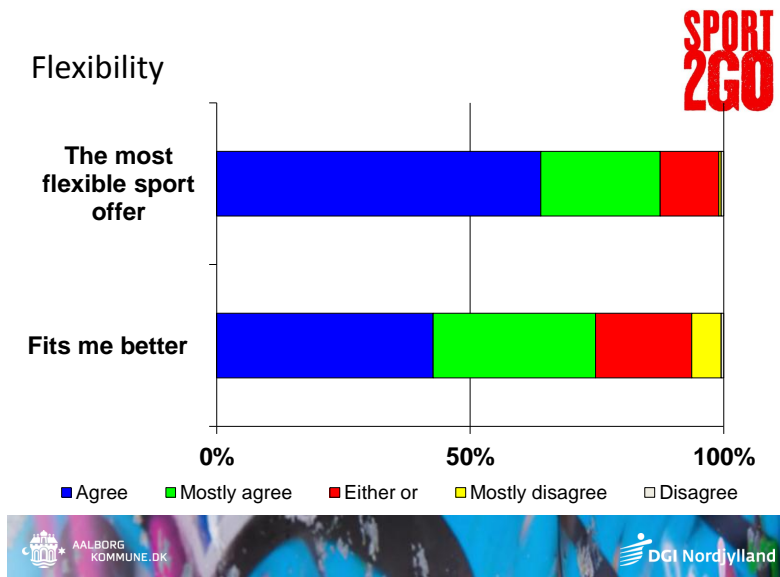


- 23,5 % practice more sport with Sport2Go.
- 3 out of 5 spend more time on sport with Sport2Go.
- Great potential for activity besides Sport2Go:
  - 5% has become members in sport clubs
  - 34% will probably become members in sport clubs.

# Sport2Go - adapted to youth

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- 88% - Sport2Go is flexible
- 55% - no commitments

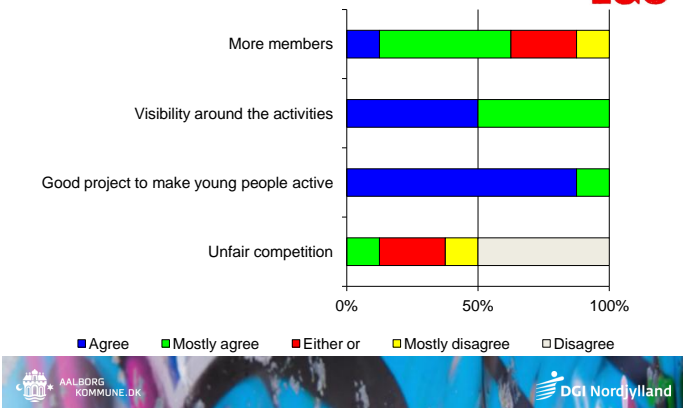


# Strengthens the sport clubs



- Common meeting – two times per year
- 6 clubs offered development program.
- “Commercial fitness is the magnet”
- Graduate change of minds / structure
- *“Sport2Go gives us the courage to try new activities”* Sport2Go instructor.

Partners





# Voluntary sport clubs and commercial business

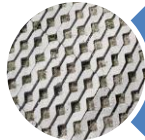
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## STRENGTH



Inspiration



More makes stronger



Self-awareness



Commercial business – fit to society



## WEAKNESS



Visible competition (strength?)



Motivation



Professional organization?



Many wishes/needs



# Down sides and challenges

- Commitment / motives
- Permanent activity
- Hard work - constantly
- Expensive to start up
- Structural challenges within the system
- Spoiling the youth?



# Concept in the future

- Sport Na School expands in Belgium.
- Sport2Go expands to more cities in Denmark.
- Sport4U in Norway – Bergen
- Sport2Go in the villages in Aalborg.
- Sport 55+ for seniors in Aalborg

