# From traditional sports to modern physical activities for all

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Danske Gymnastik og Idrætsforeninger

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### Agenda



1. Danish Gymnastics & Sports associations (DGI)



2. Response to the "The silent revolution"



3. Examples

- 1. Sport2go
- 2. Running with DGI
- 3. Foreningsfitness
- 4. Conventus
- 5. Welfare, facilities & streetmovements...



4. Conclusions

# Danske Gymnastik og Idrætsforeninger



- 1. Data:
  - 1.5 mio. members
  - 5100 clubs
  - Volunteers
  - + 150 projects
  - 15 regions



2. Strategy: "More active citizens, more members, more volunteers"



3. Main/Core business: Clubs

# Challenges: "Quiet revolution"

- 1. Young people: Participation rate is declining
- 2. Adults: Do more and more sports but it is "self organized"
- 3. Females: More active than men
- 4. Contradiction: Inactivity is growing
- 5. Volunteers
- 6. Facilities
- 7. Technology & communication

# Strategy towards the "quiet revolution"



"Create opportunities for clubs and volunteers to reorganize,

rethink and revitalize the concept"



- 1. Base: Make it easy for the volunteers
- 2. Activity: Fitness, health & flexibility
- 3. Contradiction: Individual & community...
- 4. Frame: Upgraded facilities & communication



Strategy: "More active, more members, more volunteers"

### Sport2go



















12-25 years \* 12 weeks \* Clubs & commercial \* Many activities \* Flex \* 15-17 hours \* Cheap \* Try out

"You pick your choises, you can try out on different sports — and you can do it with others"

### **Running with DGI**















25 % adults are running \* 600.000 race \* "selforganized" \* Education \* 30 weeks training/1 \* walk & run \* Events "Help the beginners on track. Take away there concerns...make them lifetime runners"





# **Foreningsfitness**















Fitnessclubs on voluntary basis \*
Advice \* Loan \* Education \*
DIF/DGI















### **Conventus**







Booking \* Archive \* Economy \*

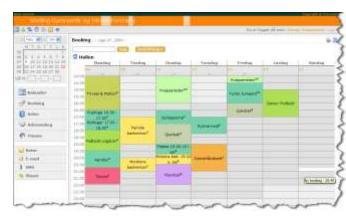


Communication \* Address \*



Clubs/Sportcenters/Community











# **Other targets**









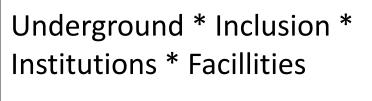








UNDERGROUND











### **Conclusions**



- Create opportunities for clubs and volunteers to reorganize,
   rethink and revitalize til the concept
- 2. Clubs need to meet the demands: Fitness, flexibility & flashing facilities
- 3. Make it easy for volunteers/clubs to become visible in the competition
- 4. Strategy: "More active, more members, more volunteers"