



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

foreningsfitness DIF
DGI



Conventus

Payment * Membership * Calendar *

Booking * Archive * Economy *

Communication * Address *

Clubs/Sportcenters/Community



Other targets

Underground * Inclusion *
Institutions * Facilities



Conclusions

- 1. 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"