

## Commercial business and voluntary sport clubs united in sport2go

– a sport for all project that aims to *recruit* more youth to sport by *adapting* sport to the youth.

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### Background

We see a tendency when it comes to young people's participation in sports. Not only in Europe but also on a Global level we experience a massive challenge due to the fact that people are increasingly inactive.

The Global inactivity issue and the fact that classic sports clubs in general suffer from the difficulty to adapt to the needs and wishes of people today (Pilgaard 2009), have been the main reasons why we wanted to start up a project that aimed to activate and attract young people to sport.

The concept started in Belgium (Gent) where it includes more than 30 cities/districts today. This concept was the main inspiration for a project in Aalborg that aims to recruit more youth to sport. Sport2Go became the name of the project that started in the fall of 2010 in The City of Aalborg.

Sport2Go is now a national sport for all concept – and in 2012 more than 4 cities are starting up Sport2Go. The national sports organization DGI, works very hard to expand to more cities and municipalities.

### Practise discription

The essence of the concept is that it is custom-made to the needs of the youth and it includes commercial partners as well as private instructors and voluntary sports clubs. Sport2Go is built on the belief that sport for young people should be fitted to their wishes and needs and that, among other things, requires that commercial business and non-profit sport clubs and organizations work together. The right price, the right activities and membership in a free and flexible way are some of the keywords.

The target group is everyone in the age of 12 and 25 and those with at student ID.

Every day for 12 weeks (2 times per year) they can try more than 25 different activities, including fitness, all kinds of group exercise, climbing, tennis, squash, gymnastics, karate, self defense classes, horse riding, bowling, ballroom fitness etc.

When they have payed **275 DKK** and become a member of Sport2Go, they can try all the sports in the Sport2Go program without extra costs. They do not have to register for the activities and are not obliged to follow a certain activity. Also they do not have to fill out paper forms and wait for a member's card in order to register. They can

pay online and attend the activities right away by using **SMS tickets** from Sport2Go.

Another objective with Sport2Go is to make the involved sport clubs adopt the experiences and the concept and thereby offer sport fitted to young people's needs. That is the main reason why Sport2Go is not an all-year-offer.

### Experiences

An evaluation shows that Sport2Go makes young people more active and activates a rather big number of young people who were not active before. More than 60% of the members are more active with Sport2Go than before and almost ¼ of the members were inactive before Sport2Go. (Evaluation report 2011)

More than 50% of the involved sport clubs and centers have been able to recruit members directly from Sport2Go. (A basketball club has had a new girl team and the local karate club has recruited almost 30 members in 2011.)

In general Sport2Go has succeeded in activating the youth of today, creating a flexible and accessible sports offer that takes the wishes and needs of the youth into consideration, creating a platform where the sport clubs and young people can meet and breaking down certain barriers for inactive people.

Sport2Go is considered as a fun way to do sport and without any obligations.

Sport2Go succeeds in activating and recruiting young people but are there certain areas of the concept that should be discussed? The suggested discussion topics below are topics that one are to consider before organizing a sport project like Sport2Go.

### Presentation topics

- Are we spoiling the youth by fitting to their wishes?
- Is Sport2Go a competitor to sports clubs and organized sport in general or do they supplement each other?
- Can the concept be adapted to other places countries, clubs and organizations?
- Can commercial business and voluntary sport clubs contribute from each other?

### References

- Pilgaard, M. (2009). *Sport og Motion i Danskernes Hverdag (Sport and Exercise in the Everyday Life of Danish People)*. Idrættens Analyseinstitut.
- Belgian project called Sport Na School: <http://www.sportnaschool.be/>
- Evaluation report 2011: <http://www.aalborg.sport2go.dk/evaluering.aspx> (Danish Version)
- Sport2Go webpage [www.sport2go.dk](http://www.sport2go.dk)
- Sport2Go facebookpage [www.facebook.com/sport2go](http://www.facebook.com/sport2go)

*Sport2Go has been presented on the Sportvision 2012 conference in Copenhagen March 2012. The focus was on the project as a way to recruit youth to sport – where this presentation should focus on one or more of the suggested topics.*