



# Sports clubs and social integration

Danish voluntary organised sport in comparison with ten European countries

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# Key points

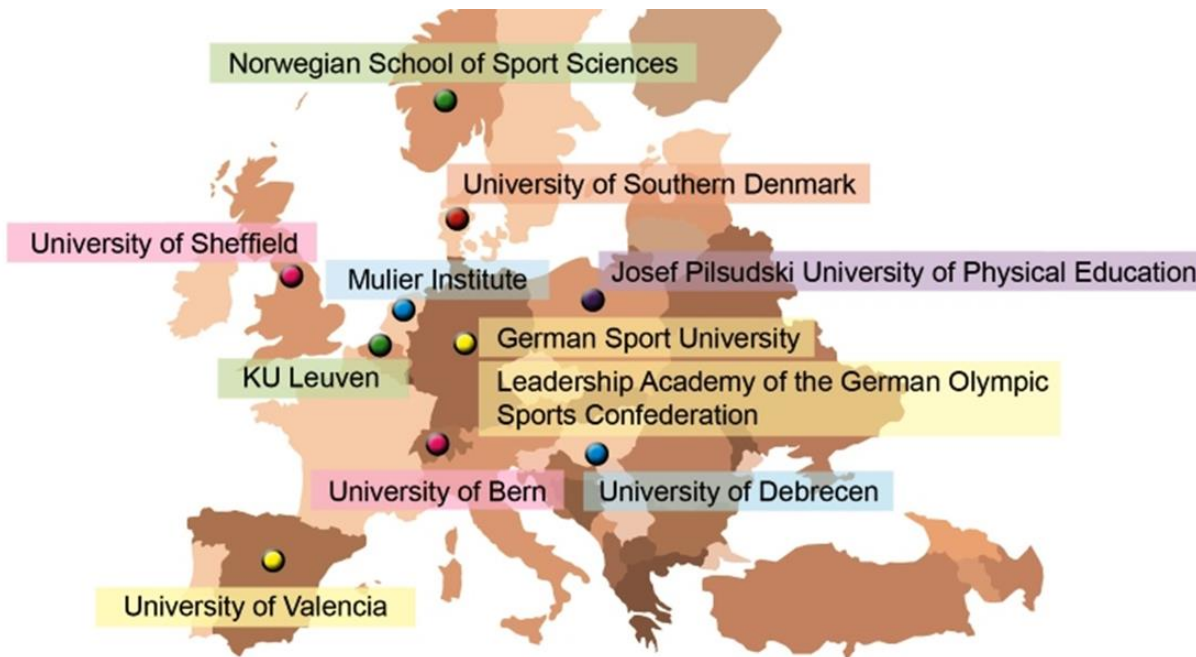
Danish sports clubs are relatively successful in integrating a high number of sports active.

Danish members are relatively less engaged in the member democracy and social life within clubs.

Danish sports clubs successfully integrate a relatively high proportion of girls/women and elderly.

Danish sports clubs are relatively less successful in integrating people with migration background and people with disabilities.

# Project partners and empirical data



## Macro level

Context and policy descriptions

## Meso level

Survey data from 35,000 sports clubs

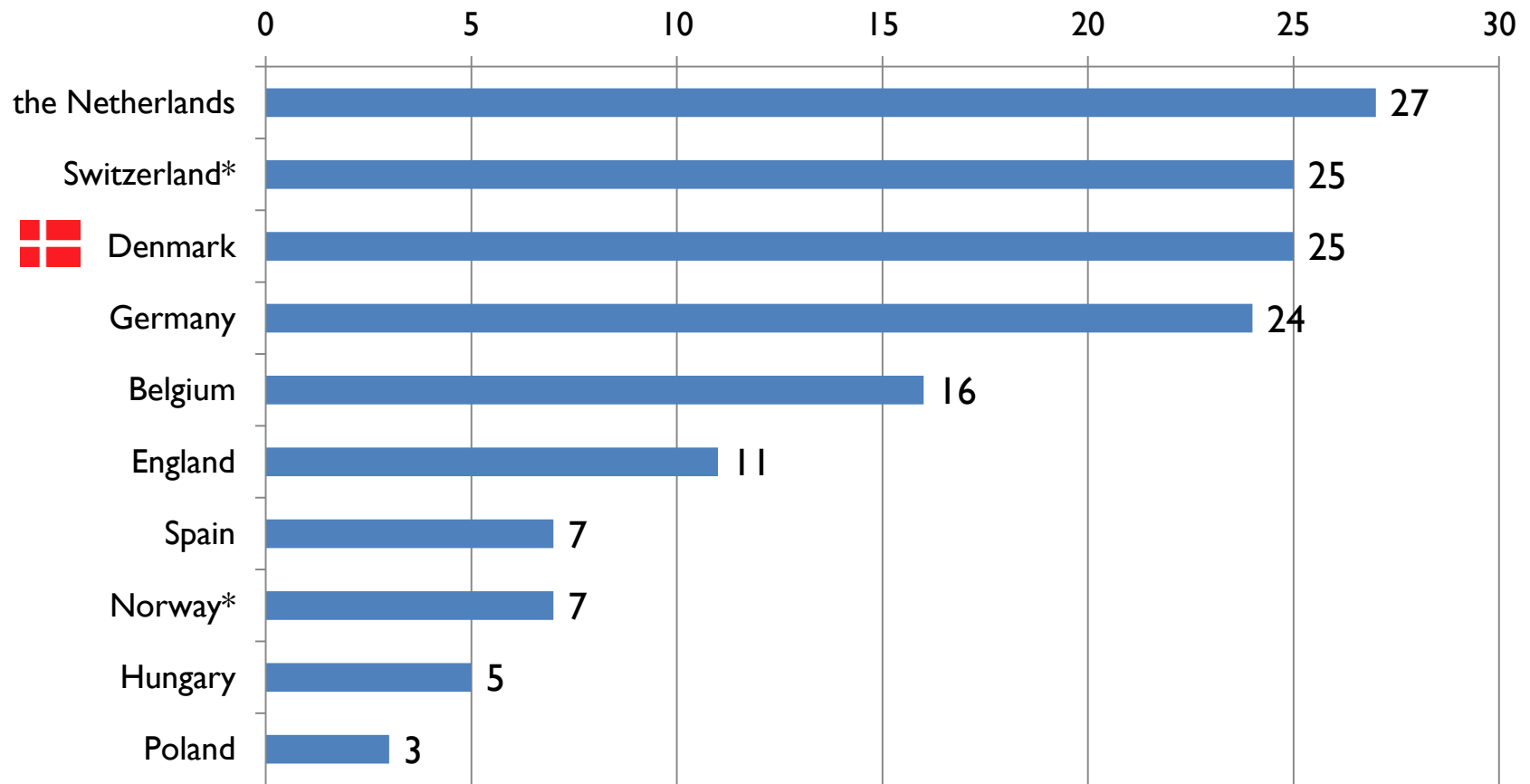
## Micro level

Survey data from 13,000 members and volunteers



# THE PROPORTION OF SPORTS ACTIVE

# High proportion of sports club active



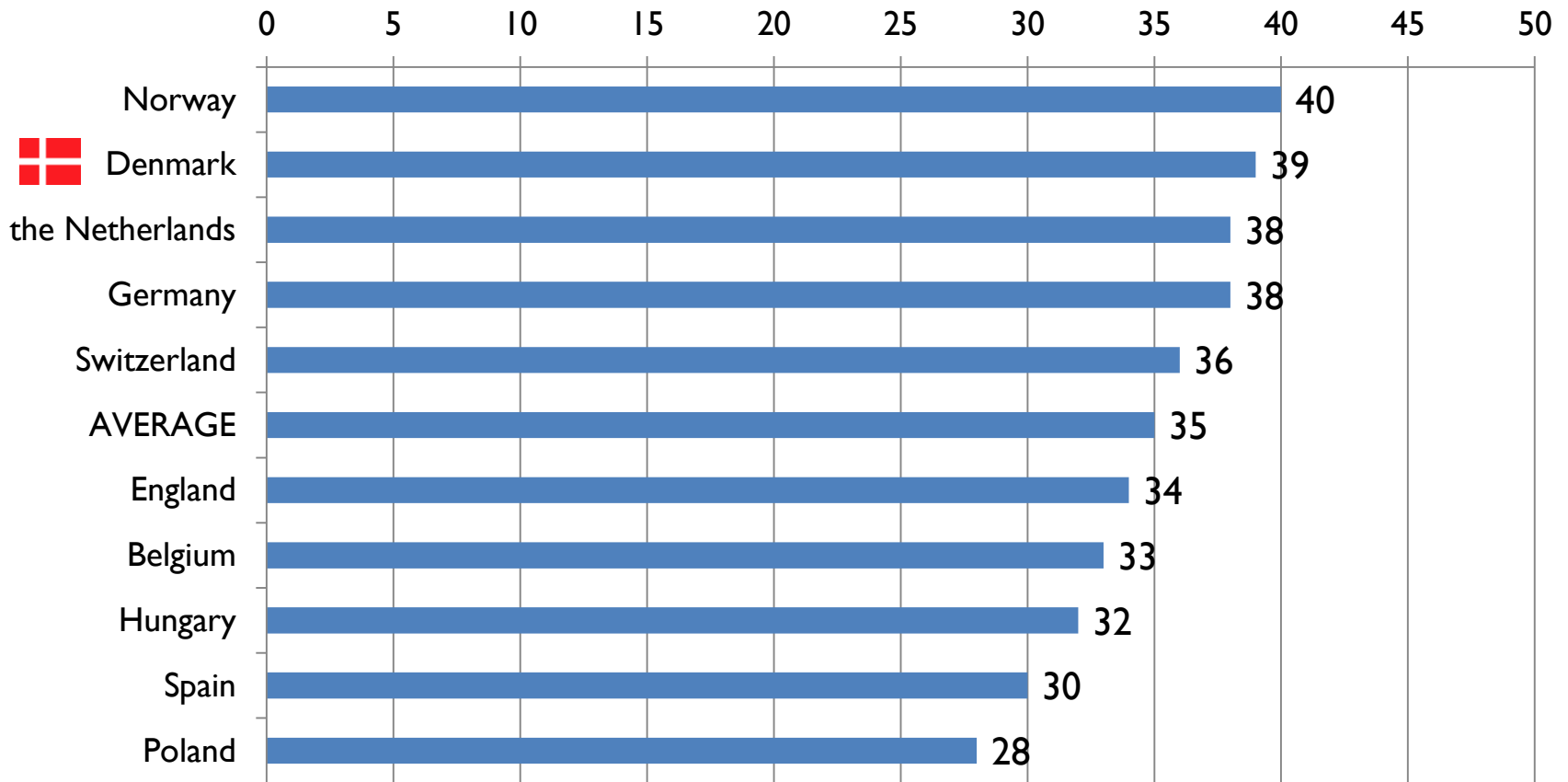
Percentage of adult (15+) population that are active in sports clubs in selected European countries (Eurobarometer 2014)

\* Data from Switzerland and Norway stem from national surveys and is not directly comparable with the other countries



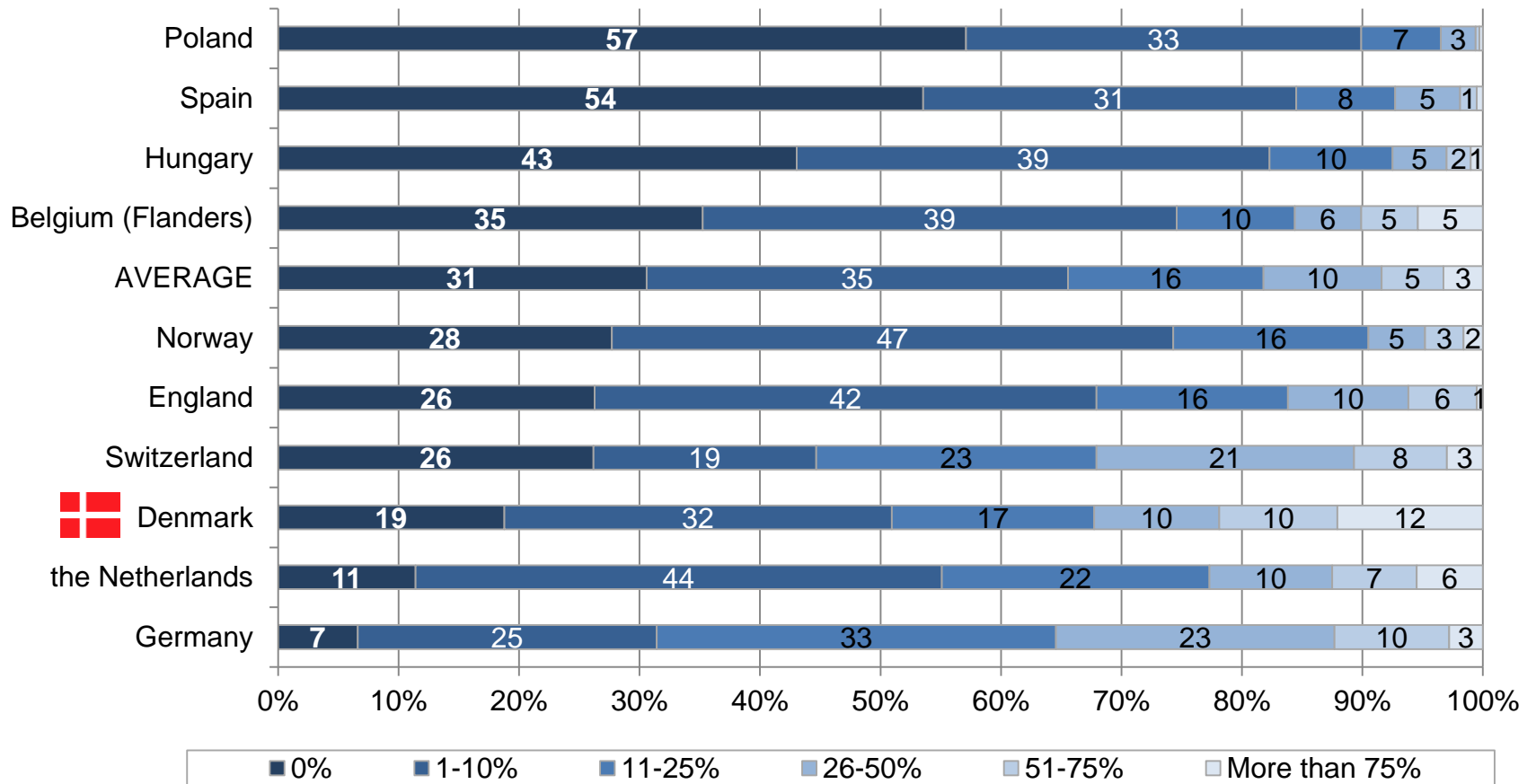
# INTEGRATION OF 'TARGET GROUPS'

# Relatively many girls/women



*Percentage of sports club members that are girls/women*

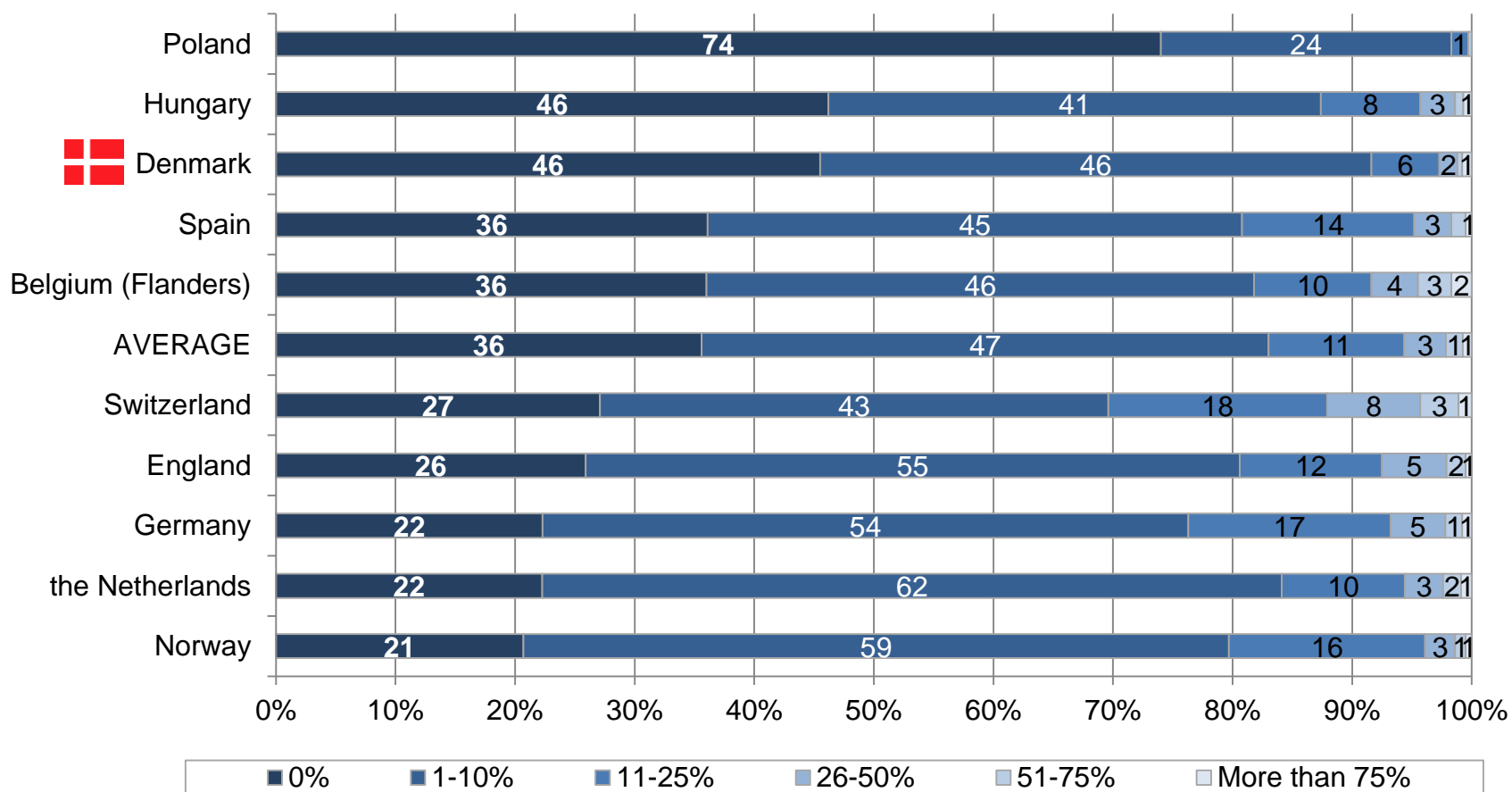
# Relatively many elderly (65+)



Percentage of sports club members that are elderly (65+)



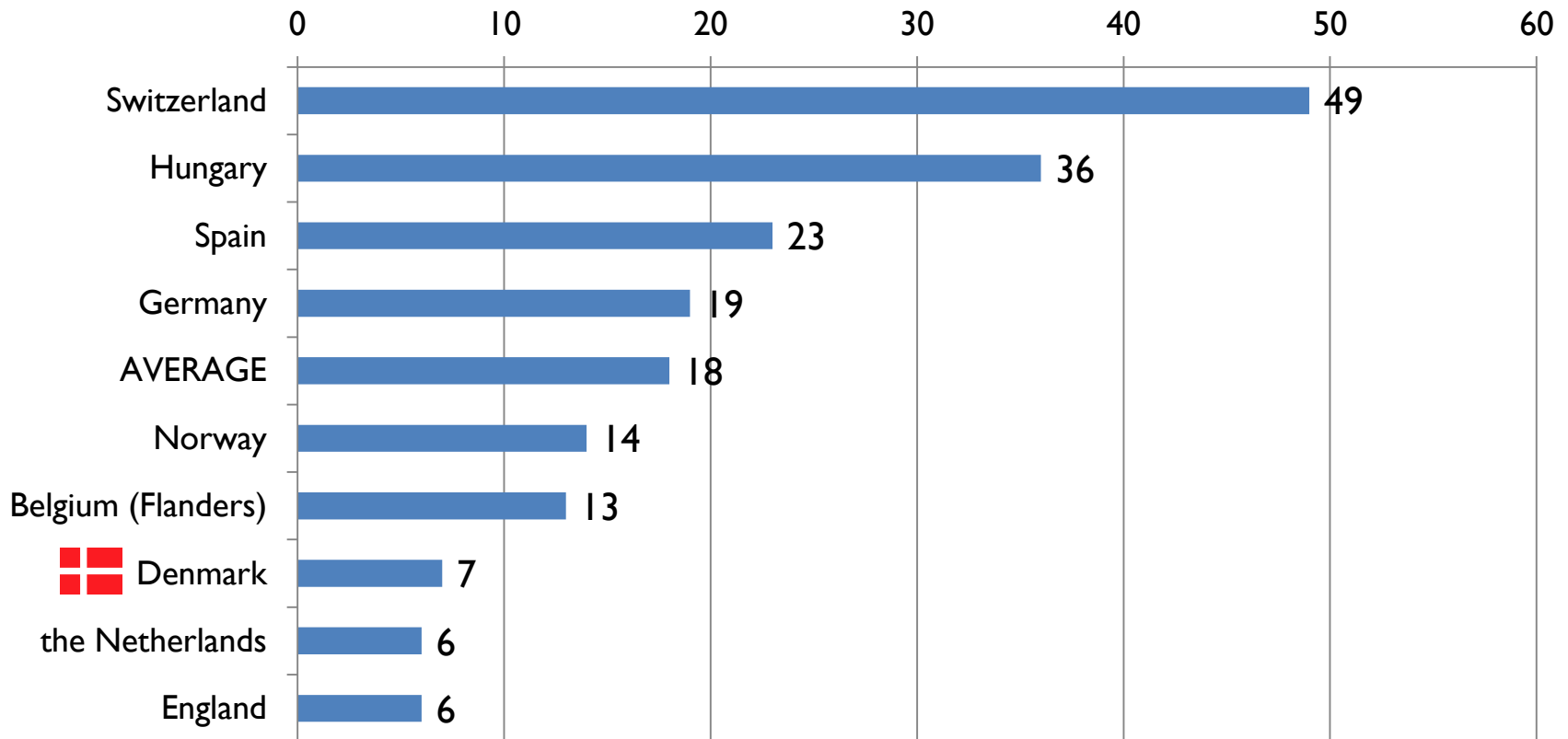
# Relatively few migrants



Percentage of sports club members that are migrants\*

\* 'People who are foreigners or have at least one parent who is a foreigner, or people who belong to an ethnic minority group'

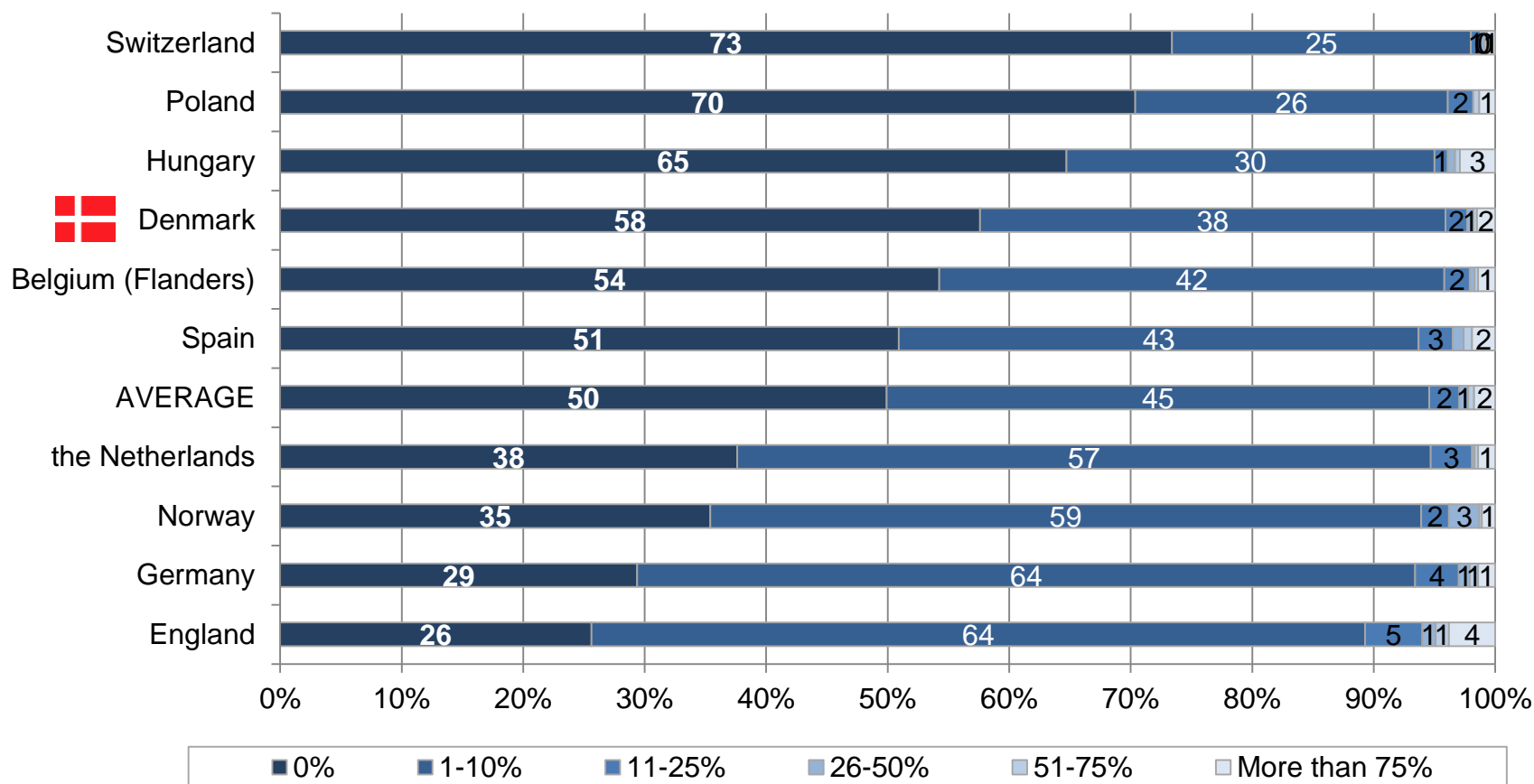
# Few targeted initiatives for migrants



Percentage of sports clubs that have targeted initiatives\* to integrate migrants

\*Targeted initiatives: 'e.g. activities, teams, cooperation, reduced membership fee, etc.'

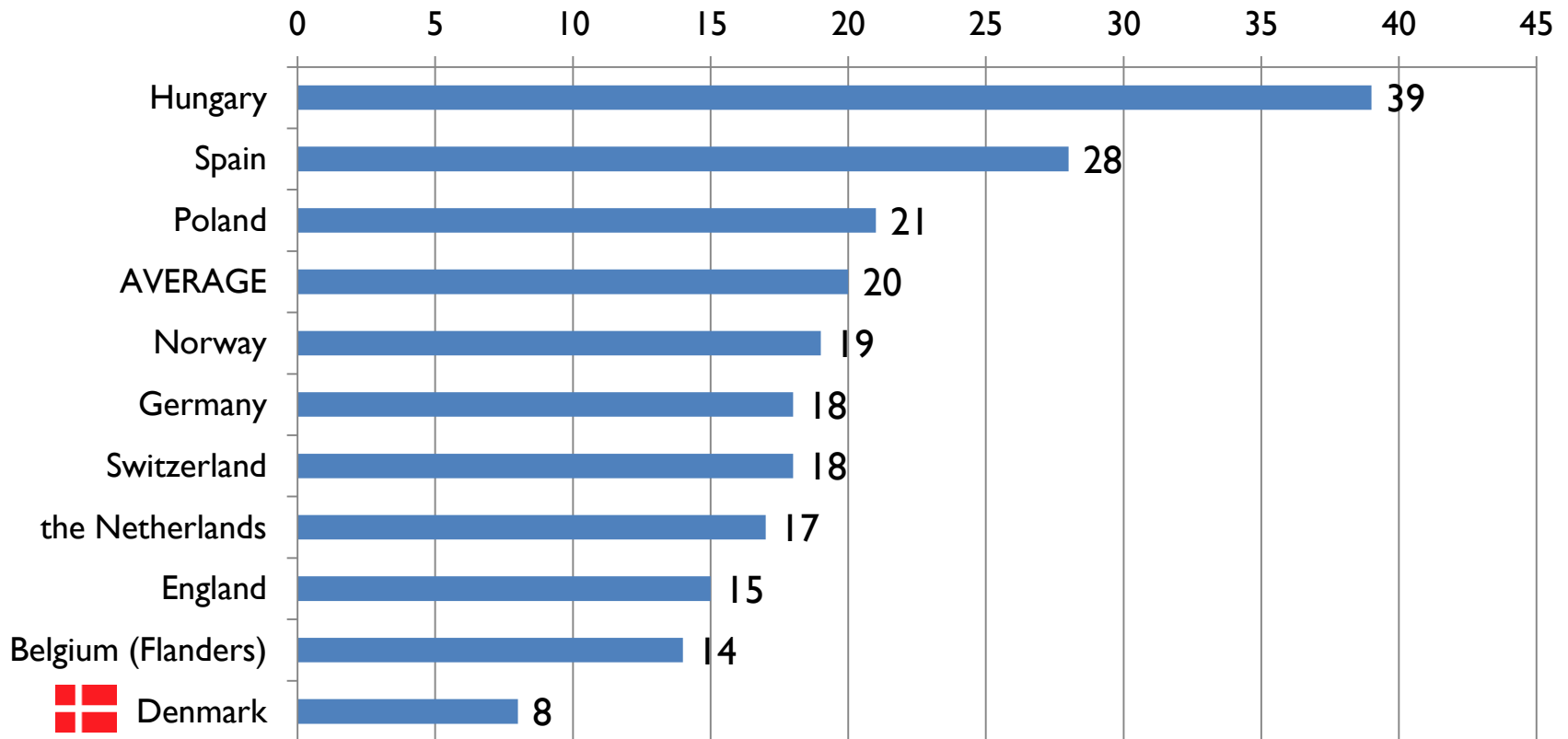
# Relatively few disabled



Percentage of sports club members that are disabled\*

\* 'Physically as well as mentally disabled'

# Few targeted initiatives for disabled

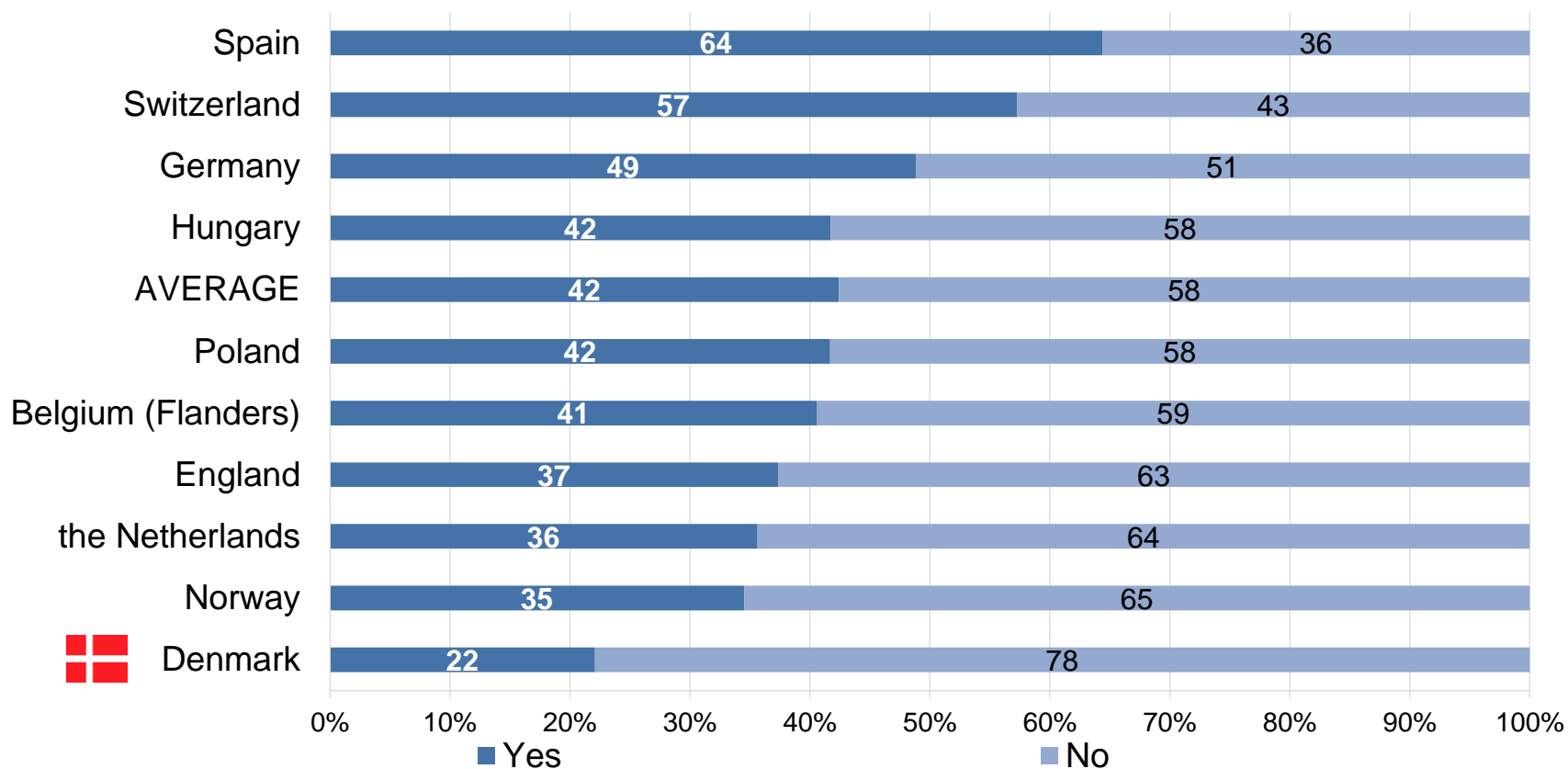


*Percentage of sports clubs that have targeted initiatives\* to integrate disabled*  
*\*Targeted initiatives: 'e.g. activities, teams, cooperation, reduced membership fee, etc.'*



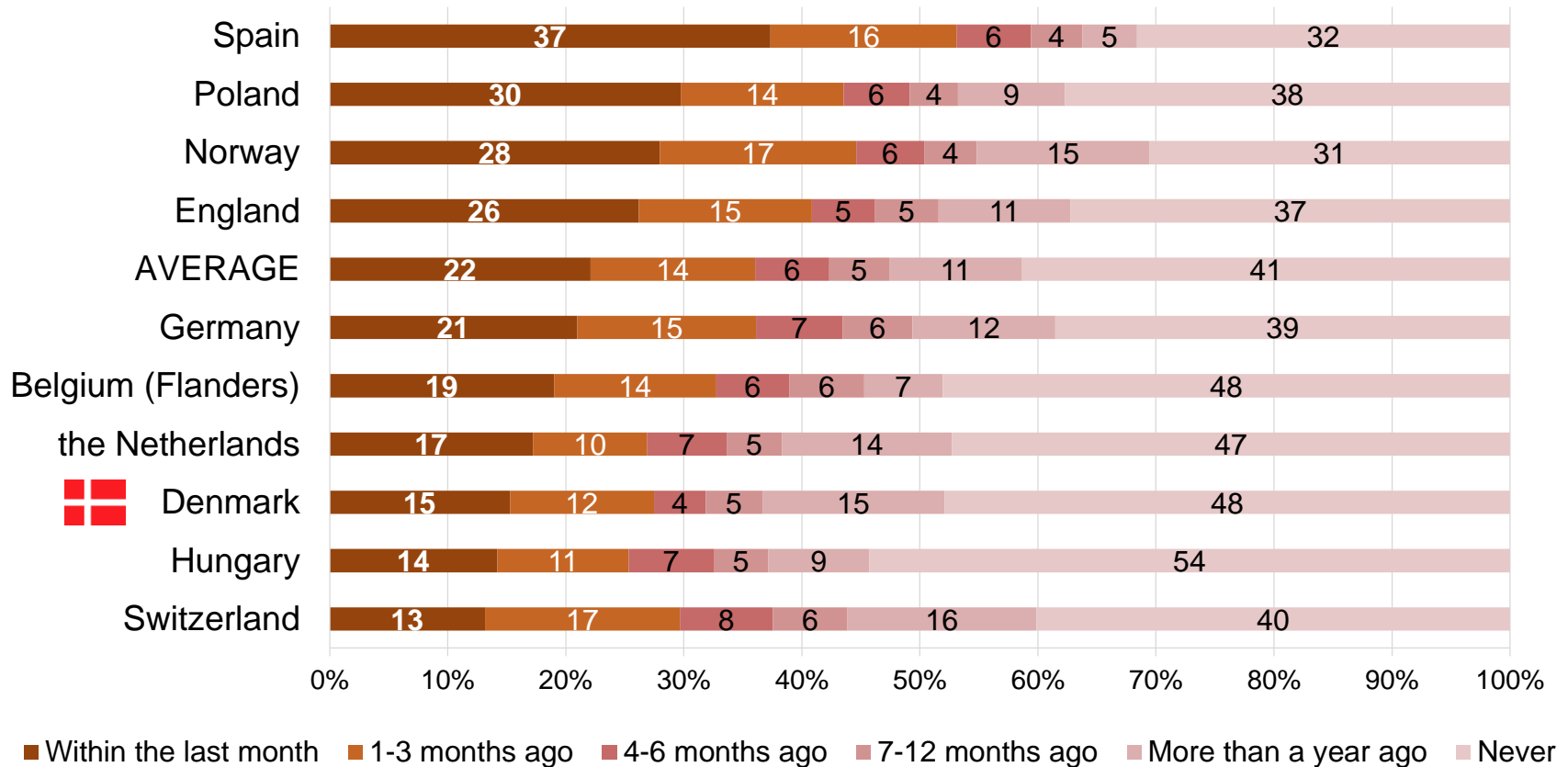
# DEMOCRATIC AND SOCIAL ENGAGEMENT OF MEMBERS

# Few participate in general assembly



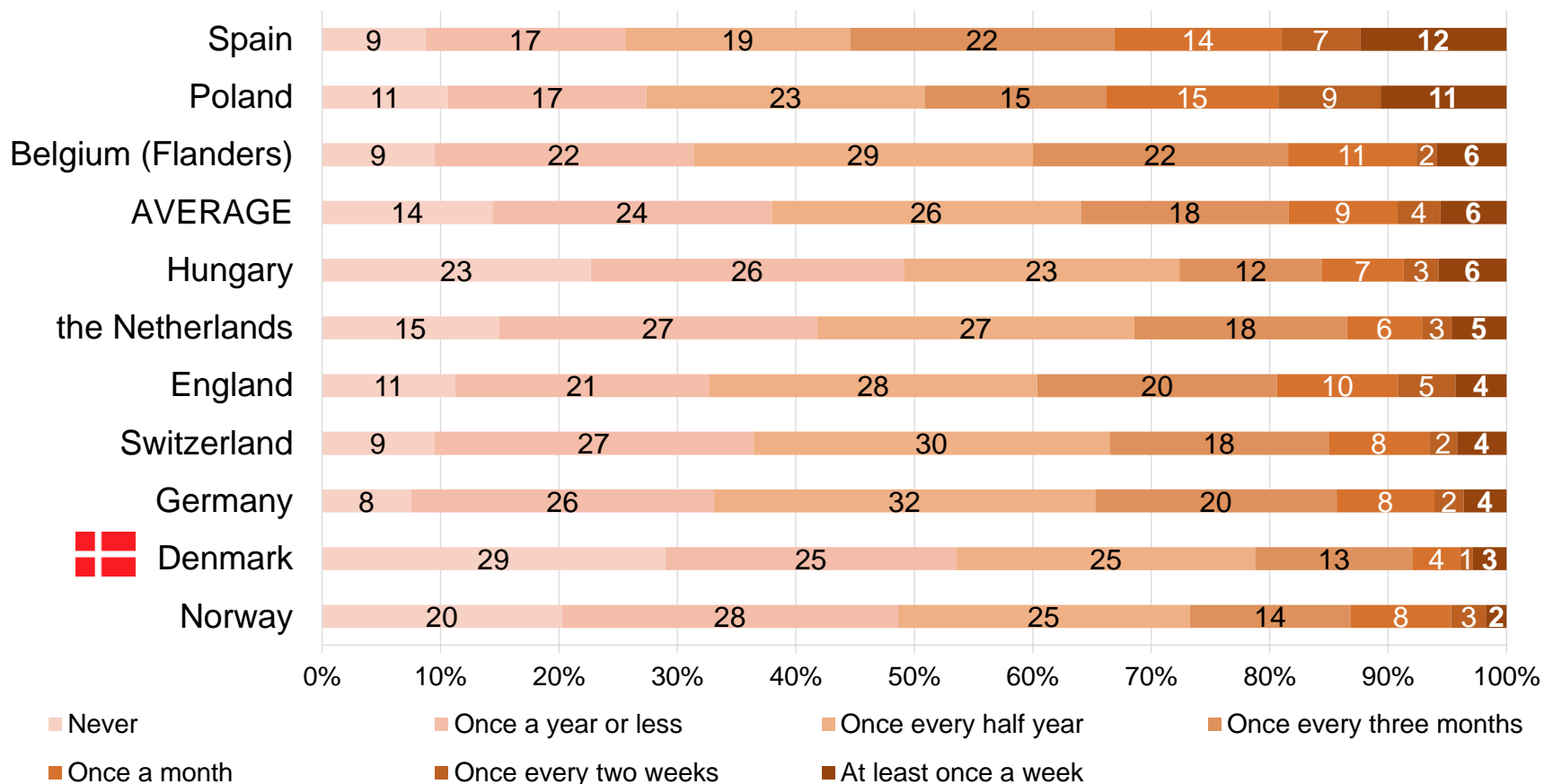
*Percentage of sports club members that participated in the last general assembly*

# Few participate in decision making



*Spread of sports club members according to when they have last attempted to influence decision making*

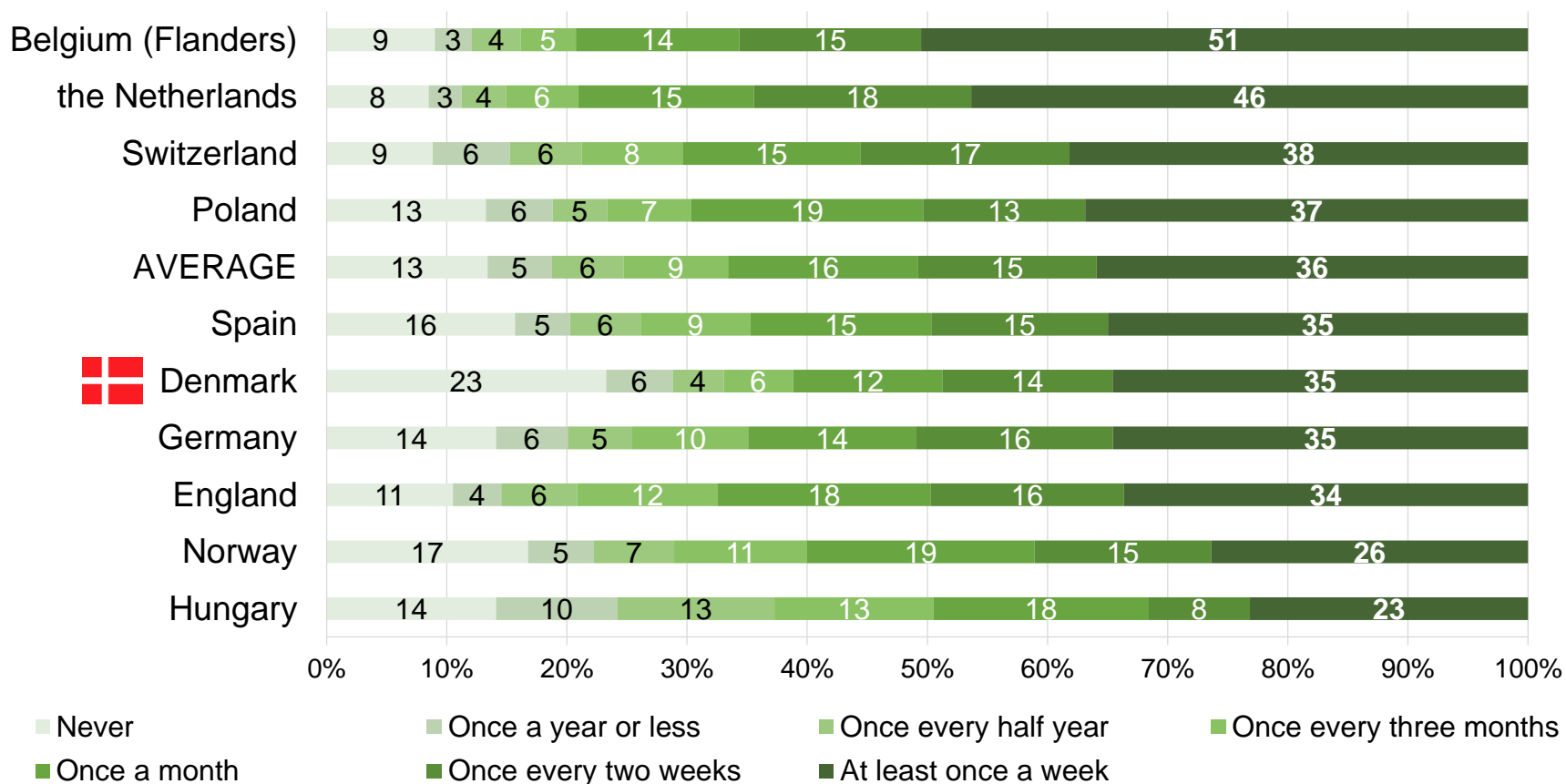
# Few participate in social gatherings



*Spread of sports club members according to how often they participate in social gatherings in the club*



# Few participate in 'third half'



*Spread of sports club members according to how often they stay in the club and talk to other members*



# **LESSONS TO BE LEARNED TO INCREASE PARTICIPATION?**

# Significant potential in ‘target groups’

- ‘Incentives’ for clubs to focus on one or more target groups
- Specific focus on the sports that are most suitable for the target groups in question
- Build ‘organisational capacity’ of clubs (larger and more professionalised clubs seem to have more capacity)
- Sports club development processes could help build organisational capacity and motivate volunteers

# Flexible options and exercise offers

- Important part of the explanation why Danish sports clubs have a relatively high participation – particularly among adults
- Increased flexibilisation and focus on exercise could increase participation in sports clubs further, but it is not certain that it will also increase sports participation in the overall population
- Flexible activities have significantly fewer members that are engaged in democracy, social life and voluntary work => flexibilisation could provide a challenge to the functioning and ascribed qualities of sports clubs

# Lessons from practice



PROMOTING SOCIAL INTEGRATION  
AND VOLUNTEERING IN SPORTS  
CLUBS

Monika Piątkowska, Szilvia Perényi and Karsten Elmose-Østerlund



- An interesting offer which meets the needs of the target group
- The activities are offered at a time that fits in with the target group
- The activities are offered at a reasonable price
- Qualified coaches and trainers can serve as role models
- Integrative club policies for socially vulnerable groups
- A good social life in the club
- Participation in the local community
- A wide network of partners
- Adapting a development strategy for the club
- Serving as a benchmark

# Time for questions and debate!

