



## Local Sport and Local Business

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love, infatuation, friendship or marriage by choice?

## Local Sport and Local Business

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Local Sport IS Local business?

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Local Sport IS Local business?

Non-Profit versus Profit organisations

## Local Sport and Local Business

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### Local Sport IS Local business?

**1) Professionalising non-profit sports using business intelligence. A case from Spain**

## Local Sport and Local Business

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### Local Sport IS Local business?

- 1) Professionalising non-profit sports using business intelligence. A case from Spain
- 2) Providing a European platform for local sports. The NowWeMove campaign and the MOVE Week



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**Encouraging the broadest possible  
participation in sports and physical activity**

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**Global platform** open to organizations within the field of  
sport for all, recreational sports and physical activity.

Over **130 member** associations with more than **40** million  
individuals in **65** countries.



- Was born in 1988
- Umbrella organisation
- Non profit organisation
- Non governmental
- Social programmes
- Voluntary staff

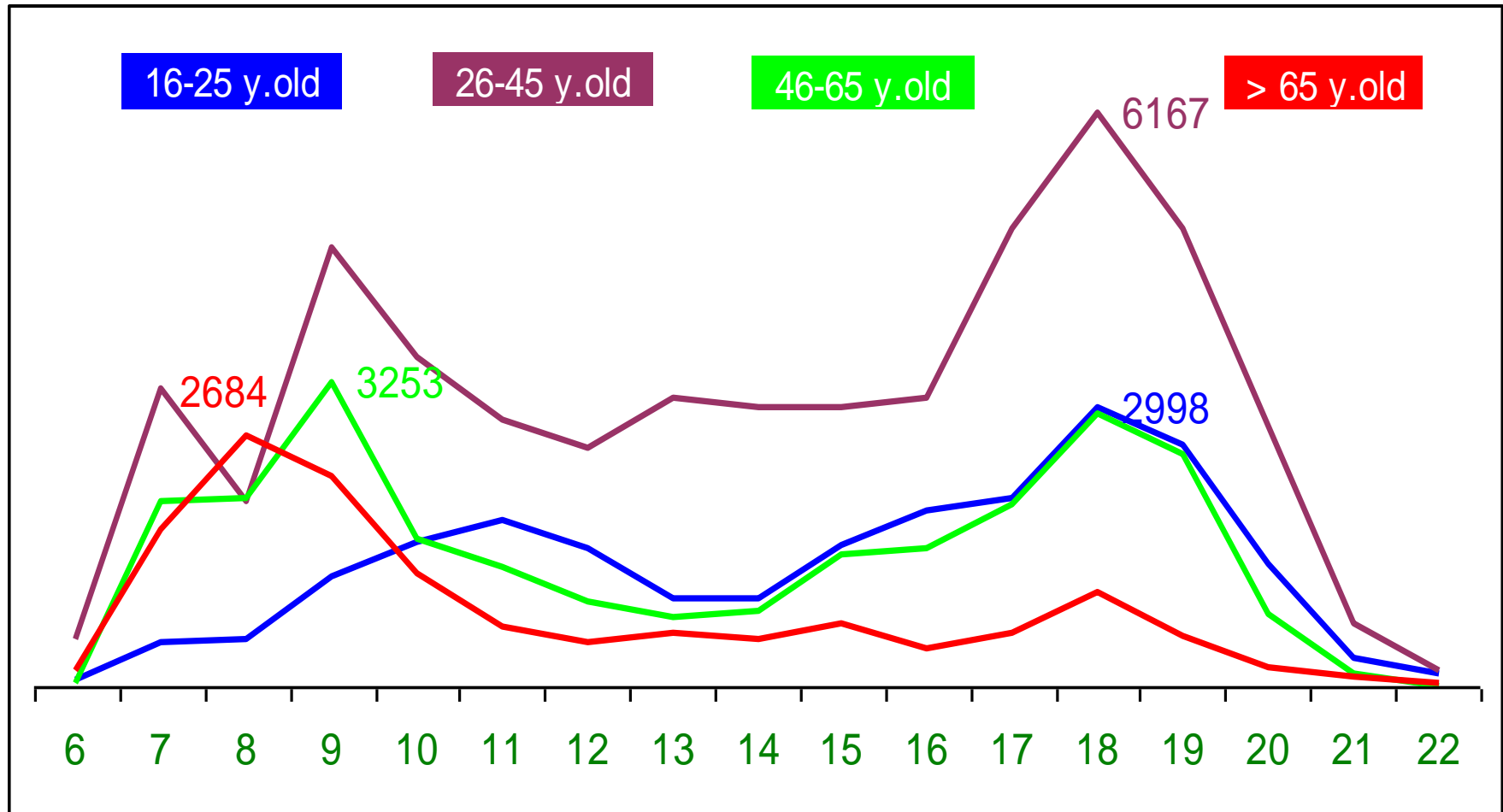






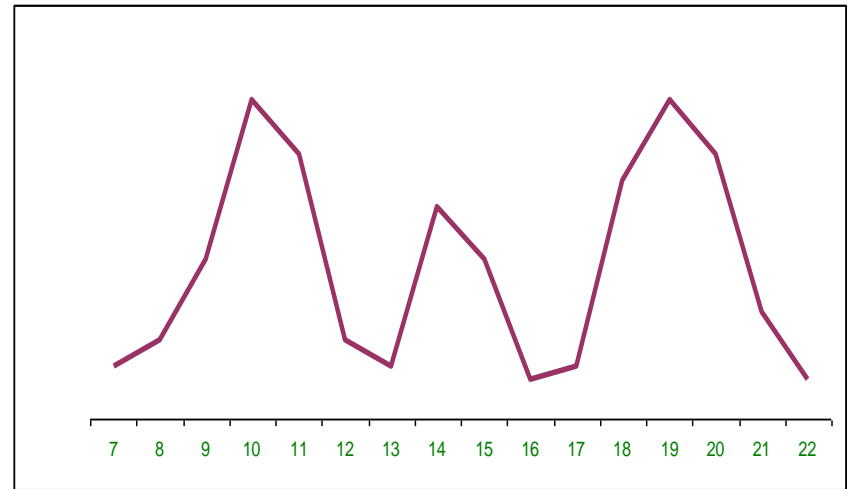
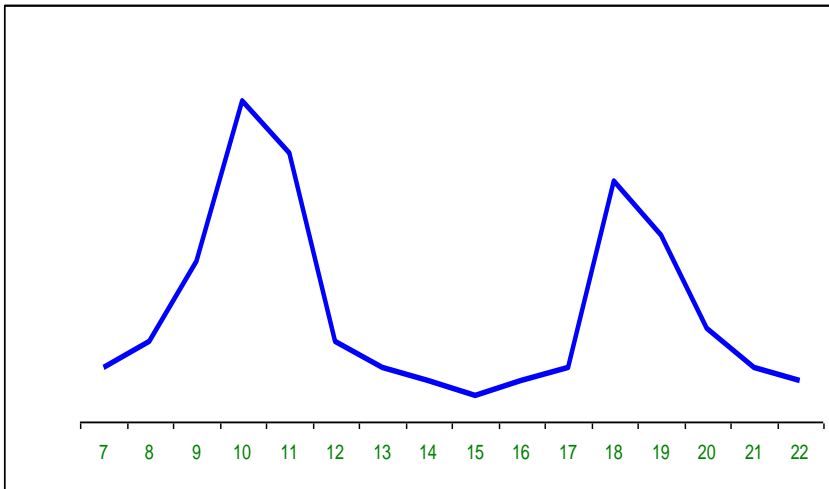
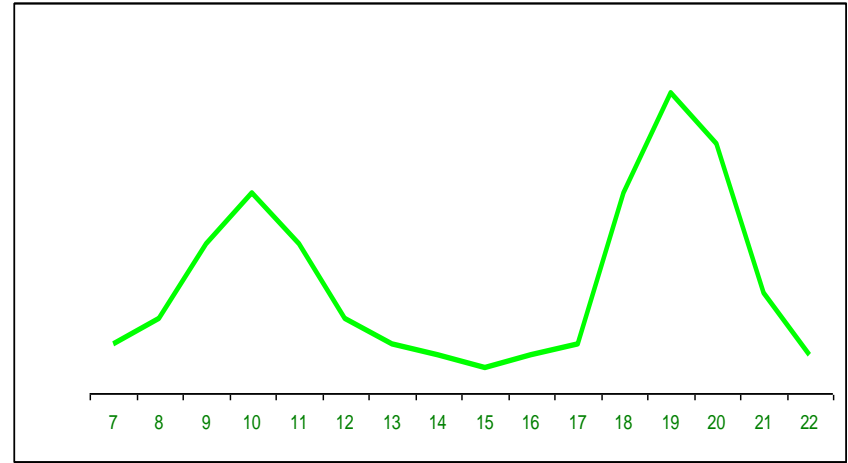
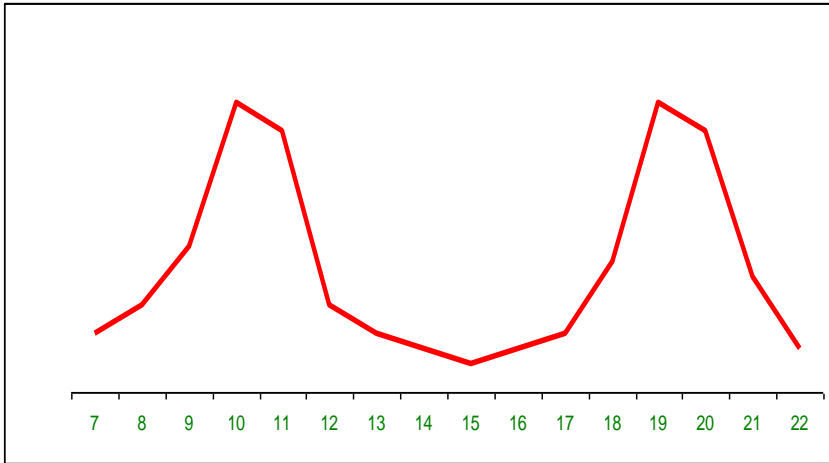


# Example of access recorded in a centre\*



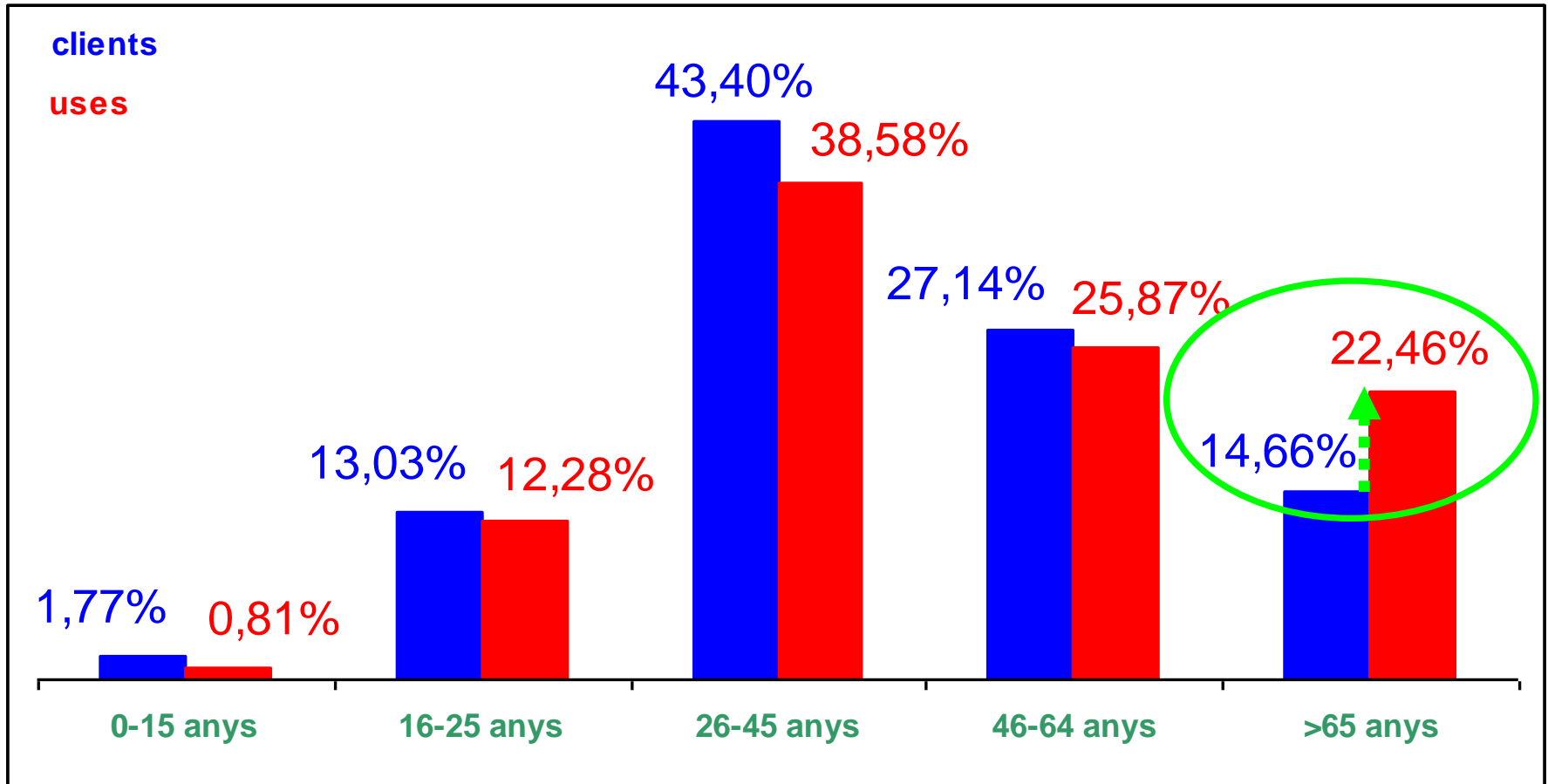
\*Eurofitness Mataró

# Type of curves of uses



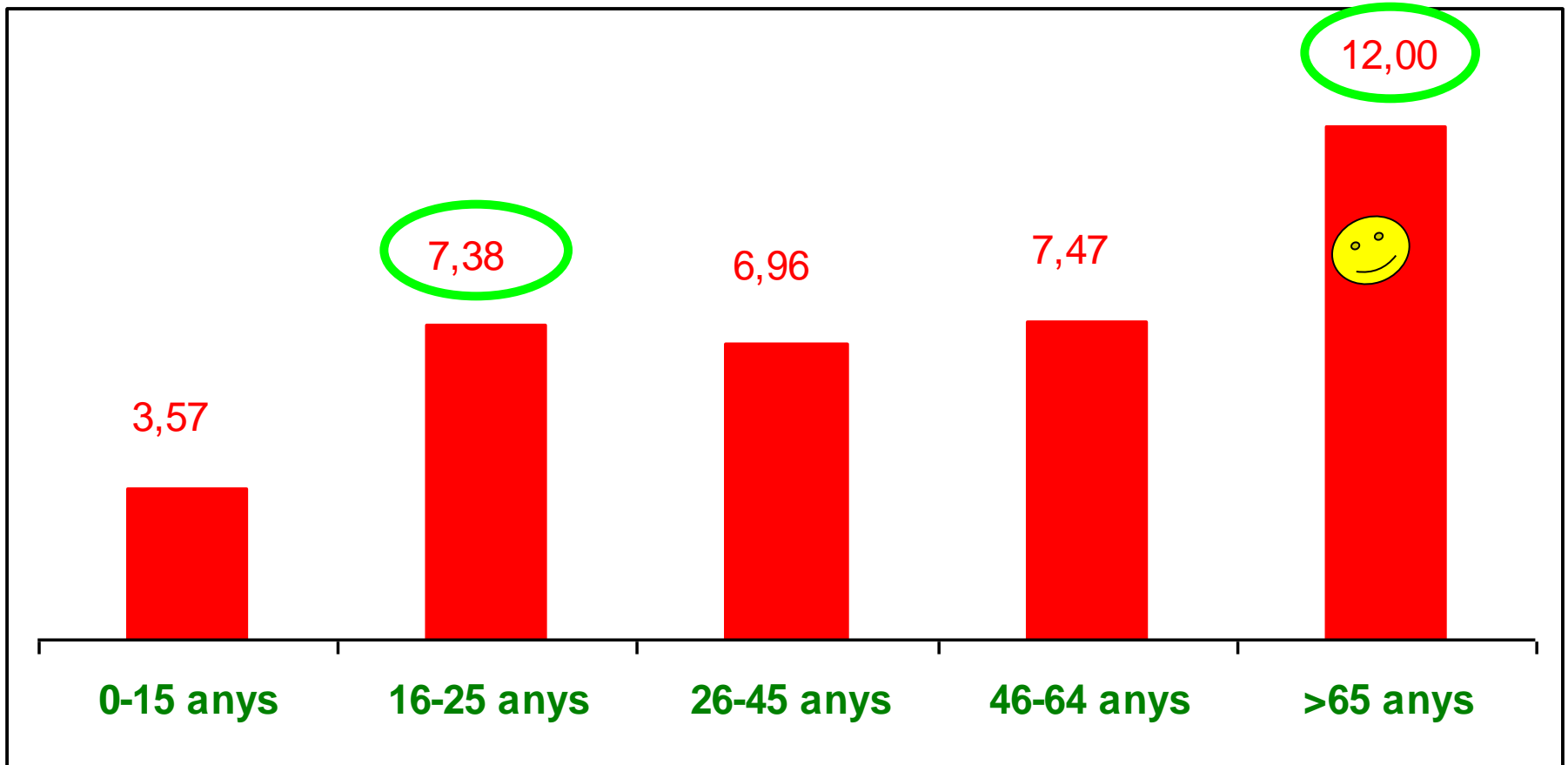
\*EUROFITNESS SPORT FACILITIES

# Distribution of clients and uses by age\*



\*Eurofitness horta

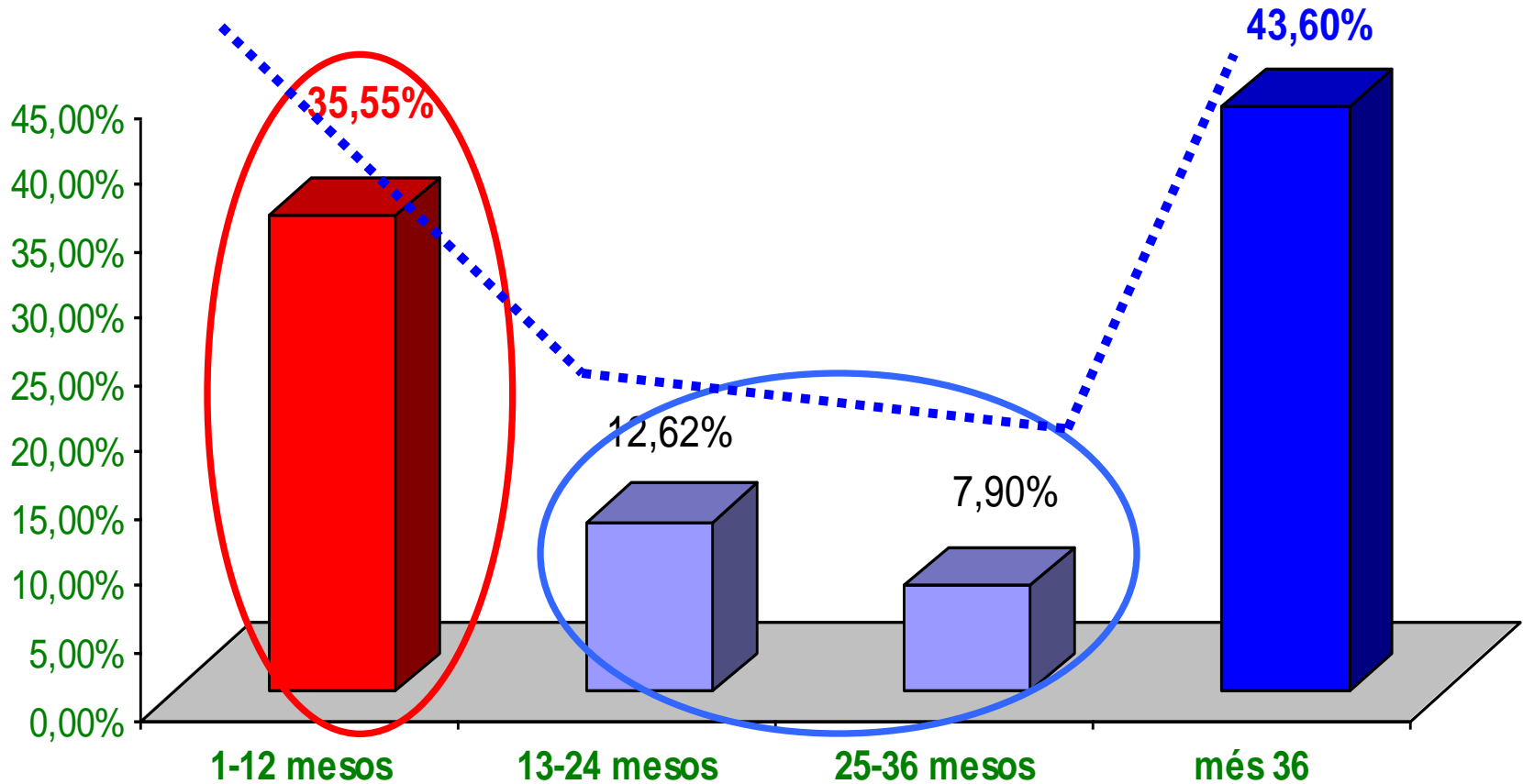
## Uses a month by age\*



\*Eurofitness horta

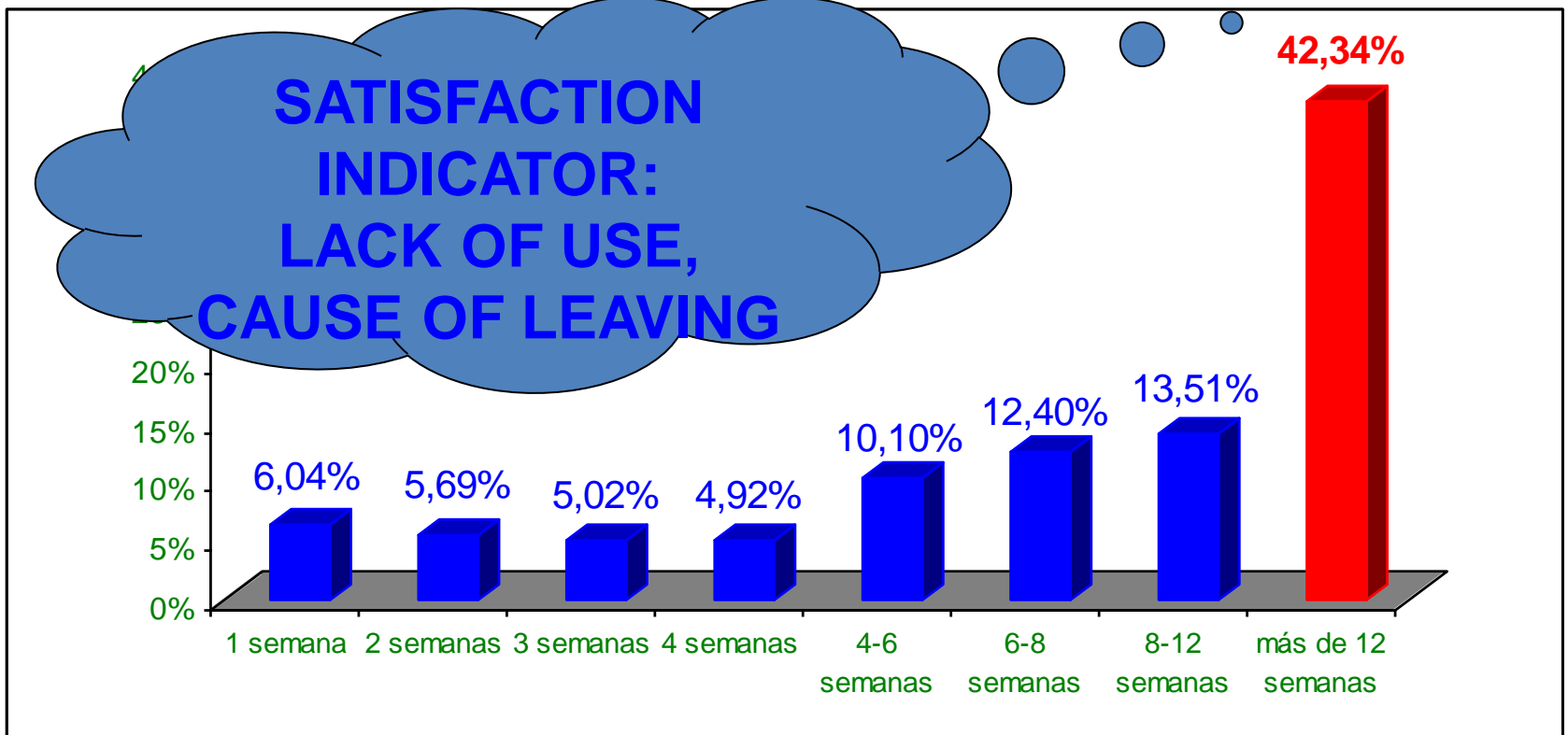


# Distribution of clients by date of registration



\* EUROFITNESS CAN DRAGÓ (Barcelona)

## Last Use recorded by those who left the centre



8.731 people Eurofitness&Ubae





**But that is Spain!**

**What can I use it for in my country and in my local setting?**





Indeed it works also in  
Slovenia!







Indeed it works also in  
Slovenia!





Indeed it works also in  
Slovenia!







Indeed it works also in  
Slovenia!





Indeed it works also in  
Slovenia!



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Local Sport IS Local business?

### Conclusion # 1

A business approach using business intelligence in non-profit organisations – it can work!

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2) Providing a European platform for local sports. The NowWeMove campaign and the MOVE Week





Europe's biggest Community Sport Campaign



# ABOUT THE CAMPAIGN

## WHY WE NEED THE CAMPAIGN





























EUROPE

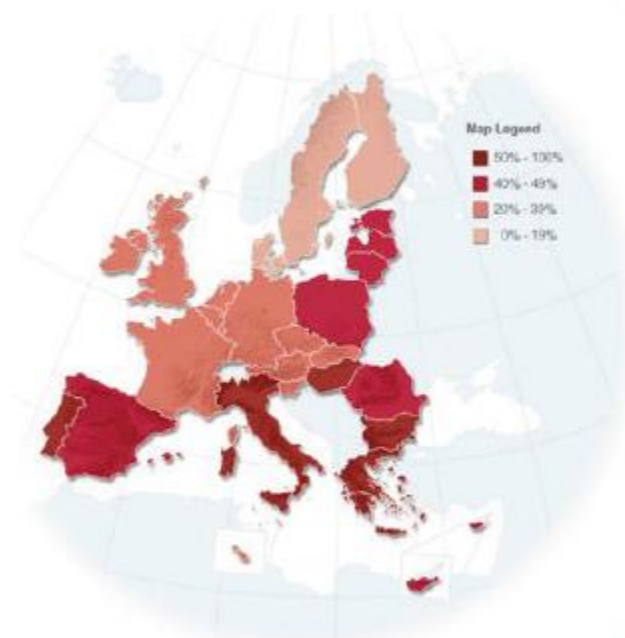


- **600.000** deaths per year in Europe attributed to physical inactivity.
- **100 billion** euros per year are the direct (health care) and indirect costs of physical inactivity in Europe.

“Two thirds of the adult population in Europe does not reach recommended levels of activity”



 EL	67%	 LT	44%	 DE	31%
 BG	58%	 ES	42%	 AT	29%
 PT	55%	 EE	41%	 BE	28%
 IT	55%	 EU27	39%	 NL	28%
 HU	53%	 MT	38%	 IE	26%
 PL	49%	 CZ	37%	 SI	22%
 RO	49%	 SK	35%	 DK	18%
 CY	46%	 FR	34%	 FI	7%
 LV	44%	 UK	32%	 SE	6%
		 LU	32%		



*Eurobarometer (2010), Special Eurobarometer 334: Sport and Physical Activity, European Commission, URL: [http://ec.europa.eu/public\\_opinion/archives/ebs/ebs\\_334\\_en.pdf](http://ec.europa.eu/public_opinion/archives/ebs/ebs_334_en.pdf)*



**+ 100 MILLION  
MORE EUROPEANS MOVING BY 2020**



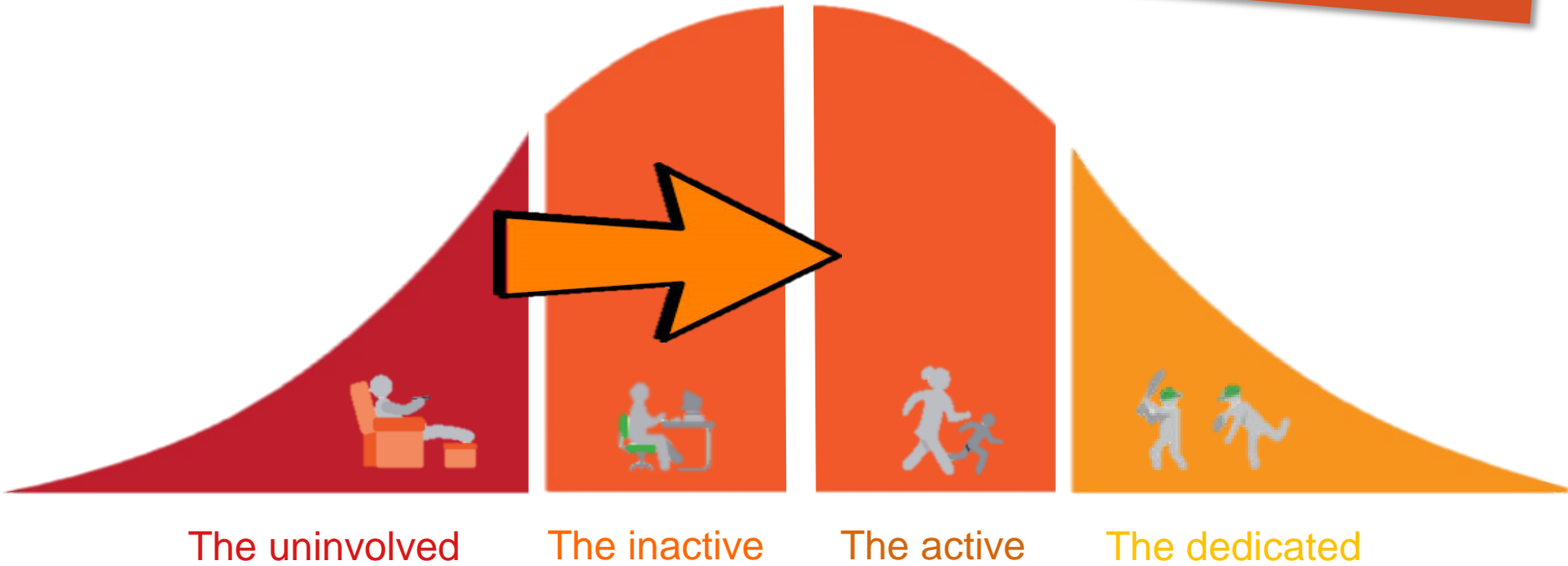
# THE OBJECTIVES

**1** **RAISE AWARENESS** of the benefits  
of sport and physical activity among Europeans

**2** **ENCOURAGE** broader  
participation in sport and physical activity

**3** **INCREASE** accessible opportunities to be active  
in sport and physical activity by developing new initiatives

# TARGET AUDIENCE



If we want to get people to move we need **to shift** the “inactive” to become more “active” through community activities



## REACH

**NowWeMove** will reach out to individuals, organizations and cities across Europe by promoting a myriad of **sport and physical activity** initiatives





# THE CAMPAIGN

# N

## owWeMove

is an Pan-European campaign aiming to get 100 Million more Europeans active in sport and physical activity

## FIND YOUR MOVE:





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Encouraging the broadest possible  
participation in sports and physical activity

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Global platform open to organizations within the field of  
sport for all, recreational sports and physical activity.

Over **130** member associations with more than **40** million  
individuals in **65** countries.



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Promoting cycling as a sustainable and healthy  
means of transport and recreation

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The international umbrella organization  
representing 35 million cyclists in Europe.

Over 70 member associations in 40 countries.



**EUROSPORT**



**NOW  
we move**

**MEDIA PARTNER**

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Europe's leading sport multimedia platform

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**Powerful reach** across **59** territories through different platforms: **TV, Online, Mobile, Tablets.**

**27.5 million Europeans** are in contact with at least one of its platforms everyday.



PARTNERSHIP



Premier organizations with the necessary **expertise** and **experience** to effectively maximize the reach of the **NowWeMove Campaign**.

Great potential to access an **extensive network** in over 30 countries and to reach a **global** and **diverse** audience across Europe.

# TARGET COUNTRIES

- Bulgaria
- France
- Italy
- Poland
- Romania
- Serbia
- Slovakia
- United Kingdom

- |                  |              |               |
|------------------|--------------|---------------|
| • Albania        | • Estonia    | • Moldova     |
| • Andorra        | • Finland    | • Netherlands |
| • Austria        | • Germany    | • Norway      |
| • Belarus        | • Greece     | • Portugal    |
| • Belgium        | • Iceland    | • Slovenia    |
| • Bosnia         | • Latvia     | • Spain       |
| • Croatia        | • Lithuania  | • Sweden      |
| • Cyprus         | • Luxembourg | • Switzerland |
| • Czech Republic | • Macedonia  | • Turkey      |
| • Denmark        | • Malta      | • Ukraine     |



**SPECIAL FOCUS IN 2013**

# MOVE WEEK 2013 7-13 October

## EVENT SCALE



**LOCAL**  
EVENTS



**NETWORKING**  
COMMUNITY EVENTS



**FLAGSHIP**  
EVENTS

## EVENT TYPE

Tournaments

School & University

Public space

Open door

Office & Workplace...

# MOVE WEEK

	2012	★ 2013	★ 2014	★ 2015	★ 2016
Individual participants	140.000	250.000	350.000	500.000	1.000.000
Countries involved	23	31	35	38	42
MOVE Week activities	250	500	600	750	1000

★ EXPECTED MINIMUM PARTICIPATION



# MOVE Week Tools

## Campaign materials

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Bracelets, Banners, Brochures, guides, certificates, guides

## Flash Mob materials

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Information pack, tutorial video

## Fundraising tools

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Fundraising toolkit, standardised presentations

## Logos

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Set the world free!

## PR materials

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Press release templates, country fact sheets

## Broadcast and Social media tools

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TV Spot (Eurosport) and Facebook cover photos

The screenshot shows the NowWeMove website in a web browser. The browser's address bar displays 'nowwemove.com/events/'. The website has a grey header with the 'NOW we move' logo on the left and navigation links 'About', 'Partners', 'News', and 'Contact' on the right. Below the header is an orange decorative bar. The main navigation menu includes 'Home', 'Info', 'Events', 'Awards', 'Flash Mob', 'Tools', and 'Countries' with a dropdown arrow. A search icon is also present.

The 'Events' section features a map of Europe with numerous red location pins. The map is labeled 'Google North' and includes a 'Kort' (Map) button. Below the map, there is a link 'See full screen map' and a search box labeled 'Find events by country:' with a dropdown menu set to 'All Countries'. The date '2013-09-07' is displayed at the bottom of the map area.

On the right side of the page, there is a section titled 'Become a MOVE Agent' with a large orange graphic that says 'CREATE YOUR EVENT >'. Below this is a section titled 'News from Facebook'.

The browser's taskbar at the bottom shows various application icons, including Internet Explorer, and the system clock indicates the time is 10:13.



AND YOUR ORGANISATION ?







# MOVE WEEK

SUPPORTED BY THE EUROPEAN COMMISSION



The **European week** of sport and physical activity and flagship initiative of the **NowWeMove** campaign

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**MOVE Agents** are coordinators or organisers of **MOVE Week activities** in their communities

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# MOVE WEEK

SUPPORTED BY ...

*Coca-Cola*

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## Local Sport and Local Business

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**Local Sport IS Local business?**

**Conclusion # 2:**

**European campaigns as a tool for local sports development?**



FIND YOUR MOVE  
WITH NOWWEMOVE