



Education and Culture DG



## ***The Measure project:***

***Building scientific knowledge  
to help raise  
Europe's levels of sport participation***

### ***MEASURE RESEARCH GROUP:***

Dr. Koen Breedveld, WJH Mulier Institute

Prof. Jeroen Scheerder, KU Leuven



# Significance of sport participation



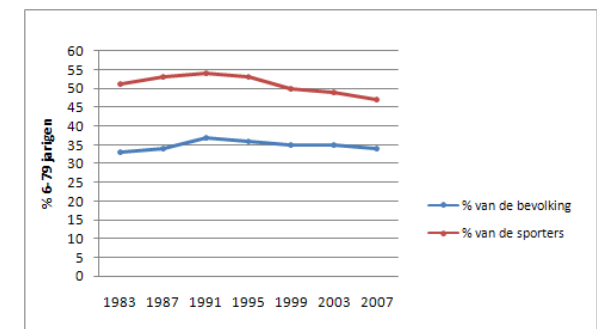
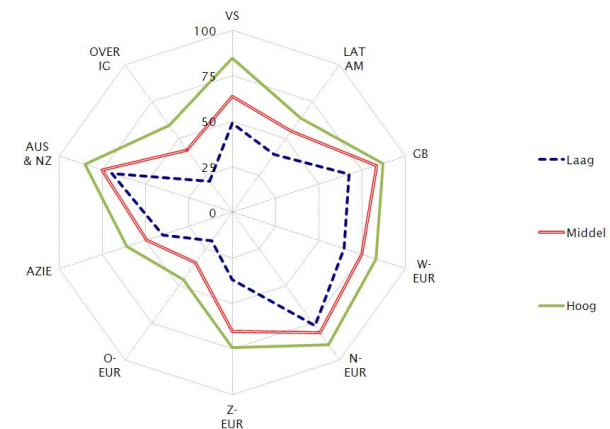
- Increasing participation / inclusion is at the core of any sport policy
- With participation comes social, economic and health effects
  - Increased social trust, self-esteem, self-discipline, national unity, learning achievements
  - Increased spendings and interests in elite sports
  - Decreased physical and mental illness and absence from work
- Participation / inclusion in sports as a social right



# Challenges to sportparticipation



- Structural differences in levels of participation
  - Socio economic status (income, education)
  - Ethnic divides and minority groups
  - (Gender, age)
- Club membership under threat
- Time pressure eroding people's willingness to engage in more competitive/organised sports and in voluntary work





# Challenges to policy makers

- Demand for basic data
  - facts and figures, benchmarks, monitors
- Demand for theoretical models
- Demand for effective interventions
- Demand for sound local implementation schemes



# Challenges to researchers

- Need to further develop data-quality
  - No European trends
  - Only basic sets of questions that do not allow for complex modeling
  - Small sample sizes that do not allow for relevant break downs
  - Non response and non-coverage
- Need for international debate and for collective efforts
  - definitions, theoretical models, effective interventions



## Not the easiest task ...

- Lack of any objective measurement
  - No formal register of sport participants
  - No physical test either
- Hence, reliance on social surveys to determine levels of sport participation
- Yet, outcomes are easily influenced by changes in methodology



# ... yet, promising opportunities

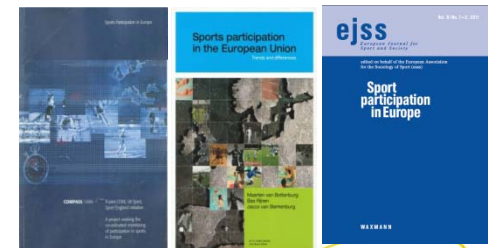
- Data
  - Eurobarometers
  - Strong national data in some countries
  - International data opportunities to explore.....



- Organizations
  - E.g.: Compass network (1997-2004), Hetus working group on time use, EU kids online-project
  - Measure-project?



- Publications
  - Compass 1999, Van Bottenburg 2006, EJSS 2011

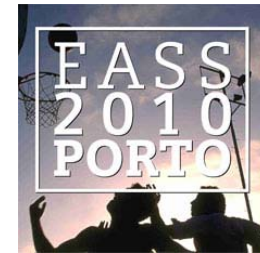




# MEASURE - origins



- Kick off meeting May 2010
  - Porto, annual meeting Eur. Ass. Sport Sociology
  - 15 papers, from 14 countries
  - Chris Gratton and Antonio Mussino ('Compass' project)
  - Marcello Corrado (EB 72.3)



- Social scientists
  - from universities, research corporations and statistical offices
  - with a track record in researching sport participation
  - and an interest in relating quantitative research to theoretical insights



# MEASURE - goals

- Improve data quality
  - Solve methodological issues
  - Stimulate new data collections
  - Develop monitors and benchmarks
- Increase understanding of sport participation
  - Develop theoretical models , effective interventions
  - Establish and quantify social inclusion through sports
- Enhance knowledge and exchange of information
  - Researchers, statisticians, policy makers



# MEASURE – means

- Bringing together top level researchers
- Discussing opportunities for new data
- Providing easy access to information on sport participation in Europe
  - Factsheets, articles, books
  - Portal/website



# MEASURE – first results

- 1st follow up meeting
  - October 2010, Leuven
- 2nd follow up meeting
  - May 18-20 2011, Umea Sweden
- Special issue on sport participation of the *European Journal for Sport and Society*



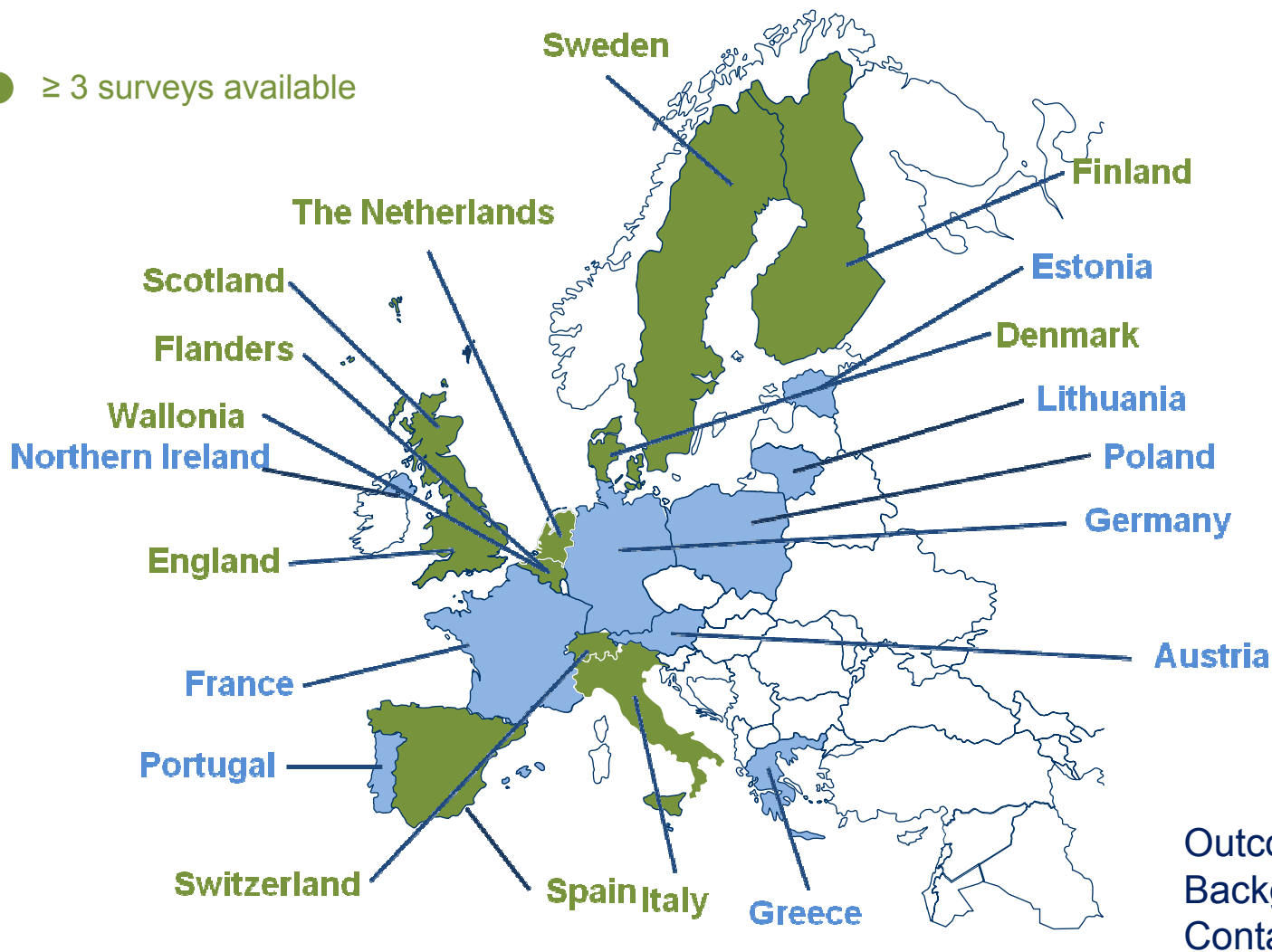
# MEASURE – fact sheets



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● ≥ 3 surveys available



Outcomes  
Background information  
Contacts



# MEASURE – website

- [www.sportparticipation.eu](http://www.sportparticipation.eu)
- Portal and platform for anyone interested in the subject of European sport participation
- Easy access to
  - Country factsheets
  - Data and surveys at other websites
  - Reports, articles (full texts and highlights/summaries)
  - Back ground information (sports policies, surveys)
  - Network of well established researchers in countries



# MEASURE – way ahead

- Publish fact sheets
- Strengthen and broaden the network
- Plan future actions
- Find funding to finance larger projects and coordinate the project
- Develop website
- Strengthen links to policy makers and practice