

**MEASURE**



**MOVE Congress**

KATHOLIEKE UNIVERSITEIT  
**LEUVEN**

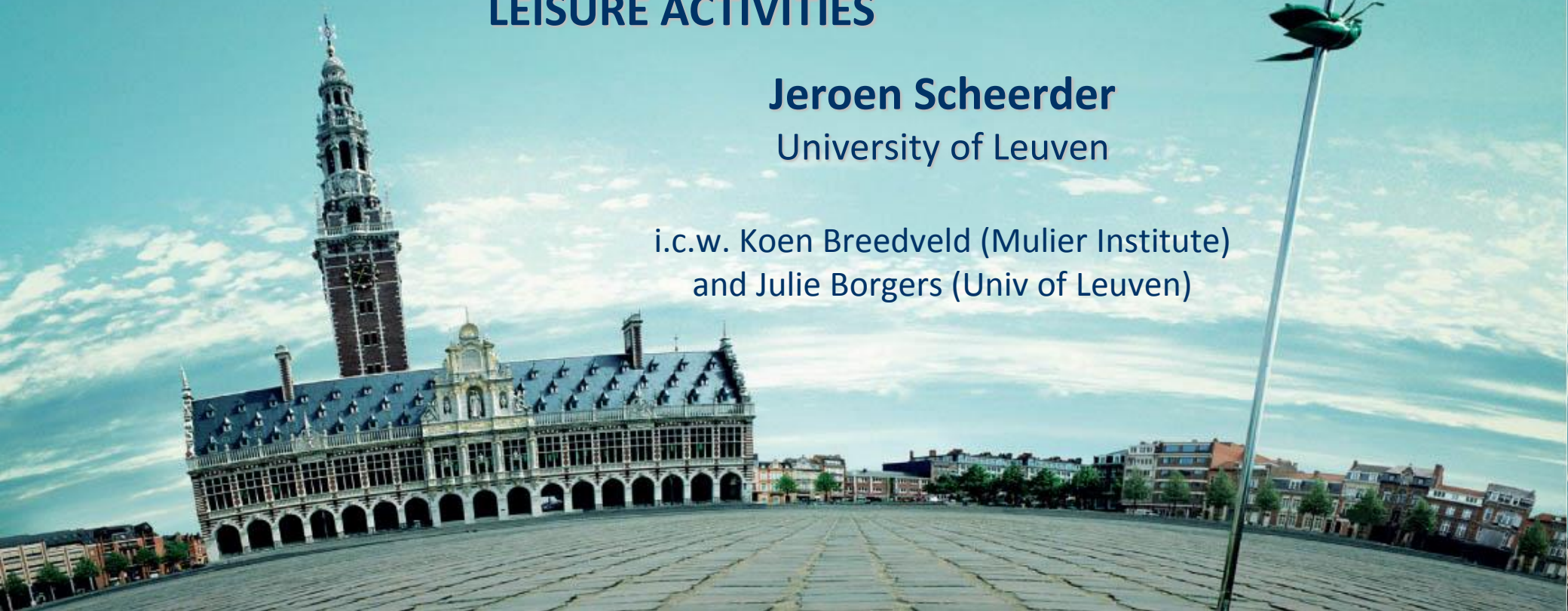
**MOVE 2015 Congress  
Copenhagen**

# **EUROPE ON THE MOVE TO RUN**

## **THE RISE AND SIZE OF ONE OF THE MOST POPULAR PHYSICAL LEISURE ACTIVITIES**

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University of Leuven

i.c.w. Koen Breedveld (Mulier Institute)  
and Julie Borgers (Univ of Leuven)





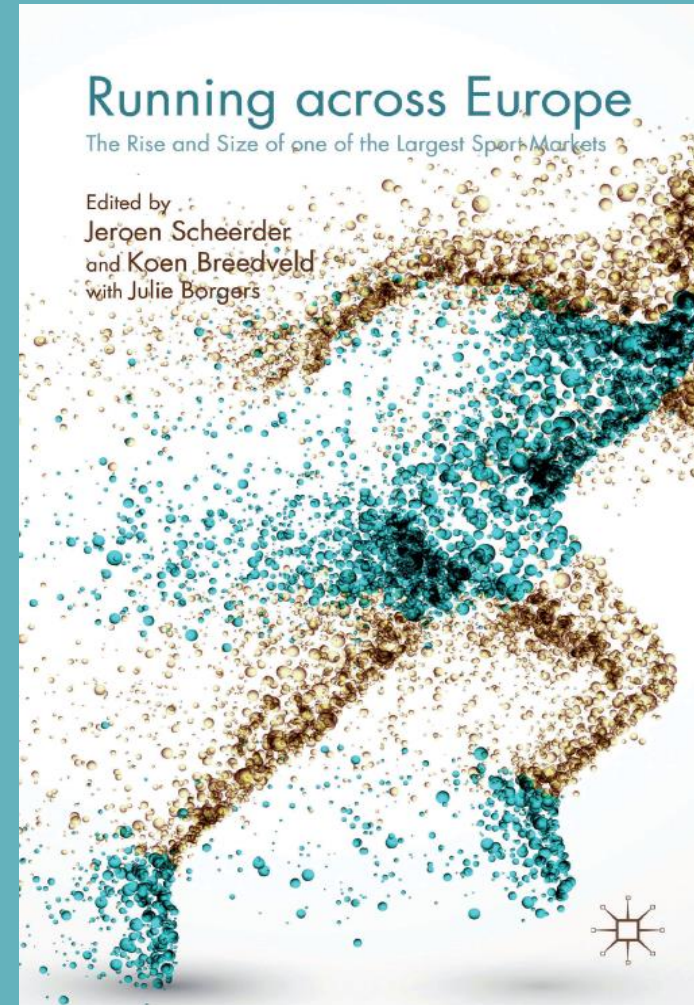
# Introduction

- In Europe/worldwide leisure-time running = very popular PA
- Lack of international and cross-national data/comparisons, esp. time trend data
- Lack of studies on running from a governance perspective



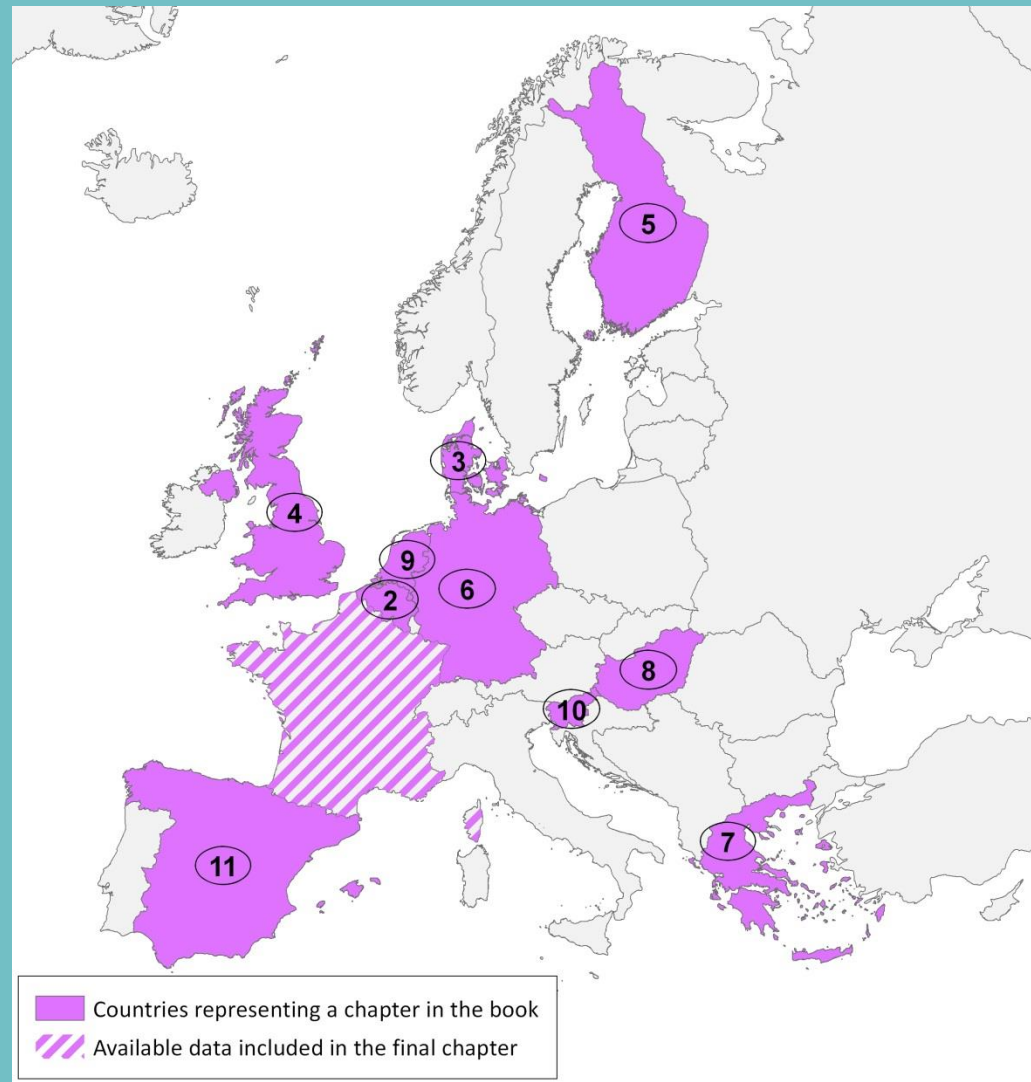
***"Stick to the facts, show  
me the numbers."***

Hans Vandeweghe (referring to *The  
Numbers Game* by Chris Anderson &  
David Sally, 2013)





# Data from 11 European countries collected

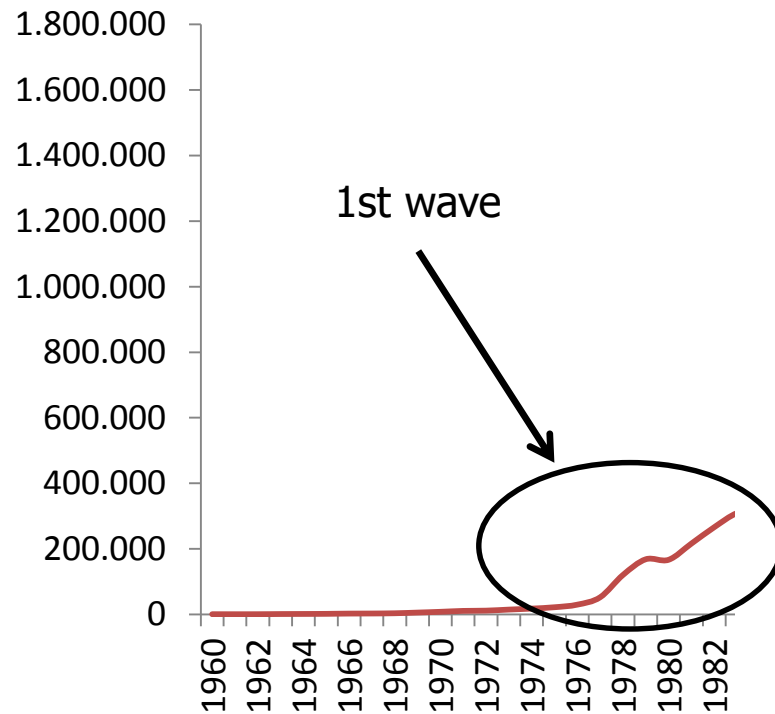




# Participatory level

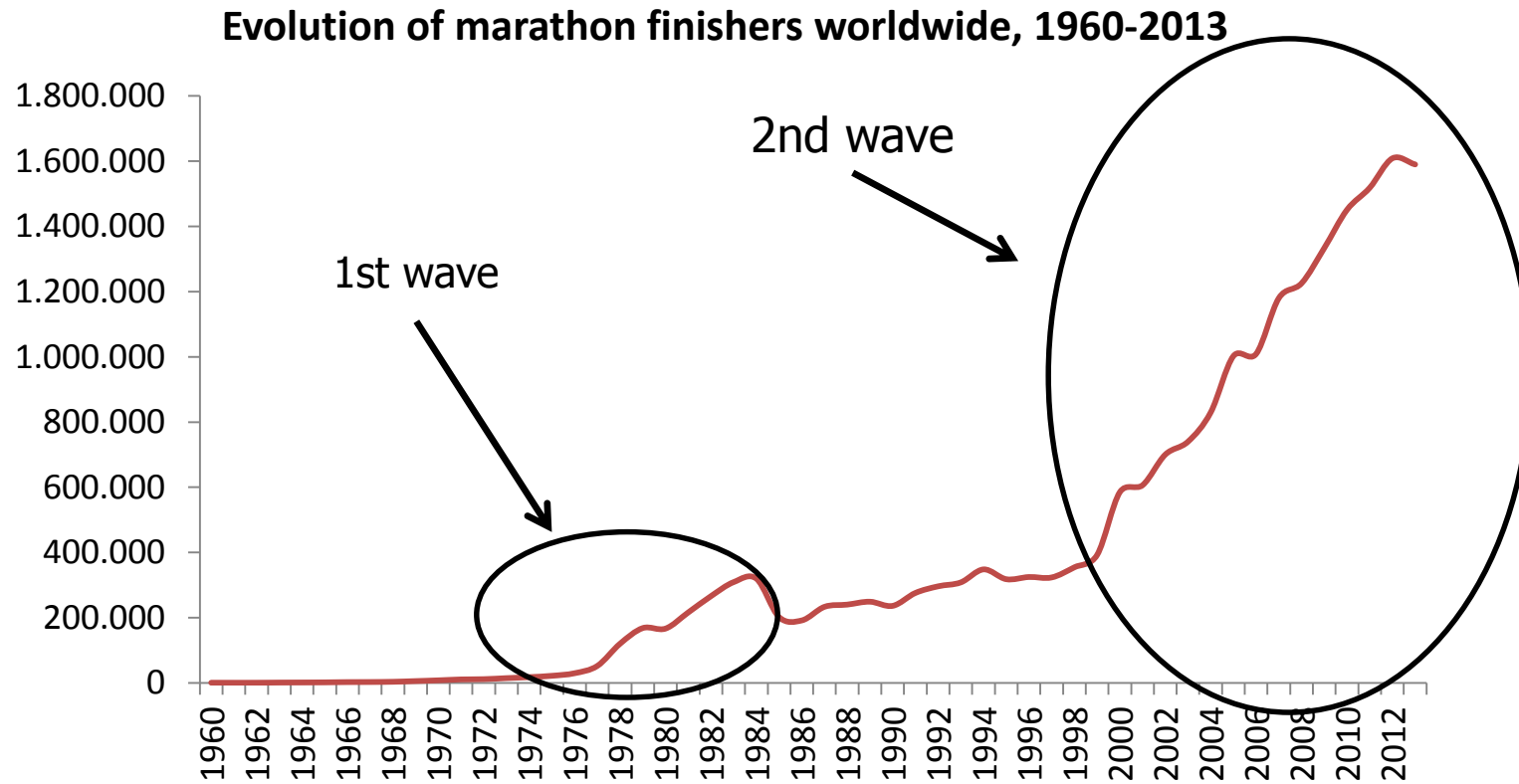
# Two waves of running

**Evolution of marathon finishers worldwide, 1960-2013**



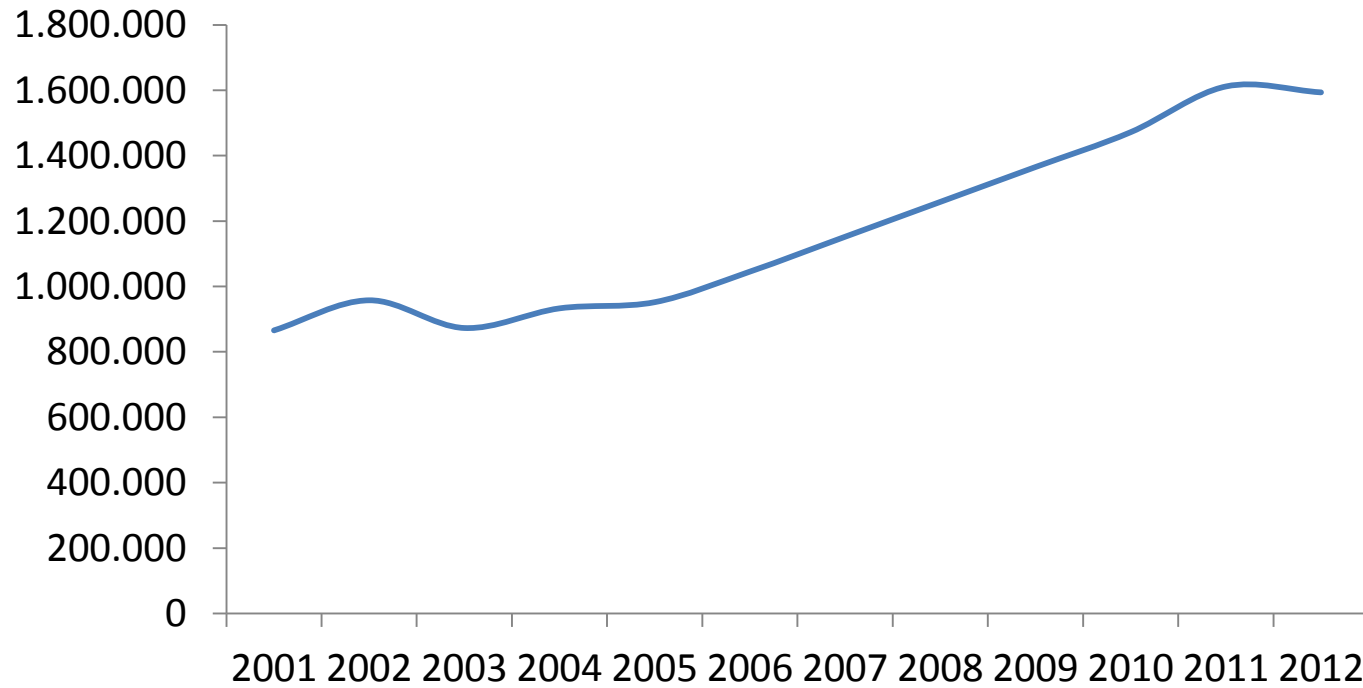
source: Scheerder et al. (2015)

# Two waves of running



source: Scheerder et al. (2015)

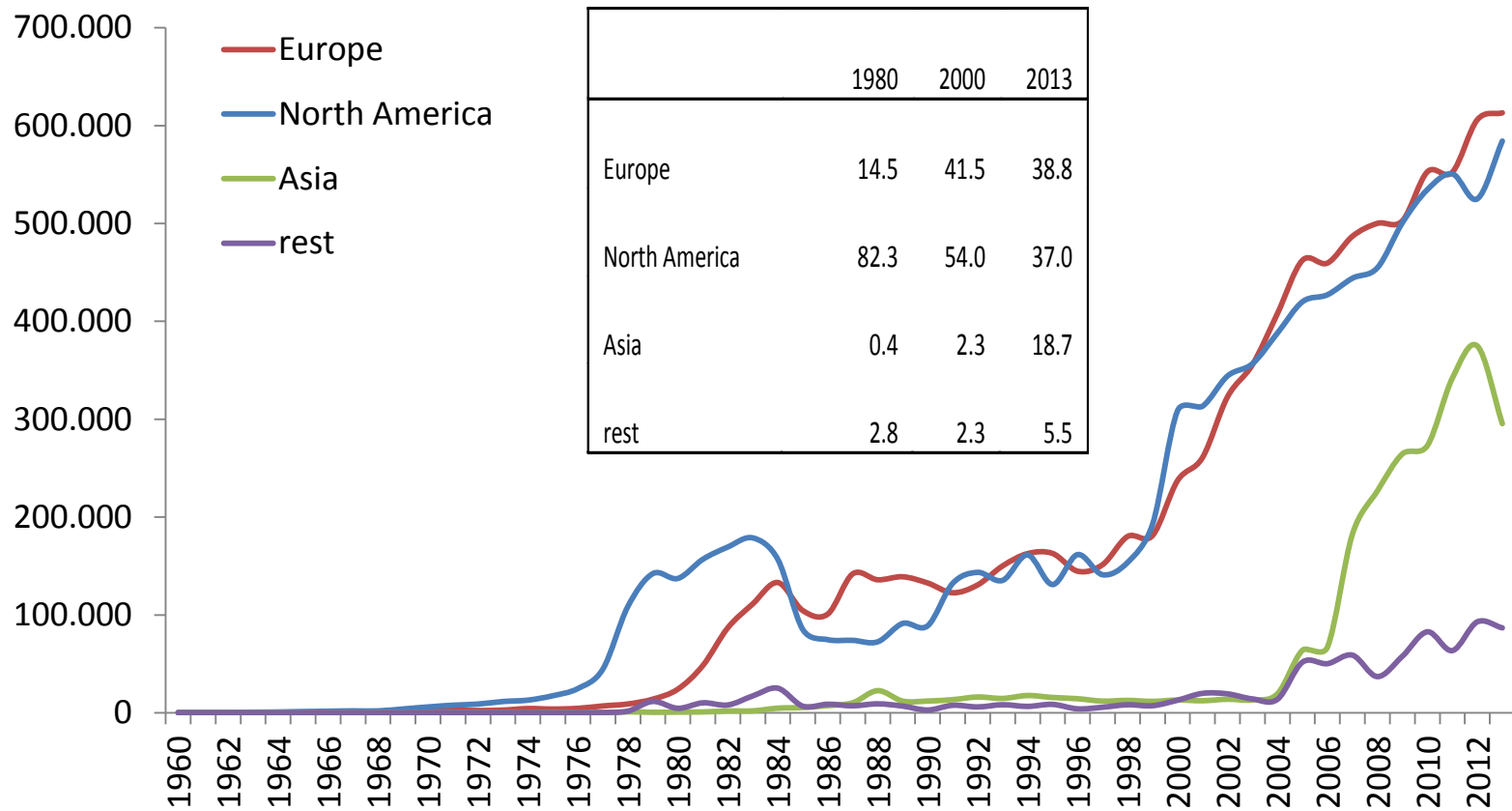
## Evolution of finishers at 20 largest road races worldwide, 2001-2012



source: Scheerder et al. (2015)



## Evolution of marathon finishers per continent, 1960-2013



source: Scheerder et al. (2015)



# Popularity of running

- EU28:
  - 12% (age 15-80yrs) = 49.9 million runners  
(Spain = population of 47.4 million)
  - Expenses on running: 9.6 billion euro  
192 euro on average/yr

Source: Scheerder et al. (2015)



# Popularity of running across EU28 countries

EU28 member state	Runners (% of population)
Denmark	31
Germany	25
Belgium, France, Luxembourg	19
Netherlands	18
Austria, Finland, Sweden	15
Slovenia	12
Estonia, Hungary, Ireland, Malta, Poland	10
Other EU28 member states	<10

Source: Scheerder et al. (2015)



# Popularity of running

- 3 phases in popularisation of running
  - Pre-1st wave:
    - Running only practiced in a private T&F club
    - Running in public was ‘unworldly’
    - Processes of informalisation and de-institutionalisation
  - 1960s-1980s (wave 1)
    - Cultural and fitness revolution
  - 1990s-present (wave 2)
    - Social revolution (females, elderly)



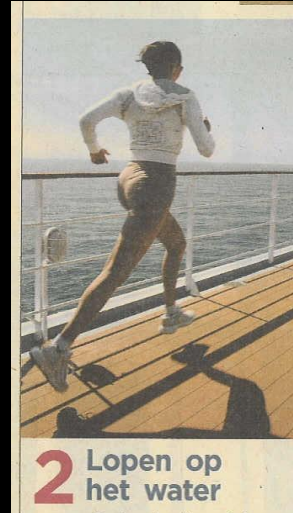
3rd wave of running?

# New segments





# New running products

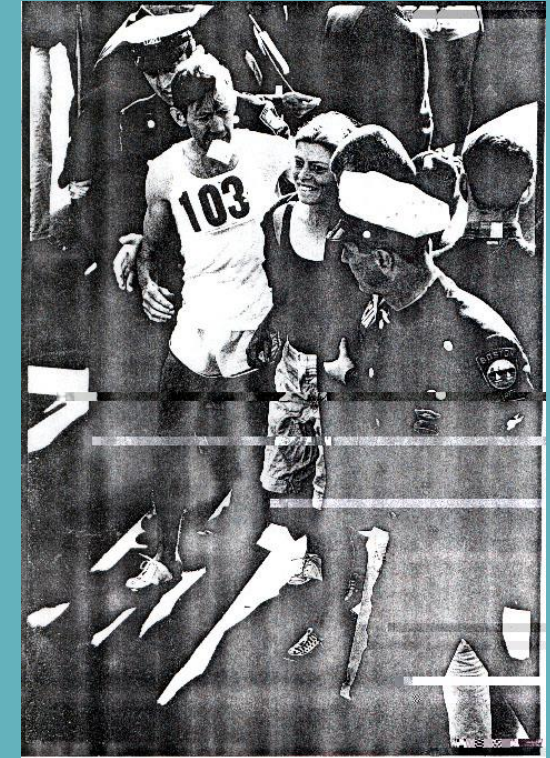






# ‘Running battle’ between sexes

- 1966: Roberta Gibb first woman to complete Boston Marathon (clandestine)
- 1967: officials tried to remove Kathrine Switzer from Boston Marathon race





- 1984: first marathon at Olympics for women



Joan Benoit winning  
the LA Olympic  
marathon

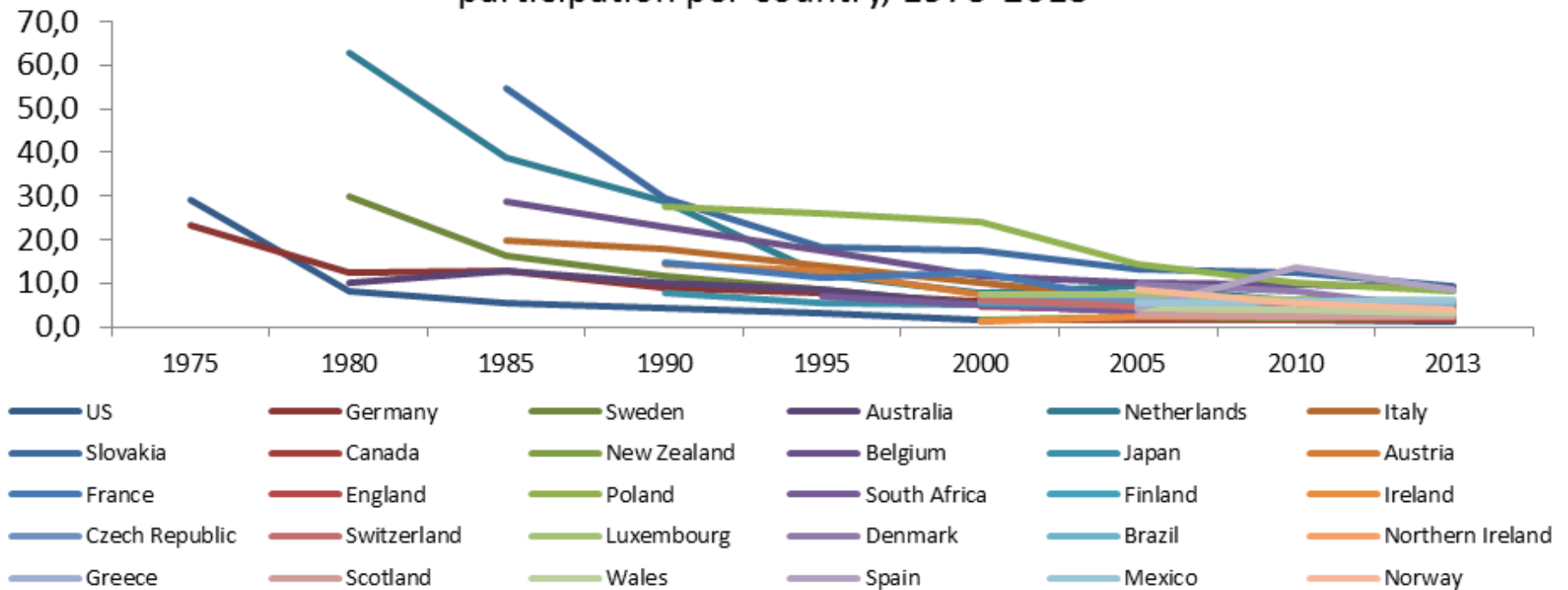






# Gender ratio

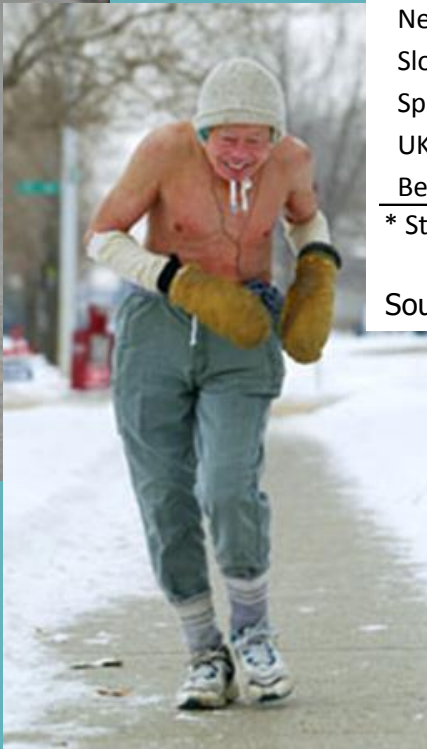
Evolution of gender ratios (male vs female runners) for marathon participation per country, 1975-2013



Source: Scheerder et al. (2015)



# Age



**Table 12.1** Age groups with highest levels of running participants

Denmark	20-39
Greece *	30-39
Hungary *	30-39
Netherlands	35-49
Slovenia *	31-40
Spain	25-34
UK	26-29
Belgium (Flanders)	40-49

\* Statistics for a specific running event; all other data come from population surveys.

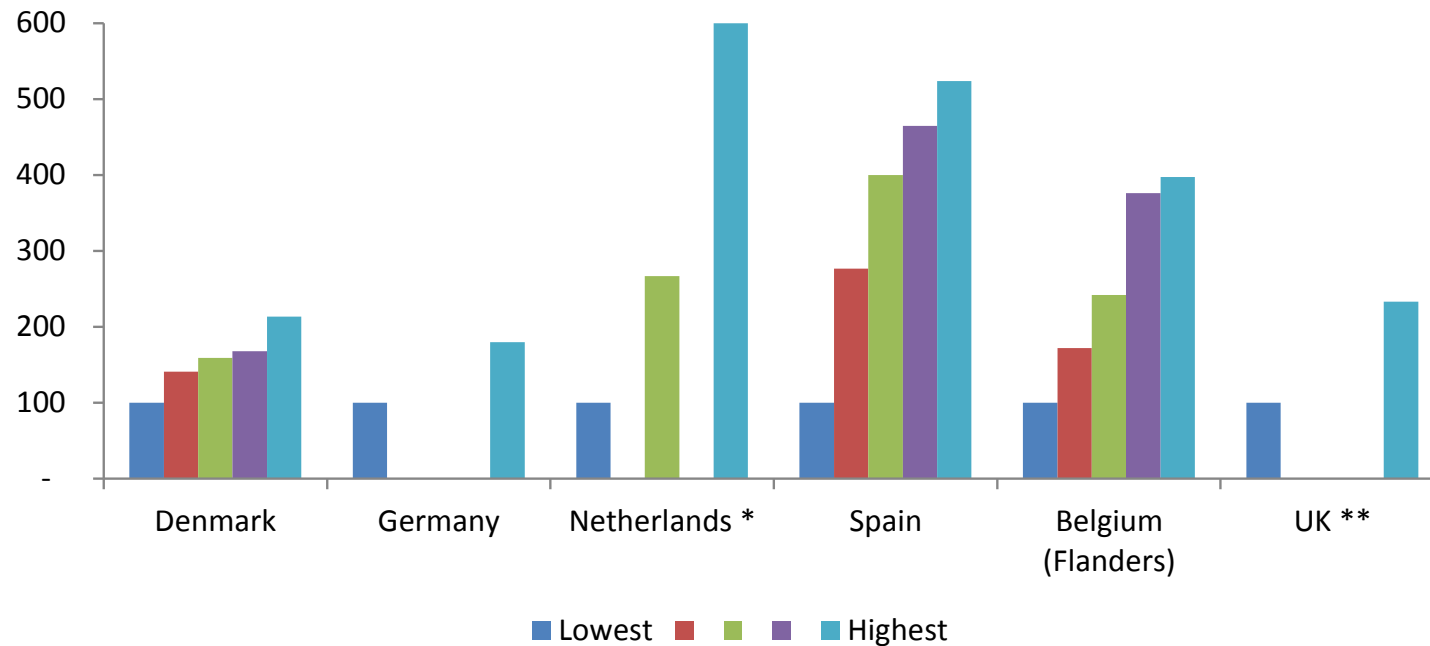
Source: Scheerder et al. (2015)





# Level of education

*Participation in running by level of education (indices, lowest level of education = 100), in six European countries, 2009-2013*

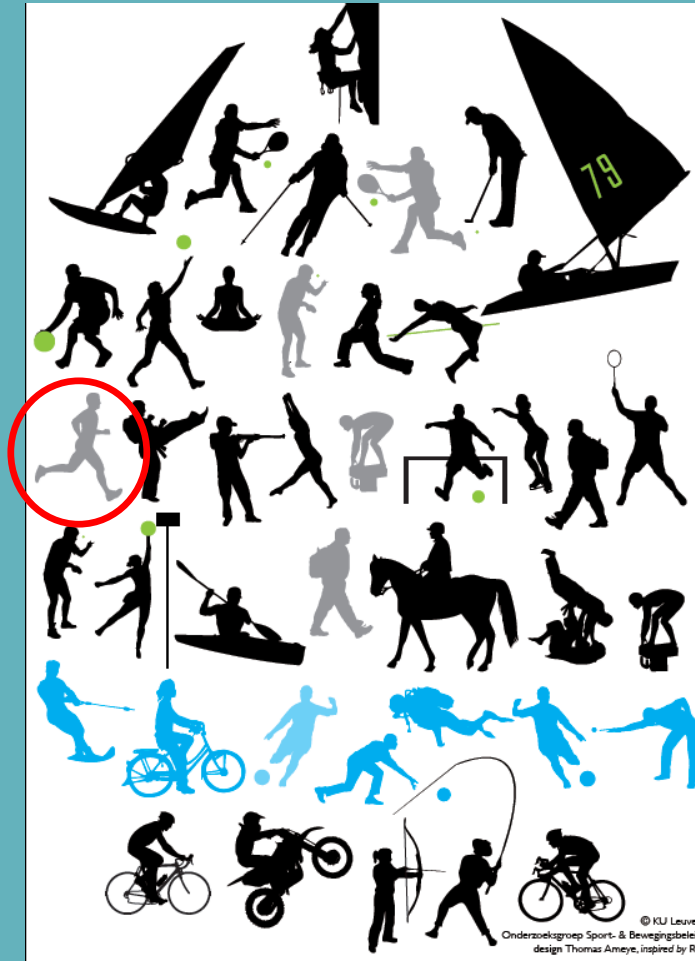


Source: Scheerder et al. (2015)



# Social status pyramids of sport

1979



2009



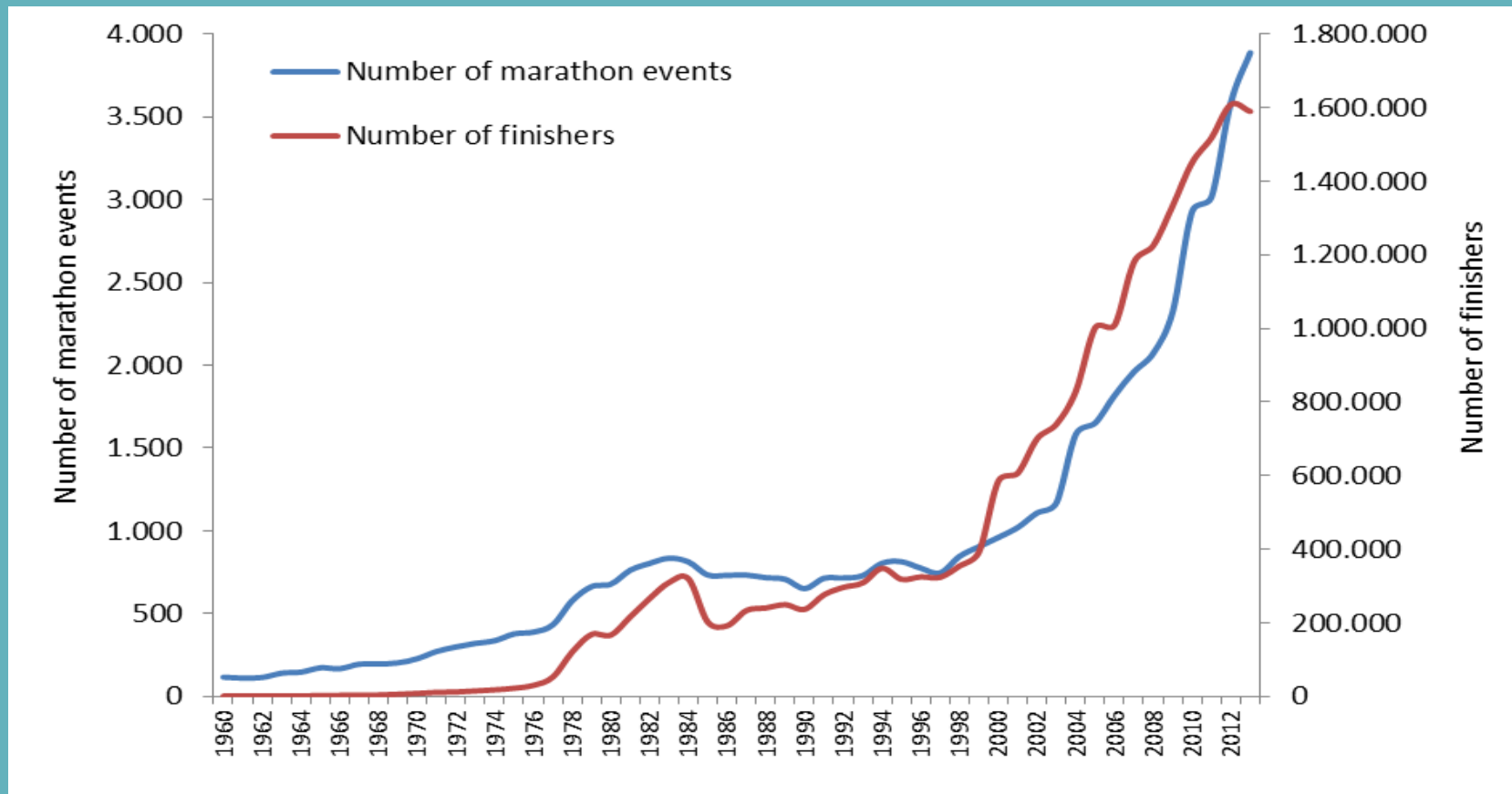


# Organisational level



# Popularity of running: two waves of running

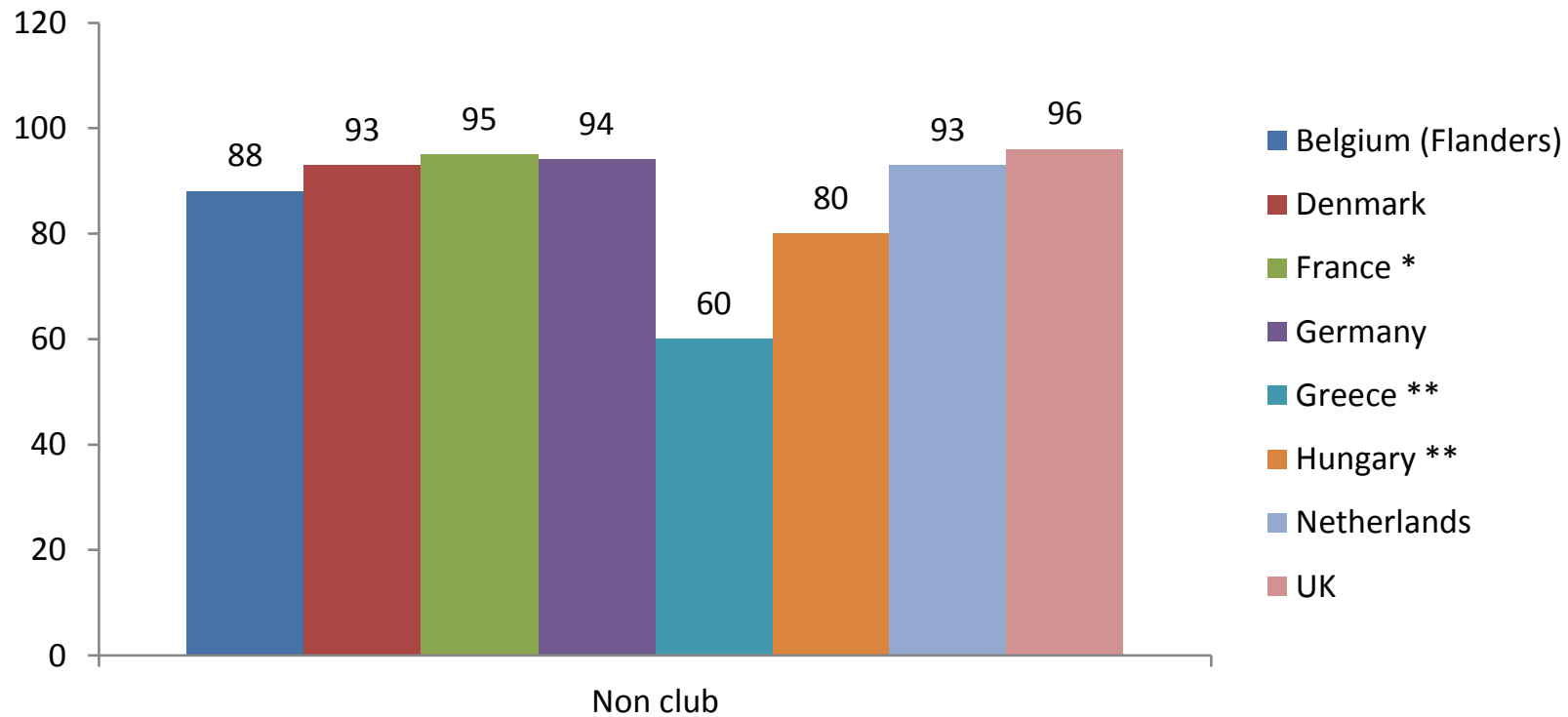
## Evolution of N of marathon events/finishers worldwide (1960-2013)



Source: Scheerder et al. (2015)



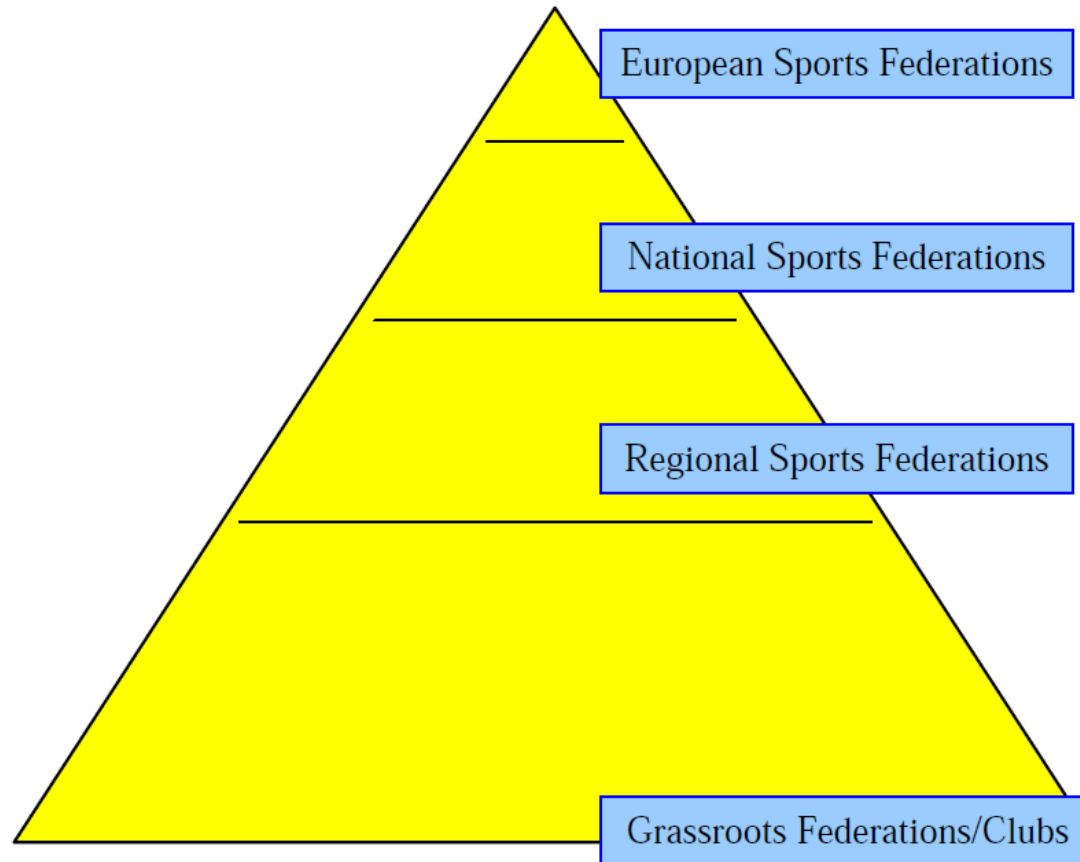
*Non-membership of formal running-clubs, in eight European countries, in percentages of runners*



Source: Scheerder et al. (2015)



# European Model of Sport



The Organisation of Sport in Europe  
The Pyramid Model

Source: European Commission (1999)





# European Model of Sport



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL X  
Information, Communication, Culture, Audiovisual Media  
Audiovisual policy, culture and sport  
Sport

## THE EUROPEAN MODEL OF SPORT

CONSULTATION DOCUMENT OF DG X

1998



## **Pyramid model**

(Eichberg, 2008):

- monopolistic
- centralistic
- hierarchical

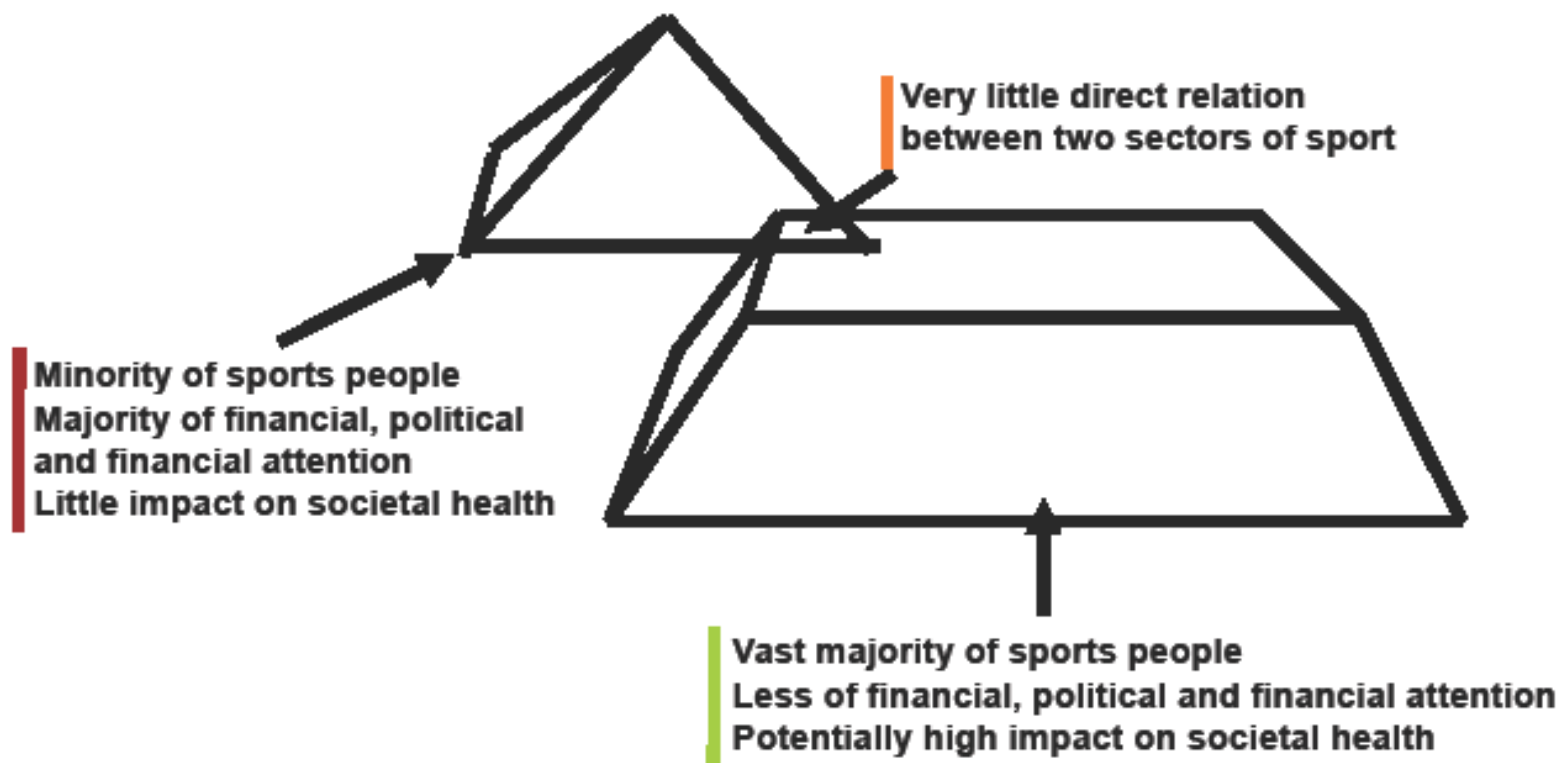
→ model of competition  
→ model of organisation  
→ **CLAIM OF POWER**

## **Eichberg (2008):**

*“The description of the world of sports by applying the pyramid model doesn’t take into account the existence of a rich spectrum of [sport] practice all over Europe.”*

e.g.: street soccer, dance, outdoor activities, jogging, city runs, recreational walking, etc.

# The Pyramid(s) of Sport <sup>1</sup>



<sup>1</sup>The illustration of the Sport structure as a pyramid indicating relation and solidarity between bottom (grass-root sport) and the top (elite sport) is an illusion, which is not in line with the reality. *Mogens Kirkeby, ISCA president at November 2007.*



# European Model of Sport



COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 11.7.2007  
COM(2007) 391 final

## WHITE PAPER

### WHITE PAPER ON SPORT

(presented by the Commission)

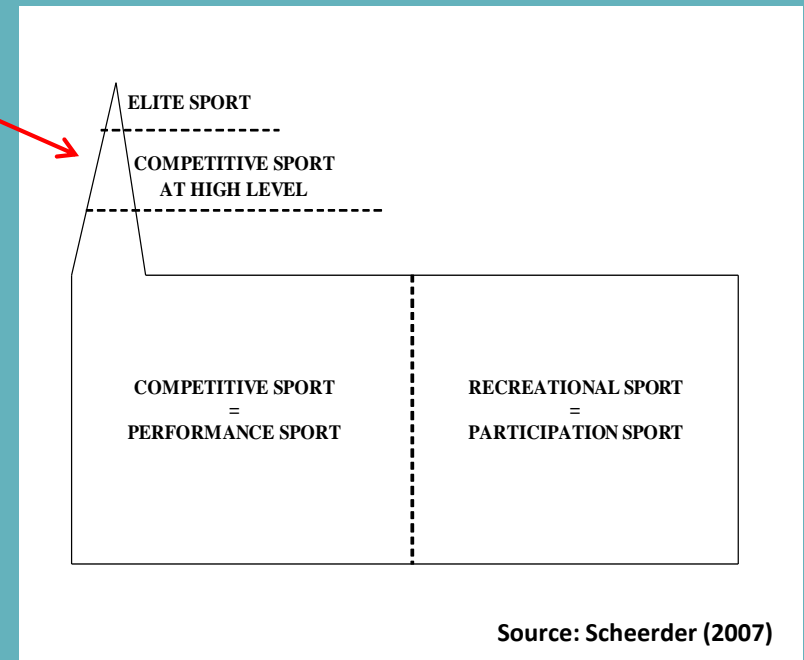
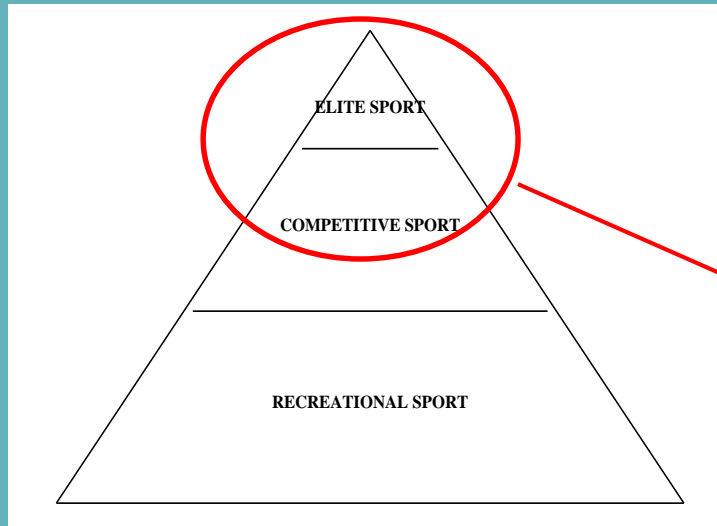
{SEC(2007) 932}  
{SEC(2007) 934}  
{SEC(2007) 935}  
{SEC(2007) 936}

#### 4. THE ORGANISATION OF SPORT

The political debate on sport in Europe often attributes considerable importance to the so-called "European Sport Model". The Commission considers that certain values and traditions of European sport should be promoted. In view of the diversity and complexities of European sport structures it considers, however, that it is unrealistic to try to define a unified model of organisation of sport in Europe. Moreover, economic and social developments that are common to the majority of the Member States (increasing commercialisation, challenges to public spending, increasing numbers of participants and stagnation in the number of voluntary workers) have resulted in new challenges for the organisation of sport in Europe. The emergence of new stakeholders (participants outside the organised disciplines, professional sports clubs, etc.) is posing new questions as regards governance, democracy and representation of interests within the sport movement.



# From pyramid model to church model



# Church model of sport applied to running



Source: Scheerder (2015)





- Church model not only conceptual framework
- Useful from governance perspective also



- Which agent governs the world of running?
- IAAF
  - For long time ignored mass running
  - Athletic associations and federations ‘missed the boat’ (Van Bottenburg et al., 2010)



## Two possible models for governing running

- **"The fun is in the back of the pack."**

**or**

**"Slow is the new fast."**

- Promising example: World Half Marathon Championship in April 2014 → not only elite athletes participating!





- Model 2: Multi-governance structure
  - IAAF/EAA → competition
  - Sport for All organisations → recreational
  - EU, WHO → socio-cultural and health values
  - Private and public organisations
  - Tripartite model (cf. Eichberg, 2008)
  - To represent diversity of running
  - Partnerships with road running industry needed!



# Open questions

1. Are sport governing bodies such as IAAF and EAA able to play mayor role wrt running?
2. Are product-related adaptations needed?
  - To have better profit from social and health benefits of running
  - To reach new and potential market segments
3. Or should we stop public funding to organised sport as running happens outside the club? (cfr Henrik Brandt at PTG 2015)



# THANKS FOR YOUR ATTENTION!



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- First woman to participate the a marathon as a numbered entry
- Race officials attempted to remove her from the 1967 Boston Marathon
- Kathrine Switzer succeeded and finished

# MARATHON WOMAN

RUNNING THE RACE TO REVOLUTIONIZE WOMEN'S SPORTS



"When I think of  
running, I think of  
Kathrine Switzer."  
—BILLIE JEAN KING

A portrait of Kathrine Switzer, the author of the memoir. She is a woman with shoulder-length brown hair, smiling warmly at the camera. She is wearing a dark blue athletic top with white stripes on the sleeves and an Adidas logo on the lower left. Her right hand is resting on her chin, and her left hand is on her hip.

## KATHRINE SWITZER

A MEMOIR



# Boston Marathon Explosions, 14th April 2013 Patriot's Day



People running for their lives ...



# April 16th 2014



- %%





# April 13th 2014



- Runners from 27 countries took part
- Accompanied by patriotic music, but no brands, cameras, flags, etc.
- Crowd of 42,000 spectators at Kim Il-sung stadium