

BEVÆG DIG FOR LIVET

MOVE Congress
6. november 2015,
Copenhagen

TrygFonden

NORDEA
FONDEN

DGI



Move for Life - a vision 25-50-75

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DIF and DGI – a partnership and a common goal :

25 – 50 – 75

- in the year 2025
- 50% are members of a sport club
- 75% of population are regularly physically active

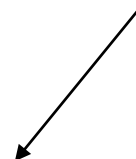
More than 600.000 people participating in recreational sport and physical activity in 2025.

Move for Life – running

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Unik runners



100.000

50.000

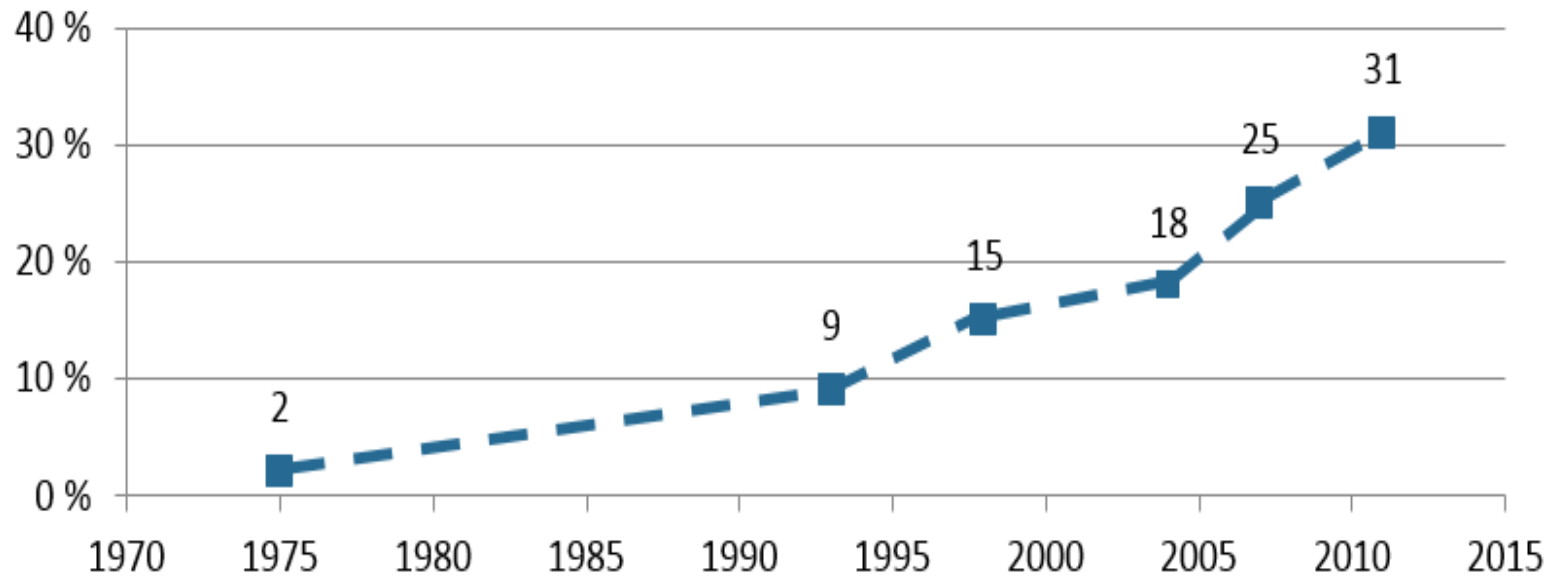


New clubmembers



The situation of running in DK.

Figur 2: Motionsløb er i dag danskernes foretrukne motionsform



Kilde: Særudtræk fra motions- og sportsvanerne 1975, 1993, 1998, 2004, 2007 og 2011. Figuren viser andelen af voksne, der i de landsdækkende idrætsvaneundersøgelser har svaret 'ja' til at dyrke jogging/motionsløb regelmæssigt inden for de seneste 12 måneder.

Runners and clubmembers

31%

= 1.3 mill runners

7%

are club members

The challenge and the big opportunity for the clubs



Piglet:
"how do YOU SPELL love?"
POOH:
"YOU don't SPELL it,
YOU feel it."

How do you spell
running?

You don't spell it –
you FEEL it!

common statements from a typical runners perspective

- I like the flexibility that running gives me
- I can run when it fits into my plans
- I'm not restricted by others
- I don't need special skills

Highlights of the report from Idan

By Peter Forsberg

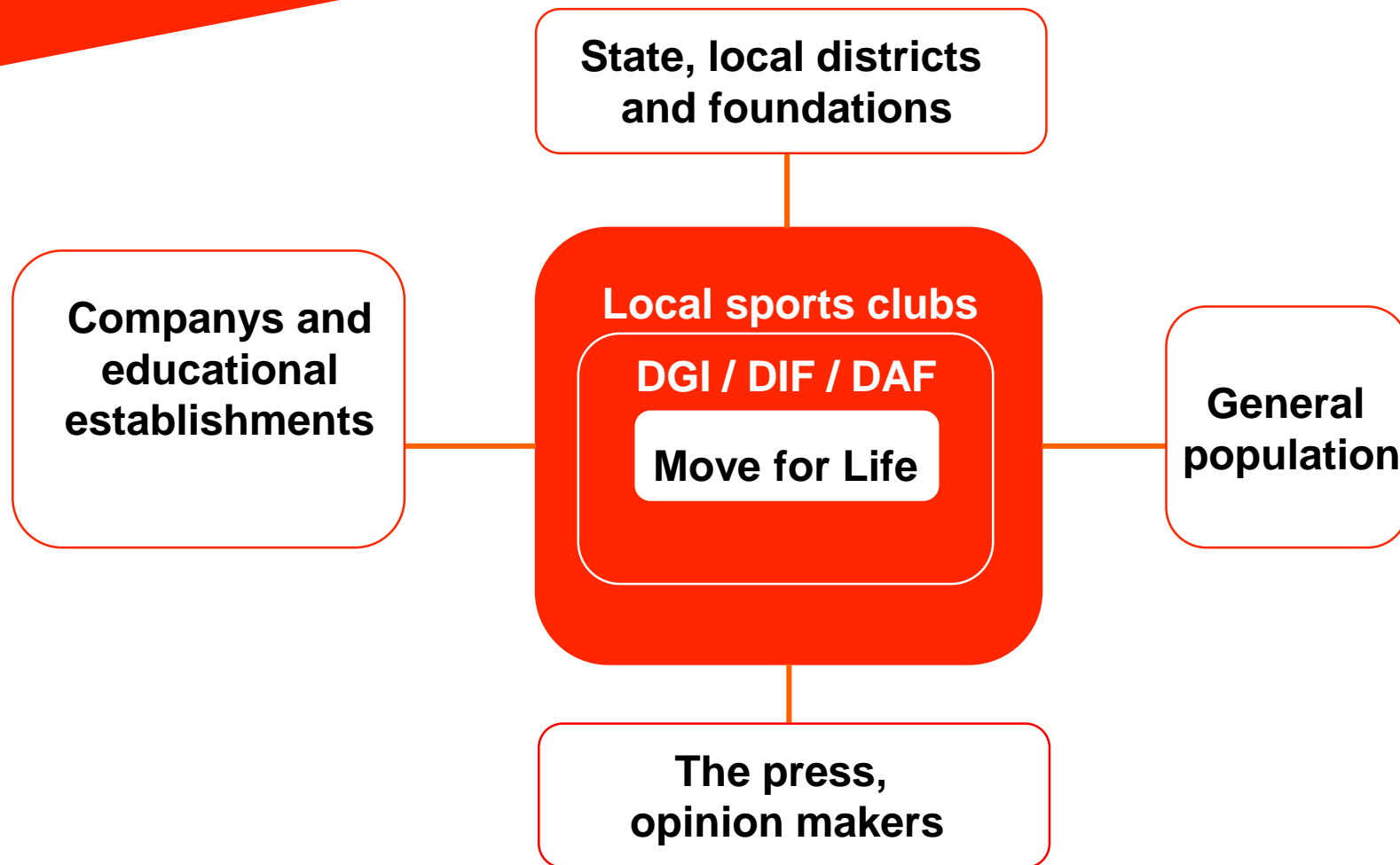
- Strong on social network
- Dedicated runners ask for skills
- 60% new members – 48% leave because of injuries
- Miss connection
- More knowledge about motivation
- What and how to evaluate
- Challenged by their own structure
- Strategy – coaches and members
- Network for clubs
- Network for coaches

What are our current focus areas?

- **GoRun**
- **Official calendar for runs**
- **Training concepts for clubs**
- **Training concepts for runners**
- **Coach education**
- **Clubs development**

Move for Life running stakeholders

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We want to be relevant

