Move for life

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Who are we?

- We are 62 National Sports Federations, 2 mio. active members and 471,000 volunteers
- We want to be a *movement* in society which contribute to a more open, more inclusive and more democratic world
Vision:
To make Denmark the world's most active nation by 2025
Move for life
Our vision

• To make Denmark the world’s most active nation by 2025
• By 2025 at least 50% of the Danish population should be a member of a sport club
• By 2025 at least 75% of the Danish population should be active
• To achieve this goal, we need to activate 600,000 Danes to move from inactivity to becoming active
Move for life partnership

We can’t do it alone: we created in 2015 the largest partnership in the history of Danish sport

- Partners:
  - The Sport Movements (DIF, DGI and National Sport Federations)
  - Politicians (Government and Parliament)
  - The Royal Family
  - Philantropic foundations (TrygFonden and Nordea-fonden)
  - Several Danish municipalities
  - Nordea-fonden and TrygFonden invested close to DK 100 million (USD 15 million)
  - Similar investments from Sport Movements
How do we do it?

- Some examples:
  - Less focus on competition
  - Focus on the different stages in a person's life
  - Easy access
  - Focus on flexibility
  - National campaigns in Social Media with a sense of humor
  - Cooperation between sport clubs and municipalities
Our biggest single event – Royal Run

- Started in 2018 when HRH Crown Prince Frederik turned 50
- In 2019 82,000 participated in 5 different cities (including the Royal Family)
- 28% of the participants had never run an organized run before
- It was the largest 10 km run in Denmark ever
- In the week of the run there was registrated 121 side runs in Denmark and abroad
- Local running clubs invited participants to come and train with them
Royal Run - video