



DJURGÅRDEN FOTBOLL MINI-CAMP

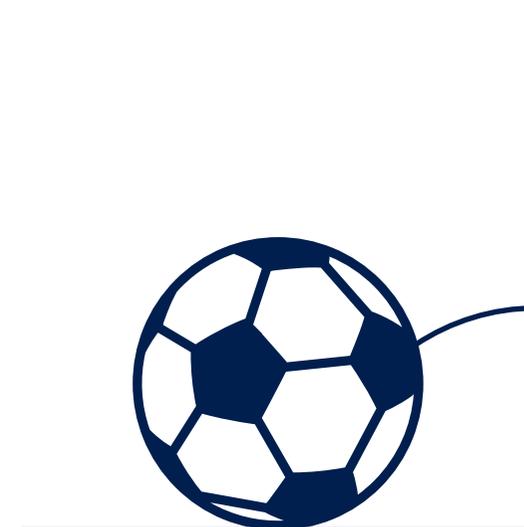
Creating a win-win initiative in the world of football
to encourage physical activity in children.

Sustainability partner:
 **lundquist.**





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DJURGÅRDEN FOTBOLL



Djurgården Fotboll Club is **one of Sweden's most successful football clubs** and one of the three big teams in the capital Stockholm. The club is part of the Djurgårdens IF Alliance, an organisation that brings together 20 different sport sections. The Alliance was founded in 1891 with the football section following a few years later in 1899, making it one of Sweden's oldest clubs.

The club plays in the **top division in both men and women's football** while its youth section regularly attracts **2,000 boys and girls**. It boasts one of the biggest fan bases in Sweden and average attendance at its new home ground, the Tele2 Arena, is 16,000 spectators. Djurgården is committed to being an **integral part of its local community** and has established a reputation for its work on **sustainability in football**.



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WE NEED TO GET KIDS ACTIVE



Scientific research¹ shows that not being active enough can have a huge impact on our health, today and in the future. Not only does physical activity correlate with improved physical and mental health but **habits regarding regular activity are set early in life** and often maintained by adults.

How much physical activity should children get and how many actually get enough? *60 minutes a day: that's the amount of physical activity recommended for kids by the World Health Organization. Only 30% of Swedish children reach that daily total.*

Djurgården Fotboll recognises it can play a leading role in getting kids active and has taken action in a way that brings important benefits to all sides: not only for our club and partners but also our city's children, families and schools. It's a **win-win or "shared value" logic** that underpins our sustainability approach.

ONE MORE WORRYING NUMBER:

100%

INCREASE IN MENTAL ILLNESS AMONG SWEDISH TEENS IN THE LAST DECADE



"Many of today's major public health problems are related to our lifestyle. The World Health Organization estimates that 70% of all diseases in the world by 2020 will be caused by factors related to living habits. We also know that increased physical activity in adults would have a major positive effect on health in the population."

Maria Hagströmer

Physiotherapist and senior lecturer at the Karolinska Institutet, Stockholm



EXPERT

1. Johan Faskunger & Paul Sjöblom: "Social benefits of sport - a scientific overview of athletes' added value for individuals and society", FoU-rapport, 2017.

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WHY TACKLE THIS PROBLEM





WHAT'S IN IT FOR SCHOOLS?

1. **Increase attention spans:** physical activity has been shown to increase attention spans in school children and therefore boost school results and grades.
2. **Find alternative resources:** many schools don't have the resources needed to provide an increasing number of activities.
3. **Respond to external expectations:** schools are under pressure to contribute to finding a solution to the problem of physical inactivity.

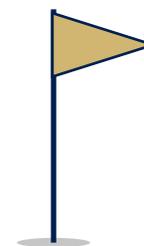


"I would just like to express my greatest and warmest thanks for your dedication and incredibly professional implementation of the football camp. From pre-school and up to the middle school, from students through parents to school staff, I have only heard positive reviews. I am incredibly happy and proud of how your leaders have met the children and inspired students to play more and be physically active."

SCHOOL REPRESENTATIVE

Martin Lundvall

Recreation officer, Kungsholmens Compulsory School, Stockholm





WHAT'S IN IT FOR FOOTBALL CLUBS?

1. **Defend the game of football:** without children getting interested in football the value of the total market will decrease over time.
2. **Increase the fan base:** unless children find a positive relationship with football clubs, fan bases are likely to be eroded.
3. **Nurture future talents:** if more girls and boys play football, there is a higher chance of discovering tomorrow's star talent.



COACHES

"Mini-Camps are a great opportunity for Djurgården Football to show how we work as an organization with the children in our communities. A lot of the Mini-Camp participants have never played football before in an organized manner where they can spend time playing together with coaches. That gives us an opportunity to inspire more children to join an organized team."

Felicia Henriksson

Academy coach U10, Djurgården Fotboll



"I think the most important thing is that the kids enjoy the sport and that Djurgården can help them find a way to be active together through football."

Sergi Angulo Lerín

Academy coach U14, Djurgården Fotboll





WHAT'S IN IT FOR CORPORATE PARTNERS?

1. **Make a difference:** increase the effectiveness of sponsorships by connecting to people and their issues through a “shared value” approach.

2. **Gain social impact:** improve relationships and reputation in their local communities through association with positive experiences in the young.

3. **Long-term productivity:** invest in ensuring that future generations have a high employment value so that they can enter the workforce in a productive way.



SPONSOR



"We are one of the club's main partners and we are attracted to the broad range of activities that the club engages in on a regularly basis and the positive impact it has on a great amount of people in the city of Stockholm and all over Sweden. The football Mini-Camps introduce children to the joy of the game at the same time as it increases the level of physical activity in schools. We have provided the club with a brand new and much needed transport vehicle and together with the club we are proud to activate the children of Stockholm".

Johan Karlsson

Brand Manager, Volkswagen Stockholm



4 A SHARED SOLUTION



How does the Djurgården Fotboll Mini-Camp work?

Each Mini-Camp is a 60-minute experience, led by instructors from Djurgården Fotboll Club, that combines an introduction to football with discovery of the joy of being physically active.

We can usually hold **three Mini-Camps a day** and involve between **30 and 60 kids** in each session, depending on the size of the playing field. So far, we have activated **2,500 children**. We expect to activate about 200 children each week this autumn, which would mean **3,000 unique children this autumn alone**.

WE WILL ACTIVATE

5,000

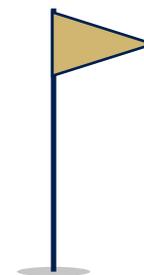
CHILDREN
DURING 2018



"Djurgården is a club for men and women, boys and girls and our Mini-Camps introduce football to children in the city of Stockholm. We know football, it's our core business, and the Mini-Camps are a perfect match where we as club can use our brand's attractiveness, our instructors' knowledge of football, and our partners' growing interest in social responsibility to help schools to physically activate their children. It's a win-win for everyone involved. The positive feedback from all involved has been overwhelming."

CLUB CEO

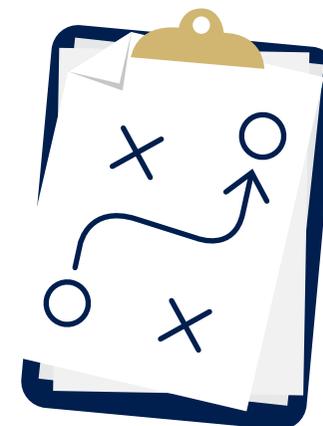
Henrik Berggren
CEO Djurgården Football Club





All instructors are ambassadors of our club and act accordingly. We put a lot of emphasis on their **social skills** as well because we want to motivate children to be physically active. The Mini-Camp needs to be a positive experience for all kids involved.

All exercises are created to **prioritise fun over competition** and ensure the **active participation of each and every child**.



A Mini-camp timeline:

Min -15 to 0 Prepare playing field and material.
All children get one ball each

Min 0-5 Gather and welcome all the participating children. Present instructors and inform the children about what is going to happen. Introduce triangle of accomplishment (Exercise, Recovery and Diet)

Min 6-20 Exercise 1

Min 21-23 Gather all the children - Feedback
Short water break

Min 24-38 Exercise 2

Min 39-42 Gather all the children - Feedback
Short water break

Min 43-53 Exercise 3

Min 55-60 Gather all the children- Summarize the purpose of the triangle of accomplishment (Exercise, Recovery and Diet) and leave room for final questions. Hand out the Djurgården "goodie bag". Each children gets a gym bag, a water bottle, a personal certificate and a voucher to attend either a men' or women's team match

Min 61-70 Collect material and debrief Mini-camp



INITIAL RESULTS

The Mini-Camp concept creates a strong foundation for a shared value initiative, one in which every stakeholder wins. During the spring of 2018 we implemented this concept in various schools in the city of Stockholm with fantastic results. We reached approximately 2,500 individual children as well as 5,000 parents and legal guardians, plus several hundred teachers.

We didn't get a single complaint, only positive feedback.

Participating schools tell us they want the project to continue. The response from **our fans** has been overwhelming too: they recognise the project is of key importance in recruiting the next generation players and fans. We are happy to conclude that the project has led to some of the participants showing interest in the club's **youth football** and coming to **watch games** with their families.

2,500

CHILDREN ACTIVATED

5,000

PARENTS AND LEGAL
GUARDIANS ENGAGED

5

THE FUTURE OF THE MINI-CAMP EXPERIENCE



We are yet to fully explore the sponsorship possibilities of the Mini-Camp concept but have already secured a transport partner in Volkswagen, which supports the Mini-Camps with a dedicated liveried van.

We are convinced that the Mini-Camp is an innovation that has even greater potential and that can be scaled up and exported to other cities and countries.



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CONTACTS



If you are interested in learning more about our Mini-Camp initiative, we'd love to hear from you.

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Sustainability partner:  **lundquist.**

