

# Norway Cup

## Bringing Sport and Culture together at the largest football tournament in the world

By bringing different countries from different cultures together to play football, the Norway Cup promotes positive values and creates new friendships.



<b>Location</b>	Oslo (Norway)
<b>Organisation</b>	Norway Cup – Bækkelaget Sportsklub
<b>Start-end date</b>	1972 – ongoing
<b>Target group</b>	10-19 years old
<b>Reach</b>	30,000 children and youth every year (ages 10-19 years)
<b>Partners</b>	Participating teams, Norwegian national and local governments, national newspaper Dagbladet, multiple charities and sponsors
<b>Key facts</b>	In 2013, 1,450 teams from 55 nations participated who stayed at 31 schools and 13 hotels. There were 400 referees – 100 of which foreign – and 80 observers. Matches were played simultaneously on 65 fields.
<b>For inspiration</b>	<a href="http://www.norwaycup.no">www.norwaycup.no</a>

## Summary

The Norway Cup is the world's largest football tournament for boys and girls from 10-19 years of age. It was hosted for the first time in 1972 and takes place every year. On average, over 1,450 teams from over 50 nations participate every year. Bringing different countries from different cultures together to play football, the tournament contributes to creating an enabling environment for cultural integration and friendship with great experience among the participants. In addition, the Norway Cup invites children, who come from parts of the world where participating in a football tournament is not a part of everyday life.

## Keys to success

### Cooperation with partners

The Norway Cup has a long tradition when it comes to cooperating with important value-oriented organisations and charities. Many institutions contribute to the Norway Cup's value profile either by supporting the tournament or by providing support in bringing teams to Norway.

### Strong volunteer commitment

The statistics show that more than 1,000 of the 2,000 members of the organising club, as well as 300 parents/close family members, work as volunteers each year. Their efforts amount to over 45,000 volunteer hours every year.

### A cultural festival

Cultural exchange is a big part of the Norway Cup and various activities are organised. Marking the opening of the tournament is the Norway Cup Show with popular international and Norwegian artists, which always starts with a colourful parade. The parade is headed by mounted police, flag poles, a marching band and followed by the Norway Cup participants wearing their team jerseys. On the cultural stage, participating teams who have signed up can express their culture with song, dance and other entertainment elements.



## Sport for All objectives

### Foster Olympic legacy

The programme aims to promote lasting values that are at the heart of the Olympic Games: peace, respect, fair play and friendship. Often participants are taught to become “friendship coaches” so that they can be good role models for other young people. In 2012, the “Handshake for Peace”, a special handshake between the referee and the team captains after the match, was introduced for the first time at the Norway Cup. This Norwegian concept is the result of the cooperation between the Nobel Peace Centre and the Norwegian Football Association and has now also been introduced by FIFA at their own events.

### Provide equal access to sport

Through the Norway Cup, awareness is raised on cultural integration and other social issues such as combating racism and discrimination. For the invited teams from disadvantaged areas in the world, the Norway Cup is an experience unlike any other and offers the participants the opportunity to interact with other cultures and create new friendships.

## How is the programme communicated?

Various communication channels are used to promote the tournament. Invitations are sent out to clubs and organisations throughout the world and supported by announcements on Twitter, Facebook, Instagram, You Tube, the event’s website, and PR-trips around Norway.

## How is the programme evaluated?

The programme is evaluated through an internal evaluation every year. An external evaluation takes place every 3 to 4 years.



“The Norway Cup represents a fantastic scene for young people to create friendships and memories for life in line with the Sport for All ideology.”

Stig Inge Bjernebye  
– Norwegian Football Federation



## Join the sporting society!

Globally, 1 in 4 adults is not active enough and more than 80% of the world's adolescent population is insufficiently physically active (World Health Organization). Let's reverse the trend and get moving.



### Promote sport and physical activity

Recent changes in leisure and work practices, diet and a host of other trends has led to an increasingly sedentary lifestyle amongst the world's population. Sport for all programmes aim to promote sport and physical activity to mitigate the negative effects associated with these developments.



### Improve public health and well-being

Sport and physical activity plays an important role in making societies healthier, happier and safer into the future. Successful sport for all projects help to stimulate these common benefits across entire communities.



### Support active societies

Active societies involve many stakeholders such as parents, coaches, schools, local clubs, sports organisations, event organisers and grassroots activities, to name but a few. They can all be hugely influential in promoting healthier lifestyles within a community. Programmes that support and reinforce their efforts are vital for the encouragement and promotion of active societies around the world.



### Provide equal access to sport

Every member within a community should have equal opportunity to live an active and healthy lifestyle. Effective grassroots programmes place a heavy emphasis on ensuring that all of their participants can enjoy this opportunity regardless of physical condition, race, gender, social conditions, geographical location or otherwise.



### Foster Olympic legacy

The Olympic Games provide a source of inspiration and a vibrant expression of the Olympic values of excellence, friendship and respect. This unique power can energise communities to develop projects enabling and inspiring people to become and stay physically active into the future.

## Become a key player in your community

A useful platform has been designed for organisations across the Olympic Movement that are managing Sport for All programmes, providing them with the knowledge, understanding and tools needed to improve existing programmes worldwide, as well as to create new ones.

**Get inspired** by more than 45 projects around the world

**Learn more** about best practices with our toolkit

**Create your project** based on proven academic research and experience of organisations

**Share your experience** and lead the way to inspire more projects

**Connect with a vast network** fueled by inspired partners

### Find more information

-  Sports and Active Society Programmes
-  A Guide to Implementation
-  [www.olympic.org](http://www.olympic.org)
-  [activesociety@olympic.org](mailto:activesociety@olympic.org)