



Norwegian Youth in Sport Leadership Programme

Preparing young people to become leaders in sport participation, organisation and management

To provide young people the opportunity to stay in sports after their career as athletes is over, recruit and to develop a new generation of volunteers.



Location	Norway
Organisation	The Norwegian Olympic and Paralympic Committee and the National Confederation of Sports (NIF)
Start-end date	2011 - ongoing
Target group	The primary target is sporting youth between 15 and 19 years old
Reach	Approximately 600 participants per year
Partners	National sporting federations, Local government, Lillehammer Youth Olympic Games Local Organising Committee
Key facts	The programme has enjoyed a stable average attendance of 600 participants per year for every edition since its launch in 2011. An extended programme with a broader reach for the 2015 and 2016 editions has been prepared for the Lillehammer 2016 Youth Olympic Games.
For inspiration	www.idrettsforbundet.no/tema/ungdomsidrett/



Summary

The Norwegian Youth Leadership Programme is a ten year commitment by Norwegian sport to recruit and retain more youth in sport in Norway. The programme will run through the 2016 Youth Olympic Games and is set to conclude in 2022.

The programme aims to retain young people between the ages of 13 and 19 as long as possible within sport into the future, not only as active participants but also as administrators, coaches, managers, referees and volunteers.

The medium of sport is promoted as being particularly effective in helping young people to take ownership of their own activities and education. This is combined with an insistence on involving the young people as much as possible in the process by consulting them on their views and by bringing them into the planning and delivery process.

Keys to success

Participant-focused

Actively listening to participants is strongly emphasised by the organisers. To succeed in developing young leaders, the sport clubs, the regional administrations and the national federations take the participants views seriously and incorporate these into many aspects of the project delivery. This approach has seen the development mentoring initiatives and applied task allocation for young people to learn in a more practical and meaningful environment.

Sport as a planning tool

The programme enables young people eager to remain engaged in active sports to balance this with preparing for a future in sport. It promotes the ability of these young participants to influence and manage their own activities through planning their own training every day and setting their own goals for activity and exercise. A fundamental part of this planning process focuses on helping the athlete to combine commitment to sport with schools and higher education in the most effective way possible.

Working with partners

The Norwegian Confederation of Sports (NIF) is the national group representing the national federations of all major sports practiced in Norway. The NIF offers several courses and educational initiatives to physically active young people both directly from under their own administration as well as delivered through their members and regional administrations. In partnership with the Norwegian Olympic and Paralympic Committee, together these partners ensure that there is a structured framework for delivery of educational courses and that as many young people as possible are reached by the programme.





Sport for All objectives

Support active societies

The programme not only promotes participation in sports but also focuses on the simultaneous development of young athletes as future leaders, whether they are coaches, administrators, referees, etc. This feeds into the sporting human infrastructure of society, recognising the fact that for sport to truly thrive, you need more than simply athletes. Societies generally will have a better chance of being active when there are fully motivated, trained and educated people working behind the scenes.

Promote sport and physical activity

The programme engages young athletes that are currently active in sport. It goes further in specifically targeting those interested in remaining active in sport as they come towards the end of their athletic peak. It provides these young athletes with the tools they need to achieve alongside their existing training regimes. This enables these young people to remain actively engaged in physical sporting activity while simultaneously building for a future career in sport.

How is the programme communicated?

The communication of the programme is handled by the central administration at the NIF. This central office liaises directly with all 54 national member federations as well as the 19 regional administrations involved in the project. These bodies then communicate directly to their constituent clubs who market the programme to their members and other interested stakeholders.

How is the programme evaluated?

Each individual course is evaluated separately by the organisers. This involves assessing the progress that is seen within each educational course across a range of qualitative discussion factors, including the impact being seen within participants and the level of participant interaction.



“I have learned a lot
about myself, about
leadership and myself
as a leader.”

Participant



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
- activesociety@olympic.org