



Presentation

Data is key:

Monitoring on a European, national and regional level

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“If the practical task of policy making, in sport or any other context, is to make better decisions (recognising that the notion of what constitutes “better” is often contested and political)—including understanding why decisions are made and their effects once implemented—then one important role of academic inquiry is to support the possibility of making better decisions by clarifying or even expanding the scope of choice available to decision makers (Pielke, 2007).”

(Pielke & Harris, 2021: p137)

| Data is key

- Panels, surveys and registration data
- Monitoring
- Evaluation and impact studies
- Progress reports sport policy programs (NSC, LSA)
- Crisis monitoring (COVID, energy crisis)
- Sport Data Valley
- Key indicators of sport policy

| Role of data in the policy process

- Monitoring
- Evaluation
- Policy adjustment
- Policy development
- At all levels: Europe – Member State – Regional –
Local



| Policy area of sport

- Access to sport as a right
- Sport promotion / sport for all
- Value for individual and for society



| Data at the EU level:
Taskforce Harmonized Sport Statistics

- Economical value (Sport Satellite Account)
- Health
- Social value and socio-economic dimension
- From Action to Figures: The new reports on harmonised sport statistics are out - European Education and Culture Executive Agency

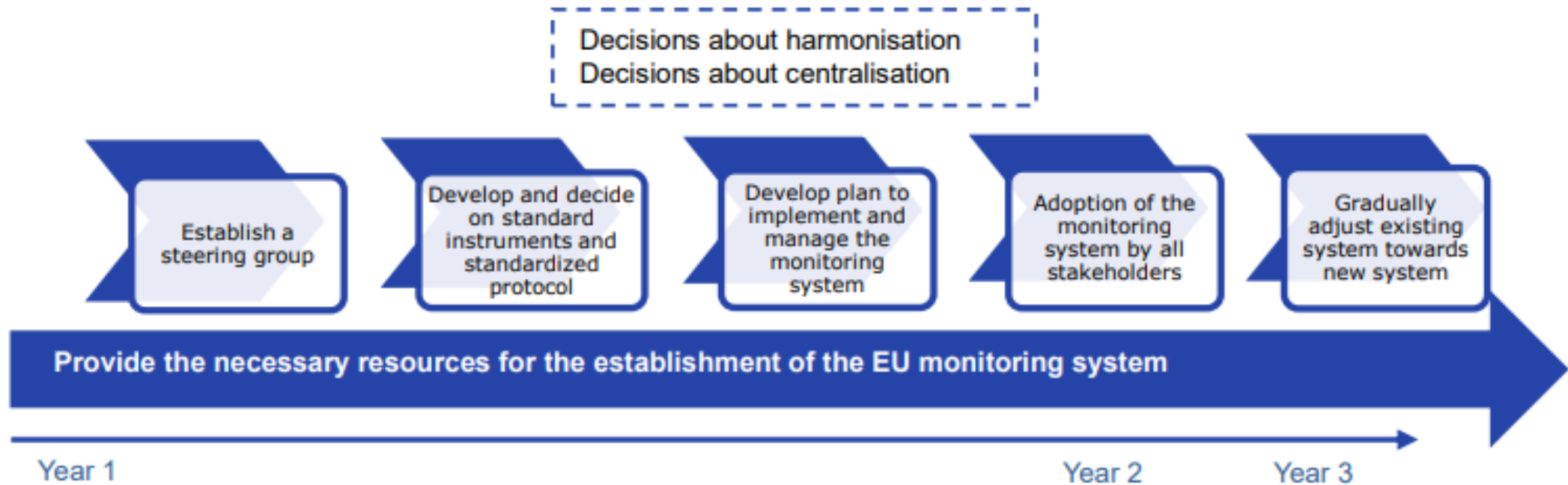


| Health aspects

- To advice on the dimensions of active participation in sport and physical activity that should be monitored
- To recommend how best to measure active participation in sport and physical activity in a cost-effective and harmonised way
- To recommend a roadmap necessary for the implementation of a harmonised EU sport and physical activity monitoring system



| Health aspects



- EHIS and Eurobarometer could be more aligned:
Questions on frequency, duration, intensity, type and context of sport and physical activity.

Socio-economic dimension

- Methods for monetary evaluation of social and socio-economic effects of sport
- Aimed to support evidence-based policymaking by recognizing and measuring the broader benefits of sport and physical activity



| Socio-economic dimension

- Active participation
- Social inclusion and equalities
- Subjective wellbeing
- Social capital
- Health benefits
- Education and training



| Social return on investment

- Helps in policy discussions
- Making contribution of sport tangible
- Value depends on who is included



National key indicators

- Long term indicators for policy
- National data collections
- Updated regularly
- www.sportenbewegenincijfers.nl



- Public knowledge organization (not for profit - independent)

- Mission:

“The activities of the Mulier Institute contribute to sport science, have policy relevance and are significant through their contribution to the development of policy and strategy for a strong sector and a vital and sporting society. The Mulier Institute is indispensable as a research partner for the development of well-founded policy, aimed at (promoting) sport and physical activity.”

| Activities

- Conducting reliable and high-quality sport research
- Data collection and monitoring of Dutch sport sector and related policy program
- Knowledge and methodological developments by conducting explorative and more in-depth studies
- Interpretation and translation of research outcomes to policy practice
- Offering expertise and advice for substantiation of policy decisions
- Offering solicited and unsolicited advice and reflection from a critical friend perspective to the sport sector

| Topics of the Mulier Institute

- Sport participation
- Inclusion / diversity
- Sporting culture / safe sporting climate
- Health and sport and physical activity
- Physical literacy
- Sport providers
- Sport policy
- Elite sports
- Sport facilities
- Sport events
- Financial aspects
- Sport and physical activity in public space

| Data regional and local level

○ Current state of play

Sport participation

Physical activity

Instrumental value of sport

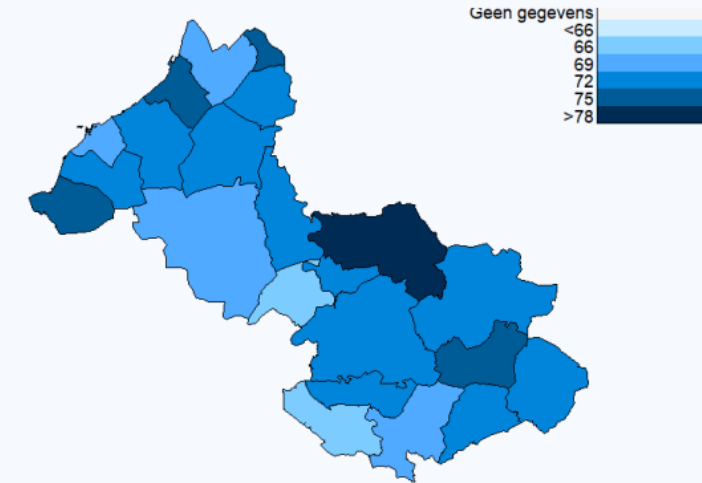
○ Policy measures

Hardware (facilities)

Orgware (organizational aspects)

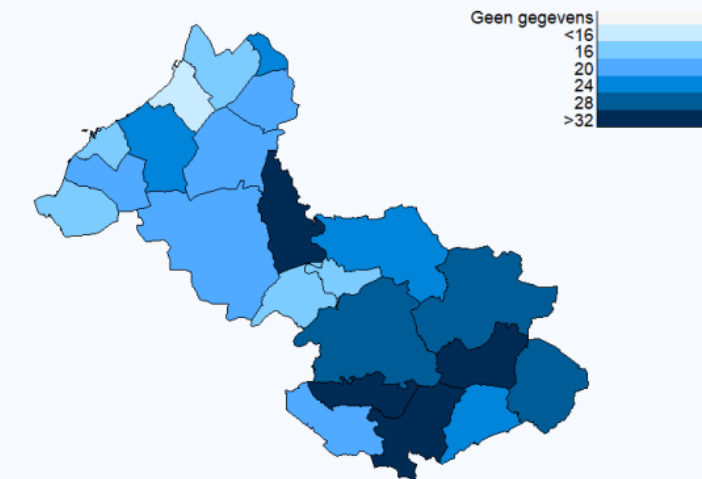
Software (activities)

Figuur 3
Percentage volwassenen dat hun gezondheid als (zeer) goed ervaart



Bron: GGD/RIVM/CBS, 2022. Zie ook: <https://www.vzinfo.nl/onderwerpen/ervaren-gezondheid/regionaal#ervaren-gezondheid>

Figuur 9
Gemiddelde kernindicator sportaccommodaties per gemeente
(dichtheid van sportaccommodaties per 10.000 inwoners)



Bron: Mulier Instituut, 2022. Zie ook: <https://www.sportenbewegenincijfers.nl/kernindicatoren/sportaccommodaties>

| Sport data valley infrastructure

- Sport Data Valley has the mission to contribute to a more vital Netherlands with sports and exercise data. *And to improved top sports performances.* Our vision is that we 'make more impact together'. We do this by stimulating and realizing collaboration between research, education, policy and sports practice in the field of data - with one shared infrastructure as a basis.



| Accessible, innovative, adaptive

- One platform for researchers, lecturers, trainers/coaches, policy officers, etc.
- Fully legal, ethical, and privacy-compliant. Data storage is secure in Europe.
- Plug & Play to use.
- Standardized digital informed consent for research.
- Innovative and adaptive platform thanks to the use of the latest technologies and developments.
- Stimulate use of infrastructure to share, enrich and analyze data.

| SDV as solution for limitations in the Netherlands

- Not one joined effort on data
- No obligation to submit or share data (not mandatory by law)
- Moving towards a 'Trust Framework' and broader data strategy
- Sport Data Valley as hub where data comes together and can be shared (within terms decided by the data owner)



| Example on data and monitoring:
Monitoring Sports Agreement

- Systems approach – spheres of influence
- Outcome mapping / harvesting
- Focused on change and how program contributes to change
- Progress indicators
- Long term indicators
- In-depth local studies – data collection



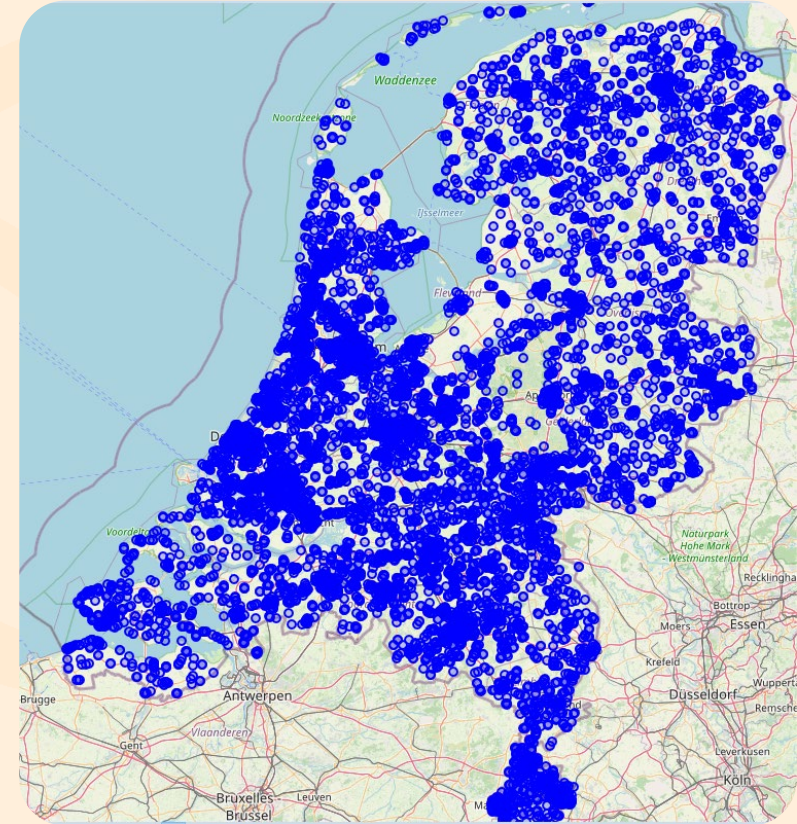
| Data collections

- Local sport managers
- Coordinator sport and prevention
- Neighbourhood sport coach
- Sport providers
- Sport federations – umbrella organisations
- Qualitative enquire



Example on data for sport facilities:
The database of sport supply in the Netherlands (DSA)

- Registration of sport locations
 - 22.000 accommodation
 - 60.000 facilities
- National coverage
- 33.778 lines of code
 - Database
 - Backend
 - Frontend
 - Tests



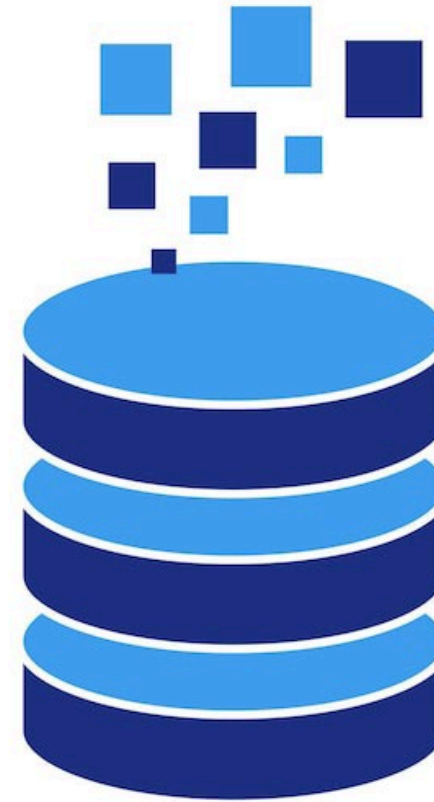
| Current use

- Sport facility research
- Key indicators & key figures
- Population calculation subsidies/monitoring
- Sustainability
- Students and other researchers
- Policy research



Data quality

- Addition from open data sources;
 - OpenStreetmap
 - Basisregistraties (BAG, BRT)
 - GoogleAPI
- Algoritmes
 - Subsurface detection
 - Field detection
 - Solar panels
 - Validations

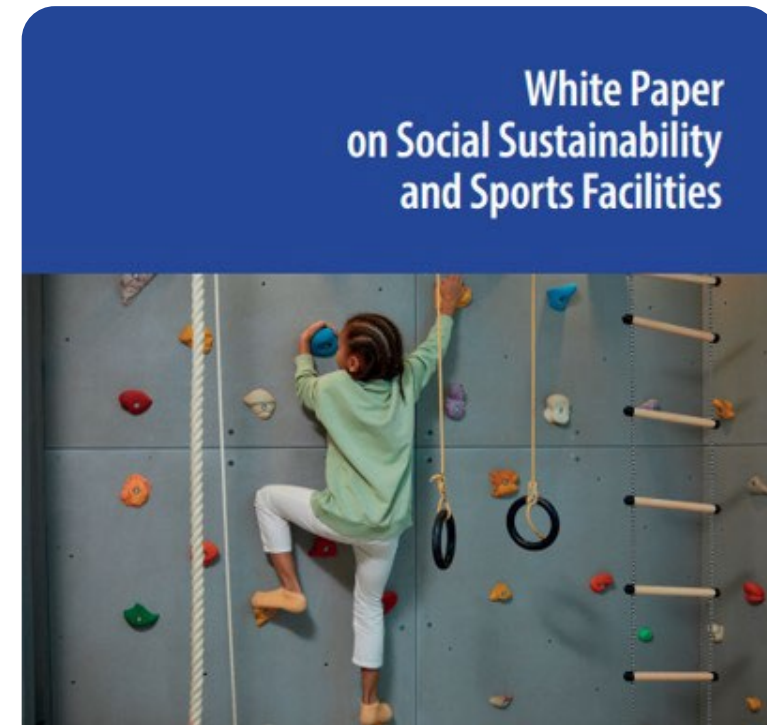


| What do we know?

- Location data:
 - **Adress**
 - **Geometry**
 - **Traveldistance**
- Facility specific data:
 - **Surface**
 - **Types of sport**
 - **Accessibility**
 - **Operation and management**
- Sustainability:
 - **Energy labels, solar panels, years of construction**

| Policy relevance of data on sport facilities

- Most money goes to sport facilities
- Societal value of sport facilities
- Access of sport facilities
- Use of sport facilities
- Relevance to other policy areas



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Enlarged Partial Agreement on Sport,
Council of Europe



| Access to sport facilities

- Equal distribution, or less in deprived areas?
- Access for people with disabilities seems limited. More data needed. (UN convention)
- Proximity is not accessibility: social, financial or physical barriers prevent use



| Optimal use of sport facilities

- Insight in use of sport facilities (how much and who)
- Financial and societal value (e.g. SROI)
- Non-sporting use – meeting place for the community
- Hardware, orgware and software



| Sustainability of sport facilities

- Energy efficiency of sport facilities
- Subsidies for sustainability measures for sport facilities (mainly used for solar panels and LED lighting)
- Inspirational value of sustainability measures at sport facilities
- Most countries lack data on current energy consumption of sport sector



| Research agenda (with Council of Europe)

- Identify policy information available on accessibility, use and sustainability aspects of sport facilities
- More robust calculations on social value of sport facilities (e.g. SROI)
- Data on nature and extent of use of sport facilities
- Insight in accessibility of sport facilities
- Data on sustainability of sport facilities



| To conclude

- Data is key for evidence-based or well-informed policy decisions
- Relevance of a national data infrastructure
- Key indicators for long-term progress on national or regional level
- Potential of SROI for decisions on investments in sports
- EU initiatives and peer-learning





Thank you for your attention!

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