



The Icelandic model

Shared Responsibility for the Preparation of the Athlete

Baltic Black Sea Economic forum

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WORLD CUP 2018 PREVIEW

CHOOSE.
YOUR SIDE.



ICELAND

Because...
THE TINY
UNDERDOG (SKOL!)
HAS BIG BITE

LIKE FOOTBALL
AND FUTBOL?
SUPPORT...
ENGLAND
P. 110

LIKE CHAMPIONS?
WE PREDICT...
GERMANY
P. 112

World Cup Preview TIME

The Little
Country
That Could
How tiny Iceland
crashed the party
By Sean Gregory



A member of
Iceland's
national team's
fan club, before a
June 2 match



UMFÍ

From zero to hero

Key performance factors?

A one time storytail?

From zero to hero

From 2008 ... Victory road ...



From zero to hero

From worst teenagers in Europe

To best teenagers in Europe



1998 - 2016

42% → 5%

23% → 3%

23% → 46%

24% → 42%

Do and don't

Protective factors

Participation in organised activities, especially sport

Parents, support, time, information about friends

Not being outdoors in the late evenings.

Risk factors

Peer factors, have friends that smoke etc.

Unstructured activity (hanging out)



The recipe for success?

Key ingredient

**Collaborative effort on various levels
with dash of other important ingredients
which can be quite different**



Preparation of athlete

The same premises apply concerning an athlete

Cooperation of different stakeholders where everyone is needed for the best result.



The more we share

The more we have

The Icelandic facts

353.070
Residents

1
state

72
Municipalities

25
Sport regions

500
sportclubs



State

Support to national organizations

- Annual support through state budget
 - National lottery license
 - Elite support
 - Infrastructure support via projects
 - Law and policy makers
-
- 0,015% of state bugdet
 - 1,2 m.isk of 775 m.isk



Municipality - 72



Building sport facilities

Support to sport regions & clubs

Support to parents

Project support (elite)

Cooperation with school

Bus to training

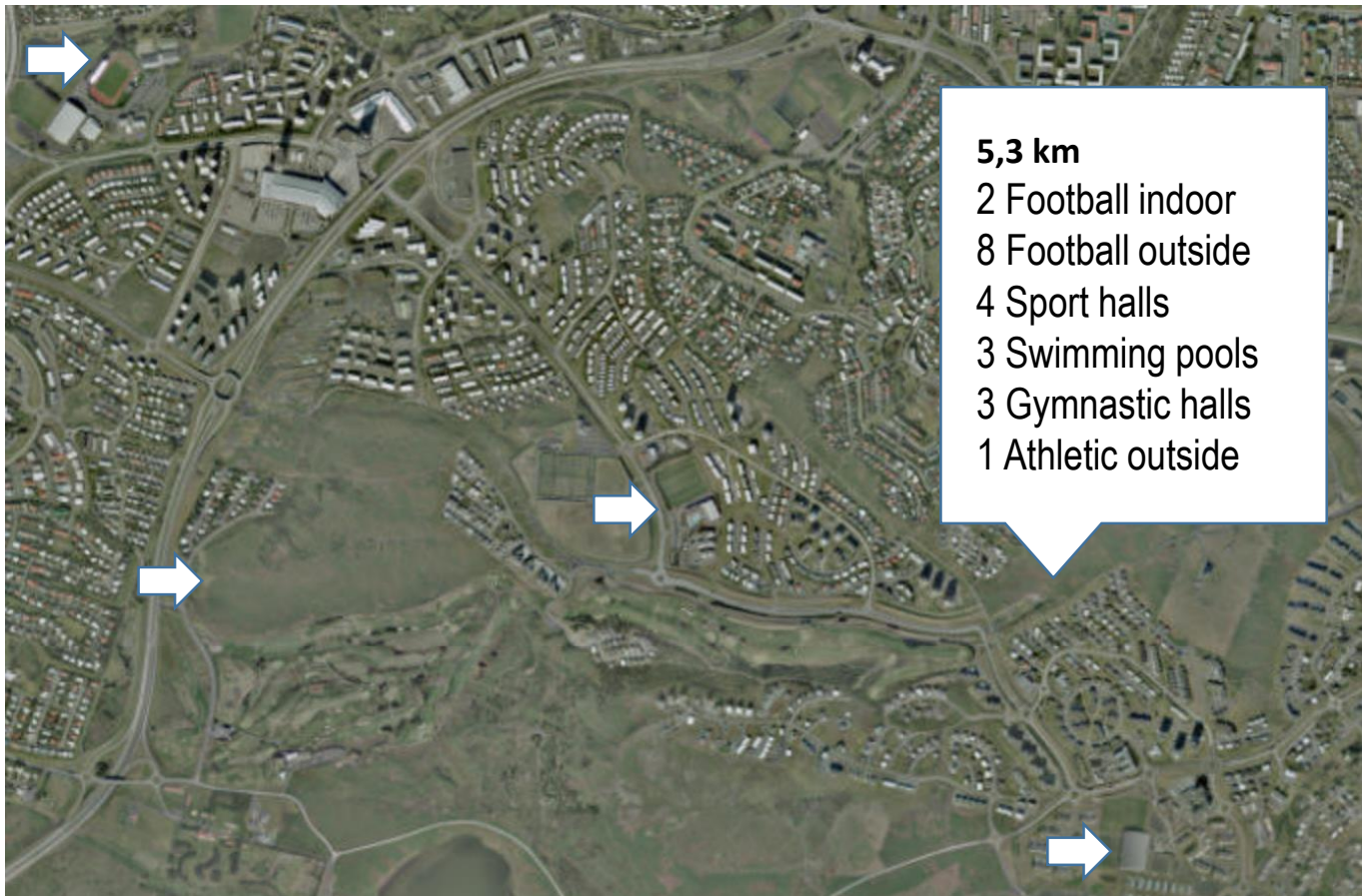
Education and courses

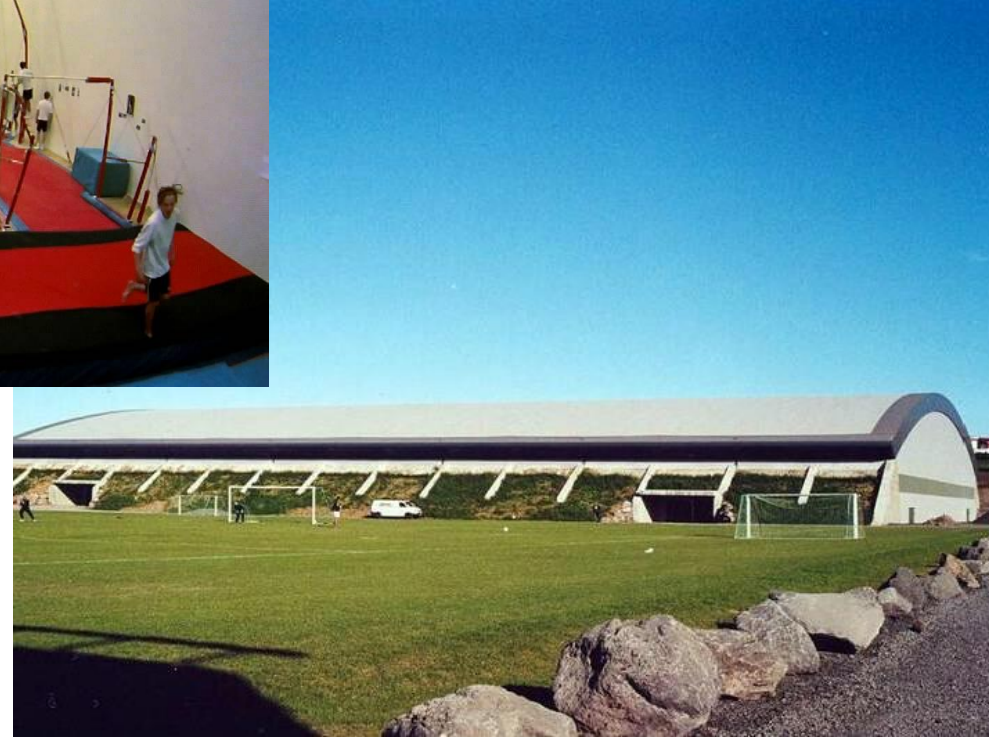
Sports facilities built by municipalities

Constant usage from morning to evening

Most used facilities within the municipality in many places.

Kopavogur municipality
17% of municipality budget
5,6 m.isk





Sport regions -25



- Rules & regulation
- Education & courses
 - Coach
 - Judge
 - General
- Events
- Competitions
- Licenses



ÍÞRÓTTIR Á DAGINN OG SKEMMTUN Á KVÖLDIN

LANDS MÖTTIÐ

ÍÞRÓTTAVEISLA FYRIR ALLA
SAUÐÁRKRÓKUR 12.- 15. JÚLÍ 2018

Sport clubs - 500

- Activities and various sports
- Only non profit clubs
- Educational – elite combined
- Everyone can participate
 - Different from countries around us
- Can create tension



A unique ingredient - Sport culture

- The tradition
 - Facilities
 - Surroundings and support
 - Educated coaches
-
- Values
 - Social wealth



Individual level

- Athlete
- Training partners
- Parents
- Coaches
- Medical assistance
- Social health
- Etc.



Shared responsibility for athlete

- Our task as a community is to create circumstances where each individual can improve their skills.
- To create the optimised circumstances a wide cooperation is necessary.



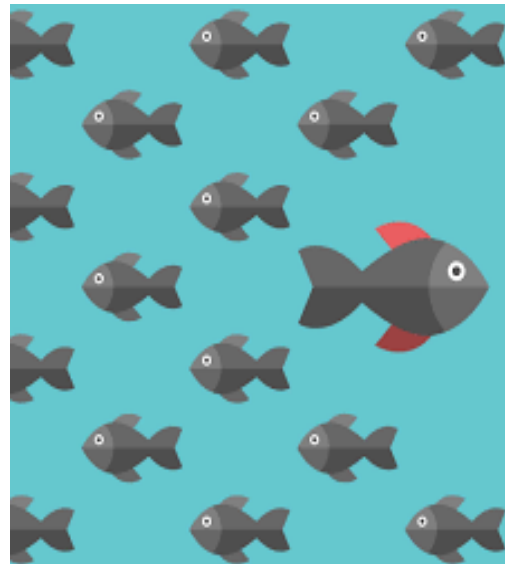
Trend

- To keep track and continuously improve thinking ahead is good.
- Trend - A way to define possibilities and new opportunities.
- Not an answer for the future, but more like a guideline.





„Our own bubble“



Global world

- Information overload
- Connectivity
- Internet of everything
- Borders fade out
- Speed & demand, new today old tomorrow

On my terms

- When I want to, like I want to
- Personalised, flexible
- Online, apps etc



NETFLIX

Not the same for everyone





Experience & memories

- Tell me and I forget, teach me and I may remember.
- Be part of a story
- To feel that you are alive

Professionalism & marketing

- Improved demands
- Marketing of sport
- What to we say
- How to we say it





What does the trend mean?

- What consequences does it have...
- Do more
- Do the same
- Do less / quit



"A LITTLE
PROGRESS
EACH DAY
ADDS UP
TO BIG RESULTS"

What is happening?

- Huge changes in society today
- Building bridges and sharing has never been as important as today
- What needs are out there?
- What we stand for (and therefore what we don't)
- Structure to be able to take actions fast.
- Decide, because if you don't everyone else will decide for you
- Create the magic moment

Good luck sharing,

Changes have never
occured because of those
who said: it is not possible.

Bertrand Piccard, a doctor who flew a solarenergy airplane around the world.

