



MINI-SYMPOSIUM

DE SOCIALE MEERWAARDE VAN SPORT (THE SOCIAL VALUE OF SPORT)

DONDERDAG 10 DECEMBER 2009

Ter gelegenheid van de uitreiking van 2 eredoctoraten binnen het domein van de sport aan de Vrije Universiteit Brussel op 9 december 2009, organiseert de vakgroep Sportbeleid- en management van de Faculteit Lichamelijke Opvoeding en Kinesithérapie op **donderdag 10 december 2009** een mini-symposium met 3 sprekers rond het thema "**De sociale meerwaarde van sport**".

De twee eredoctoraten, tevens sprekers op dit mini-symposium, zijn:

Johann Olav Koss, meervoudig Olympisch schaatskampioen en oprichter en president van 'Right To Play', een internationale humanitaire organisatie welke sport gebruikt als een middel voor de ontwikkeling van kinderen en jongeren in de meest achtergestelde gebieden in de wereld.

Dan Gould, hoogleraar en directeur van het 'Institute for the Study of Youth Sports' van Michigan State University (VS), is op internationaal vlak één van de meest vooraanstaande sportpsychologen, met een zeer ruime ervaring in onderzoek en begeleiding van jonge sporters.

De derde spreker is **Hans Westerbeek**, hoogleraar en Chair in Sport Management aan de 'School of Management' van La Trobe University (Australië) en gastprofessor aan de VUB-vakgroep Sportbeleid- en management. Vanaf 2010 wordt hij de directeur van het 'Institute of Sport, Exercise and Active Living' van Victoria University (Australië).

Programma

- 9u** **ontvangst**
- 9u30** **verwelkoming door Prof. Dr. Peter Van Roy**
decaan Faculteit LK - Vrije Universiteit Brussel
- 9u35** **inleiding door Prof. Dr. Marc Theeboom**
voorzitter vakgroep Sportbeleid en -management - Vrije Universiteit Brussel
- 9u40** **Teaching Life Skills through Sport**
Prof. Dr. Daniel Gould
Institute for the Study of Youth Sports - Michigan State University
- 10u05** **Social sport business: a new way of thinking?**
Prof. Dr. Hans Westerbeek
Vakgroep Sportbeleid en -management - Vrije Universiteit Brussel
- 10u30** **Looking at 'Right to Play'**
Dr. Johann Olav Koss
President en Chief Executive Officer van 'Right to Play'
- 11u30** **Afsluiting**

Plaats

Vrije Universiteit Brussel (VUB) - Pleinlaan 2 - 1050 Brussel
gebouw L (2de verdieping)
auditorium L.210

De voertaal tijdens dit symposium is Engels.

De deelname is gratis.

Inschrijven is evenwel verplicht en kan gebeuren tot **uiterlijk 7/12/'09** via het secretariaat van de vakgroep Sportbeleid en -management (SBMA-LK).

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abstracts

Teaching Life Skills through Sport – Prof. Dr. Daniel Gould

Institute for the Study of Youth Sports – Michigan State University

Throughout the world, sport is thought to be a powerful vehicle for enhancing personal development and teaching life skills to young people. In the last decade numerous programs have been designed to facilitate life skills development through sport. As these programs grow a need exists to evaluate their effectiveness and to identify if, when, how, why and under what conditions they achieve their stated purposes. Professor Dan Gould will present the applied research being conducted by the Institute for the Study of Youth Sports of Michigan State University with regard to the teaching and coaching of life skills through sport. More particularly, he will touch upon projects being conducted with high school athletes in the State of Michigan, urban underserved youth in Detroit, Michigan and data from a township in South Africa focused on understanding the context of using sport as a vehicle for positive youth development. Guidelines for program management and coaching education will be discussed. These include: the importance of the intentional teaching of life skills in sport instead of assuming that they will be caught from participation; selecting the right individuals as coaches; understanding coach characteristics that amplify the teaching of life skills (e.g., the ability to establish rapport and caring climates, adopting a task orientation, integrating life skills into one's general coaching); the importance of making distinctions between instrumental and moral life skills, and the importance of teaching for transfer.

Social sport business: a new way of thinking? – Prof. Dr. Hans Westerbeek

Vakgroep Sportbeleid en –management – Vrije Universiteit Brussel

It can be argued that capitalism is only a half developed structure, a mono dimensional world in which people only focus on competing in a free market and where success is solely measured by profit. Sport business has certainly shifted a long way towards a money grab by a wealthy few in a free market. But sport has traditionally not been such a line of business, and for that reason, may well have an early mover advantage to transform some of its practices to social business activities. Social business complements capitalism in that its success is measured in achieving social outcomes. Social business is not charity, not corporate social responsibility, not 'not for profit', and not government either. The founding objectives for social business are fundamentally different from for profit businesses. A social business is set up to achieve social outcomes, but operates on normal business principles. Money invested in social business is not returned to investors in multiples, but returned in full after the social business has had sufficient time to achieve a break even business operation. In most cases where sport is conceptualised or even operated as some sort of business venture it remains highly dependent on (inconsistent) contributions from parties external to the sport business, such as sponsors, donors, or government. In his talk Professor Hans Westerbeek will argue to add the paradigm of social business to the range of options that are available to sport exerting its potentially positive influence on society.

Looking at Right To Play – Dr. Johann Olav Koss

President en Chief Executive Officer van 'Right to Play'

Right To Play is an international humanitarian organization that uses sport and play programs to improve health, develop life skills, and foster peace for children and communities in some of the most disadvantaged areas of the world. Working in both the humanitarian and development context, Right To Play trains local community leaders as coaches to deliver its programs in countries affected by war, poverty, and disease in Africa, Asia, the Middle East, and South America. The United Nations Convention on the Rights of the Child guides their work. Right To Play programs target the most marginalized including girls, people living with disability, children affected by HIV and AIDS, street children, former child combatants and refugees.

Currently, Right To Play works in 23 countries: Azerbaijan, Benin, Botswana, Burundi, China, Ethiopia, Ghana, Jordan, Kenya, Lebanon, Liberia, Mali, Mozambique, Pakistan, Peru, Palestinian territories (West Bank and Gaza), Rwanda, Sudan, Tanzania, Thailand, Uganda, the United Arab Emirates and Zambia. Right To Play is supported by an international team of top athletes from more than 40 countries. As role models, these athletes inspire children, raise awareness and promote opportunities for funding for Right To Play programs. Right To Play is headquartered in Toronto, Canada and has national offices in Canada, The Netherlands, Norway, Switzerland, the United Kingdom and the United States. The national offices raise funds, build awareness for Right To Play programs and advocate for Sport for Development.

Short Biographies

Dan Gould

Dan Gould is the Director of the Institute for the Study of Youth Sports and Professor in the Department of Kinesiology at the Michigan State University. As Director he focuses his efforts on achieving the Institute's mission which is to provide leadership, scholarship and outreach that transforms the face of youth sports in ways that maximize the beneficial physical, psychological and social effects of participation for children and youth while minimizing detrimental effects. Actively involved in research, Dan has studied the stress-athletic performance relationship, sources of athletic stress, stress and burnout in young athletes, athlete motivation, the psychology of coaching, talent development, parental influences in youth sports, and performance enhancement. Dan's current research focuses on the role parents play in junior tennis, how coaches teach life skills to young athletes, and an assessment of the most pressing issues involved in high school sports. Prior to his current position, Dan was the Bank of America endowed chair in the Department of Sport and Exercise Science at the University of North Carolina Greensboro (UNCG) and also held positions at the Kansas State University and the University of Illinois. In 1994 he received UNCG's prestigious All-University Alumni Excellence in Teaching Award. In 2001 he also received the "American Psychological Association Division 47 Professional Education and Training Award" and in 2005 the "Citizenship through Sports Alliance good sports Award" for his outreach work in youth sports.

A specialist in applied sport psychology, Dan has taught numerous graduate courses in the area and presently is heavily involved in the graduate program at MSU. He has consulted extensively with numerous athletes of all age and skill levels and involved in a wide range of sports. In addition, Dan has been heavily involved in coaching education and youth sports having made over 600 clinic presentations. He has also served on the U.S. Olympic coaching development committee for ten years and co-chaired the sport science and technology committee. Currently, he serves as vice chair of the USTA Sport Science and Coaching Committee. In recent years Dan has also become involved in executive coaching, working individually with corporate executives and conducting performance enhancement sessions with the highly regarded English-based Lane4 management group. Dan has over 100 scholarly publications and over 50 applied sport psychology research dissemination-service publications. He has been invited to speak on sport psychology topics in over 20 countries. Two research-based children's sports texts have been co-edited by Dan and he served as one of the founding coeditors of *The Sport Psychologist*. Finally, he has made over 150 regional, national and international scholarly presentations. Dan has co-authored two books and has been an advisor of numerous masters degree and 20 doctoral students. Dan is a certified consultant and active fellow in Association for the Advancement of Applied Sport Psychology (AAASP). He was also honored to serve as President of AAASP. Other notable distinctions include being named USA Wrestling person of the year for his sport science work, the first Australian sport psychology scholar, his inclusion on a listing of top ten U.S. sport psychology specialists in the 1980's and in 2007 being named one of the 100 most influential sport educators in America.

Hans Westerbeek

Hans Westerbeek is the Chair of Sport Management (80%) at La Trobe University, Victoria (Australia). He also serves as a professor of Sport Management (20%) at the Vrije Universiteit Brussel (VUB - Belgium). As part of his Belgian appointment he spends two months per annum in the capital of Europe. Hans Westerbeek has also served as the Head of the School of Sport, Tourism and Hospitality Management at La Trobe University for three years and he will move to Victoria University early 2010 to take up the position of Professor and Director of the Institute of Sport, Exercise and Active Living. He currently is one of the leading researchers of the Fit for Life Netherlands project, into the sport/physical activity needs and requirements of the elderly citizen of the future.

Prior to migrating to Australia, in 1994, to take up a lecturing position in the sport management program of Deakin University, he worked as a marketing professional in the Netherlands for organisations such as Freia Science Services, and Academic Education Groningen. During his time in Europe he co-founded the European Association for Sport Management (EASM) and he was a founding member of the European Union's European Network of Sport Science Institutes. In Australia he has been a founding Board member and Past President of the Sport Management Association of Australia and New Zealand (SMAANZ). He was also the President of the Dutch Chamber of Commerce in Australia. He continues to serve on numerous advisory and editorial Boards. Hans Westerbeek has won numerous academic merit awards among which the 2006 Henry Fong Award for Contributions to Global Citizenship, awarded by the International Network of Universities (INU).

Next to his academic work and duties, Hans has been, and continues to be, a consultant to a variety of international organisations. He has worked for more than 50 different (sport and non-sport) organisations including the Western Mining Company, Coles Myer, Hewlett Packard, the Sport Business Group (London), the (cycling) Tour of Italy (Giro), the Australian Football League, Tennis Australia, the PGA of Australia, VicHealth, the Australian Sports Commission, the Royal Dutch Football Association, the Dutch Olympic Committee, Saujana Golf and Country Club (Kuala Lumpur, Malaysia), for government departments in New Zealand, Australia, Portugal, the United Arab Emirates, and the Netherlands, and international sport governing bodies such as FIFA (football) and FIVB (volleyball).

Hans Westerbeek has co-authored more than 15 books in sport management, marketing and business including titles such as *Sport Business in the Global Marketplace*, *Business Leadership and the Lessons from Sport*, *Australian Sport Policy: Better by Design?* and *Strategic Sport Marketing*. Recently published books include *Using Sport to Advance Community Health: an International Perspective* and *Sport Policy: an International Comparative Perspective* (in Dutch).

Johann Olav Koss

Johan Olav Koss is one of the greatest winter athletes of all time. The four-time Olympic Gold Medalist in speed skating made world headlines when he won three gold medals at the 1994 Lillehammer Games in the 1500, 5000 and 10,000 meter events. Over the course of his career, he broke a total of 11 world records, won three World All-Round Championships, and numerous World Cups and National Championships. Johann's achievements on the ice have since been eclipsed by his efforts on behalf of "Right To Play", an athlete-driven international humanitarian organization that uses sport and play as a tool for the development of children and youth in the most disadvantaged areas of the world. Johann first became involved with Right To Play (then known as Olympic Aid) in 1993 when he visited the African country of Eritrea. He was profoundly moved by the plight of the children. At Lillehammer, Johann donated the prize money from his 1500 m victory to Olympic Aid and challenged other athletes to do the same. Since Lillehammer, Johann has dedicated himself to growing Right To Play into an internationally-recognized NGO and a leader in Sport for Development. Sport for Development uses sport and play to enhance the healthy physical and psychosocial development of children and build stronger communities. Today, Right To Play develops and implements child and community development programs in nearly 20 countries in Africa, Asia and Latin America, working with UNICEF, UNHCR, GAVI and WHO.

Outside his role as President and CEO of Right To Play, Johann is active in a number of sport and Olympic causes. In 1997, Johann was appointed Chairman of the Norwegian Government Forum against Drugs and Doping. He is also the Chairman of an organization called "MOT" (Courage) that mobilizes Norwegian athletes in the fight against drugs and doping. He was a member of the IOC Athlete's Commission from 1998 to

2002 and was on the Medical Commission and the executive board of the IOC 2000 Commission handling issues of reform. He also served as a founding board and executive board member of the World Anti-Doping Agency (2000 to 2002) where he initiated the Athlete anti-doping passport. In 1994 Johann was appointed "Special Representative for Sport" for UNICEF International. The people of Norway awarded Johann the distinction of "Best Norwegian Olympian Ever" in 1994 and he received the Norwegian Olympic Committee's highest award: The Fearnleys Honorary Award. Johann is also a recipient of numerous international awards including "Sportsman of the Year" by US Sports Illustrated, the "Jesse Owens Award", the "International Athletic Foundation Award" in Los Angeles, and the "Jackie Robinson Humanitarian Award". Johann was given the "Child Survival Award" in 1996 by the Carter Center in Atlanta and, later that year during the celebration of UNICEF's 50th anniversary, he was given UNICEF's Honorary Award. Johann was also declared "One of 100 Future Leaders of Tomorrow" by TIME Magazine, and "One of 1000 Global Leaders" by the World Economic Forum. Johann completed his undergraduate medical training at the University of Queensland, and recently completed his executive MBA at the Joseph L. Rotman School of Management, University of Toronto. In June 2005, Johann received a Doctor of Laws Honorary Degree from Brock University.