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QUESTIONS ABOUT THE FUTURE OF SPORT

A woman and a man are running on a beach at sunset. The woman is on the left, wearing a dark tank top and leggings, with her hair flowing. The man is on the right, wearing a dark tank top and shorts, with a white stripe on his side. They are both wearing sneakers. The background shows the ocean and a bright sunset sky with silhouettes of palm trees.

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Dear people interested in the future!

The year 2023 has started for us with an exciting idea: We asked our contacts in the network to send us their questions about the future of sport. We were overwhelmed and delighted by the response.

The many questions we received covered all possible aspects of sport. We have sorted them, collated duplicates, and thus sketched out an initial picture of the central topics and focal points. The questions shown here in the dossier correspond to the wording of the questioner.

It did take a while to answer them. During this year, we have immersed ourselves in various exciting projects and assignments, sometimes even in close collaboration with those who asked us their questions.

Now it's time to fulfil our promises. Our first dossier has been completed and we are delighted to present it to you. A second one will follow in 2024 - stay tuned!

We appreciate your interest and look forward to exchanging ideas, answering your questions, and working with you in the future.

Let's start shaping the future of sport today!

Anja Kirig and Marcel Aberle

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What does the gender shift megatrend mean for fan culture?

The gender shift megatrend does not stop at fan culture in sport. The sports fan landscape has diversified. Accurate data on the growth of female and LGBT* sports fans over the last twenty years is hard to find. However, several studies suggest that a more accessible, consumer-orientated fan culture and social interaction opportunities have opened new opportunities for fans of all genders and sexual orientations.

Fans of all genders are beginning to challenge gender stereotypes in sport. The assumption that women are disinterested or ignorant in sport is being challenged by the emergence of dedicated female* fans, analysts, and commentators. This development is helping to break down outdated gender stereotypes in sport.

The demand for greater representation of women's sport in the sports media has also led to an increase in female sports journalists and more intensive reporting on women's sport. Events such as women's football and the Tour de France for women are receiving more attention as a result. Incidentally, this has a direct impact on the number of women who then (want to) practise the sport themselves.

The debate about equal pay in sport, particularly in football, also illustrates the change in social expectations regarding gender equality. Fans are actively shaping and driving this discourse.

Groups such as Arsenal FC's Gay Gooners actively campaign against homophobia and promote inclusion in football. These groups help to raise awareness of diversity and inclusion in sport.

Forecast and outlook:

Despite the positive developments, there is still a lot of untapped potential.

However, the integration of a diverse fan culture requires more proactive measures from sports organisations, clubs, and associations. A single women's representative in a club is not enough to realise the full potential of a diverse fan base.

To what extent should the sports facilities be gender-neutral (e.g. changing rooms, showers)? If necessary, what is desired?

In the context of the gender shift megatrend, gender roles and gender identities are being challenged. This development is particularly significant in the context of sport. It is not only many sports that are linked to a binary understanding of gender, whether socially constructed or institutionally anchored due to competitive conditions.

A key approach is to recognise diversity. This is because the younger generation in particular increasingly no longer sees itself exclusively in binary gender categories. Gender-neutral approaches, such as public swimming pools with individual changing rooms and showers, can help people feel comfortable and safe in sports facilities regardless of their gender identity.

The process involves more than just creating gender-neutral spaces. It is about recognising and valuing the diversity of gender identities.

Continuous dialogue with the sports community is a necessity. This is the only way to understand the needs of different groups. There is no universal solution, which is why the involvement of users in the design process is so important. Successful initiatives such as the EuroGames show how positive change can be brought about by taking diversity and inclusion into account.

Acceptance of transgender people and non-binary identities in sport remains controversial, and the traditional binary in competition often leads to exclusion. It is therefore important to critically scrutinise existing structures and address where change is possible and necessary in order to promote an inclusive and respectful sporting environment. Raising awareness of gender diversity, non-heteronormative lifestyles and identities remains of central importance.

Forecast and outlook:

Possible counterarguments could be that the majority still operate within traditional gender boundaries in the world of sport. However, the question goes beyond the pure aspect of gender neutrality and gender sensitivity. Rather, the question is whether the principles of diversity and inclusion should be supported.

Diversity / inclusion? Where does it start and where does it end?

Diversity starts where there is acceptance that people are different. Inclusion, on the other hand, begins where heterogeneity is allowed to interact.

It becomes more difficult to answer the question of where diversity and inclusion end. However, the boundaries of these concepts are fluid and evolve with changing social conditions. They could be considered obsolete when injustice, discrimination and exclusion no longer exist - an idealistic goal that can be inherently contradictory, as the decision to achieve it is subjective.

The meanings of diversity and inclusion have changed over time. They always reflect a specific understanding of values.

Diversity used to refer mainly to demographic aspects such as origin, gender, religion, and age. Today, these concepts encompass a broader range of characteristics, including sexual orientation, gender identity, socioeconomic status, physical and cognitive processing patterns (neurodiversity) and mental health.

Intersectionality, the recognition of overlapping experiences that shape one's own identity and self-image, is also considered in the context of diversity. This topic is no longer primarily about including more people from a homogeneous, specific group that was previously not so strongly represented. Rather, it is important to recognise that there is multiple discrimination, which makes it necessary to create an appropriate environment in which every person truly feels represented as an individual.

This process questions established norms, uncovers prejudices and sheds light on unequal power structures. Points of criticism such as the fear of reverse discrimination or the use of diversity as an end in itself, which could prevent genuine inclusion, are part of the discussion.

Forecast and outlook:

The understanding of diversity and inclusion varies depending on the cultural background. In a globalised and interconnected world, however, these concepts are received internationally. Both diversity and inclusion remain controversial issues. Although it is an ongoing process, it does not always move in a linear fashion.

How will refugee situations (be able to) shape (organised) sport in its structures, offerings and club culture in the future?

How will immigration and the associated inclusion change the sports programmes offered by clubs? (e.g. additional sports from the original home country, e.g. cricket, etc.)

Sport, as a reflection of a social microcosm, has the potential to break down cultural barriers and stereotypes and make society more tolerant.

For successful inclusion and integration, however, it is necessary to constantly re-evaluate the respective situations, especially taking into account the "cultural capital" that people bring with them. Studies (see Smith, R., Spaaij, R. & McDonald, B. Migrant Integration and Cultural Capital in the Context of Sport and Physical Activity: a Systematic Review. *Int. Migration & Integration* 20, 851-868 (2019)) show that people with a migrant background create their own sporting spaces that correspond to their cultural capital. However, the living environment plays a role here. For example, the existing diversity in cities can reduce the differences between majority and minority groups.

A study (see Tao Liu, Liangni Sally Liu: Transnational physical activity and sport engagement of new Asian migrants in Aotearoa/New Zealand. In: *Asia Pacific Viewpoint*, Volume 63, Issue 2, 01 March 2022) in New Zealand found that migrants prefer traditional sports from their country of origin. For example, people from China like to play table tennis, football and badminton, people from India are interested in cricket, and people from the Pacific or South Africa prefer rugby, a dominant sport in New Zealand. These preferences enrich the range of transnational sports on offer.

Integration into existing sports structures remains a challenge. Migrants may have no interest in the sports of the host country due to ignorance of the rules, fear of injury, time, money, and language barriers. To benefit from diversity while being inclusive and integrative requires great openness, sensitivity, and curiosity. It is important to develop an understanding of the respective situation.

Forecast and outlook:

If the society of the host country is examined from the perspective of individualisation, heterogeneity, diversity and also migration background, it becomes clear that the question of integration must be critically examined. Which society should we integrate into if it is already very differentiated in itself? In the future, programmes that provide identification through sport and a sense of belonging will be more important than a traditional understanding of inclusion.

Do certain megatrends support/reinforce the development of increased thinking and action in ecosystems in sports organisations? (still pronounced "parochial thinking" and a lack of willingness to break up encrusted structures)

Megatrends such as the structural change in work and progressive individualisation, which is increasingly becoming co-individualisation, as well as increasing networking are challenging the traditional "parochial thinking" in sports organisations. These trends promote the willingness to break up encrusted structures.

Recognising these overarching trends and their impact on society encourages sports organisations to take a more holistic and systemic approach to their thinking and actions. This makes it easier for them to adapt effectively to the changing needs and expectations of their members and society.

New work cultures are increasingly breaking down old hierarchical structures and promoting collaboration on an equal footing. The concept of co-individualisation shows that people retain their individuality while at the same time seeking community. These groups are characterised by diversity, which shapes a network instead of merging into a homogeneous "we". The globalised, networked world is also changing how people interact with each other.

In his book "Humankind", Rutger Bregman describes how cooperation is a key strength of human beings. Younger generations in particular are driving change by favouring cooperation and collaboration over competition and rivalry. Concepts such as "coopetition", a fusion of cooperation and competition, make it possible to achieve progress together and utilise synergies without neglecting one's own interests and goals. An ongoing generational change in departments, boards and management of sports organisations will further strengthen cooperation and thinking in ecosystems. The exchange of ideas and resources can benefit both organised sport and the sport community as a whole.

Forecast and outlook:

The sports cosmos, with all its players and partners inside and outside of sport, needs a stronger common identity in order to meet the changing and growing needs of the sports society. Transformation processes promote thinking in networks even outside the sports industry, break down traditional industry boundaries and demonstrate the interdisciplinary nature of future sport.

Sport identity*: From a spirit of life (diffuse) to an attitude to life (concrete)?

The thesis could be formulated even more pointedly. According to our observations, sport identity will be more than an attitude or stance in the future, but a part of identity and personality. Although Sportivity*, attitude and identity are linked, they nevertheless have different effects on lifestyle and self-image.

Whilst an attitude may change, such as a preference for a particular sport, form of exercise or sport consumption, sport as part of identity is based on a broader and more complex concept. Attitudes can change over time due to new experiences, different perspectives or changes in the individual's environment or circumstances. Sport identity refers to a person's self-concept, the self-perception of who they are.

However, this identity can also be fluid and multidimensional. Individualisation and connectivity give individuals more opportunities to shape, strengthen and develop their own identity. At the same time, changes triggered by megatrends lead to people experiencing a loss of identity when traditional characteristics such as gender, age and origin no longer provide identity. This generates counter-trends, such as the increase in popularity of traditional role models and the longing for "strong" leaders that people can orientate themselves towards. In the same context, a refusal of sport and exercise is also developing. The difference to the past is that, due to social developments, the individual feels compelled to take a stance on the issue.

However, these antitrends are strongly correlated with the transformative forces that are driving and changing society. It is therefore to be expected that the longing for identity will seek other anchors in the future. Sport, exercise, and fitness offer ideal development areas for this. We can already see how loss of identity is being countered by fitness studios and strength training. Here, exercisers find a form of belonging, a temporary home and currently a common identity in strength training.

Prognosis and outlook:

Fitness and exercise attitudes and their influence on a 'sporty' identity are important aspects of a person's lifestyle and self-concept. With the advent of digital fitness platforms and online communities, individuals now have more opportunities to explore and express different aspects of their fitness attitudes and 'sport' identities. This has led to a greater understanding and acceptance of change and diversity in these areas. It is likely that understanding of these concepts will continue to increase. The concept of a 'sport' identity will become more flexible. Improved access and a broader definition of 'sport' will also give individuals more opportunities to shape their identity accordingly.

To what extent will "new" motif images of sporting activity emerge in the coming years that we are not yet aware of? And how or can organised sport even "respond" to this? What influence do the motifs have on the types of sport and where could the journey take us (away from traditional sports and towards more trends)?

According to our observations, a noticeable change is taking place around leisure sports, exercise and leisure fitness. Catalysts for this include evolving technologies, a greater focus on sustainability and an increased awareness of mental wellbeing. It is not only the motives for doing sport that are changing, but also the way in which it is integrated into our lives.

Themes in sport, such as the urge to exercise, prevention, performance, community, and fun, will continue to exist in the future. Transformative drivers such as the megatrends of health, connectivity, individualisation and new work/knowledge culture will remain present. However, it is the developments of these drivers and their social impact that are giving the basic motives new nuances, definitions and content. For example, the focus today is no longer just on physical health. Holistic health, in particular resilience and mental well-being, are gaining in importance due to changing socio-cultural circumstances. This is a development that will become increasingly important in the future.

Sport, whether practised collectively or individually or in a combination of both, fulfils a need for resonance and enables experiences. These are fundamental for personal growth and the formation/strengthening of one's own identity. Seemingly paradoxical motives associated with sport can exist side by side. We-culture and individualism are no more mutually exclusive than technological transformation and tradition/culture/anchor or growth and relaxation. One challenge for the future will be to combine these aspects.

Technological innovations such as AI, extended realities and wearables will not abolish conventional routines, but rather change and expand them. They offer sportspeople a new approach to exercise and the experience of exercise. In addition to the classic reasons already mentioned for doing sport, the neo-ecology megatrend will also shape the future of motive formation and influence the form of sports.

Forecast and outlook:

These changes will not only generate new sports but will also reshape traditional sports. In particular, programmes that are based on a co-cultural approach and/or fit seamlessly into everyday life will emerge. Ecology, inclusion, diversity and a holistic view of health will become central themes for organised sport, but these must be understood in terms of the neo-ecological principle - from a sense of guilt to action, from renunciation to conscious consumption.

Could the term "sport" now have a deterrent effect on popular and major sports clubs and should it be replaced (at least in part) by terms such as exercise, health, experience and fun?

In recent years, exercise has established itself as a universal principle in lifestyle design that goes beyond pure disease prevention and encompasses aspects such as mental health, corporate culture and a holistic lifestyle.

This development suggests that the traditional term "sport" could be supplemented or partially replaced by broader concepts such as "exercise", "health", "experience" and "fun" in certain areas, particularly in popular and major sports clubs. Such terms reflect a broader understanding of physical activity that goes beyond traditional sport and is more focussed on a holistic lifestyle and individual needs.

Whilst 'sport' may evoke associations of competition, performance and endeavour for some, terms such as 'exercise', 'health', 'experience' and 'fun' could provide a more inclusive, joyful, and less intense experience. A reorientation of terminology could change access and attitudes to sporting activities, particularly for those who feel intimidated and or excluded by traditional sporting concepts.

Forecast and outlook:

By choosing words that emphasise openness, enjoyment and health, sports clubs can reach a wider and more diverse audience. This approach offers the opportunity to reshape the idea of sport, making it more accessible and attractive to more people.

Is the club an outdated model?

The sports club is not necessarily an outdated model, but transformations and expansions of the club concept are necessary to remain relevant. Despite certain challenges, sports clubs remain on the move.

However, there are also new forms of associations and communities that could better meet the needs of modern sportspeople. Private sector concepts and sports start-ups offer more flexibility and creativity, which is particularly appealing to young athletes who feel constrained by traditional club structures and rules.

In recent years, sports clubs have often been declared dead, and there are indeed some clubs that are dying. At the same time, however, new clubs are regularly founded, and it is evident that sports that were not originally organised in sports clubs are now being integrated into club structures. This indicates that the organisational form of the club is still seen as a platform for sports communities.

Forecast and outlook:

Overall, it is clear that the traditional sports club must change and adapt in order to remain attractive, but it is not fundamentally an obsolete model.

What will be the role of sports associations in the future? Marketing? Events? Grassroots work?

Sports associations have the opportunity to play a central role in the promotion and development of sport at all levels. The federations could become quality anchors of sporting values and help to maintain a balance between commercial success and the core of sport. In this role, they would not only promote professional sport, but also emphasise the importance of health, community spirit, strength of character and team spirit.

Sports associations will have to find innovative ways to connect with their members and develop differentiated offers with them.

Regarding professional sport, a stronger focus on sustainability and social responsibility will be important in the future. This includes organising events that are environmentally friendly and have a positive social impact.

Forecast and outlook:

Such an orientation would enable the associations to meet the demands of modern, commercial sport as well as emphasising the original values and positive impact of sport on an individual and social level.

How will school sport have to develop further, what changes will there be?

School sport will have to undergo significant changes. One key element is increased cooperation between schools and sports clubs. It is expected that all-day schools will become the norm in the future, which means that children's and youth sport in clubs will increasingly take place in these educational institutions. However, one obstacle to this is the lack of teaching staff and, in some cases, sports facilities. New co-operations need to be considered, for example with commercial providers who have facilities and qualified trainers.

In recent years, there has been a trend in school sport towards greater integration of external partners and adaptation to new educational structures such as all-day schools. These changes could contribute to a more diverse organisation of sporting activities in the school setting.

Forecast and outlook:

Developments in school sport in Germany show a trend towards a less competition-orientated approach and one that focuses more on inclusion and team spirit. It is clear that the main aim is to promote enjoyment of sport and enable all pupils to participate, regardless of their individual sporting abilities.

How long is demographic change likely to have an impact on the services (e.g. health sports and rehabilitation sports) offered by modern grassroots and large sports clubs? After all, we are registering a rising birth rate in Germany. When will this become relevant for sports clubs?

Demographic change will continue to influence the programmes offered by modern grassroots and major sports clubs.

No rising birth rate has been recorded for Germany in recent years. According to the Federal Statistical Office, the birth rate in 2022 fell to its lowest level since 2013, and the number of births in Germany in the first quarter of 2023 also remained at a low level.

The fact that the number of children starting school in 2023 rose by 2.1%, the highest level in 20 years, can be attributed to an increase in the number of births between 2012 and 2016. This increase in births then declined again (except for 2021). However, a key driver for more schoolchildren can be explained by increased immigration (especially from Ukraine).

Due to demographic developments, sports clubs are required to create programmes that appeal to both young and older members. The club structures should individually assess the development of birth rates and changes due to immigration. The figures often depend on the location. It is important to adapt flexibly to the ageing of society and the speed at which sports clubs adapt to demographic changes.

Health as a megatrend is generally of the utmost importance for all age structures. However, what is meant by health is changing and must now be considered in a multidimensional way (more on this here, among other places).

Forecast and outlook:

It should be noted that older generations do not necessarily have different ideas and values to younger generations. The image of pensioners has changed considerably. They often do not find themselves in programmes such as "senior sports". However, rehabilitation sports programmes are also important for younger people.

The aim is to offer more inclusive programmes that address specific needs across all generations.

Will sport become the most inclusive platform? (Diversity)

It can be observed that "sport" is increasingly developing into an inclusive platform. Ultimately, however, it depends on commitment, openness, and the willingness to constantly question and, if necessary, adapt one's own values and traditions.

Social fairness and equal opportunities: Sports organisations strive for openness and universal accessibility to promote social fairness and equal opportunities. This supports a healthy sporting lifestyle for all.

Culture of acceptance and virtual programmes: A culture of acceptance and diversity makes it possible to reach people who were previously unable to identify with the world of sport. Virtual training programmes further expand this access.

Integration of immigrants, migrants: Many sports clubs are increasingly targeting new migrant groups, not only as participants, but also as helpers and coaches. This promotes integration and acceptance within the community.

Inclusive design of sports equipment and technologies: In future, sports equipment and technologies will increasingly be designed in such a way that they can be used by all users, regardless of their technical abilities or physical limitations.

Body positivity and accessibility: Sports providers are taking their social mission in health services seriously by making the industry more accessible to all people. This includes promoting diversity, inclusion, and body acceptance.

Forecast and outlook:

Identity and diversity in sport: Inclusive sports communities offer space to overcome involuntarily ascribed identity labels. Sport is understood as a part of identity that goes beyond physical activity and can help to stabilise civil society.

Will the digital transformation lead to consolidation or fragmentation of the sports industry?

In the sports industry, the digital transformation offers the potential for both consolidation and fragmentation of the industry, depending on how it is implemented. These two developments each have their own specific characteristics and consequences.

By using digital technologies, large organisations can further refine their business processes, which can lead to increased market concentration and consolidation. Decentralised autonomous organisations (DAOs) can also contribute to consolidation through their collective decision-making processes. Connectivity promotes networking and thus offers opportunities for collaboration.

The trend towards "coopetition", in which players both co-operate and compete, will continue to develop. This promotes innovation while at the same time benefiting from shared resources, a development that is being driven in particular by younger generations with their stronger network thinking.

Forecast and outlook:

As the digital transformation is an ongoing process, the sports industry has the opportunity to play an active role in shaping it.

What role will mass customisation and 3D printing play in the future regarding sporting goods and medically assisted sporting goods?

The role of mass customisation and 3D printing in relation to sporting goods and medically assisted sporting goods is growing, with an increasing trend towards market acceptance and relevance. These developments are driven by the increasing need for customised, performance-enhancing and medical sports products.

The ability to customise sporting goods to individual needs offers significant advantages for both competitive and amateur athletes. This is particularly true for products that are tailored to the anatomical and biomechanical characteristics of the user, such as customised shoe insoles, helmets or bicycle saddles. The trend towards individualisation in sport, which is made possible by technological advances in data processing and manufacturing, is likely to continue and intensify.

3D printing offers the potential to produce complex, customised sports equipment and aids quickly and cost-effectively. This applies in particular to areas where a high degree of customisation is required, such as prostheses or orthopaedic aids for athletes. With 3D printing technologies, prototypes and end products can be developed and brought to market faster, which is particularly relevant for the dynamic world of sport.

3D printing also creates opportunities for more environmentally friendly production processes, as this approach increases material efficiency and reduces waste. The use of recycled or bio-based materials in 3D printing can further drive environmental sustainability. These aspects are in line with the growing global awareness of neo-ecology and the desire for environmentally friendly, sustainable products.

The main barriers to wider adoption of these technologies are the high cost of advanced 3D printers and the need to collect and process extensive data for customisation. Access to these technologies and the development of user-friendly interfaces are crucial for further adoption. Digitalisation and disruptive technologies play a key role in overcoming these challenges and enabling wider adoption.

Forecast and outlook:

Mass customisation and 3D printing have the potential to significantly impact the sporting goods industry by enabling individualised, performance-enhancing and environmentally sustainable products. Despite some obstacles, the field is well positioned for innovation and progress in this area.

Exercise programmes that promote health and/or are specifically aimed at senior citizens are often in competition with club sports (e.g. in terms of rooms/sports facilities). How can this be considered when designing sports facilities in the future?

In order to constructively overcome the challenges of space and sports facility utilisation between health-promoting and/or senior-specific exercise programmes and club sport, different approaches will be relevant in the future:

1. by extending the opening hours of sports facilities, for example, their utilisation can be distributed more effectively. By extending operating hours, the needs of different age and interest groups can be better catered for.
2. partnerships between sports clubs, institutions and commercial providers can help to utilise sports facilities more efficiently. Through such partnerships, clubs could make their facilities available at less busy times for sports programmes for older lifestyles. At the same time, existing providers could contribute their expertise to develop customised offers. This co-operation not only promotes the efficient use of resources, but also strengthens the sense of community and intergenerational exchange.
3. use of modern technologies: The use of the latest technologies can help to simplify the management and booking of sports facilities. Online booking systems enable a transparent distribution of usage times and minimise conflicts. In addition, apps and online platforms can be used to disseminate information about available programmes and courses, which can be particularly useful for older people looking for suitable offers.

Forecast and outlook:

These strategies focus on strengthening cooperation, flexible utilisation options and the use of technology to enable fair access and efficient use of sports facilities for all user groups. In the future, this issue will also require more networking and cooperation between all stakeholders in and outside the "sports space". This often requires not only a new understanding within organised sport, but also among political decision-makers.

Health and demographics: How can nudging* of people aged 50+ who are not keen on sport be successful?

Firstly, it is important to understand what characterises the 50+ generation and how it differs from previous older generations. Individualisation and differentiation in lifestyles are just as pronounced in this age group as in other generations. The group is extremely heterogeneous. The focus is on maintaining a "health span" for as long as possible and maintaining quality of life in the sense of an active and self-determined everyday life.

Ask the 50+ generation and get them involved. By talking to them and inviting them to participate and help shape the programme, you can find out what motivates this generation, what barriers they face and what kind of activities they prefer. This ensures that the programmes and offers developed are individually tailored to the respective needs and wishes.

People often learn through observation and imitation. Therefore, role models from the same age group who lead an active lifestyle can serve as inspiration. Stories and reports about people over 50 who exercise regularly and maintain a healthy lifestyle can motivate others to do the same. The 50+ generation uses different media than today's 20-year-olds, but they also more or less consciously follow role models.

It is important to create easily accessible and inviting opportunities for physical activity. This can be done through tailored activities that cater to the interests and needs of this age group. Access should be low threshold both physically (e.g. inclusive sports facilities) and psychologically (e.g. a welcoming and non-intimidating atmosphere).

Rethinking the concept of nudging: It is important to recognise that many people over 50 are already active in some form, be it gardening, cycling, or walking. Rather than assuming the need for nudging, it may be more effective to recognise and encourage existing activities. The understanding of 'exercise' should be broadly defined to include everyday activities that contribute to physical fitness.

Forecast and outlook:

The widespread interest in health and fitness within this age group offers many opportunities. It is important (as is the case everywhere) not to organise something over the heads of the participants, but to integrate them into the process. However, even this first step requires the identification of barriers, be they physical, social, or mental. In addition, the diversity of lifestyles, interests and abilities within the older generation must always be considered.

Forms of movement that have a positive impact on the psyche and mindset – right through to resilience and burnout prevention through breathwork or movement. What scientifically proven forms of movement and positive effects are there? Which of these can be learnt at a destination and then carried out on your own at home?

This is not a direct question that we can answer from a social science perspective. However, there are initial meta-analyses on the subject.

Two recent studies show that studies on breathing techniques and their influence on stress and mental health have not yet produced many clear results. These studies are often difficult to compare with each other and their results are not always reliable (source: "Effect of breathwork on stress and mental health: A meta-analysis of randomised-controlled trials").

It was also investigated how sports and physiotherapy differ when done at home alone or under supervision. This study looked at people suffering from intermittent claudication. It showed that guided therapies are better for physical fitness, but do not make a big difference to quality of life. The researchers add that the studies are not very reliable due to the small number of participants (source: "Supervised exercise therapy versus home-based exercise therapy versus walking advice for intermittent claudication").

In the future, the demand for easy-to-use health solutions will increase. It is therefore an opportunity market for the private healthcare sector and medical tourism to offer high-quality, guided physiotherapy and at the same time provide access to personalised exercises at home.

This ensures the maintenance of maximum autonomy while receiving optimal care from the healthcare provider. By learning practices that they can apply themselves during a health holiday, patients will be empowered to manage their own health. Technologies, wearables, AI will help to create personalised treatment plans, enable real-time interaction with patients and ensure quality.

Prognosis and outlook:

In view of the increase in mental health problems and stress in society, the research and development of effective coping strategies will become increasingly relevant in the future. The placebo effect should also be taken into account. The combination of scientifically and medically supported therapy approaches, which are learnt at a location/destination and then carried out independently and under technical control at home, provides an opportunity to support research by collecting the relevant data and making it available for analysis.

What role will sport play in mental health in the future from a medical perspective?

In March 2022, Christian Imboden, Malte Christian Claussen, Erich Seifritz and Markus Gerber published a mini-review in the Swiss journal Praxis. Their meta-analysis suggests that physical activity plays a crucial role in the prevention and treatment of mental illnesses, particularly depression, anxiety disorders and schizophrenia. However, the authors note that there are still too few programmes in outpatient prevention and treatment and that better methodological studies are needed.

From a futurology perspective, three key drivers can be identified:

1. De-tabooing and normalisation: Mental health is becoming less and less stigmatised and is becoming a mainstream topic. It is now almost normal to consult a therapist and terms such as trauma, trigger, depression, autistic or narcissistic are commonplace in everyday language. Society is more sensitive and accepting of mental health problems, while at the same time the need for support is growing. People want to take better care of their mental health to be more resilient in a changing, complex and crisis-ridden society.
2. Increasing interest: Sport and exercise have become an important topic that everyone must deal with. They are omnipresent in the media, in retail and in healthcare. The importance of exercise is often emphasised, which often makes people who do little, or no exercise feel guilty. However, sport and exercise are developing into a lifestyle based on voluntarism and enthusiasm rather than compulsion.
3. Health has become a central value in our society. Interest in improving one's own health has increased significantly and awareness that many factors influence health has grown. Health affects all areas of life and can be influenced by everything from individual factors such as genetics to self-care and self-efficacy. People strive for a long and healthy life and are willing to take action to promote their health.

It can be assumed that the need for mental health support in conjunction with sport and exercise will grow. These will not just be quick fixes or compulsory exercises but will be seen as part of a healthy lifestyle.

Prognosis and outlook:

Although some of the evidence is not yet robust, sport and exercise will play an important role in medical practice in promoting mental health in the future. Further studies and research will be needed to improve both the quantity and quality of this integration.

What role will sport and exercise play for health in the future, more specifically in health promotion? Will a digitally initiated trend towards individual sports (vs. team sports) be promoted? What impact will demographic change have on this?

Health is a core value in our society and contributes significantly to the development of "Sportivity" as a 21st century spirit of life. Sport and exercise are now seen as important aspects of health, which in turn makes health a driver for sport culture. The desire to live as long as possible and stay as young as possible is accelerating this development. The importance of sport in the context of health is therefore also directly linked to an ageing society.

Until recently, the importance of exercise was mainly seen in the prevention of physical illness. However, this perspective now encompasses several levels, including mental health, which is increasingly becoming part of the public discourse. The idea of not only maintaining or restoring health, but also optimising it, is also shaping this development. What is interesting here is the change in motivations: Whereas in previous years it was all about self-optimisation, today individuals are increasingly striving to be healthy not only for themselves, but also for their family, friends, and community.

At the same time, health in sport and exercise/sport as a means of rehabilitation, prevention or health optimisation have taken on different dimensions. The question of the healthy amount of sport is increasingly being asked. With the rise of ambitious amateur athletes, the health risks from too much sport/exercise, incorrect performance, doping, etc. are also increasing. The prevention of injuries and the management of these health risks will be an important issue in the future.

The phenomenon of Sportivity has been accelerated by the development and spread of digital technologies. The shift from team sport to individual sport, which is taking place independently of technologization, is benefiting from this. The growing interest in individual sport can be attributed to the need for health, but also to social changes such as the structural change in work or biographies. Individual sports are more flexible and easier to organise than team sports. Technologies such as fitness trackers and apps have helped to make individual sports more accessible and entertaining. Progress can be tracked in real time, personalised training plans can be created and experiences can be shared in a digital community.

Forecast and outlook:

Digital technologies are evolving and have become an integral part of everyday life for all generations. The technologies help people to exercise longer and more independently. From a health promotion perspective, there is great potential in the individual support and motivation provided by digital tools, provided that the newly emerging needs are recognised, and motives are addressed.

How can the social role of sport and its clubs be enhanced and recognised accordingly?

To keep pace with social change, sports clubs need to transform themselves by adapting their organisational form, communication and self-image and taking into account the new conditions, wishes and motives of sports practitioners.

This can be successful if sports clubs expand their central role beyond simply practising sport and integrate social aspects and adaptation to social needs into their activities. Interdisciplinary cooperation with various partners from the sports community and the regional economy will also become increasingly important in the future.

The location can also play a decisive role here, as it serves both as a source of identification for people and as a place to live. The location has a significant influence on the quality of life, the value of the sport and the acceptance of the location in society.

Forecast and outlook:

Sports clubs could take on a broader and more diverse role that goes beyond the traditional organisation of sports activities. They can help to build communities, offer services, develop the location and promote social integration. In this way, they strengthen and enrich their role in society. And can help to strengthen democracy.

Approaches and definitions

*** Including language**

We don't always succeed in writing in a gender-sensitive way and in the interests of everyone. We try and sometimes fail.

*** Sportivity**

The perception of sport in society and the individual view of sporting activities, phenomena, and attitudes. This applies to both active and passive participation. Sportivity not only includes physical exercise, but also generally stands for the examination of the topic of "sport" in all its facets, from being a fan to exercise and consumer culture. Sportivity is also described as a 21st century spirit of life.

***Sports identity**

A narrative and principle firmly anchored in society is developing from the spirit of life of "Sportivity ". It remains differentiated and does not necessarily have to lead to activity in the future. Sport and its worlds have the potential not only to offer people the opportunity to identify, but also to convey a sense of belonging and strengthen self-esteem. They are increasingly becoming an integral part of a person's life story and contribute to shaping their identity.

*** Nudging**

A behavioural economics technique that uses subtle cues or incentives to encourage people to make decisions in a desired direction without restricting their freedom. The aim is to promote better decisions by providing information, simplifying options or creating attractive incentives without coercion or prohibitions.



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