



# Sport, Specifics, Management and Challenges

Prof. Svetoslav Ivanov

What is the subject of management and what is the goal we pursue?

Comply with some basic documents:

- ▶ European Sports Charter
- ▶ Documents of ENGSO
- ▶ Charter IOC
- ▶ Expert group - Good Governance
- ▶ PRINCIPLES FOR THE GOOD GOVERNANCE OF SPORT IN THE EU and so on.

# What is sport?

Meaning of the word "SPORT":

- ▶ French - "free time"
- ▶ Persian - "victory"
- ▶ Chinese - "physical training"
- ▶ Greek - "athleticism"



English: "Everything that people find fun and entertainment."

## European Charter of sport defines it:

“Sport means all forms of physical activity, which, through casual or organized participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels.”

According to World Sports Encyclopedia (2003) in the modern world more than **8000** sports are practiced.

# Goals of Governance

The European Sports Charter makes recommendations to sports policies in relation to the following areas:

- ▶ The Sports Movement
- ▶ Facilities and Activities
- ▶ Building the Foundation
- ▶ Developing Participation
- ▶ Improving Performance
- ▶ Supporting Top Level and Professional Sport
- ▶ Sport and Sustainable Development
- ▶ Domestic and International Cooperation

# ENGSO - VISION, MISSION and MAIN GOALS

## VISION

- ▶ The vision of ENGSO is to be the **leading voice** of voluntary sports organizations in Europe.



# ENGSO - VISION, MISSION and MAIN GOALS

## MISSION

- ▶ ENGSO's mission is to promote the interest of sport organizations in Europe.



## MAIN GOALS

ENGSO's main goal is to be a bridge building organization in order to:

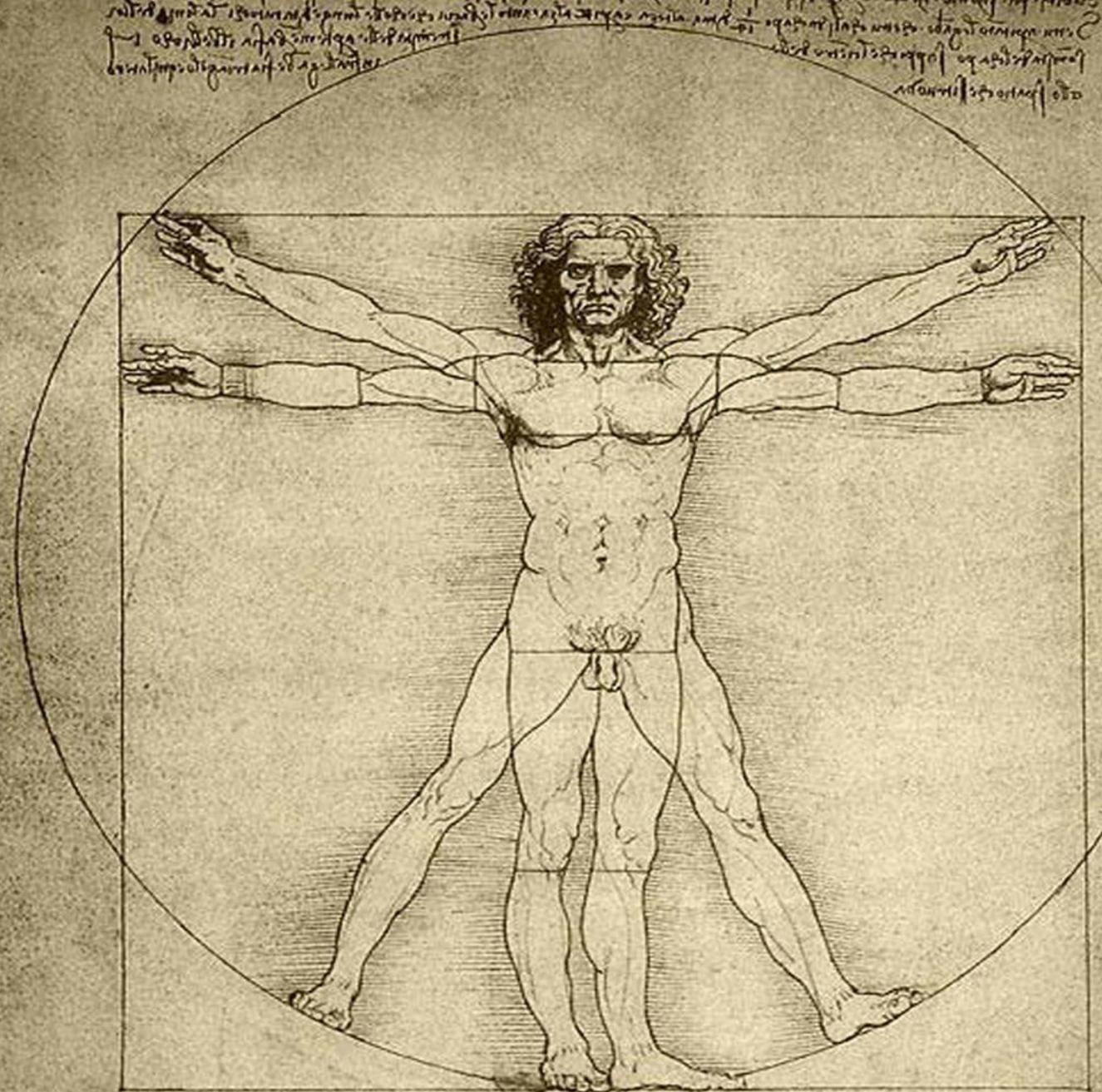
- ▶ provide a platform for exchange of knowledge and information;
- ▶ discuss and lobby on current sport political issues;
- ▶ seek common positions on sports issues and publicize these positions;
- ▶ strengthen the co-operation with other sport bodies;
- ▶ contribute to intergovernmental sports co-operation, and represent the principal non-governmental organization position within other European sports related meetings;
- ▶ develop and support ENGSO youth.

For the purposes of its recommendations, the Expert Group 'Good Governance' adopts the following definition of good governance in sport:

*“The framework and culture within which a sports body sets policy, delivers its strategic objectives, engages with stakeholders, monitors performance, evaluates and manages risk and reports to its constituents, on its activities and progress including the delivery of effective, sustainable and proportionate sports policy and regulation.”*

Leonardo da Vinci

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the frame, creating a dynamic, layered effect. The overall composition is clean and modern, with the text 'Leonardo da Vinci' centered on the left side in a simple, sans-serif font.



...e di questo modo si può fare un  
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# First Spot

- ▶ ENGSO should have enough authoritative voice
- ▶ The vision of ENGSO is to be the leading voice of voluntary sports organizations in Europe
- ▶ ENGSO depends on the strength of its members.

ENGSO to participate more effectively and authoritatively in the management of sports in Europe.

According to the European Sports Charter:

“The Sports movement is aimed at achieving full cooperation between non-governmental sports associations and the Government.”

This problem is far from resolved on national and European level.



# Second Spot

- ▶ Basic ideas of cybernetics - the straight connection, feedback and making necessary adjustments in comparative analysis
- ▶ There is a significant difference between mechanical sum and a system.
- ▶ The power of the organization is not a simple mechanical sum of its members.

Effective interaction within the organization leading so that - one plus one becomes more than two.

## Third Spot

**Do you know who is the best manager?**

**He should provoke the activity of all members and maximize the use of their potential capabilities to create Ideas, realize them and lobby.**



# Forth Spot

A lot can be accomplished through communication via the internet, it might be wise to establish "floating" committees on specific issues without spending money on travel and missions.



## Fifth Spot

### **Gutenberg book printing**

The most significant discovery of mankind

### Universe

- Mechanical Clock
- Energy Processing Machine
- Information Processing System

# Sixth Spot

## Information processing and analysis

“How is that you are seen farther than other scientists?”

“I stepped on the shoulders of those before me”  
Sir Isaac Newton



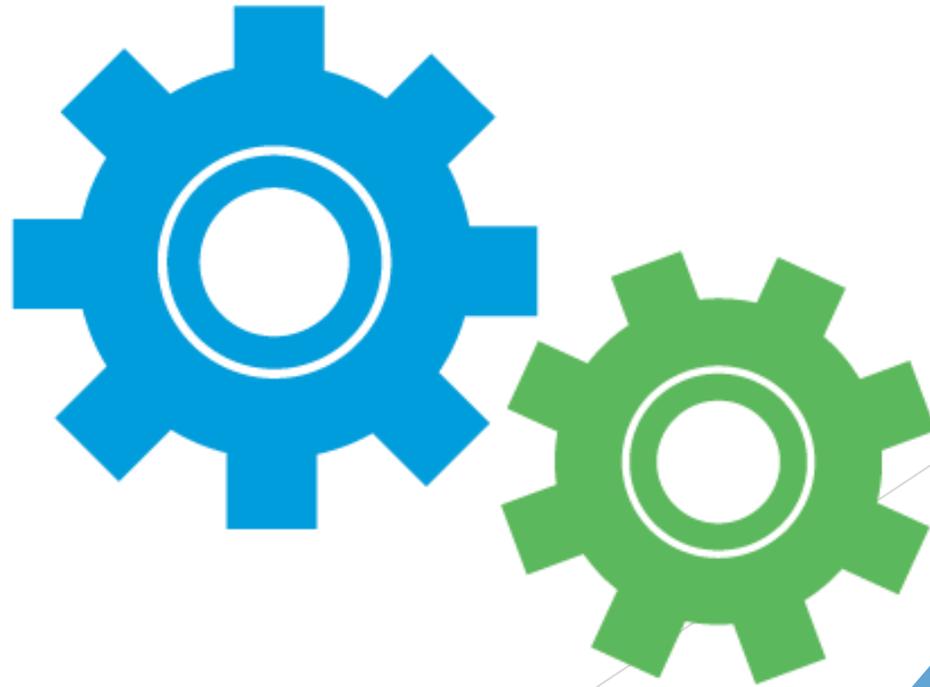
# Seventh Spot

On a personal level, there is a barrier that each one must overcome and sacrifice some of his free time and convenience.



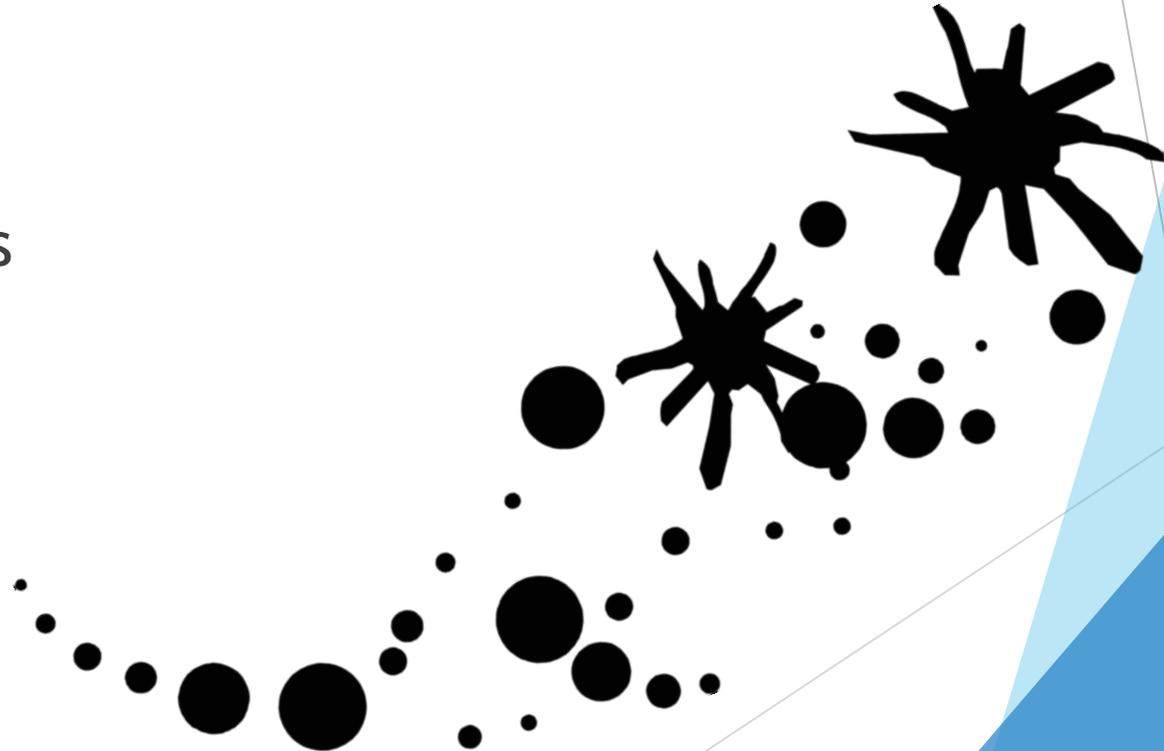
# Eight Spot

Participate in the formation of topics for projects, evaluate their importance, inform the members and help create groups for competitive programs (projects).



# Some other spots

- ▶ Legislation
- ▶ Gamification
- ▶ Methods of sport in life and professional engagement
- ▶ Second occupation
- ▶ Health status
- ▶ Science for grassroots
- ▶ Motivation
- ▶ Media policy
- ▶ Literary awards
- ▶ **Many others.**



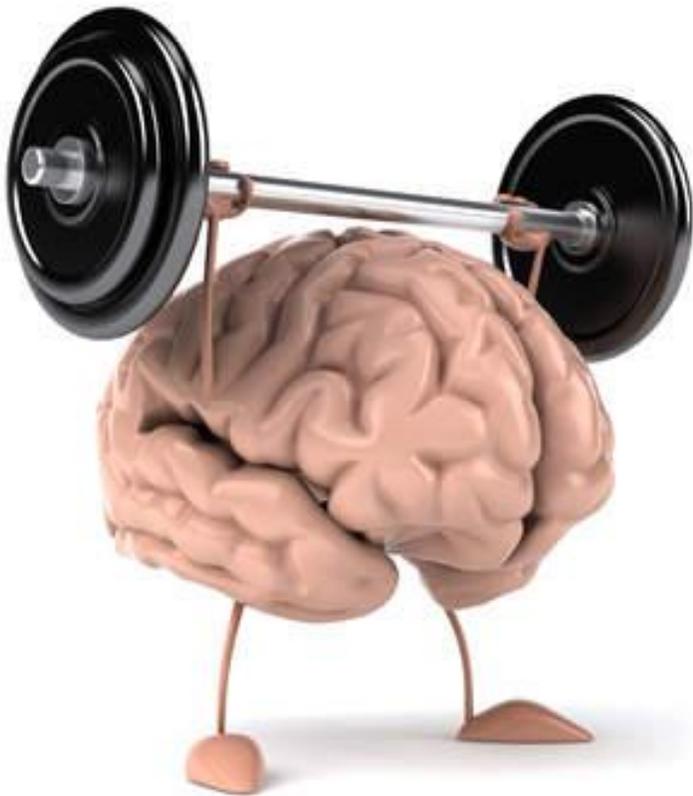
If a person is thirsty - it is better to give him a glass of water, but much better however to show him a well.



# MYTHS

## Sport is just muscles

The essence of sports is **under** what is visible. Sports success depends on the will, **diligence**, and overall moral and personal qualities.



# MYTHS :: Sport is just muscles



Here is how we see sports at a competition



# MYTHS :: Sport is just muscles



.....and here is what is hidden,  
beyond the scene - hard work

# MYTHS :: Sport is a battle for the first place





The shepherd:

- Why are these people running? Why are these people running, when no one is after them?
- Whoever arrives first will win a medal - they said.

- This is okay, but then why are the others running - he added.



In sports as in life the important is invisible..

What is not seen is that the race is not against the others but with ourselves.

**In this fight everyone can be a winner.**

# MYTHS :: Harmonious development of a person



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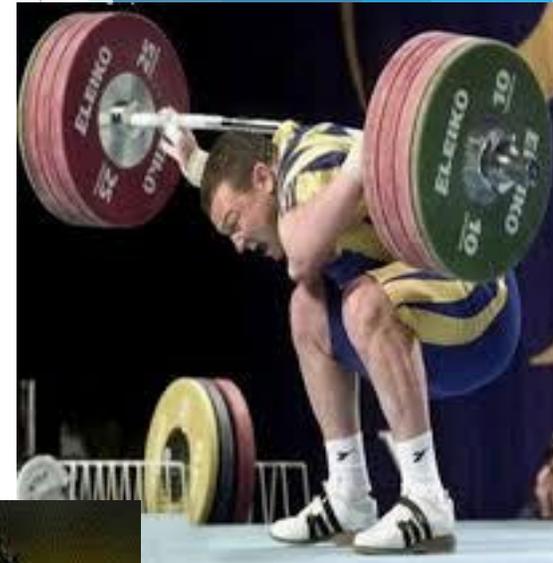


# MYTHS :: Harmonious development of a person

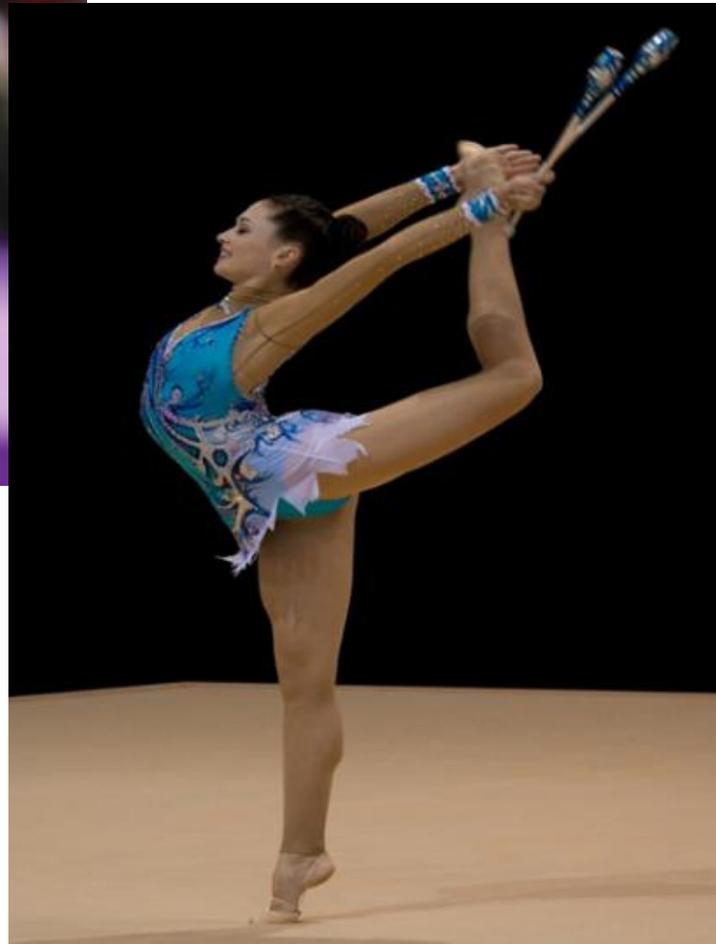


# MYTHS :: Sport is the source of health

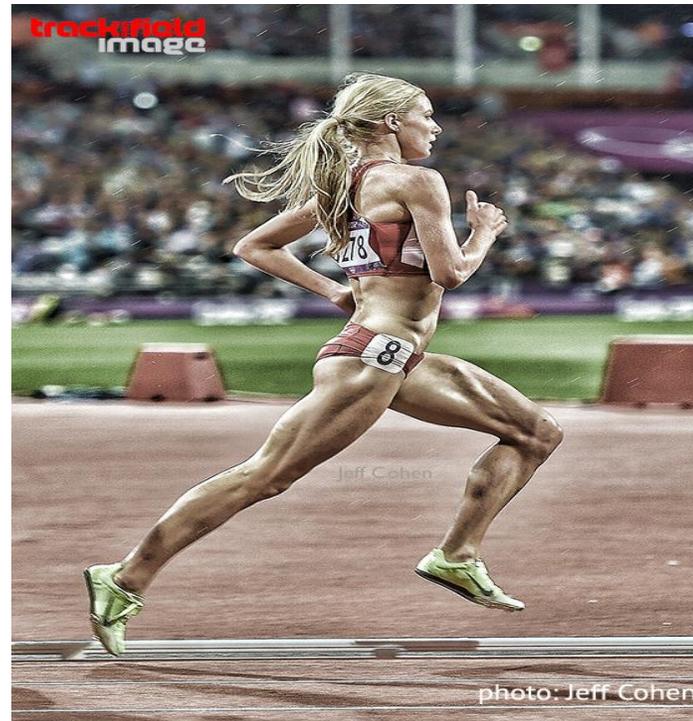
Here it is appropriate to stress that everything brought to the extreme turns into its opposite.



# MYTHS :: Sport is physical beauty and perfection



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MYTHS :: Sport is physical beauty and perfection



THIS IS ALSO SPORT



The most useful of all is that sport teaches not how to defeat someone, but how to stand up after having fallen.



The opponent is not your **enemy**. He's your best friend, because he helps you **improve** yourself.





As it is known, one can only prop up to what resists.



# Do you know what - “e-te men-an - ki” means?

Many years ago the people of Babylon decided to reach Lord and build a tower to get to heavens.



God did not approve of their pride and decided to stop them. He confused their language so, that they ceased to understand each other.



Tower of Babel - remained unfinished.

European Parliament building was built to resemble the picture of Bruegel depicting the Tower of Babel.



# Sport - common language.

Problems of humanity?

The reason is the way of creation. God has created Adam from mud and his holy breath. Since then in every person there is a fight between the material and the spiritual.



# From spots to ENGSO



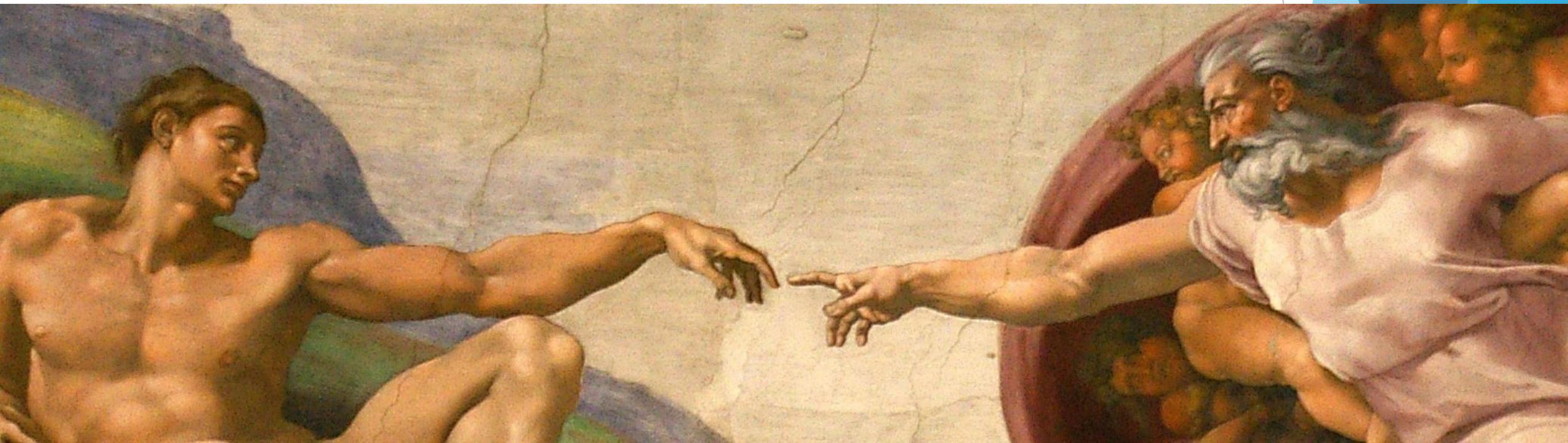
Bridge between spirit and body.

Divine bridge that can harmonize the two principles in man, country and world.

Did you feel the responsibility?

Sport is the bridge between body and soul.

Sport is the common language of humanity,  
Language that will help finish the Tower of Babel.



- ▶ Did you ever wonder how kids sport results compare between two regions in your country?
- ▶ Or between countries?
- ▶ Ever wonder how once a week extracurricular sport attendance affects kids' physical achievements?
- ▶ Or a healthy diet?



Our organization with the support of **Software Group** have designed a mobile application, which is a hybrid between a sport scientific project and tracking physical progress in kids and youth.



The application:

- ▶ Collects participant's data
- ▶ Runs sport tests
- ▶ Compares results
- ▶ Visualizes diagrams
- ▶ Exports statistics
- ▶ Tracks progress
- ▶ Tracks improvements



# Sport for Children

- ▶ **The beginning:** The idea was born in Bulgaria.
- ▶ **Next steps:** We would like to popularize the app in Europe, and then make it accessible world-wide.

**Are you interested?**



Remember, **Sport** is our common language.

