



# ACCESS

Achieving Circularity in Cities through  
Environmental Sustainability of Sports

# WELLFARE ALLIANCE

An alliance putting local authorities in focus



## GENERAL DESCRIPTION OF THE PRACTICE

Since 2014, DBU has collaborated with Danish municipalities. These collaborations have developed over time and later they have been established as a program between the football community and municipalities, called 'Welfare Alliance'. The current program period is 2022-2026.

The DBU Welfare Alliance is a collaboration between the Danish FA (Dansk Boldspil-Union), the regional FA and a municipality. The overall ambition of the collaboration is to create value for the citizens and football clubs of the municipality. Based on its ambitions and political agenda, the municipality has the possibility to adjust the frame and ambition for the alliance, whether its within health, school & day care, education, employment, green transition, events, national team matches, or something else.

Many things have highlighted the importance of the programme since its start in 2014. The results of a survey carried out in 2017 showed that football clubs appreciate the support from the Danish FA and regional FA's when collaborating with municipalities. On top of this, an external evaluation was carried out in 2018, which clearly indicated that both municipalities and clubs finds the programme valuable.

Furthermore, DBU has recently approved a new policy and action plan on Football Social Responsibility (FSR) that raises the ambitions of what football can achieve and do to improve health, social responsibility, and promote green sustainability. It is not possible for DBU and football to do this alone and will among other things rely on welfare alliances and strong partnerships with municipalities going forward. Fields of actions for the 2022 – 2026 period include six action areas: health, social efforts, education and employment, school and daycare, club development and events and national matches.

## CHALLENGE

With the ambition to exploit and benefit from the many possibilities for partnerships with Danish municipalities, the concept of 'welfare alliances' was created back in 2014. The term suggests that by working closely together, the involving parties can help each other to achieve their goals.

## RESULTS

40 municipalities have entered a welfare alliance with DBU, and it is a priority to interact with even more municipalities through alliances.

Potentials that were identified included:

- Sports (football) can create social value
- More and more cross-sector ownership in municipalities
- Greater knowledge and effect monitoring
- Stronger bridging
- Foundation (co)financed efforts are good measures
- Events as inspiration
- Stronger collaboration across clubs

Limitations were equally identified:

- Organization & collaborative culture
- No infinite resources
- Volunteering can be fragile and must be supported
- Football is big and a wide area

All this resulted in attention points, specifically paying attention to the balance between visions and concrete initiatives, football's intrinsic value and good agreements in co-creation (clubs and municipal actors) rather than quick agreements.

## REPLICABILITY POTENTIAL

A clear strategy is essential but cannot stand alone. It is necessary to have concrete activities that highlights the collaborations themselves and emphasises on potential and positive effects.

It is important to have dedicated and allocated resources, especially employees. Liquid funds can also be necessary, which is the case in a Danish context. The size of the investment depends on the level of ambition.



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## This factsheet is a part of a larger collection of good practices available on the project's website

[www.access-cc.eu](http://www.access-cc.eu)

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The **ACCESS project** is one of the latest European projects which explores and challenges environmental sustainability and environmental management in sports. Co-funded by the European Union's Erasmus+ programme, ACCESS is looking at narrowing the gaps between the current environmental performances of sport organisations, their strategies, and practices on one side and strategies and targets of their respective cities or regions with the overall objective – making these sport organisations a reference point for sustainability in sports in their countries and turning them into replicators of solutions for achieving it.



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