

# 'MY SPORT FIELD - ORLIK 2012'

## Social heritage of UEFA EURO 2012 in Poland

Dit topic gaat over grote evenementen en hoe je daar als sporter aan deel kan gaan nemen. En nog belangrijker hoe kan een groot sportevenement een boost geven aan het bewegen van de bevolking? Hoe krijgt men dat in het buitenland voor elkaar? Een voorbeeld uit Polen.

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### B Background

When on April 18, 2007, UEFA's Executive Committee decided to award Poland and Ukraine the right to host the UEFA EURO 2012 Championships a huge chance and a great challenge for Poland has appeared. In the first moment the organizations of the biggest international sports event ever hosted by Poland was considered as the great opportunity for Poland to catch up with other more developed countries in terms of its sport infrastructure as well as the roads, hotels and airports, which must be constructed or modernized by 2012.

Shortly it was also recognized that the Championships presents a great moment to do something for all citizens living all in cities, towns and villages all over Poland.

According to the various surveys on Polish society, sports are only occasionally practiced and the total time dedicated to physical activity is well below standards and recommendations of WHO or European Commission.

The main reasons causing that the dominant leisure activities are watching television and using computers is declared as lack of physical fit, the high cost of sport activities, shortage of accessible sport facilities and a lack of company to play. It was also proved that the biggest impact on a sport-related behavior of children and



adults has the economical and social conditions, as well as family traditions, the educational and pedagogical values gained at school and the sports infrastructure available near home. Poland was determinate to promote and develop the grassroots sport and has decided to take advantage of the UEFA EURO 2012 Championships to do that. The key idea of the Minister of Sport and Tourism was to build accessible, free of charge, modern and attractive sport facilities all over Poland. The program was called 'My Sport Field - Orlik 2012' after the pseudonym of Polish national football team. The word 'Orlik' means a baby eagle. Eagle is the official national emblem, which is proudly hold on Polish representatives t-shirts. The name Orlik symbolizes a chance given to everyone to start his way to the national team.

### Goals, rules and financing

The 'My Sports Field - Orlik 2012' was presented by the Polish Government Prime Minister Donald Tusk during Expose on 23 November 2007 and it was officially launched in 2008 by the Ministry of Sport and Tourism.

The overall goal of the project was to build 2.012 multipurpose sport facilities by the year 2012.

Each sport facility consists of a football pitch – 30 m x 62 m, a multipurpose pitch – 18 m x 32 m for basketball, volleyball, tennis, ect. Both pitches are covered with artificial surfaces – grass or polyurethane. Additionally each facility is provided with social buildings (changing rooms, showers), fences and lightning.

All the Orlik 2012 fields are accessible for all and free of charge. They are also fully adapted to needs of people with disabilities.

The total costs of one project is about 1 mln PLN (250 thousand Euro). The financing comes from three sources: 1/3 from the Ministry of Sport and Tourism, 1/3 from the marshal

Facility is **only** the first step



offices and 1/3 from the local government units. There is at least one project implemented in each of municipal district.

### Implementation

By the end of the year 2008 there were 566 pitches built all over Poland. In the following years 2009 and 2010 the project has been effectively implemented and the number of Orlik 2012 fields has grown up to 1.803. The projected number of 2012 pitches was reached in December 2011, a year before estimated deadline. Total number of Orlik 2012 facilities planned to be completed in 2012 is 2271 - 110 % of success.

### Extra - White Orlik 2012

The 'White Orlik 2012' is an idea on better utilizing the facilities during winter time. The essence of the project is a modern ice ring build on or next to the Orlik 2012 pitches. The ice rings are rather permanent or temporary, which are set on the pitches with polyurethane surface. The goal of the project is to promote winter sports as skating or ice hockey.

The facility is the 'must be' element to start the local development of sport for all. To make this place really sportive, Ministry of Sport and Tourism established various programs ensuring regular activities on the pitches and encouraging local societies to involve in sport.

### Animator Orlik 2012

The key program established on the Orlik 2012 facility is called 'Animator Orlik 2012'. Its main objective is to provide a sport leaders on the pitches. The animators' are in charge of organizing and leading

sport activities for all users as well as for encouraging them to do sport regularly.

Animators are also responsible for maintaining the cooperation with schools and sport organizations acting locally in order to promote sport for all as well as to develop leadership and volunteering in sport among kids, youths and others sport enthusiasts visiting Orlik 2012. The program is finessed from the state and local governments budget. Each animator is full time employed on one of the pitches. In special cases, in very crowded areas, there may be two animators working on one Orlik 2012.

The animators are also responsible for creating and training the sport teams in order to prepare them to participate in various Orlik 2012 tournaments.

The infrastructural project has been also reinforced by various sport programs dedicated to kids and youths.

### Orlik Cup

The biggest sportive initiative carried out on Orlik 2012 is the football cup, which is organized since 2010. The tournament is officially called 'Prime Minister Donald Tusk Orlik Cup' and it's dedicated to girls and >>



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boys from 10 to 13 years of age. The overall goal of the activity is to promote sport among kids as well as to teach them the rules of fair play, team building and respect to others.

In the eliminations to the first edition of The Orlik Cup in 2010 over 100.000 girls and boys took part in the matches organized all over Poland. In 2011, when the total number of Orlik Facilities grown up to 1.800 the number of the young football players grown up to 145.000. Out of 15.000 teams from all over Poland, only 64 made it to the final round, that took place traditionally in Warsaw.

The **'Orlik Basketmania'** and **'Orlik Volleymania'** are the initiatives undertaken in 2011 in alternative to football Orlik Cup. The basketball and volleyball tournaments are organized for youths – girls and boys 12-15 years of age. The first editions involved over 5.500 basketball players and almost 4.000 volleyball amateurs. The initiatives were supported by sponsors and coordinated by Polish Basketball Federation and Polish Volleyball Federation and were celebrated together with representatives of national teams.



### School related aspects

80% of all the Orlik 2012 pitches are located by the schools and are used for the regular physical education classes. In most of the cases the Orlik 2012 replaced the old dilapidated pitches with unsafe grass/mud or asphalt surfaces. The new facilities provide much better possibilities for teachers to train various sports in a safe and comfortable way. Also pupils find the new facilities as motivation to more likely join the classes and to become a members of the 'pupils sport clubs' that offers the after school activities. Orlik 2012 became a new 'trendy' brand for kids and youth who more and more often choose Orlik as a place to meet with friends and spend their leisure time actively.

### Social dimension of the Orlik 2012

The Orlik 2012 project from the very beginning was arousing very positive feelings. The openings of the facilities were held with the participation of local and central governments representatives as well as national and international sport celebrities.

The new brand 'Orlik' shortly became very popular all over Poland and is considered as a synonym of attractive place for leisure time activities.

The positive influence of these places causes a lot of constructive changes in municipalities where it appeared. Local governments started to pay more attention to the attractiveness of the surrounding areas of Orlik in order to make this place even more friendly. They started to build outdoor gyms, playgrounds as well as to deliver extra benches and to establish recreational paths around the pitches.

Orlik 2012 plays also a very important role in the process of social inclusion initiating local partnerships. There are many examples of very successful developments carried out on the pitches as family fests promoting sport as a driver of health enhancing habits, building local centers of volunteering and sport events for citizens of all age.

After five years of experiences with Orlik 2012, it's discovered that such initiatives have a huge social potential, that should be used in order to improve the quality of live.

This project also ensures that the Euro 2012 heritage approaches all the citizens.

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Foto's: [http://www.orlikbasketmania.pl/galeria/0/32/final\\_ogolnopolski\\_w\\_kato.html](http://www.orlikbasketmania.pl/galeria/0/32/final_ogolnopolski_w_kato.html)