



**Sport has the Power to Change the Europe!  
European Sport Volunteers as a  
Social Leader and Social Innovator**

**603555-EPP-1-2018-1-TR-SPO-SCP**

**Module-5: Organizational Aspects /  
Governance, Safety and Security in Sport  
Events**



Co-funded by the  
Erasmus+ Programme  
of the European Union

<p><b>Module Description</b></p>	<p>This module addresses the management of sport events, how to ensure safety and security of all involved players and the principles of good governance in sport and their application during sport events. In the module are highlighted the basic concepts to draw the framework. It will focus in the volunteers' engagement and will promote quality management, good governance principles follow and ensuring safety and security in sport.</p>
<p><b>Learning Outcomes</b></p>	<p>At the end of this module, sport volunteers will be able to:</p> <ul style="list-style-type: none"> <li>• understand the main organizational aspects of sport events;</li> <li>• awareness of good practices in Turkey, Italy, Greece, Bulgaria and Spain;</li> <li>• explain the stages of involvement of sport volunteers in sport events delivery;</li> <li>• define the points to be considered in the selection process of volunteers;</li> <li>• explain the application of governance standards and volunteers involvement in providing quality sport events.</li> </ul>
<p><b>Learning Activities</b></p>	<ul style="list-style-type: none"> <li>• To watch 1 introduction video</li> <li>• To watch 1 video tutorial</li> <li>• To complete 3 game-like interactive tasks mentioned in the video tutorial</li> <li>• To read the article related to good governance</li> <li>• To read the good examples/case study</li> <li>• To watch the expert video</li> <li>• To get a minimum score of 80% from the quiz</li> </ul>
<p><b>Estimated duration</b></p>	<p>Total workload is 2 hours including:</p> <ul style="list-style-type: none"> <li>• 20 minutes for watching videos</li> <li>• 60 minutes for exploring the required reading material</li> <li>• 30 minutes for exercises</li> </ul>
<p><b>Video Transcript</b></p>	<p><b>Introduction video:</b></p> <p>Hi! Welcome to Module 5.</p> <p>In the present module we will find out together what are the main aspects of delivery of sport events and how to ensure good governance, safety and security as core aspects of the successful event. As sport is a “sector, driven by volunteers” each sport event need the irreplaceable support of motivated and devoted</p>

volunteering team that can ensure the proper delivery. Depending on the range of the event itself, the recruitment procedures can vary and the pre, during and post training of the volunteering team can be with different dimensions. Several factors ensure that an event is a successful one and in particular, in sport the factors include application of good governance principles that we will discover in the present module, ensuring safety and security of all involved individuals – athletes, sport staff, fans and supporters.

There's nothing like a little friendly competition to bring everyone together in the name of a good cause — whether it's charity, team bonding, or simply the competition itself. But for internal team (so called LOC – Local organising committee), organizing a sports event is a whole different game, full of unique considerations and tricky logistics that can get a little out of hand if you let them. Let's find out what are the main aspects of the delivery of sport event through the perspective of a sport volunteers.

**Video tutorial:**

Engaging in voluntary activities in sport provides citizens with new skills, thereby contributing positively, among other things, to their employability and strengthening their sense of belonging to society, and can be a catalyst for social change. Voluntary activities in sport can contribute to the growth and strengthening of social capital through the development of a social network based on trust and cooperation.

Sport event management includes a devoted team (both sport entities staff and volunteers) with a clear understanding of all aspects of the event from the sport competition, to accreditation and security, sponsorship and marketing, protocol and hospitality and much more. Sport events are organised on regular or ad hoc basis in the last century, either in one sport or in a combination of sports such as the Olympic games. History reveals that sport events have significant role in the development of our society and have reached to be an important part of our daily life as both stage to present human possibilities and to entertain the wide audience.

Sport is the largest sector of the civil society in Europe and involves over 35 million Europeans volunteering for sports. Volunteering has many benefits – not just for sports, but also the individual volunteers, their communities, and society.

Based on the Council conclusions on the role of voluntary activities in sport in promoting active citizenship, voluntary activities in sport are among the most attractive and popular forms of social activity in Europe and are part of the social heritage of sport. The organisation of sporting events – including those organised by professional and commercial sporting bodies – as well as day-to-day activities carried out in sport in many Member States rely on volunteers and voluntary activities.

Depending on the scale of the event itself (elite/professional sport, grassroots sport or sport in the educational system), the organisational aspects might vary, but the main elements in the delivery of a sport event are as follows:

- Preparatory activities – preparation of a sport event is a crucial part of its success. In this phase the main activities are focussed on communication, logistics, adopting an action plan and training of involved actors.
- Implementation activities – delivery of the sport event itself at the same way it has been planned and following the action plan.
- Reporting/follow-up activities – after the end of each event a reporting and analysis phase should be implemented that also can be part of your volunteering experience.

Sport event management teams deal with a plethora of issues related to planning, organizing, leading and delivering sport events. Their areas of responsibility can be very broad or very specific depending on factors like the size of the sport event. During the delivery of sport events there are multiple positions that attract volunteers, based on their abilities, skills, knowledge and motivation. The main division of tasks is either sport specific aspects of the event or the logistic part. Example of division of volunteers might include the following positions:

**Sport specific aspects** - depending on the concrete sport and scale of the event

- Referees and sport specific staff
- Doping control assistance
- Technical support
- Facility management & logistics

**Logistical aspects** - the what, where, how and who of the event

- Accreditation
- Secretariat
- Transportation
- Hospitality – Accommodation & Meals and catering
- Ceremonies
- Security
- VIP guests and protocol events
- Presscentre
- Work/team offices
- Welcome/Informational desks at main transportation points
- Translations
- Cultural program

Are you already wondering how to join a sport event as volunteer? Well, there are different opportunities such as:

- Apply to an open call for recruitment of volunteers. Follow your favourite teams and organisations and/or contact them for volunteering opportunities;
- Become part of a sport club or sport organisation and follow their updates about the sport events they deliver.

To be volunteering during a sport event is a responsibility that you have to be aware of. The LOC that we have already mentioned is counting on you and can not implement a successful event without your contribution. Be committed and contribute to a great event through responsible behaviour, initiative, professional attitude and positive energy. We have highlighted your responsibilities, but you have also your rights and let's find out some of them:

- Right of information about the activities that he/she will be responsible
- Personal safety and security during the event, including personal data protection
- Equal opportunities and non-discriminative environment
- Suitable training opportunities in connection with the volunteering activities to be implemented
- Insurance and personal equipment (if such is needed)
- Certification for the implemented volunteering activities

There are several points that we would specifically like to attract your attention to – safety and security of all involved individuals – athletes, sport staff, fans and supporters and good governance principles. We believe that this information is highly important and you can consider those aspects in every field of your life.

### **Safety and security during sport events delivery.**

Whether taking part as volunteer in a relatively small professional sporting event or a large-scale event such as the World Cup finals, many people fail to appreciate the preparation and the training required to ensure the safety and security of participants and those in attendance. When you consider that the 2012 London Olympics involved 70,000 volunteers, all of which required some kind of training and guidance, this puts the challenges into context. We are not suggesting that all sporting events will attract tens of thousands of people, but even just a few hundred unexpected attendees can be challenging unless training and guidance has been sufficient.

In the field of safety and security of sport events one main rule is always on the table: Prepare for the worst case scenario and expect the best one.

- Staff/volunteers are trained to expect the unexpected
- Medical staff is available and easy reachable
- Security responsible are well trained and are well aware of the security reaction protocols
- Crowd issues are identified and addressed immediately
- Backup plans are in place
- Exit routes are clearly defined
- Staff are trained to remain calm in difficult circumstances

One of the major safety and security challenge might be the medical emergencies and those injuries might be summarized as the most common during sport events are:

- Crush injuries
- Cuts and lacerations
- Broken bones
- Injuries as a consequence of violent altercations

What should we do as volunteers if a medical emergency takes place during the event? We know that many of us would try to help, but the proper action should be to contact the medical team as soon as possible and to assist their support. Do not try to implement any medical activities yourself (if you do not have medical background) as this might provide further damage of the injured person. Even volunteers that has attended first aid courses might be potentially dangerous in such situation, so keep calm, call the medical team and support the process.

Another type of safety and security emergency might include: violence and hooliganism activities, biosecurity emergency and even a terroristic attack as sport field might be attractive target with its huge amount of people in one spot. So, how to be prepared? Training, training, training is a vital part of maintaining a safe and secure environment in which to enjoy sporting events.

#### **Good governance principles implementation during sport events delivery.**

Sport has evolved dramatically in the last 20 years. At the elite level there has been a transformation in the commercialisation of sport. Major sporting events attract millions of viewers, hundreds of thousands of spectators and generate significant revenues. Sponsorship and merchandising activity has also grown exponentially. Media interest in sport has risen to new highs and the recent emergence of social media networks means sport is now subject to a greater and swifter level of scrutiny and public interest than ever before.

Good governance has 8 major characteristics. It is participatory, consensus oriented, accountable, transparent, responsive, effective and efficient, equitable and inclusive, and follows the rule of law. Try to follow this eight principles in all your volunteering activities during a sport event and it will lead you to a great satisfaction of quality implemented activities.

We hope that the provided information was useful and you are ready to become a sport event volunteer. See you at the sport field!

Task-1: Watch the Lausanne 2020 - Become a Volunteer video which you can find at the link below:

<p><b>Gamification-Based Interactive Tasks</b></p>	<p><a href="https://www.youtube.com/watch?time_continue=59&amp;v=xInABTGavt8&amp;feature=emb_logo">https://www.youtube.com/watch?time_continue=59&amp;v=xInABTGavt8&amp;feature=emb_logo</a></p> <p>Would you apply to be volunteer? If yes, tell us why? If no, again, please tell us why?</p> <div data-bbox="440 416 1230 568" style="border: 1px solid black; border-radius: 15px; height: 68px; margin: 10px 0;"></div> <p>Task – 2: Read the Council conclusions on the role of voluntary activities in sport in promoting active citizenship. What are the values that the sport volunteers should promote? Write them down in the box:</p> <p><a href="https://ec.europa.eu/citizenship/pdf/council_conclusions_on_volunteering_in_sport_en.pdf">https://ec.europa.eu/citizenship/pdf/council_conclusions_on_volunteering_in_sport_en.pdf</a></p> <div data-bbox="432 797 1222 949" style="border: 1px solid black; border-radius: 15px; height: 68px; margin: 10px 0;"></div>
<p><b>Reading</b></p>	<p><b>Volunteers: A Key Ingredient for a Successful Sports Event</b>  <a href="https://sportsplanningguide.com/volunteers-key-ingredient-successful-sports-event/">https://sportsplanningguide.com/volunteers-key-ingredient-successful-sports-event/</a></p> <p>Doherty, A., The volunteer legacy of a major sport event, 2009.  <a href="https://www.tandfonline.com/doi/full/10.1080/19407960903204356">https://www.tandfonline.com/doi/full/10.1080/19407960903204356</a></p> <p>Masterman, G., Strategic Sports Event Management, An international approach, 2004.  <a href="http://www.pseudology.org/terovanesian/Masterman_Strategic_Sports_Event_Management2.pdf">http://www.pseudology.org/terovanesian/Masterman_Strategic_Sports_Event_Management2.pdf</a></p> <p>Strang, L., Insights of the role of volunteers in public safety at major sporting events, 2018.  <a href="https://www.rand.org/content/dam/rand/pubs/research_reports/RR2800/RR2804/RAND_RR2804.pdf">https://www.rand.org/content/dam/rand/pubs/research_reports/RR2800/RR2804/RAND_RR2804.pdf</a></p>
<p><b>Reading Good Examples/Case Study</b></p>	<p><b>Bulgaria:</b> Young Leaders Seminar provides food for thought in Sofia:  <a href="https://www.european-athletics.org/athletics-community/young-leaders/news/article=young-leaders-seminar-provides-food-for-thought-sofia.html">https://www.european-athletics.org/athletics-community/young-leaders/news/article=young-leaders-seminar-provides-food-for-thought-sofia.html</a></p> <p><b>Greece:</b> The power of volunteers: <a href="https://www.olympic.org/news/olympic-legacy/athens-2004/the-power-of-volunteers">https://www.olympic.org/news/olympic-legacy/athens-2004/the-power-of-volunteers</a></p> <p><b>Italy:</b> An Olympic Experience: Torino 2006:  <a href="https://www.thebudgetmindedtraveler.com/olympic-experience-torino-2006/">https://www.thebudgetmindedtraveler.com/olympic-experience-torino-2006/</a></p> <p><b>Spain:</b> 2014 FIBA World Cup volunteers:  <a href="http://www.fiba.basketball/basketballworldcup/2014/news/FIBA-2014-FIBA-Basketball-World-Cup-volunteers--pro">http://www.fiba.basketball/basketballworldcup/2014/news/FIBA-2014-FIBA-Basketball-World-Cup-volunteers--pro</a></p>



	<p><b>Turkey:</b> EOC to launch education project ahead of 2017 European Youth Olympic Festival: <a href="https://www.insidethegames.biz/articles/1042178/eoc-to-launch-education-project-ahead-of-2017-european-youth-olympic-festival">https://www.insidethegames.biz/articles/1042178/eoc-to-launch-education-project-ahead-of-2017-european-youth-olympic-festival</a></p> <p><b>United Kingdom:</b> London Olympics: How volunteers made the Games: <a href="https://www.bbc.com/news/uk-19201329">https://www.bbc.com/news/uk-19201329</a></p>
<p><b>Expert Video</b></p>	
<p><b>Quiz (for MOOC)</b></p>	<p>Example: <a href="#">Click Here</a></p>
<p><b>Questions (for Gamification)</b></p>	<p><u>2 easy questions:</u></p> <ol style="list-style-type: none"> <li>1. Volunteering in sport is possible:       <ol style="list-style-type: none"> <li>a. Only during sport events;</li> <li>b. Only in sport organisations;</li> <li>c. Both in sport organisations and during sport events.</li> </ol> </li> <li>2. LOC stands for:       <ol style="list-style-type: none"> <li>a. Local opportunities club;</li> <li>b. Loving Olympic Community;</li> <li>c. Local organising committee;</li> <li>d. None of them.</li> </ol> </li> </ol> <p><u>2 medium questions:</u></p> <ol style="list-style-type: none"> <li>1. Main aspects of sport volunteering are:       <ol style="list-style-type: none"> <li>a. Training, recognition, motivation, devotion, passion to sport;</li> <li>b. Safety, security, good governance;</li> <li>c. Replacement of paid staff;</li> <li>d. All of them.</li> </ol> </li> <li>2. Good governance has:       <ol style="list-style-type: none"> <li>a. 11 major characteristics;</li> <li>b. 8 major characteristics;</li> <li>c. 3 major characteristics;</li> <li>d. 20 major characteristics;</li> </ol> </li> </ol> <p><u>1 difficult question:</u></p> <ol style="list-style-type: none"> <li>3. Which of the following sentences is not correct?</li> </ol>

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|  | <ul style="list-style-type: none"><li>a. Sport event can be implemented only by paid staff.</li><li>b. Main aspect of the management of sport event is volunteers management.</li><li>c. Sport volunteers need specific training to be effective.</li><li>d. Participation in sport event is great opportunity to acquire new skills and knowledge.</li></ul> |
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