(HANDBALL) SPORT AND THE COVID-19 PANDEMIC

A first review from an academic perspective

Dr Stefan Walzel | 10/06/2021

WHERE WE COME FROM

WHERE WE ARE

WHERE WE ARE HEADING TO

AGENDA

Impacts on sport and physical activity

Impacts on sport clubs

Impacts on sport sponsorship

Impacts of sport on sustainability

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SPORT: PROBLEM OR PART OF SOLUTION

- Sport makes an important contribution to the physical, psychological

  and emotional well-being – hardly considered as part of the solution

  for managing the pandemic

- People were about 3-5% more physical active during COVID-19

 restrictions (Apr-Jun 2020) in Australia (Karg et al., 2021)

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PHYSICAL ACTIVITY LEVEL

N=11,250, 16 years and older, 20 European countries

	Several times a week	Once a week	Less than once a week	Seldom	Never
Pre pandemic	49%	21%	10%	14%	7%
During pandemic	43%	20%	12%	17%	8%
Post pandemic	50%	21%	11%	13%	6%

Pre pandemic   During pandemic   Post pandemic

Deloitte, 2021

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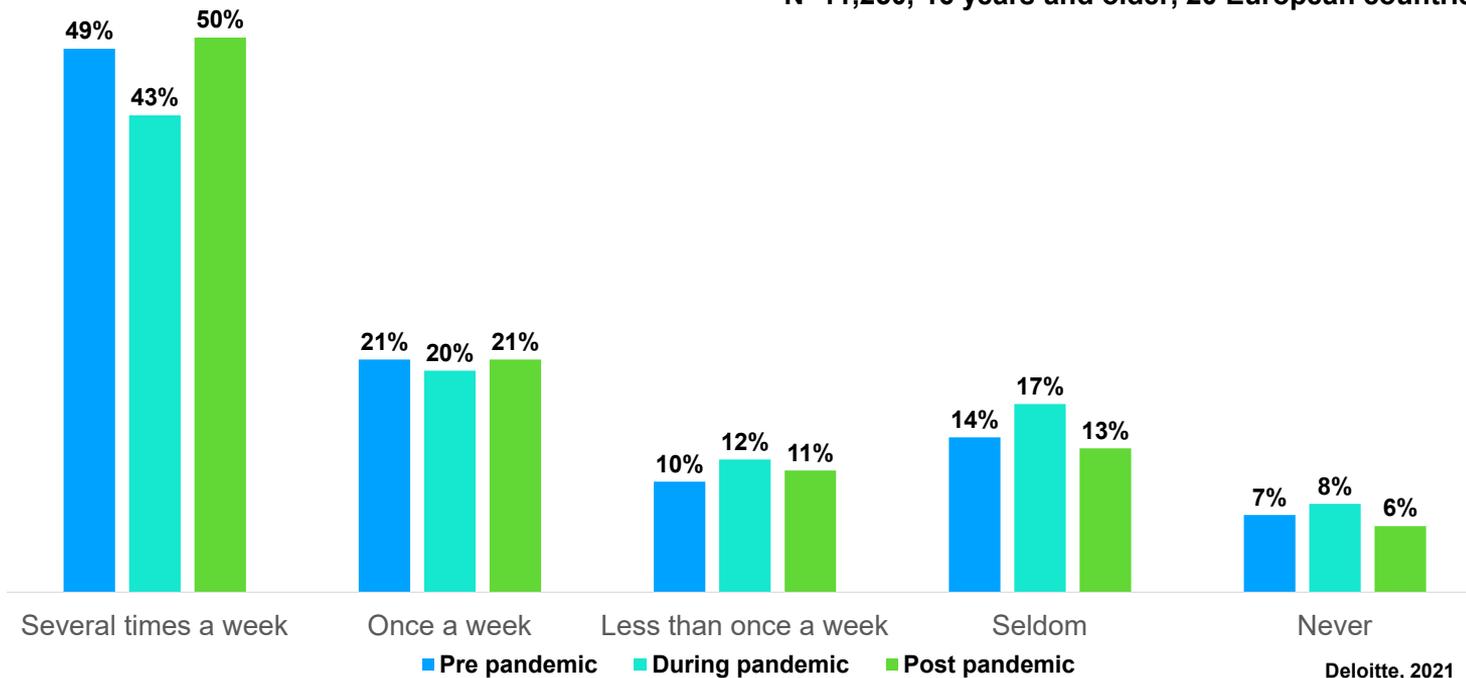
EXPECTED CHANGE IN ACTIVITY LEVEL

Korrelations-Koeffizient: -0,86

Expected higher physical activity level than before the pandemic

Expected equal physical activity level than before the pandemic

Expected lower physical activity level than before the pandemic
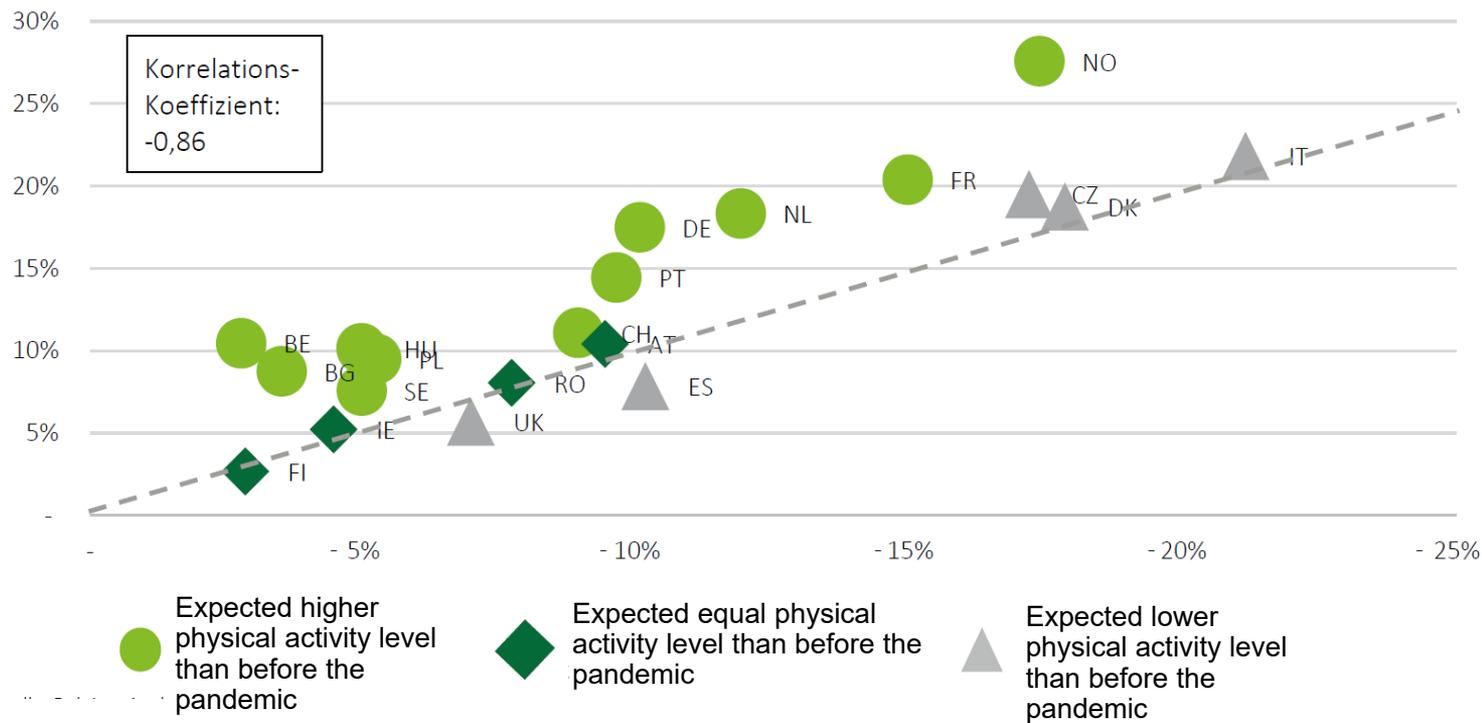
Deloitte, 2021

CHANGING SPORTING BEHAVIOR

- Disability sport suffered tremendeously and demonstrate limited

  opportunities and funding base (Fitzgerald et al., 2020)

- Massive surge in home fitness equipment sales, online exercise

  studios, and esports

- Proliferation of home-based exercise technologies, equipment and

  virtual experiences, e.g. Peloton (Skinner & Smith, 2021)

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CONCERNS TO CONSIDER

- E-Sports have seen a significant rate of growth during the pandemic (Grix et al., 2021)

- Potential of a "generation lost" to sport as a consequence of COVID-19 pandemic

  (Drummond et al., 2021)

- Governments need to re-think their investment decisions in sport

  (Grix et al., 2021)

SPORT EVENT PARTICIPATION

Safe residents	Neutral residents	Unsafe residents
… highly valued the event and entertainment when other social activities were curtailed	… with mixed feelings	… are afraid of sport events, but had not permanently lost their sport interest

Pallarés & Angosto (2021)

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IMPACTS ON SPORT CLUBS

Amateur	Semi-Pro	Professional
• Volunteers' motivations and commitment • People tend to mobilise more resources for in-group members	???	• Solidarity with stakeholders • Fragility due to financial structure & underdeveloped managerial & entrepreneurial strategies

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EUROPEAN SPONSORSHIP MARKET
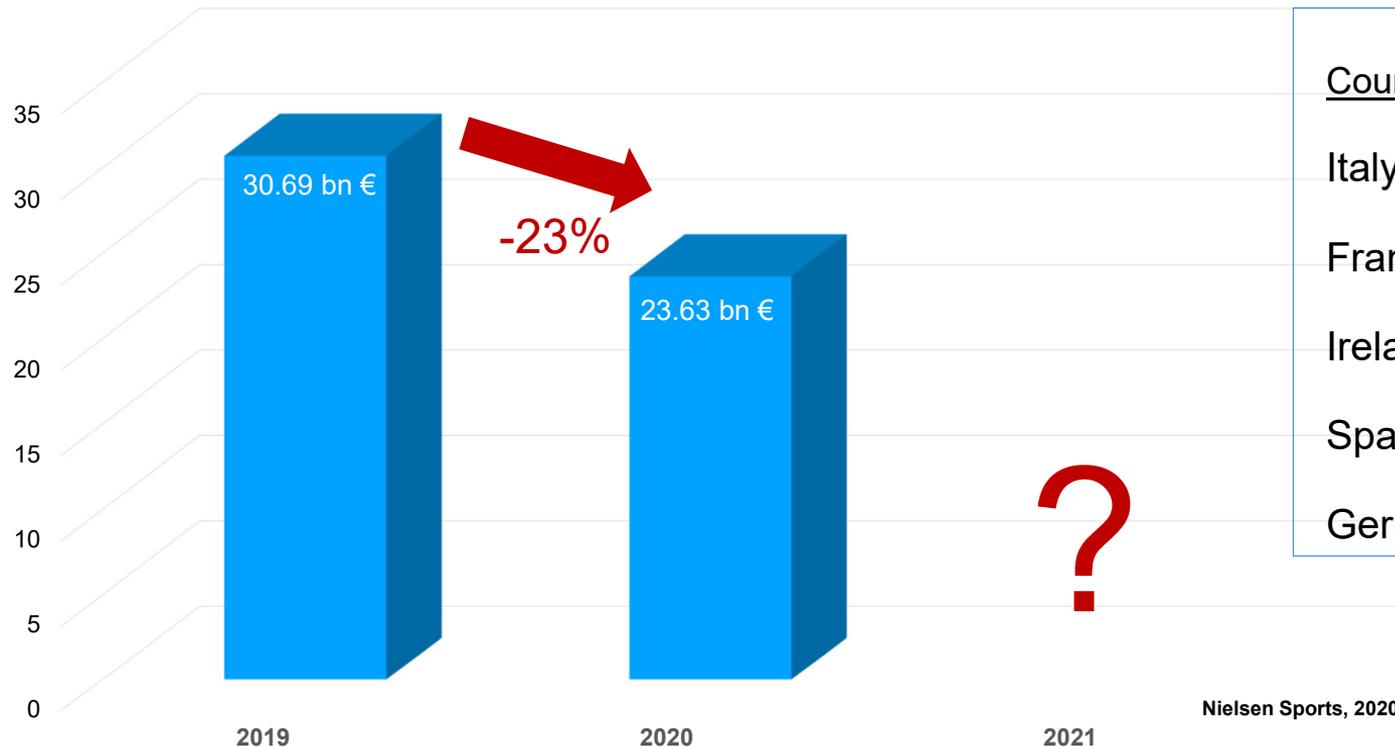
Country specific figures:

Italy	-33%
France	-32%
Ireland	-26%
Spain	-23%
Germany	-22%

30.69 bn €

-23%

23.63 bn €

?

2019   2020   2021

Nielsen Sports, 2020

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EUROPEAN SPORT SPONSORSHIP
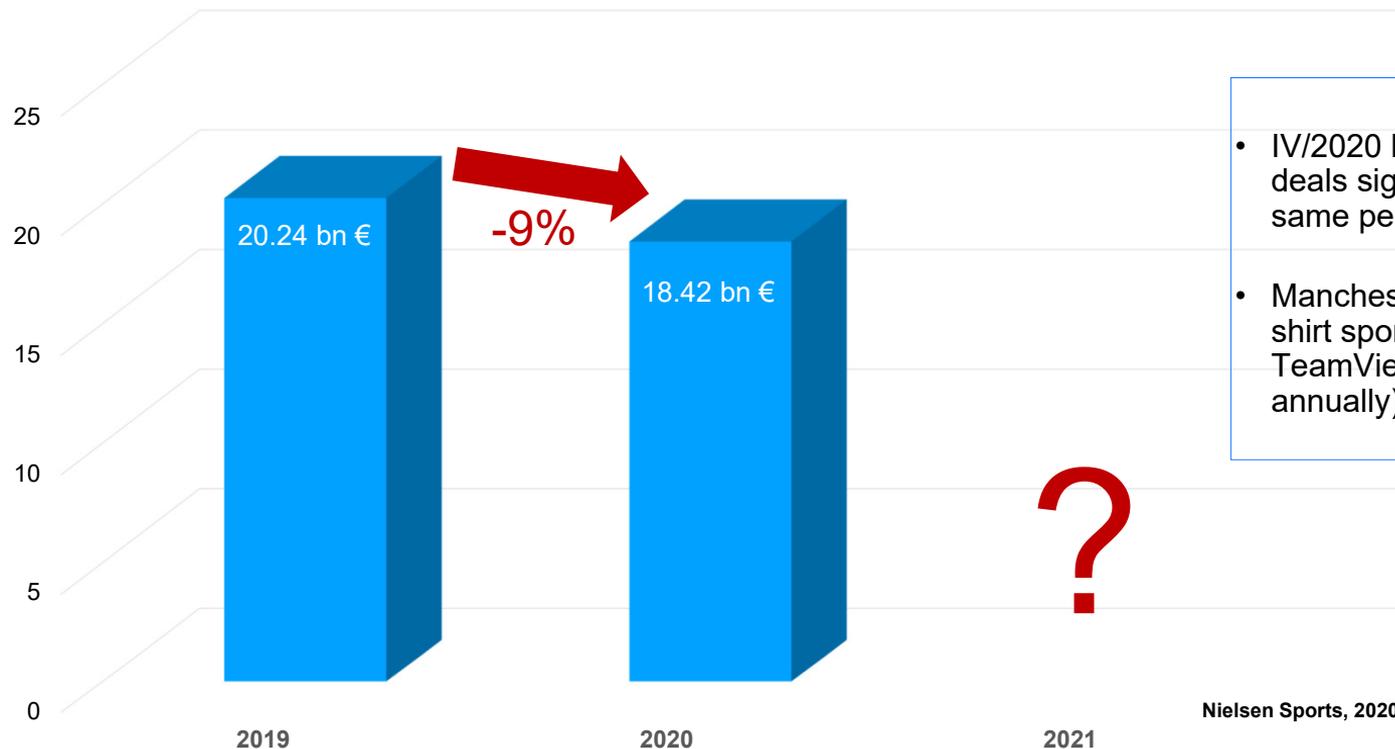
- IV/2020 higher number of deals signed than during the same period in 2019

- Manchester United's five-year shirt sponsorship deal with TeamViewer (55 million EUR annually)

Nielsen Sports, 2020

20.24 bn €

-9%

18.42 bn €

?

2019   2020   2021

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SOLIDARITY & RESPONSIBILITY

"The IOC is working at full speed together with our Japanese partners and friends to make the postponed Olympic Games a safe manifestation of peace, solidarity and resilience of humankind in overcoming the pandemic," IOC President Thomas Bach

"Each host must guarantee that fans are allowed to attend the matches."
UEFA President Aleksander Ceferin

SOCIAL RESPONSIBILITY

- Increased awareness for social responsibility & sustainability (Beiderbeck et al., 2021)

- Non-profit sports clubs can co-create value by engaging customers through CSR

  (Behnam et al., 2021)

- "[…] relationships between human rights and cultural citizenship is required to

  improve the social institution of sport" (Rowe, 2020)

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LESSONS TO LEARN (1/2)

(1) Health and social aspects of sport are not sufficiently recognised and accepted

(2) Pandemic pushed use of technology and digitalisation in sport and society

(3) Leadership & entrepreneurial skills must be further developed in sport organisations

(4) Relevance for sustainability and social responsibility increased

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LESSONS TO LEARN (2/2)

For the sport sponsorship market:

(1) Digital sponsorship linked-marketing activities are more important

than ever (Dastisheh & Raju, 2020)

(2) Interactions with customers are crucial (Dastisheh & Raju, 2020)

Thank you very much

for your attention