

# Maximizing the social capital generated by „My Pitch Orlik 2012”

The recommendations based on field-work research project  
completed by Social Action 2012 and commissioned by the  
Ministry of Sport and Tourism

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Ministerstwo Sportu i Turystyki  
Rzeczypospolitej Polskiej

# Data gathering

- 20 in-depth case-studies of ORLIK local pitches, in 10 voivodships.
- In-depth interviews with multiple stakeholders, e.g. ORLIK animators, local authorities, local entrepreneurs, parents, teachers, children and youth



# Main results

- „ORLIK” makes local people get focused – they have to focus on its maintenance, equal participation of all users and best way to use the facility. The stakeholders: teachers, authorities, parents and coaches have to come together and talk.
- „ORLIK” inspires local people to communicate and co-operate. It is a part of „common good”, a public place, a facility to be shared and used in possibly just and proper way.
- „ORLIK” makes for a great „third place” – which is neither private nor commercial (*R. Oldenburg, The Great Good Place, NY 1999*)
- Local people are proud of „ORLIK” but they need skills, imagination, challenging inspiration and professional know-how to fully profit from „ORLIK” potential.

# The ORLIK coaches can make it work!

- Best ORLIK animators know how to define priorities, engage people, communicate, distribute tasks equally, work in team, take care of the excluded. **They constantly challenge both themselves and their players.**
- ORLIK animators are not just „service-men” or administration staff. They are **the key local human resource – they should be trained and taught.** There is a need to invest in ORLIK animators as local leaders and help them to find allies and local partners.
- Local ORLIK animators do need **SPORT VOLUNTEERS.** Learning sport volunteering management is the key to effective work.

# How to develop the Orlik communal potential fully?

The local authorities and the institution in charge of ORLIK (school or sport club) have to understand the public potential of ORLIK pitches as much as ORLIK animators

What are the other categories of users?



All observed examples of local cooperation led to visible and manifest effect.

Cooperation just WORKS!

**SIMPLE THINGS MATTER:**  
Basic investments are the key:  
Sitting places, benches, lighting,  
Playground equipment,  
running paths,  
open-air fitness equipment

ORLIK gives us a chance to build bottom-up networks and partnerships among NGOs and sport organizations

# Best practices – what already works?

- The full engagement of ORLIK animators (they try to adapt their ideas to the local context, they visit other facilities to find inspiration, they try to encourage all potential users, they make special websites)
- Local Centers for Sport and Recreation are focused on the continuity and good conditions of ORLIK animators employment.
- Local authorities try to include sport programs into all important public events – sport is the element of local public gatherings
- Parents and local people engage themselves spontaneously into many activities

ORLIK-based  
sport clubs

ORLIK Fans Club

Social consultations  
and social dialog

Competitions and challenges:  
Best Animator Award, Best Event

Cooperation with Labor Offices

# New thinking needed

## Context

- .There is a great developmental potential of sport-for-all in Poland
- .Sport is treated as a separate sphere of life
- .There is a need of strengthening the cooperation among sport organizations and other NGOs, Academies and business
- .Social potential of sport is unimaginable.

WE NEED NEW THINKING –

BIG, NATIONWIDE PROGRAM SUCH AS ORLIK 2012 IS A GREAT CHANCE  
TO INSPIRE US!

All new practices on single Orlik management influence on more  
central level – bottom-up change.

If only we manage to learn – gather, extend and share new knowledge.





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# Thank you for your attention

Projekt Społeczny 2012

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