

NETHERLANDS – COUNTRY INSIGHT

01 NATIONAL STRATEGIES

Title of strategy	Year	Author	Themes
National Sport Agreement Netherlands (J)	2018	Alliance of Ministry of Health, Welfare & Sport with NOC*NSF and Municipalities and Sport Association (VSG)	Health&Well-Being, Education, Gender Equality and Empowerment, Environment, Social inclusion. Volunteerism, Innovation, Good governance and integrity Themes: 1. Inclusive sport 2. Sustainable sport 3. Vital sport providers 4. Positive sports culture 5. Enjoying sports from an early age 6. Elite sports.
Sportinnovator (J)	2014-2022	Ministry of Health, Welfare and Sport, Topteam Sport and ZonMw	Sportinnovator is the programme for sport innovation and research. The programme aims to increase the effectiveness of sport innovations and contribute to a more vital society.
National Research Programma and Knowledge Agenda Sport & PA (J)	2016	National Organisation for Scientific Research (NWO)	With the Knowledge Agenda Sport and Exercise, the Netherlands is developing a sustainable partnership between universities, sport, local and national government and industry. Themes: 1) improving performance 2) Exercising a lifetime 3) the values of sport.
Database evidence- and practice-based sport and PA interventions in NL (J)	2012 - now	Knowledge Centre for Sport and PA with external experts and RIVM	In the database there are more than 130 interventions that are evidence-based as means to get results in societal and social issues.

02 PRACTICAL INITIATIVES

Title of strategy / event / programme / campaign	Year	Author	Short description
Health & Wellbeing			
National Sports Agreement	Since 2018	Ministry of Sport	In June 2018, the Dutch Minister of Sport concluded the national sports agreement with sports, municipalities and civil society organisations and companies. Local sports agreements now have to ensure that within municipalities every Dutch person can exercise for a lifetime. The idea behind this Sports Agreement is to make sport enjoyable for everyone. Truly everyone. Now and in the future. Without any restrictions. In a safe and healthy environment. As a sportsperson, volunteer or spectator.
Work-related costs scheme	Since 2015	Ministry of Finance and Dutch Tax administration	Although there is no national scheme for exclusive promotion of physical activity at the workplace, the “Work-related costs scheme” (Werkkostenregeling) allows employers to provide certain benefits tax-free. These are opportunities for investments in physical activity, such as gym memberships and bicycles. The scheme was established in 2011, has been mandatory since 2015 and is led by the Ministry of Finance and the Dutch Tax Administration.

Health & Wellbeing

Cycling highways		VSG, Fietsersbond	“Cycling highways” build on the historical cycling tradition of the Netherlands, particularly aiming to tackle traffic jams during rush hours. Currently, 25% of the working population commutes by bike, half of them up to a distance of 5 km. In addition, 25% cycle up to 10 km and 10% up to 15 km. The accompanying website(www.fietsfilevrij.nl) provides cycling routes for several distances and for all parts of the country.
The “Sport and physical activity close to home” (Sport en Beweging in de Buurt)		VSG, NOC*NSF, KCSPA	The programme encourages the population to have an active, healthy lifestyle. The main aim is to provide appropriate, safe, accessible sports opportunities for everyone in the Netherlands. The two pillars of the programme are employing neighbourhood sports “connectors” and creating opportunities for sport impulse grants. Neighbourhood sports connectors support the municipality in creating sufficient opportunities to be active close to home for people of all ages. The projects must target one of three groups: sedentary people, overweight children and adolescents in low-income neighbourhoods.
Natuursprong	since 2010	Staatsbosbeheer en Huis voor bewegen	Stimulate the 4-12 years old children to play and do PA in the nature, with the natural elements, and natural material
Serious Game Sustainable Sport	since 2020	Knowledge Centre for Sport and PA	The Knowledge Centre for Sport and Physical Activity NL, together with partners RVO (government) and VSG (Association for Sport and Municipalities), developed a serious game about making sports facilities more sustainable. In 20 minutes, you will increase your knowledge and experience whether you are able to achieve the 2030 sustainability targets in the (fictitious) municipality.

Active Cities

The Best Sport and PA City of the Year	since 2005	VSG, NOC NSF	Award of the most active city
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Socia Inclusion

Special Heroes	since 2005	Special Heroes foundation	A sports promoting programme for children with disabilities: Special Heroes guides schools in implementing the programme and in developing a network of qualified sports clubs, train and coach these sports clubs in working with youth with disabilities, advise municipalities in developing policies and plans for young people with disabilities.
Jeugdfonds Sport en Cultuur: (Youth fund sport and culture)	Since 2000	Jeugdfonds Sport en Cultuur: (Youth fund sport and culture)	Enables children from less affluent families to participate in sports
Foundation Life Goals	Since 2010	Stichting Life Goals	They activate vulnerable people in society via sports. Target groups are: homeless people, status holders, addicted people, ex-prisoners, mentally disordered people, etc
"Sports without boundaries" (Grenzeloos actief)		NOC*NSF, KCSPA	"Sports without boundaries" (Grenzeloos actief) is a programme to provide accessible opportunities for participation in sports for people with disabilities throughout the country through a network of regional partnerships. Each region will try to match offer and demand in sports opportunities for people with disabilities.

Education

Election: Sport and PA School of the Year		KVLO, NOC*NSF	Every year, an election is organised to choose the school with the best policy for sport and PA for primary or secondary school, and schools for children with disabilities
Healthy school NL	since 2010	Gezonde school	For pupils who go the primary, secondary school and Vocational education
World Coaches, international special impact of soccer programme	since 1997	KNVB	The KNVB has trained football coaches in developing countries since 1997. Word Coaches are educated , so that they can transfer knowldege on football and social issues to future WorldCoaches in their areas, in 2016, 8434 coaches had been trained