



SOCIAL IMPACT AND LEGACY OF SPORT EVENTS

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INTRODUCTION

Sport events are often (partly) public funded and therefore expected to generate benefits for the local community (Gratton et al., 2005).

RESULTS

Strategies/tactics for leverage:

- Enable sociability by social activities and side-events.
- Participation local residents (bottom-up organizing).

Strategies/tactics for legacy:

- Create meaningful experience.
- Organize follow-up program.
- Create an event portfolio that creates follow-up.

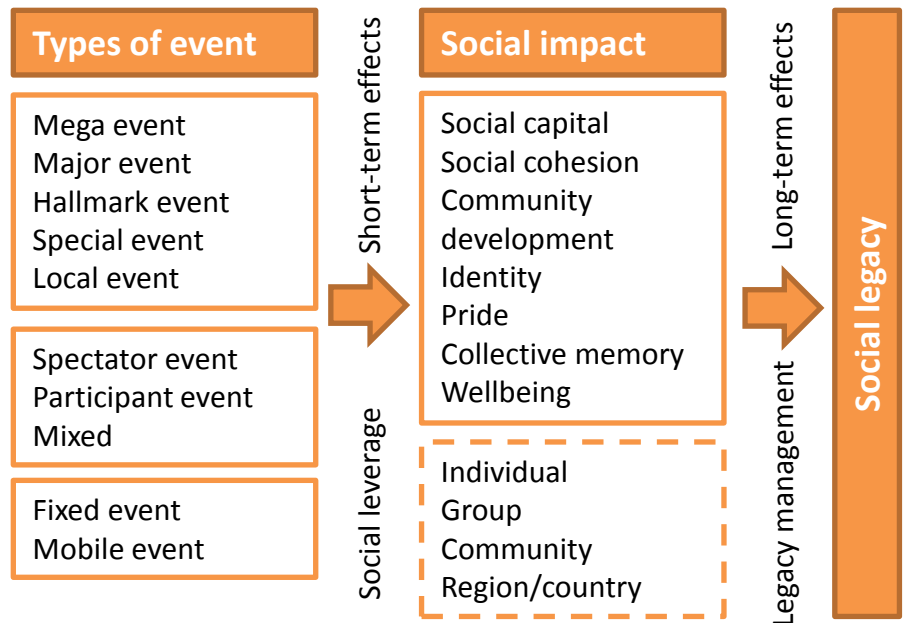
BACKGROUND

Predominant the focus is on short-term economic impact, but focus is shifting more towards long-term social legacies (Chappelet, 2006).

Social effects (Chalip, 2006):

- 1) *impact*: short term effects
- 2) *legacy*: long term effects
- 3) *leverage* existing policies

A stakeholder perspective is necessary (Parent, 2008)



METHODOLOGY

- Systematic review
- 21 journals period 1998-2014 and reference list search
- 209 articles on sport events
- 30 articles include social impact, legacy or leverage
- Meta-analysis

DISCUSSION

Can strategies that work in certain specific contexts (types of events) be generalized?

Which events and strategies enable specific aspects of the social impact and legacy?

REFERENCES

Chalip, L. (2006). Towards social leverage of sport events.
 Gratton, C., Shibli, S., & Coleman, R. (2005). The economics of sport tourism at major sports events.
 Parten, M.M. (2008). Evolution of issue patters for major-sport-events organizing committees and their stakeholders.
 Chappelet, J. (2006). Legacy, sustainability and CSR at mega sport events.