

# **Barents Sports Strategic Plan 2024 - 2028**



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## 1.0 Introduction

Barents Sports is a joint sport cooperation (program) between Finland, Norway and Sweden in the Barents region.

### The Barents Euro-Arctic Region

**Finland;** the regions of Lapland (Lappi), Northern Ostrobothnia (Pohjois-Pohjanmaa) and Kainuu.

**Norway;** the regions of Nordland, Troms and Finnmark.

**Sweden;** the regions of North Bothnia (Norrbotten) and Northwest Bothnia (Västerbotten).

**Russia;** the regions of Murmansk, Arkhangelsk and Karelia (and Nenets and the Komi Republic).

From 11.02.2022 Russia is banned from the Barents cooperation due to the war in Ukraine. See protocol 3/22 case 14/22

## Sustainable goals

Barents Sport wants to contribute to the UN sustainable development goals.



We have picked out these sustainable goals:

### 3. Good health and well-being

- Sports is the main foundation of Barents Sports, because physical and mental health is an important part of a good and meaningful life in our region. Sports has the unique ability to unify us and sets the tone for lasting relationships and cooperation across borders.

### 5. Gender equality

- Our main event, Barents Games, represents players in all sports from both genders, and we strive to uphold this ideology. In the event of few players in a sport for one of the genders, players still get to participate, despite maybe not filling all requirements for participation.

### 10. Reduced inequalities

- Barents Games should be fully financed for all sports participants. Everyone can compete, despite having personal financial difficulties.

### 11. Sustainable cities and communities

- Barents Sports is an organization whose goal is to make it attractive for young people to live in the region. To do so, a well-developed sports activity program, as well as networking opportunities, are important. Making sure young people want to move back home after studies and settle in the region, it is crucial to create a sustainable Barents. Centralization is challenging.

### 16. Peace, justice, and strong institutions

- The cooperation within Barents Sports is an important part of building figurative bridges between all four countries. Its main purpose is to create fellowship and build relations across borders, as a preventive measure to uphold peace and justice between countries and people.

### 17. Partnership for the goals

- Barents Sports is based purely on the equality and membership of the Barents countries. It sets the foundation for our goal to end prejudgment, as well as create positive people-to-people relations in our region.

## 2.0 Business idea

Develop friendship through sports in the Barents Region

### 3.0 Vision

“Sharing the arctic spirit”

### 4.0 Values

**Respect** We are inclusive, open-minded and respectful towards all human beings, both within and outside of the Barents region.

**Friendship** We strive to create a fellowship across borders, cultures and sports, aiming to spread joy and increase tolerance.

**Honesty** We are honest in the way we behave and communicate with others and each other.

### 5.0 Target group

Our main active target group for Barents Games is young people between 15 and 25 years of age. In parasport its open for all ages.

Participants		
Advantages they seek	Emotions they seek	Values they have
<ul style="list-style-type: none"> <li>• Compare strengths with international athletes</li> <li>• Merits</li> <li>• Representing your own country</li> <li>• Exchange of experience and competence</li> </ul>	<ul style="list-style-type: none"> <li>• Joy</li> <li>• Pride</li> <li>• Fellowship</li> </ul>	<ul style="list-style-type: none"> <li>• Fair play</li> <li>• Open-mindedness</li> <li>• Fellowship</li> </ul>
Value proposition:		
<p>Barents Games is a large international sporting event where you compete within your sport, representing your own country, as well as exchange experience and learn from your team and competitors. All within a safe space where important keywords are fair play and respect for all human beings.</p>		

Other target groups are coaches & judges, Sports policy managers, Businesses & state-owned organizations, and the media.

## 6.0 Strategic targets

- Create sporting enjoyments through people-to-people cooperation.
- Barents Games aims to be a large international competition, but also a great interpersonal experience.
- Include other sports (Increase the number of sports), athletes and leaders in the Barents cooperation.
- Support development of young leaders in sport.
- Develop Barents Games, both summer and winter, to be the driver in Barents Sport.
- Increase the quality of each sport through international exchanges.
- Pass on and develop Barents Games together with organizers and sports bodies.
- Help coordinate each sport to organize international seminars, training camps and Barents matches.
- Make plans and participate in meeting with official organizations and other partners in the Barents Sport cooperation.
- Work together with the world of business to create an environment that is partly sponsored by economic partners.
- Make a marketing and communication strategy.
- Cooperate with the Anti-doping organization.



## 7.0 Finance

- Secure that all partners in the Sports Cooperation have approximately the same economic platform through close contact with national and regional authorities, national sports confederation, and other financial sources.
- Secure the economic platform for Barents Sports by strengthen our ability to make use of external financial resources (sponsorship).
- Secure financial support for the international coordinator position.

## 8.0 Organization and administration

### 8.1 Barents Conference every 4 years

On the Barents Conference these are the invited participant:

- Representatives from Barents Sport Committee Finland, Norway and Sweden.
  - Maximum 7 official representatives with voting rights from each country.
- One representative from each country per sports involved in the Barents cooperation.
- Representatives from national sports confederations and from Barents authorities (e.g. Barents Regional Council/Barents Regional Committee).
- Representation from the age group 15-25 should be secured.
- YLIB, “young leaders in Barents”, a project to encourage young leaders.

### 8.2 Barents Sport Committee (BSC)

2 representative(s) from each nation.

- International coordinator is secretary.
- One YLIB from each country is invited to the meetings.

BSC is responsible for the coordination of the ongoing cooperation and reports to the Barents Conference.

### 8.3 Administrative resources

- International coordinator in 80 % position.
- All nations contribute equally to the finance of the administrative resources.

SHARING THE ARCTIC SPIRIT

## Appendix:

### 1. Historical background of the cooperation in sports

- The Barents Cooperation was established in 1993, when the Kirkenes Declaration was signed by the foreign ministers of the participating countries and the European Commission. The cooperation is based on two pillars, the national, represented by the central government authorities in Moscow, Stockholm, Helsinki and Oslo, and the regional, represented by the county authorities. At the national level is the Barents Council, which consists of ministers, while at the regional level there is the Regional Council, where the members are the governors of the participating counties. The cooperation in sports dates much further back than 1993, and this is dealt with in the next chapter.
- The cooperation among people in the Barents Region goes far back in history. With the long distances and poor communications to the southern and more central parts of the respective countries, it felt natural for the sports organizations to build cooperation across the borders in the north.
- At a meeting of "Felleskomiteen" for the Nordic sports organizations in 1950, they agreed on a sports cooperation in the northern parts of Finland, Norway and Sweden, until 1997 named the Calotte cooperation of sports.
- In 1960 a bilateral agreement was signed by the Sports Committee of Murmansk Oblast and Øst-Finnmark (later Finnmark Idrettskrets). There are also bilateral agreement between sports organizations in Finland, Russia and Sweden.
- Shortly after the Kirkenes Declaration had been signed in 1993, the sports organization started to work on a strategic plan for a sport cooperation in the region with Russia as full member.
- At the Calotte Conference in 1997 the name was formally changed to Barents Cooperation.
- The contact between athletes, trainers and leaders has led to:
  - Barents Games – summer and winter.
  - Barents matches.
  - Camps for youth (YLIB).
  - Seminars for leaders and trainers.
  - Exchange of trainers.
  - Bilateral cooperation between sports clubs.

## Addresses

International coordinator  
Vera Arntsen  
Fridtjof Nansens vei 5, 8003 Bodø, Norway  
Mobil: +47 975 67 938  
E-mail: Vera.arntsen@idrettsforbundet.no



Finland  
Barents Sport Committee Finland / Lapin  
Liikunta ry  
Hallituskatu 20 B 7  
96100 Rovaniemi  
Finland

Osmo Happonen (chair)  
+358 500 748 993  
osmohapponen2@gmail.com

Suvi Karusaari (coordinator)  
+358 40 847 1321  
suvi.karusaari@lapinliikunta.fi

Norway  
Barents Sport Committee Norway  
Fridtjof Nansens vei 5, 8002 Bodø  
Kent Nyheim  
Mobil: +47 416 65 454  
E-mail: kent.nyheim@gmail.com

Sweden  
Barents Sport Committee Sweden  
Sweden/RF-SISU Norrbotten  
Maskinveien 27, 97254 Luleå, Sweden  
Katarina Halvardsson  
Mobil: +46 70 686 80 90  
E-mail: katarina.halvardsson@rfsisu.se