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"Value-action gap" och konstgräs: därför är det inte alltid så lätt att göra rätt

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Studiens syfte

- Olika aktörer
- Olika policynivåer
- Växande oro kring spridning av mikroplaster

Många hinder till ökad miljömässig hållbarhet → value-action gap

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Forskningsfråga:

- What are the different requirements and regulations surrounding the management of artificial turf pitches in Sweden in relation to sport and sustainability?
  - How are these requirements and regulations managed by public and private actors?

Styrmedel

- Miljölagar och styrmedel
- Styrdokument och policy kring spelet
- Andra styrmedel: offentlig upphandling, informationskampanjer, hälsa och träning, barnens rättigheter

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Teoretisk ramverk

- **Value-action gap**: människor vill agera hållbart, men i slutändan gör de inte det (Blake, 1999)
  - *Hinder:* individuella, relaterade till ansvar och till praktiskhet
  - Samma gäller individer såväl som institutioner (Zeemering, 2018)
  - Det ska vara lätt att göra rätt →kunskap, resurser, kulturella normer (Vigar, 2000, p. 25, as cited in Hansen, 2011, p. 94; Zeemering, 2018).

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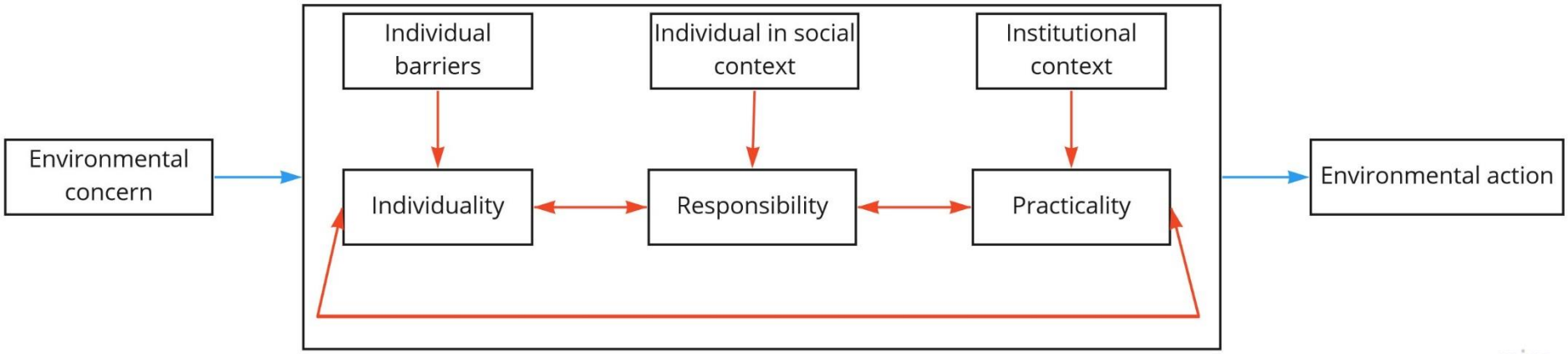

Figure 1 – The value-action gap model. Adapted from Blake (1999, p. 267)

Teoretiskt ramverk

- **Sportifiering:** en process av standardisering och byråkratisering av idrott- (och icke-idrott) aktiviteter
  - Regler blir mer och mer detaljerade (Guttmann, 1978)
  - Spektakel, mediatisering och kommersialisering (e.g. Elias & Dunning, 1986)
  - Standardisering (e.g. Collinet et al., 2013; Sjöblom & Fahlén, 2010)
  - Den svenska ”idrott för alla” versus sportifiering

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Metod

- 25 semi-strukturerade intervjuer
- 22 kvalitativa frågeformulär till fotballspelare
- Analys av policytexter och annat material
- Data analys genom manuell kodning med NVivo

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Results

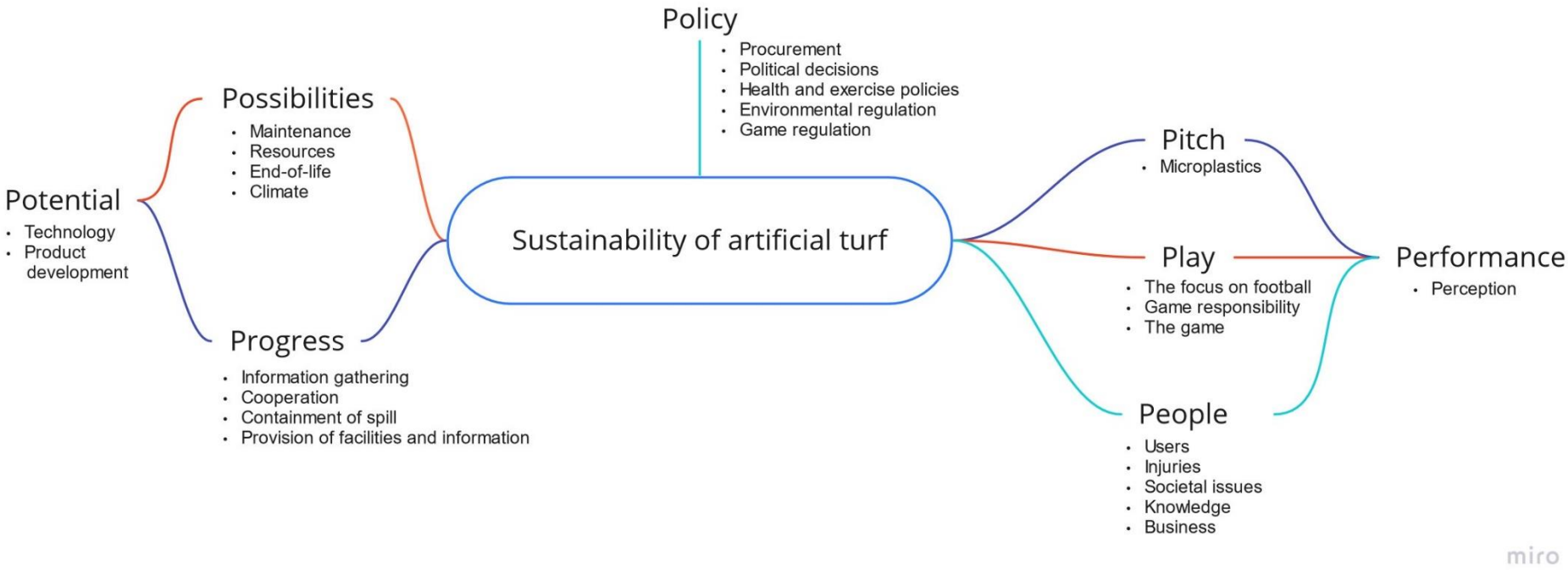


Figure 2 - Mind map representing the main themes identified in the interviews (source: authors via Miro)

Policy

- Procurement
- Political decisions
- Health and exercise policies
- Environmental regulation
- Game regulation

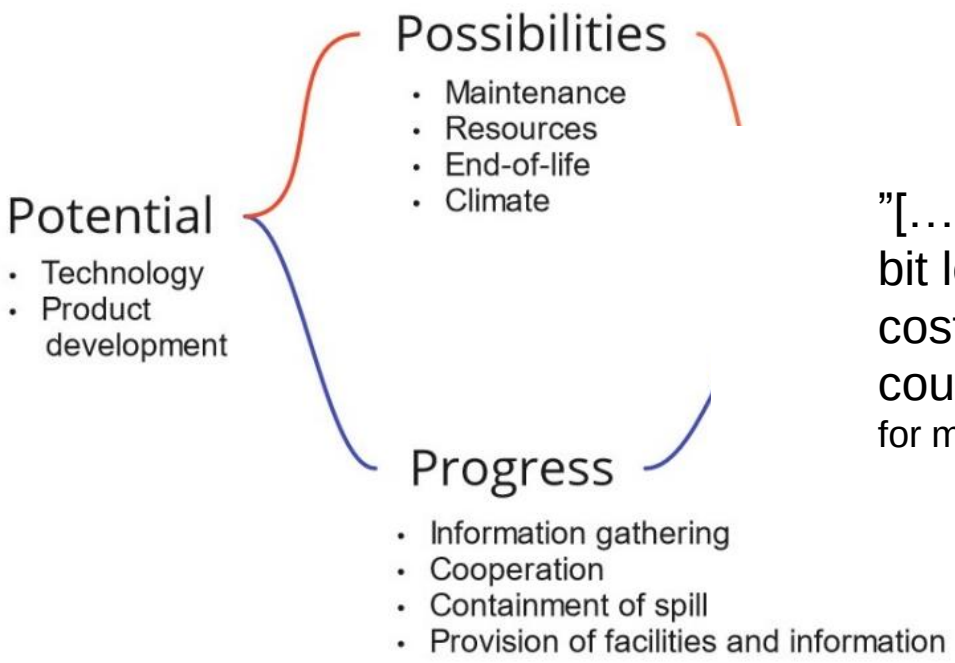
”[…] results in a ban against added microplastics it is going to have a considerable impact” (R6, works with municipalities and sport policy)

”Yes, when you do the procurement it is quite the comprehensive work with the requirement specifications that is done there…[…] We look at how others have done the procurement, and to be completely honest, we try to steal what others have done well” (R8a, Manager at the department for sport and recreation)

”Because football is exactly like like any other sport now. It is year-round. There is like nothing else.” (R3a, Leisure manager).

”The pitches I have experience of are hard and wear out your legs and joints. Many times in which you have hurt yourself with the young [players]” (R24).

”There is an unreasonable amount of tons of microplastics on an artificial grass pitch, you can never wish that away” (13a, Responsible for maintenance at the Culture and Leisure department).



”[…] have been sitting there a little bit longer becase it is a matter of costs there and we love money of course, don’t we?” (R14a, Responsible for maintenance and booking of sport facilities)

“So we have been around and looked at other municipalities and gotten other municipalities’ guidelines then because you let all the snow melt around the pitch and the pitch becomes smaller instead then” (R10a, engineer at the at the Culture and leisure department).

“We are currently doing tests on it, so what we see if that it is industrially degradable, but” (R9a, artificial turf producer).

Diskussion

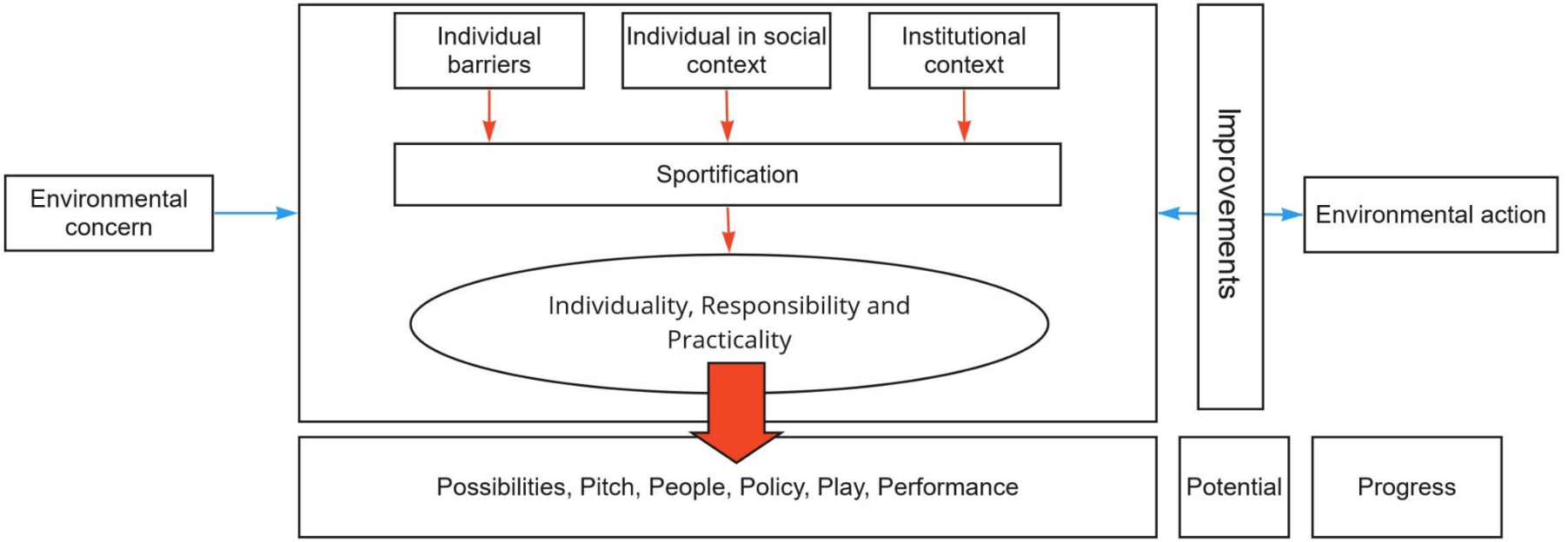


Figure 2 – An adaptation of Blake's (1999, p. 267) value-action gap model based on the interview results (source: authors via Miro)

Sammankopplingar mellan prioriteringar

Slutsats

- Viktiga utmaningar:
  - **Informationsflöde:** mellan kommuner, emellan enheter och till användare, nätverkande
  - Standardisering av **upphandlingsprocessen**
  - **Driftrutiner** och utrustning → resurser
  - **Sportifieringsprocessen** och dess konsekvenser
  - **Beslut** och dess konsekvenser

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Tack för er uppmärksamhet

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