

Добровольчество или ... эксплуатация?

Может ли спортивное волонтерство являться
замаскированной формой использования
неоплачиваемого труда?

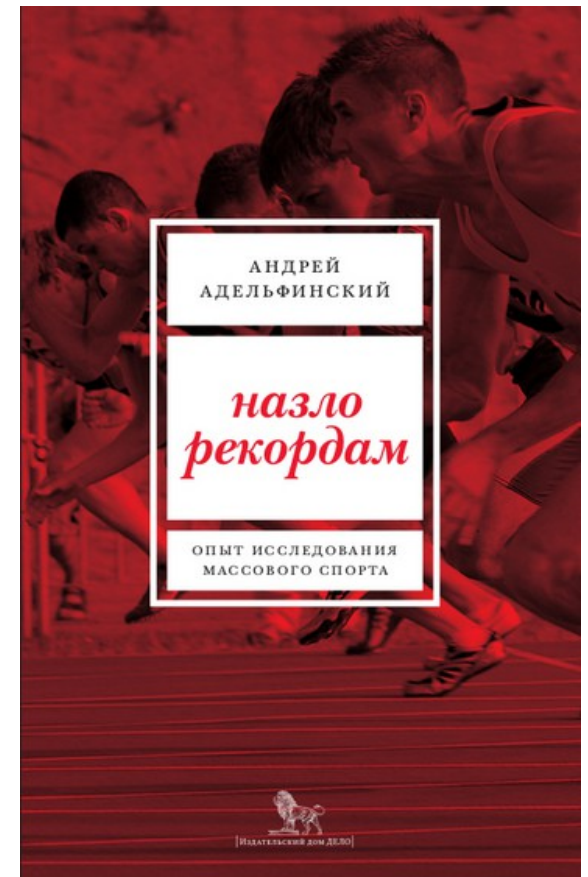
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.. и наверное, экс-доброволец



Volunteers labor's ... exploitation?

- Not new approach for social science,
Not new for sport
“To me, it's very clearly economic
exploitation”
Joel Maxcy on Olympics
- But ...



Intro

We talk about Mass Sports

- Government objectives twice-told, but economic limitations exist.

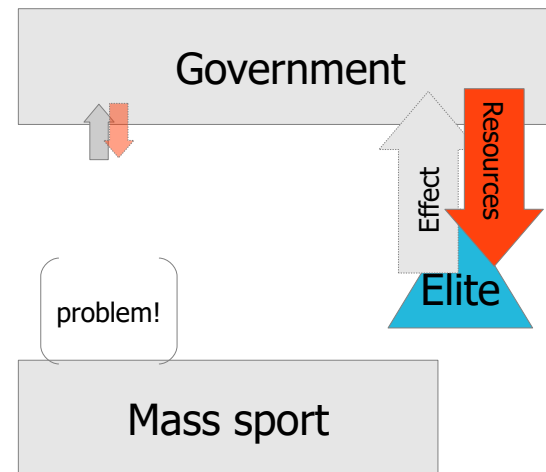
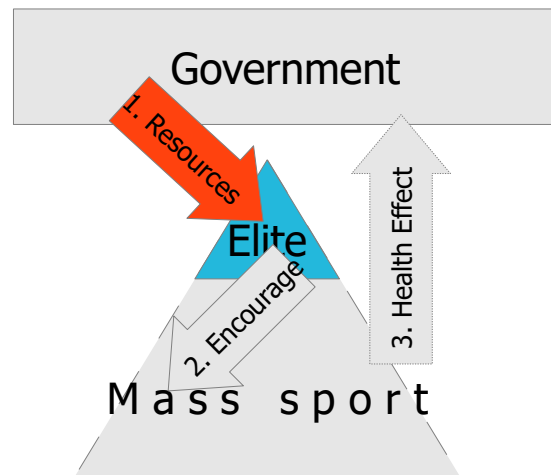
Who will pay? If self-funding...

- Mass sports means:
running, cycling, xc-ski, triathlon;
from 5km to 226km & stage races



Problem 1

“On the Coubertinist way”



- Coubertin's theory
- Factual Pyramid:
USSR sports industry as system of Elite and Mass athletes production; but Elite devours Mass; and now 95% of budget spent on Elite
- Need new proof?

Russian vs World Champ in 2000s – see the difference!

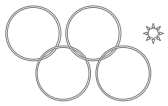


Young & Fast!
Expensive...



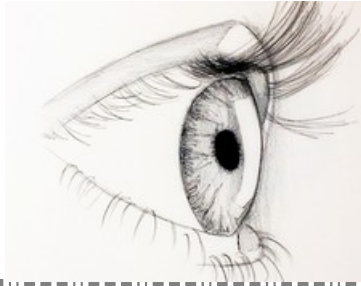
Old & Slow...
Sustainable!

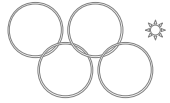
Adventures of triathlon in Russia: “Elite devours Mass”



- Soviet triathlon was born in 1980s as Grassroots sport of Non-Elite Adults; ... but in 1990s became Olympic and rapidly transformed to Elite-Only

Why is it so? Our Obsolete Olympic Mentality

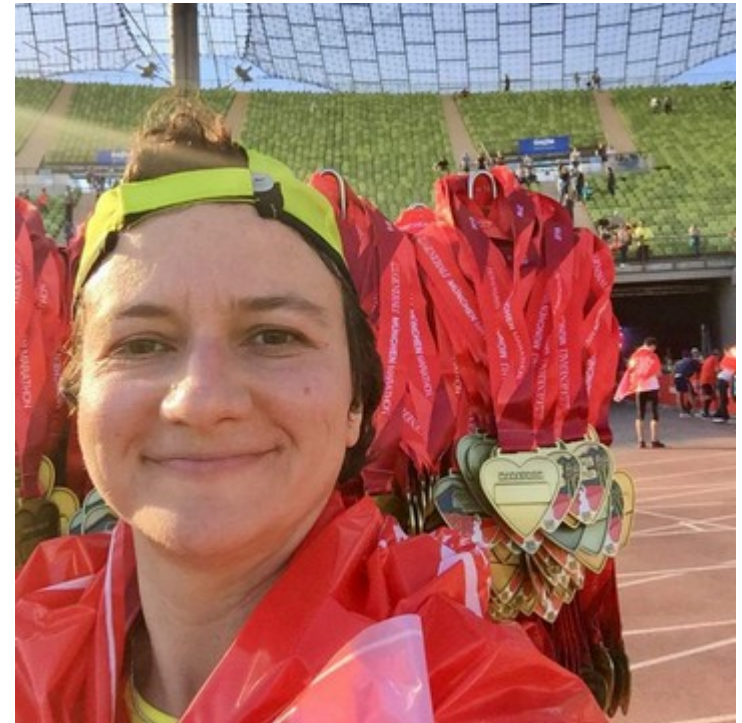




Don't smile,

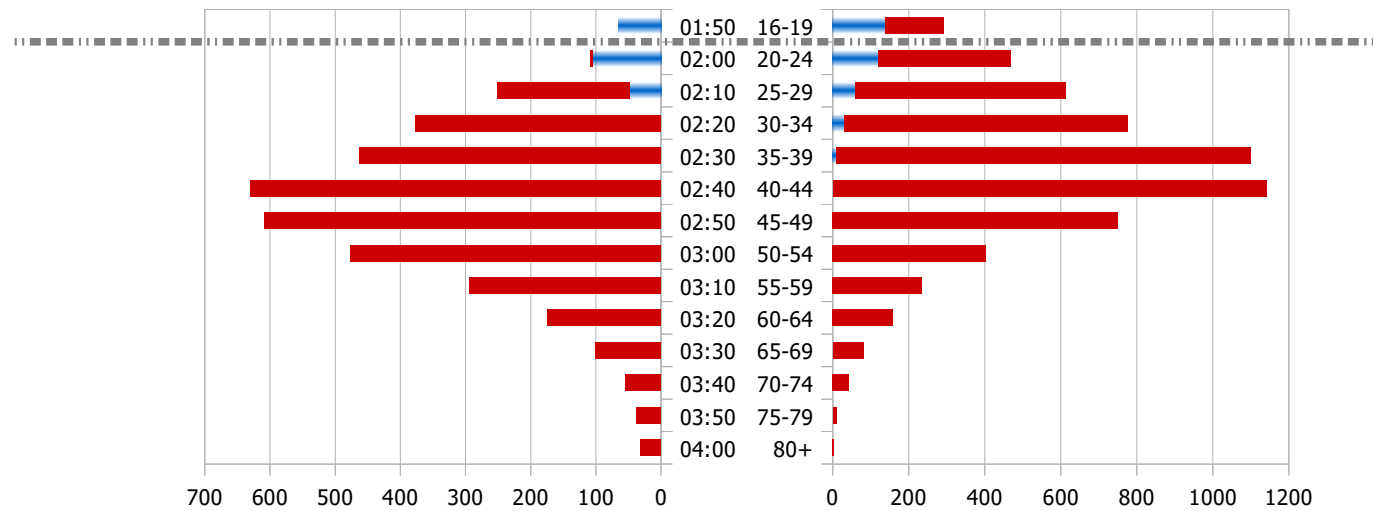
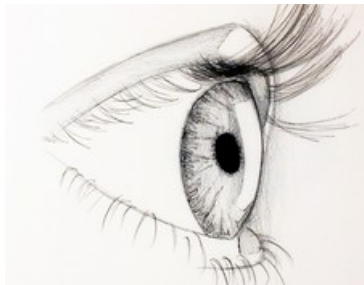
Coubertin doesn't like you!

- Dr. Maria Yudkevich smiling:
21,1 km for 1:59:55 (14.10.2018)
- Coubertin liked only elite performers, but not mass prosumers. I.e.
you are still in the Q3/Q4, but if you want to participate, than you must be in *Nature* or in *Science*
- Let me tell, how I fought for our participation in 2000th...



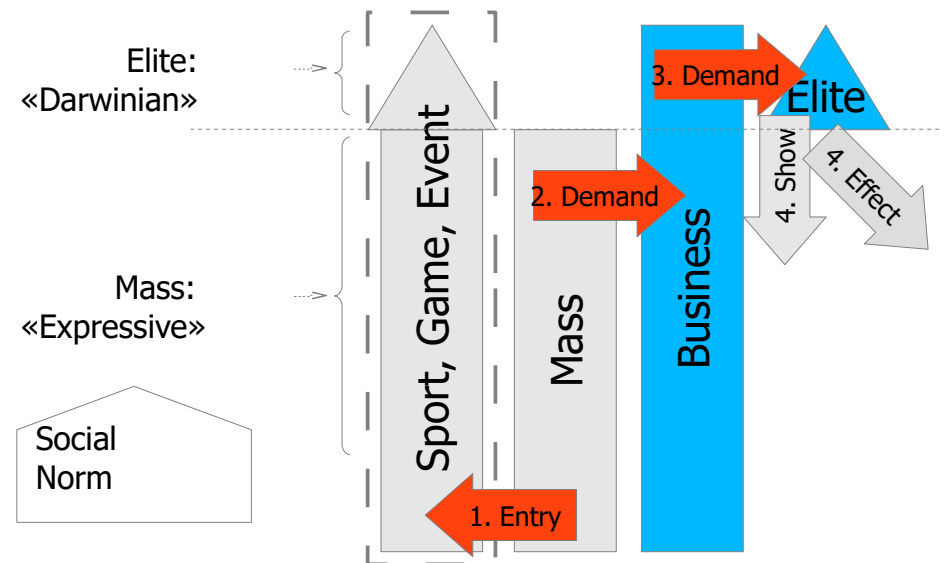
What I did see?

Iceberg, not Pyramid



“Iceberg” model is more sustainable!

- How to solve *Tug-of-war* problem?
My proposal: more efficient model!
- Participation = **Primary** product,
ordinary athlete is main consumer
- Multiplying chain:
Mass Participation →
Demand for Equip →
Marketing needs →
Elite as marketing tool →
Elite is by-product



“Participation = Product”

What was lost?

- I did promote my ideas since 2006, and it worked..
- iQ.HSE.ru, 2013: “Mass sport is more profitable than entertaining sport. Post-Soviet sport model is supported by Governments grants only, while the focus on mass participation will allow sport not only to become self-funding but also to deliver profit.. – researcher said.”
- What was lost from my report?



Problem 2

“Our Obsolete **Market Mentality**”



US vs EU mass athletes

– see the difference

Upper middle



Squeezed middle



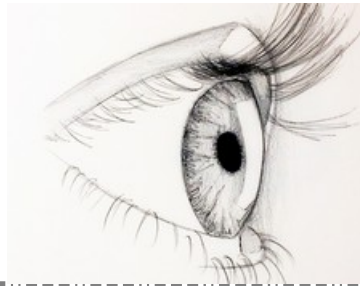
US vs EU mass athletes opposite demography



	US	EU
Social class	Upper middle	Squeezed middle
Income	\$160k / year on household (2011 Ironman's) \$130k / year on household (2012 NYC marathon) \$126k / year on household (2012 US triathletes)	£45k / year on household (2013 UK triathletes) €2,0–2,5/ month on person (2012 GER triathletes) (2012 GER runners)
Model of sports policy?	“US model”	European model
Models objectives?	Private profit	Social benefits

Why is it so?

“Our Obsolete Market Mentality”



A word cloud of terms related to social values and community support, arranged in a roughly rectangular shape. The words are in various orientations and sizes. The most prominent words include:

- GENEROUS
- GIVING
- AWARENESS
- SERVICES
- ASSISTANCE
- MORAL
- CARE
- AID
- MISSION
- RESPECT
- TOGETHERNESS
- CHARITY
- ALTRUISTIC
- LIFE
- VOLUNTEER
- TIME
- COMMUNITY
- CONTRIBUTION
- RESCUE
- SUPPORT
- DONATIONS
- TEAMWORK
- PERSON
- HOPE
- ASSISTED
- ADULT

Segments 1 and 2 of sports industry model

- Segment 1 produce Participation;
Segment 2 produce Equipment
- S2: price discrimination is possible;
but for S1 is not possible
[sport is an equal opportunity]

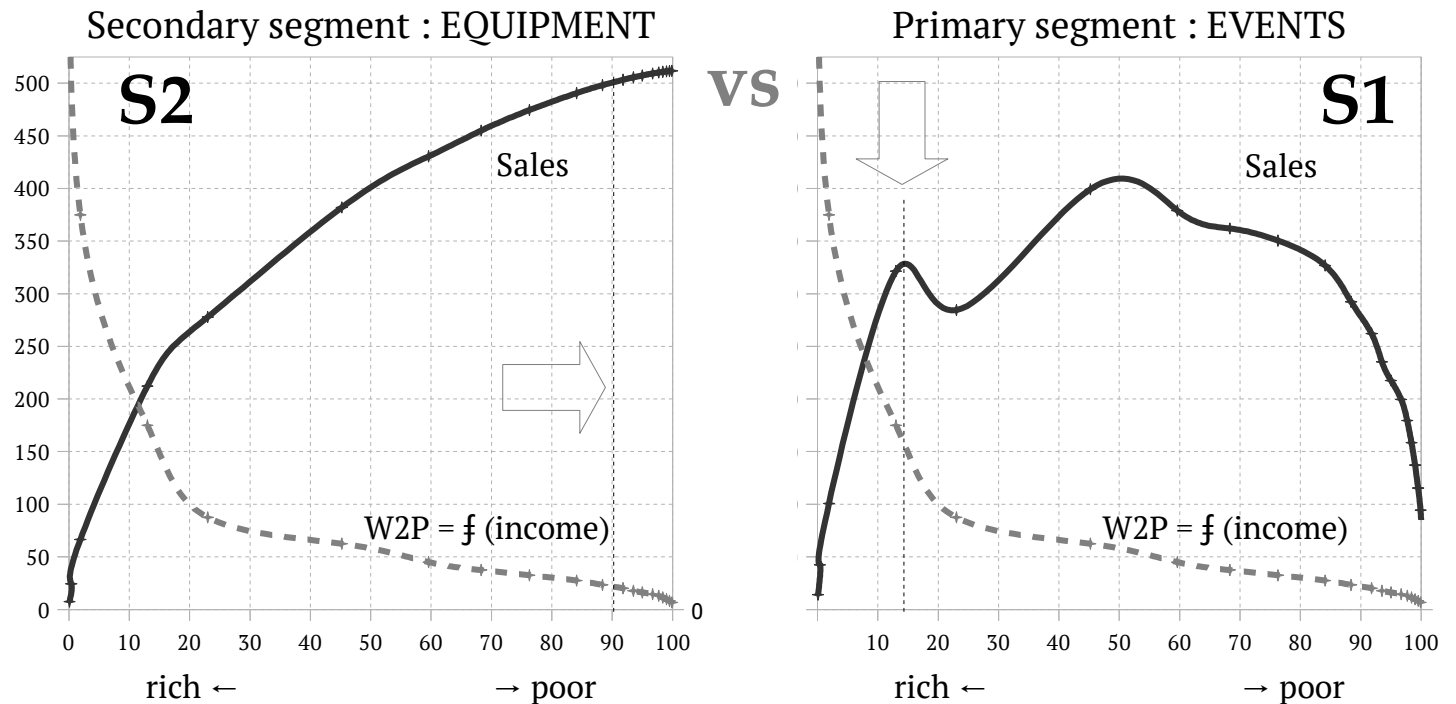


VS



“Market failure”: only premium is profitable for event-business

- S2 Equipment-segment needs → 90% of users, but S1 Event-segment needs 13% only
- Event-firms is local monopoly



2 axis, 4 models of sports policy



Worldloppet series

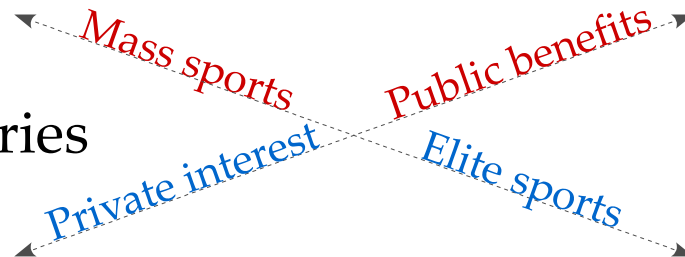


Ironman series

Olympics



US professional leagues
NFL MBL NHL NBA



Non-profit is profitable for sports but proper organization needed

- EU sport is social organization
Athletes → Clubs net → Union;
Primary product is provided
mainly by non-profit Clubs net
(volunteering and philanthropy
based; and commercialization is
destroying this network)
- Sport not a product, just a Game!
Case for K.Polanyi's framework.
EU model as political decision
[market's ethical limitations]



How events are organized?

Participation is ... **just a Game**



US vs EU model

Entry fee for 113km triathlon

- **Benefits** of EU sports model:
lower cost (€69 vs €215 for 113k),
S2 sales, social inclusion,
income redistribution !



Americanization of EU sports model is a Problem

- but Market attack NPO domain.

Exploitation of volunteer labor,
public resources and money, usually
through speculation on economic effect.

But in reality fees increase: €40~60 → €215
[main case: Ironman vs ETU/ITU *war*]

- Commercialization exists, because
NPO dysfunctions? Rent seeking?
Obsolete mentality?



Event budget above and below the line

- Entry Fees,
- Sponsorship
- Government subsidies
- Volunteers labor,
- Public resources
- Charity



Volunteer work is also actively used on commercial events

- How it's works
- Effect for economy?
 - 1/Redistribution of Wealth from bottom to top
 - 2/Unpaid labor is mean lost demand.
- So, it's good or bad?



Final

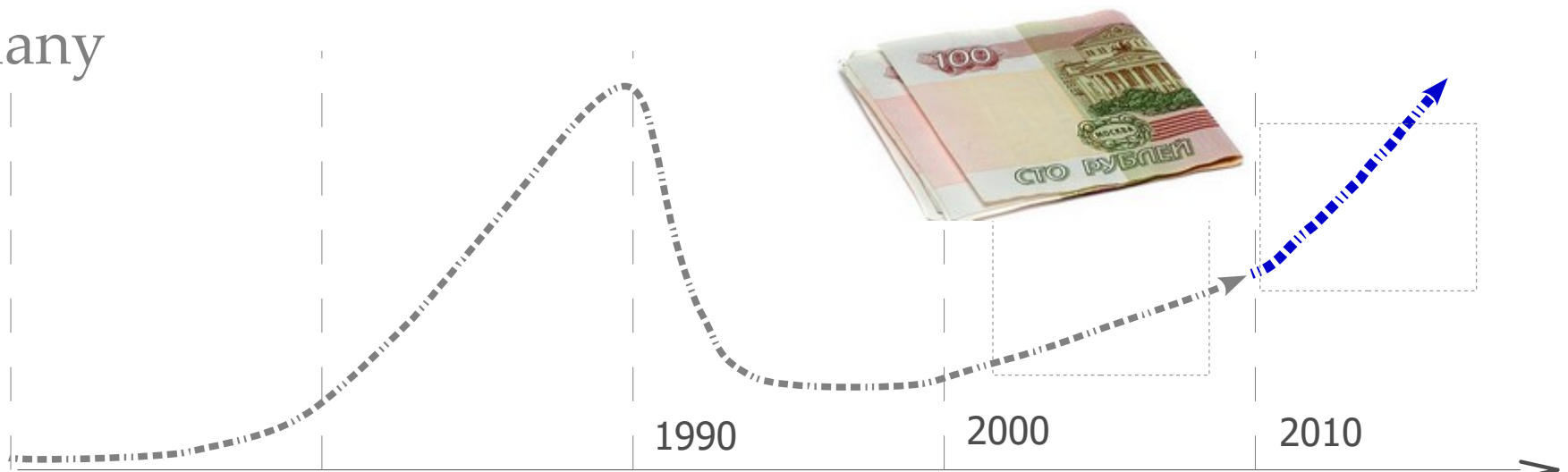
Adventures of Mass sports in Russia

From Grassroots through Elite to Elitist...



18x increase in price i.e. “Americanization”

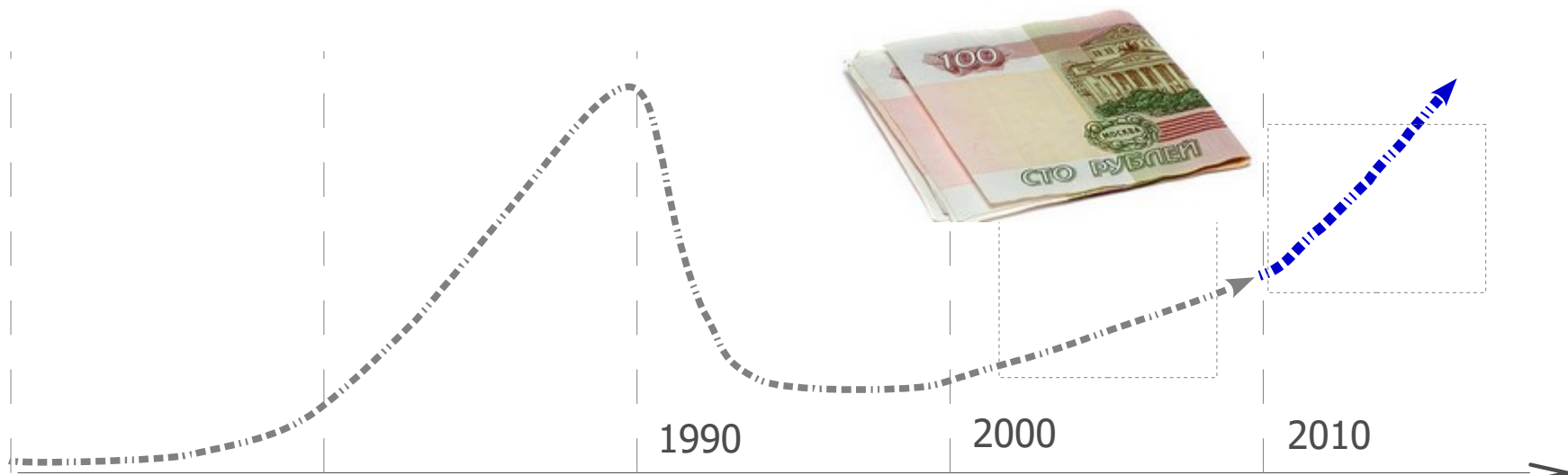
- Event fees increased in 2016 vs 2011:
2000₽ vs **100₽** for 10km road race.
For season: ~18x up in running, ~7x
in triathlon. But 1,7x in salary.
- Becoming a product indeed, the
mass sport became inaccessible
for many



Sadovoe Ring 2019

cycling race

- **14000₽** event fee (1st pack, in April),
7000₽ for other, 5000₽ – early bid
- €36 – early bid, €51 – before race
(GF Felice Gimondi, Bergamo ITA)
- **200₽** – Sadovoe Ring 2011



Sadovoe Ring 2019

cycling race

- 200 volunteers was used
- 4 hours occupation of Ring
- VIP... may be easy to sell 1st place?))

Who is at fault?



Questions?

- «Не превращается ли волонтерство в новую форму рабства?» (Владимир Лукьянов, 2018)
- My opinion: “~~The Kentucky Derby~~ Russian Sport is Decadent and Depraved”
- So, Q1: Where is the budget? Q2: Can I play in this sport?
- Discussion

