



Moral issue

## Data for sports subsidies

Intention

**Data analysis is used to identify which children do not exercise. These families are actively approached by the municipal youth fund.**

Explanation

It is increasingly common for children not to join a sports club because of the costs. That is socially and physically undesirable. There is often a barrier to asking for help.

That is why data is used, including from sports clubs, to trace children who are not members. Those families are actively approached by the Youth Fund (which can pay the contribution).