

Comparison of motives for adopting EuroFIT by country

Code	NOR	PT	NED	UK
<i>Views of the programme</i>				
Programme package			X	X
Potential expansion of activities	X	X		X
Financial support	X	X	X	
Novelty of programme	X	X	X	
Marketing/PR purposes	X	X	X	X
Credibility	X	X	X	X
<i>Club motivations</i>				
Doing it for the fans	X	X	X	X
Generate internal support	X		X	X
Club philosophy and ethos	X	X	X	X
Club capacity	X	X		X
Experience with similar projects	X			X
Belief in the project	X		X	X
<i>Stakeholders and partners</i>				
Club endorsements			X	X
Personal connection				X
Collaboration with partners	X	X	X	
Collaboration with University	X	X		X