Partners: 9

Context

What are we talking about?

What is Digital Transformation?

Digital transformation relates to using digital technology to create new value in work processes and change business models. Innovation is booming in the field of sport and creating new revenue streams.

What we looked for:

- Identified as tech areas where grassroots sport organisations could benefit more from embracing digital transformation.
- More information on organisational digital solutions for grassroots sport

Process:

A 12-month journey to investigate existing processes or complementing existing ones.

What are we talking about and what are we discussing?

1. Applications captured in: Cashback
- Member engagement
- Customer loyalty

2. Applications captured in: Crowdfunding
- Member fundraising
- Spectator donations

3. Applications captured in: Sponsorship
- Member support
- Sponsor sponsorship

What’s next?

1. Call for action: DigiFit Summit
- March to September 2024
- 2. DigiFit Piloting and Online Series of Events
- 1 grassroots sport organisation/club, 1 mentor and 1 solution provider.
- 10 pilot project teams made up of 1 grassroots sport organisation/club, 1 mentor and 1 solution provider.

WOW: A 12-month journey to investigate existing processes or complementing existing ones.

MANAGE ORGANISATIONS & MEMBERS

Tools for internal and external communication
- Infrastructure management (access, maintenance, security, logistics...)
- Digitalisation of sport memberships (online membership system, access to club information and calendar, etc...)
- Digitalisation of administrative tasks (HR, accounting, finance, database)
- Management of sports (competitions, trainings, events)
- Sample of observed solutions to develop new services
- Sample of observed trends
- Appeal as a solution provider
- Apply as a solution provider

DEVELOP NEW FORMS OF REVENUE

- Generate new types of revenue
- Reach out to sponsors, partners, prospects
- Tailored digital gadgets in sports activity platforms

For more information visit: info@digifit.org

More Information on European Education and Culture Executive Agency (EACEA) 

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Fit for the Digital Age looks into how grassroots sport organisations, by combining digital technology and innovation, can increase the capacity of their sport organisations to make it #DigiFit.

Next steps to participate in the DigiFit Experience.