



Fit for the Digital Age

WHAT ARE WE TALKING ABOUT

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 physical activity, including in the grassroots sports sector. Here is quick overview of the state of play by the DigiFit project.

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CONTEXT

The grassroots sport sector has been highlighted as an example of a well-positioned beneficiary for digital innovation but is often left behind.

Innovation can increase the capacity of the sport sector, especially of grassroots sports organisations, by improving working methods and processes, creating synergies and networks, and contributing to a more resilient, greener, better governed, and transparent sport sector.



SURVEY PROCESS

FROM 19TH JUNE TO 6TH SEPT. 2023

1.000 clicks

351 completed answers captured in:

- English
- French
- Danish
- Portuguese

What we looked for:

Organisation profile



Level of digital readiness :

Digital Status Ability Use of solutions Ambition + reason

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SAMPLE OF OBSERVED TRENDS*

FROM RESULTS OF SURVEY



Servicing members

(support, content, spectator experience or in training)



Flexible memberships

(family subscriptions, pay & play, loyalty card...)



Recruiting new members and/or volunteers



Digital gadgets in sports activity



Infrastructure management

*Identified as tech areas where grassroots sport organisations could benefit more from embracing digital transformation

IDENTIFIED OPPORTUNITIES

THROUGH DESK RESEARCH AND SURVEY RESULTS



Engage more audiences in a better way



Generate new types of revenue



Reach out to new sponsors

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SAMPLE OF OBSERVED SOLUTIONS TO DEVELOP NEW SERVICES

THROUGH DESK RESEARCH AND SURVEY RESULTS

Apps for new types of practices or complementing existing ones



New forms of subscriptions : multisport membership, a la carte, remote and online activities

SAMPLE OF OBSERVED SOLUTIONS TO MANAGE ORGANISATIONS & MEMBERS

THROUGH DESK RESEARCH AND SURVEY RESULTS



Digitalisation of administrative tasks (HR, accounting, finance, database)



Digitalisation of sport memberships (online membership system, access to club information and calendar, etc...)



Infrastructure management (access, maintenance, security, logistics...)



Tools for internal and external communication (recruitment, commitment, loyalty, sales support, etc.)



Management of sports (competitions, trainings, events)



Data collection and data management

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SAMPLE OF OBSERVED SOLUTIONS TO DEVELOP NEW FORMS OF REVENUE

THROUGH DESK RESEARCH AND SURVEY RESULTS



Cashback applications and loyalty programs



Crowdfunding platforms



QR codes and connected objects to receive donations



Tailored online shops and whole sale gear and equipment purchases

WHAT'S NEXT ?

THE DIGIFIT LEARN AND DO EXPERIENCE

What?

A 12-month journey to investigate digital solutions for grassroots sport organisations.

Who?

10 pilot project teams made up of 1 grassroots sport organisation/club, 1 mentor and 1 solution provider.

Process :



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CALL FOR ACTION

Are you ready to take grassroots sports to the next level ?

Join the #DigiFit movement by participating in the DigiFit Experience.



- Apply as a sport organisation
- Apply as a solution provider

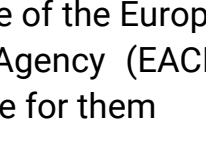
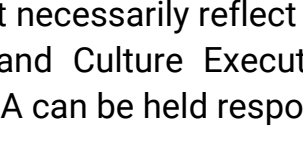
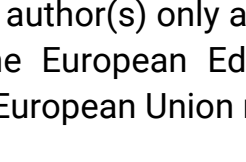


Fit for the Digital Age looks into how digital transformation and innovation could be harnessed to build resilience and capacity in the grassroots sport and physical activity sector to make it #DigiFit.



More information on digifit.isca.org

Partners :



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