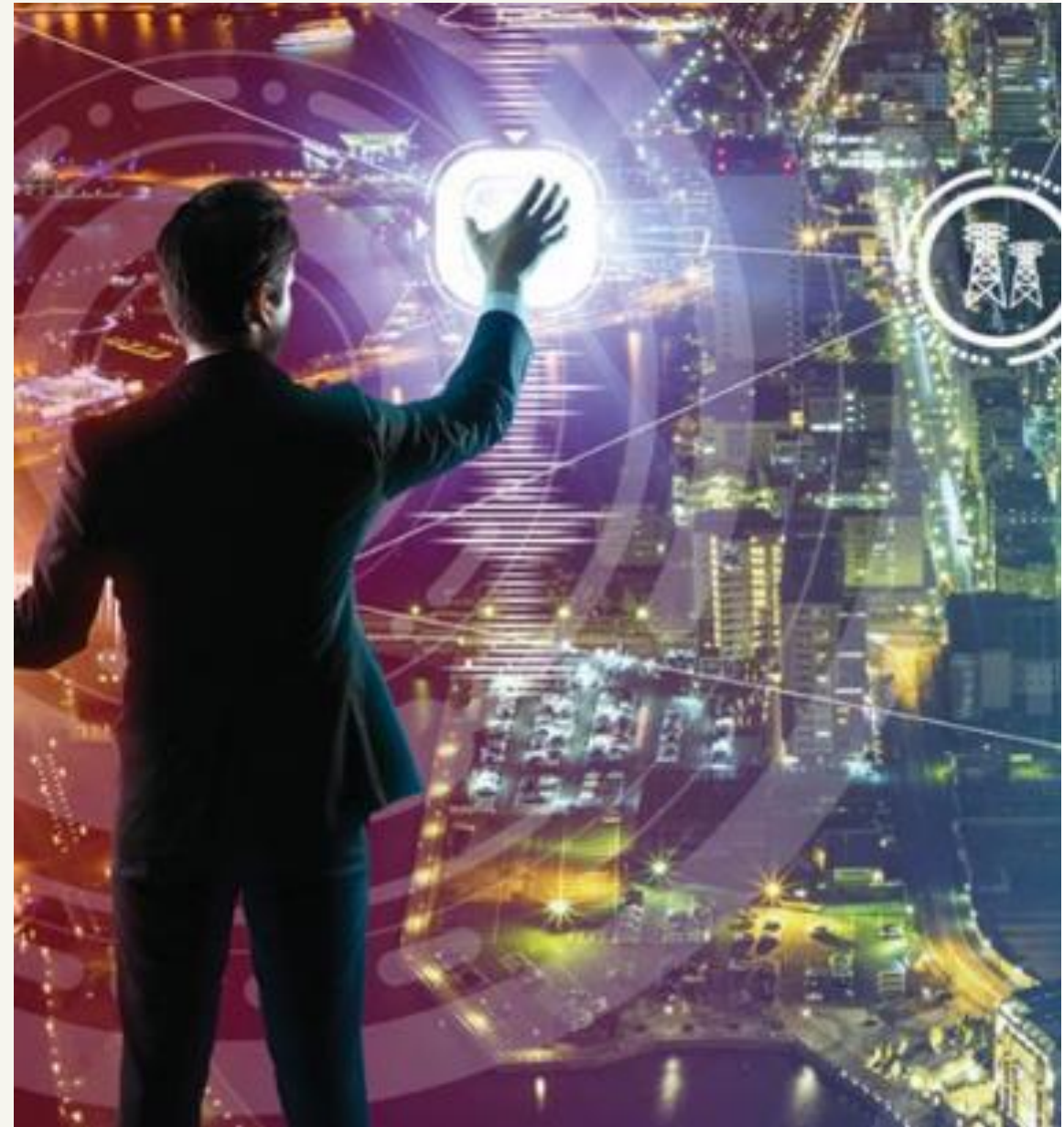# Sport Innovation Lab

Making innovation in sport (more) visible and tangible

Create a space and culture in which sports organizations in Flanders are stimulated to innovate

Initiate collaboration in the sports innovation ecosystem

Sport Innovation Lab

"We want to be a 📡 and an ⏱ for innovation in sport"

1. Early Warning System

- Permanent monitoring of innovations
- WG with +/- 20 internal collegues
- 4x /year discussion of detected innovations
- 1x /year report to Man. Com.

2. Go Vocal platform

- Sport Vlaanderen wants to involve everyone with a heart for sport in sports policy.
- That is why we have a digital participation platform www.deeljeidee.sport.Vlaanderen
- Anyone who has an idea for (new)sports initiatives can share it digitally and discuss it.
- With this online approach we involve (non-)athletes, sports clubs, sports organizations, ... as much as possible and in an accessible way. Our question is clear: share your idea.
- In exchange, we share sports prizes and financial support to develop the best ideas.

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Project MTB-routes

- Real time monitoring bike traffic on MTB-tracks in nature
- We asked local governments:
  - Their vision on outdoor sport infrastructure
  - Why monitoring sport participation is important
  - On what MTB-track they want a counter
- A catalist for further development
  - Compare with data from STRAVA-Metro
  - Build a prediction model for MTB-tracks

Project: Win als lokaal bestuur een fietsteller en breng… | Sport Vlaanderen

Project Social Sport Awards

- Awareness raising & awarding of social sport organisations
- Social organisations apply on platform to win the price
- People vote for their favourites
- The Minister of Sport hands out the award in a gala event

Project: Wie wint het Vlaams Sportjuweel voor het Warmst... | Sport Vlaanderen

Platform participation for 2023

- **6230 visitors**
  - 3252 registered (52%)
  - 2647 active users (42%)
- **Visit duration = about 4min 30sec**
- **3.74 pages per visit**
- **Visitors come back quite often (20%)**

https://deeljeidee.sport.vlaanderen/en/admin/dashboard/overview

Our learnings for a succesful citizen engagement platform

- **Important to <u>have mix</u> of 'popular' projects and 'policy' projects**
  - Most valuable aspect is true involvement in policy making
- **Importance of <u>internal sense of value</u> of citizen participation**
- **Online participation needs <u>communication</u>!**
  - Very import role for Comm. Dep.
  - Swift & personal responses
- **Difficult to ensure <u>consistency</u> of launching projects:**
  - Available budgets (importance of incentives)
  - Time investment => SPOC!

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