

DIGIFIT

SURVEY REPORT

Grassroots sport organisation status and
digital readiness



DIGIFIT

INTRODUCTION

About the project

The EU Erasmus+ project Fit for the Digital Age (DigiFit) investigates 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. The main objective of the project is to accelerate digital transformation of the grassroots sport organisations and involved staff through development of digital readiness, resilience and capacity building.

Find out more: digifit.isca.org

About the survey

The present survey results will assist in understanding digitalisation status in grassroots sport organisations. It will be part of creating our pilot project testing program (incubation program), where innovative solution providers and sport grassroots organisations take part and improve their current digital and general status.



Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them



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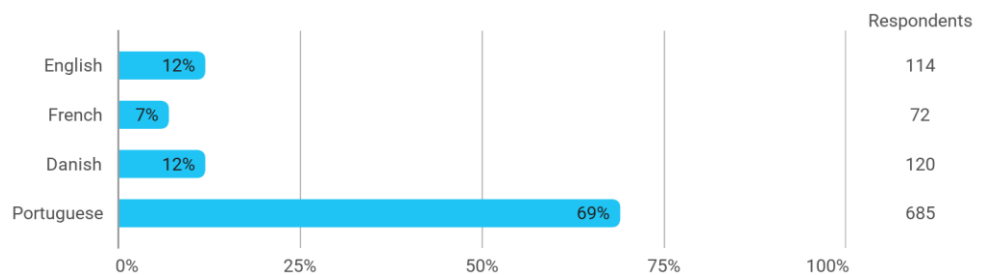
1. SURVEY OVERVIEW

1.1 Basic stats

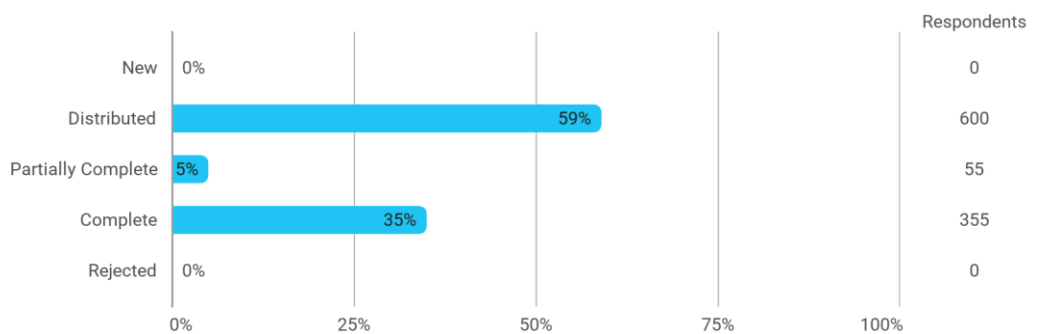
The survey was conducted from June 19th till September 6th 2023.

355 completed answers from sport grassroots organisation managers and volunteers were captured in four languages (English, French, Danish and Portuguese) through + 1,000 clicks on the survey link. Graphs below are providing more details info.

Language distribution:



Overall Status:



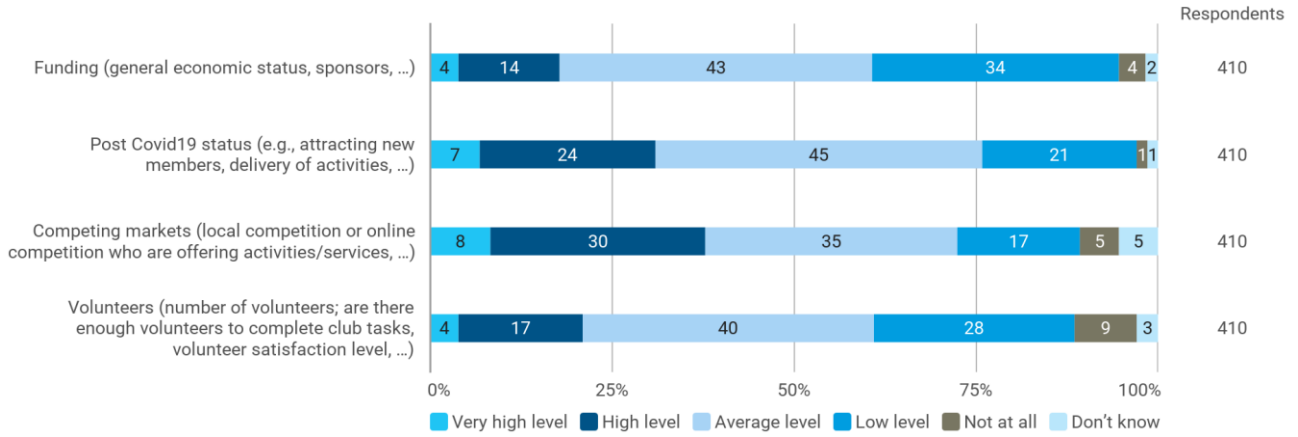
Organisation sizes span from 10 to 13,500 members with volunteer numbers going from 0 – 6,000 and employee numbers from 0 – 80 offering between 1 – 30 different sports per organisation.

In average the 355 grassroots sport organisations in the survey have:

- 593 members
- 49 volunteers
- 4.7 employees
- 3.2 sports offered

1.2 General status

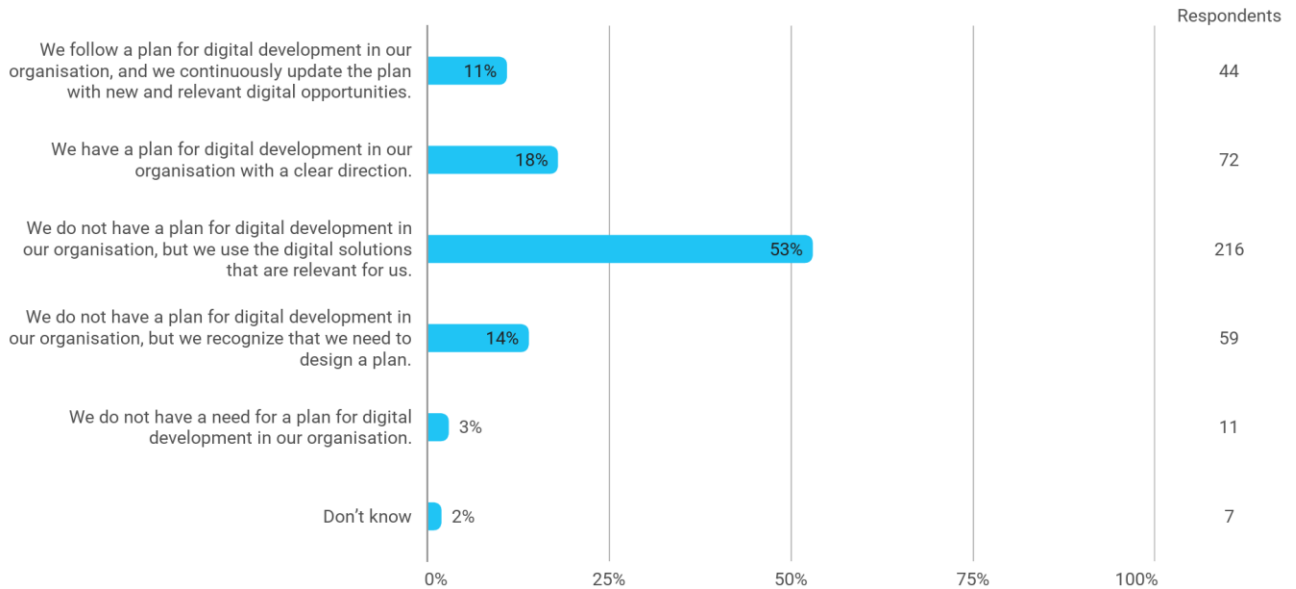
At what level do you believe/think your organisation is performing in the following areas:



1.3 Digital status & ambitions for improving digital status

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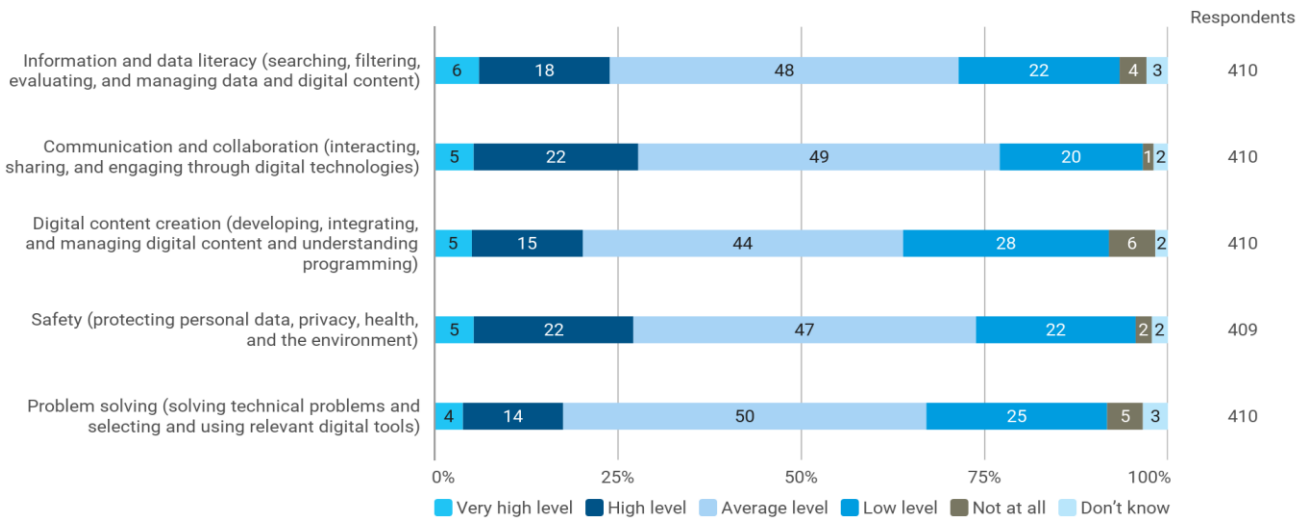
Which of the below statements best describes your organisation's digital status right now?



1.4 The organisation’s digital competencies

In the following five questions the starting point is “The Digital Competence Framework for Citizens”, also known as “DigiComp”. The Framework provides a common language to identify and describe the key areas of digital competences. The five specific competences are shortly described in keywords at each question. If in doubt about any of the five competences, please download the EU DigiComp PDF here: <https://publications.jrc.ec.europa.eu/repository/handle/JRC128415> and see page 7.

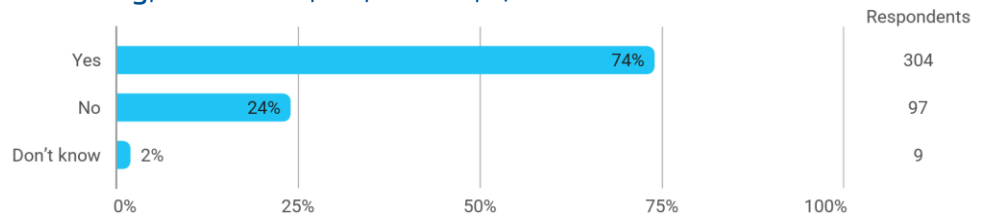
At what level is your organisation's capability in the following areas:



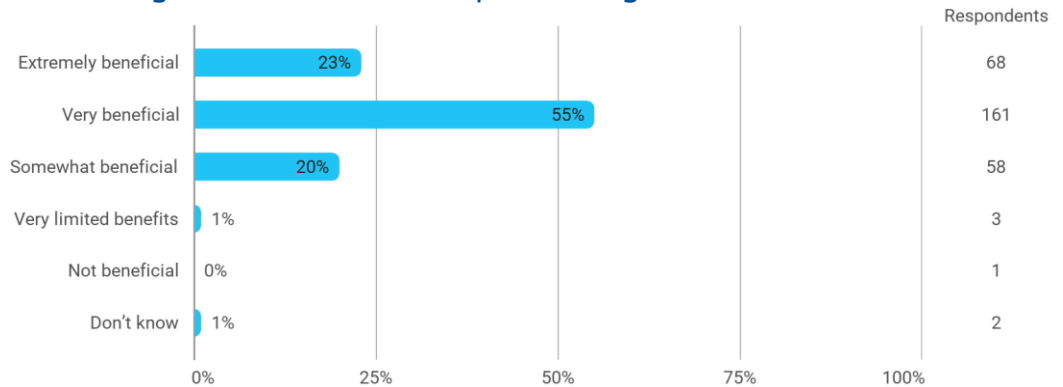
2. Use of digital solutions/tools for management

2.1 Use of digital solutions/tools for administrative tasks

Does your organisation use digital solutions/tools for administrative tasks (such as managing members, accounting, databases, HR, events, ...)?

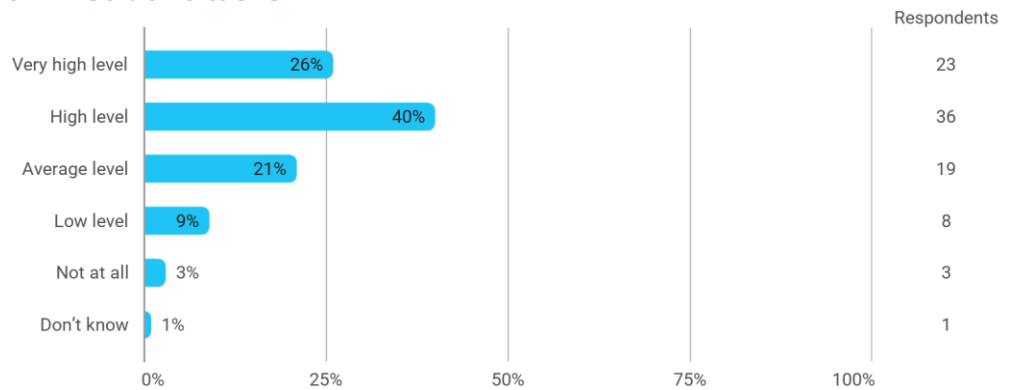


How beneficial are those digital solutions/tools in performing administrative tasks?



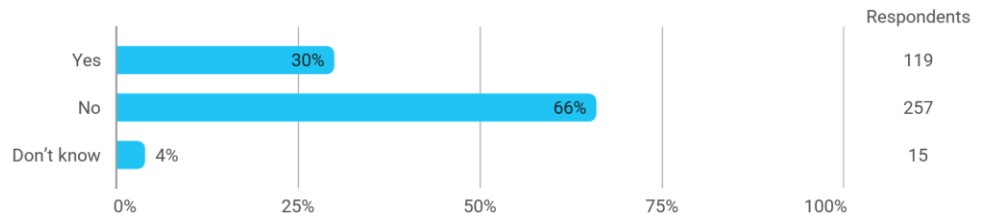
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To what level do you believe your organisation could benefit from using digital solutions/tools for administrative tasks?

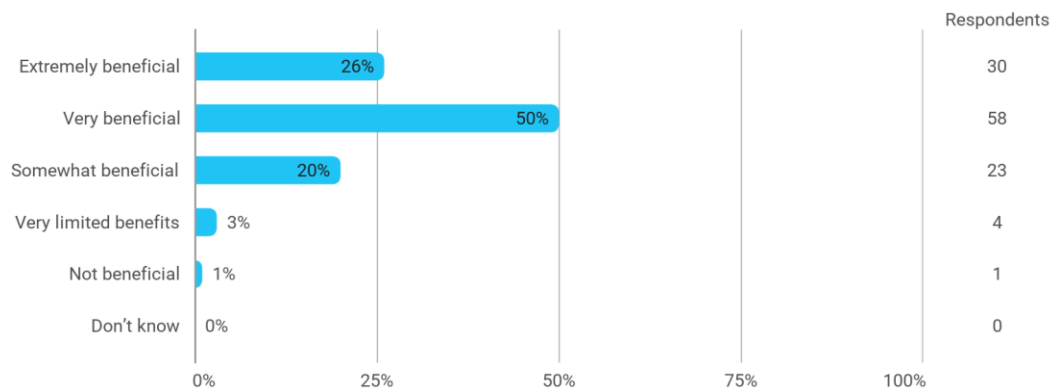


2.2 Use of digital solutions/tools for infrastructure management

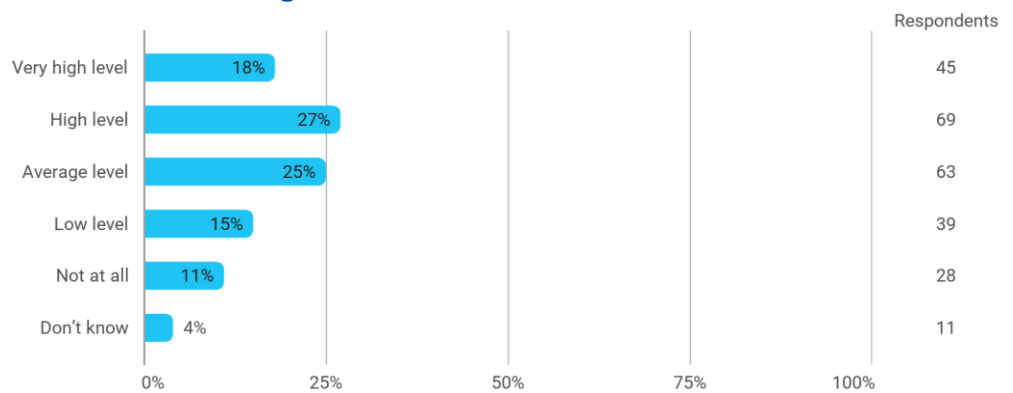
Does your organisation use digital solutions/tools for infrastructure management (such as for accessing facilities/equipment, planning/booking facility usage, etc.)?



How beneficial are those digital solutions/ tools for infrastructure management?

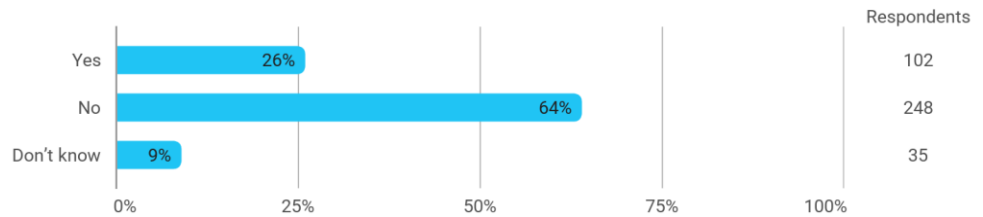


To what level do you believe your organisation could benefit from using digital solutions/tools for infrastructure management?

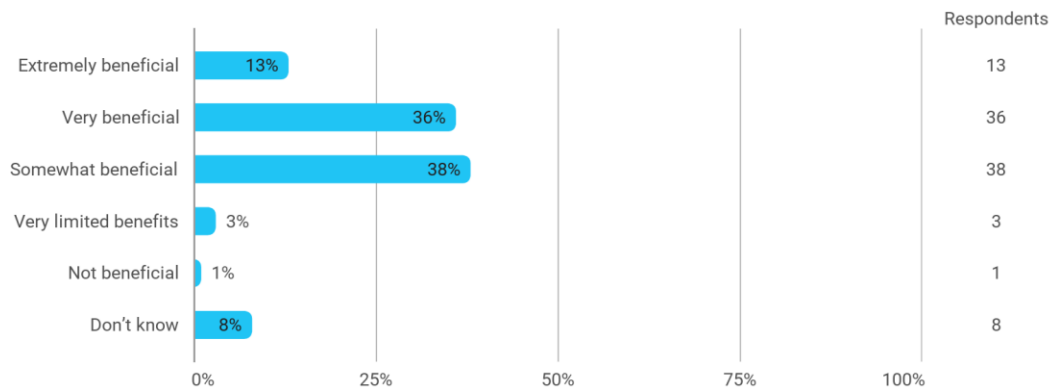


2.3 Use of digital solutions/tools Human resources (staff and volunteers) management

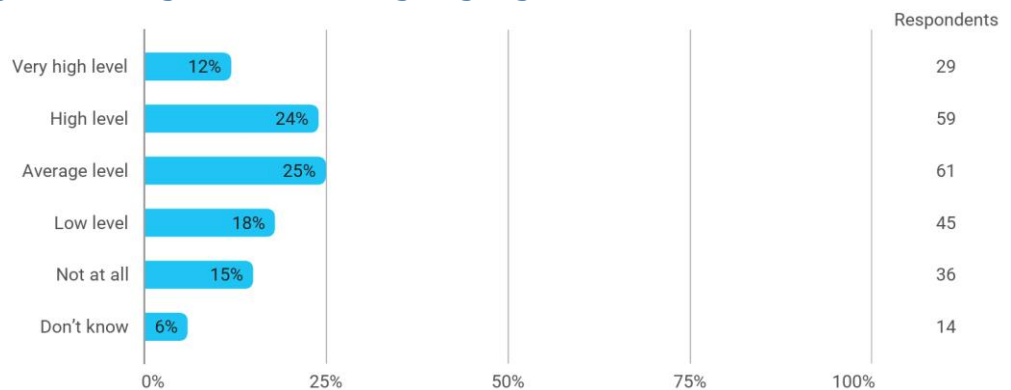
Is it possible to staff, schedule shifts and/or assign organisation/volunteer tasks online in your organisation?



How beneficial are those online tools/solutions for the following: staffing, scheduling shifts and assigning organisation/volunteer tasks?

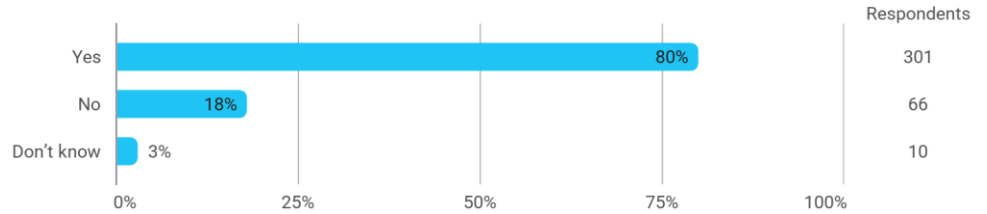


To what level do you believe your organisation could benefit from completing the following tasks online staffing, scheduling shifts, and assigning organisation/volunteer tasks?

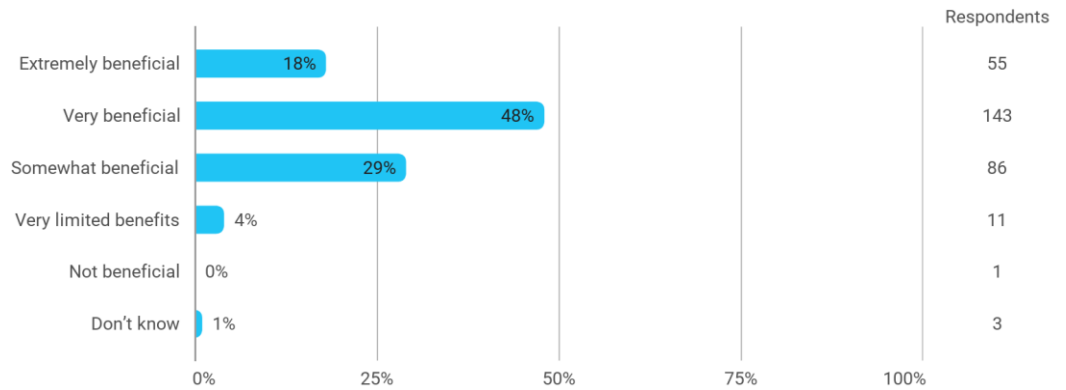


2.4 Use of digital solutions/tools for communication and collaboration

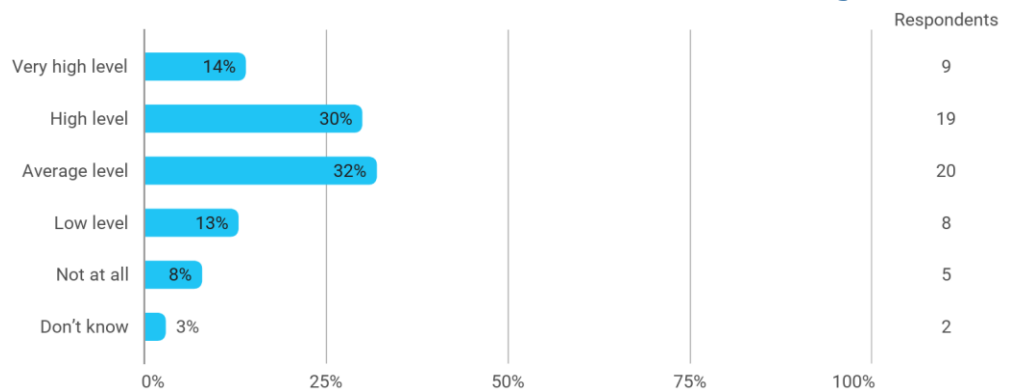
Does your organisation use digital solutions/tools for communication and collaboration within and outside the organisation?



How beneficial are digital solutions/tools for communication and collaboration within and outside the organisation?

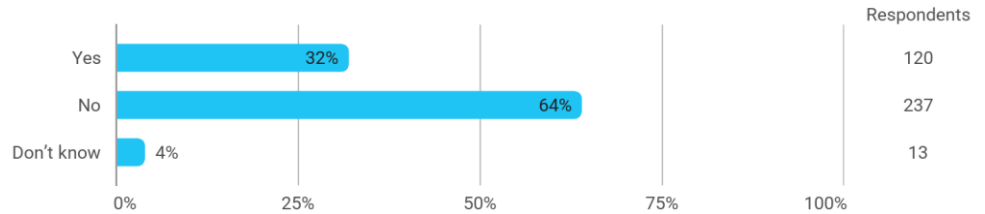


To what level do you believe your organisation could benefit from using digital solutions/tools for communication and collaboration within and outside the organisation?

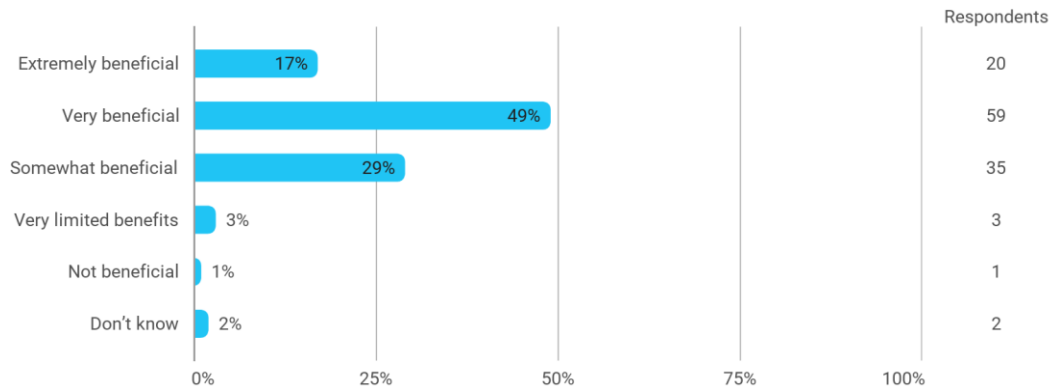


2.5 Use of digital solutions/tools for flexible subscription

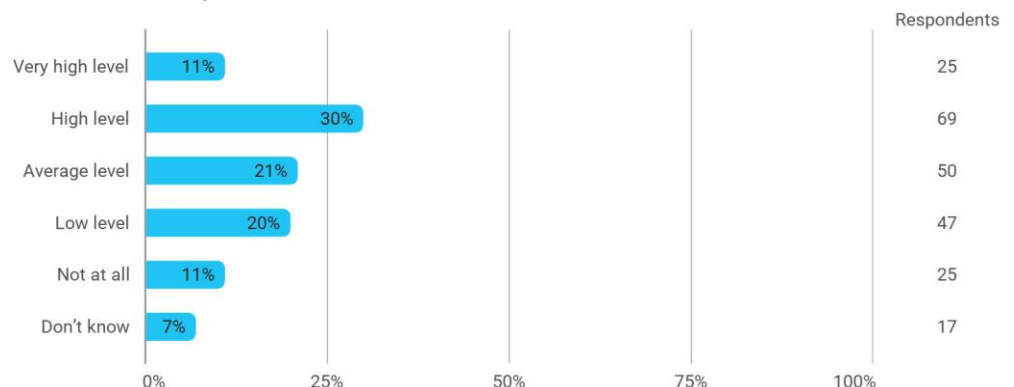
Does your organisation use digital solutions/tools for flexible subscription (family membership, pay & play, loyalty cards, etc.)?



How beneficial are the previously listed digital solutions/tools for flexible subscription?



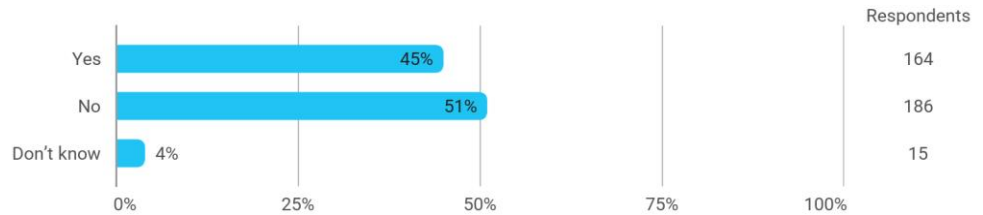
To what level do you believe your organisation could benefit from using digital solutions/tools for flexible subscription?



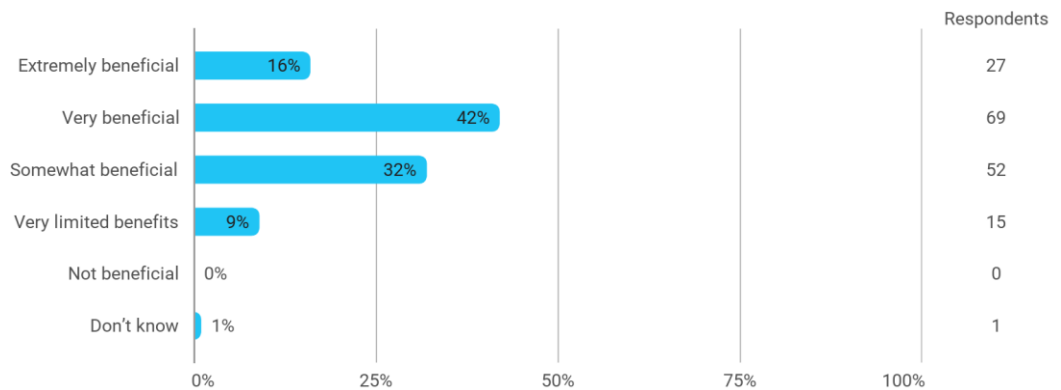
3. Use of digital solutions/tools for recruiting

3.1 Use of digital solutions/tools for recruiting new members

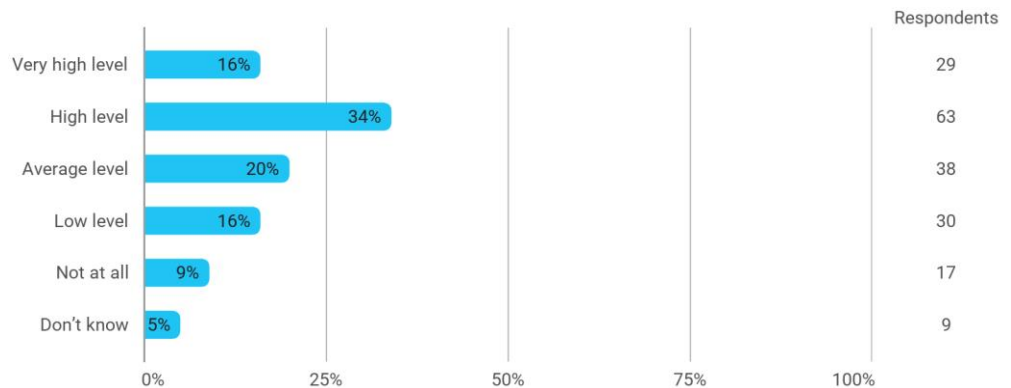
Does your organisation use digital solutions/tools such as services/platforms for recruiting new members?



How beneficial are those digital solutions/tools such as services/platforms for recruiting new members?

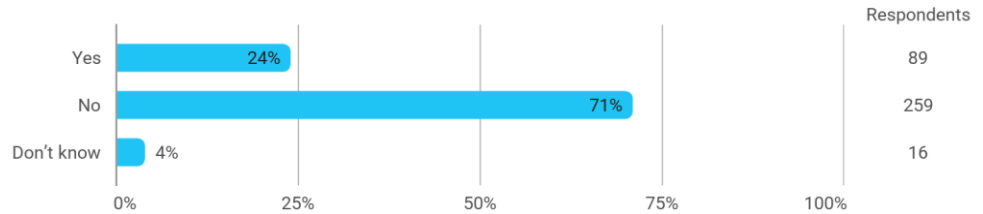


To what level do you believe your organisation could benefit from using digital solutions/tools such as services/platforms for recruiting new members?

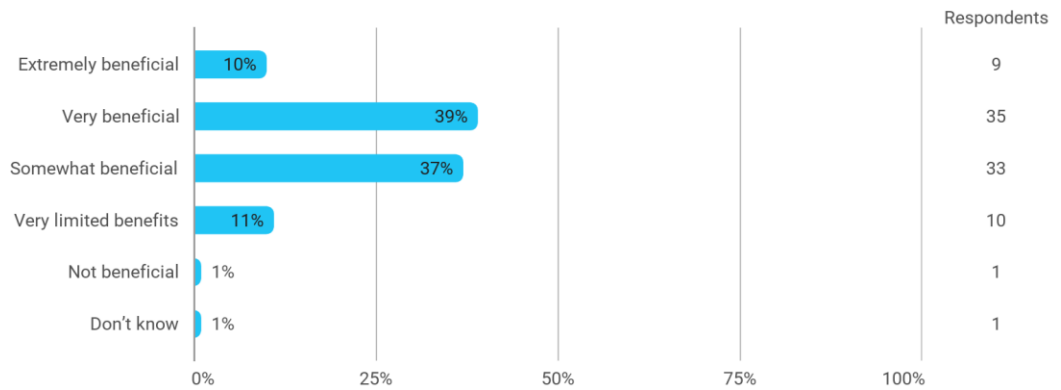


3.2 Use of digital solutions/tools for recruiting new volunteers

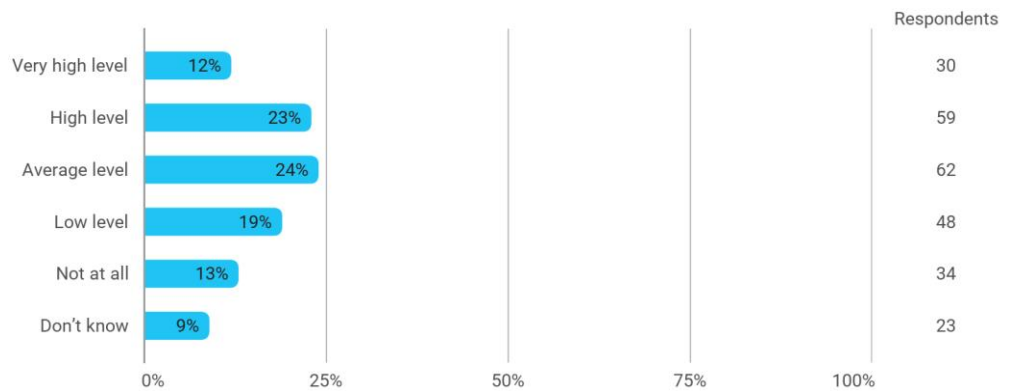
Does your organisation use digital solutions/tools such as services/platforms for recruiting new volunteers?



How beneficial are those digital solutions/tools such as services/platforms for recruiting new volunteers?



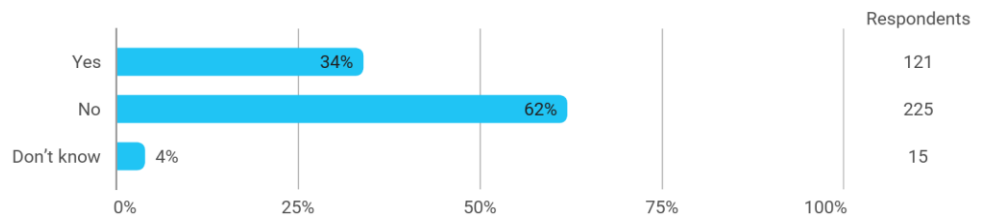
To what level do you believe your organisation could benefit from using digital solutions/tools such as services/platforms for recruiting new volunteers?



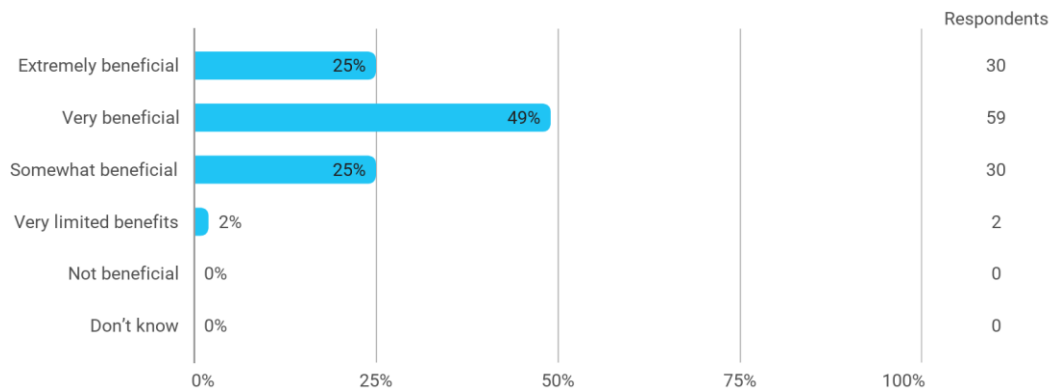
4. Use of digital solutions/tools for embracing the future

4.1 Use of gadgets (hardware/software) in the sports activities

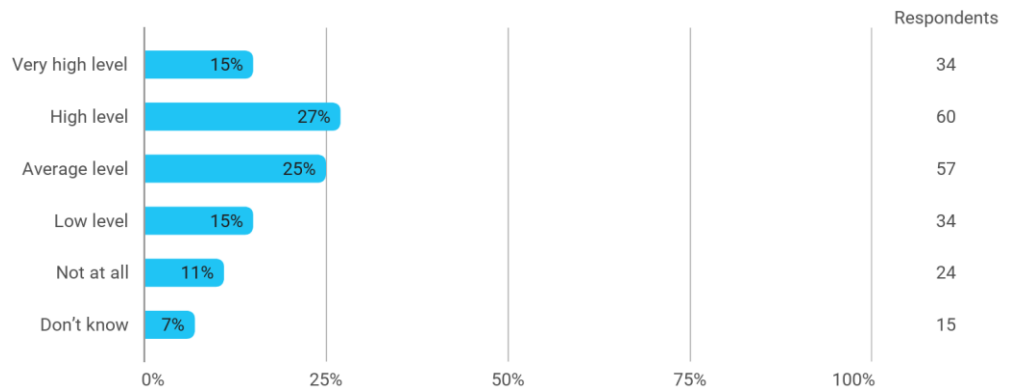
Does your organisation use gadgets (hardware/software) in the sports activities (such as wearables, solutions for measuring progress, integrating smart phones/other devices or other ways of making the sports activity more interactive)?



How beneficial is it for your organisation to use gadgets (hardware/software) in the sports activities?

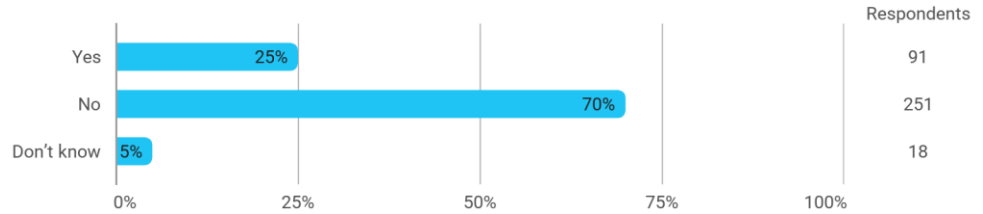


To what level do you believe your organisation could benefit from using gadgets (hardware/software) in the sports activities?

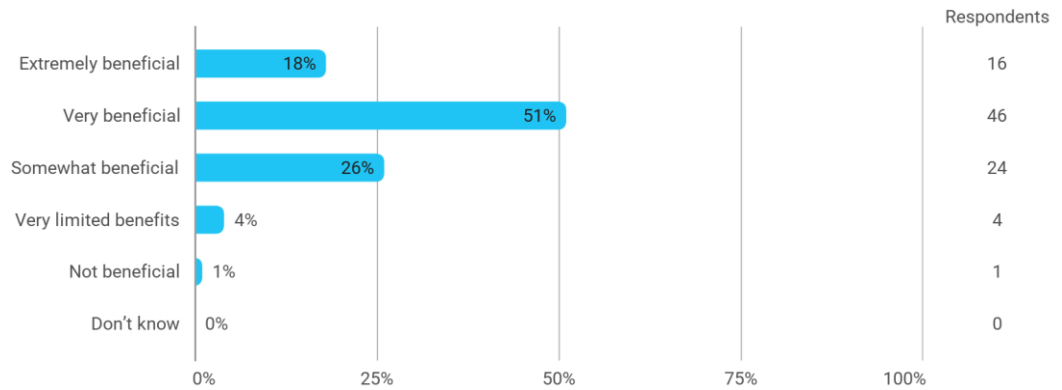


4.2 Use of digital solutions/tools for gamification

Does your organisation use digital solutions/tools for gamification (challenges, games, rankings)?

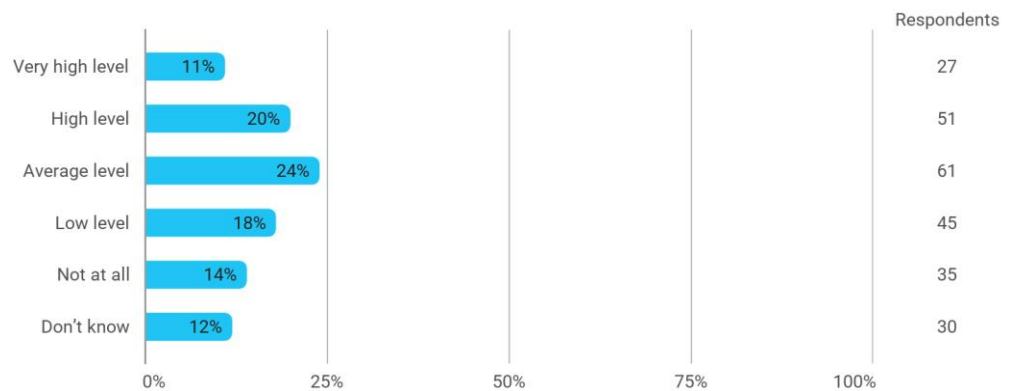


How beneficial are those digital solutions/tools for gamification?



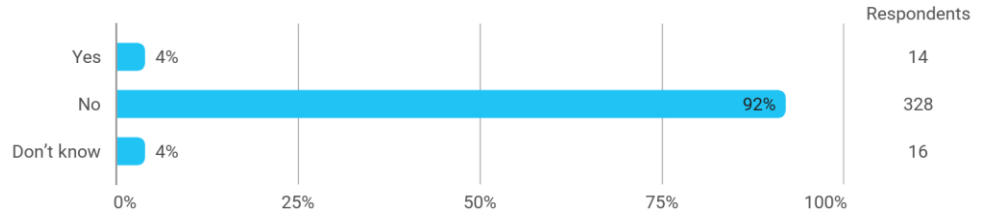
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To what level do you believe your organisation could benefit from using digital solutions/tools for gamification?

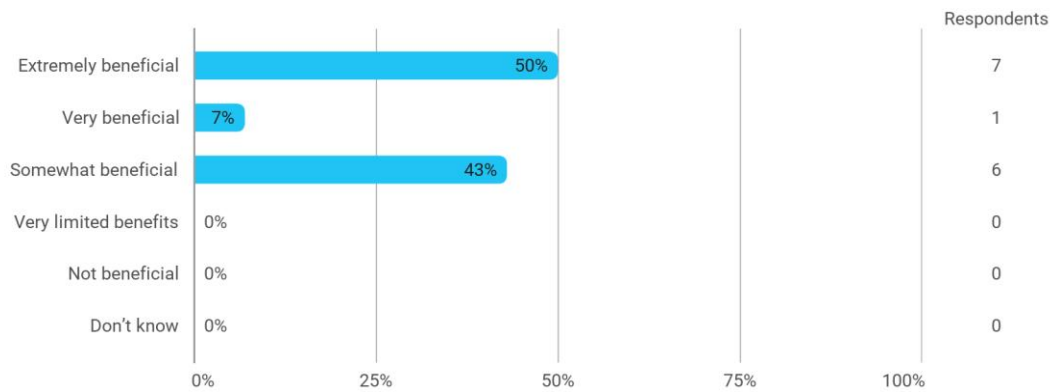


4.3: Use of virtual reality or augmented reality solutions

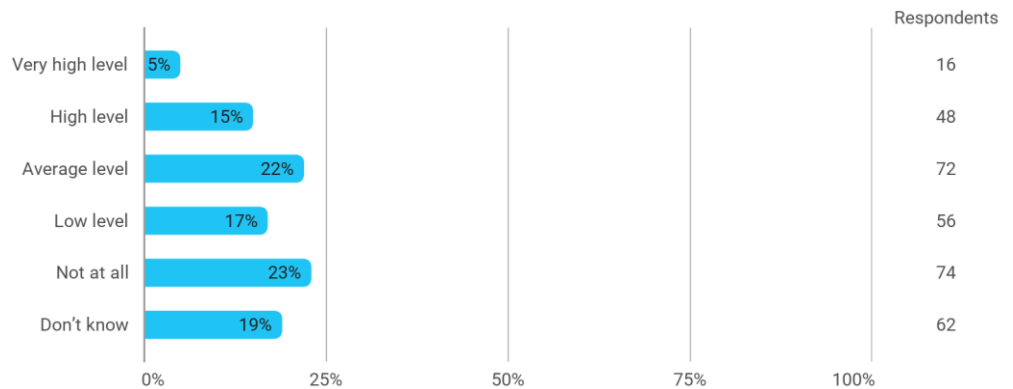
Does your organisation use virtual reality or augmented reality solutions?



How beneficial are those virtual reality or augmented reality solutions?

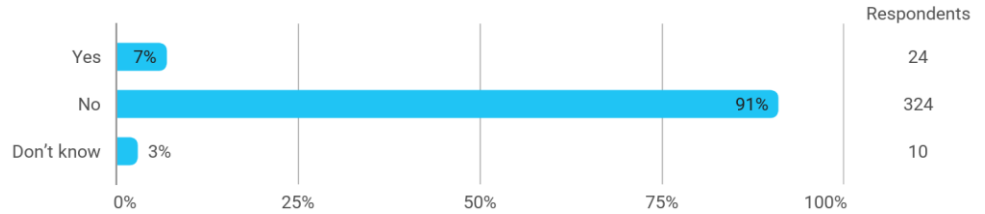


To what level do you believe your organisation could benefit from using virtual reality or augmented reality solutions?

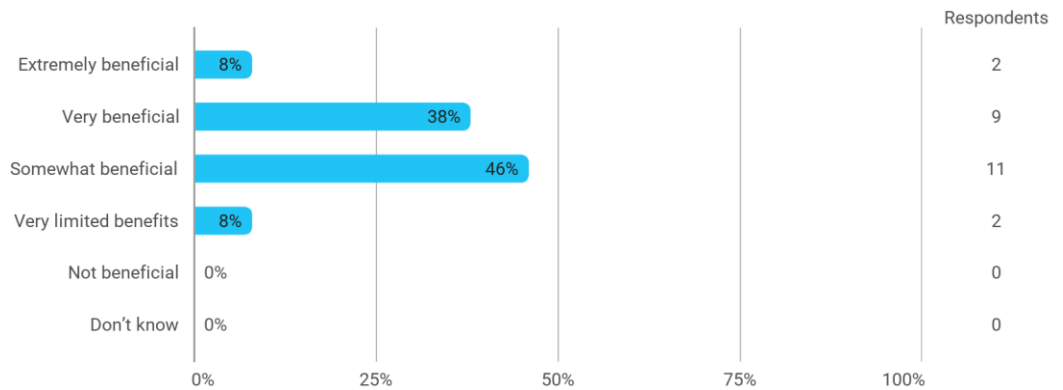


4.4 Use of artificial intelligence (AI) solutions

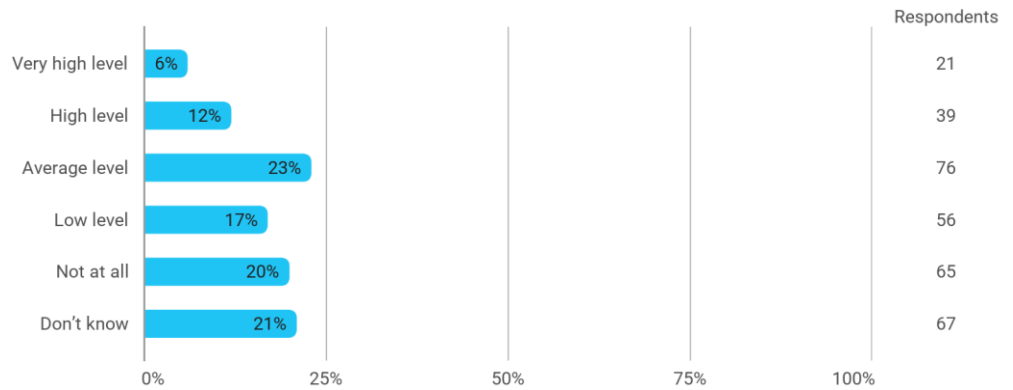
Does your organisation use artificial intelligence (AI) solutions (such as chatbots or ChatGPT)?



How beneficial are those artificial intelligence (AI) solutions?

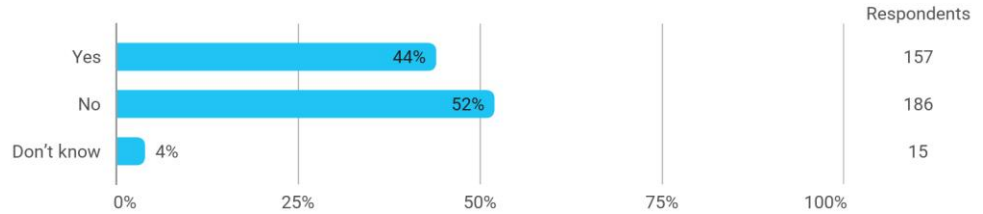


To what level do you believe that your organisation could benefit from using artificial intelligence (AI) solutions?

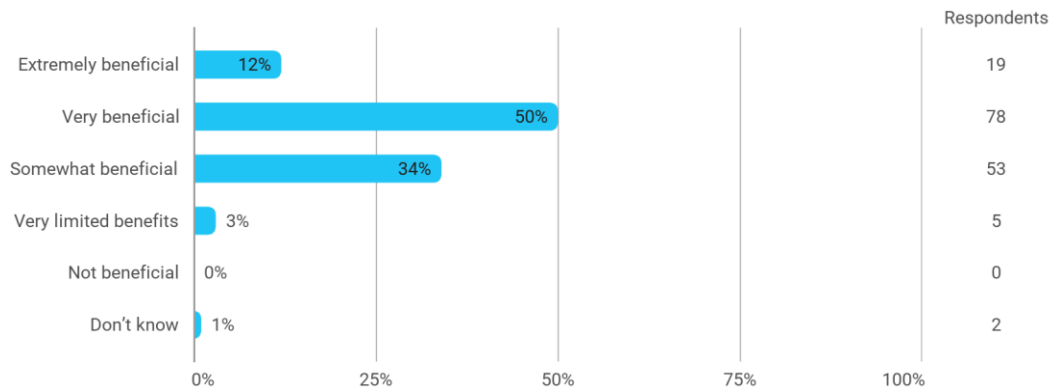


4.5 Use of digital solutions/tools for servicing members

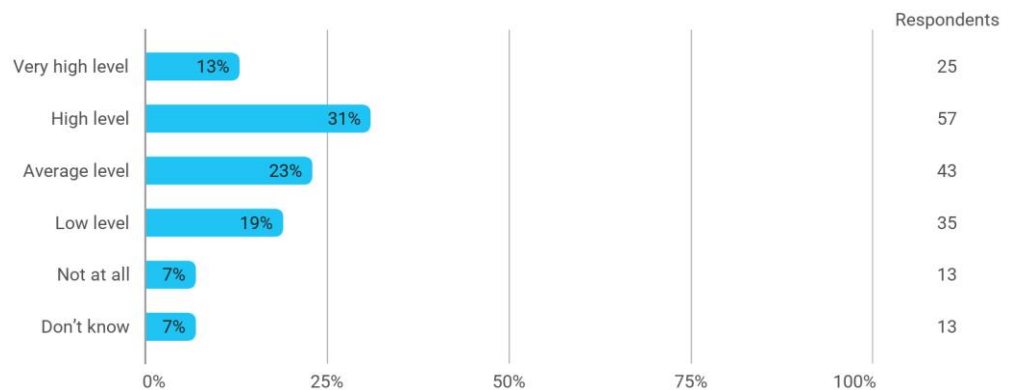
Does your organisation use digital solutions/tools for servicing members in relation to support, content, spectator experience or training?



How beneficial is it using digital solutions/tools for servicing members in relation to support, content, spectator experience or training?



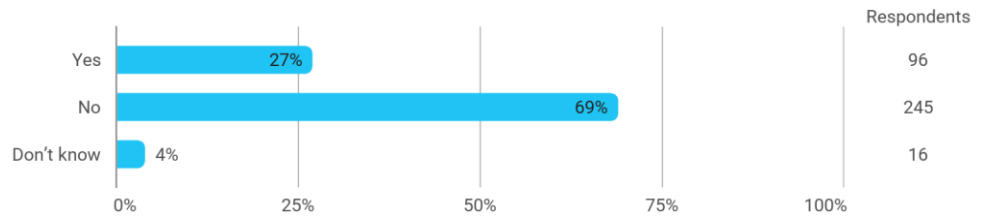
To what level do you believe that your organisation could benefit from using digital solutions/tools for servicing members in relation to support, content, spectator experience or training?



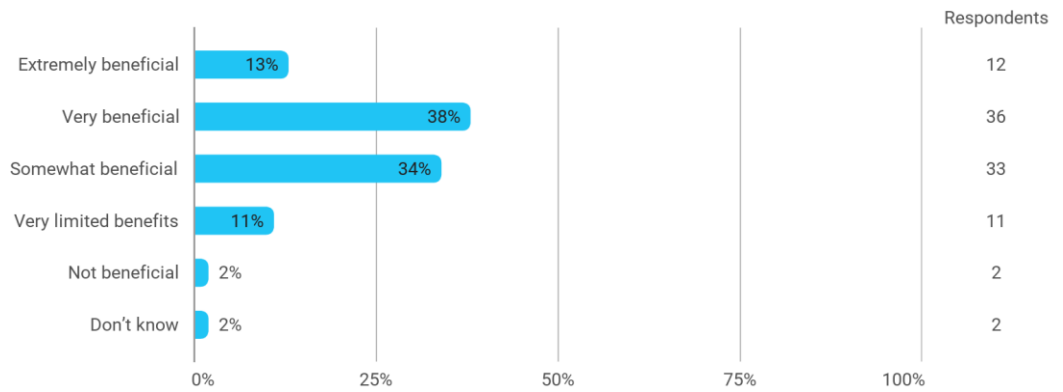
5. Use of digital solutions/tools for funding

5.1 Use of digital solutions/tools for getting sponsors

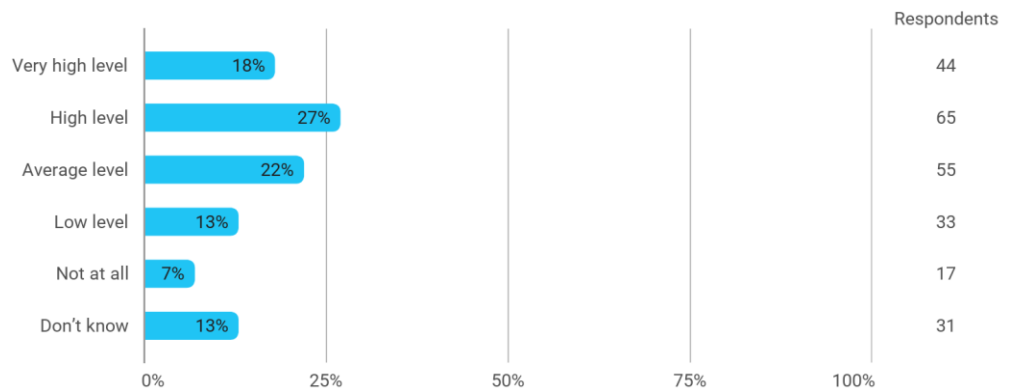
Does your organisation use digital solutions/tools for getting sponsors?



How beneficial are digital solutions/tools for getting sponsors?

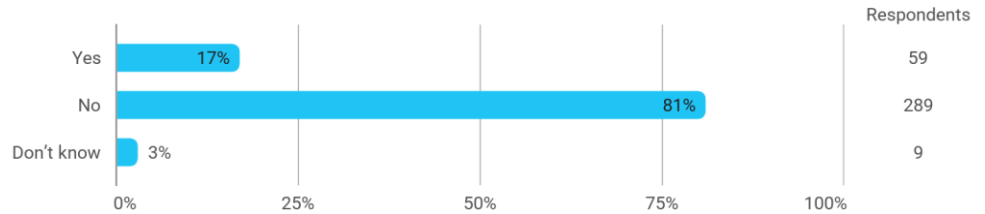


To what level do you believe that your organisation could benefit from using digital solutions/tools for getting sponsors?

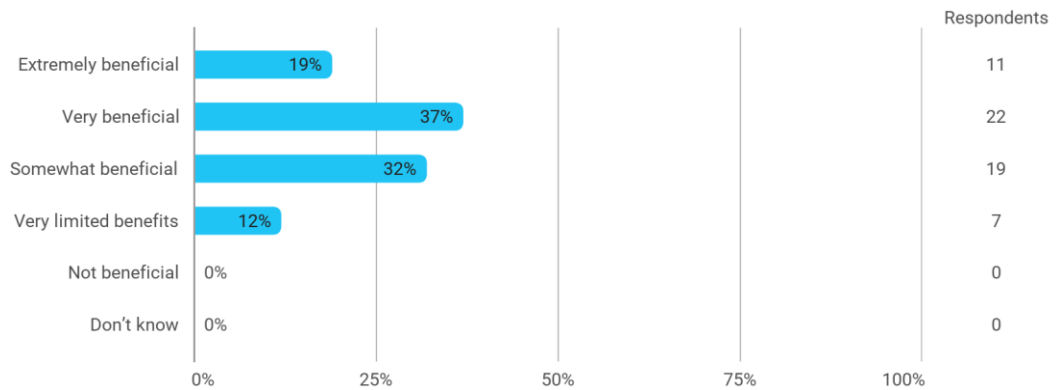


5.2 Use of other digital solutions/tools to attract funding

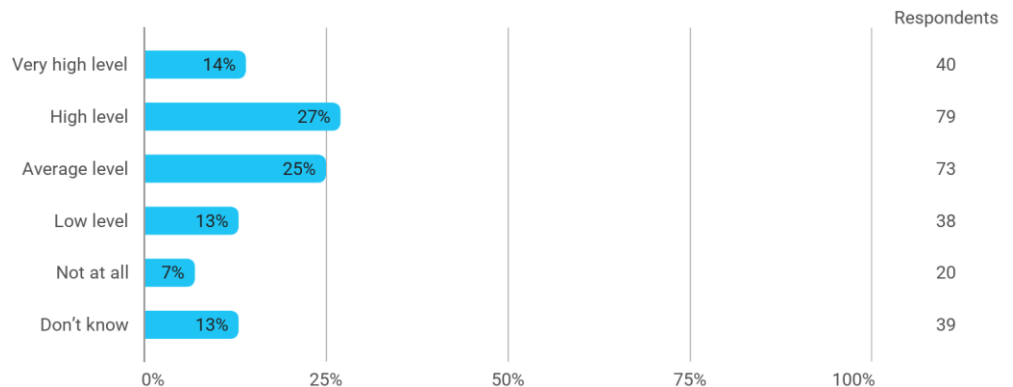
Does your organisation use other digital solutions/tools to attract funding (such as cashback, crowdfunding, donation etc.)?



How beneficial are those digital solutions/tools to attract funding?



To what level do you believe that your organisation could benefit from using other digital solutions/tools to attract funding?



6. The five chosen digital solutions & areas showing the highest potential for improvement

Based on the answers from the above 14 questions and 28 sub-questions (2.1.1 – 2.4.2) focused on use of and potential in using different digital solutions, the below five areas have been identified as the areas showing the highest potential for improvement, through the upcoming pilot/incubation program. The five areas are included in our published infographic on megatrends.

Discover the [DigiFit Infographic on Megatrends](#)

Main criteria for the below choices are a mix between:

- The solution not already being used by the majority of the organisations = potential for additional use
- High level of benefit from using the solution = relevance for the organisations
- High level of perceived potential benefits from using the solution = potential in solution

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Eight of the 14 questions have been combined to establish the five chosen areas.

Relative scoring indicator: **Green** = high potential/relevance. **Yellow** = medium potential/relevance. **Red** = Low potential/relevance.

1. Infrastructure management

- **30%** use digital solutions for infrastructure management (planning/booking facilities) - 96% find it beneficial (**26%** extremely beneficial, **50%** very beneficial, **20%** somewhat beneficial)
- 66% do not use digital solutions for infrastructure management - Perceived potential level of benefit: very high **18%**, high **27%**, average **25%**.

2. Flexible memberships (family subscriptions, pay & play, loyalty cards, etc.)

- **32%** use digital solutions for flexible memberships - 95% find it beneficial (17% extremely beneficial, **49%** Very beneficial, **29%** somewhat beneficial)

- 64% do not use digital solutions for flexible memberships - Perceived potential level of benefit: very high 11%, high 30%, average 21%.

3. Recruiting new members and/or volunteers

- 45% use digital solutions for recruiting new members - 90% find it beneficial (16% extremely beneficial, 42% very beneficial, 32% somewhat beneficial)
- 51% do not use digital solutions for recruiting new members - Perceived potential level of benefit: very high 16%, high 34%, average 20%.
 - o 24% use digital solutions for recruiting new volunteers - 87% find it beneficial (10% extremely beneficial, 39% very beneficial, 37% somewhat beneficial)
 - o 71% do not use digital solutions for recruiting new volunteers - Perceived potential level of benefit: very high 12%, high 23%, average 24%.

4. Digital gadgets in the sports activity (wearables, integrating devices, etc.) – bundled with use of VR/AR solutions:

- 34% use digital gadgets (wearables, measuring solutions, integrating smartphones/devices) in the sports activities - 98% find it beneficial (25% extremely beneficial, 49% very beneficial, 25% somewhat beneficial)
- 62% do not use digital gadgets in the sports activities - Perceived potential level of benefit: very high 15%, high 27%, average 25%.
 - o 4% use VR/AR solutions - 100% find it beneficial (50% extremely beneficial, 7% very beneficial, 43% somewhat beneficial)
 - o 92% do not use VR/AR solutions - Perceived potential level of benefit: very high 5%, high 15%, average 22%.

5. Servicing members (support, content, spectator experience or in training) – bundled with use of AI solutions:

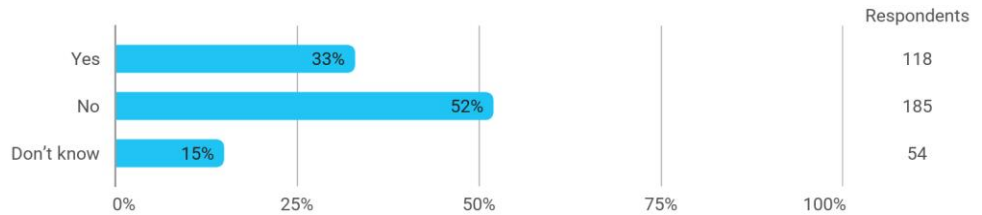
- 44% use digital solutions for servicing members (support, content, spectator experience) - 94% find it beneficial (12% extremely beneficial, 50% very beneficial, 32% somewhat beneficial)

- 52% do not use digital solutions for servicing members (support, content, spectator experience or training) - Perceived potential level of benefit: very high 13%, high 31%, average 23%.
 - o 7% use AI solutions (such as chatbots or ChatGPT) - 92% find it beneficial (8% extremely beneficial, 38% very beneficial, 46% somewhat beneficial)
 - o 91% do not use AI solutions - Perceived potential level of benefit: very high 6%, high 12%, average 23%.

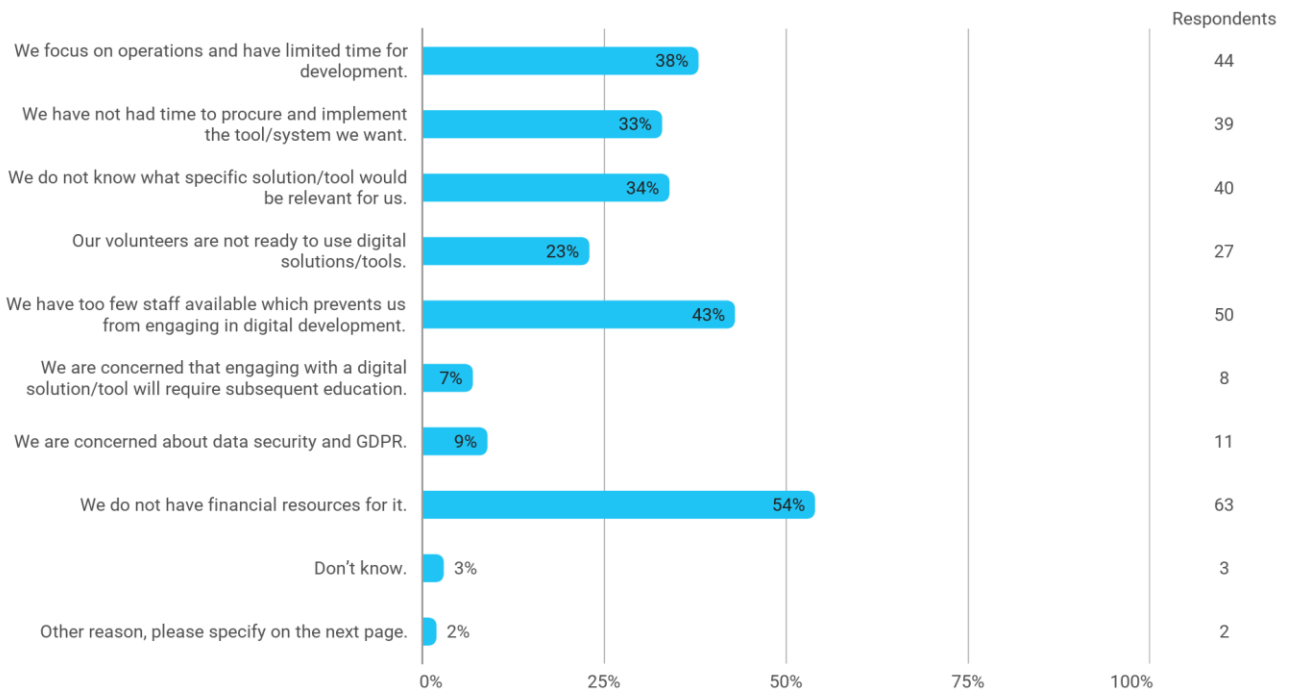
7. Potential and reasons behind not using digital solutions/tools

7.1 Focus on digital solutions for management/recruiting/funding

Are there digital solutions for management/recruiting/funding that you have considered using that you do not use today?



What are the primary reasons why you do not use digital solutions (choose up to three reasons)?

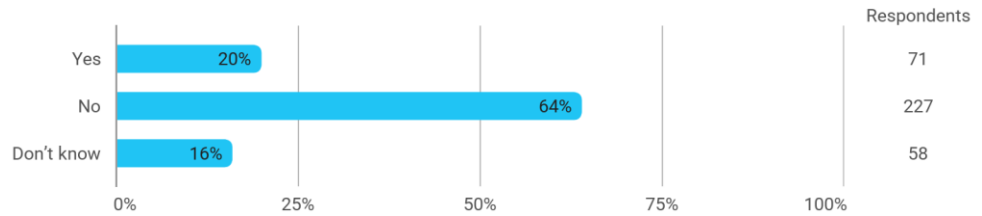


Please specify other reasons why you do not use digital solutions for management/recruiting/funding:

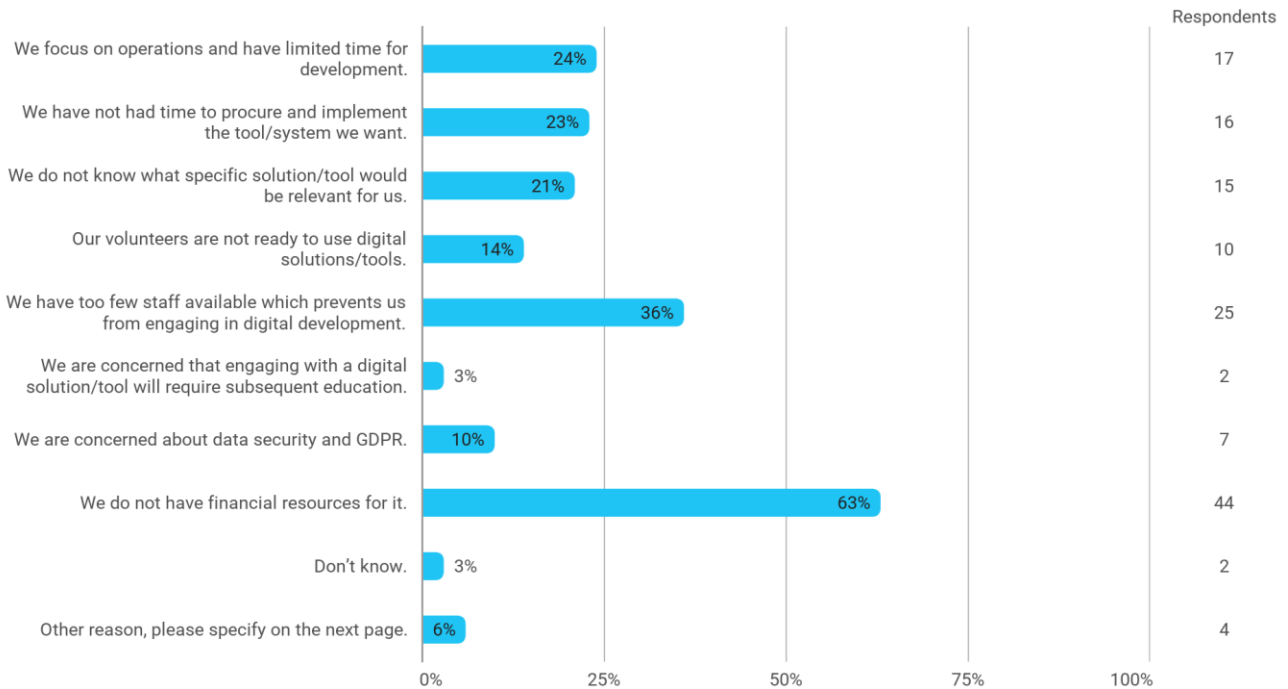
- We have a timeline for release of new digital tools over the course of the next 12 months
- "Ethical" barrier: fear that the rise of digital technology will undermine the human relationship valued by the association.

7.2 Focus on digital solutions for sport activities (gadgets, wearables, VR, AR, etc)

Are there digital solutions for your sports activities (gadgets, wearables, VR, AR, etc.) that you have considered using but that you do not use today?



What are the primary reasons why you do not use that or those digital solutions/tools for your sports activities (chose up to three reasons)?



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Please specify other reasons why you do not use digital solutions for your sports activities

- Ongoing development
- Refusal for "moral" reasons: considered to be in opposition to the association's sporting and educational objectives.
- We use digital tools.
- Since we can't afford it, the volunteers and I are unable to acquire and train with the tools, one of which is the installation of film cameras for remedial classes.

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SURVEY REPORT

Produced by DGI
with the support of the DigiFit partnership



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