

Press release n.1

April 2024

Project: DigiRoot

Languages: EN, and translated to: German, Croatian, Greek, and Bulgarian

[ENGLISH]

TITLE: International Collaboration Kickstarts a Digital Transformation Platform for Sports Clubs

European Multisport Club Association, in partnership with the TSV Bayer 04 Leverkusen and backed by a consortium of global leaders including GSIC powered by Microsoft, the University of Cyprus, Olympiacos SFP, HASK Mladost, and Levski, has announced the launch of a groundbreaking project under the name “DigiRoot - Making Sport Clubs Future Ready”. This international initiative is set to develop a comprehensive platform aimed at guiding sports clubs through the digital transformation process, a project funded by the European Commission.

Tackling Digital Challenges in Sports Clubs

In the face of various operational challenges such as time constraints, limited IT knowledge, volunteer dependency, and traditional management practices, sports clubs across the globe have struggled to keep pace with the digital era. This project recognizes the critical need for digitalization to alleviate the administrative burdens on club offices, enhance volunteer recruitment and management, and facilitate more inclusive access to sports clubs through technological solutions.

"The need for digital transformation in sports clubs has never been more acute," said the project leader Malte Kalsbach. "With the decline in sports club memberships amid various crises, it's clear that the traditional club model is under existential threat. Our goal is to empower these clubs, enabling them to thrive in today's digital landscape without the burden of excessive costs or the need for specialized IT expertise."

A Comprehensive Digital Platform for all Sports Clubs

The proposed platform will serve as a free, easily accessible resource for sports clubs seeking to navigate the complexities of digital transformation. It will provide a digital check feature to help clubs assess their current state and identify areas for improvement, showcase successful use cases of digital integration, present useful

digital tools, offer step-by-step implementation guides, and provide educational materials on relevant topics like change management.

How to Participate

Joining this pioneering initiative is straightforward. Sports clubs, administrators, and volunteers eager to embark on their digital transformation journey are invited to:

- Visit the project's official website at digiroot-project.eu
- Subscribe to the website to receive the latest updates, resources, and access to the digital transformation tools.
- Fill out the survey to identify the most pressing issues around digitalization in sports clubs.

By subscribing, participants will gain firsthand access to a wealth of information and the opportunity to be part of a supportive network of clubs undergoing digital transformation.