

Press release n.3

October 2024

Project: DigiRoot

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

[ENGLISH]

TITLE: DigiRoot Consortium Gathers in Madrid for Intermediate Meeting and GSIC Summit by Microsoft

Madrid, October 2024 - The DigiRoot consortium convened in Madrid for its Intermediate Meeting on October 9-10, 2024. However, the gathering extended beyond the usual project discussions, as partners had the unique opportunity to participate in the high-profile GSIC Summit by Microsoft on October 10. Additionally, DigiRoot experts conducted specialized workshops on October 11, focusing on the role of digitalization in grassroots sports clubs.

How Can Technology Be Used to Develop Sport in the Future?

This question was at the heart of discussions as sports organizations, clubs, technology companies, and government entities gathered in Madrid at the invitation of GSIC powered by Microsoft. The event served as a platform for exchanging ideas, best practices, and successful use cases in the field of sports digitalization.

DigiRoot at the GSIC Summit

The DigiRoot project was presented at the GSIC Summit by Microsoft, where key representatives from the project consortium shared insights on digital transformation in sports. DigiRoot, a European Commission-funded initiative, is dedicated to fostering digital innovation and enhancing grassroots sports clubs across Europe through modern technology adoption.

Key representatives from the consortium actively participated in discussions, including:

- **Christina Tsiligkiri** (EMCA)
- **Bojan Mijatovic** (HASK Mladost)

- **Malte Kalsbach** (Bayer Leverkusen)
- **Vanina Milanova** (Levski Sports for All)

The session, moderated by **Guillermo Marín**, Innovation Services Director at GSIC, explored how European funding can foster cooperation and address pressing digital transformation challenges at the European level.

Strengthening Grassroots Sports Clubs Through Digitalization

The DigiRoot consortium also participated in the regular project meeting in Madrid, where stakeholders reviewed project progress, key timelines, and next steps. Discussions were held with key partners, including:

- **GSIC powered by Microsoft (Spain)**
- **SEIT Lab, University of Cyprus**
- **European Multisport Club Association**
- **Clubs such as Bayer Leverkusen, Levski, HASK Mladost, and Olympiacos**

The consortium continues to facilitate the pilot implementation of DigiRoot in countries such as Sweden, Poland, Portugal, and Serbia. By leveraging the expertise of its partners, DigiRoot aims to drive digital transformation and help sports organizations become more sustainable and technologically advanced.

A Commitment to the Future

DigiRoot remains committed to strengthening the digital capabilities of grassroots sports clubs across Europe. With continued collaboration and active participation from key stakeholders, the project aims to maximize its impact at both local and European levels. The consortium will continue to support the dissemination of project outcomes and prepare for upcoming initiatives that will shape the future of digitalization in sports.

For more information about DigiRoot and its activities, visit: <https://digirroot-project.eu>