

# SOCIETAL IMPACT OF NON-ORGANISED SPORT

A (digital) social innovation perspective

Presentation by  
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## 2 OBSERVATIONS

/1 self-organizing communities are increasingly perceived as **flagships of social innovation** in different spheres and sectors like sports

/2 there is a proliferation of **digital platforms** to unite non-organised sport enthusiasts

### 3 ILLUSTRATIONS

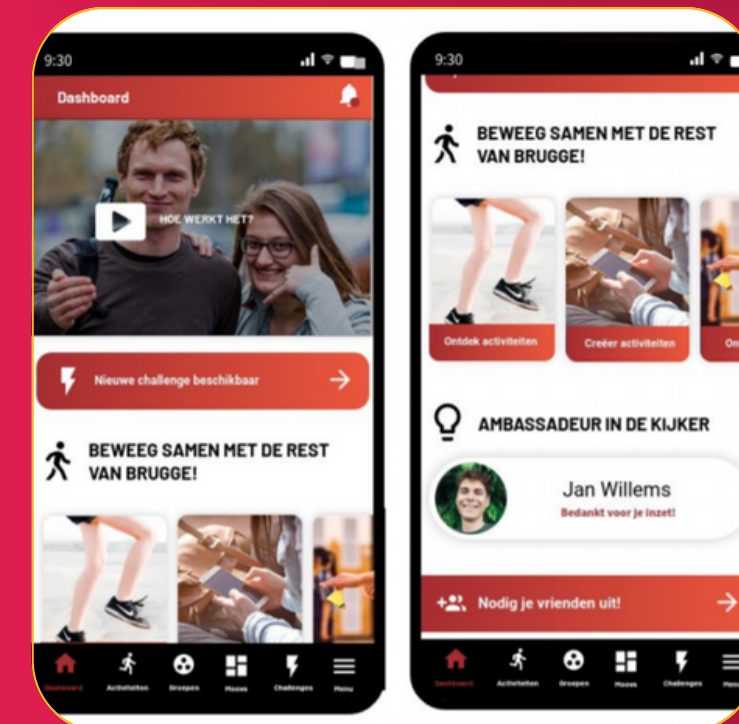
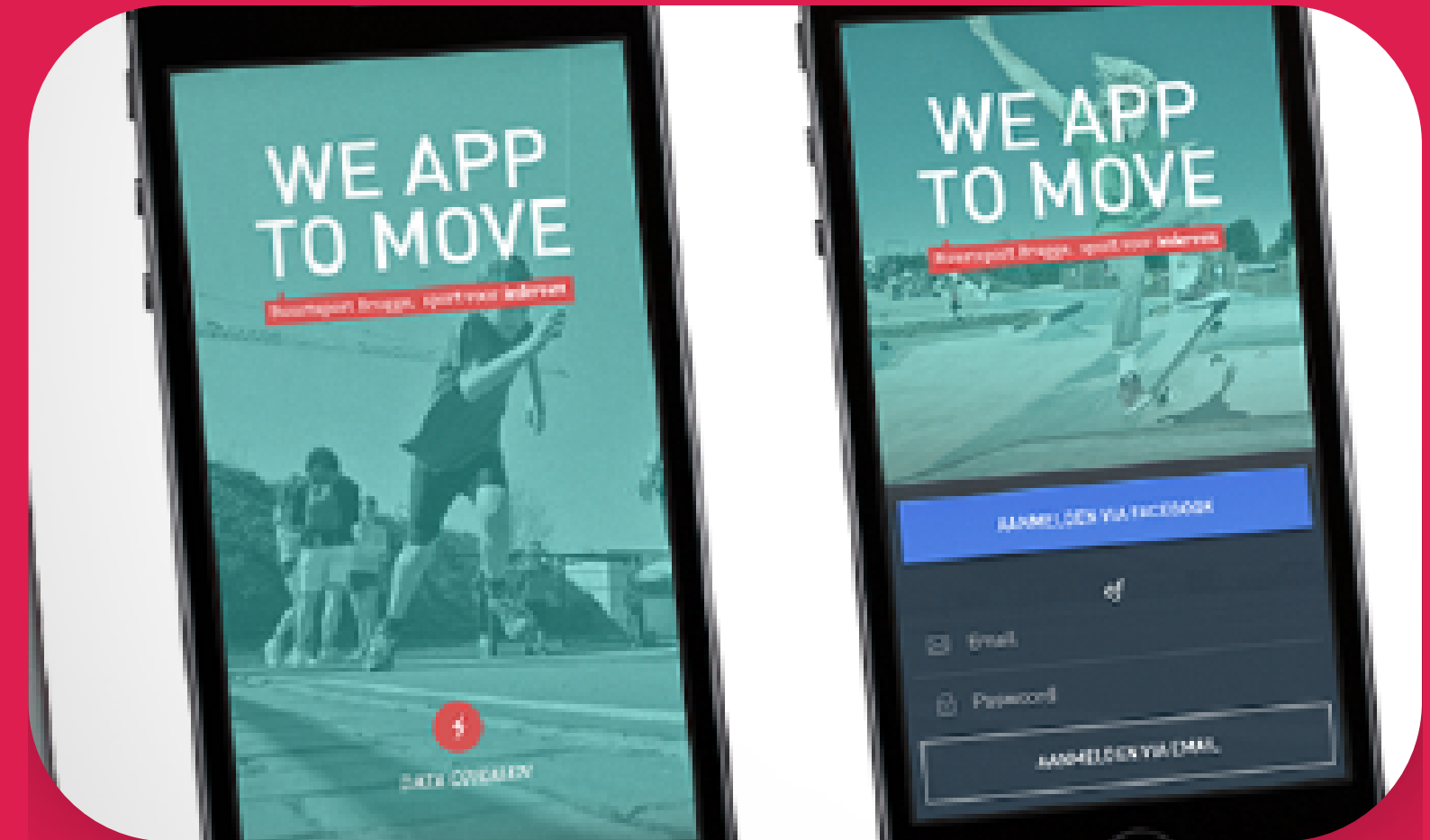
of digital platforms to support self-organized sporting activities for

/1 socially vulnerable youth – **We app to move**

/2 adults – **Brugge Beweegt app**

/3 all citizens – **Equip app**

in Bruges



# GOALS OF SOCIAL INNOVATION

/1 overcome current and vital challenges of modern Western societies

/2 related to (diminishing) role of the government



# ELEMENTS IN DEFINITION OF SOCIAL INNOVATION

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/1 social innovation aims to produce **long-lasting outcomes** that are relevant for parts of society, given the needs and challenges of specific target groups

/2 social innovation fundamentally changes the **social relationships** and 'playing rules' between the involved stakeholders

/3 in order to produce outcomes that really matter, end users and other relevant stakeholders need to be **involved in design, implementation and/or adoption** of these need-driven innovations





# **SOCIAL INNOVATIONS**

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are game changers because new rules of the game, new relationships and new positions are created

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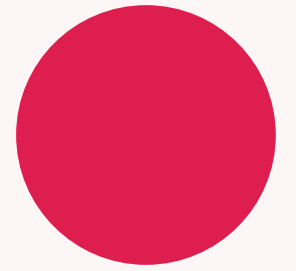
# IN SLIPSTREAM OF SOCIAL INNOVATION

the idea of **self-organization**  
**and self-organizing**  
**communities** are put forward  
as alternatives for traditional  
government-based public  
services





# CONSEQUENCES



/1 **citizens** are perceived as **initiators or co-creators** of new public services

/2 **new ways of thinking** are explored in these 'collaborative innovation networks', providing alternatives for traditional ways in which public services, projects and programs are currently produced

/3 implies **change in traditional roles** of governmental actors

/4 **civil servants** need to develop **new skills** in order to facilitate and support emergence of self-organizing communities



**BUT** —————

Self-organizing communities are not isolated and are shaped **in interaction with existing institutions**

/ public initiatives can end up in self-organization

/ self-organization can be ‘mainstreamed’ in formal policy

Although little is known about how community self-organizations effectively develop in interaction with existing institutions, a **stimulating institutional context** is considered an **important prerequisite** for the blooming of community self-organization



# IMPLICATION

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**Traditional roles** of governmental actors facing and responding to social innovation **are changing**

**Civil servants** become **less the experts** but **develop more into professional assistants on demand**, when there is need for knowledge and information about procedures, legislation, and other resources that are needed for developing and implementing plans and ideas of self-organizing community



## CONCLUSION

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New roles and competences for (local) governmental actors are necessary to develop effective and legitimate processes of co-creation with self-organizing groups and to make social innovation in the public (sport) sector meaningful and productive

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The background is a solid teal color. There are several abstract pink shapes: a large irregular shape in the top-left corner, a smaller circle below it, a circle in the top-right corner, a circle in the bottom-left corner, and a large irregular shape in the bottom-right corner.

# THANK YOU





## FOR YOUR ATTENTION

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Start moving. Keep moving. Move the future



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