



**Sport has the Power to Change the Europe!  
European Sport Volunteers as a  
Social Leader and Social Innovator**

**603555-EPP-1-2018-1-TR-SPO-SCP**

**Module 2: Social Innovation:  
S-INNOVATE**



Co-funded by the  
Erasmus+ Programme  
of the European Union

|                                   |  |
|-----------------------------------|--|
| <p><b>Module Description</b></p>  | <p>This module addresses the issue of social innovation in sport projects. It consists of the introduction of basic concepts to draw the framework. It will also introduce strategies to provide an inclusive environment. It emphasizes the role and involving process of volunteers in projects.</p>   |
| <p><b>Learning Outcomes</b></p>   | <p>At the end of this module, sport volunteers will be able to:</p> <ul style="list-style-type: none"> <li>• describe basic concepts regarding social innovation.</li> <li>• explain strategies to structure an inclusive environment in projects.</li> <li>• define the points to be considered in the selection process of volunteers.</li> <li>• explain the role of volunteers in inclusive projects.</li> </ul>   |
| <p><b>Learning Activities</b></p> | <ul style="list-style-type: none"> <li>• To watch 1 introduction video</li> <li>• To watch 1 video tutorial</li> <li>• To complete 3 game-like interactive tasks mentioned in the video tutorial</li> <li>• To reading the article related to social inclusion</li> <li>• To reading the good examples/case study</li> <li>• To watch the expert video</li> <li>• To get 80 score from the quiz</li> </ul>   |
| <p><b>Estimated duration</b></p>  | <p>Total workload is 2 hours including:</p> <ul style="list-style-type: none"> <li>• 20 minutes for watching videos</li> <li>• 60 minutes for exploring obligatory reading material</li> <li>• 30 minutes for exercises</li> </ul>   |
| <p><b>Video Transcript</b></p>    | <p>Introduction video:</p> <p>Hello and welcome to Module 2! The concept of "Innovation" can be defined as something authentic and more effective and therefore new, and which causes radical changes in the market or society. Although there are laws and policies to address a large number of specific social issues, experience has shown that some of the most important social challenges are multifactorial and therefore particularly complex to deal with through predetermined legal acts, rules and procedures. Social Innovation is a powerful way to tackle complex social challenges and problems, combining the power of multiple stakeholders.</p> <p>Introduction video:</p> <p>In this lecture you will learn about the issue of social innovation in sport projects. This module will contribute you to develop a perspective on social innovation as volunteers. First, you will have a tutorial session on the issue</p> |

with title of “Social innovation in sport: S-INNOVATE” You will listen to experts’ ideas and read cases of social innovation projects. You will attend tests to do some practice and quizzes to get a picture of what you learned. Get ready to start!

Video tutorial:

Nowadays societal issues and problems are becoming more complex than ever before .In order to enrich the public with new knowledge and tools, there is the necessity for a joint effort from the public bodies, enterprises and the third sector towards innovative methods .

Aiming to provide you with an idea on the context, in the start, you will be provided with information on how social innovation operates, after that what are the main challenges and initiatives will be presented to you. Finally, based on the theory of social innovation, The Vienna Declaration promotes social innovation as an urgent alternative to technology-oriented innovations that fail to solve the problems that arose moving from an industrial to knowledge and service based society.

Although social innovation has become a widely known term, little is known about the requirements an innovation has to fulfil in order to be a social one and distinguish itself from other types of innovation.

Social innovation is a term used globally to describe and identify quite different activities. While it’s a term that everyone likes to use, what it refers to not clear. This social innovation is important and what the crucial ingredients, informed more by practice than theory, might be. Following lessons learnt from postmodernity and critical theory, social marketing, democracy, governance and social entrepreneurship, we arrive at a definition that is value-laden, distinctive and focused - from inception to impact - on equality, justice and empowerment.

Sport is a significant tool to promote social innovation. However, it has a strong link with social structural problems as well as other societal aspects.

We should problematize and critically point out the basic assumptions, distinctions, ideologies and research positions that form the concepts surrounding sports as a means of social innovation.

One way to achieve that is through sport entrepreneurship. Sports entrepreneurs engage in innovative activity that enhances their ability to use creatively and dynamically their resource base. Thus, sports entrepreneurs are people who enact ideas, information and practices for the purpose of engaging in a business venture. In many cases entrepreneurs do not actively search for opportunities but rather passively search, which means they are receptive to opportunities but are not actively searching for them.

Sports entrepreneurs have cognitive capacities that enable them to identify new products or services that currently do not exist. Personal characteristics of entrepreneurs such as optimism and risk are linked to opportunity

recognition.

Sports entrepreneurs are in a unique position to identify opportunities because they focus on new information about the current sports industry. It is the sports entrepreneurs' knowledge and creativity that guides the business ventures which are formed.

Also, central government and institutions have the ability to create innovative routes towards this direction.

The importance of the EU and EC in the promotion and development of social innovation across Europe cannot be understated. It is driving awareness at the level of governments, and among key stakeholders from public policy, academia and civil society. It is also providing the majority of the funding which enables and incentivises social innovation actions and supports the development of the surrounding ecosystem.

In all countries, governments remain the lead player regarding policies designed to meet social needs and challenges, although autonomy, responsibility and decision-making in some policy areas is more devolved to regional or local authorities in some states.

Two sectors play the greatest role in social innovation across Europe: the public sector, particularly central governments (top-down), and civil society (bottom-up). In most countries these two sectors are the driving forces behind social innovation (with one typically being the major influence), with some support to a greater or lesser extent from the private sector and academia.

The role of the public sector is often that of facilitator and funder, rather than the initiator of socially innovative ideas or solutions. It predominantly supports social innovation in one or more of a number of ways:

- Funding socially innovative initiatives (projects), organisations (NGOs), and support structures (e.g. incubators, accelerators, networks etc.);
- Funding research;
- Participation in concrete projects;
- Legislation (to force stakeholders to innovate; to provide 'space' to experiment; to create frameworks and structures which are supportive of social innovation);
- Financial ecosystem development (e.g. by creating financial instruments, legal/ tax changes etc.);
- Promotion of social innovation through supportive policies, programmes and strategies;
- Role model (provide a good example regarding employment, environment etc.);
- Facilitation (bringing stakeholders together, creating platforms).

The role of the public sector is broadly in line with the extent to which the concept is understood and supported in each country, and the strategies which are in place. Hence the majority of public funding explicitly for social innovation is found in Northern, Western and some countries of Southern Europe (which is also where the majority of academic activity takes place), with little funding and far less explicit support in most of the Western Balkans and Eastern Europe. In these latter regions, the private sector is at times stepping in to plug some of the gap by funding grassroots organisations

|  |  |
|--|--|
|  | <p>through CSR-type activities.</p> <p>In almost all countries, the major players in the field are non-governmental organisations and social entrepreneurs, which are initiating and implementing social innovations, in some cases even without any external support, relying on volunteers and social networks only.</p>   |
| <p><b>Gamification-Based Interactive Tasks</b></p> | <p><b>Task-1:</b> Read the The article “Sports clubs for social change: embracing innovation” in the link below:</p> <p><a href="https://www.engso.eu/post/sports-clubs-for-social-change-embracing-innovation">https://www.engso.eu/post/sports-clubs-for-social-change-embracing-innovation</a></p> <p>Do you think that Governments should enrich their set of tools for boosting social innovation through sport?<br/>If you think so, write possible contribution:</p> <div data-bbox="387 712 1177 869" style="border: 1px solid #4a86e8; border-radius: 15px; height: 70px; margin: 10px 0;"></div> <p><b>Task – 2:</b> Examine the strategy of the sportswear company and explain why you think these initiatives provide the sport innovation or not?</p> <p><a href="http://willmarre.com/nike/">http://willmarre.com/nike/</a></p> <div data-bbox="387 1115 1177 1272" style="border: 1px solid #4a86e8; border-radius: 15px; height: 70px; margin: 10px 0;"></div> <p><b>Task – 3:</b> Read the article and let provide information on what would you add in the activities that took place and how would you rate them?</p> <p><a href="https://www.sportanddev.org/en/article/news/social-innovation-through-sport">https://www.sportanddev.org/en/article/news/social-innovation-through-sport</a></p> <div data-bbox="387 1563 1177 1720" style="border: 1px solid #4a86e8; border-radius: 15px; height: 70px; margin: 10px 0;"></div> |
| <p><b>Reading</b></p>                              | <p>Defining Social Innovation</p> <p><a href="https://www.gsb.stanford.edu/faculty-research/centers-initiatives/csi/defining-social-innovation">https://www.gsb.stanford.edu/faculty-research/centers-initiatives/csi/defining-social-innovation</a></p>   |

|  |   |
|--|---|
|  | <p>The Process of Social Innovation<br/> <a href="https://www.mitpressjournals.org/doi/pdf/10.1162/itgg.2006.1.2.145">https://www.mitpressjournals.org/doi/pdf/10.1162/itgg.2006.1.2.145</a></p> <p>Role Of Sport In Modern Society<br/> <a href="https://www.ukessays.com/essays/cultural-studies/role-of-sport-in-modern-society-cultural-studies-essay.php">https://www.ukessays.com/essays/cultural-studies/role-of-sport-in-modern-society-cultural-studies-essay.php</a></p> <p>Athletes leading social change through sports<br/> <a href="https://www.peace-sport.org/opinion/athletes-leading-social-change-through-sports/">https://www.peace-sport.org/opinion/athletes-leading-social-change-through-sports/</a></p>                |
| <p><b>Reading Good Examples/Case Study</b></p> | <p>Social Innovation Sports<br/> <a href="https://en.socialinnovationsport.org/">https://en.socialinnovationsport.org/</a></p> <p>Sport Athletes becoming Social Entrepreneurs<br/> <a href="https://www.dualcareer.net/">https://www.dualcareer.net/</a></p> <p>FOOTBALL IS FOR FOOTBALLERS: Football club example<br/> <a href="https://barcainnovationhub.com/football-is-for-footballers/">https://barcainnovationhub.com/football-is-for-footballers/</a></p> <p>Sport &amp; Exercise Science Education: Impact on the UK Economy<br/> <a href="https://www.physoc.org/policy/sport-exercise-science-education-impact-on-the-uk-economy/">https://www.physoc.org/policy/sport-exercise-science-education-impact-on-the-uk-economy/</a></p> |
| <p><b>Expert Video</b></p>                     | <p>Sport, Society and Social Change: A Dialogue Begins<br/> <a href="https://www.youtube.com/watch?v=3gzVin8b7Ac">https://www.youtube.com/watch?v=3gzVin8b7Ac</a></p> <p>Javelin Sports- Social Innovation Challenge 60 Seconds<br/> <a href="https://www.youtube.com/watch?v=yVI0_5nyNjk">https://www.youtube.com/watch?v=yVI0_5nyNjk</a></p> <p>Javelin Sports- Social Innovation Challenge 60 Seconds<br/> <a href="https://www.youtube.com/watch?v=yVI0_5nyNjk">https://www.youtube.com/watch?v=yVI0_5nyNjk</a></p> <p>Sport, Society and Social Change<br/> <a href="https://www.youtube.com/watch?v=3gzVin8b7Ac&amp;t=217s">https://www.youtube.com/watch?v=3gzVin8b7Ac&amp;t=217s</a></p>  |

**Quiz  
(for MOOC)**

Example: [Click Here](#)

2 easy questions:

1. Women athletes [...]  
Please select one answer
  - a. Have more chances than men athletes to become successful
  - b. Have equal opportunities with men athletes to become successful
  - c. Don't care about sport sector
  - d. They face discrimination in sport because of their gender (right answer)
2. The successful athletes [...]
  - a. Are expected to talk about important social issues (right answer)
  - b. Do not care about important social issues
  - c. Are not heard when they talk about important social issues
  - d. None of the above

2 medium questions:

1. Communicating your anger can lead people to [...]  
Please select one answer
  - a. Understand the issues you are talking about
  - b. Not listen to what your issues are (right answer)
  - c. Get angry about the same issues
  - d. None of the above
2. When an athlete succeeds [...]  
Please select one answer
  - a. They still get affected by every day issues (e.g. racism) (right answer)
  - b. They are not affected by every day issues (e.g. racism)
  - c. They don't care about every day issues other people face (e.g. racism)
  - d. None of the above

1 difficult question:

1. A dialogue in sport, society and social change requires [...]  
Please select one answer
  - a. A lot of time
  - b. Diversity (right answer)
  - c. Only experts' participation
  - d. None of the above

**Questions  
(for  
Gamification)**

2 easy questions:

1. Sports can leave a positive impact on [...].  
Please indicate the least relevant.
  - a. Social level
  - b. State level/Private Sector
  - c. All the above
  - d. None of the above
  
2. Sport, being one of the most important means of enhancing [...].  
Please indicate the least relevant.
  - a. Attitude, emotions and moral principles
  - b. Physical development and improvement
  - c. All the above
  - d. None of the above

2 medium questions:

3. Choose the right definition of social innovation.
  - a. Social innovation is the process of developing and deploying effective solutions to challenging and often systemic social and environmental issues in support of social progress
  - b. Social innovation is the prerogative or privilege of organizational form and legal structure
  - c. Social innovation is defined as «conceptual, process or product status quo with limited need for alterations.
  - d. Social innovation can be stated as “innovative activities and services that are motivated by the goal of meeting your personal needs”
  
4. Regarding female athletes which is the factor that impacts women the most?
  - a. Discrimination derived from gender stereotypes
  - b. Difficulty in finding sources of funding
  - c. Pay gaps
  - d. All the above

1 difficult question:

5. Social role of sport in the development of society: Nicholson 2008 has stated that “Particularly important this problem is for young generation due to a significant decline in physical health among young people, spread among them of diseases, that threatens the[..].”
  - a. Economic, intellectual and social stability of our society.
  - b. Performance of theirs in various activities in their everyday life.
  - c. Quality of life for the generation after theirs and the overall health problems that people will face in the future.
  - d. The amount of people that will need to be hospitalised in the coming years.