

DGI Entrepreneurship

DGI

Sports Innovation Day 2017

Innovation & tradition

Sports Marked anno 2017

1. The "danish model" = many participants inside/outside clubs
2. Many new acteurs in the sports marked (Civil-buisness-public-private...) challenge DGI/DIF
3. **New:** Disruption, co-creation, exponential growth, internet of things, start ups..... & DGI as tradition, social ambition, public service, representation of clubs, staying alive.....

DGI & innovation

What do we do?

1. Becoming more market oriented:
 - Targetgroups > democratic representatives
 - Needs > ideas of representatives
 - Citizen > "the chosen few"
2. Partnerships:
 - With old enemies (DIF)
 - From other social arenas (Psykiatrifonden)
 - From market arena (Coca Cola)
 - Public (Municipalities)
3. Projects
 - Targeting specific problems or groups
 - Developing new methods

Can we do more?

Entrepreneurship environment

1. **Idea** based on disruption:

- **Funding** independent teams/groups working out new solutions...
- Giving **knowledge**, systems, tools, experiences for free...
- Believe **local** actors are the experts...
- **Speeding** up processes – no committees...
- Taking **risks** – no strings attached...

2. **Goals**

- Working with 10 ideas
- 1-3 break through ideas (Activity, organizing, communication, administration)
- 1 idea spread out till hundreds of clubs
- 10 mio. kr. (All in all)
- Other learnings...

Can we do more?

Entrepreneurship environment

1. Frame:

- **Club** related in a way...
- Entrepreneurship **board** of internals & externals...
- Sprint in **time** of max. 6 months...

2. Challenge:

- How do we "let go" & use tools, knowledge, experiences?
- Find the best idea & accelerate it?
- Keep the locals as experts?
- Work "on the side" & keep developing other products?