

INNOVATION

TEAM DANMARK

Danish Elite Sports Institution

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MAIN SUBJECTS

- Mindset and culture of innovation /Per
- Practical innovation /Andreas
- National Elite Sports Center, world class innovation environment /Knud



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ABOUT TEAM DANMARK

- Primary mission is to develop Danish Elite Sports in a societally and community appropriate manner.
- Team Danmark implements, coordinates and rationalises joint actions for Elite Sports in Denmark”.
(The Elitesport Act - Act No. 288 of 26th April 2004)
- The strategy of support (2017-2020 following the olympic cyclus) is our working tool used for focusing the support.
- Main goal 2017-2020 - International ranking:
 - Top 5 nation < 10 mio.
 - Top 25 nation all nations



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INNOVATION AS AN IMPORTANT STRATEGIC TARGET – WHY?

- Crucial in a competitive world
- Constantly generate increased value in elite sport
- Keywords:
 - Curiosity
 - Development
 - Knowledge
 - Optimizing
 - Flexibility
 - Creativity
 - Openmindedness
 - Cooperation
 - Results

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PURPOSE

- Improve
- Change
- Transform

NEEDS:

- Further development of a mindset in Team Danmark
- Increase the culture of innovation in Team Danmark

HOW??





STAFF ATTITUDE

Describes requirements and expectations in order to guide the daily actions and reaching targets, development and results.

”WORKING INNOVATIVELY”?

- Collect and qualify new ideas
- Take initiative to realise potentials and possibilities
- Open for changes, improvements and transformations
- Seeking new knowledge in relevant environments
- Reflect on own and others practice
- Inspire collaborators to think innovative

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EDUCATIONPROGRAMME "INNOVATION AMBASSADORS"

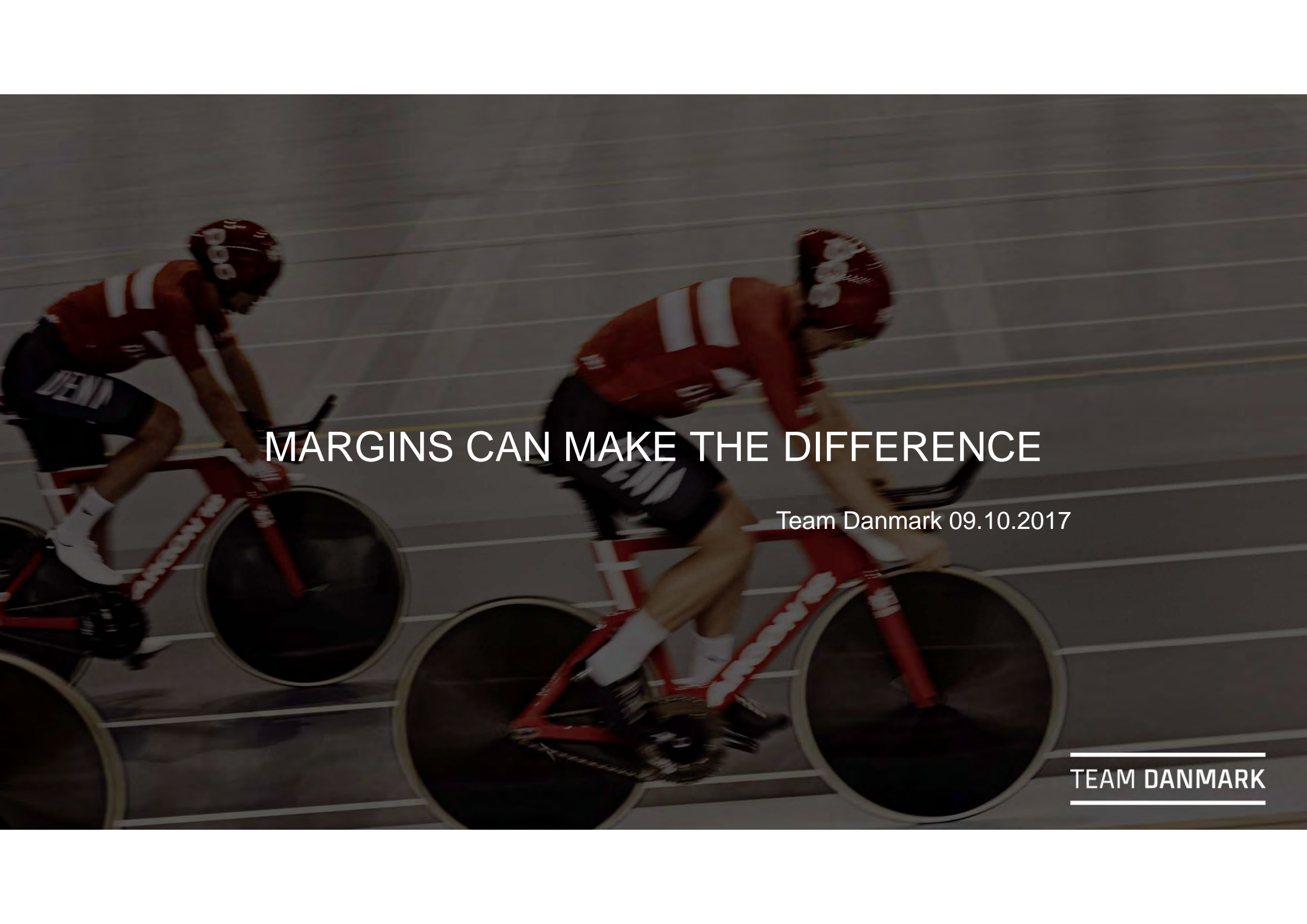
- Sports manager group in Team Danmark
 - Responsible for cooperation with the federations
- The Danish Technological Institute
 - Leading research and technology company in Denmark

EDUCATION AREAS - CONCERNING

- Innovation governance and operations
- Process and creativity
- Facilitation
- Tools...

10 employees from now → summer 2018
New class summer 2018

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A photograph of two cyclists from Team Denmark racing on a track. They are wearing red and white kits and helmets. The image is slightly blurred to convey motion. The text "MARGINS CAN MAKE THE DIFFERENCE" is overlaid in white, bold, sans-serif font across the center of the image.

MARGINS CAN MAKE THE DIFFERENCE


Team Danmark 09.10.2017

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WE WILL WALK THE EXTRA MILE FOR THOSE
MARGINS














But what are "the margins"..?

An aerial view of three swimmers in a pool during a freestyle race. The swimmers are in their respective lanes, separated by red lane lines. The water is dark blue, and there is a significant amount of white water and splashing around the swimmers. The text 'TEAM DANMARK' is visible in the top right corner.

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PERNILLE BLUME – OLYMPIC GOLD 50 M FREESTYLE

PERNILLE BLUME – OLYMPIC GOLD 50 M FREESTYLE

RANK	ATHLETE	RESULT
	 Pernille BLUME  DEN	24.07
	 Simone MANUEL  USA	24.09
	 Aliaksandra HERASIMENIA  BLR	24.11
4.	 Francesca HALSALL  GBR	24.13
5.	 Cate CAMPBELL  AUS	24.15

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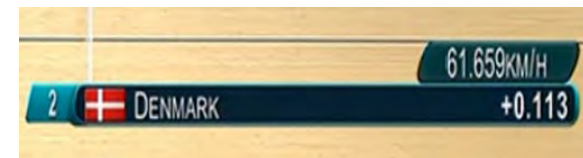
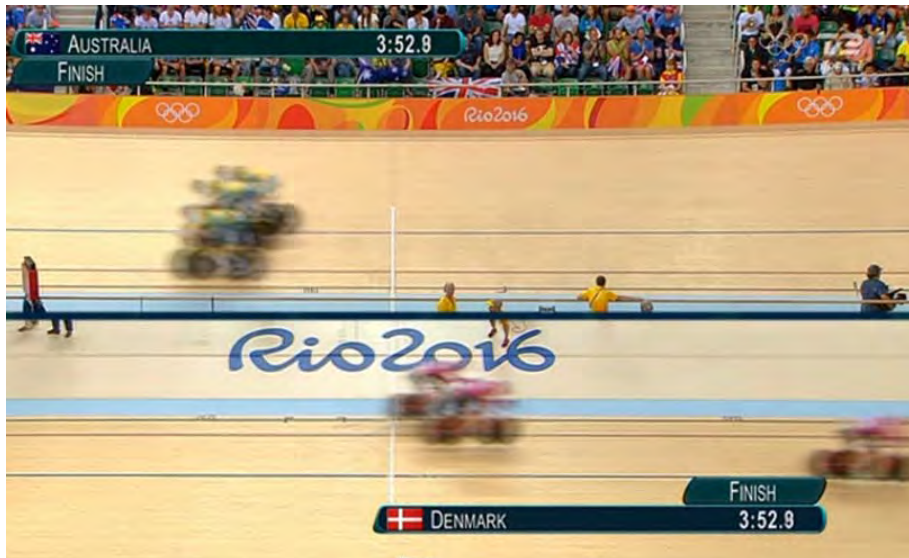
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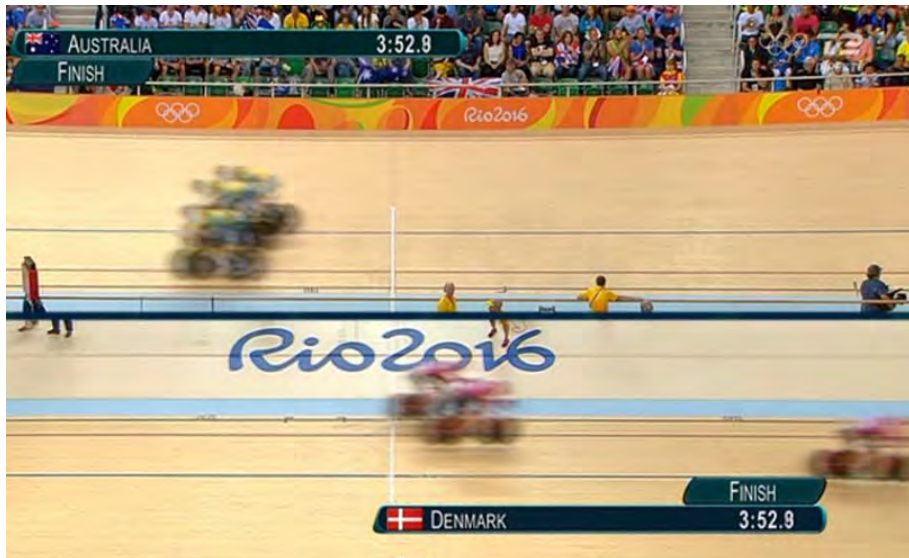
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OLYMPIC SEMIFINAL – DENMARK VS. AUSTRALIA



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OLYMPIC SEMIFINAL – DENMARK VS. AUSTRALIA



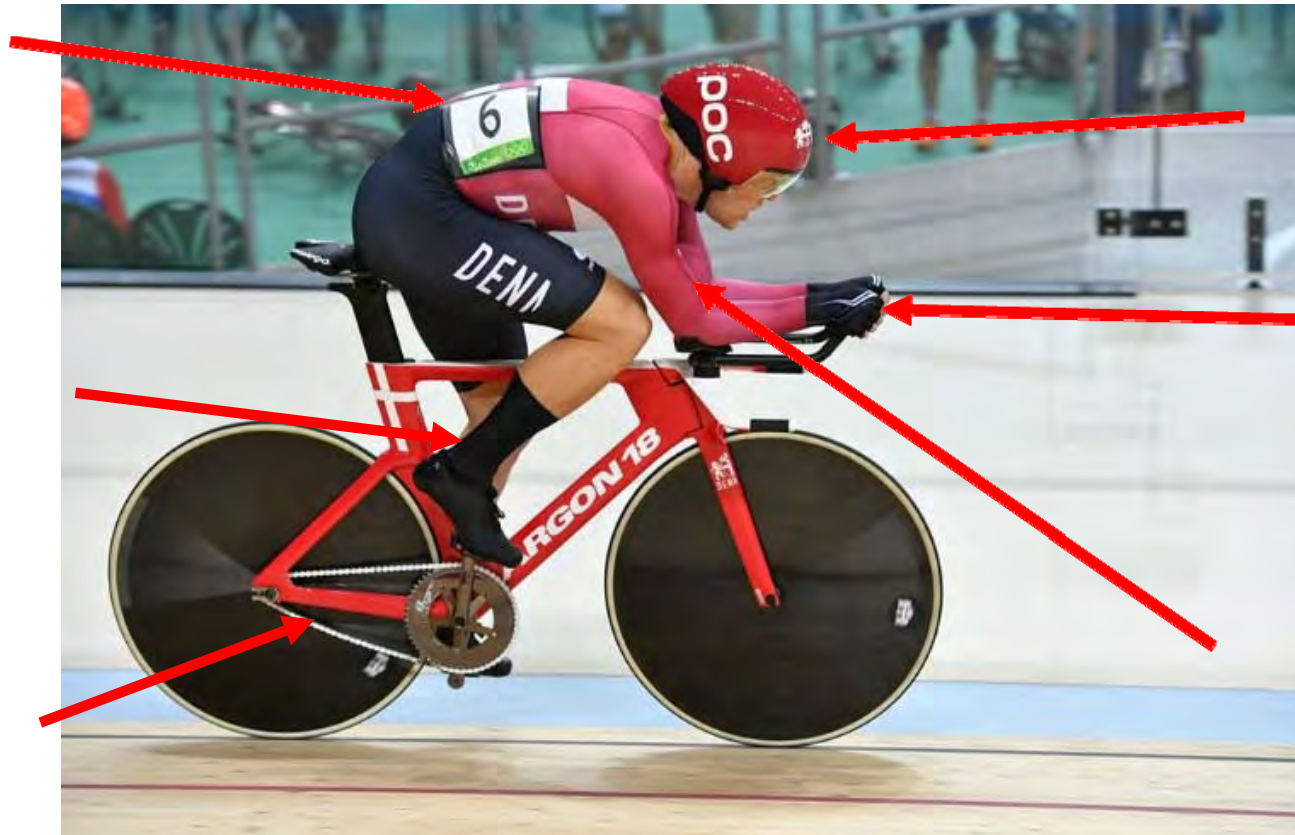
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BEST EQUIPMENT IN COMPETITIONS



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BEST EQUIPMENT IN COMPETITIONS



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WE WANT BETTER...

- Monitoring of athletes and equipment
- Training tools/setups
- Equipment in competition

WE WANT BETTER...



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WE WANT BETTER...



Simulators

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SO WHAT CAN WE OFFER?


- Extremely dedicated athletes and coaches
- All equipment are pushed to the limit
- We go 65 km/h on a bike
- 1/100 of a second counts!
- We test everything and go with the best

WE WANT BETTER...



And sometimes you have to be creative... 😊

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A photograph of three swimmers in a pool, viewed from above. They are in a freestyle stroke, moving from left to right. The water is blue, and there are red lane lines. The swimmers are wearing dark swim caps and suits. The background is a solid blue color.

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NATIONAL ELITE SPORTS CENTRE (NEC)

Knud Skadborg, Head of Department
[+45-29246548/knsk@teamdanmark.dk](mailto:knsk@teamdanmark.dk)

VISION

We want Denmark to be the best place in the world to exercise elite sports

MISSION

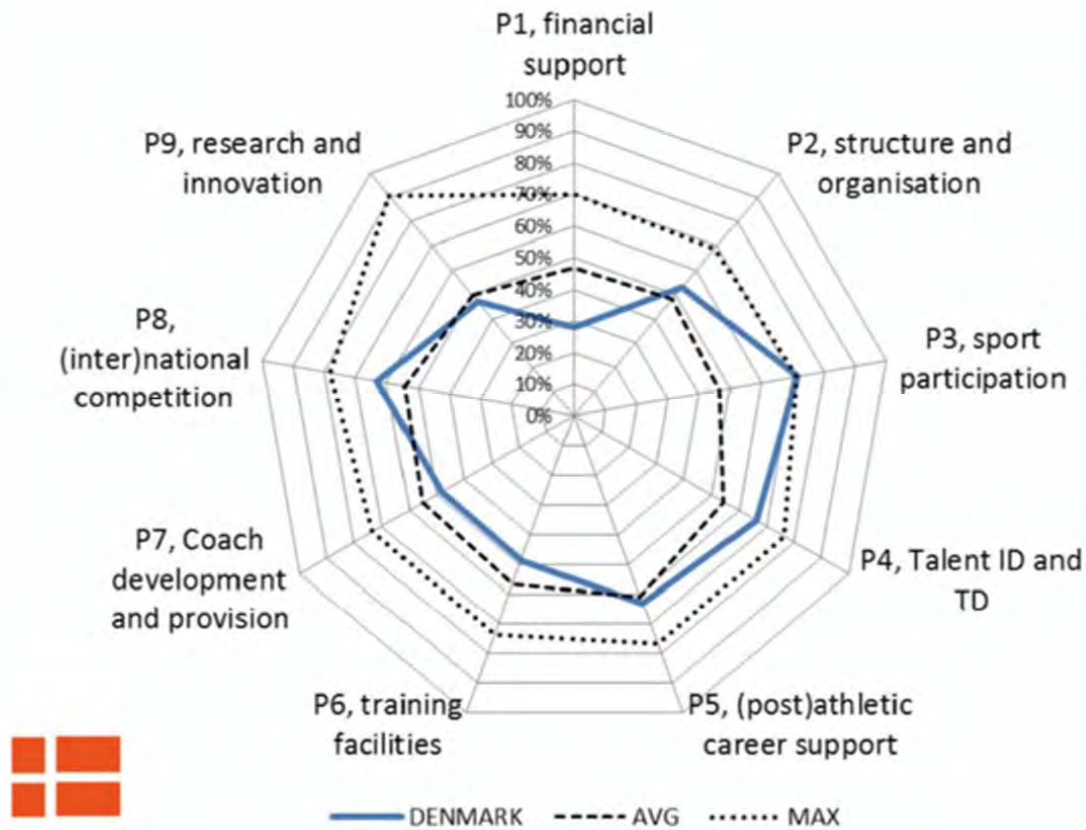
We develop Danish elite sports in a societally acceptable manner



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THE COMPETITIVENESS OF DANISH ELITE SPORTS

DENMARK



Source: SPLISS 2.0 (2015)



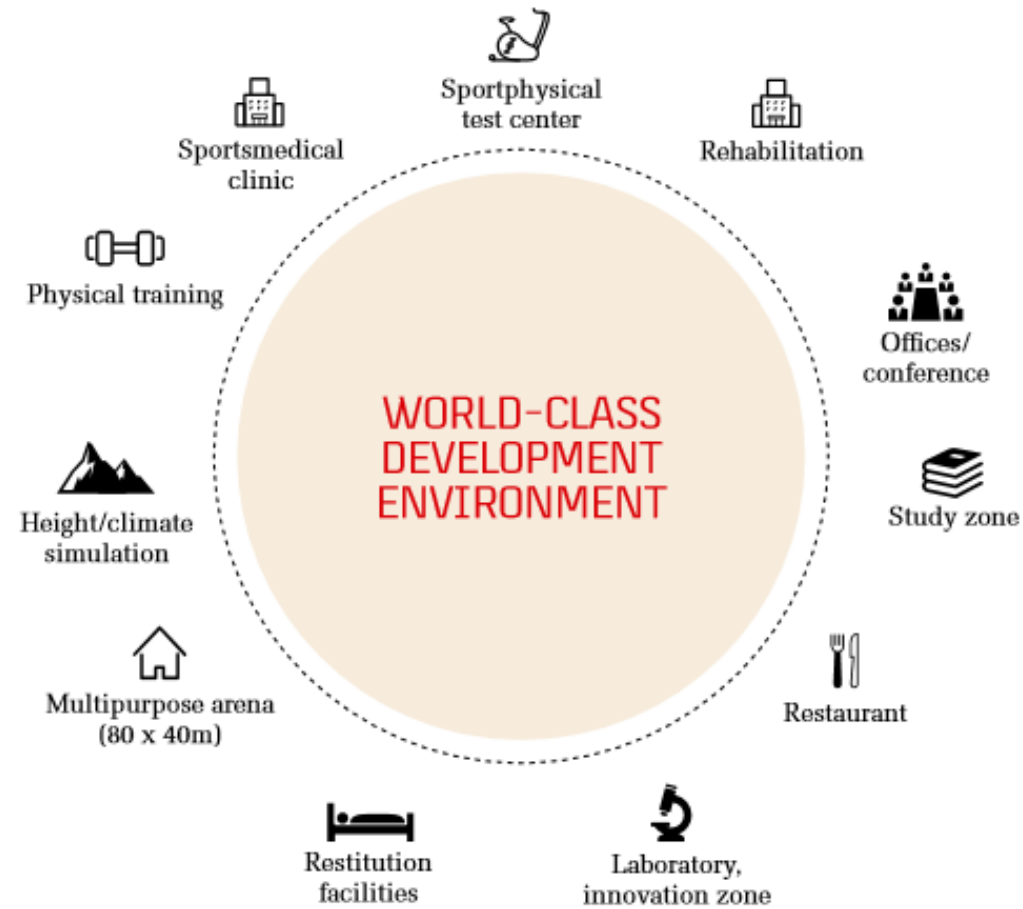
OBJECTIVE: INCREASE COMPETITIVENESS OF DANISH ELITE SPORTS

Strengthening of the infrastructure:

1. Creation of NEC as a national institution
2. Strategy to establish “state of the art” national training facilities

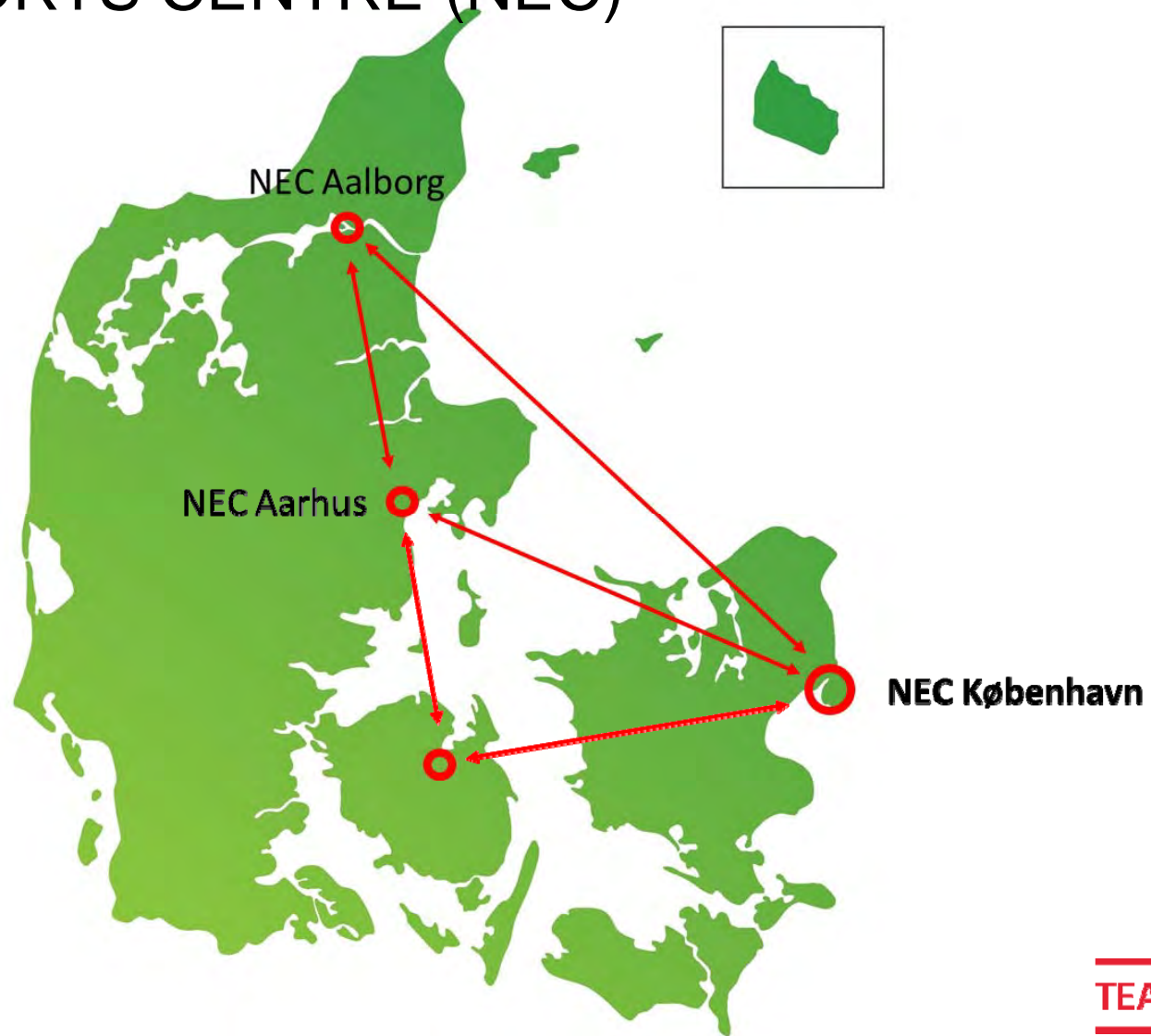
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NATIONAL ELITE SPORTS CENTRE (NEC)



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NATIONAL ELITE SPORTS CENTRE (NEC)



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SCIENCE AND INNOVATION PARTNERS

IPU

DTU



AARHUS UNIVERSITET



KØBENHAVNS UNIVERSITET



**TEKNOLOGISK
INSTITUT**



**Bispebjerg
Hospital**



SYDDANSK UNIVERSITET
UNIVERSITY OF SOUTHERN DENMARK



AALBORG UNIVERSITET

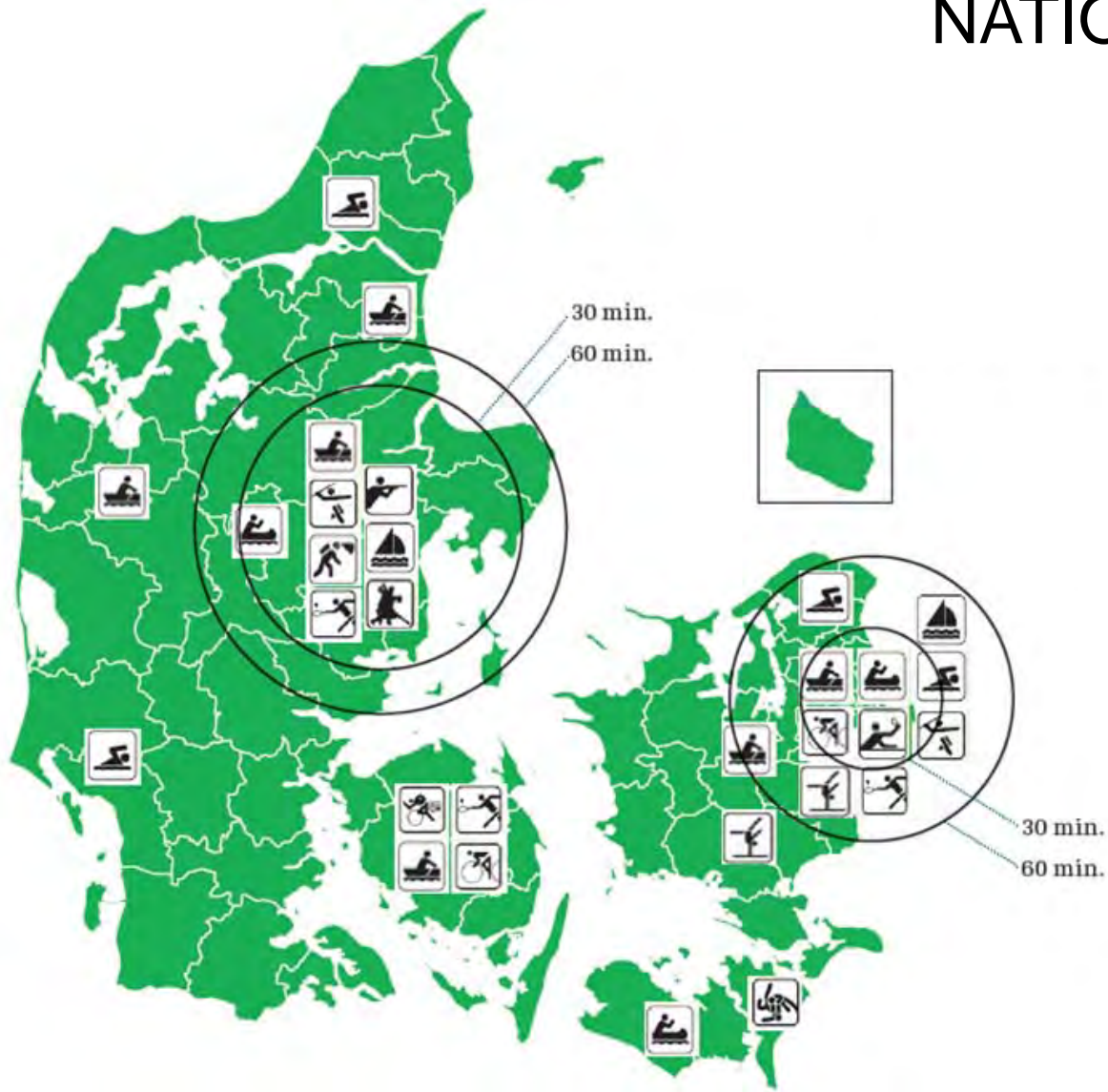
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CREATION OF A DANISH SPORTS CLUSTER

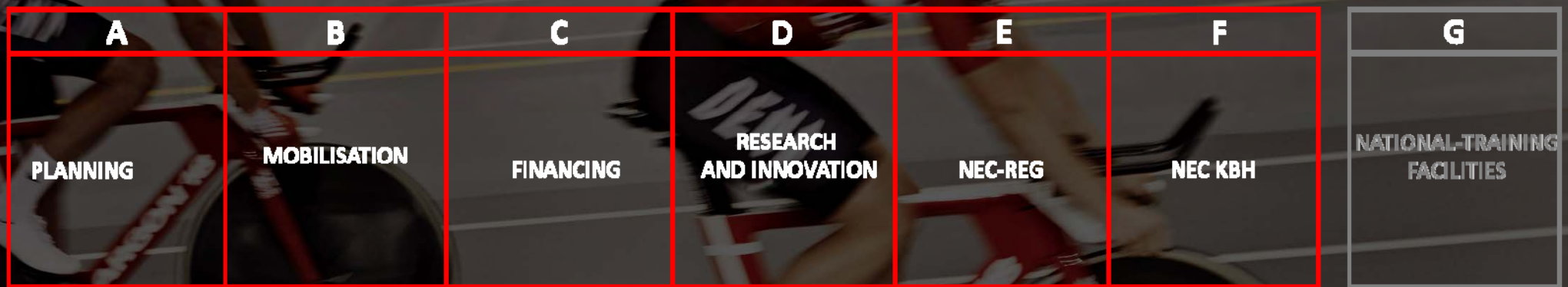
- Science institutions
- Innovative companies
- Sports federations
- Team Denmark

NATIONAL TRAINING FACILITIES



- Establishment and modernization of national training facilities
- Estimated national investment 900 mio. DKK
- Implementation within 10 years

IMPLEMENTATION – MAIN ELEMENTS



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