

## How to Engage Visitors and Spectators?

### GXC challenge with the European Championships Munich 2022

#### Overview

The challenge for this project was proposed by the European Championships Munich 2022. From 11 to 21 August 2022, the golden anniversary of the Olympia Park in Munich will be celebrated. The European Championships Munich 2022 will take place, where 9 European championships will be premiered in one event in one challenge and will bring the biggest multi-sport event in Germany since the 1972 Summer Olympics. The posed challenge is relevant for the European Championships Munich 2022 because it matches their vision to leave an inspiring and sustainable legacy for the future sports events and the stakeholders, in terms of as economic-, social- and environmental-sustainability.

#### Problem

Currently, the sports clubs in Germany are suffering a decrease in the number of members and people are leading less healthier lifestyles. Therefore, the European Championships Munich 2022 wants to achieve a great social impact on competition sports through inspiring visitors of the event to take part in sports. The solution should motivate people towards more active lifestyle and increase the number of members in local clubs.

The challenge for the student teams was therefore: **How can the European Championships Munich 2022 motivate their visitors and spectators to do more sports and inspire them to lead more active lifestyles, creating a positive impact for local sport clubs and society as a whole?**

#### Approach

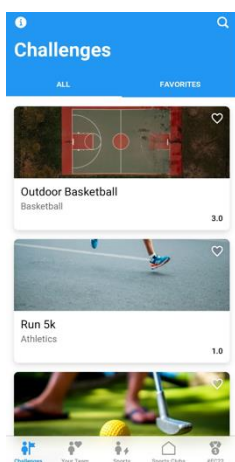
Video lectures and weekly live sessions for content input as well as individual team coaching sessions with experts accompanied the students during their project work for ten weeks. The four student teams followed an innovation process applied in the action-learning course format "Real Projects" from HM's entrepreneurship center SCE, starting by understanding the problem through general research about the European Championships Munich 2022, its audience, sponsors, and local sports clubs partners. During a first meeting with the European Championships Munich 2022 team, the students were able to discuss the challenge in person and ask questions. Interviewing stakeholders also helped to better define the problem and collect rough ideas.

In the fourth week, students started to concretize first approaches of their problem solutions, through brainstorming exercises to enable them to come up with different kinds of initial ideas, which they then tried to structure. The assignments had a customer-centric focus, which led teams to consider the needs and wishes of the potential end-users, as well as those of the European Championships Munich 2022. During the following six weeks, a solution was elaborated with the help of storyboard, empathy map, business model canvas and, ultimately, digital prototypes. To get an idea of how to prototype using digital technologies, the students were provided with detailed information about three different tools during one of the weekly live sessions: Figma, Bubble and Glideapp.

In a second online meeting with the challenge giver, the ideas and drafts of the prototypes were presented to the European Championships Munich 2022 for the first time. Valuable feedback helped the teams to further develop the prototypes and finalize them for the final presentation.

## Prototypes

The team *Reeb* prototyped the app *Boostive* using the tool Glideapp. The key idea of our app is to motivate digital natives with not enough intrinsic motivation to be more active, by providing a digital solution where users can motivate each other and furthermore gain points that can be spent for several items. *Boostive* aims to motivate the users by providing different activities and try out stages for different sports at sport events or local sport clubs. Moreover, users are motivated by gamification through comparison of their sport stats with other users. Additionally, *Boostive* provides a unique opportunity to gather coins while taking part in official activities provided by sport events. By redeeming those coins sport products and sustainable items can be bought in the reward shop. For extra motivation, weekly challenges are added to the Ranking-Tab and by taking part on this weekly challenges extra Boosts and Coins can be gained by the users. Moreover, it is possible to win a title/virtual medal.



The second team *Episode 22!* developed a prototype using the tool Glideapp. The app was designed to integrate the concept of social networking. The idea is to get the target group to form teams based on their existing friendships or similar preferences in terms of activities, and these teams would then compete against other teams in the area to earn points and rewards. The competition aspect was integrated so that the youth are more motivated to continue being active, healthier, and more social. The list of challenges available to the target group includes Outdoor Basketball, Run 5K, Minigolf, European Championships 2022 challenge, Baseball Tryouts, Street Football, Penalty Shoot-out, and Beach Volleyball. Once the participant clicks on a challenge, they get a rating of it from previous participants, a map that shows them the location of the challenge as well as the option to accept it. There is also the option to invite team members to add a new participant to a team. A feature also gives participants the option to interact with team members through calls and messages whenever necessary by clicking on the name of the individual.

The third team *Champs2Be* developed a prototype using the tool Figma. The users can choose their challenges between different types of sports, set reminders and select challenges, either the more personal milestone or the competitions against other users. Users can remind themselves why they do it to stay on track for reaching an improvement in the long run. Once set up on the home screen, the user can see active challenges and regional events. In addition to the personal challenges there are events which allow users to participate in virtual challenges against other users who use *Champs2Be*. Progress in the challenges is tracked and viewed in the form of classic charts or in the form of the ChampsForest. The ChampsForest is the visual representation of achievements and personal growth. For every specific number of virtual trees planted users get the possibility to plant a real tree and get a free trial which is then planted by our partners. In addition it is possible to stay in contact with friends and acquaintances over the app and view their progress and status in mutual challenges.



The fourth team *Euroletics* prototyped an app, also using the tool Glideapp. The general idea of *Euroletics* is an app for people interested in sports where they could match and connect with other people interested in sports and attend local sporting event such as the European Championships Munich 2022. The feed page is where the user can see what other users are up to currently and what kind of sporting events are going on around them. This is one way to connect with other people interested in sports. From the feed page, if the user click on the options at the bottom of the page, it will lead them to other functions in the app. Some functions in *Euroletics* are the ability to create a user profile with picture, name, age, interests, town, and general availability, matching with other users based on profile by, a map with locations, hours, and current sporting events, chat with other users through the app instead of moving to a different app and the filter for sports clubs as well as sport event facilities that may offer special programs or services for physically/mentally impaired people or are accessible barrier-free.

## Next Steps

The final presentation to the European Championships Munich 2022 teams took place on May 26, 2021. Following the presentation, the four student teams shared their documentation and prototypes with the European Championships Munich 2022, who plan to consider the ideas during their event app development and as insights for their sustainability strategic planning activities.

## Documents

The final documentation and prototypes developed by the four teams are available open access:

- [Boostive - Be Active, Be Healthy](#)
- [Episode 22 - Return Of The Sports!](#)
- [Champs2Be - The way to collective success lies in long individual improvement](#)
- [Euroletics - Get on Track](#)

## About GXC

This project was one of two challenges of the **GXC International Virtual Innovation Challenge** this semester. This is a special edition of the [Real Projects](#) course format, which was offered for the first time in the winter semester 20/21 as part of the "GlobalXChanges/Challenges (GXC)" project. In this virtual online course, public governmental and non-governmental organizations propose innovation challenges that can be solved through digital technologies. Next, students from HM Hochschule München University of Applied Sciences (HM) and its four strategic partner institutions dive into an international virtual action-learning course. The students are divided into international interdisciplinary teams and follow an innovation process to tackle the proposed challenges and prototype solutions. The course includes video lectures and dynamic weekly live sessions with a professor for content input and additional tutoring and team coaching sessions with industry experts to advise on prototyping and mentor students in the challenges of remote international teamwork.

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