



DigiPlay

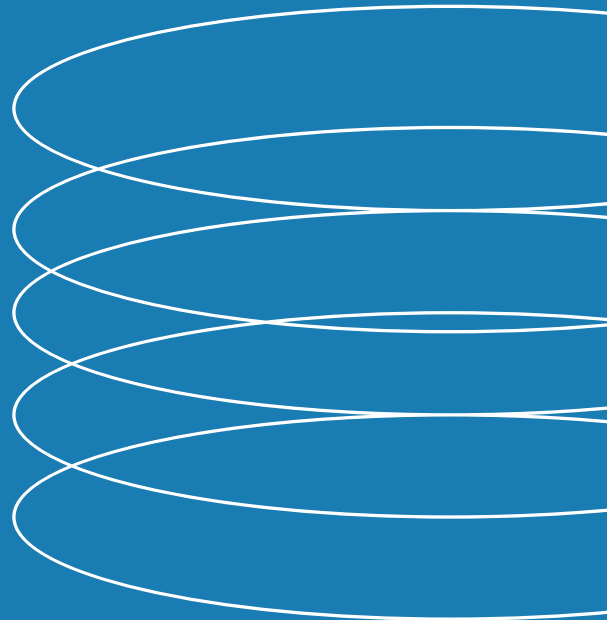
Empowering Grassroots Sports Through Digital Tools



Co-funded by
the European Union

PROJECT NUMBER: 101182619

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About the DigiPlay project

DigiPlay – Empowering Sports through Digital (project number: 101182619) is a forward-thinking initiative co-funded by the European Union under the Erasmus+ Sport Small Scale Partnership programme. Running from November 2024 to April 2026, the project aims to bridge the digital divide in grassroots sports by equipping young sports leaders and local sports organizations with essential digital skills and tools.

At its core, DigiPlay addresses the growing need for digital literacy and innovation in the sports sector. Through a combination of training, resources, and interactive activities, the project empowers participants to embrace digital transformation in sports management, communication and community engagement. Key objectives of the DigiPlay project include:

- Enhancing digital skills among grassroots sports representatives and young sports leaders.
- Developing this DigiPlay Toolkit, a practical guide filled with tools, templates and best practices for digital integration in sports.
- Launching Virtual Sports Challenges to promote physical activity, inclusivity and mental well-being across Europe.

Fostering community spirit through digital platforms that encourage collaboration and social interaction.

BY COMBINING EDUCATION, INNOVATION AND SPORT, DIGIPLAY SUPPORTS THE DIGITAL TRANSITION OF SPORTS ORGANIZATIONS, WHILE ALSO CONTRIBUTING TO A MORE INCLUSIVE AND CONNECTED SPORTING ENVIRONMENT ACROSS EUROPE.

Acknowledgements

The DigiPlay partnership would like to express its sincere gratitude to all the professionals from the sports sector who generously contributed their time, insights and expertise during the field research phase of this project (Activity 1: Research and needs assessment of the target group in face of digitalization and digital tools).

Their participation in the digital skills surveys, interviews and focus groups provided invaluable perspectives that have directly shaped the development of the DigiPlay Toolkit. Through their shared experiences, challenges and innovative practices, the consortium was able to gain a deeper understanding of the digital needs and opportunities within grassroots sports.

THE DIGIPLAY PARTNERSHIP EXTENDS THEIR HEARTFELT APPRECIATION FOR THEIR INVALUABLE CONTRIBUTION TO THIS COLLECTIVE EFFORT TOWARD FOSTERING A MORE DIGITALLY EMPOWERED AND INCLUSIVE SPORTS ECOSYSTEM.



1. Purpose of the DigiPlay Toolkit

The DigiPlay Toolkit has been developed as a practical and strategic response to the digital challenges and opportunities identified during the initial research phases of the DigiPlay project.

Its primary purpose is to equip sports organizations with accessible, actionable and adaptable digital resources that can enhance both their internal operations and external engagement. By compiling a rich collection of best practices, case studies, templates and tools, the Toolkit serves as a comprehensive guide to support the digital transformation of the sports sector.

Structured for ease of use, the Toolkit is intended to be a hands-on resource that empowers sports organizations to confidently navigate the digital landscape, improve operational efficiency and foster stronger connections with their communities.

2. Who This Toolkit Is For

The DigiPlay Toolkit is mainly designed for:

- **Grassroots Sports Organizations** – to improve digital skills, efficiency and youth engagement.
- **Sports Coaches** – to adopt innovative digital methods and support athlete well-being.
- **Young Sports Leaders** – to engage peers and promote inclusion through technology.
- **European Youth** – to access more engaging, inclusive and digitally connected sports opportunities.



3. Methodology Behind the Toolkit

The DigiPlay Toolkit has been thoughtfully crafted through a structured, evidence-based approach to ensure it directly addresses the specific digitalization needs of grassroots sports organizations, coaches and young sports leaders. Below is the detailed methodology behind the toolkit, demonstrating the systematic approach we adopted.

3.1 COMPREHENSIVE NEEDS ASSESSMENT

To ensure relevance and usability, the first step involved conducting extensive research to identify digital skills gaps and the real-world needs of grassroots sports organizations. This research included:

- **Surveys:** Over 100 stakeholders across grassroots organizations, young sports leaders and coaches from Hungary, Croatia and Italy participated in digital skills self-assessments. The surveys evaluated both essential digital competencies—such as information management, digital communication, creativity and problem-solving—and specific technical skills with common software tools (e.g., text editing, online meetings, social media, event management).
- **Interviews:** Semi-structured interviews were conducted with coaches, sports leaders and digitalization experts. These discussions offered deeper insights into the daily challenges, the practical application of digital tools and key areas for capacity building.
- **Focus Groups:** Interactive sessions were facilitated with representative participants to validate survey and interview findings, enabling us to capture collective insights, practical experiences and nuanced understandings of digitalization challenges and opportunities within grassroots sports.

3. Methodology Behind the Toolkit

3.2 CURATED SELECTION OF DIGITAL TOOLS

Following the assessment phase, a dedicated expert team systematically reviewed and evaluated a broad range of digital tools and platforms to be included in this toolkit, specifically relevant to:

- Team Management
- Event Organization
- Marketing and Engagement

Each tool was assessed based on key criteria:

- ✓ Accessibility and affordability for small sports entities
- ✓ User-friendliness and required digital skill levels
- ✓ Practical applicability in everyday sports contexts
- ✓ Scalability and potential for long-term usage

Feedback from digital experts and practitioners in sports organizations contributed significantly to this selection, ensuring alignment with real-world needs.

3. Methodology Behind the Toolkit

3.3 COMPILATION OF BEST PRACTICES AND CASE STUDIES

The expert team then carefully curated best practices and compelling case studies from grassroots sports organizations across Europe. These real-world examples have been transformed into engaging, narrative-driven stories that illustrate successful digitalization efforts, clearly demonstrating both implementation processes and measurable outcomes.

3.4 PILOTING AND ITERATIVE FEEDBACK

A key component of our methodology will include the piloting phase. A “Training of Trainers” event in Palermo in June 2025 will gather representatives from partner countries to test and refine the Toolkit. Their direct feedback and hands-on experience will significantly contribute to refining and ensuring the practical usability of the toolkit content.

Two subsequent follow-up webinars will further allow us to address emerging issues, reinforce learning and adapt the toolkit based on continuous feedback loops from actual users.

3. Methodology Behind the Toolkit

3.5 INCLUSIVITY AND SUSTAINABILITY CONSIDERATIONS

We embedded principles of inclusivity and sustainability throughout our methodology. Accessibility standards were prioritized, and measures were taken to ensure the toolkit promotes environmentally sustainable practices and inclusive digital solutions, maximizing reach and impact.

3.6 CAPACITY BUILDING & EVALUATION

Finally, the toolkit includes easily implementable guidelines for capacity building within organizations. Simple yet effective Key Performance Indicators (KPIs) were developed to track digital growth and success, allowing users to easily measure the toolkit's impact on their digital transformation journeys.

Through this rigorous, participative and iterative methodology, the DigiPlay Toolkit delivers practical, immediately usable resources designed specifically to empower grassroots sports organizations in their digital transformation and sustainable development.



4. Digital Transformation in Grassroots Sports



4.1 WHY DIGITALIZATION MATTERS IN SPORTS

Digitalization is becoming a vital component of grassroots sports, offering new ways to improve communication, streamline operations and expand access to sporting opportunities. By integrating digital tools, sports organizations can better manage their activities, engage with their communities and reach wider audiences. This shift not only enhances efficiency but also supports inclusivity, allowing more people—especially youth and those facing barriers—to participate in sports through virtual events, online training, and accessible digital content.

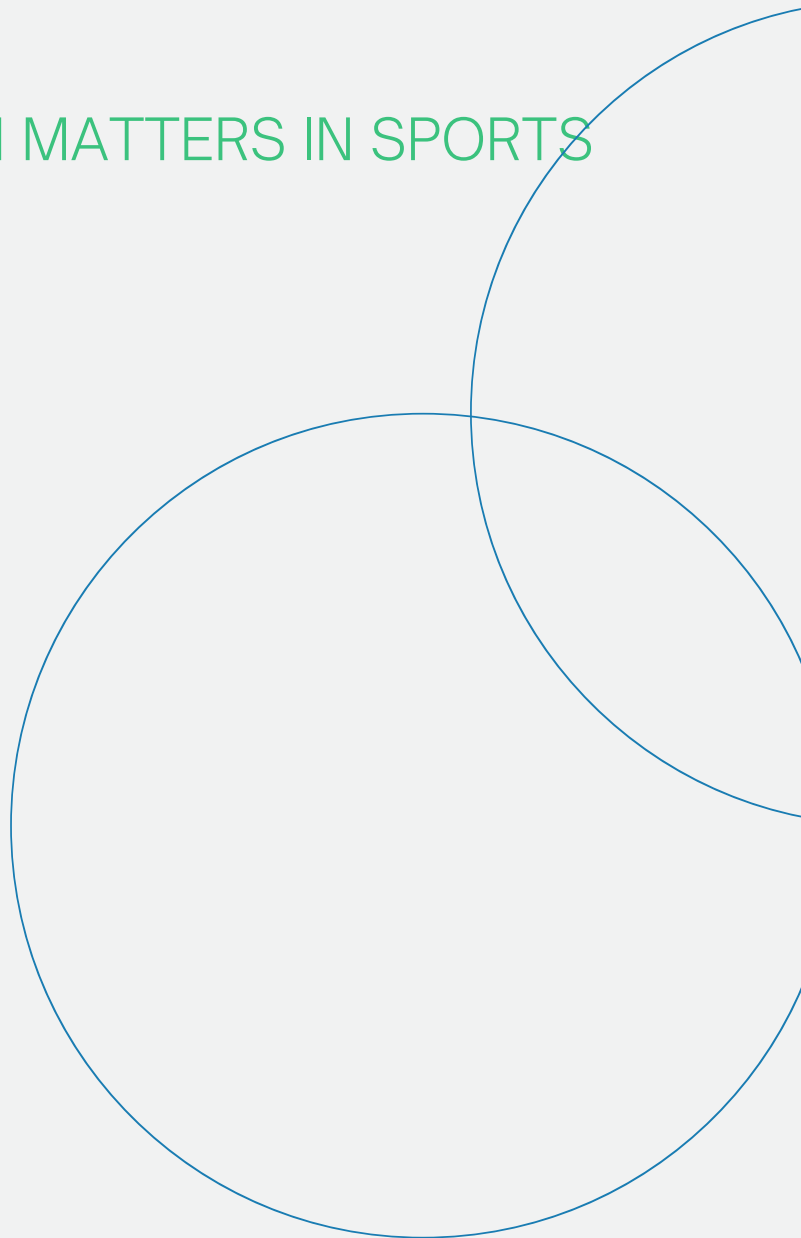
Moreover, digital transformation empowers organizations to make data-informed decisions, adapt to changing circumstances and remain resilient in times of disruption. It aligns sports with the digital habits of younger generations, making activities more engaging and relevant.

WITH THE RIGHT SUPPORT AND RESOURCES, DIGITAL TRANSFORMATION CAN HELP GRASSROOTS SPORTS THRIVE—BUILDING STRONGER, MORE CONNECTED AND MORE RESILIENT COMMUNITIES.

4.2 CHALLENGES FACED BY SMALL SPORTS ORGANIZATIONS

Small sports organizations across Europe face a complex set of challenges when it comes to embracing digital transformation. While there is a clear recognition of the value of digital tools, their adoption is often uneven and hindered by structural, financial, and educational barriers.

One of the most common issues is the fragmentation of digital tools. Many organizations rely on a mix of basic platforms such as WhatsApp, email, Excel, and Google Workspace for communication, scheduling, and data management. While these tools are familiar and accessible, they are often used in isolation, without integration or strategic coordination.



This leads to inefficiencies and makes it difficult to maintain consistency across teams and activities. In some cases, organizations have developed their own digital systems, but these are often limited in scope and not widely transferable.

Digital competence varies significantly among staff and volunteers. While some individuals demonstrate advanced skills—particularly those with academic or technical backgrounds—others rely on self-taught knowledge or informal peer learning. Many interviewees expressed a desire for more structured training, especially in areas such as video editing, data analysis, and the use of AI tools for planning and communication. The lack of formal training is particularly evident in areas like data protection, where awareness of GDPR and privacy standards remains limited.

Financial constraints are another major obstacle. Investing in new technologies, software licenses, or digital infrastructure is often beyond the reach of small organizations with limited budgets. This is compounded by the uncertainty of event attendance and the need to pre-finance venues or services, which makes digital investment feel risky.

Moreover, time and capacity limitations are a recurring theme. Many organizations are run by volunteers or small teams who juggle multiple roles. This leaves little room for exploring new tools or implementing digital strategies in a sustainable way. Even when there is interest in innovation—such as using 360-degree cameras, VR, or recovery technologies—there is often a lack of time, guidance, or funding to pursue these ideas.

Finally, language and accessibility barriers can limit the reach and effectiveness of digital communication, especially in multicultural or international contexts. Some organizations also noted the need for more inclusive tools that can be adapted to different user needs and technological skill levels.

Despite these challenges, there is a strong sense of motivation and openness to learning. Participants across all countries emphasized the importance of digitalization for improving performance, promoting inclusion and staying relevant in a fast-changing world.

5. Recommended Digital Tools

As grassroots sports organizations navigate the path toward digital transformation, having the right tools can make all the difference. Based on the needs identified during the DigiPlay field research, this section presents a curated selection of digital tools that are practical, accessible and adaptable to various sporting contexts. Whether you're managing events, communicating with your team, promoting activities online, or analyzing performance, these tools are designed to support your work and enhance your impact.





Country

United States (widely used internationally)

Sport

Applicable to various team sports (e.g., soccer, basketball, volleyball)

Developer

TeamSnap LLC

Objective

Streamline administrative and communication tasks for sports teams by offering a centralized platform.

Description

TeamSnap is a web- and mobile-based platform that enables teams to manage practice schedules, game rosters, player availability and team finances. It features real-time communication tools, calendar integrations, and notifications, which are critical for keeping all team members informed and engaged.

Target Users

Coaches, team managers, athletes and parents.

Accessibility

Highly accessible through dedicated mobile apps (iOS and Android), as well as a user-friendly web interface.

Specific Use Cases

Scheduling practices and games
Tracking player attendance and availability
Communicating team updates and changes
Managing payments and administrative tasks

Strengths and Weaknesses

Strengths:

- Intuitive interface with comprehensive scheduling and communication features.
- Widely adopted by youth and grassroots teams.

Weaknesses:

- Some advanced features require a paid subscription.
- Certain users have noted that the interface can feel cluttered.



Impact

Widely recognized for reducing administrative burdens and enhancing team coordination, TeamSnap integrates financial tracking with communication in a seamless way.

Innovative Aspects

TeamSnap is an all-in-one platform designed for managing youth sports teams. It integrates scheduling, communication, roster management and payments into a single app, reducing the need for multiple tools. Its mobile-first design includes smart notifications and messaging to keep teams connected in real time. It offers user-friendly task management features like automated assignments and in-app scheduling, making it especially helpful for coaches and administrators.

Sustainability

Continually updated with a robust user base that supports ongoing development.

User/experts feedback

Generally positive, particularly for its efficiency in scheduling and communication, though some feedback calls for a clearer UI.

Website

<https://www.teamsnap.com/>

Tutorial

[TeamSnap: The #1 Sports Team Management App](#)



Country

Norway-based company

Sport

Suitable for a range of team sports, with a particular emphasis on youth and amateur sports clubs

Developer

Sportlyzer AS

Objective

Combine team management with athlete development by providing tools to monitor training, performance, and attendance while facilitating communication.

Description

Sportlyzer offers a comprehensive platform that handles team rosters and scheduling and also incorporates performance tracking and analytics. It is designed to support coaching efforts by monitoring athlete progress and attendance, thereby providing data-driven insights to enhance training outcomes.

Target Users

Coaches, sports club managers, and athletes within grassroots organizations.

Accessibility

Accessible as both a web-based platform and a mobile application, with a focus on ease of use despite its rich feature set.

Specific Use Cases

- Organizing training sessions and matches
- Tracking attendance and performance metrics
- Facilitating coach-athlete communication
- Supporting long-term athlete development strategies

Strengths and Weaknesses

Strengths:

- Robust performance tracking and analytics, especially valuable for youth development.
- Integrates team management with coaching insights.

Weaknesses:

- May be more complex than necessary for smaller teams with basic management needs.
- Subscription pricing might be a consideration for smaller, resource-constrained organizations.



Impact

By combining administrative tools with athlete performance analytics, Sportlyzer offers a unique value proposition that not only organizes team logistics but also supports continuous improvement in athlete development.

Innovative Aspects

Sportlyzer is a modular, virtual operating system for sports clubs, centered around a unified membership database. Clubs can activate only the features they need—like coaching, management, or player development—without data fragmentation. It offers advanced training and performance analytics, enabling coaches to track progress and adjust plans using real-time data. All tools are seamlessly integrated, eliminating redundant data entry and streamlining workflows for grassroots sports organizations.

Sustainability

Supported by regular updates and a strong network of sports clubs across Europe, ensuring long-term viability.

User/experts feedback

Praised for its depth in performance management and coaching support, though the learning curve may be steeper compared to simpler scheduling apps.

Website

<https://www.sportlyzer.com/>



Country

Denmark (widely used internationally)

Sport

Applicable for various grassroots team sports

Developer

Spond ApS

Objective

Simplify team management and communication for grassroots sports teams by consolidating scheduling, messaging and payment tasks in one free platform.

Description

Spond is a free digital platform designed for grassroots sports organizations. It streamlines the administrative workload by offering integrated tools for scheduling practices and games, organizing events, sending automated reminders, and managing payments. Its intuitive interface allows teams to coordinate activities and communicate effectively without needing multiple separate tools.

Target Users

Coaches, team managers, players, and parents involved in grassroots sports clubs and teams.

Accessibility

Available as a mobile app (iOS and Android) and via a web-based portal, making it highly accessible and user-friendly even for those with limited technical expertise.

Specific Use Cases

Scheduling practices, games, and events
Sending automated reminders and updates
Coordinating team communication
Collecting registration fees and organizing fundraising initiatives

Strengths and Weaknesses

Strengths:

- Free core functionality
- Integrated all-in-one solution for communication and scheduling
- Simple and intuitive design ideal for volunteer-led teams
- Weaknesses:
 - Advanced features may be limited or require premium upgrades
 - Might not scale ideally for very large or highly complex organizations



Impact

Helps reduce the administrative burden on coaches and volunteers, leading to improved team coordination, increased engagement, and streamlined operations at the grassroots level.

Innovative Aspects

Offers an integrated platform that combines scheduling, messaging, and payment processing for free, eliminating the need for multiple disparate tools.

Sustainability

Supported by continuous updates and a growing global user base, with revenue generated through optional premium features or advertising models.

User/experts feedback

Generally positive reviews highlight its simplicity and effectiveness in managing team logistics, though some note that larger teams may eventually outgrow the basic features.

Funding/Resources

The platform is free with optional premium upgrades; ongoing development is funded through these upgrade revenues and strategic partnerships.

Website

spond.com

Heja

Country

Sweden (with widespread global usage)

Sport

General – suitable for various team sports and casual sports events

Developer

Heja AB

Objective

To streamline communication and scheduling for sports teams in a user-friendly, casual format that frees up time for youth workers and event organizers.

Description

Heja is a free, mobile-first sports team management app designed for teams and organizations that don't need overly complex systems. It focuses on simple scheduling, availability tracking, and group messaging, making it ideal for informal teams and event organizers.

Target Users

Youth workers, casual coaches, small teams and organizers of community sports events.

Accessibility

Available on both iOS and Android, with an intuitive interface optimized for quick setup and ease of use.

Specific Use Cases

Scheduling practices, games, and events
Sending push notifications and reminders
Managing team availability and RSVPs
Organizing last-minute updates for event details

Strengths and Weaknesses

Strengths:

- Extremely user-friendly and fast to set up
- Free core features with no ads
- Focuses on essential functions without extra complexity

Weaknesses:

- Limited advanced functionality for in-depth management
- May not integrate with more complex systems used by larger clubs

Heja

Impact

Helps youth workers and event organizers reduce administrative overhead, allowing them to concentrate on coaching and event quality.

Innovative Aspects

Combines essential team communication and scheduling in a sleek, minimalistic design that emphasizes ease of use for busy, casual users.

Sustainability

Supported by a growing user community and regular updates, with a freemium model ensuring ongoing improvements.

User/experts feedback

Users frequently praise Heja for its simplicity and the way it cuts down on time spent coordinating events, although some note that its feature set is purposely minimal.

Funding/Resources

Operates on a freemium model; additional revenue may come from premium add-ons, but the core app is free.

Website

heja.io

<u>Country</u>	EEUU (globally used)
<u>Sport</u>	Football, Basketball, Paddle, Tennis, Volleyball, Futsal, other team or individual sports.
<u>Developer</u>	Spanish company "PlayyOn Sports Tech S.L."
<u>Objective</u>	Facilitate the organisation, management and promotion of tournaments and sports leagues by simplifying processes such as team registration, match scheduling, publication of results and communication between organisers and participants.
<u>Description</u>	<p>Main features:</p> <ul style="list-style-type: none">• Creation and management of tournaments and leagues.• Online registration of teams and players.• Automatic scheduling of matches and calendars.• Publication of results and rankings in real time.• Communication between organisers, teams and players.• Customized web pages for each event.• Integration with social networks and marketing tools. <p>Functioning:</p> <ul style="list-style-type: none">• Digital platform accessible from any device (web and mobile app).• Intuitive and easy to use interface.• Automation of manual processes (registrations, schedules, results).
<u>Target Users</u>	<ul style="list-style-type: none">• Amateur and professional sports clubs.• Sports associations and federations.• Independent tournament organisers.• Educational institutions (colleges, universities).• Players and teams participating in competitions.
<u>Accessibility</u>	<p>Access:</p> <ul style="list-style-type: none">• Available online and via a mobile app.• Free and paid options adapted to different needs. <p>Usage:</p> <ul style="list-style-type: none">• Intuitive and easy to navigate interface. <p>Tutorials and technical support available.</p>



Specific Use Cases

PlayyOn is a platform that streamlines event and team management through:

Organisation Management: Automates registrations, calendars, and result tracking, with centralized communication between organizers and participants.

Marketing Tools: Enables creation of custom event web pages and integrates with social media and email marketing platforms.

Participation Features: Simplifies event registration and real-time result sharing to boost engagement.

Integrations: Works with tools like Google Calendar, Google Maps, Stripe, Excel, and Meta for Business.

Strengths and Weaknesses

Strengths

- Intuitive and easy to use interface.
- Automation of manual processes.
- Customisation of web pages and forms.
- Integration with social networks and marketing tools.
- Platform adapted for mobile use.

Weaknesses

- Limitations in the free version (number of participants, advanced features).
- Depends on a stable Internet connection.
- Reduced presence in markets outside Spain and Latin America.

Impact

Quantitative evidence

- Thousands of tournaments and leagues managed through the platform.
- Steady growth in the number of registered users and events.

Qualitative evidence

- Positive testimonials from organisers and participants.
- Recognition in the sports sector as an innovative tool.

Innovative Aspects

Intuitive and easy to use interface.

Customisation of web pages and forms.

Integration with social networks and marketing tools.

Website optimised for mobile devices, for quick access.



Sustainability

Sustainability

- Constant updates of the platform to improve functionalities.
- Expansion to new markets and sports.
- Partnerships with federations and clubs to increase your reach.

Resources

Future plans

- Advanced data analysis tools.
- Integration with payment systems and sponsorships.

Investment in technological development and platform design.

Marketing and promotion campaigns.

Technical support and customer service.

Website/social media

Official website: [PlayyOn](#)

Social media: [Faceboock](#), [Instagram](#) , [Youtube](#), [Linkedin](#)

SPORTMEMBER

Country

Denmark

Sport

SportMember is a versatile tool designed to manage teams and activities in multiple sports, such as football, basketball, volleyball, hockey and other team sports. It is also useful for sports clubs and organisations that handle various disciplines.

Developer

SportMember ApS

Objective

SportMember's main goal is to simplify the management of sports clubs and teams, facilitating tasks such as training organisation, communication with members, payment management and event planning.

Description

SportMember is a comprehensive platform that provides tools for:

- Member management: Player registration, attendance tracking and quota management.
- Communication: Sending notifications, messages and reminders to team members.
- Planning: Creation of training and match calendars.
- Finance: Management of payments and invoices.
- Marketing: Tools to promote the club and attract new members.

The app works on both mobile devices (iOS and Android) and web browsers, making it accessible from anywhere.

Target Users

- Coaches
- Club administrators
- Players and parents
- Sports organisations

Accessibility

SportMember is easy to use thanks to its intuitive interface and responsive design. It is available in several languages, which makes it easy to adopt in different countries. In addition, it offers technical support to solve doubts or problems.

Specific Use Cases

Team management: Coaches can create and share training and match calendars.

Efficient communication: Sending notifications about schedule changes or payment reminders.

Simplified finance: Automation of collections and generation of invoices.

Attracting new members: Marketing tools to promote the club on social media and websites.

SPORTMEMBER

Strengths and Weaknesses

Strengths

- Intuitive and easy to use interface.
- Complete functionalities (management, communication, finance).
- Available in multiple languages.
- Efficient technical support.

Weaknesses

- Some advanced functions may require a learning curve.
- The free version has limitations in number of users and features.

Impact

Quantitative evidence: SportMember is a fast-growing sports management platform used by over 2 million members. It centralizes tasks like fee collection and website management, praised for its ease of use and strong support.

Qualitative evidence:

- Positive testimonials from organizers and participants.
- Recognition in the sports sector as an innovative tool.

Innovative Aspects

SportMember is an all-in-one platform that:

- Integrates key functions like membership, scheduling, payments, and communication.
- Offers high customization for clubs, including forms and user roles.
- Builds community with features like bulletin boards and media sharing.
- Automates tasks such as reminders and calendar updates.
- Includes a mobile app for easy access and event registration on the go.

Sustainability

Constant Updates: The platform is regularly updated to improve its functionality and security. This includes the addition of new features based on user feedback and technological advances.

Continuous technical support: SportMember offers permanent technical support to its users, ensuring that problems are resolved quickly and the tool remains functional in the long term.

SPORTMEMBER

User/experts feedback (if any)

SportMember users have highlighted several positive aspects of the platform:
Its intuitive interface and ease of use.
Time-saving automation of admin tasks.
Effective communication tools for direct messaging and notifications.
Responsive customer support known for speed and helpfulness.
Some criticisms include the need to improve the customization of certain functions and the inclusion of more options for integration with other tools.

Funding/Resources

SportMember is developed by a Danish company that has invested in technology and talent to create and maintain the platform.

Website/social media

Official website: <https://www.sportmember.dk>
Facebook: <https://www.facebook.com/SportMemberDK>
LinkedIn: <https://www.linkedin.com/company/sportmember>
Instagram: <https://www.instagram.com/sportmemberdk/>

Tutorials/Guides

Help Center: [SportMember Help Center](#)
Tutorial videos: Available on your YouTube channel:
[SportMember YouTube](#)



GYMDESK

Country

Croatia

Sport

Applicable for your sports center – 24 hours a day, for employees and members

Developer

IDE3 IT

Objective

The objective of the Gymdesk app is to help gym owners and fitness business operators manage their operations more efficiently. It provides tools to streamline and automate several aspects of running a gym, including membership management, class scheduling, payments, billing, and client communication.

Description

Gymdesk is a digital platform that streamlines gym operations by automating tasks like membership management, class scheduling, billing, communication, and staff coordination. It helps gym owners save time, reduce admin work, and make smarter decisions to boost efficiency and business growth.

Target Users

Gym owners, fitness center managers, and personal trainers

Accessibility

Gymdesk is easy to access and use, with an intuitive interface designed for gym owners and managers, requiring no technical expertise.

Specific Use Cases

Membership Management: Gym owners can track new sign-ups, cancellations, and member statuses, all in one place.

Class Scheduling: Fitness centers can schedule classes, allowing members to book and manage their attendance online.

Automated Billing: The tool automates recurring payments, invoicing, and receipts for members, reducing manual work.

Client Communication: Gym owners can send reminders or announcements to members via email or SMS for classes or membership renewals.

Staff Management: Managers can schedule staff shifts, track hours, and handle payroll efficiently.



GYMDESK

Strengths and Weaknesses

Strengths: Gymdesk is user-friendly and automates key tasks like billing and scheduling, saving time and effort. It also offers analytics to support data-driven decisions.

Weaknesses: Some users may face a learning curve, and the platform may lack advanced features needed by larger gyms. Additionally, its pricing might be high for smaller or new businesses.

Innovative Aspects

Gymdesk offers an all-in-one platform that integrates membership management, scheduling, billing, and staff coordination. Its automation of routine tasks reduces administrative burden, while customizable features and real-time analytics help gyms tailor operations and make informed business decisions.

Sustainability

Gymdesk ensures long-term sustainability through regular updates, user-driven feature enhancements, and reliable cloud infrastructure. It also offers ongoing customer support and continuously invests in improving the platform to meet the evolving needs of gym owners.

User/experts feedback

User feedback on Gymdesk is largely positive, highlighting its intuitive interface, robust features for managing memberships, scheduling, and billing, and responsive support. Some users mention limitations in communication tools, integrations, and customization. Overall, it's appreciated for simplifying gym operations and evolving

Website

<https://gym-desk.com/>



6. BEST PRACTICES & CASE STUDIES FROM THE FIELD



6.1 GAMETIME – KEEPING THE SPIRIT OF SCHOOL SPORTS ALIVE IN HUNGARY

In the spring of 2020, as schools across Hungary shut their doors and playgrounds fell silent, the Hungarian School Sport Federation (MDSZ) faced a daunting challenge: how to keep young students active and connected to sport in the midst of a nationwide lockdown. Their answer was bold, innovative, and entirely digital—Diákolimpia GameTime.

GameTime transformed the traditional school sports competition into a fully online experience. Instead of gathering in gyms or on fields, students aged 11 to 14 were invited to take part in sport-specific challenges from home. With the help of elite Hungarian athletes—like handball stars Noémi Háfra and Máté Lékai—each challenge was demonstrated through videos, encouraging students to replicate the tasks and submit their own performances via a dedicated online platform.



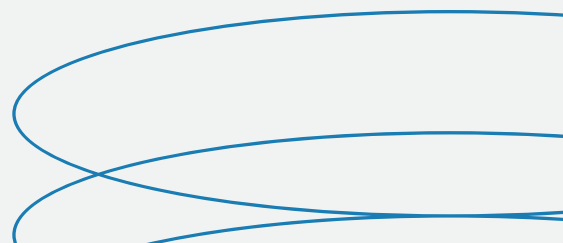
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The initiative quickly gained momentum. Over 1,100 students submitted more than 7,000 videos in the first edition alone. Social media platforms like TikTok and Instagram buzzed with clips of young athletes showcasing their skills in football, gymnastics, table tennis, and more. Teachers, parents, and even national sports federations rallied behind the effort, turning a time of isolation into one of creativity, movement, and community. GameTime didn't just fill a gap—it reimagined what school sports could look like in a digital age. It proved that with the right tools and motivation, physical activity could thrive even in virtual spaces. The success of the first edition led to a second round in 2021, and the model has since inspired hybrid approaches that blend online and in-person participation.

This story is a testament to the power of adaptability, the influence of role models, and the potential of digital tools to keep young people moving—even when the world stands still.

[More information](#)




6.2 SMARTSPORT – PADDLING INTO THE DIGITAL FUTURE IN SZEGED

In the heart of Hungary, where the Tisza River flows through the city of Szeged, a renowned kayak-canoe club decided to take a bold leap into the digital age. The Szeged Water Sports Association, home to over 700 athletes ranging from young beginners to elite competitors, launched an ambitious initiative called SmartSport—a digital transformation project that would redefine how the club trains, manages, and grows.

For years, coaches relied on instinct and experience to guide their athletes. But with SmartSport, the club introduced a unified digital platform that brought together decades of performance data, real-time training analytics, and streamlined administrative processes. Coaches could now monitor sessions live, adjust training plans based on data, and build personalized profiles for each athlete. Meanwhile, administrative staff digitized everything from membership records to fee tracking, making operations smoother and more transparent.



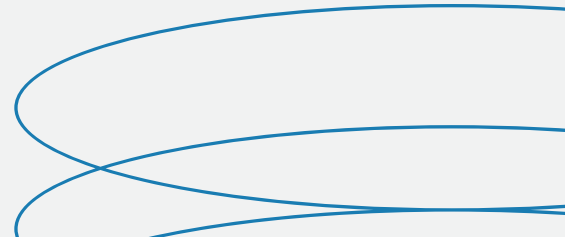


The impact was immediate and far-reaching. Training became more targeted, talent development more strategic, and communication with stakeholders—parents, sponsors, and the national federation—more effective. What began as a local innovation soon caught national attention: the Hungarian Kayak-Canoe Federation adopted the system, making it available to clubs across the country.

But the journey wasn't without its challenges. Some coaches were initially skeptical, fearing that technology might replace their intuition. The process of digitizing 20 years of data was labor-intensive, and managing sensitive youth data required careful attention to privacy. Yet, through collaboration with software developers at Telcotrend and a shared vision for the future, the club overcame these hurdles.

Today, SmartSport is not just a tool—it's a mindset. It represents a cultural shift toward evidence-based coaching and continuous innovation. With plans to integrate artificial intelligence for talent identification, Szeged's story is a powerful example of how tradition and technology can paddle forward together.

[More information](#)





6.3 FLORENCE MARATHON – RUNNING TOWARD A SMARTER & GREENER FUTURE

Every autumn, the streets of Florence come alive with the rhythm of thousands of footsteps echoing through its historic avenues. But the Florence Marathon is more than just a race—it's a celebration of sport, culture, and innovation. In recent years, the event has become a model for how digital transformation and sustainability can elevate the experience of both participants and spectators

Faced with the challenge of organizing a large-scale event in a city known for its narrow streets and cultural heritage, the marathon's organizers turned to technology. They introduced a suite of digital tools: a mobile app with real-time runner tracking, RFID timing chips for precision, and interactive maps that even included augmented reality features showcasing Florence's landmarks. These innovations didn't just improve logistics—they created a more immersive and connected experience for everyone involved.

The results were striking. Participation jumped by nearly 30% in just one year, and digital engagement soared, with over a million impressions on social media and thousands of app downloads. Runners praised the ease of registration and the accuracy of timing, while spectators enjoyed following their friends and family live from their phones. Behind the scenes, organizers used real-time data to manage crowds, reduce wait times, and respond quickly to any issues.

But the Florence Marathon didn't stop at digital innovation. It also embraced sustainability, replacing printed materials with digital bibs, promoting eco-friendly transport, and partnering with environmental organizations to reduce its carbon footprint. Recycling stations dotted the course, and awareness campaigns encouraged participants to think green.





Of course, the journey wasn't without hurdles. Some participants were hesitant to adopt new technologies, and not everyone had access to smartphones. Implementing these systems required significant investment and training. Yet, through collaboration with tech companies, local authorities, and volunteers, the marathon overcame these challenges and emerged as a benchmark for modern, inclusive, and sustainable sporting events.

The Florence Marathon shows what's possible when tradition meets technology. It's a story of how a historic city embraced the future—one stride at a time.

[More information](#)

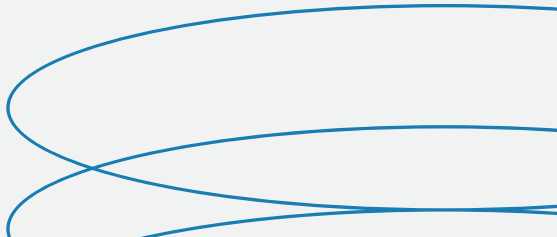


6.4 ASD PODISTICA TARAS – RUNNING EVENTS, DIGITALLY REIMAGINED

In the southern Italian city of Taranto, a small amateur athletics club was facing big challenges. With limited resources, outdated processes, and a growing demand for better-organized events, ASD Podistica Taras knew it was time for a change. Their solution? A full embrace of digital tools that would transform not only how they managed events, but how they connected with their community.

The club began by adopting RockTheSport, a digital event management platform that revolutionized their operations. Online registration replaced paper forms, electronic payments simplified transactions, and real-time participant management made organizing smoother than ever. But they didn't stop there. They integrated social media into their strategy, using Instagram and Facebook to promote events, engage with followers, and attract sponsors. Internally, tools like Google Drive and Google Calendar helped streamline collaboration, allowing team members to coordinate tasks, share documents, and plan efficiently.

The results were remarkable. Participation in events doubled, registration errors dropped by 87%, and social media engagement tripled. Their flagship event, the Strataranto 2024 marathon, drew nearly 800 participants—an all-time high. Sponsors praised the club's professionalism and visibility, and other sports organizations began looking to Podistica Taras as a model for digital transformation.





Of course, the journey wasn't without obstacles. Some members were hesitant to move away from traditional methods, and the club had to invest time and resources into training and technical support. But the payoff was clear: greater efficiency, stronger community ties, and a sustainable model for future growth.

Today, ASD Podistica Taras stands as a shining example of how even small, volunteer-driven clubs can achieve big results through digital innovation. Their story proves that with the right tools and a willingness to adapt, grassroots sports can thrive in the digital age—one race at a time.

[More information](#)



6.5 KP MINDBODY – A DIGITAL WELLNESS REVOLUTION IN THE UK

In the bustling world of fitness and wellness, time is everything—for both trainers and clients. At KP MindBody, a personal training and wellness business in the United Kingdom, owner Kelsey Pakes knew that juggling class schedules, client communication and payment tracking was becoming overwhelming. That’s when she turned to LegitFit, a digital platform that would transform her business from the inside out.

With LegitFit, KP MindBody streamlined every aspect of its operations. Scheduling sessions, managing bookings, tracking payments, and communicating with clients—all of it moved into one seamless app. What once took hours of manual coordination was now handled in minutes, freeing up time for what mattered most: training and client care.

The results were immediate. Clients found it easier to book and stay engaged, trainers could focus more on coaching than admin, and the business saw a noticeable boost in retention and satisfaction. The platform’s user-friendly interface and personalized features helped build stronger relationships and foster long-term loyalty.

Of course, the transition wasn’t without its bumps. Some clients and trainers were initially hesitant to adopt the new system. But with training, support from the LegitFit team, and a clear demonstration of the app’s benefits, the resistance quickly faded. What emerged was a more efficient, organized, and future-ready fitness business.

Today, KP MindBody stands as a model for how small wellness enterprises can thrive through digital innovation. Their story shows that with the right tools and mindset, even the most time-consuming tasks can be transformed into opportunities for growth, engagement, and lasting impact.

[More information](#)





6.6 PVK MARSONIA – MAKING WAVES WITH DIGITAL CLUB MANAGEMENT

In the riverside city of Slavonski Brod, Croatia, the water polo club PVK Marsonia was facing a familiar challenge: how to manage a growing community of athletes, coaches, and parents while keeping operations smooth and communication clear. Their answer came in the form of a digital leap—Treniraj Lako, a platform that would transform the way the club functioned.

With Treniraj Lako, PVK Marsonia centralized everything: member registration, attendance tracking, training schedules, payments, and performance monitoring. What once required hours of paperwork and coordination was now handled through a single, user-friendly system. Coaches could focus more on training, parents stayed informed through mobile updates, and athletes had a clearer view of their progress.

But the club didn't stop at digital efficiency. They used the platform to strengthen their community, organizing events like the annual “Vodeni Bal”—a festive celebration of the club's achievements—and the “Sisak Mali” Memorial Tournament, honoring past athletes and deepening local ties. These events, now easier to manage thanks to digital tools, became key moments of connection and pride.

Of course, the transition wasn't without its hurdles. Some members were hesitant to move away from traditional methods, and technical issues occasionally disrupted the experience. But with training sessions and dedicated support, the club helped everyone adapt—and the results spoke for themselves. Communication improved, administrative burdens eased, and engagement across the club grew stronger.


PVK Marsonia's journey shows how even a local sports club can lead the way in digital transformation. By combining smart tools with a strong sense of community, they've created a model that's not only efficient but also deeply human—where technology supports connection, growth, and the love of sport.


[More information](#)





7. ARTIFICIAL INTELLIGENCE AND SPORT





Artificial Intelligence is revolutionizing sports environments, offering innovative solutions and transformative impacts, below we briefly present how:



Tools like Belay AI use simple video input to deliver real-time feedback on climbing technique, while innovations like the Concept Board combine interactive design with data tracking to enhance training. These technologies show how AI can support athletes of all levels—improving skills, boosting engagement, and making sport smarter and more inclusive.

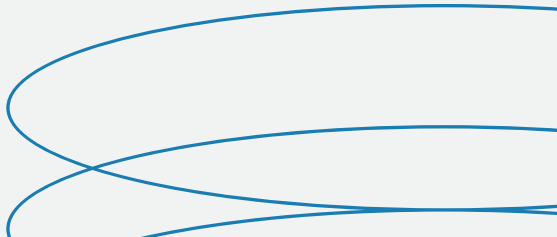
HEMOCOURT



AI-powered basketball training app that uses a smartphone camera and computer vision to track a player's shots, dribbling and movement. It gives real-time feedback and detailed statistics, allowing athletes to improve their technique without needing a coach present.



It is used in football (soccer) to track player and ball movement in real time using sensors and AI algorithms. The collected data is used not only for tactical adjustments but also for enhancing live broadcasts with interactive stats and visualizations.





AiSCOUT analyzes videos and performance data to identify talent based on objective, AI-analyzed criteria—helping clubs discover promising players who might otherwise be overlooked.



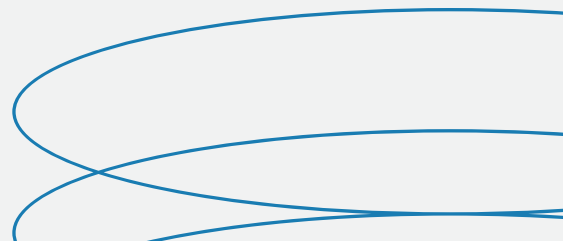
AI plays a vital role in mental training and decision-making. Tools such as Rezzil use Virtual Reality combined with AI to help players train their brain, reaction speed, and situational awareness in a controlled, repeatable environment—especially useful in injury recovery.



In the realm of sports journalism and content creation, AI tools like WSC Sports automatically generate video highlights in real time, using algorithms to recognize key moments in games and deliver instant replays for social media and TV.



Mobile app that delivers adaptive, bodyweight-based training programs. Designed for accessibility and personalization, it uses an AI engine called the EVO system to tailor workouts in real time. After each session, users provide feedback on their performance, and the app adjusts the next workout accordingly—modifying intensity, volume, and exercise type.



8. TEMPLATES & USEFUL RESOURCES

To support grassroots sports organizations in managing their activities digitally and efficiently, this section offers customizable templates. These tools are designed to be simple, practical, and adaptable to different contexts. They can be used in Google Sheets or Excel and are intended to save time, ensure consistency, and promote better planning and reporting.



8.1 ANNEX I. SOCIAL MEDIA POST CALENDAR (MONTHLY/WEEKLY PLANNER)

This template helps grassroots sports organizations plan, organize and track their digital content across platforms. It improves consistency, aligns messaging with event timelines and ensures better audience engagement.

You can use this table weekly or duplicate it to cover multiple months.

Date	Day	Platform	Content Theme	Post Description	Type	Responsible Person	Status	Notes
May 6,...	Monday	Instagram	Motivational Monday	Share a quote about digital sports transformation	Image + Caption		Scheduled	Use DigiPlay-branded template
May 7, ...	Tuesday	Facebook	Toolkit Teaser	Announce upcoming release of the DigiPlay Toolkit	Text + Link		In Progress	Add partner logos
May 8,...	Wednesday	Instagram	Behind the Scenes	Short video from the toolkit training session	Video Reel		Draft	Subtitles needed
May 9,...	Thursday	LinkedIn	Partner Spotlight	Feature CEIPES and their role in WP2	Text + Image		Not Started	Get quote from CEIPES
May 10...	Friday	Instagram	Community Engagement	Poll: What's your favorite digital tool in sports?	Story Poll		Scheduled	Prepare follow-up post

Content Type Options

Text Post

Image Post

Video / Reel

Story (Poll, Quiz, Countdown)

Carousel (multi-image post)

Live Stream / Event

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OF THE DOCUMENT HERE**

Tip: Use color coding in your digital version to visually track post status (e.g., green for scheduled, yellow for in progress, red for needs attention).

8.2 ANNEX II. TEMPLATE ONLINE TRAINING OR WEBINAR CHECKLIST

Pre-Event Checklist

Task	Details	Status	Responsible Person	Notes
Set the date & time	Avoid conflicts with major events/holidays	<input type="checkbox"/>		
Choose platform	Zoom, Google Meet, Teams, etc.	<input type="checkbox"/>		Test features in advance
Create event agenda	Include welcome, main content, Q&A, close	<input type="checkbox"/>		
Invite speakers/presenters	Confirm bios, headshots, and topics	<input type="checkbox"/>		
Design & send invitations	Include registration link, agenda, etc.	<input type="checkbox"/>		Use email + social media
Promote on social media	Use content calendar to schedule posts	<input type="checkbox"/>		
Prepare visuals & materials	Slides, videos, polls, handouts	<input type="checkbox"/>		Upload to cloud in advance
Do a tech rehearsal	Test mics, cameras, screen sharing, polls	<input type="checkbox"/>		Include all speakers
Assign support roles	Moderator, tech support, note-taker	<input type="checkbox"/>		Confirm availability



8.2 ANNEX II. TEMPLATE ONLINE TRAINING OR WEBINAR CHECKLIST

During Event Checklist

Task	Details	Status	Responsible Person	Notes
Open the room early	Be online 15–30 minutes before start	<input type="checkbox"/>		
Welcome participants	Warm greeting, agenda review, housekeeping	<input type="checkbox"/>		
Record the session	Inform participants in advance	<input type="checkbox"/>		
Monitor chat/Q&A	Respond to questions or escalate to	<input type="checkbox"/>		Assign moderator
Facilitate interaction	Use polls, breakout rooms, chat prompts	<input type="checkbox"/>		
Keep time	Ensure smooth transitions & timely finish	<input type="checkbox"/>		
Screenshot or capture highlights	For social media & reporting	<input type="checkbox"/>		Get permissions if needed

8.2 ANNEX II. TEMPLATE ONLINE TRAINING OR WEBINAR CHECKLIST

Post-Event Checklist

Task	Details	Status	Responsible Person	Notes
Send follow-up email	Include recording, slides, and thank you note	<input type="checkbox"/>		Use registration list
Share on social media	Highlights, testimonials, screenshots	<input type="checkbox"/>		Tag partners & speakers
Collect feedback	Use short survey (Google Forms, Typeform)	<input type="checkbox"/>		Ask about content & delivery
Debrief with team	Discuss lessons learned and improvements	<input type="checkbox"/>		Document for next time
Update internal reports	Add attendance, feedback, outcomes	<input type="checkbox"/>		Archive materials securely

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Tip: Make a copy of this table before each event and adapt it based on its format, target group, and partner involvement.



8.3 ANNEX III. STAKEHOLDER COMMUNICATION PLAN

This template helps organizations strategically plan communication with internal and external stakeholders, ensuring consistent and effective engagement throughout a project or initiative. It outlines who needs to be informed, how often, through which channels, and for what purpose.

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OF THE DOCUMENT HERE**

Tip: Keep this plan as a living document and update it when communication priorities or stakeholder relationships evolve.

8.3 ANNEX III. STAKEHOLDER COMMUNICATION PLAN

Stakeholder	Communication Objective	Frequency	Channel/Method	Responsible Person	Notes
Project Team (internal)	Ensure alignment, share updates & tasks	Weekly	Email, Online Meetings (Zoom)	Project Manager	Use shared agenda & meeting notes
Coaches/Trainers	Inform about upcoming activities, gather feedback	Bi-weekly or Monthly	WhatsApp Group, Email, Calls	Communication Officer	Keep tone simple & encouraging
Youth Participants	Engage, motivate, and update on events	Weekly	Instagram, Facebook, Stories	Social Media Manager	Use visuals and call-to-action
Partner Organizations	Report progress, coordinate tasks	Monthly	Email, Online Meetings (Teams)	Coordinator	Include shared documents
Funders / Donors	Provide updates, demonstrate impact	Quarterly	Narrative Reports, Emails	Project Manager	Attach key metrics and stories
Local Community	Raise awareness, encourage participation	Monthly	Flyers, Social Media, Community Events	Outreach Officer	Translate into local languages
Volunteers	Clarify roles, build ownership	Weekly or Bi-weekly	WhatsApp, Email, Volunteer Briefings	Volunteer Coordinator	Include motivational messages
Media & Press	Promote visibility, announce events	As needed	Press Releases, Direct Emails	Communication Officer	Share visuals and event summaries

8.4 ANNEX IV. BASIC BUDGET TEMPLATE

Category	Item	Planned Amount (€)	Description
Personnel Costs	Project Coordinator (Full-time, 18 months)		
	Trainers/Facilitators (Workshops &		
	Administrative Support (Part-time)		
Training & Capacity Building	Training Materials (Digital & Physical)		
	Venue Rentals (for in- person workshops)		
Toolkit Development	Digital Tool Development		
	Translation Services (English, Hungarian,		
Virtual Sports Challenges	Platform Subscription (Online Event Hosting)		
	Prizes for Participants (9 Challenges)		
Marketing & Dissemination	Promotional Materials		
	Social Media Campaigns & Outreach		
Dissemination & Final Event	Conference Organization (Final		
	Dissemination Campaigns		
Travel & Logistics	Travel for Partners (Hungary, Italy, Croatia)		
Contingency & Miscellaneous	Unexpected Costs		
Total			

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OF THE DOCUMENT HERE**



8.5 ANNEX V. EVENT PLANNING CHECKLIST

Use this checklist to guide the planning, execution, and evaluation of your digital or hybrid sports events.

Pre-Event Planning

- Define event objectives and goals
- Identify target audience
- Set date and time for the event
- Select format (virtual, hybrid, in-person)
- Secure necessary approvals and partnerships

Promotion and Registration

- Create and distribute promotional materials
- Set up registration form (Google Form, Eventbrite, etc.)
- Send invitations and reminders
- Engage with audience on social media
- Confirm final number of participants

Post-Event Activities

- Send thank you emails and participation certificates
- Collect feedback from participants
- Evaluate event success against objectives
- Document lessons learned
- Share event highlights on social media and website

Logistics and Resources

- Choose and test digital platform (e.g., Zoom, Teams, etc.)
- Assign team roles and responsibilities
- Prepare budget using the budget template
- Design event branding (logo, banners, digital flyers)
- Arrange accessibility options (subtitles, translation, etc.)

Event Execution

- Conduct tech check before event starts
- Welcome participants and introduce agenda
- Moderate event and manage interactions
- Monitor attendance and engagement
- Address technical or content-related issues promptly

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8.6 ANNEX VI. PARTICIPATION CERTIFICATE TEMPLATE

Example of certificate:



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9. TRAINING & CAPACITY BUILDING

To successfully integrate digital transformation within sports organizations, an organization should focus on equipping staff, volunteers, and young sports leaders with essential digital competencies. Through targeted training sessions, knowledge-sharing workshops, and peer-learning activities, we aim to build internal capacity for digital tools adoption in sports management, communication, and event coordination.

Key steps include:

- Assessing digital needs and readiness across departments.
- Training in digital tools such as social media, event platforms, and cloud collaboration.
- Sharing best practices and success stories internally and with partner organizations.
- Encouraging innovation and experimentation in digital engagement strategies.
- Embedding digitalization into daily workflows to ensure sustainability.

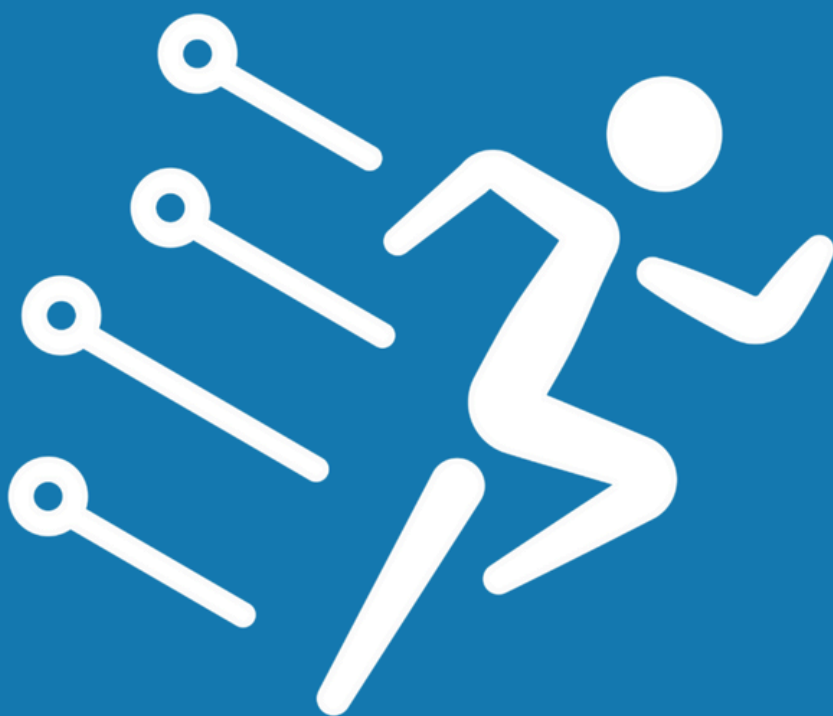
By fostering a digitally competent culture, any organization is helping build a more connected, efficient, and inclusive university sports community.



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PROJECT NUMBER: 101182619

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