
Q&A to challenge givers:

Lena Bernheine, Sustainability Manager, answering our questions

Steffi for budget and tech stuff sadly missing

1. Pandemics Impact?
 - Don't know yet, still planning like no pandemic impact
 - Still have 1,5 years and hope no restrictions
 - No backup plan, deadline till February 2022
 - Only do the necessary stuff like personalising tickets, tools for testing
2. How many visitors planning?
 - Depends on venues but over 11 days 1Million, per day maybe 700.000
3. Purpose of challenge? Why do u want people to be more active?
 - Multisport event and in sport business think its important for society and not only health
 - Social impact expecting: involved in more sport than football, create stage for other sport which are not only in the public eye, show people more opportunities, move people to be a member of a club/sport and maybe volunteer for events like this
4. Preference of solution: digital or physical?
 - She thought of an app or website (provider: endava)
 - She doesn't want to set any limitations thought!!
 - They have a website, app is in development (app 2018 visible online)
 - Her idea: Virtual Reality maybe? See event and infos of athlete
5. Any scale/budget?
 - Founded by public money from the state
 - App & website together have budget
 - Website was minimal requirement and has high priority
 - No budget for solution though: It would be great if its cheap so it's easier to implement but if it's more expensive there's gonna be a discussion first (harder to implement) or try to do cheaper version
 - Budget scale: Steffi next time
6. Any clubs who have a contract?
 - Yes, European club and national federation of the 9 sports club
 - Get 1 person per sport for next 1,5 years to work with them (expertise, representation)
 - Plan on mass participation: visitors can try out the 9 sports too and be involved in a competition (e.g. 10km run)
7. Are local classes included in this event?
 - Class 22: athletes on their way to E.C. (European Championship)
 - Future class of 22: sport competition at final of E.C. with schools, sport clubs, cooperation with universities
 - Young leader forums: club of young persons from Europe who are good at sports or are just volunteers

- Target group: definitely young people
8. When is solution a success for you? Do u have any criteria?
 - 1. How many people get active? Include diversity, disabilities etc.
 - 2. How many people sign up to sport clubs memberships?
 - 3. Solution would be great on englishh
 9. Sustainability goals?
 - Yes but they are still intern, they have to figure out how reachable and realistic these goal are
 - They can give us the sport clubs goals later so we can measure or solution to something
 10. Can small clubs advertise themselves in the E.C.?
 - Plan right now is only with the federation of 9 sports, but open if it fits into the concept
 - There is not enough space and the clubs have to deliver 11 days of content, which normally small clubs can't provide due to lack of volunteers and athletes. That is why they try to involve them with the german federation
 - If the small clubs are possible to deliver 11 days of content, they are open to it
 11. Are only clubs outside of Germany involved?
 - Open for it but focus is on Germany right now
 12. Are athletes used as active influencers?
 - Yes the class of 22 on their way to E.C.
 - They promote since 2020, every month new episode
 13. Is the event on TV, twitch or stream?
 - Contract with Europe Broadcast, so it's on public TV in whole Europe
 14. Comparing it to Olympics?
 - Finals on a German level
 - Brings existing sports together
 - Create value for spectators
 15. How does sustainability tie to motivating more people to be more active?
 - Sustainability combines economy, ecology and the social aspect
 - The federation is the social aspect of sustainability -> learn stuff and social aspects
 - Wants to leave a legacy for the next 50 years like the Olympics game in Munich 50 years ago -> great spirit and Olympic park created 50 years ago
 16. What about at home spectators? How do you want to involve them?
 - Can't really involve them since they don't know what TV will show about the event
 - Focus is on presentation of the event
 17. Prices of tickets? Free access?
 - Side events like roof festival, entry to sport club for free: everyone can go and be part of something like concert, workshop etc.
 - Also free triathlon, bmx freestyle, mountain bike, cycling
 - Offering whole day pass, price depends from sport to sport: there are some free sports but if you want to secure a sport you buy a ticket
 - Athletics offer session passes
 - Prices are from normal tickets: 10€ up to 45€
 - VIP Ticket prices are up to 200€ including food and drinks

18. Should the solution be integrated in services/apps/website or should it be a stand alone solution?
- Both are fine
 - Her preference would be an integration in the app for easier participation and 24/7 access through phone
19. Should the solution only apply for this event, say in Munich or ties to the next events?
- Personally for her it would be great, if the solution is for further events. The problem is that management decides and she doesn't know if management is taking it for different locations etc.
 - So it would be great if the solution stays in Germany and can be used after the event
20. How detailed should the solution be?
- Prototype would be great
 - Example from last year was very nice, shown in next session
21. Network of sports club?
- DOSB: highest level, smaller ones are part of them
22. Is it her fulltime job?
- Yes since May 2020 till Nov 2022, it's a project contract so after 2 years they hope to the next event ("event hopper")
23. How many people in the team?
- 2019: 7 people from Olympia park GmbH
 - Since then 10 persons per Month are joining
 - In the moment 110 full time workers without internship etc.