



10 January, 2023

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**Social entrepreneurship**

# SPORTS INC

**for inclusive sports and leisure**



SPORTS INC. is an Erasmus+ project (2022–2024) that encourages and supports the efforts to make sports and active leisure more inclusive, and social businesses more successful. In order to do this, we first tried to clarify what competences businesses, potential entrepreneurs and civil society organisations need to develop in order to successfully start a social enterprise and/or design and market products and services that are inclusive and meet the needs of a customer with special needs.

In SPORTS INC., special needs are understood as various requirements that arise from individual's physical, emotional or mental conditions (e.g. disabilities, age, etc.), which can make it more difficult to get involved in sports or active leisure.

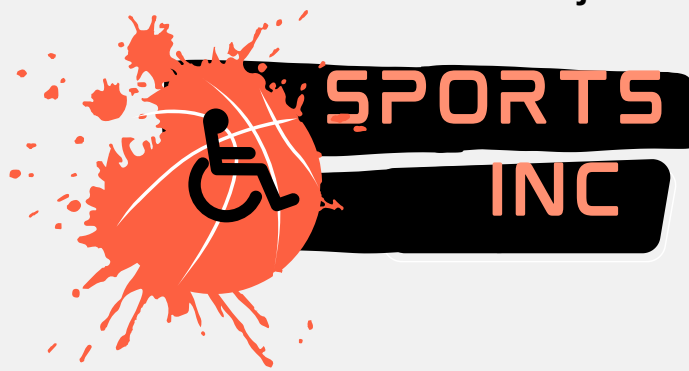
SPORTS INC. will create accessible learning opportunities for existing and prospective (social) entrepreneurs, including people with disabilities and special needs that will be reached through civil society organisations participating in the SPORTS INC. programme.

**SPORTS INC embraces and builds upon the values of diversity, inclusiveness, creativity, innovation and leadership, which will be promoted through project outputs and communication.**

[www.sportsinclusive.org](http://www.sportsinclusive.org)

SPORTS INC. aims to develop a learning programme that gives (prospective) entrepreneurs, business owners and managers from the sports and leisure sector, as well as the civil society organisations, the knowledge, skills and competences to ideate, design, develop, implement and market a service (or product offer) adapted to the specific needs and circumstances of people with disabilities or special needs, either by turning around their existing business or create a new (social) enterprise.

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Our desk research analysed a number of studies, articles, documents, existing training programmes as well as case studies across Europe, related to inclusive sports and/ or active leisure.

The research shows that sport occupies an important place in the inclusion of people with disabilities, in particular to create social contacts and inclusion; acceptance, interaction and identification are important values in the sport with disabilities that should be taken into account and strengthened to encourage a better inclusion of people with special needs in the society. In Europe there is a growing understanding about inclusion in sport, with various projects oriented in this direction. However, there is still a need to raise awareness of these topics, so that knowledge for stakeholders can increase and consequently the possibilities for people with disabilities, both to practice sports and training programs for teachers/educators.

To further drill into the knowledge and data from the desk research, a dedicated survey was designed, targeting businesses as well as NGOs and stakeholders related to active leisure and sports and people with special needs,

Based on the results obtained in the survey, we observe that there is a great interest in creating more accessible products and companies.

Also, many respondents commented that there are not enough examples or guidelines to rely on when creating such a product and that they would like to see more of them.

**This just shows that SPORTS INC fills a gap.**

In general people do not seem to be aware of many training programs on inclusion in sport and leisure but they do show that they are very interested in learning more about this topic. If you want to see the full results of our research and/or are interested in inclusive sports and leisure, do not hesitate to check our website where you can find much more information and contact us!

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