

SOCIAL SUSTAINABILITY CHALLENGE:

How to make sports more accessible for people with disabilities with innovative training material distribution?

Challenge owners:

- Finnish Olympic and Paralympic eTraining Center Pajulahti (Sport Institute Pajulahti)
- Finnish Paralympic Committee

Challenge description:

Sports have a positive impact on the lives of people with disabilities. Many however face challenges to getting involved in sports either in professional capacity or as a hobby - especially in developing countries.

To make sports more accessible for people with disabilities, the Finnish Olympic & Paralympic Training Center Pajulahti has created an online course on Adapted Physical Activity (APA) and Disability Sport.

This online course is open for all - non-commercial and accessible. It contains study material for everyone interested in learning about APA and disability sport. The main target groups are the sport instructors, coaches, teachers and educators, students, professionals and volunteers working with people with disabilities.

Pajulahti and Finnish Paralympic Committee are now looking for ideas and solutions so that this material is easily available for anyone in the world.

Solutions should help the global distribution and access to the material globally - in Europe, China, Africa or elsewhere. Solutions can be anything from websites to video channels, social media applications, platforms or any kinds of online studies. Challenge owners are also looking for new understanding of cultural and terminology differences in APA throughout the world (countries, cultural areas or region).

What kind of teams are we looking for?

Innovative teams who have bright and novel ideas. We hope you can think outside the box and offer something very different! Teams can be individuals, students, NGOs, individuals, startups or established businesses.

Benefits

- Be among the forerunners in online sports education and training activities
- Meet meaningful contacts and network
- Have potential to positively impact the lives of people with disabilities
- Work directly with Finnish Paralympic Committee and get potential reference case

Prizes for sustainability challenge:

- 1000€ for the winning team
- Direct contacts and matchmaking with sports event decision-makers in Finland, Europe and internationally
- Access to SMASH ecosystem and membership in Lahti wellbeing and sports cluster: Access to top expertise and networks, market insight at your disposal. Take control of the market in Finland or make use of the winter sports export networks to China and Japan.