



UPSTREAMING

THE UPSTREAMING ACCELERATOR



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INTRODUCTION

The importance of sport as a cultural driver towards enhancing the social inclusion and equal opportunities of people with a disability is undeniable and the positive effects on overall wellbeing of sport and health enhancing physical activity is also widely accepted. However, the opportunities for people with a disability to participate in a Mainstream environment are still limited. Discrepancies exist between the ideological support for Mainstreaming at the Sport Policy level and sport provision level. Mainstreaming involves providing both disability sport specific opportunities and access to sport in a mainstream environment. However, structural inefficiencies in the EU sports system have led to ineffective or unbalanced sports provision to people with a disability. The gaps in the system can be characterised by a lack of; a) knowledge transfers around Mainstreaming, b) information and modelling on effective Mainstream structures, c) resources & materials on effective Mainstreaming programmes, d) involvement of the grassroots & end user development of Mainstreaming, e) exchange networks. This can be attributed to an imbalance between the financial resources, knowledge bases and experience levels which exist in national sports organisations on the topic of Mainstreaming and an overall lack of opportunity for international, cross border collaborations. In order to improve access to truly Mainstream environments at the European and local level, the Upstreaming project works with organisations from both disability and mainstream sport to circumvent barriers through a) Strategic development of Mainstreaming b) Knowledge Transfers around the topic of Mainstreaming c) Engagement in and Promotion of Mainstreaming. In order to achieve this, the Upstreaming project will establish an understanding of the Mainstreaming landscape, engage with local stakeholders, develop and implement a sequence of development workshops and create sustainable Mainstreaming exchange mechanisms

In order to deliver this project SPIN Sport Innovation has brought together a knowledge rich and committed partnership including; German Tennis Federation, European Paralympic Committee, Para Tennis Löhner TC, and the Cerebral Palsy International Sports and Recreation Association

WHAT WE WANT TO ACHIEVE IN A NUTSHELL

The Upstreaming project seeks to (1) add value at the practical level to give interesting examples of how mainstreaming can be implemented successfully, (2) to assist mainstreaming managers (those responsible for mainstreaming at the national or regional level) in navigating the implementation of mainstreaming and to (3) bring together a group of those people to exchange and train each other and to contribute to the growth of the mainstreaming network. The topic of mainstreaming is complex and varied especially when considered at the European level, the Upstreaming project seeks to take a practical approach, drawing parallels where possible and highlighting existing resources with the express purpose of helping mainstreaming managers the task of mainstreaming implementation.



SPRINT ACCELERATOR

There are key generic elements to all Accelerator Programmes such as providing networking opportunities, peer to peer learning, mentor-based interventions, providing access to experts and opinions outside of an existing ecosystem. Each Accelerator programme is necessarily unique, and for the best results should be tailored to the specific needs of the group involved. Therefore the partnership developed a Mainstreaming Accelerator Programme which included, expert opinions, learning from the project, introduction to Design Thinking and initiative planning.

The Mainstreaming Accelerator Programme was implemented in three distinct phases over a three-day period in Berlin, Germany. Following the vertical, in depth application of the Upstreaming process into one sport in particular, the Accelerator Programme was aimed at supporting 'Mainstreaming Managers'. The Upstreaming Accelerator Programme followed three phases and are (1) Discovery (2) Validation (3) Impact. Accelerator Phase One will includes; Discovery Discussions: The participants seek to find elements of synergy where they can learn from each other. This involves acknowledging their differences in term of technical sporting elements, structures and culture, but then seeking to find the generic elements of potential collaboration which exist. Knowledge Market: Participants bring their resources to exchange. In order to do this they must first recognise what they have to offer (strengths) and what they need in order to progress (weaknesses). The partnership and expert opinions are balanced in a manner where these issues can be addressed within the group. But if not, they will be signposted to external resources.

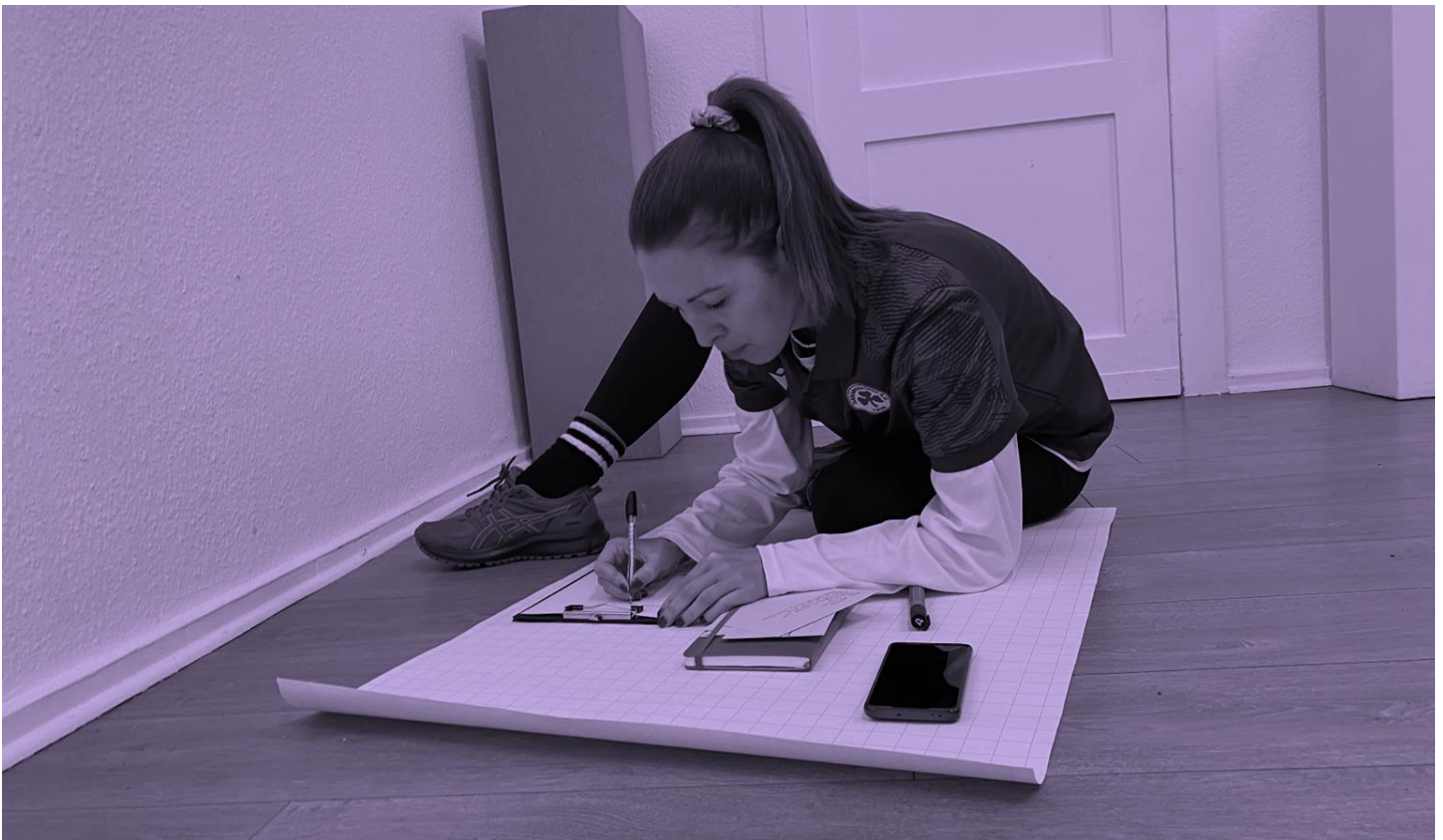


Ideation: This element refers to the partners developing first ideas on how they can collaborate. Based on the outcomes of the Discovery Discussions and Knowledge Market they will be in a position to assist each other redress the weaknesses they have identified.

Following the Discovery session Day 2 and Phase 2 of the Accelerator Programme moves into the Validation Phase and is based around 2 key elements;

Acceleration Planning w/Expert Advice & Mentoring: Participants work to prepare 'Acceleration Plans' based on their reflections from the previous session describing how they intend to implement the learning from the Acceleration Programme. To support this process the partners were given an introduction to Design Thinking (annexed), in order to address the complex situation they work with in a simple and creative manner.

During this development phase participants receive expert advice and mentoring. This is delivered by experts who are external to the project team and project partnership but experienced in the field of Disability Mainstreaming or the topics addressed. During this accelerator programme, 2 external experts were invited. Heiko Thomann who introduced the group to Organisational Psychology Interim Management, Training, Agile Mindshift, in order to influence people more effectively and create positive change. David Hardman, National Inclusion Development Manager Lawn Tennis Association, who provided his experience of managing the process of Mainstreaming within the Lawn Tennis Association.



Idea Validation: A key element of the process is to allow the partners to draw their own conclusions from the Ideation phase, but to then facilitate a common understanding of the mutual elements of cooperation which exist. This is supported by the input of experts but ultimately validated by the group who will draw up a 'Collaboration Model' for the partnership outlining elements of synergy e.g. a) common learning b) resource sharing c) programme exchange and implementation

Following the Discovery session Day 2 and Phase 2 of the Accelerator Programme moves into the Impact Phase and is based around 2 key elements;

Acceleration Presentations w/Expert Feedback & Mentoring: Participants present their 'Acceleration Plans' based on both the Discovery and Validation sessions. They provide details on how they intend to impact upon the Mainstreaming of people with a Disability in Tennis at their national level, how they will continue to use the expertise from within the group and how they will contribute to other on a sustainable basis. The group and the external experts will give their feedback to the participants and seek to help them further develop their ideas. This is also the basis of the network development.



6 New initiatives have been launched as a result of the Accelerator Programme; International Table Tennis Federation - Will be working on a joint showcase Table Tennis event which combines Table Tennis and Para-Table Tennis competitors, which will be attended by influential stakeholders to convince them of the capabilities of people with a disability and to highlight the opportunities to integrate and include where possible. Slovenian Ski Association - Have already begun work on mainstreaming their media and communications, to include the Para Ski athletes, which we separate beforehand.

After the programme they have launched a new website where news from both Ski and Para Ski are presented side by side, an important step in creating an external impact. Latvian Tennis Association - Are launching a new initiative to get Wheelchair Tennis included in the rehabilitation programme of mainstream physiotherapy centres. Panathinaikos A.C. - Have begun the process of digitizing the accessibility of all of their sport offerings, building the system from a mainstreaming perspective, with the aim of making it clear to disabled participants where and how they can use their facilities and the efforts they have made to include all in their programmes. Ericeira Surf Club - Have begun to implement a new initiative which invites the parents of children with a disability to take part in their surfing courses. This was identified as the largest barrier to participation by the club, who felt that the parent's concerns led them to restricting their children from participating. The sessions will take place within a mixed ability/disability, gender and age group.

DESIGN THINKING

Design thinking is a non-linear, iterative process that teams use to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test. Involving five phases—Empathize, Define, Ideate, Prototype and Test—it is most useful to tackle problems that are ill-defined or unknown.

Design thinking is more than just a process; it opens up an entirely new way to think, and it offers a collection of hands-on methods to help you apply this new mindset. In essence, design thinking: (1) Revolves around a deep interest to understand the people for whom we design products and services. (2) Helps us observe and develop empathy with the target users. (3) Enhances our ability to question: in design thinking you question the problem, the assumptions and the implications. (4) Proves extremely useful when you tackle problems that are ill-defined or unknown. (5) Involves ongoing experimentation through sketches, prototypes, testing and trials of new concepts and ideas.

This methodology is particularly helpful when addressing Mainstreaming due to the fact that the outcomes are often unknown and the problem is particularly complex. In order to help you establish your own Design Thinking workshop we have provided the presentation used below as a guide.



Simplicity in Complexity



DESIGN THINKING



What's the Aim?

- To introduce Design Thinking (now & future)
 - To start tackling real problems (now)



Step 0 – What's your problem?

Select 5 topics or problems which exist

Don't try to define them too much at the moment



15 Mins

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Step 1 – Empathize

Describe your target group

Who is affected/who do you want to affect

Write 3 distinct personas



20 Mins

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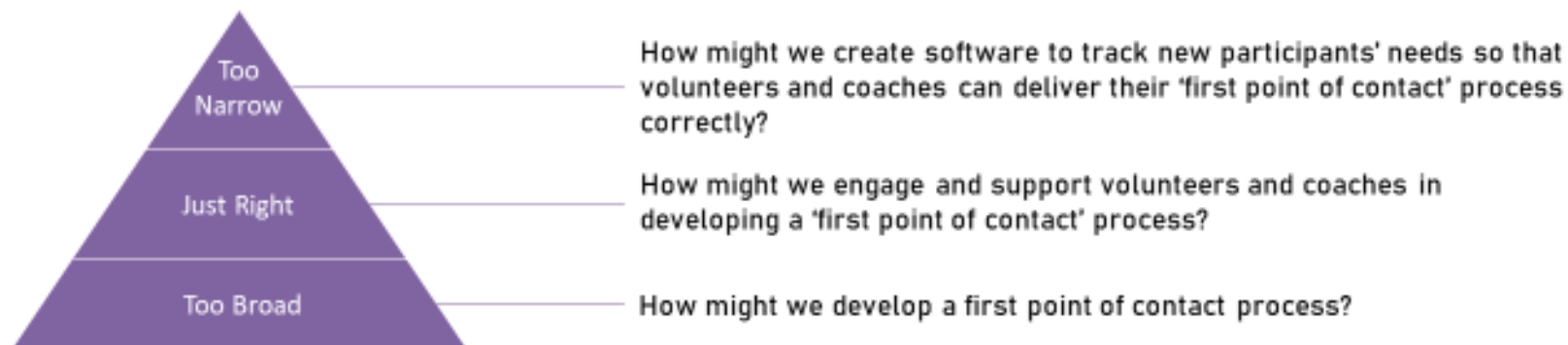
Step 2 - Define



20 Mins

Time to scope the challenge

Write your 'How Might we?' question



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Step 3(a) - Ideate



30 Mins

Brainstorm a wide range of Ideas - generate as many as you can! Try to group them as below...

ENCOURAGING A WIDE RANGE OF IDEAS



TIP: Go for low-hanging fruit ideas to get started. Then try to imagine if you had less constraints. Finally, go for moonshot ideas - even wild, absurd ones!

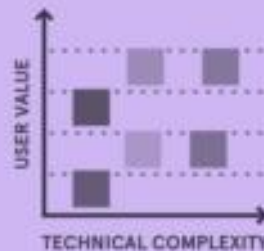
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Step 3(b) - Prioritize

Which idea do you
want to prototype?

METHOD ONE: EASE VS. IMPACT



INSTRUCTIONS: Draw a graph using 2 axes: Technical Complexity and User Value. Now organize your Brainstorm Post-It's by mapping them on this graph. It will become clear which ideas are low-hanging fruit, and which ones are harder to implement but still valuable.

METHOD TWO: CHOOSE YOUR FANCY



INSTRUCTIONS: Choose the ideas that you are most excited about. Ask yourself "what do I want to prototype right NOW?"



15 Mins



Step 4 (a) - Prototype



15 Mins

Time to build your solution for testing...

Spend 15 minutes answering these questions:

Hypothesis - We believe that..

Test - To verify that, we will...

Metric - And we will measure...

Criteria - We are right if...

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Step 4 (b) – Prototype



60 Mins

Build your Prototype! Be as visual as possible

Consider the following:

Who are your key partners?

What are your key activities?

Which resources will you need?

What relationship will you have to the end user?

What value do you deliver to the end user?

How will you reach them?

Where will the money come from?

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Step 5 - Test

20 Minutes per Prototype
Pitch & Feedback



20 Mins

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JOIN OUR COMMUNITY



We want to hear from you!!

We are building a network around the topic of mainstreaming. Connect, and let us know your thoughts at...

[www.parasports.world/
upstreaming](http://www.parasports.world/upstreaming)

