



SPÓRT ÉIREANN
SPORT IRELAND

INNOVATION AMBASSADORS PROGRAMME

Supporting creative thinking,
problem solving and
innovation in Irish sport

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www.sportireland.ie



Innovation is about creating value for the end user in new ways.

Overview

This is a new capacity-building programme offered by Sport Ireland on innovation in sport. Participants will learn about innovation, design thinking and a user centred approach to problem solving in the sports environment. Participants on this course will be motivated to seek challenge and change, and to become ambassadors for innovation within sport. The goal is to develop a network of innovators in Irish sport to lead innovation projects in Irish sport.

Who

This programme is designed for people working within the Irish sport eco-system. All recognised sport bodies funded by Sport Ireland are eligible to nominate participants onto the programme. The programme is suitable for volunteers, programme staff, development officers, programme managers, directors or board members.

Why

This programme offers an opportunity to meet fellow innovators in sport, to learn from the community, develop a capacity for problem solving, creativity and critical thinking and to become ambassadors for innovation in your organisation. Having skills as an innovator improves both personal and professional competitive advantage, and supports new thinking and the development of an innovation culture in any organisation. Participants on this programme will also assist in the preparation of funding applications for the Sport Ireland Innovation for Sports Inclusion programme.

Speakers

The programme will include a number of guest speakers who will offer insight on innovation.

Delivery

The programme usually runs twice annually, Once in the Spring period (March/April) and once during the Autumn months (Sept/Oct). Check for dates and further information on the Sport Ireland website (Research & Innovation).

The programme involves 8 online sessions over 8 weeks, each lasting 90 minutes and all graduates receive an Innovation Ambassadors Graduate Certificate on completion of the programme.

Application Process

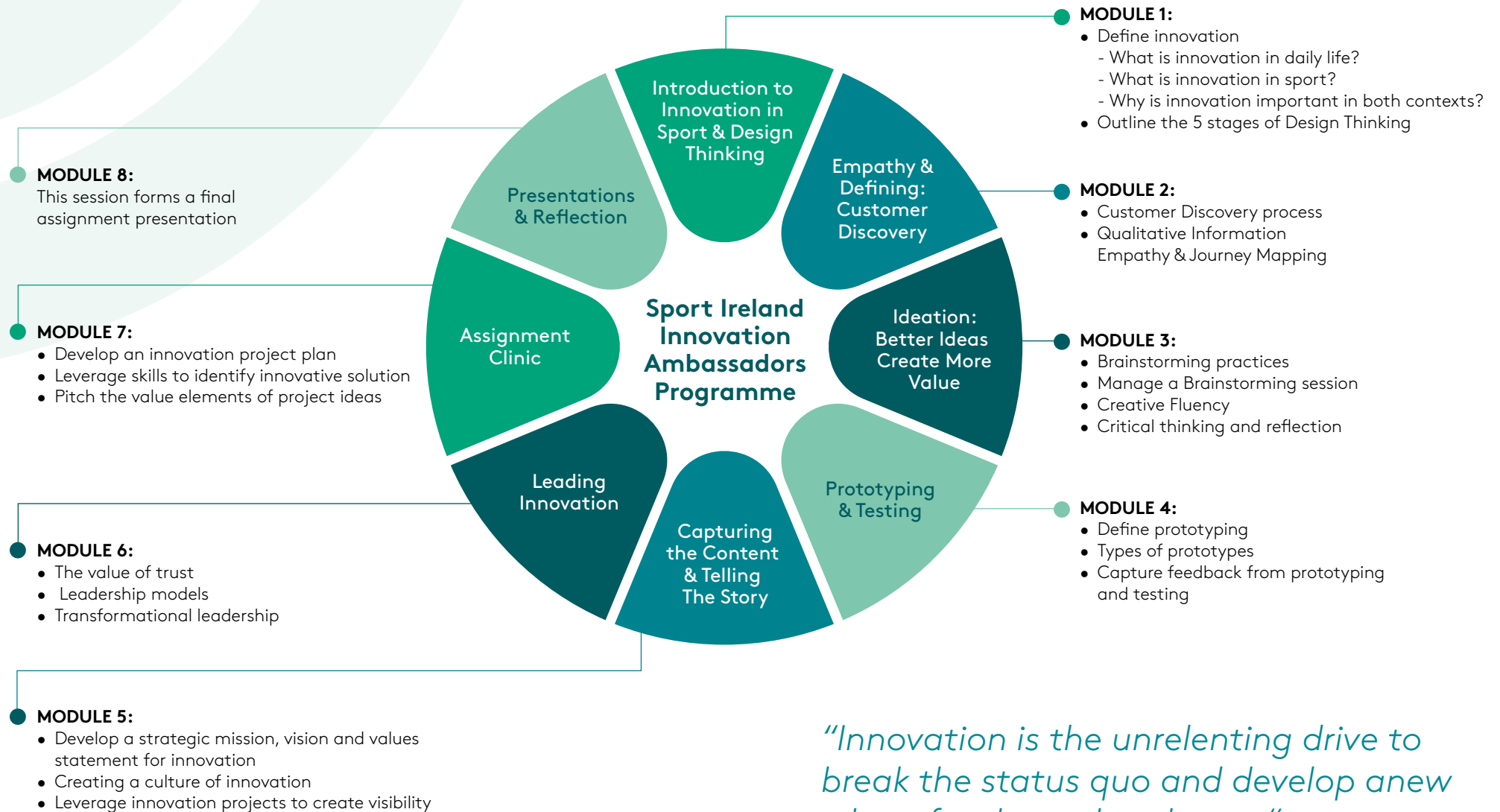
Further details on the next programme dates can be got on www.sportireland.ie/research/innovation-ambassadors-programme

"For me inspirational. I would highly recommend this course to anyone working in sport. Absolutely fabulous and well worth the time."

Ciaran Murphy, Sailing Ireland



Programme Outline



“Innovation is the unrelenting drive to break the status quo and develop anew where few have dared to go”

Steven Jeffes

Programme Facilitators



Karl Thomas is Academic Lead in Innovation and Creativity for Trinity College Dublin. He is a design sprint facilitator, acts as a mentor at various innovation and entrepreneurship events and Hackathons, and provides coaching support to start-ups and business leaders. Karl's focus is on developing people who think differently in the field of innovation, creating future leaders who understand the value of communication, collaboration, critical thinking and creative problem solving as fundamental features of the innovation and business ecosystem.

Karl has been working with Sport Ireland to mentor and support all Innovation for Sport Inclusion projects funded through the Dormant Accounts Fund.



Cormac MacDonnell is the Innovation Lead in Sport Ireland, has a number of post graduate qualification in strategy, innovation and creativity and has led a sizable number of innovation projects within Sport Ireland over the years. Cormac currently supports Sport Ireland Innovation for Sport Inclusion Programme and Sport for Social Inclusion Programme.

*"The world needs dreamers
and the world needs doers.
But above all what the
world needs most are
dreamers that do"*

Sarah Ban Breathnach



INNOVATION IS ABOUT CREATING VALUE FOR THE END USER IN NEW WAYS

"I would highly recommend the programme, its certainly something you want to be involved in."

Will Fitzgerald, Irish Ice Hockey

"Unique programme and wonderful opportunity to interact with other sports."

Stephen Maxwell, Cricket Ireland

"A great place for ideas to develop and problems to be solved."

Ciaran McGuire, Canoeing Ireland



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