



UNIVERSIDAD
DE GRANADA

SEAT

SPORTS EVENTS ANALYSIS TOOL

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BACKGROUND

- ▶ **Based on ASOIF project developed through 2020-2021.**
- ▶ **Methodology for being implemented in events of any size.**
- ▶ **SEAT framework adapted to badminton features.**
- ▶ **Tested on World Badminton Championships Huelva 2021.**

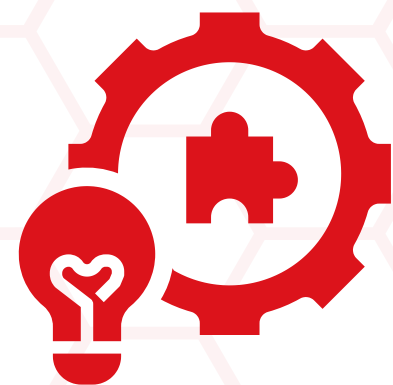


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HOSTING AGREEMENT



RESEARCH TEAM

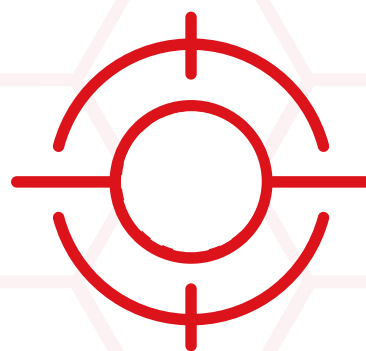
LOCAL HOST COMMITTEE



**ESTABLISH COMMON OBJECTIVES RELATED TO:
IMPACT, RESPONSABILITY & LEGACY**



HOSTING AGREEMENT



IMPACT



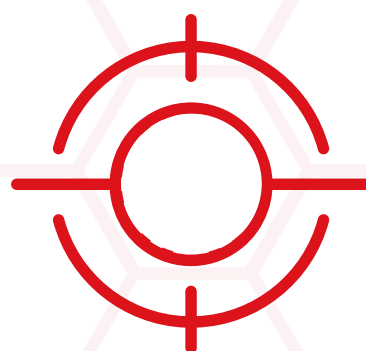
To measure the different kind of impacts.
To strengthen the value of the event and the sport.



RESPONSABILITY



To assure a social and enviromental contribution.
To integrate the target population into the event.



LEGACY



To create a stable and sustainable sports ecosystem.
To increase the resources for sports ecosystem.



5 I's OF IMPACT

D I M E N S I O N

| D I M E N S I O N | | | | |
|---|--|--|---|---|
| ECONOMIC | IMAGE | SPORT | SOCIAL | ENVIROMENTAL |
| Inputs | Inputs | Inputs | Inputs | Inputs |
| Spectators Participants Organiser Exp. Infrastructure | Transmission Social Media Press Live Experience | Results Development Participation | Volunteers Activation Outreach Inclusion & Diversity | Promotion Transport Waste Energy |
| Outputs | Outputs | Outputs | Outputs | Outputs |
| Direct Economic Impact Gross Domestic Product Trade Deals | Brand Value Value of New Visitors | Investment on Grassroots Investment on Spaces Residents Inspired for Sport | Benefits for Residents Change in Community Results | Net Carbon Footprint Waste Management Renewables Energy |



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SEAT
BASIC

SEAT vs SEAT Basic

COMPLEMENTARY

SEAT

15 + 14 ITEMS

VS

COMPULSORY

BASIC

14 ITEMS



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SEAT
BASIC



ECONOMIC

| | Inputs | Outputs |
|-------|---------------------|---------|
| BASIC | TICKETING | KPI1 |
| | SPECTATORS EXPENSES | KPI2 |
| SEAT | LOC EXPENDITURE | KPI3 |
| | LOC INCOME | KPI4 |
| | PLAYERS EXPENSES | KPI5 |
| | ENTOURAGE EXPENSES | KPI6 |

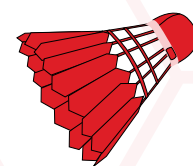


IMAGE

| | Inputs | Outputs |
|-------|-------------------------|---------|
| BASIC | TV NATIONAL SCOPE | KPI1 |
| | TV INTERNATIONAL SCOPE | KPI2 |
| | HOUSEHOLD REACH | KPI3 |
| SEAT | WRITTEN & DIGITAL REACH | KPI4 |
| | SOCIAL MEDIA REACH | KPI5 |
| | FANS' SATISFACTION | KPI6 |



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SPORT

SEAT
BASIC

| | Inputs | Outputs |
|-------|-------------------------------|---------|
| BASIC | PLAYERS' SATISFACTION | KPI1 |
| | LOCAL & REGIONAL ACTIVATIONS | KPI2 |
| | MEDIUM & LONG TERM PROGRAMMES | KPI3 |
| SEAT | PRACTITIONERS SATISFACTION | KPI4 |
| | PARTICIPATION IMPACT | KPI5 |
| | PROGRAMMES INVESTMENT | KPI6 |



SOCIAL

| | Inputs | Outputs |
|-------|-------------------------------|---------|
| BASIC | LOCAL ATTENDANCE | KPI1 |
| | INCLUSIVE LOC BOARD | KPI2 |
| | VOLUNTEERS | KPI3 |
| SEAT | LOCAL ATTENDANCE SATISFACTION | KPI4 |
| | ACTIVE INCLUSIVENESS | KPI5 |
| | SKILLS DEVELOPMENT | KPI6 |



ENVIROMENTAL

| | Inputs | Outputs |
|-------|------------------------------------|---------|
| BASIC | COMMITMENT TO NATIONAL POLICIES | KPI1 |
| | USE OF SUSTAINABLE TRANSPORT | KPI2 |
| | WASTE & RECYCLABLE MANAGEMENT PLAN | KPI3 |
| SEAT | USE OF RENEWABLES ENERGY | KPI4 |
| | NET CARBON FOOTPRINTS | KPI5 |
| | LOCAL ENVIROMENT INITIATIVES | KPI6 |



PROCEDURES

1

APPLICATION

SEAT

To identify keys of legacy where being focused on.

2

PRE-EVENT

BASIC

To put in practice all measures established into the Action Plan.

3

EVENT

BASIC

To develop strategies into an Action Plan.

4

POST-EVENT

SEAT

To measure the impact at medium & long-term.



REQUIREMENTS



RESOURCES

✓ HUMAN RESOURCES



1 LOC COORDINATOR



10 VOLUNTEERS

✓ MATERIALS



10 TABLETS / PHONES



GIFTS / BADGES



FORMS

✓ QUESTIONNAIRES



1 | PLAYERS



2 | SPECTATORS



3 | LOC



4 | SOCIAL

✓ REPORTS



MEDIA & TV



WORKFLOW



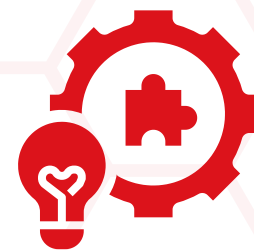
HOSTING AGREEMENT



ANNUAL EVENT WORKSHOP



SEAT CONTROL SHEET



DEVELOPMENT OFFICER

LOC OFFICER





DATA INPUT

ECONOMIC

IMAGE

SPORT

SOCIAL

ENVIROMENTAL

QUESTIONNAIRE 1

QUESTIONNAIRE 1

QUESTIONNAIRE 2

QUESTIONNAIRE 3

QUESTIONNAIRE 4

MEDIA & TV REPORT



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ANINEX

PILOT PROJECT

WORLDS BADMINTON
HUELVA 2021

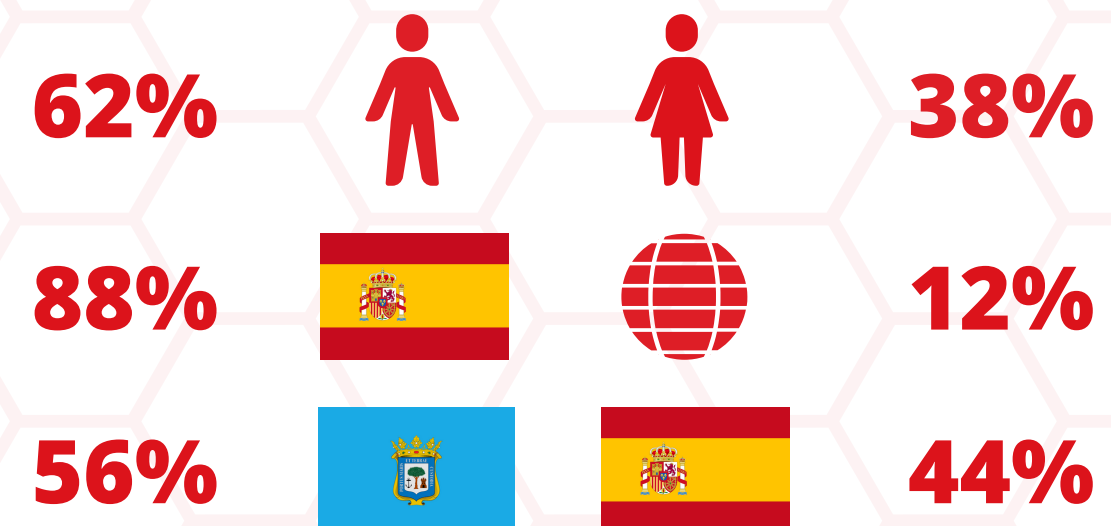
BWF WORLD CHAMPIONSHIPS

HUELVA 2021



POLL SAMPLE

523 SPECTATORS



\$ ECONOMIC IMPACT

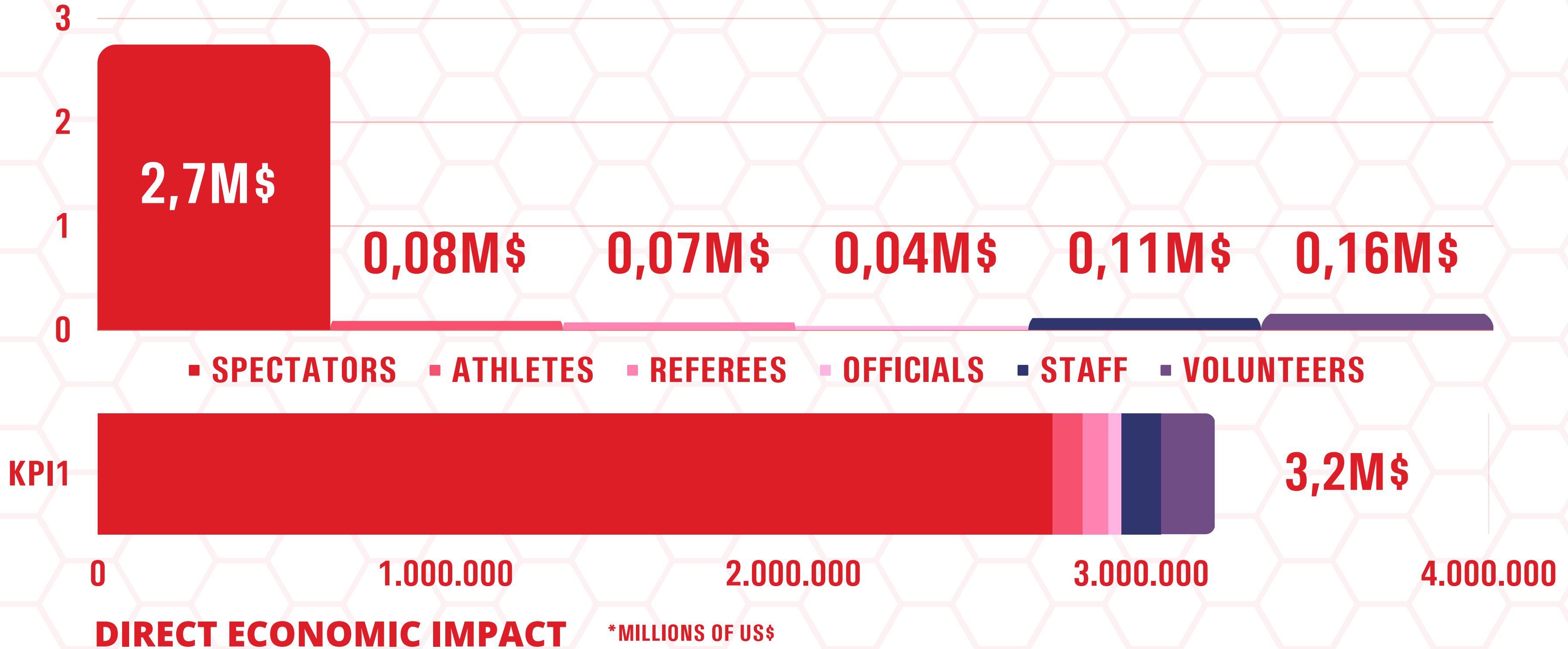
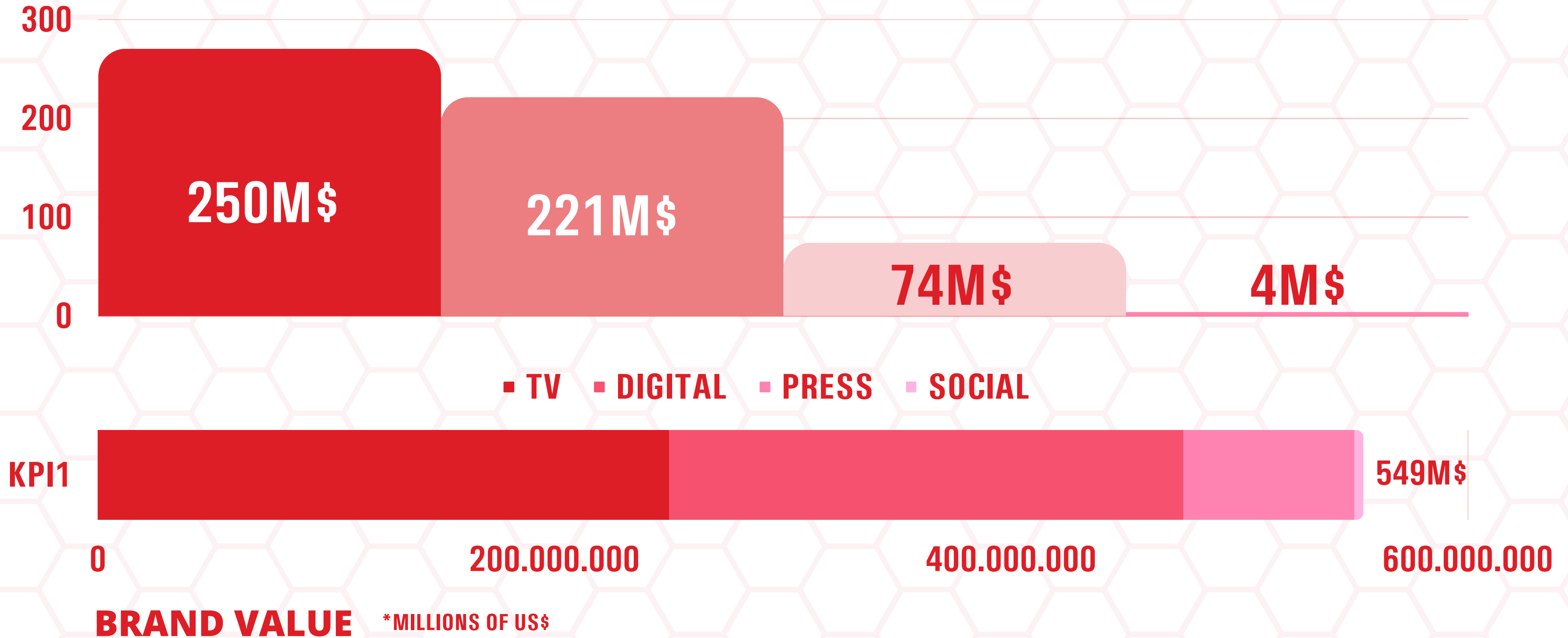
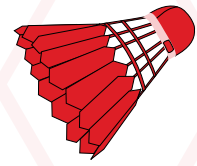




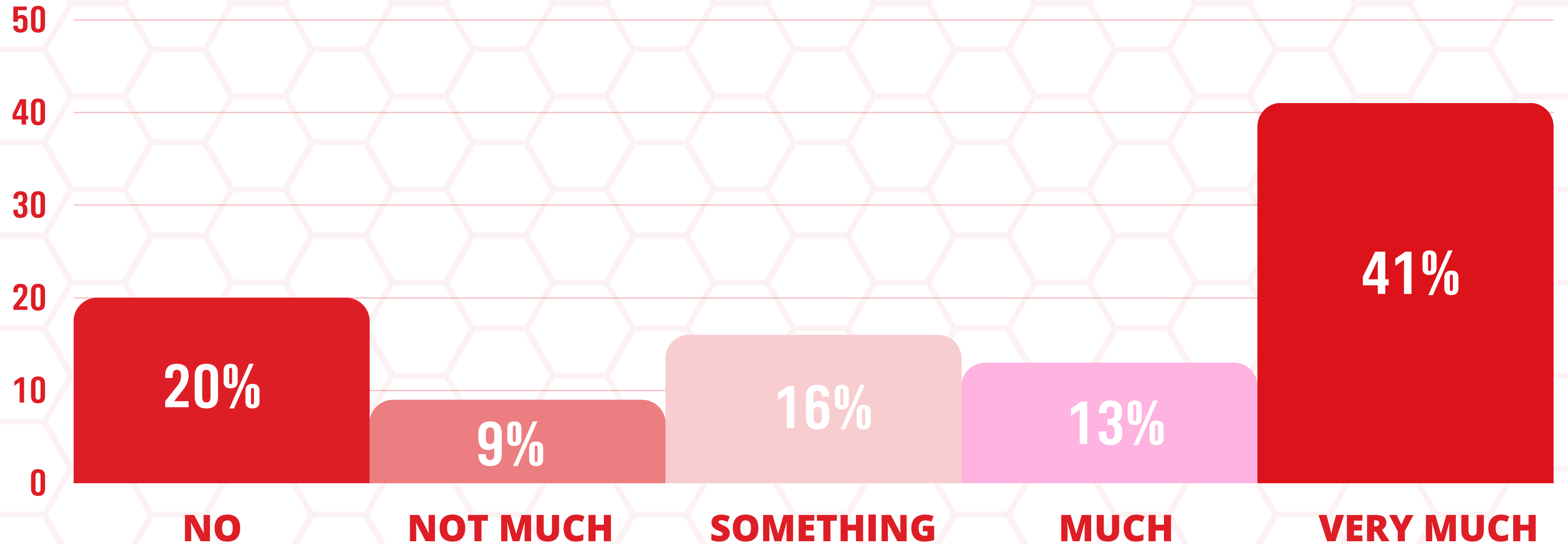
IMAGE IMPACT





SPORT IMPACT

KPI3. RESIDENTS INSPIRED FOR SPORT





SOCIAL IMPACT

BENEFITS FOR RESIDENTS

KPI1

4.5 / 5

CHANGE IN COMMUNITY RESULTS

KPI2

4.6 / 5

0

1

2

3

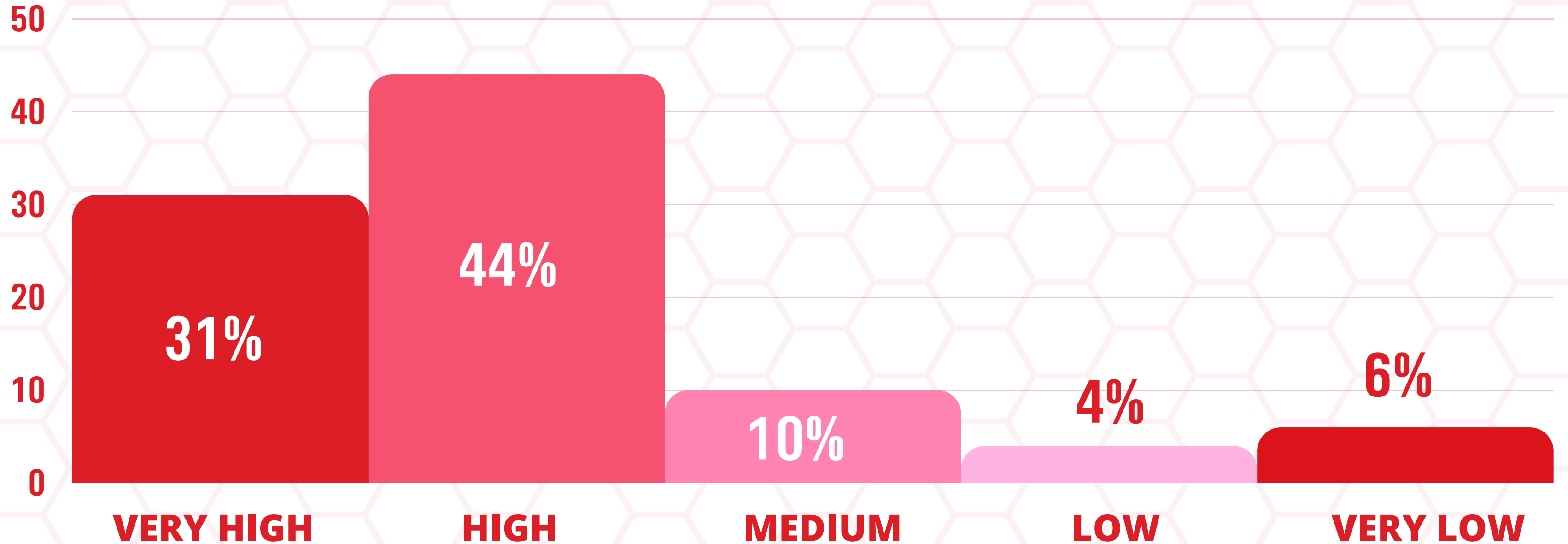
4

5



ENVIROMENTAL IMPACT

KPI1. NET CARBON FOOTPRINT



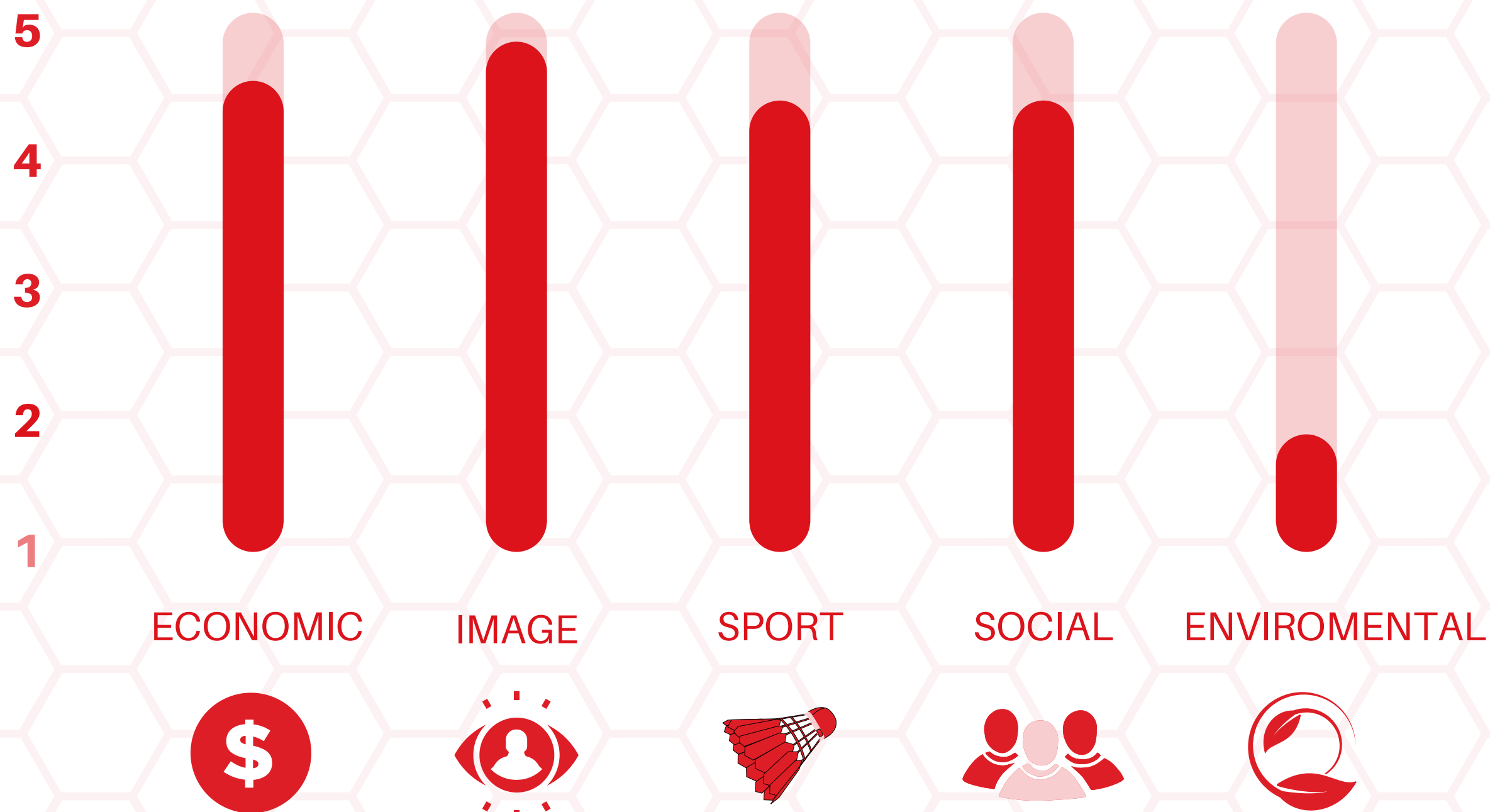


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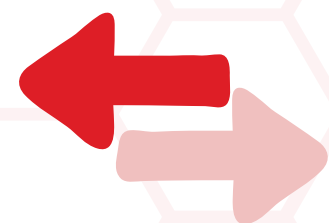




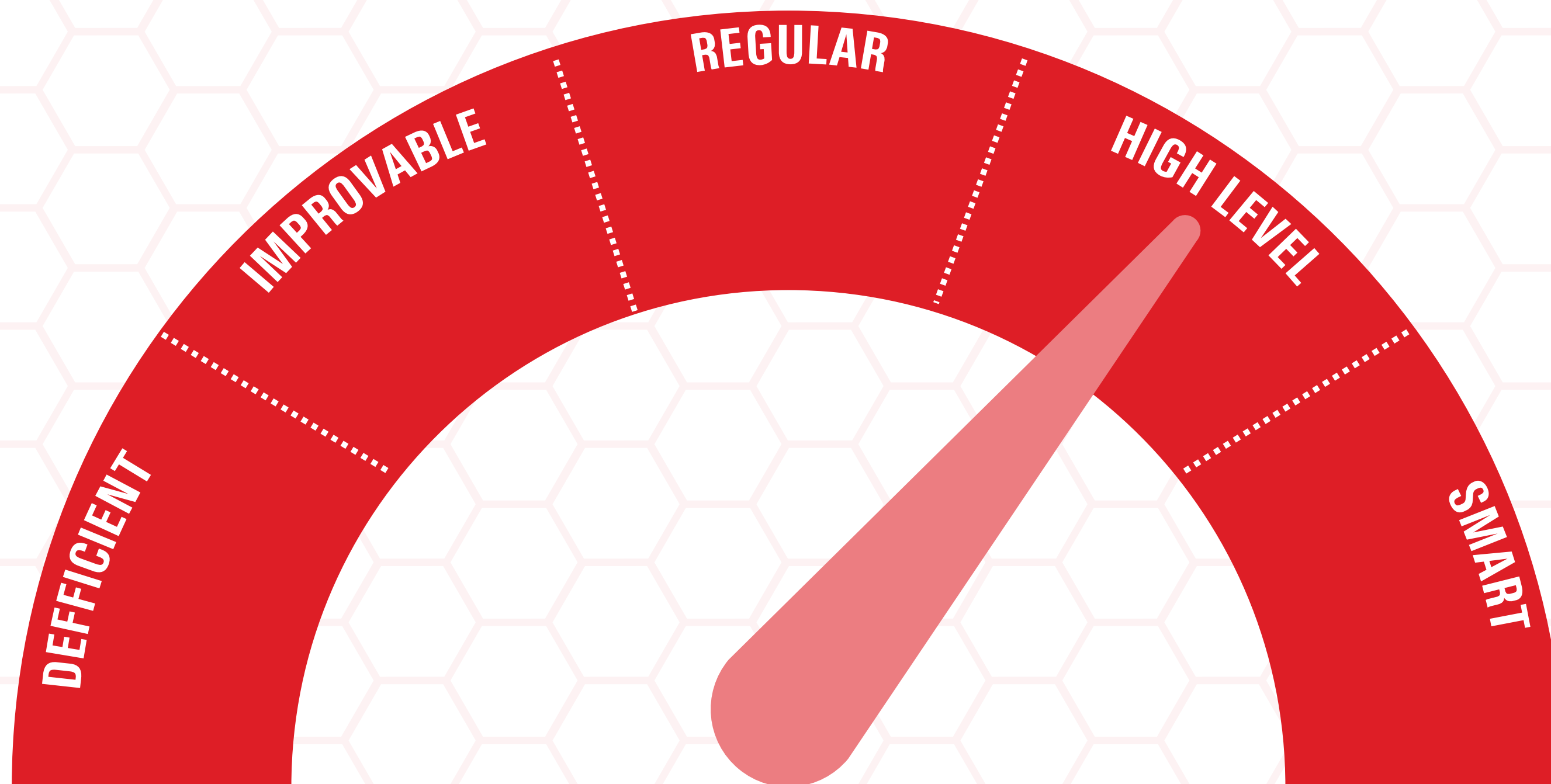
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**PABLO^D
OLAVIDE**

SEVILLA