



W.I.R.E.

WEB FOR INTERDISCIPLINARY RESEARCH AND EXPERTISE

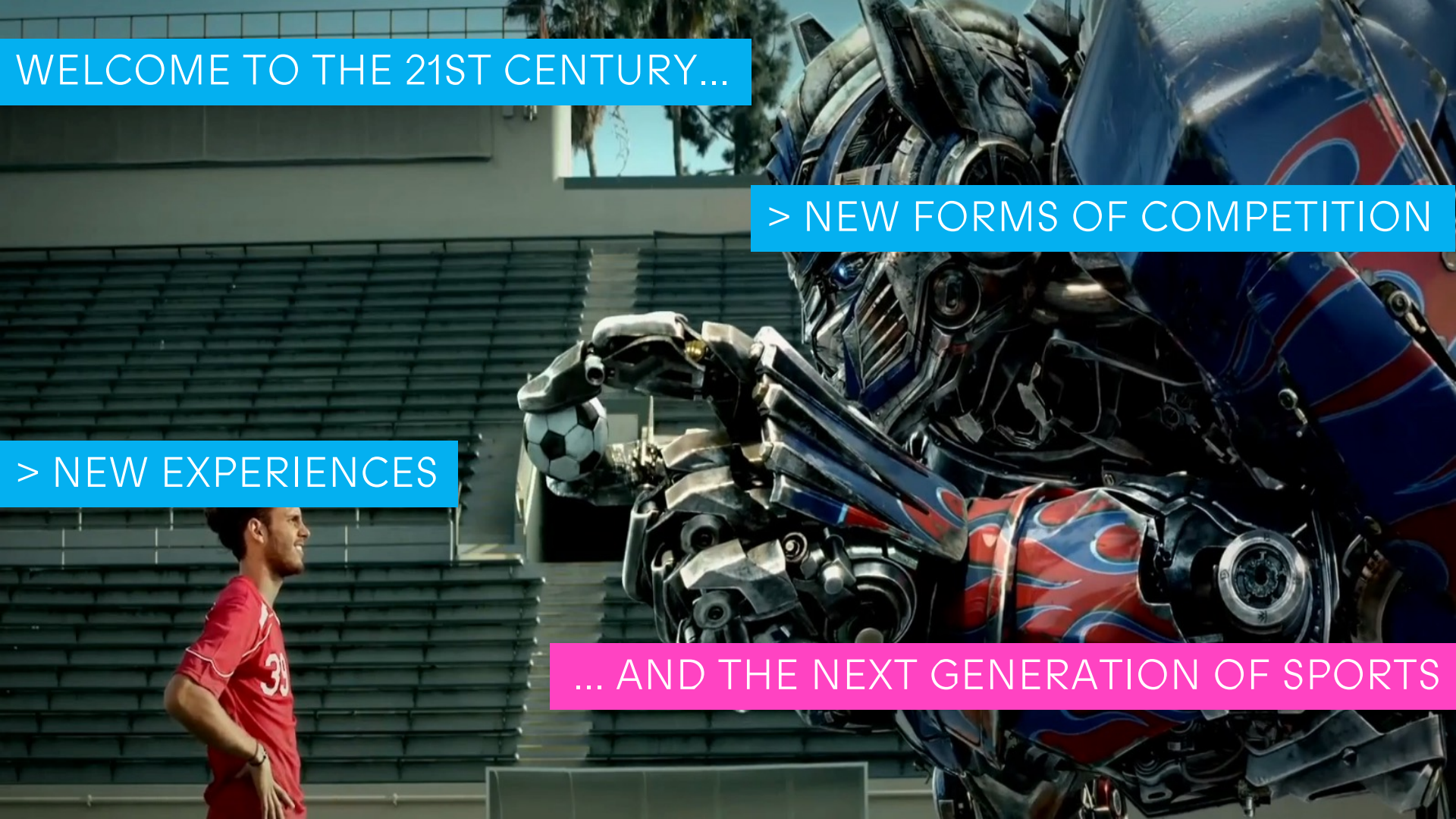
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THINK TANK FOR BUSINESS, SCIENCE AND SOCIETY

WELCOME TO THE 21ST CENTURY...

> NEW FORMS OF COMPETITION

> NEW EXPERIENCES

... AND THE NEXT GENERATION OF SPORTS



NEW DIMENSIONS FOR INTERACTION..



BIOLOGICAL DESIGN AND HUMAN ENHANCEMENT



NEW QUESTIONS REGARDING FAIRNESS, EQUALITY AND
KEEPING UP TO DATE WITH ADAPTING SOCIETAL VALUES

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A person wearing a dark winter jacket and pants is walking away from the camera through a series of glowing rectangular frames that recede into the distance. The ground is covered in snow, and the background is dark, suggesting a night scene. The frames are illuminated from within, creating a path of light.

NEED FOR A BROADER UNDERSTANDING OF NEXT GENERATION SPORTS

WHICH SOCIETAL CHALLENGES

WHAT ROLE FOR SPORTS?

WHAT AREAS OF ACTION FOR ASSOCIATIONS?

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BRAVE NEW SPORT

EMPOWERING 21ST CENTURY SOCIETY



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DR. STEPHAN SIGRIST | HEAD W.I.R.E. | LAUSANNE 12.5.23



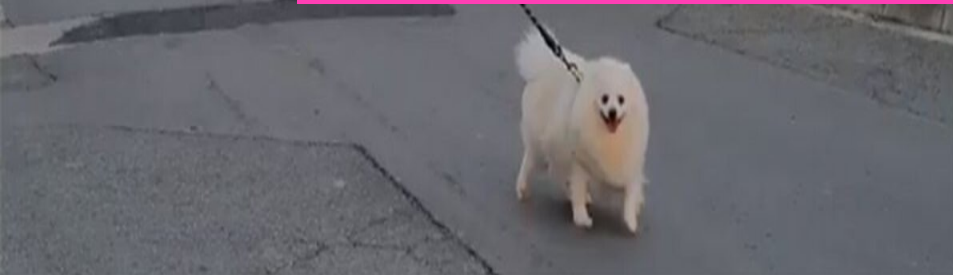
INITIAL SITUATION: WE CANNOT PREDICT THE FUTURE

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A NEW PERSPECTIVE ON THE NEXT PHASE OF DIGITAL TRANSFORMATION



ACCOMPANIED WITH A MORE CRITICAL UNDERSTANDING OF TRUE IMPACT





AND NOT ALL TECHNOLOGICAL SOLUTIONS ARE BENEFICIAL



NEW NORMALCY: HIGHLY DYNAMIC WORLD

MORE TRANSPARENCY BASED ON DATA ACCESS

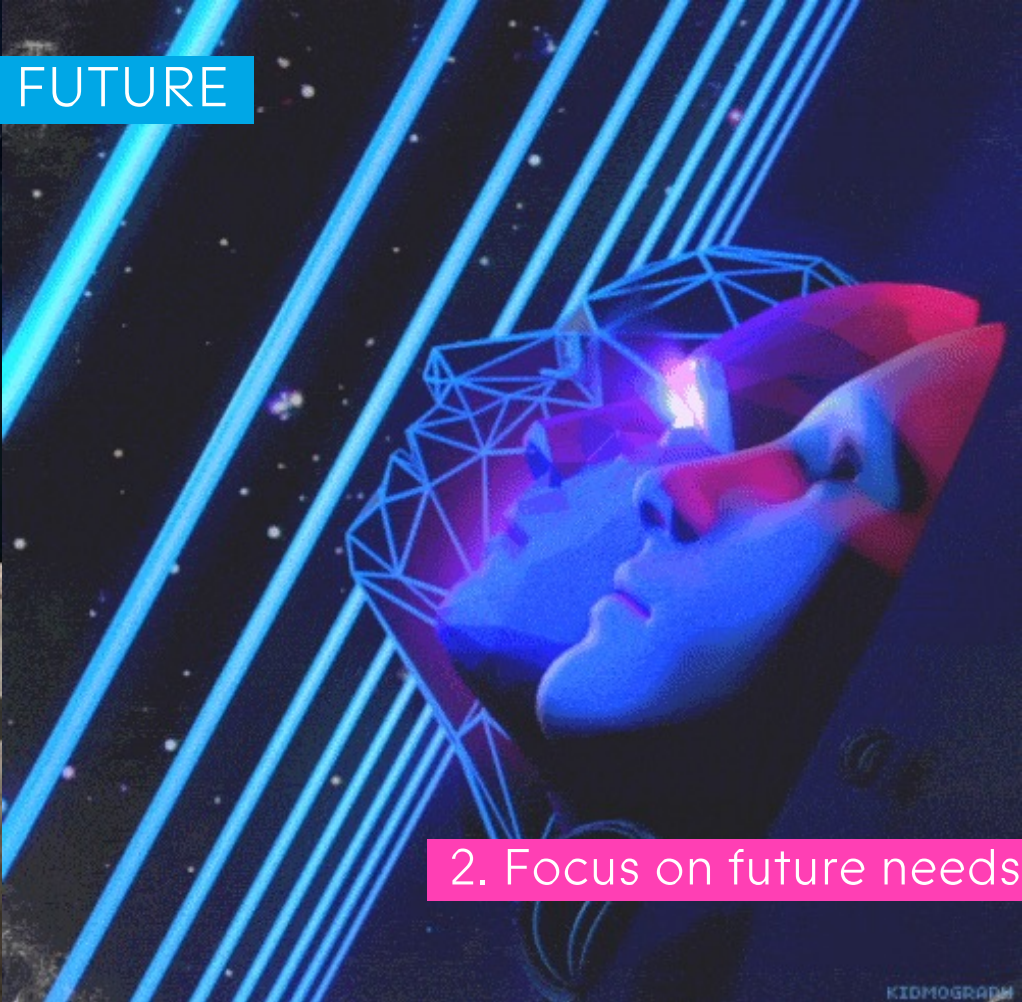
BUT MOSTLY: MORE SHORT TERM FOCUS

NO CULTURE IN LONG TERM THINKING AND
DEALING WITH «SECOND ORDER EFFECTS»

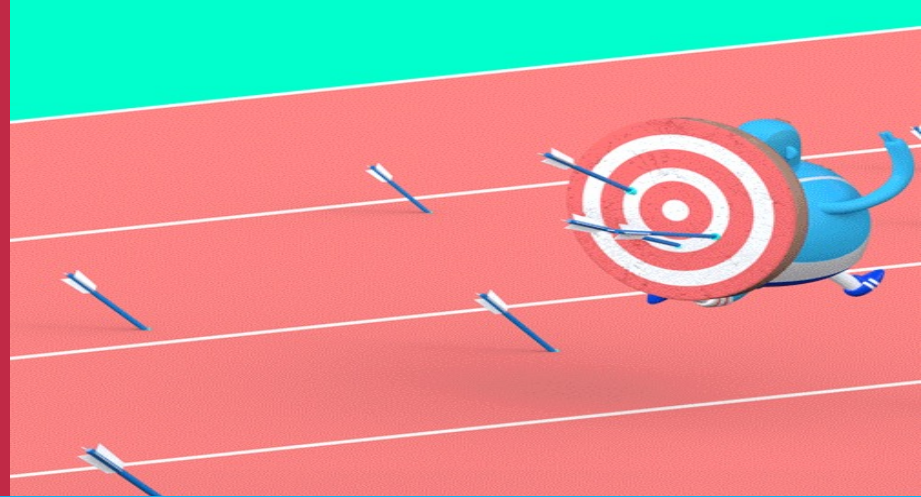
PREREQUISITE FOR SHAPING THE FUTURE



1. Understand the Big Picture



2. Focus on future needs



REVIEW: CO-EVOLUTION OF SPORT AND SOCIETY



OUTLOOK, PREDICTIONS AND IDEAS ON 21ST CENTURY SPORTS

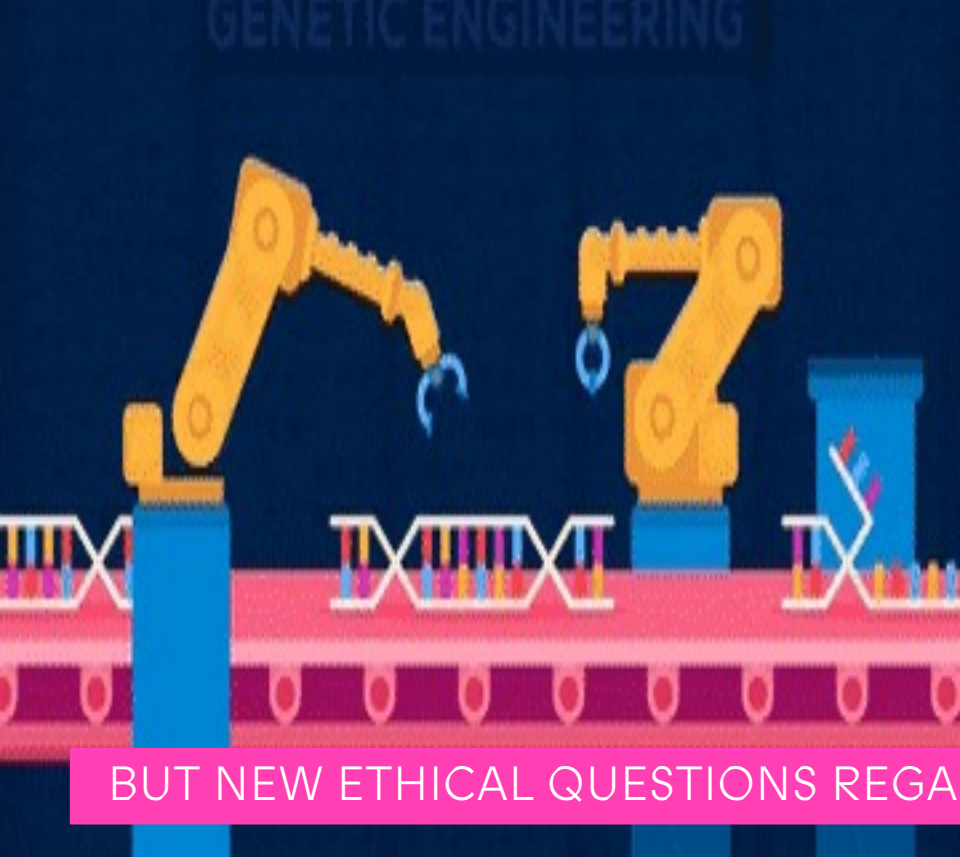
INDIVIDUALISATION OF LIFE STYLES AND VALUES

DIGITAL TRANSFORMATION

CLIMATE CHANGE AND POLLUTION

POLARISATION OF INCOMES

NEW POSSIBILITIES WITH NEW WAYS FOR HUMAN ENHANCEMENT

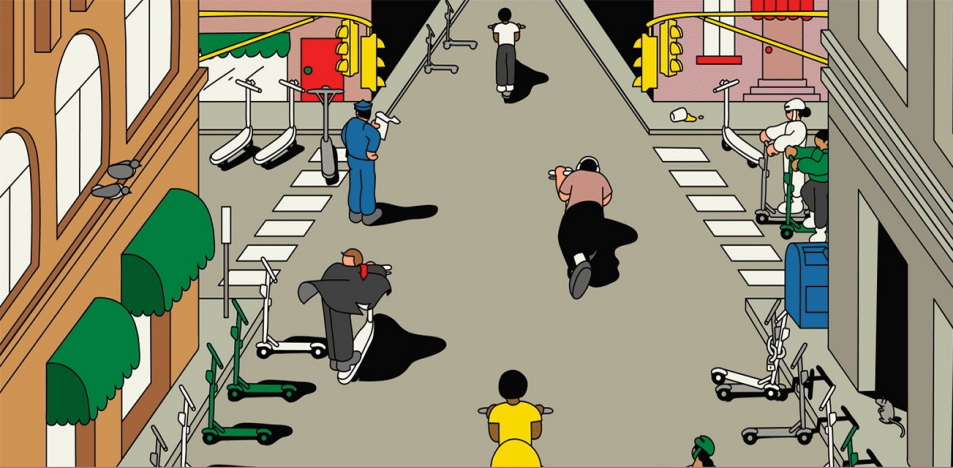


BUT NEW ETHICAL QUESTIONS REGARDING CROSSING BORDERS OF BIOLOGY

BUT NEW ETHICAL QUESTIONS REGARDING CROSSING BORDERS OF BIOLOGY



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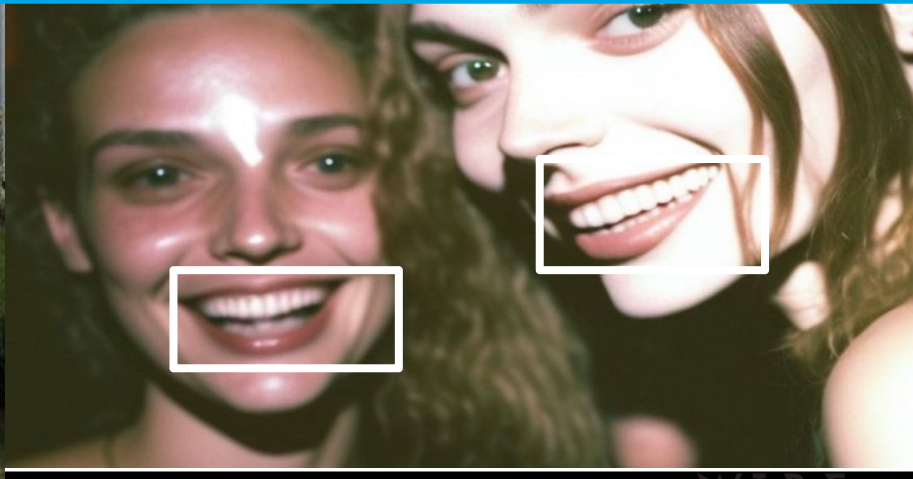
MORE CONVENIENCE – AND EXPERIENCES. BUT WITH NEGATIVE CONSEQUENCES FOR OUR HEALTH



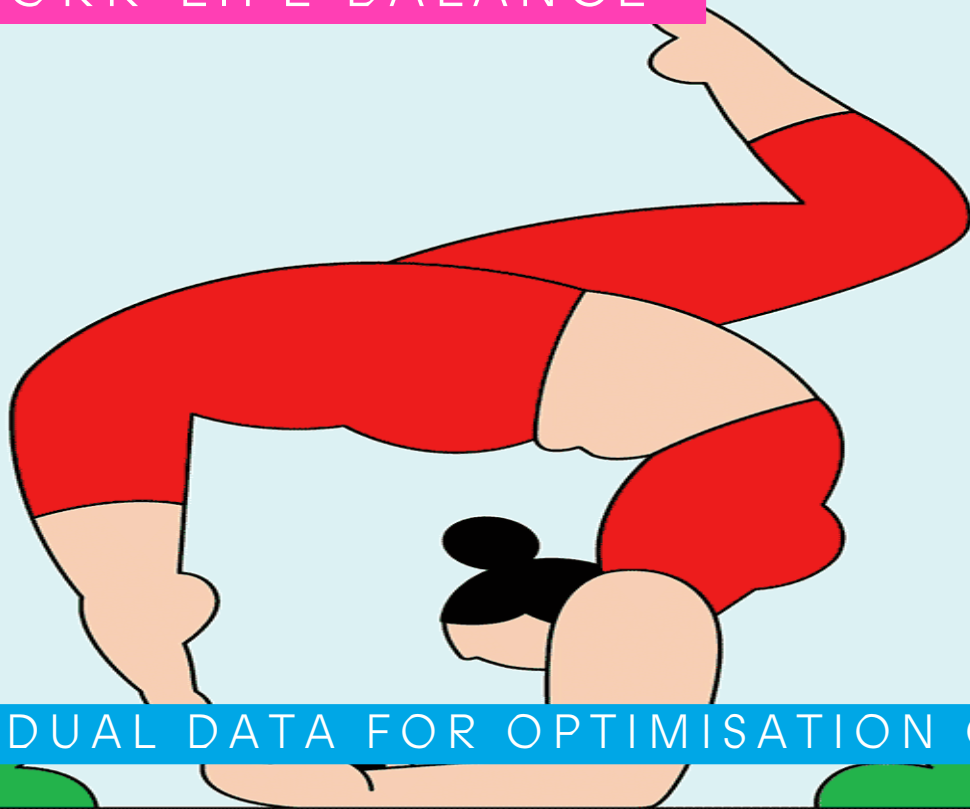
NEW RISKS OF DIGITAL ADDICTIONS



MORE SIMULATIONS – BUT ALSO DECEPTIONS



SEARCH FOR WORK-LIFE BALANCE



USE OF INDIVIDUAL DATA FOR OPTIMISATION OF BEHAVIOUR

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GLOBAL SCALING AS THE BASIS FOR GROWTH

HOWEVER, THERE IS ALSO MORE HOMOGENIZATION

ALGORITHMIC SCOUTING



SPORTIFY SSTREAMING PLATFORM



TOKENISED GIG SPORT EVENTS



HUMAN ENHANCEMENT GAMES



CIVILIAN SPORT SERVICE



FITNESS BY URBAN DESIGN





SUMMARY: A BROAD SPECTRUM OF SPORTS – NEED TO SHAPE THE FUTURE

1. PARTICIPATION: STRENGTHENING THE ROLE OF SPORT AS AN INTEGRATING FORCE

2. EVOLUTION: FURTHER DEVELOPMENT OF NEW FORMATS WITH A VIEW TO DNA

3. RESILIENCE: INCREASE FLEXIBILITY AND RESILIENCE

4. VALUES: BUILDING AND ANCHORING ETHIC GUIDELINES

5. NARRATIVE: RETHINKING THE ROLE OF SPORT FOR THE 21ST CENTURY

KEY TOPICS FOR ASSOCIATIONS

1. DIVERSITY : FROM GENDERING TO EQUAL INCOME CONDITIONS

2. ACCESS: STREAMING OF SMALL EVENTS OR RESPECTING PRIVACY AT SMALL EVENTS OR GENERAL REGULATION OF TRACKING

3. SUSTAINABILITY: SPONSORSHIP WITH RESPONSIBLE ORGANISATIONS OR ROLE MODELS TO REDUCTION OF LONG DISTANCE TRAVELLING

4. FAIRNESS: USE MODERN (BIO OR DIGITAL) TECHNOLOGY FOR MORE ACCURACY OR EXCLUDING GENDER SWAPS

5. HEALTH: MASS PARTICIPATION SPORTS AT WORKPLACE TO ADAPTATION OF CITY SPACES.

6. EDUCATION: FROM INTEGRATION PROJECTS TO STRENGTHENING RESILIENCE

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