

# **The National Sport eMuseum: Promoting New Ecosystem Solutions in Innovation, Technology and Startups in Olympic Agenda 2020 Perspectives**

Olympic legacy “is the result of a vision. It encompasses all the tangible and intangible long-term benefits initiated or accelerated by the hosting of the Olympic Games/ sport events for people, cities/territories and the Olympic Movement” (IOC, 2017; p. 3). The importance of legacy is “specifically addressed in Rule 2.14 of the Olympic Charter (Olympic Charter, 1996) and highlighted by Recommendations 1, 2 and 4 of Olympic Agenda 2020 (Olympic Agenda 2020). Despite the work done so far by the IOC, the perception of the Olympic Games legacy remains challenging (IOC, 2017). The International Olympic Committee (IOC) Olympic Agenda 2020 suggests in its recommendations the use of electronic devices by entities that are involved with the Olympic Games and features virtual hubs as an innovation strategy. For Coubertin, the father of the Olympic Movement, the history has always been “the first of all sciences in importance and educational effectiveness”. This is a quote from 1916 newsletter written by Pierre de Coubertin, the President of the IOC at that time. For him the support of the Olympic Games is based on history accompanied by various areas of knowledge. As a result, technology and innovation are nowadays being understood as inclusive in history when applied in sport.

## **Technology, Innovations and Startups in Sport**

One validation of this innovative and technological approach “has been developed by recording history through a digital museum and sharing it with museum, similar entities, collectors and sports memory researchers in order to adopt digital technologies in their promotional initiatives, contributing to legacy promotion” (DaCosta & Miragaya, 2018, p. 18).

The validation process of sports science combined with technology to promote memory/history preservation as a primordial action for the legacy has been discussed in practice by the national eMuseum of sport, as an initiative by a startup with Rio de Janeiro State University – UERJ, through which cognitive and virtual interaction modes in relations between history, exhibitions, collections, archives, online repositories, etc. have been tested since 2017. The model adopted to lead the eMuseum initiative was inspired by the Triple Helix theory (Etzkowitz, 2018). According to the author, “[...] Triple Helix provides a methodology for examining local strengths and weaknesses and filling gaps in the relations between universities, industries and governments [...]”.

In this way, the eMuseum found in this model the possibility of orchestrating these stakeholders to regional and national innovation leverage in science and technology through the practical application of the digital platform, so that each representative could act according to their expertise with a strong emphasis on interactions, connections and collaborations. This ecosystem was articulated through the Startup incubated at UERJ. The incubator’s function was to link the startup with the market to attract partner companies, providing all the operational technical support for the eMuseum prototype. In addition, it encouraged UERJ students to participate in the eMuseum by granting scholarships. In this ecosystem, typified and conceptualized for being an environment composed by several actors that interact with each other (Etzkowitz, 2009), the government assumed, in the eMuseum, the regulatory role and promoter of tax incentive through the sport incentive law. Companies have used this tax waiver by sponsoring the project. The UERJ incubator, in addition to the attributions mentioned

above, acted in the direction of creating all the legal support for the Startup, so that this ecosystem could be linked to it. We highlight the use in Brazil of the legal framework of the Innovation Law, No. 10.973, of December 2, 2004.

### **National Sport eMUSEUM**

The eMuseum is a virtual platform for public access, which brings together collections of athletes, collectors, sport fans, 3D Universities, 3D museums, and 3D Training centers, constituting a memory center for socio-cultural and educational purposes (Pena, 2019).

### **The eMUSEUM Mission**

To promote real and virtual experiences that highlight the importance of sport memories; to help the collectors to promote their archives/history/legacy; to promote sport.

### **Objectives**

To rescue and preserve the memory of sport, operating with advanced technologies;

To gather in just one place all of those memories of sport;

To support partners to create their own virtual gallery;

To create a connectivity platform for the engagement of athletes, collectors and fans;

To promote a network of exchange with private and public institutions, from Brazil and abroad, which have functions related to the memory of sport.

### **Functionalities**

#### **Oral Memory Management Tool:**

To rescue and preserve the history of Brazilian athletes is to contribute to the construction of a culture of collaboration. It is an open and collaborative space that transforms athletes' history into sources of knowledge and inspiration. This tool allows the insertion of athletes' channels, the insertion and editing of audiovisual contents.

#### **Personal Collection Management Tool:**

To identify, catalog and make available the items held by the Brazilian athletes on a digital online platform. This tool allows the insertion, editing and management of the photos or 3D of the selected collections.

### **Alignment of the emuseum with the agenda 2020 and ioc recommendations**

As an expected long-term benefit from the Olympic Games, the eMuseum has alignment with at least 3 recommendations according to the IOC (2017):

1) Social development through sport 1.1 Olympic values and sport as a tool for education 1.2 Peacebuilding and international cooperation;

2) Human skills, networks and innovation, 2.1 New generation of talent in different fields (technology, project management, the arts, etc.), 2.2 Innovation in different fields (materials, technologies, business models, management, sports entrepreneurship) and;

3) Culture and creative development, 3.1 Intangible cultural heritage of Olympism, 3.2 Increased visibility of national culture, 3.3 New design, brand and visual identity.

As a conclusion based on the experiences of the startup foundation and the existing institutional relationships for the National Sports Museum development, it is worth mentioning that there is a thriving economy where companies look for innovative projects to expose their brands and, above all, yearn for presenting their new technologies, services or products through this sponsorship. There is a legal framework and a flexible regulatory environment, but there is an immediate need for further clarification regarding the applicability of these legal supports in institutional relations, especially between public and private entities (startups).

**Book: Tecnologia, Inovações e Startups no Esporte – Agenda Olímpica 2020 na Prática  
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