

# eMuseum of Sport

The eMuseum of Sport was conceived during the Rio 2016 Olympic Games. During the event, an obvious gap was identified regarding the memory of the Brazilian sports movement in its different modalities. This was the “pain” that led to a search for an innovative solution using digital technology to build an inheritance for all Brazilians. Since then, between 2016 and 2020, a collaborative platform (virtual hub) was developed and is currently fully operational, working to value the memories of sport, athletes, practitioners, and the public, besides the knowledge which gives them meaning. (Pena, 2020, 2021)

The eMuseum is an achievement of the Gama Assessoria startup alongside Rio de Janeiro State University (UERJ), thanks to the Technological Incubator for Social Enterprises and Social Cooperatives (Itecs). More information about the eMuseum can be found at: <https://www.emuseudoesporte.com.br/br/quem-somos>.

The eMuseum generated positive repercussions for UERJ since all the quantitative and qualitative indicators were also considered as results for the University. Among the benefits, it is possible to highlight the creation of the eMuseum of Sport’s publisher. The eMuseum of Sport has published three books in a partnership with UERJ. The books aim to disseminate the content from the exhibits in a deeper, more didactical matter, involving university professors and students in the curatorship. Furthermore, 50 teachers from the state education network were directly involved in the Physical Education exhibit, which was held in honor of Physical Education Professional Day to expose the work that goes into the student games, which involve 10000 students.

Another benefit to UERJ is that the eMuseum is aligned with 7 of the United Nation’s (UN) SDGs (Sustainable Development Goals). The goals and their respective correlated actions are listed below:

**GOOD HEALTH AND WELL-BEING:** The eMuseum contributes to good health and well-being as 100% of its content is based on sport, with the goal of encouraging people to be more physically active and healthy, using the athletes’ images and stories about their lives and the obstacles they have overcome to inspire the people who visit its virtual galleries and collections.

**QUALITY EDUCATION:** The eMuseum contributes to quality education through five initiatives: a) it has launched 18 virtual environments with content from all types of sports to educate children, teens, and the entire population. This initiative involves Rio’s Office of

Education, which helps disseminate the content; b) it has launched a virtual exhibit about Physical Education professionals, promoting the collections and the work linked to the student games; c) 3 books have been launched for students, teachers, and the general public; d) it has involved PhD researchers and doctoral students in its project; it has created the eMuseum of Sport publisher to publish books.

**GENDER EQUALITY:** The eMuseum pays attention to gender equality, giving publicity and promotion efforts for male and female athletes the same weight.

**AFFORDABLE AND CLEAN ENERGY:** 3D solar panels were placed in the virtual galleries to show how the eMuseum pays attention to using clean, accessible, and renewable energy, with a focus on the project's sustainability.

**INDUSTRY, INNOVATION, AND INFRASTRUCTURE:** the eMuseum contributes to innovation as it has created and registered its 3D platform with INPI -- the National Institute of Industrial Property, obtaining proof and recognition of the innovation present in its creation and its digital infrastructure from the largest national innovation regulator.

**PARTNERSHIPS FOR THE GOALS:** Since the project's mission is to record sports memory in a collaborative manner, the eMuseum contributed to the creation of partnerships which can be evaluated in 4 ways: a) 101 content partners were brought in without the need for any financial investment on their side of the deal; b) partnerships with 31 athletes who support the eMuseum by sharing its content without any sort of payment; c) a spontaneous media partnership with TV Globo's broadcaster; d) Partnership with UERJ to reach the educational goal, coordinating the actions of 3 other universities.

**DECENT WORK AND ECONOMIC GROWTH:** the project employed 20 people directly and provided a study grant to one Communications intern from UERJ.

**Book: A inovação em Novos tempos, Realidades e Transformações**