

SportBiz

Project Title: SportBiz
Date of Project: April 2007

Specific need that the project will address:

The need that this project addresses is the possibility for companys in the region of Emmen Drenthe to participate in competetive sportsactivities with other companys wich gives them an excellent opportunity to profile themselves in a social responsible way and benefits the employees’ health.

Target audience:

Companies in the region of Emmen Drenthe.

Learning objectives to be achieved by the participants:

The companies will learn that sportsactivities will benefit the employees’ health but also that this will benefit their productivity on the long run. They will also learn that being a part of sportscompetitions will give them a good extra marketingtool.

Project description/overview:

In the SportBiz project we will organize en coördinate companysportscompetitions in the region Emmen Drenthe. We will give them the opportunity to participate in 5 different sports and provide them with sportscompetitions in which they can compete with other companies.

Project partners:

Hogeschool Drenthe
Gemeente Emmen
SportDrenthe

Measurability (pre/post tests):

There are no pre tests. The post tests will be the number of companies that partipated in the competions and still participate.

Total students involved:

2

Total hours of student involvement:

1200 – 1600 hours

Judging Criteria:

To be determined.

People Impacted:

So far about 20 to 30 people.