

## TrendRadar Olympics & Paralympics

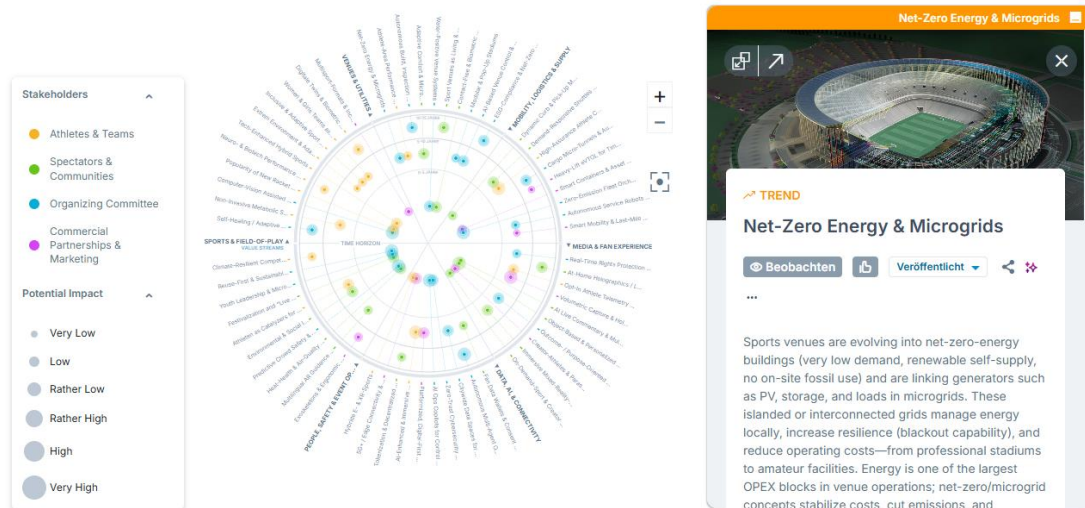


Figure 1: TrendRadar Olympics & Paralympics.

### Why a TrendRadar matters for the sustainable Games of tomorrow

#### “Identifying developments – shaping change – making the Games work for people“

Sport brings people together, cuts across languages and cultures, boosts performance, and gives direction and meaning to people’s lives. Today, organized sport bears more social responsibility than ever before. Health systems under strain, declining physical fitness, and growing political uncertainty are reshaping European societies. In this landscape, sport is one of the few forces that can still mobilize people at scale, build trust, and unlock human potential. The recent referendum in Munich on Germany’s bid to host the Olympic and Paralympic Games sent a clear signal: around two-thirds of the population explicitly endorsed bringing the world’s biggest sporting event to their city.

#### From enthusiasm to action

So how do we turn this broad support and genuine enthusiasm into lasting increases in physical activity, sports participation, and healthy lifestyles across society?

The TrendRadar provides a powerful answer. The research initiative TrendRadar “Olympics & Paralympics” is a scientifically grounded indicator and early-warning system that tracks the medium- and long-term factors shaping sport and the staging of Olympic and Paralympic Games. By highlighting the most relevant social, technological, and political developments, it makes the future of sport both tangible and manageable. This, in turn; allows for concrete recommendations for action.



The TrendRadar focuses on three core questions:

- What will the world of sport look like in 2040?
- Which values, spaces, and technologies will define how we understand sport?
- How should tomorrow's sports venues and events be designed?

### ***Setup of the Olympics & Paralympics TrendRadar***

The Olympics & Paralympics TrendRadar is based on the established [Organized Sport TrendRadar](#). It visualizes key innovation fields related to the Olympic and Paralympic Games, mapping trends by their potential impact (circle size) and time horizon (distance from the center).

The radar is arranged into six segments:

- Sports & Field-of-Play: Technologies and new formats for playing fields and athletes – from self-healing surfaces to hybrid competitions.
- Venues & Utilities: Sustainable, intelligent venues - energy-autonomous stadiums, modular pop-up solutions, and smart water and energy systems.
- Mobility, Logistics & Supply: Efficient, emission-free mobility: autonomous transport solutions, flexible shuttle systems, and drones for critical deliveries.
- Media & Fan Experience: Immersive fan experiences and digital interaction – mixed-reality zones, personalized broadcasts, and AI-powered commentary.
- Data, AI & Connectivity: AI-supported management and connectivity, including digital twins, real-time event operations, and secure fan-data platforms.
- People, Safety & Event Operations: Health, safety, and inclusion through exoskeletons, AR assistance, and climate-resilient competition formats.

The color coding indicates the target groups: orange for Athletes & Teams, green for Spectators & Communities, blue for the Organizing Committee, and purple for Commercial Partnership & Marketing.

### ***Technical implementation of the TrendRadar***

The project leverages the AI capabilities of the ITONICS Strategic Foresight Platform and applies Horizon Scanning – an established scientific method for tracking social, technological, and political developments.



The objective is to identify trends and uncertainties at an early stage and to avoid blind spots in strategic planning. Signals such as events, data, and statements are consolidated and synthesized into long-term trends. For the analysis of signals, the project employs AI-based methods. These enable automated data collection from press, research, and patent databases, the extraction of relevant content, and the detection of patterns in large data sets. The digital platform draws on a daily updated data set of more than 100 million articles from leading news sources and scientific databases.

### ***Tangible value for fans and athletes***

The Olympics & Paralympics TrendRadar serves as a compass for sports organizations, enabling them to make strategic decisions based on scientifically grounded insights. As the world's largest sporting event, the Olympic and Paralympic Games must seek to positively shape people's living conditions.

For athletes, new opportunities emerge to optimize performance-enhancing environments, fuel excitement around high-performance sport, and create truly unforgettable experiences. Fans move closer to their role models and experience sport at its most immediate and authentic. The vision is to be actively engaged in sport together on the road to the Olympic and Paralympic Games – whether in the physical or virtual world. Major events such as city marathons already show how grassroots and elite sport can turn into a unifying shared experience. The shared experience and the emotional connection among large numbers of people are unique.

### ***Scientific foundations and future perspectives for grassroots sport in the context of the Olympic Games***

A scientifically grounded, early exploration of how the Olympic and Paralympic Games can stimulate community sport is at the heart of Munich's bid initiative. This question is being addressed proactively and strategically from the very beginning, with a clear ambition: to shape social impact deliberately, based on reliable evidence rather than assumptions. International research shows a recurring pattern: previous host cities have often been criticized for symbolic or short-lived treatment of grassroots sport activation. The Olympics & Paralympics TrendRadar initiative acknowledges these lessons and starts from a simple truth – desired effects do not happen by themselves; they require long-term strategies.

A systematic review of more than 70 international studies from sport policy, public health, urban development, and sociology makes this clear: while the Olympic Games reliably generate public enthusiasm for sport, turning that enthusiasm into sustained community sports participation only succeeds when targeted measures are in place. These measures must be tailored to different groups, because activation potential and barriers vary significantly across the population.



The findings highlight that leverage effects – the intentional use of the Olympic Games to mobilize the population – only materialize when they are planned early, anchored locally, and supported by coherent follow-up strategies. Successful examples are built on low-threshold participation formats, community programs, and strong club involvement. Pure communication campaigns, by contrast, rarely move the needle. The so-called demonstration effect – the idea that watching sport automatically leads to participation – has very limited empirical backing. The real game-changer is translating enthusiasm into concrete, attractive opportunities to participate.

The initiative therefore combines scientific monitoring, data-driven management, and early testing of new measures, particularly through digital channels. Comprehensive data on organized sport in Bavaria is continuously collected and analyzed, enabling the development, piloting, and evaluation of activation measures that genuinely move people from watching to doing. Digitalization plays a central role: interactive platforms, hybrid events, and personalized participation formats draw spectators, fans, and athletes closer together and extend the Olympic spirit into everyday community sport. The Olympics & Paralympics TrendRadar project complements this approach as a strategic guidance system. It identifies the social and technological developments that will shape sport through 2040 and translates them into actionable recommendations. Combined with advanced data analytics in Bavarian sport, this creates a unique testbed to trial leverage strategies in advance at regional and national events. This reveals which strategies generate the strongest activation effect and guides the development of campaigns for the Munich Games that maximize societal impact during the event period and transform passive spectatorship into active engagement in sport – turning immediate enthusiasm into deliberately fostered, sustainable impulses for physical activity.

### ***Projectpartner und Contact***

The TrendRadar is conducted by the Bayerischer Landes-Sportverband e.V. in cooperation with the University of Applied Management.

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Technology partner:  **ITONICS**

