

DIGITAL SPIKE

The COVID-19 crisis has created a difficult situation for all European countries and our collective focus must be to deal with its challenges. The crisis has, however, created an opportunity for accelerating the digitalisation of our professional lives – and this must include the CEV. Our ambition must be finding digital solutions that enhance our internal communication, cater for modern-day sports fans and maximise potential commercial opportunities.

We need a strong digital spike, and I would as President of the CEV immediately seek to address the following three areas:

1 // CONNECTIONS WITH NATIONAL FEDERATIONS

With new and already well-tested technologies available, the CEV has an opportunity to significantly improve its internal communication. We must progress forcefully to get the right systems implemented so that we can become more effective in our daily work and improve the dialogue between CEV leadership and National Federations.

WHAT I WILL DO:

- 1 Initiate a new CEV Innovation Team, focused on upgrading the CEV's digital systems for National Federation engagement, including online meetings, seminars and e-learning platforms.
- 2 Set up a monthly video call, led by the CEV President, providing leaders of National Federations and the wider European volleyball family with an update on CEV matters and gather important feedback.

2 // ENGAGING CEV PLATFORMS

With its constant on-court innovation and drama, volleyball is largely viewed as a modern sport. Still, at the CEV, we must acknowledge that we are not at the forefront when it comes to new communication technologies. We have to both improve our current systems of communication, and immediately start looking into the development of new platforms to engage our fans like never before.

WHAT I WILL DO:

- 1 Initiate a complete upgrading of the current CEV website with improved content, design and functionality to make it a strong common platform for European volleyball.
- 2 Issue a tender among sports specialised tech companies for the development of a CEV app for volleyball fans across Europe, providing latest news and exclusive content.

3 // GAMIFICATION OF EUROPEAN VOLLEYBALL

Volleyball is a wonderfully versatile sport – we have had great success in the sports hall, on the beach, and in the snow. Now, we must look into a new dimension of our sport: playing volleyball at home. We must embrace this new and exciting opportunity as a complimentary additional activity for the CEV, which can attract a new fanbase for our sport – and we must move fast!

WHAT I WILL DO:

- 1 Together with specialist bodies, research into the possibility of developing a high-quality online volleyball game, targeting a young audience, and potentially integrated into a new CEV app.
- 2 Commission a subsequent study into how European volleyball clubs on all levels can set up esports teams competing in new CEV e-volleyball leagues and tournaments.

Read more about Hanno Pevkur

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