

# Ashoka Changemakers

## [Sports map]

Quantitative research report and  
social network analysis

June 2020



# The purpose of the project.

## CONTEXT .

In addition to its traditional functions, sport can also be a tool that fosters social and individual transformations. Nevertheless, in Romania sport is not necessarily perceived as a key tool involved in social and individual change. Hence, this kind of initiatives are rarely analysed, supported and promoted.

## OBJECTIVE .

Ashoka in collaboration with Decathlon are the first to support this kind of initiatives. Thereby, this network analysis aims to capture the diversity of the domain and to identify the sport changemakers who have the potential to change the society.



# Research objectives.

## QUANTITATIVE ANALYSIS

Identifying the challenges faced by individuals in the investigated sports fields;  
Factual description of sports changemakers through indicators such as number of years of experience in the field, number of years of activity in the organization/project, magnitude of impact and activity subdomain.  
Understanding the diversity and action-oriented areas of social sports changemakers

## NETWORK ANALYSIS

Understanding the relationship between community members.  
Identifying the most important roles within the network, from the connectivity point of view (how connected they are with each other) and notoriety (the frequency of the nominations).



# Methodology and sample size



**Data Collection method: snowball methodology**  
31 initial contacts\*\*.

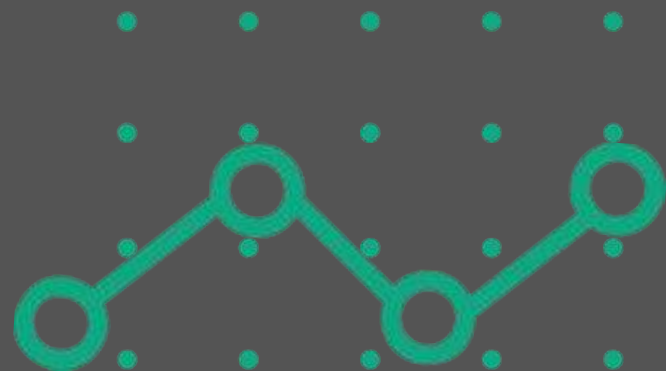
Out of which it resulted:

**147 interviewed respondents**  
313 unique nominations\*  
389 total nominations



\*sports changemakers

\*\*nominated by Ashoka Romania.



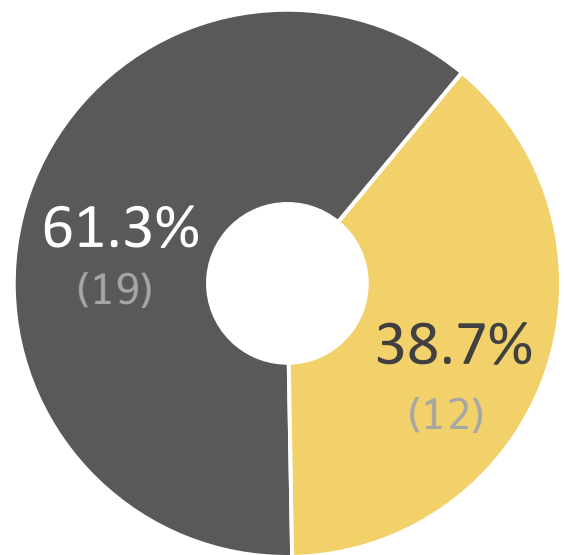
# 1. Quantitative analysis

# Participant's profile



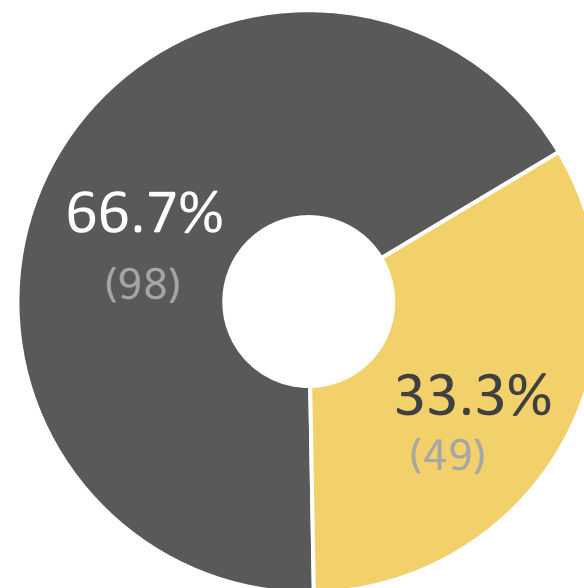
Gender ratio 2:1 men vs. women. The final gender distribution of sports changemakers remained the same as the one from the initial contacts list.

Gender distribution of initial contacts (N=31)



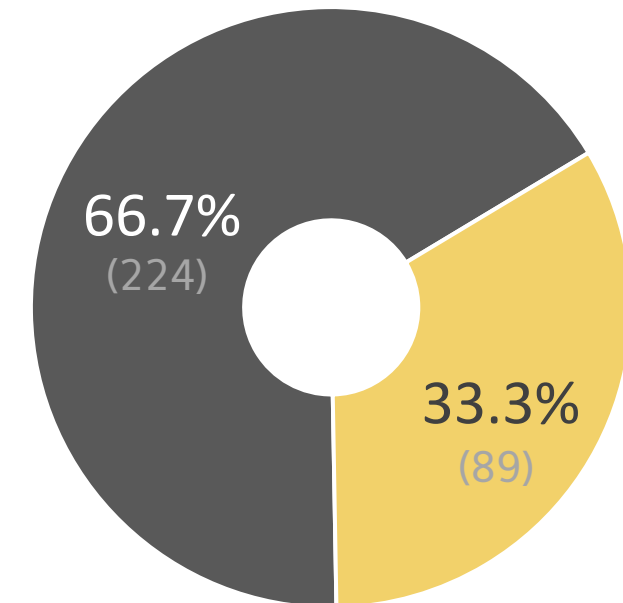
■ Male ■ Female

Gender distribution of interviewed contacts (N=147)



■ Male ■ Female

Gender distribution at the end of data collection (N=313)

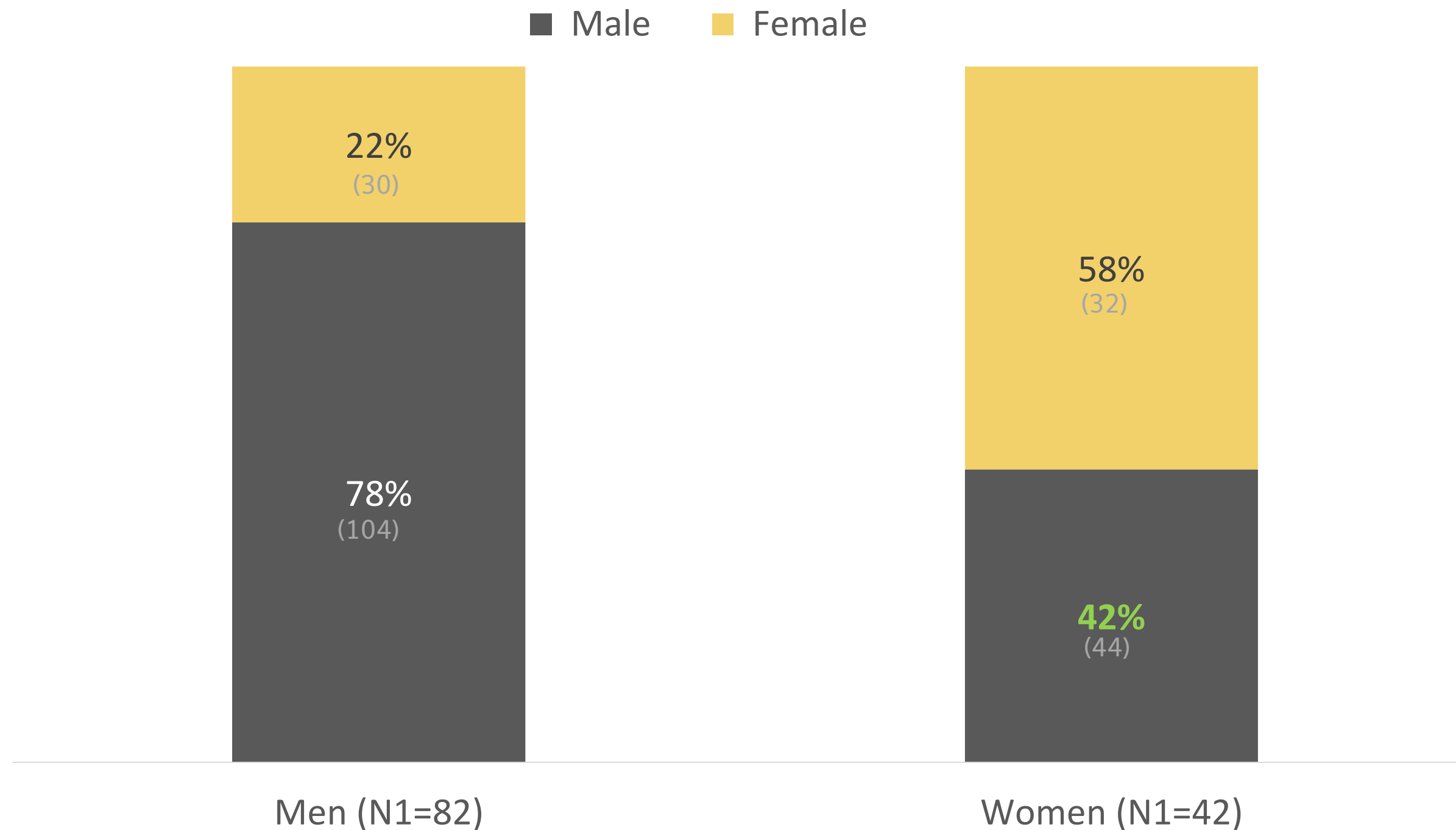


■ Male ■ Female

# Nominees: gender



Intuitively, men nominated other men more than women.  
Due to the multiple number of nominations, men are more frequently mentioned, regardless of the participant's gender.

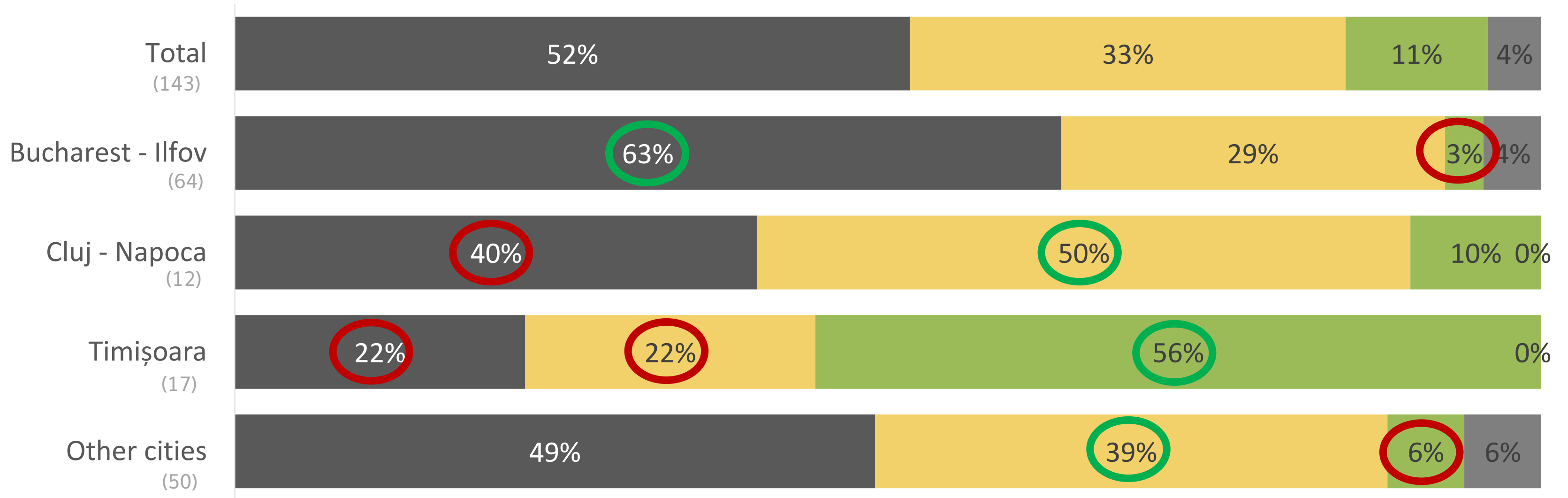


# Project's impact by city



About half of the projects have a national impact, a third have local impact and some have an international or regional impact. However, among the participants of Timisoara, regional impact projects are mentioned more frequently. The changemakers based in Bucharest are mentioned more often as having a national impact while the ones from other cities like, Cluj stand out through their focus on local impact projects.

Base: N=143



■ National    ■ Local    ■ Regional    ■ International

○ < total

○ > total

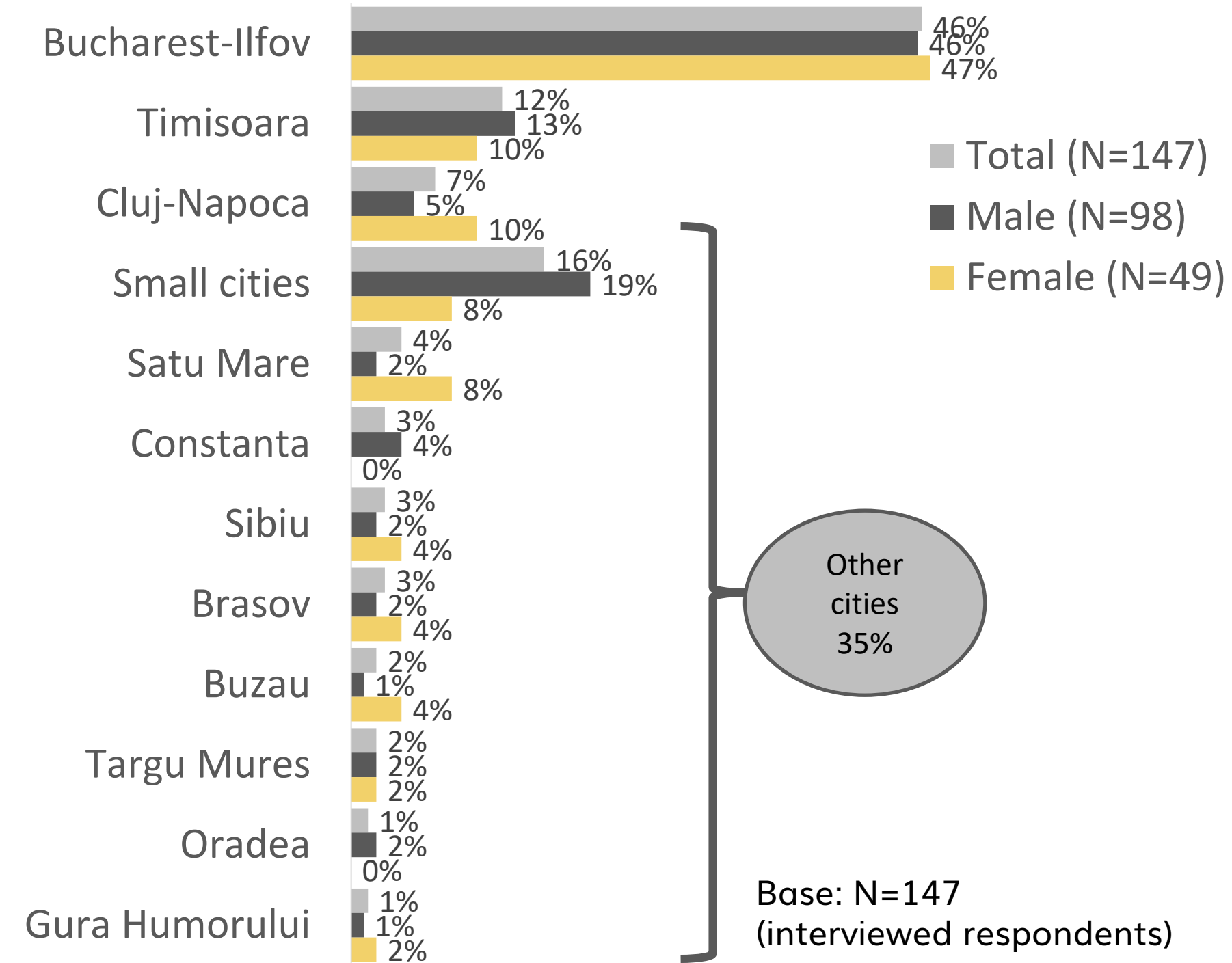
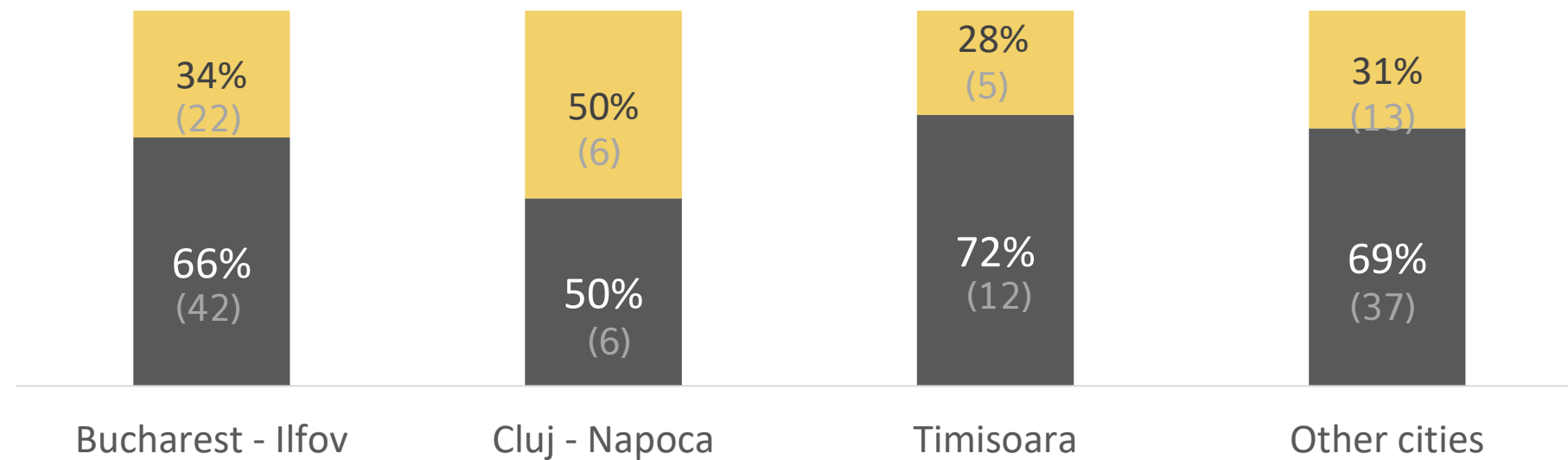


# Participant's profile

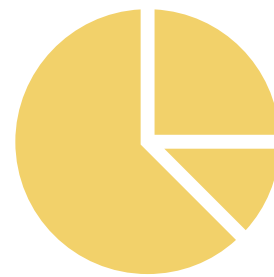


Most of the participants interviewed in the study (N = 147) live in big cities, and almost half of them do so in Bucharest.

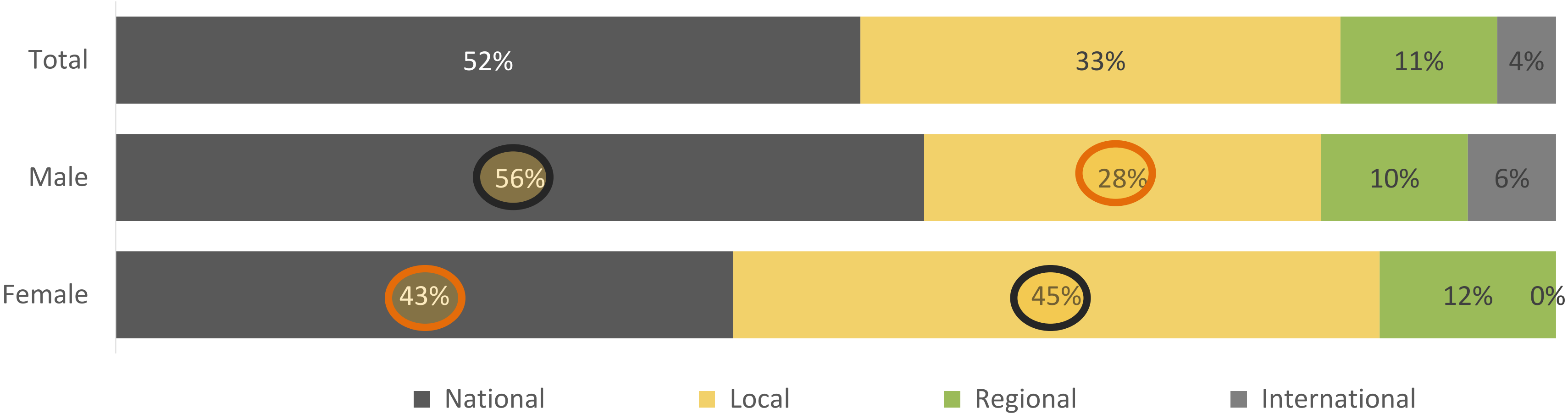
Gender distribution by cities and regions (N= 147)



# Project impact vs gender



As the research suggest, the local impact projects are dominated by women, while men are more present in projects that aim at a national impact.



> total

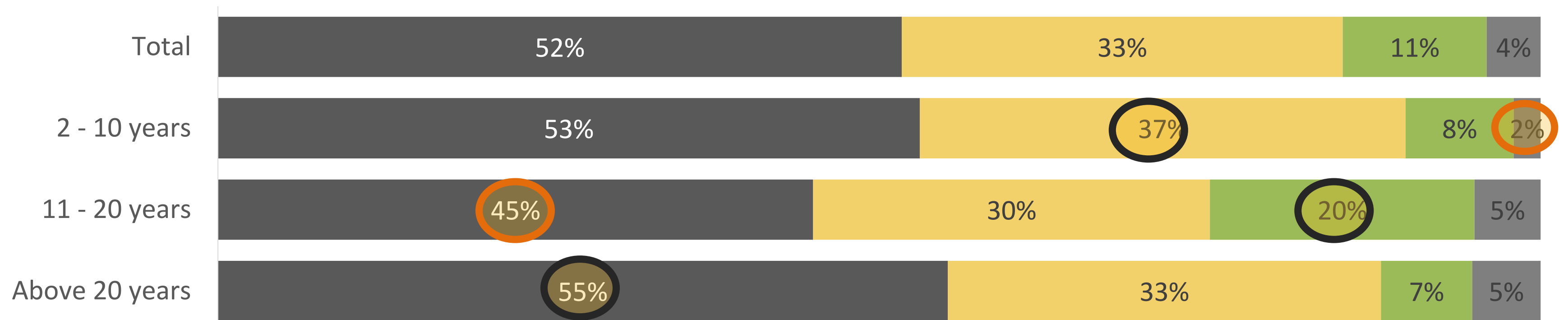
< total

Base: N=147 (All the respondents)

# Project impact vs. project length.



More than half of the projects with a life span of 20 years have national importance, significantly more than those with a 2-10 years life span where local projects have a higher share than the average.



■ National

■ Local

■ Regional

■ International

○ > total

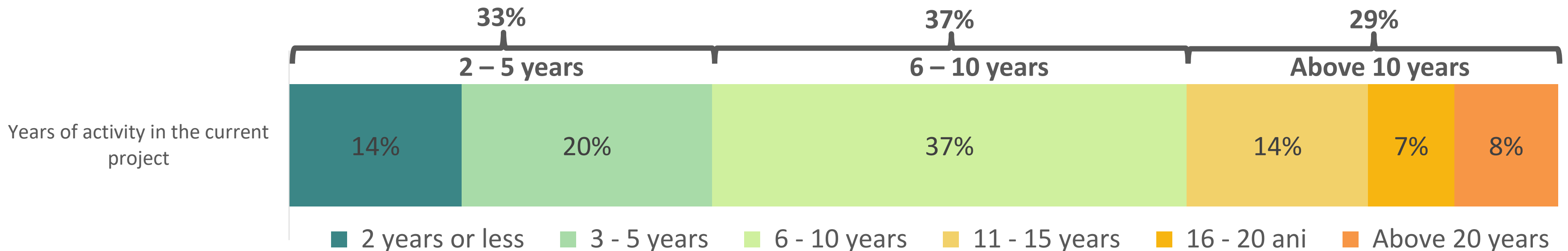
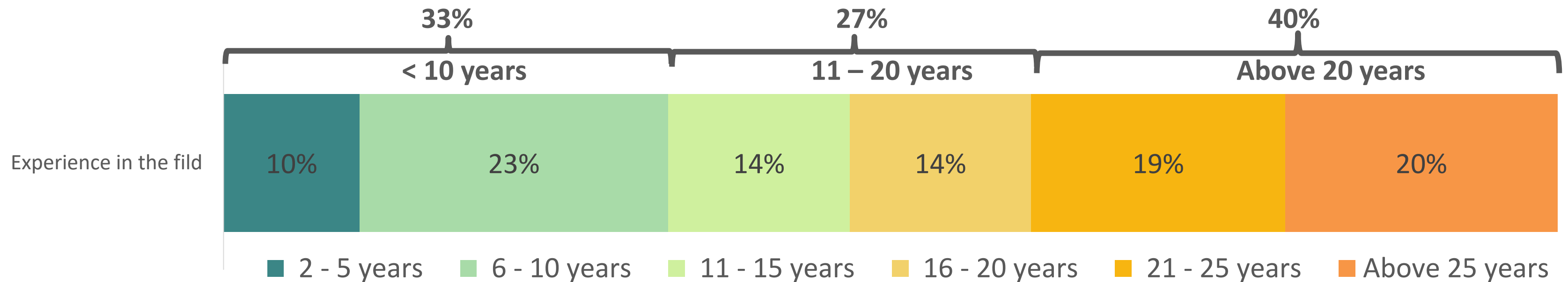
○ < total

Base: N=147 (All the respondents)



# Experience in the field vs years of activity in current projects

In terms of years of experience in the field, the participants are fairly distributed. One third have 2 to 10 years of experience, almost a third have 11 to 20 years of practice and over one third have more than 20 years of experience.

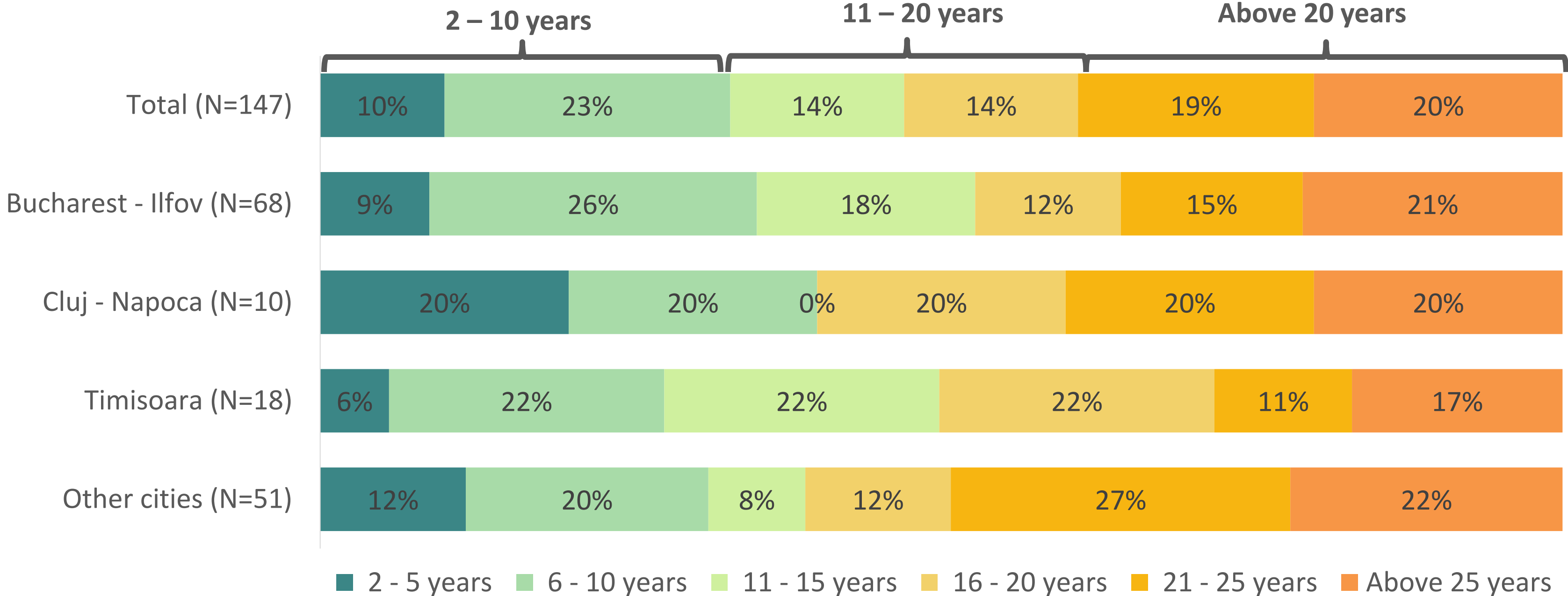


Base N=147 (All the respondents)

# Experience in the field by city of residence



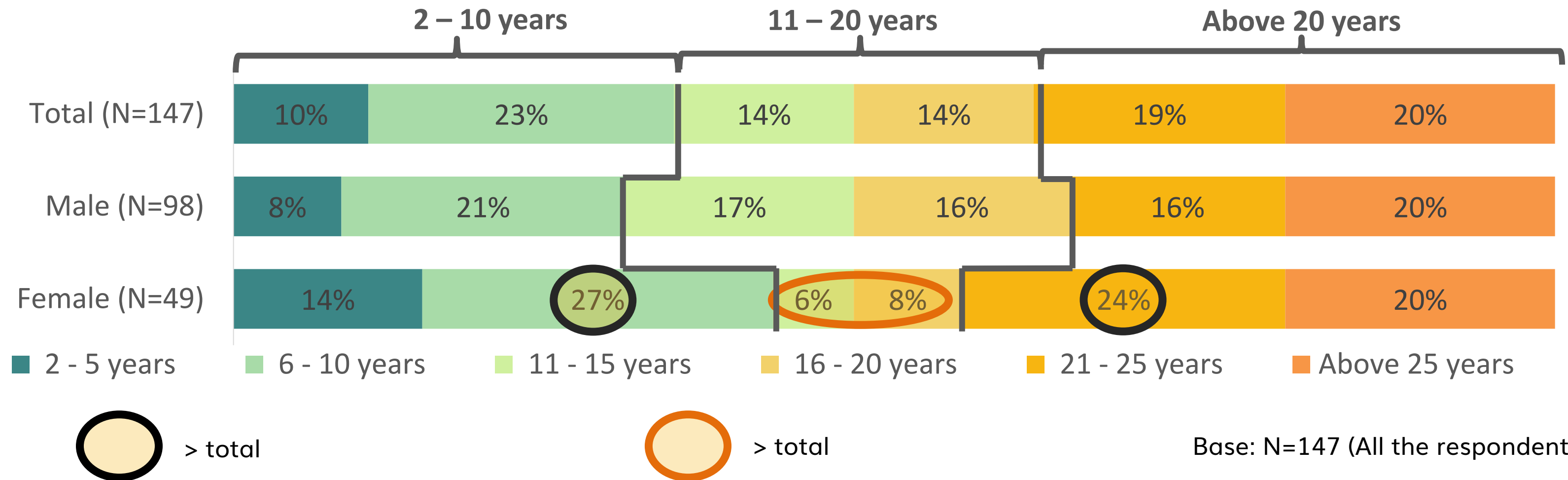
Bucharest based changemakers have the most balanced distribution when it comes to the experience in the field.





# Experience in the field by gender

We can find more women than men with less than 10 years of experience. Also, within the 11-20 years age group – ¼ are men while only 14% are women. The age distribution among men is more balanced then among women.

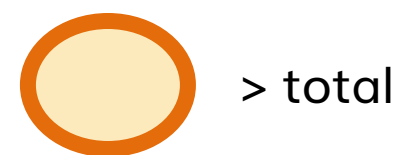
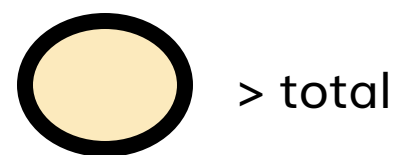
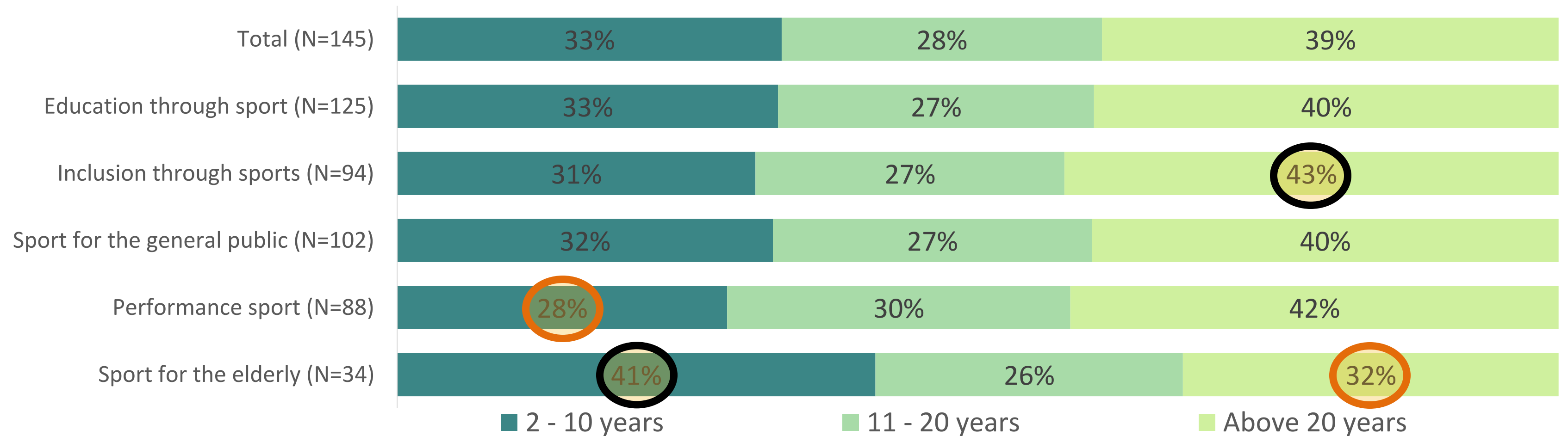


Base: N=147 (All the respondents)



# Experience in the field by subdomain

The subdomains are quite balanced in terms of years of experience. In the case of projects focused on inclusion through sport we observed more people with a broader experience compared to the average of the sample (43% vs. 39% total sample).

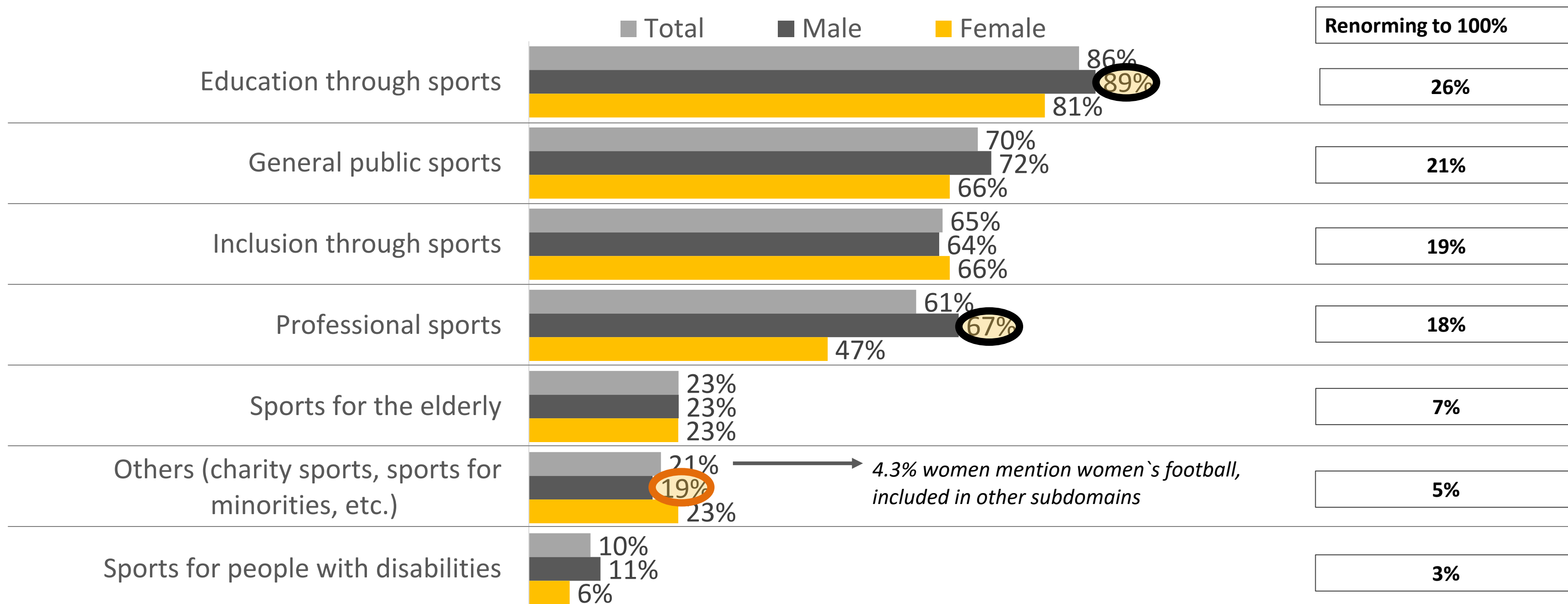


Base: N=147 (All the respondents)

# Subdomains of activity



Education through sports (26%), general public sports (21%), professional sports (18%) and inclusion through sports (19%) are the most mentioned subdomains, while more granular subdomains cumulate about half of the total sample. The most mentioned in this category was sports dedicated to the elders.

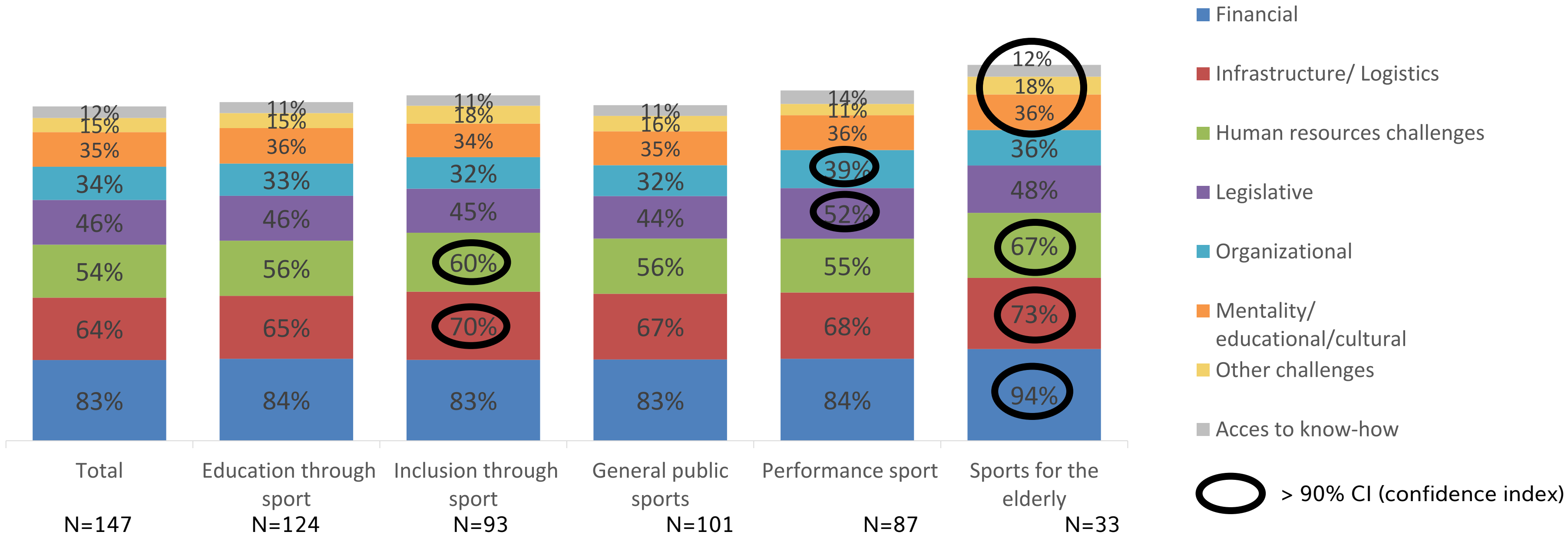




# Challenges among the subdomains

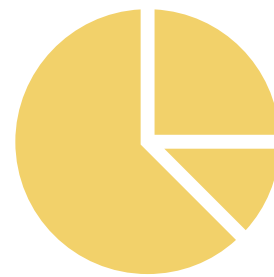


Financial challenges are the most "popular", regardless of the subdomain. However, the infrastructure challenges are more common among the areas related to inclusion through sports and sports for the elderly. At the same time, these two domains face more challenges when it comes to accessing human resources.



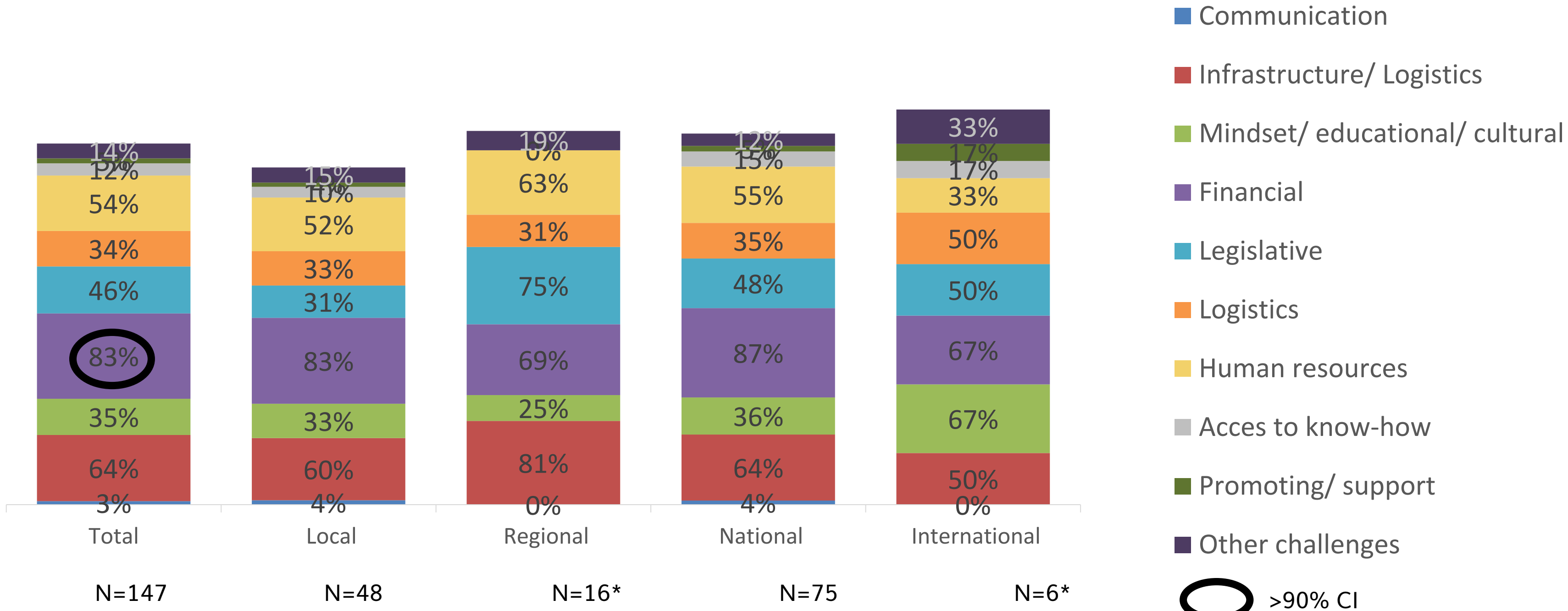
Base: N=147 (All the respondents)

# Challenges related to impact



When it comes to challenges, there are no significant differences between the projects with local and national impact. Overall, financial, logistics and human resources challenges are the most frequently mentioned.

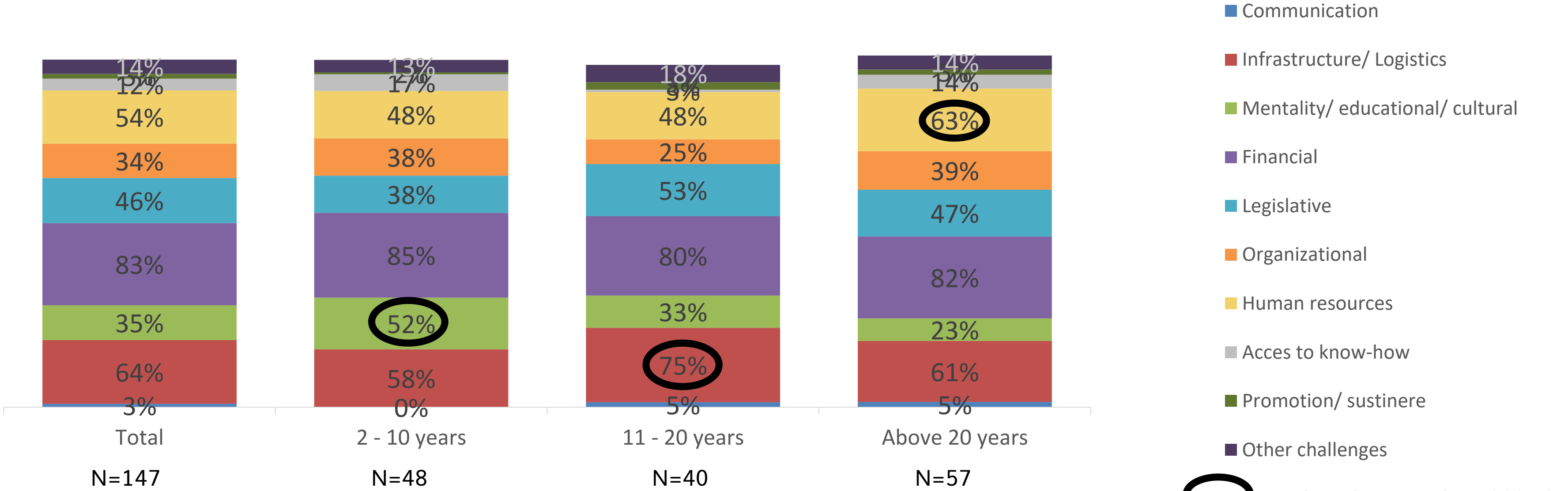
*\*ATTENTION! The bases are very small. The results are indicative.*



# Mentality: a challenge for beginners

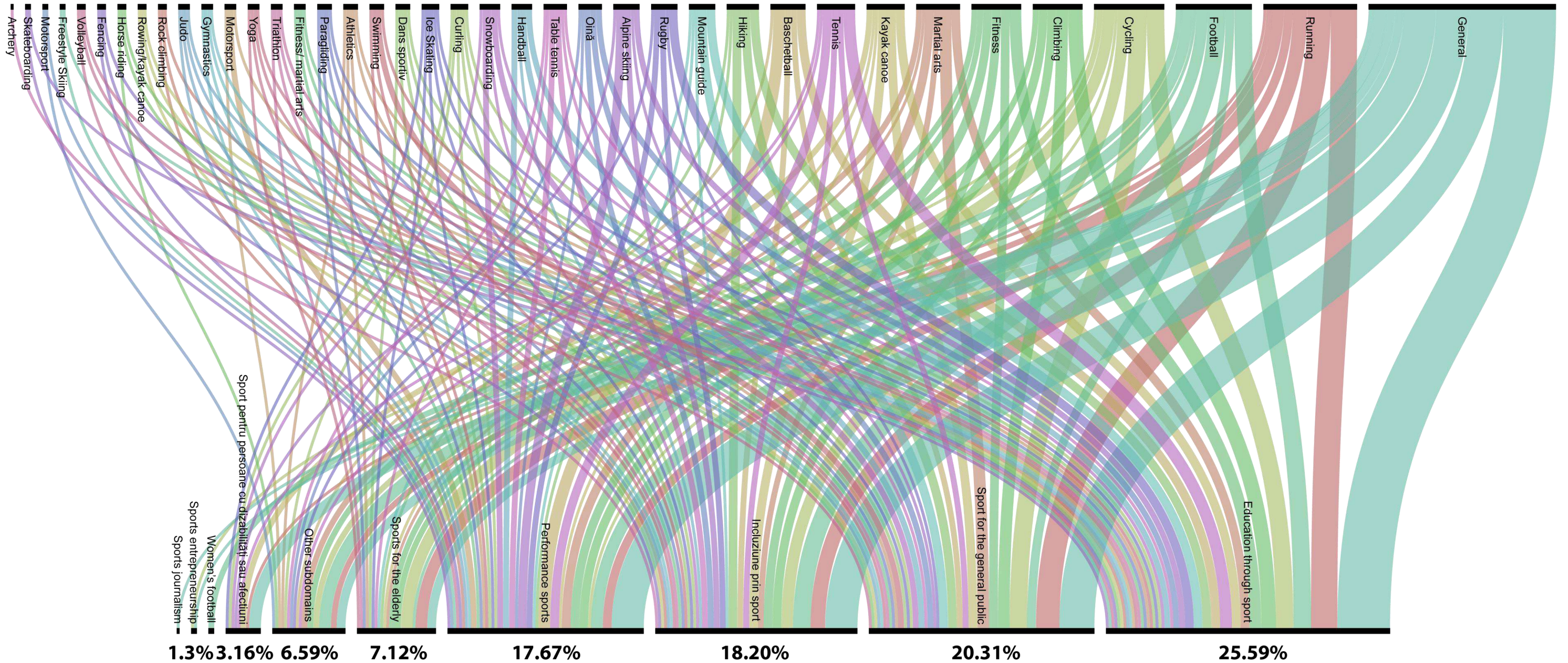


Infrastructure challenges are often mentioned among those with 11-20 years of experience (75% vs. 64% total), while human resources are recurrent challenges or those with more than 20 years of experience (63% vs. 54% total). People with less experience face more challenges related to mindset and culture (52% vs. 35%).



Higher than total, at 90% CI

# The relationship between sports promoted by changemakers and subdomain



Base: N=147 (All the respondents)



# 2. Social Network Analysis.

# Descriptive statistics: Sports changemakers network

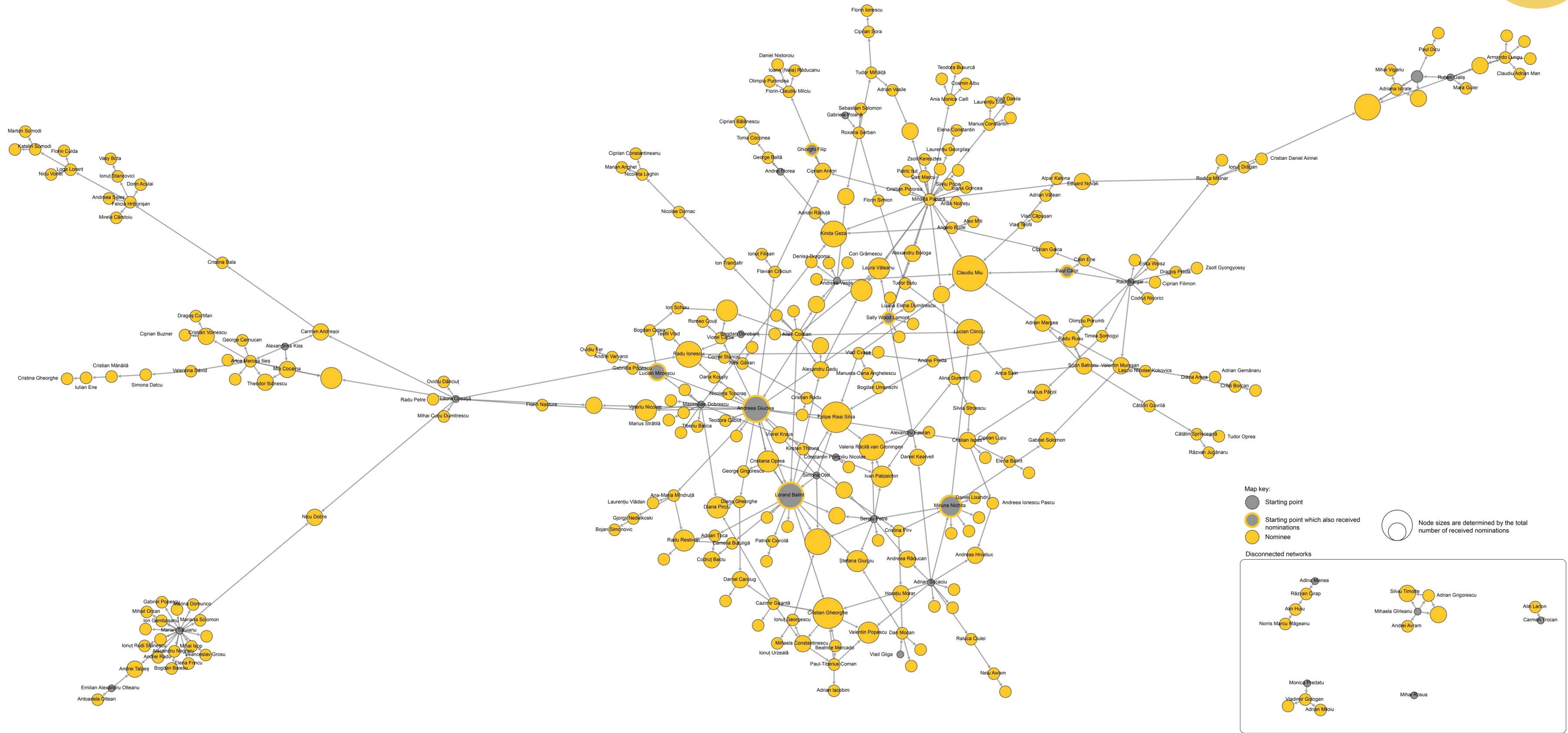
The sports changemakers network in Romania

389 total nominations  
313 unique nominations  
31 initial contacts  
An average 2.47 nominations/interviewed person

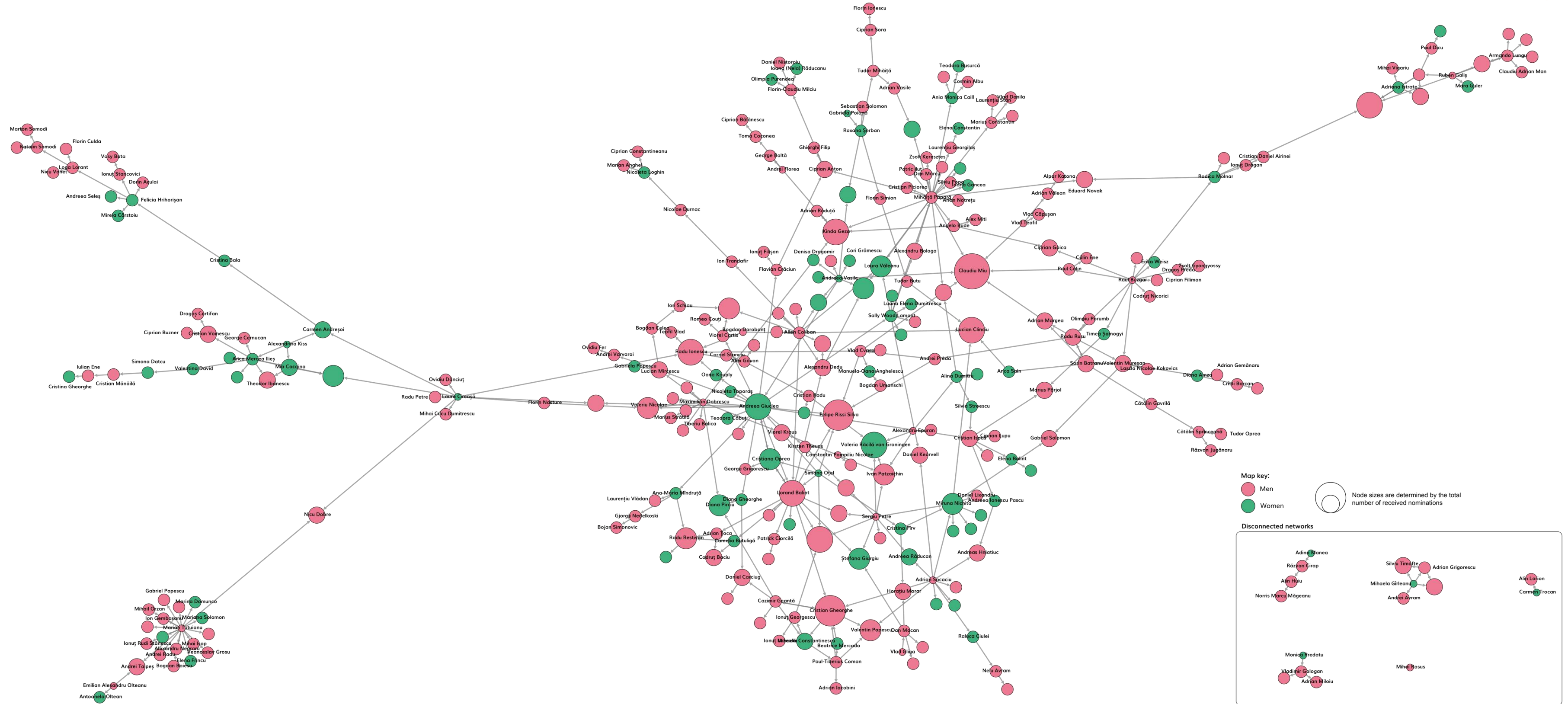
Gender distribution:  
28.43% female / 71.57% male



# Sports changemakers network



# Sports changemakers network (gender)

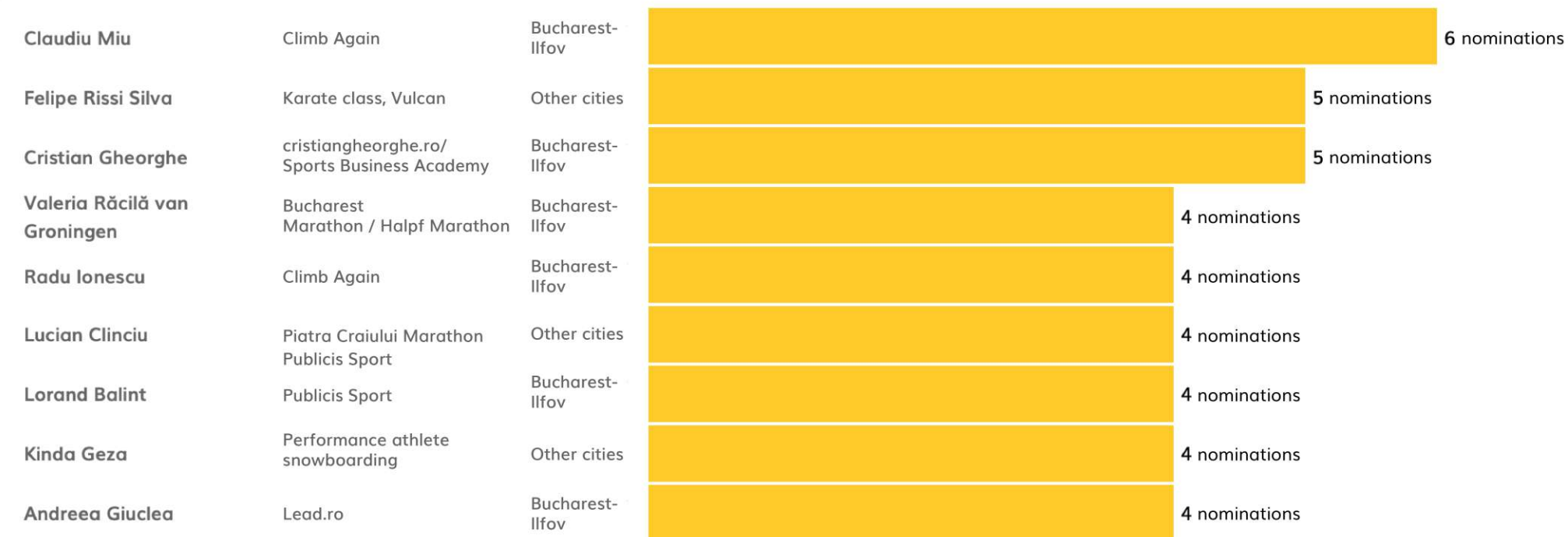




# Ranking by nominations

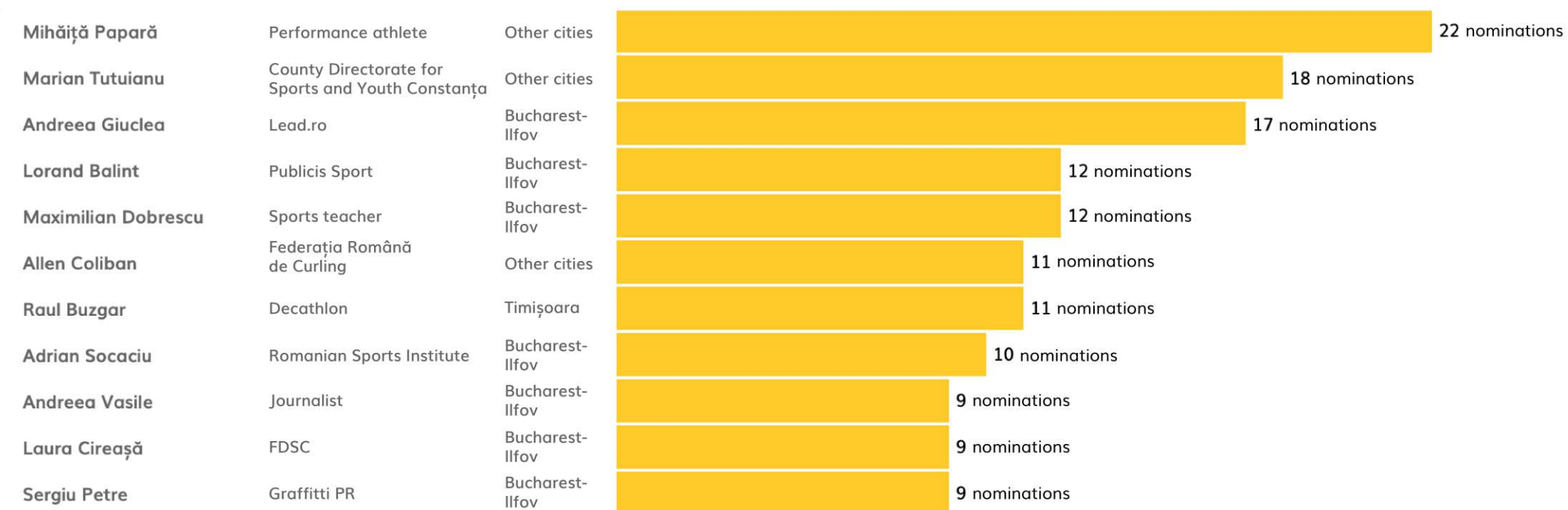


## Top individuals by the number of received nominations (4 or more nominations)



People with a higher number of nominations have more authority within the network

## Top individuals by the number of given nominations (9 or more nominations)



People who made more nominations serve as hubs for the network

# Statistics changemakers network



## Average amount of nominations received/given, by residence city/region

City/region	Average nr. of received nominations	Average nr. of given nominations
Other cities	1.260	2.400
Bucharest-Ilfov	1.344	2.500
Cluj Napoca	1.000	3.556
Timișoara	1.118	2.000

People living in Bucharest-Ilfov were, on average nominated more often while people living in Cluj-Napoca made on average more nominations.

## Average amount of nominations received/given, by levels of impact

Level of impact	Average nr. of received nominations	Average nr. of given nominations
Local	1.111	2.111
Regional	1.200	1.200
National	1.200	3.360
International	1.000	3.000

The study shows that people whose initiatives have a wider regional/national impact also have a stronger network, making more nominations on average.

## Average amount of nominations received/given, by levels of experience

For how long have you been active in the field?

	Average nr. of received nominations	Average nr. of given nominations
2-10 years	1.222	3.244
11-20 years	1.417	2.194
Over 20 years	1.175	2.053

People with more experience in the field received on average more nominations, but people at the beginning of their carriers know more changemakers and are well-connected.

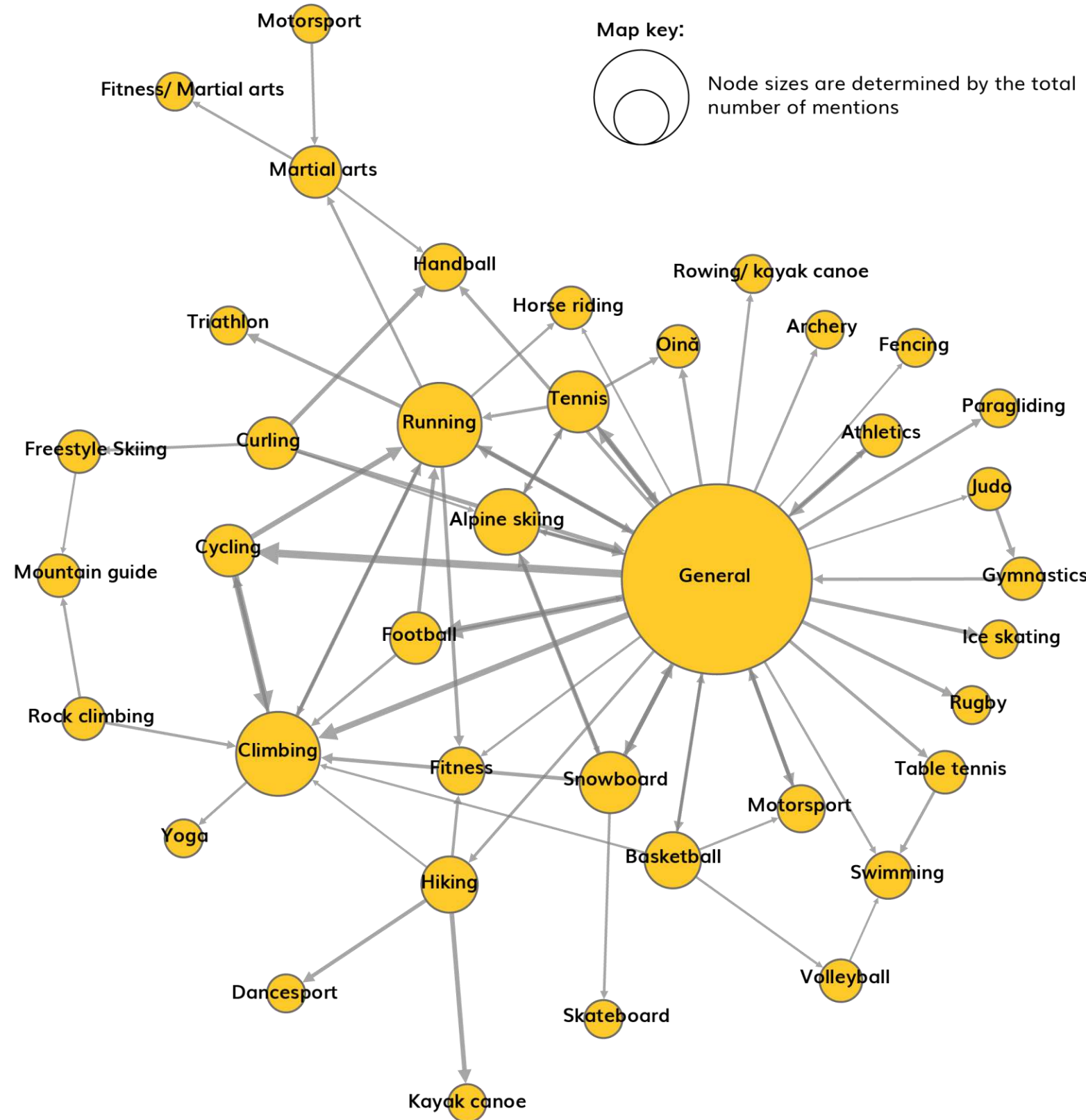
## Average amount of nominations received/given, by gender

Gender	Average nr. of received nominations	Average nr. of given nominations
Men	1.287	2.415
Women	1.217	2.587

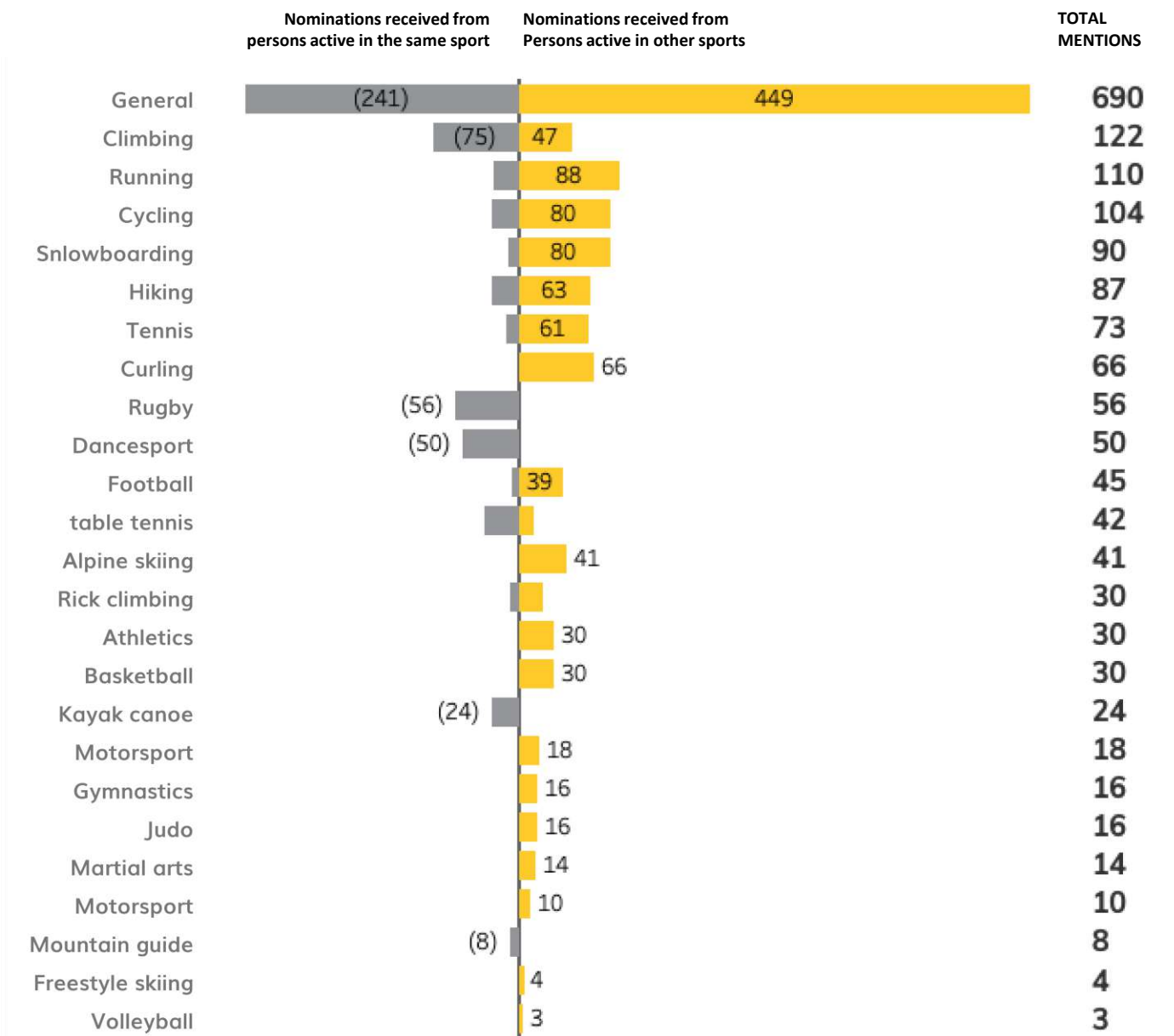
Men received more nominations while women are the ones who nominated more people for the role of sports changemaker.



# Nominations between sports



The diagram illustrates the diversity of sports used for social impact and the interconnectivity of sports types based on the connections between nominees. The center of the map is occupied by people with a multidisciplinary role.



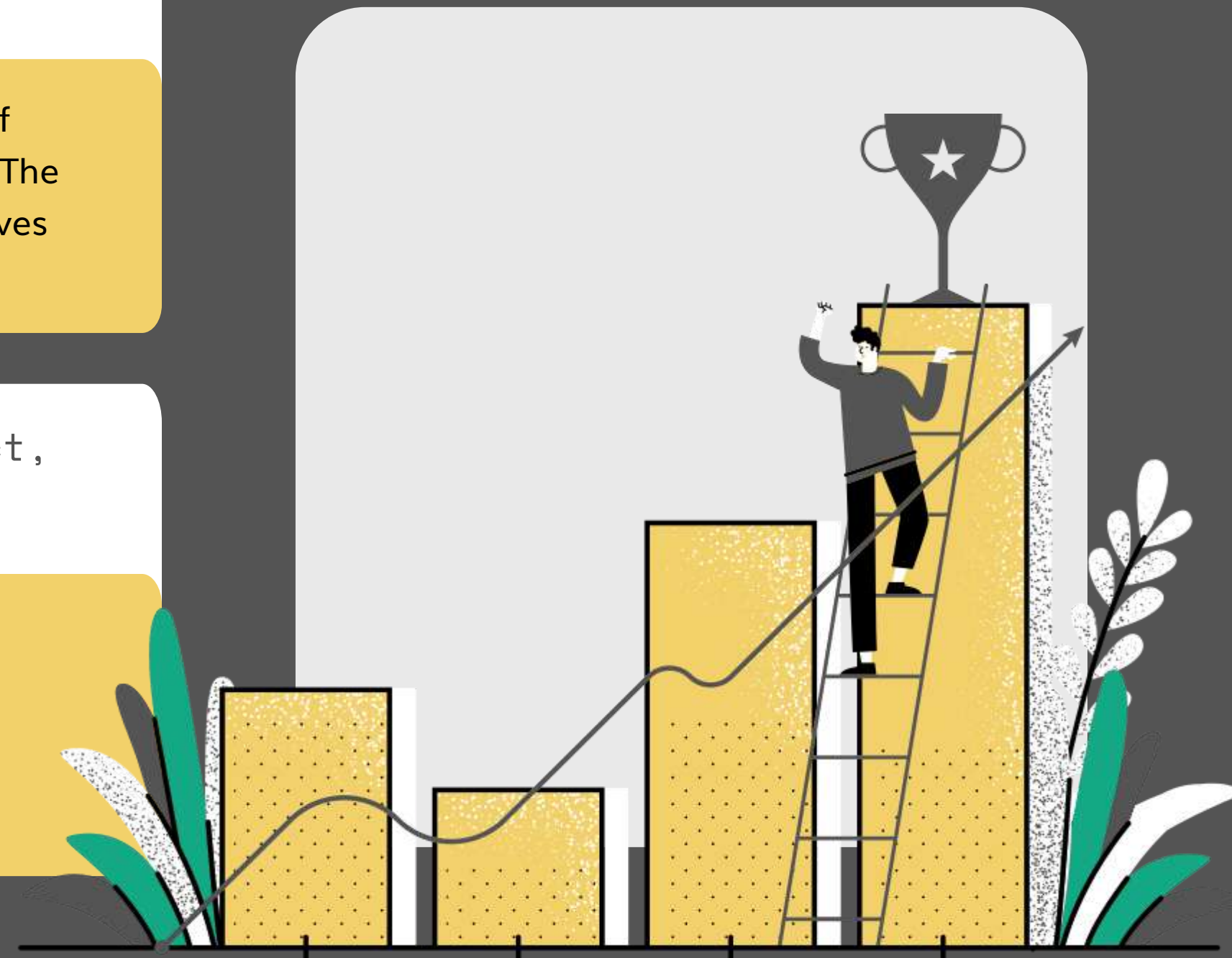
# Conclusions.

## About the network.

The network contains 313 sports changemakers and shows the great diversity of subdomains and sports in which they operate, as well as their interconnectivity. The domain is male dominated, predominantly urban and composed of representatives with a long experience in the field.

Men tend to get involved in projects with national impact, while women are more present in those with local impact.

The sample is composed by two thirds male representatives and one third women. Women are more involved in locally focused projects (45%), while men are more likely to be involved in national impact projects. (56%).



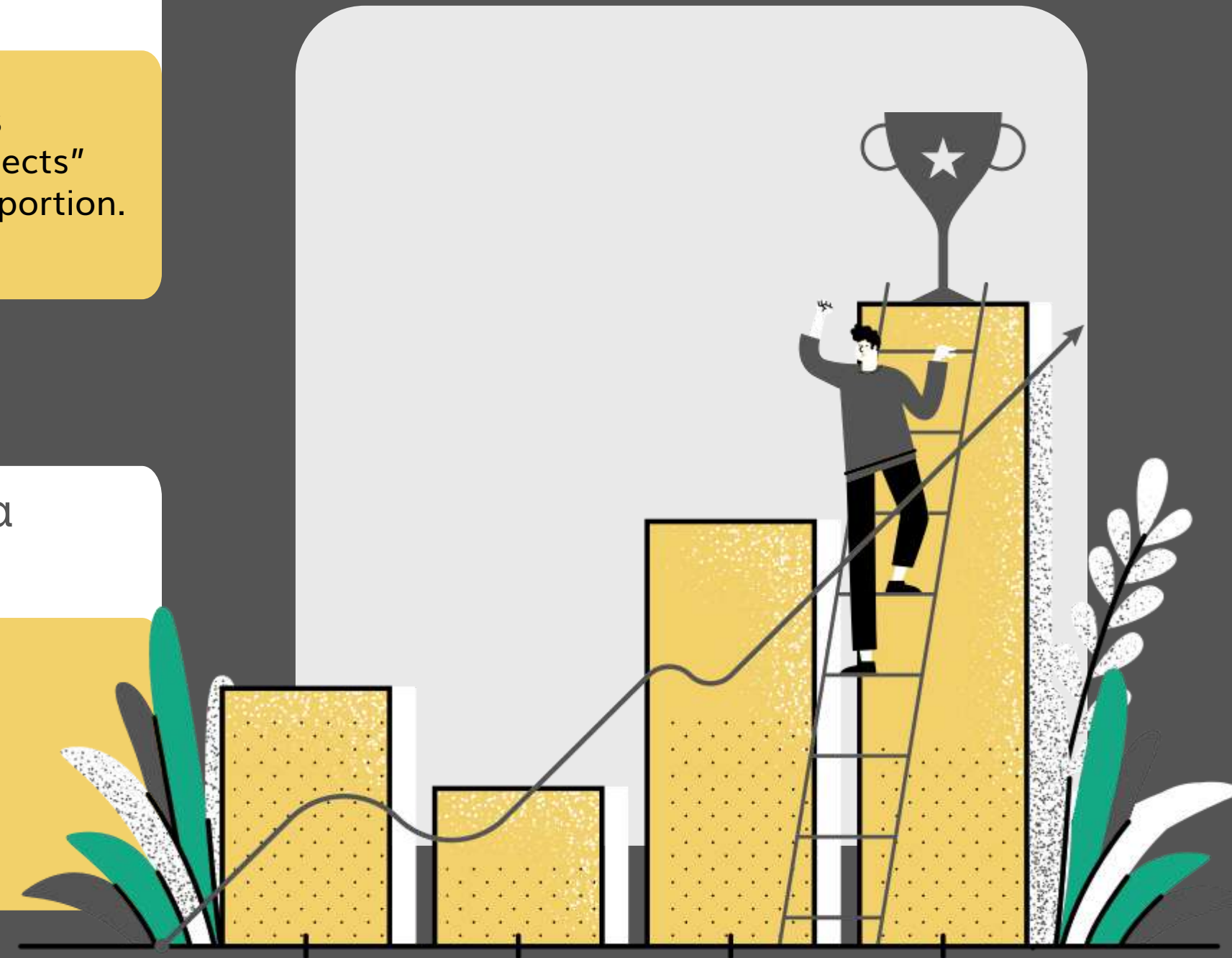
# Conclusions.

Younger projects tend to focus on achieving local impact

More than half of the mature projects (with over 20 years of activity) aim towards national impact. This proportion is significantly higher compared to "younger projects" (with 2-10 years of activity), for which local impact has a higher than average proportion.

Social impact oriented sports projects have a longer life span

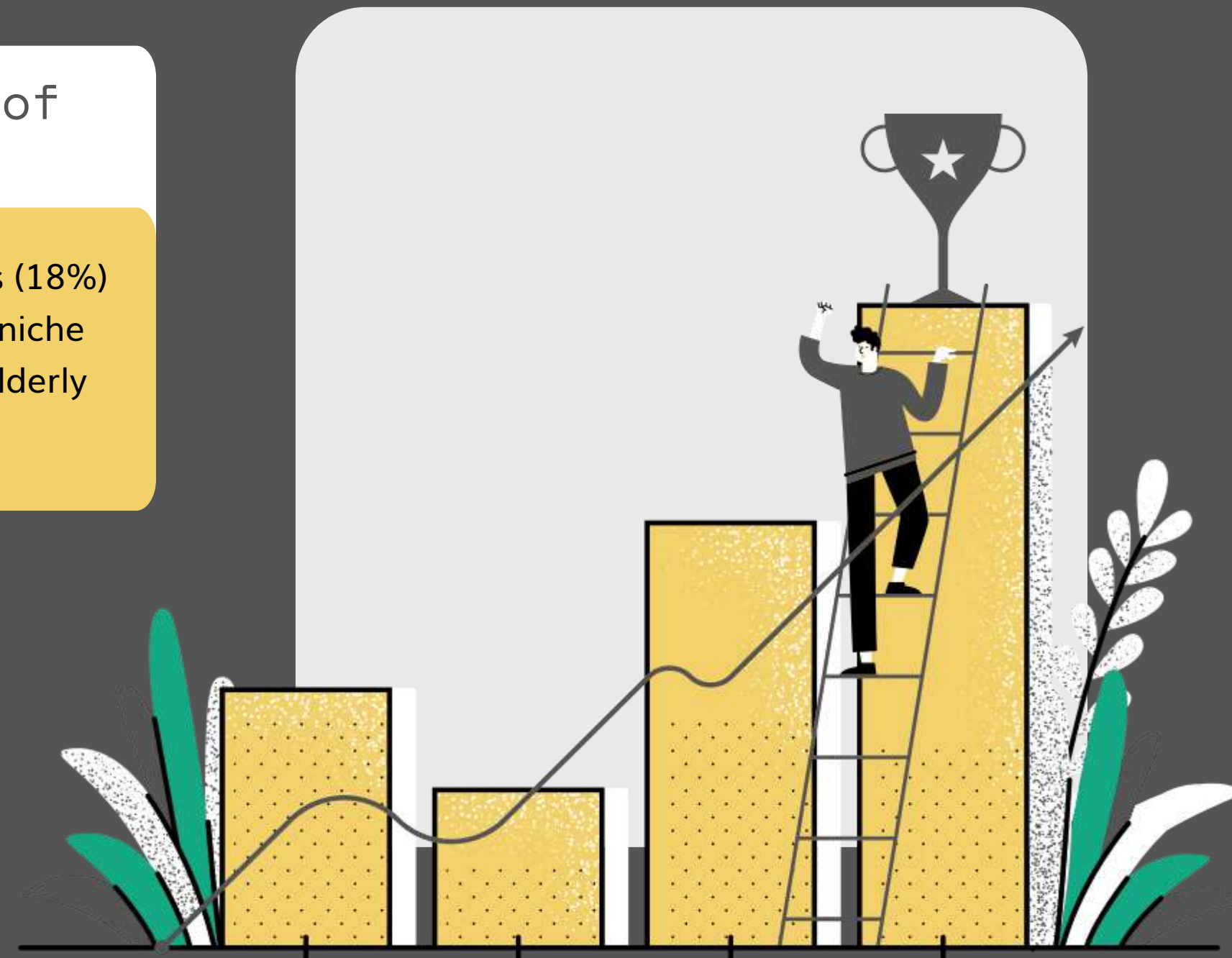
People have been working for a long time in projects that are also generally long-lived. It seems that many changemakers have been working on such projects since the beginning of their careers. When it comes to the number of years of experience, the participants are fairly equally distributed. One third with 2 to 10 years of experience, a second third with 11-20 years and another third with over 20 years of experience.



# Conclusions.

Education through sports: the main subfield of activity

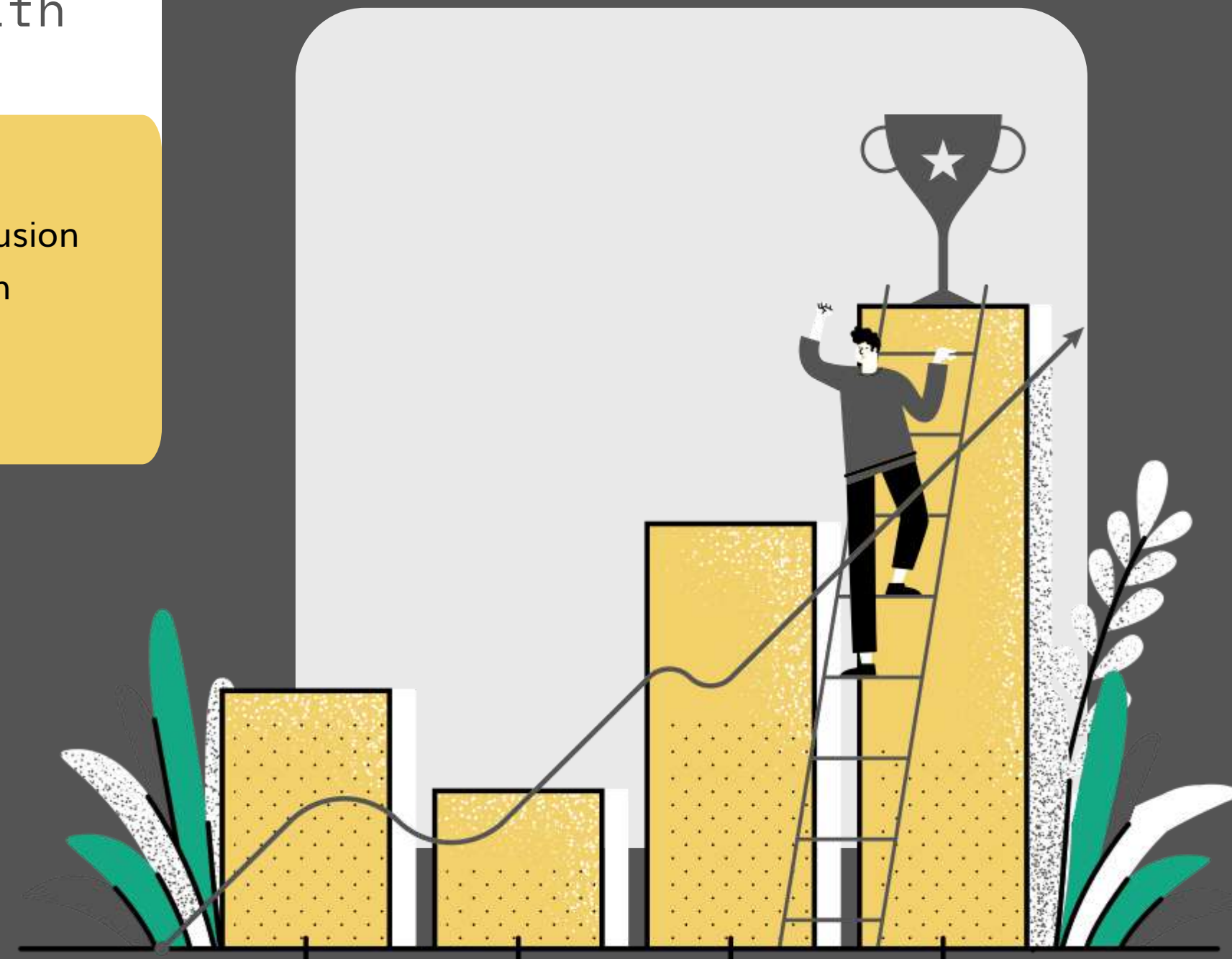
Education through sports (26%), general public sports (21%) professional sports (18%) and inclusion through sports (19%) are the most mentioned subdomains. More niche projects are accountable for more than half of the sample, with the sports for elderly people accounting for 7%.



# Conclusions.

Is it hard to find people willing to work with vulnerable groups?

Financial issues are the most mentioned challenges (83%), for all subdomain. Infrastructure challenges (64%) are more common among areas related to inclusion through sport (70%) and sports for the elderly (73%). This is also true for human resource challenges (54% total, 60% inclusion, 67% elderly).

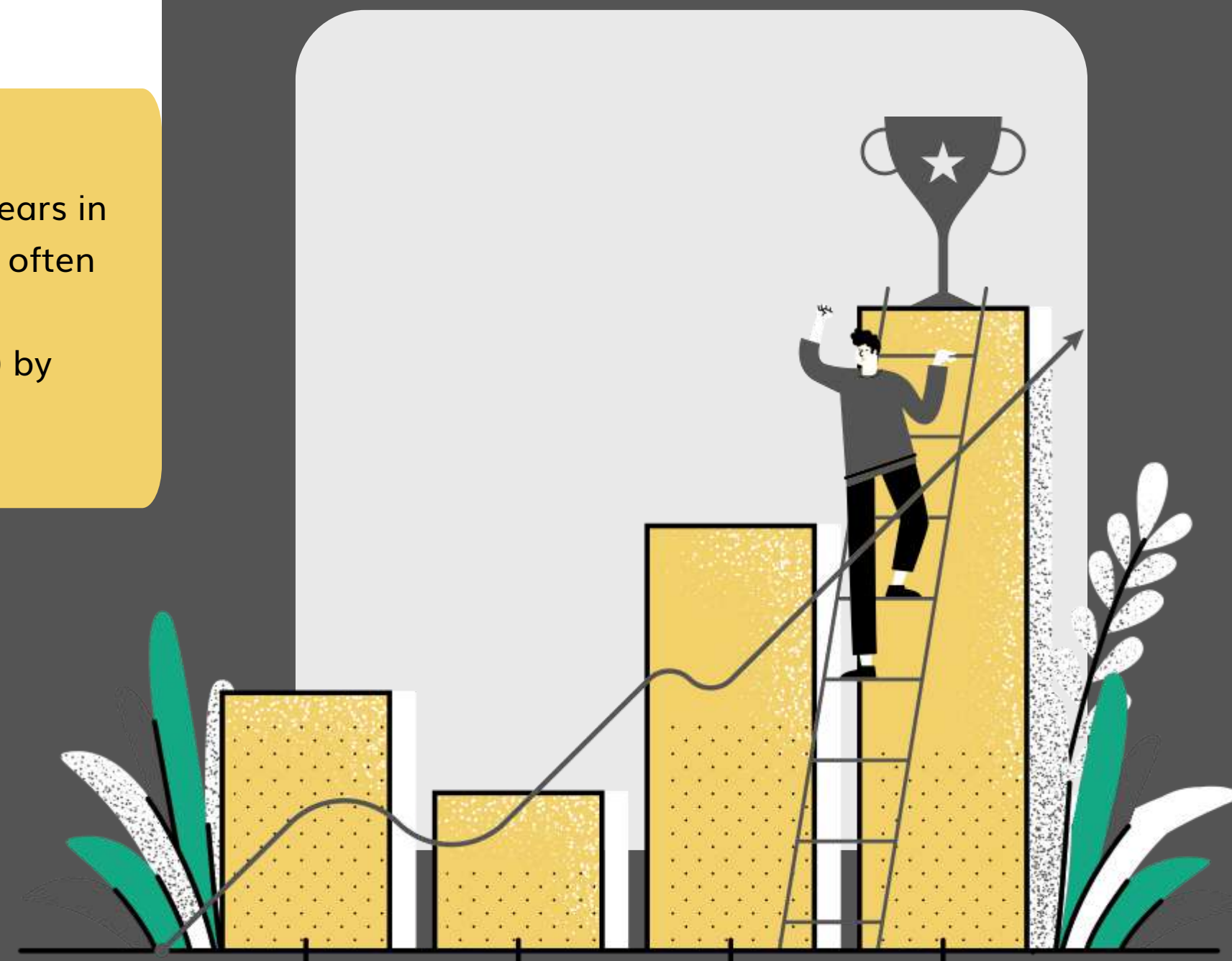




# Conclusions.

## Mindset, a challenge for the beginners

Infrastructure challenges are more often mentioned among those with 11 - 20 years in the field (75% vs. 64% total), while those referring to human resources are more often mentioned by those with more than 20 years in the field ( 63% vs. 54% total).  
Mentality and cultural challenges are mentioned more often (52% vs. 35% total) by those with less experience in the field.





# Sport changemakers case studies

# Ivan Patzaichin

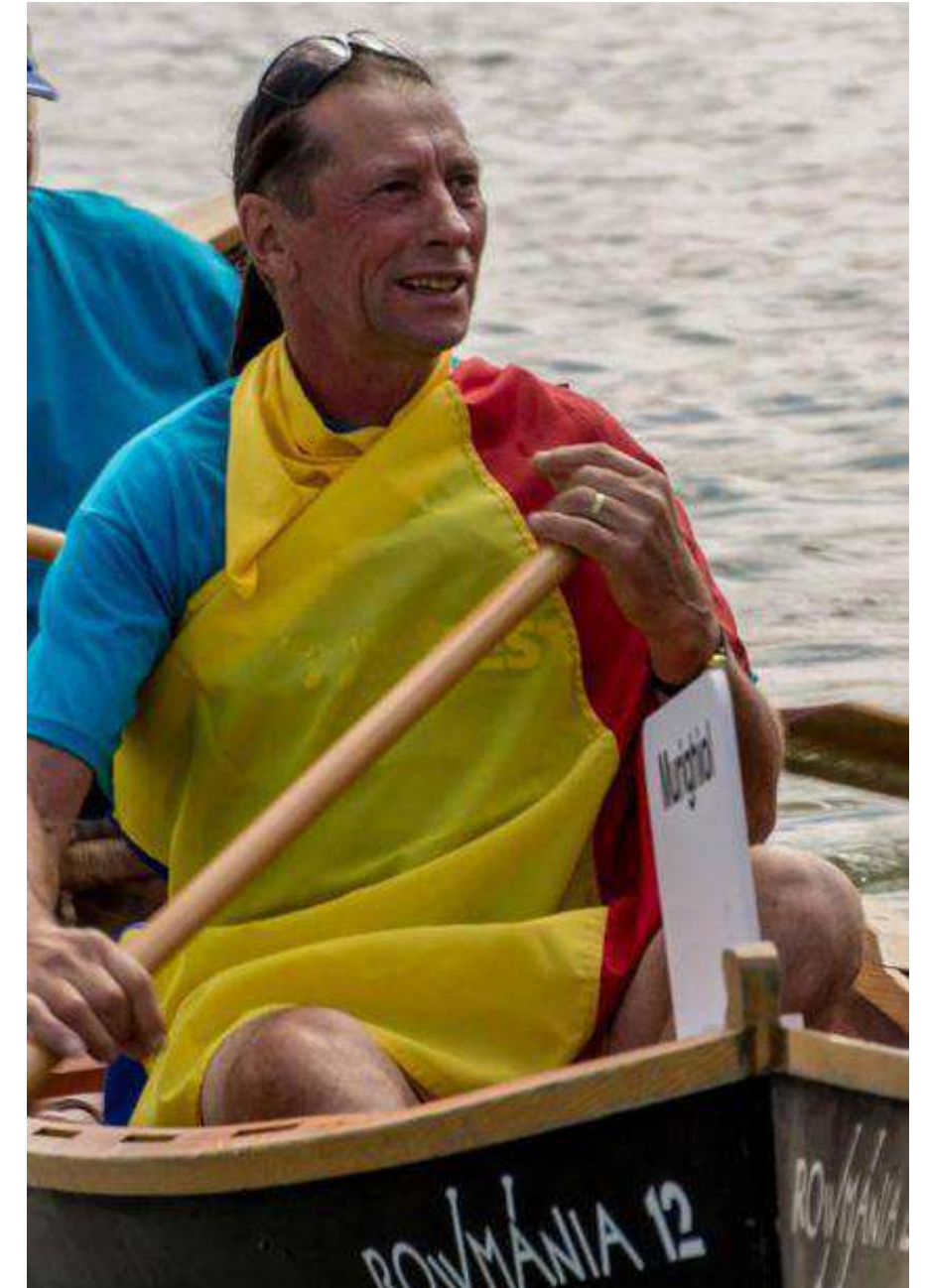
**Subdomain:** sports for all, inclusion through sports, education through sports

**Years of experience:** 53 years

**Experience in Asociația Ivan Patzaichin – Mila 23:** 10 years

The association supports local development in the Danube Delta and other natural regions in Romania. Their mission is to protect the cultural and natural biodiversity of water areas in Romania, to bring back Romanian traditions, to promote the cultural and natural profile of the Danube Delta and to encourage a healthy lifestyle by practicing the outdoor sports. The association develops social entrepreneurship programs to support the underdeveloped areas of the Danube Delta and other natural parks.

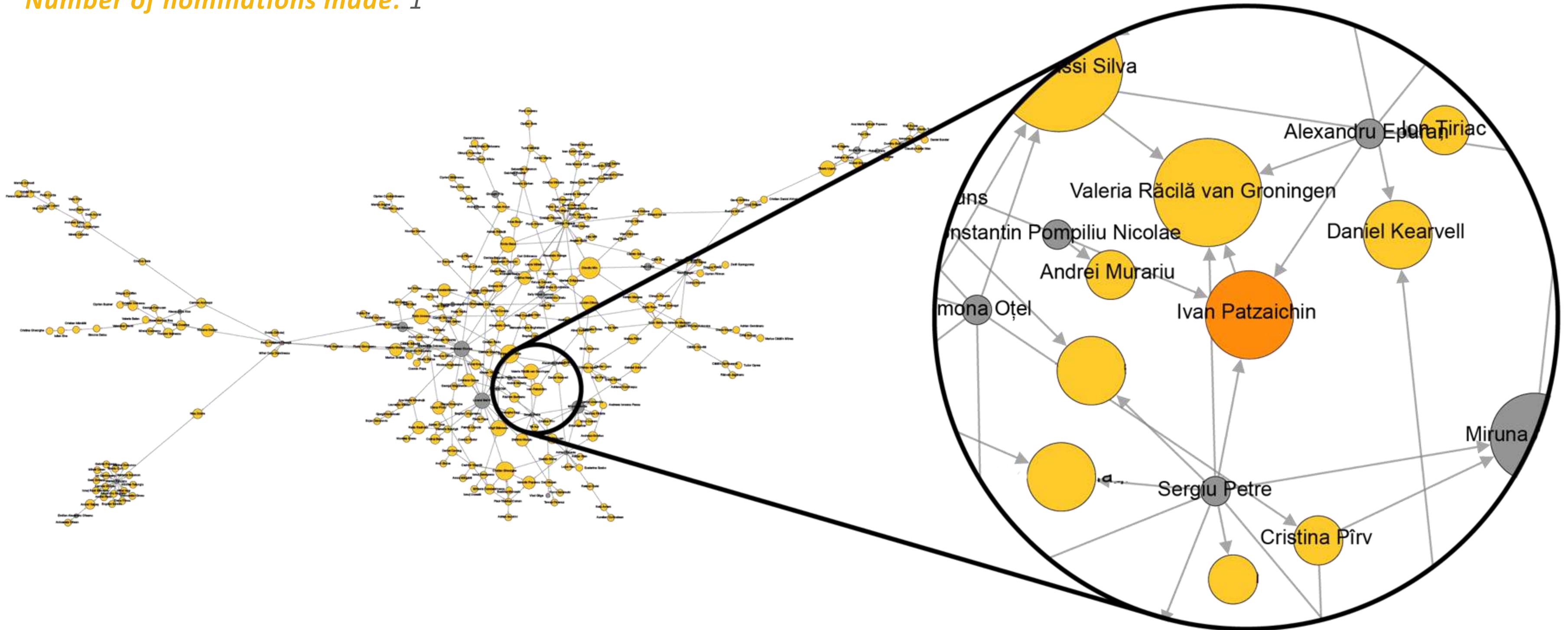
*“In collaboration with my partner, Teodor Floru we started Rowmania and Ivan Patzaichin Association - Mila 23. What do we really want to achieve? - To teach people from the Danube region to practice common sense tourism. Let's respect the traditions, but also bring the comfort of the 21st century together with the exceptional potential of nature and the traditions of the locals called lipoveni”.*



# Ivan Patzaichin

Number of nominations received: 3

Number of nominations made: 1



**Addressed issues:** reconnecting people with nature, protecting local rivers, promoting urban river landscapes

**Main challenges:** financial and legislative - access to funding, infrastructure challenges





The Rowmania project aims to reconnect people with nature. Through rowing competitions, they create the context for debate and discussions about ecotourism and the efficient exploitation of local resources.

Launched in 2013 and organized annually by the Ivan Patzaichin - Mila 23 Association in partnership with the National Romanian Water Administration and local City Halls, the campaign includes a series of mini-festivals in over 10 cities around the country.

The tournament ends annually with the national final, held at the International Rowing Boat Festival - Rowmania FEST, now in its ninth edition. The International Rowing Boat Festival takes place in Tulcea where people play sports, music and discuss serious topics. In addition to rowing competitions, workshops and film screenings, they organize Rock'n'Roll concerts.

AUR (United Waters of Romania) is a campaign which focuses on raising awareness of the hydrographic heritage. The campaign is also a part of the Rowmania Movement. It encourages local communities to protect the rivers and to enrich their economic potential. Their strategy is to achieve this objectives through non-formal education and outdoor sports.



# Cristiana Oprea

**Subdomain:** professional sport, education through sport, conscious driving, gender equality in motorsport.

Cristiana Oprea is a rally driver, founder of the platform "Femei în Motorsport" (FIM), Motorsport PR and blogger at Cristiana Oprea Emoticar.ro.

*"Through my work as a rally driver I want to inspire people to have the courage to follow their dreams. Being one of the few women rally drivers in Romania, I wanted to change the stereotype regarding women drivers in society, through the authentic, assumed and humorous stories I write on my blog emoticar.ro and on social media".*

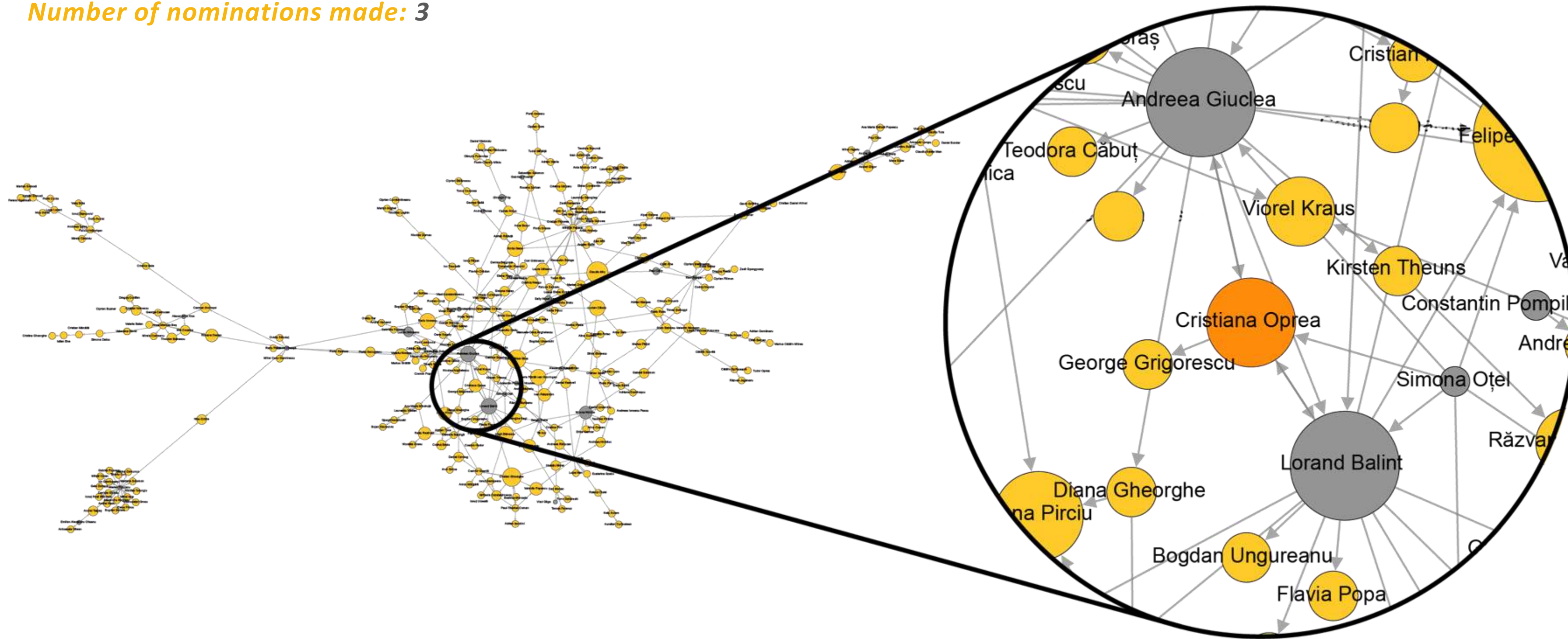




# Cristiana Oprea

Number of nominations received: 3

Number of nominations made: 3





**Addressed issues:** : bringing the youth closer to motorsport, the lack of driving education, changing the stereotype regarding women drivers, strengthening relationships between the people in sports and sponsors and promoting healthy mentors for the youth.

**Main challenges:** Financial challenges - access to funding; logistics challenges; human resources related challenges; cultural challenges – a lot of women rally drivers don't want to be on the platform because they don't want to be promoted ”.

As a Motorsport PR, Cristiana has collaborated with various riders, with local teams and competitions, to bring motorsport closer to young people. The focus is also on the mindset within the community of drivers and enthusiasts. Cristina wants to compensate for the lack of education in the driving field. She works on complex projects, such as DACIA Cup (Start in motorsport. "Aleargă românește"! ) and Women Rally, both having a high influence on young people to drive responsibly and express their passion for speed in a safe environment.





In March 2019 she founded *Femei în Motorsport*, a platform made to promote all women involved in motorsport and motorcycling in Romania

The project is part of a bigger movement – Women in Motorsport by FIA.

The project aspires to create a better representation for women in sports and a proper promotion for them.

The FIM platform has a clear mission, divided into 6 branches: creating a database with all the Romanian women involved in motorsport, promoting them and building a healthy relationship with the media through facilitating the connection between athletes and sponsors. Promoting relevant models for the younger generation is also another goal of FIM platform.

# Rodica Molnar

**Subdomain:** education through sports, sports for all, inclusion through sports

**Experience:** 6 years

**Experience in Ascotid Mures Association:** 6 years



Rodica Molnar is the president of ASCOTID Mureș, a non-governmental organization. The NGO was founded in 2006 by 7 parents who intend to create a community for the children with diabetes in Mures.

*“Juvenile diabetes involves the whole family and for that reason ASCOTID Mureș emphasizes education and counselling. I strongly believe that by talking to them about their condition, in time, they will learn to embrace it more easily. Children have the ability to become role models for adults. They can give a lot of advice knowing the devices and the technologies used. Furthermore, the campaigns organized in schools and public institutions have the potential to change lives.”*

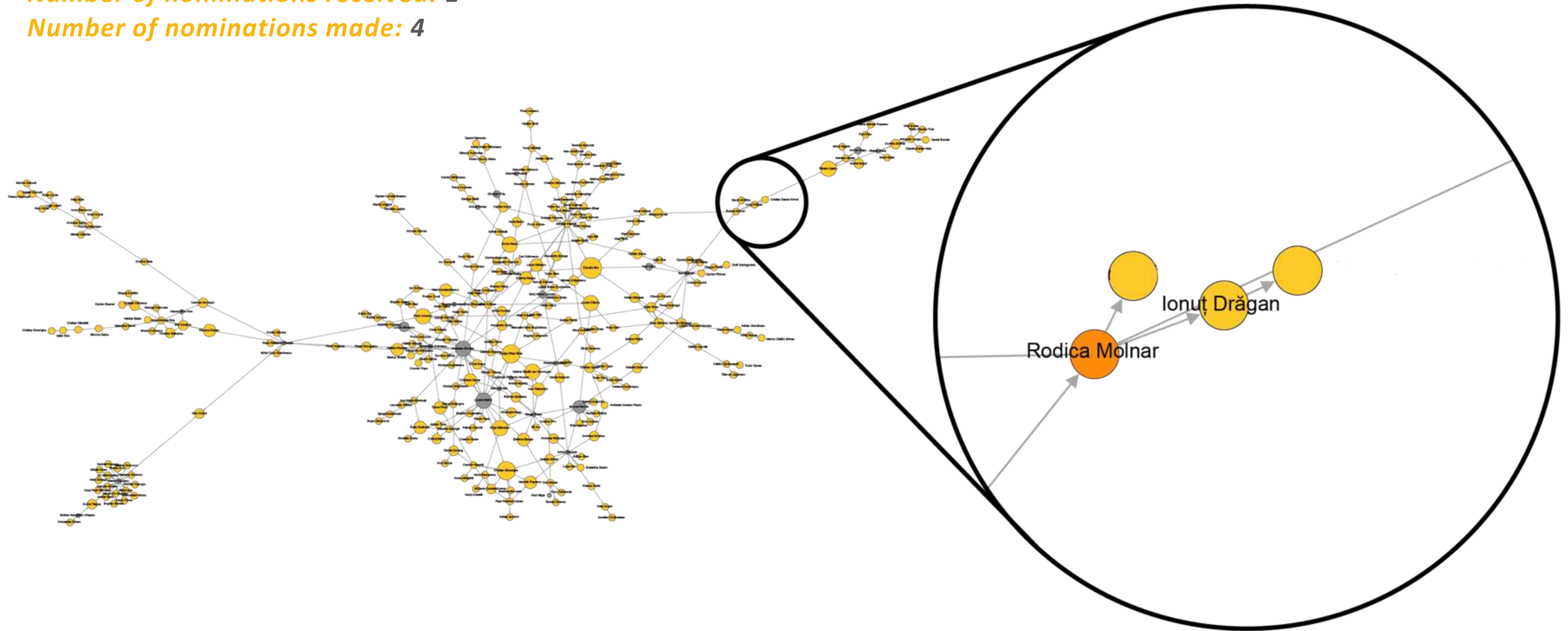


# Rodica Molnar



Number of nominations received: 1

Number of nominations made: 4





#### Addressed issues:

- people with diabetes tend to isolate themselves and their families are very protective to the point they don't let them practice sport

#### Main challenges

- Cultural challenges – the social stereotypes with regard to people with diabetes;
- Human resources related challenges – the small number of volunteers;
- Financial challenges



The association aims to foster dialogue with the authorities in order to improve regulations. Also, they intend to organize camps and trips, including sport throughout the process.

Annually, the NGO organizes ASCOTID Trail Race. The purpose is to emphasise the health benefits of physical activity.



Now in its sixth edition, the event holds several activities dedicated to diabetic children and their parents. ASCOTID Trail Race organizes half marathons, cross races, but also two dedicated races: "Mami și Bebe" Race and the Children's Race.



# Claudiu Miu



**Subdomain:** sports for all, professional sport, inclusion through sport, education through sport

**Experience:** 20 years

**Experience in Climb Again Club:** 6 years

Claudiu Miu is the president of Climb Again, an NGO which aims to provide children and young people with special needs a chance to a normal life. Claudiu is a multinational and Balkan climbing champion. In 2009 and 2010 he won the World Cup in Munich and was nominated as the best Romanian climber.

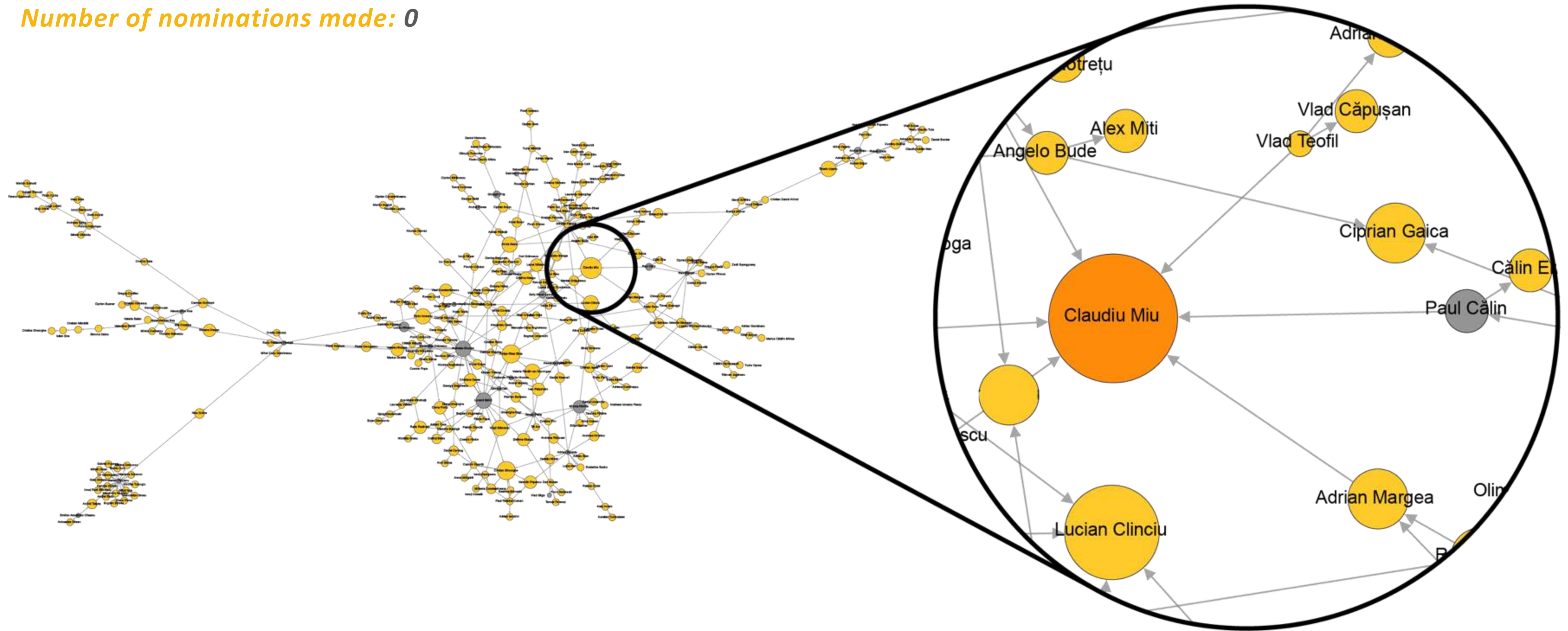
*“Climbing is a sport that has the potential to completely change the lives of children and young people with special needs. So far, approximately 200 children with visual, hearing, motor or autism spectrum disorders have benefited from our programs. These children gain confidence and realize that they are able to do things which seemed impossible. The fact that they manage to climb is a great achievement and a strong incentive for them to persevere in life - to study, to take a job ”*



# Claudiu Miu

Number of nominations received: 6

Number of nominations made: 0



### Addressed issues:

- Community inclusion; promote climbing, promote an inclusive environment for people with deficiencies

### Main challenges

- Financial challenges
- Infrastructure challenges





Since 2014, Climb Again has organized free climbing sessions, physiotherapy and psychological counseling for young people with disabilities: visual impairment, hearing impairment, autism spectrum disorder and neuromotor disorders.

In 2018, the Climb Again Center was founded - the first climbing therapy center for children and young people with disabilities in Romania.

Climb again managed to create partnerships with several schools in Bucharest, where they installed mobile climbing towers for visually impaired children. Thanks to the sports club, the discipline of paraclimbing (climbing practiced by people with disabilities) was officially recognized by the Romanian Mountaineering and Climbing Federation (FRAE). Climb Again also organizes a sports festival with the goal of including visually impaired young people.



# Mihăiță Papară



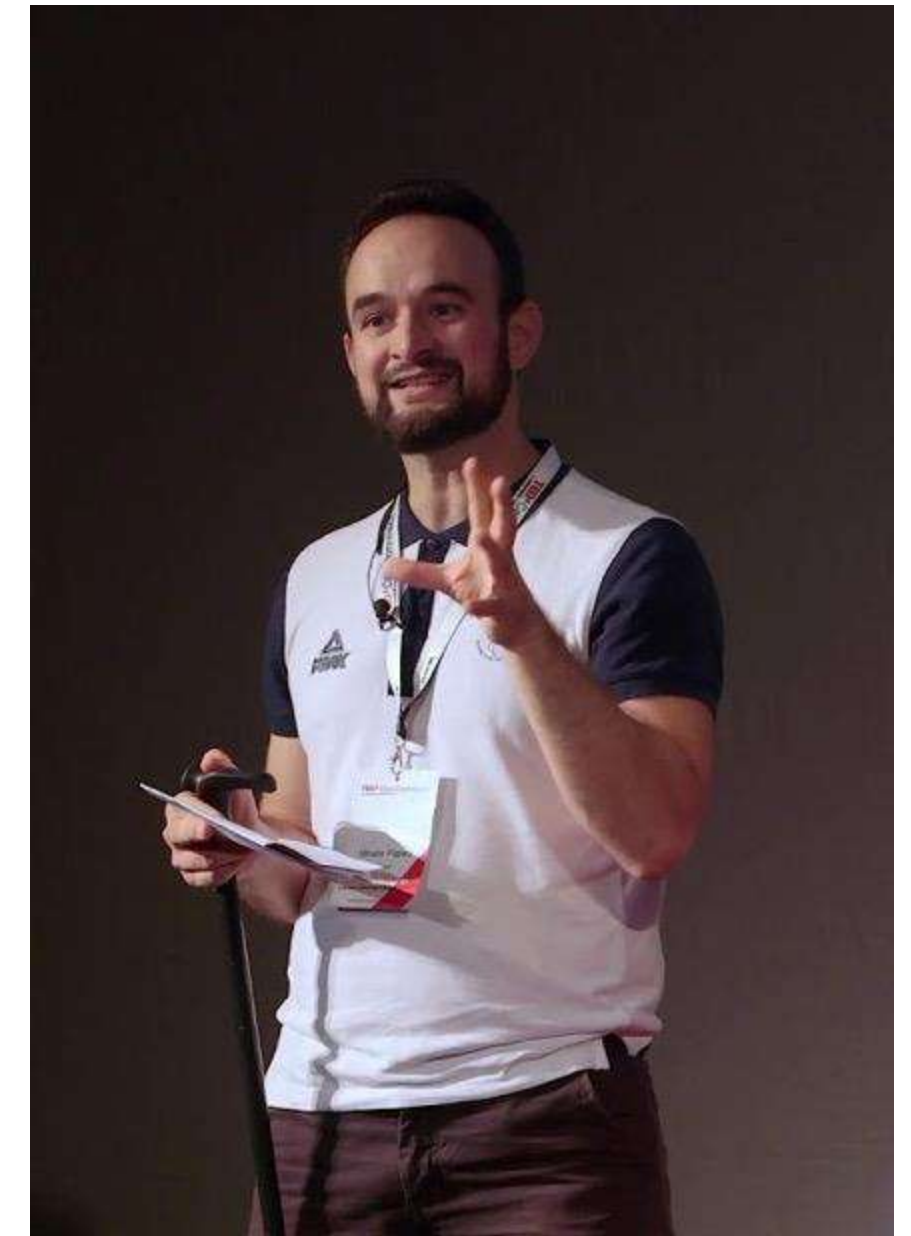
**Subdomain:** sports for all, professional sport, inclusion sport, education through sport, sports dedicated to people with disabilities

**Experience:** 6 years

**Experience in Lamont Club:** 6 years

Mihăiță Papară is a professional athlete - he has been practicing parasnowboarding since 2014 and he promotes sports as a healthy lifestyle among people with disabilities.

*"I have participated in 23 European and international competitions only this season. Being in TOP 10 at the World Banked Slalom and Snowboard Cross Championships, paved my way into the Paralympic Winter Games in South Korea and I am the first one in Romania to do so."*

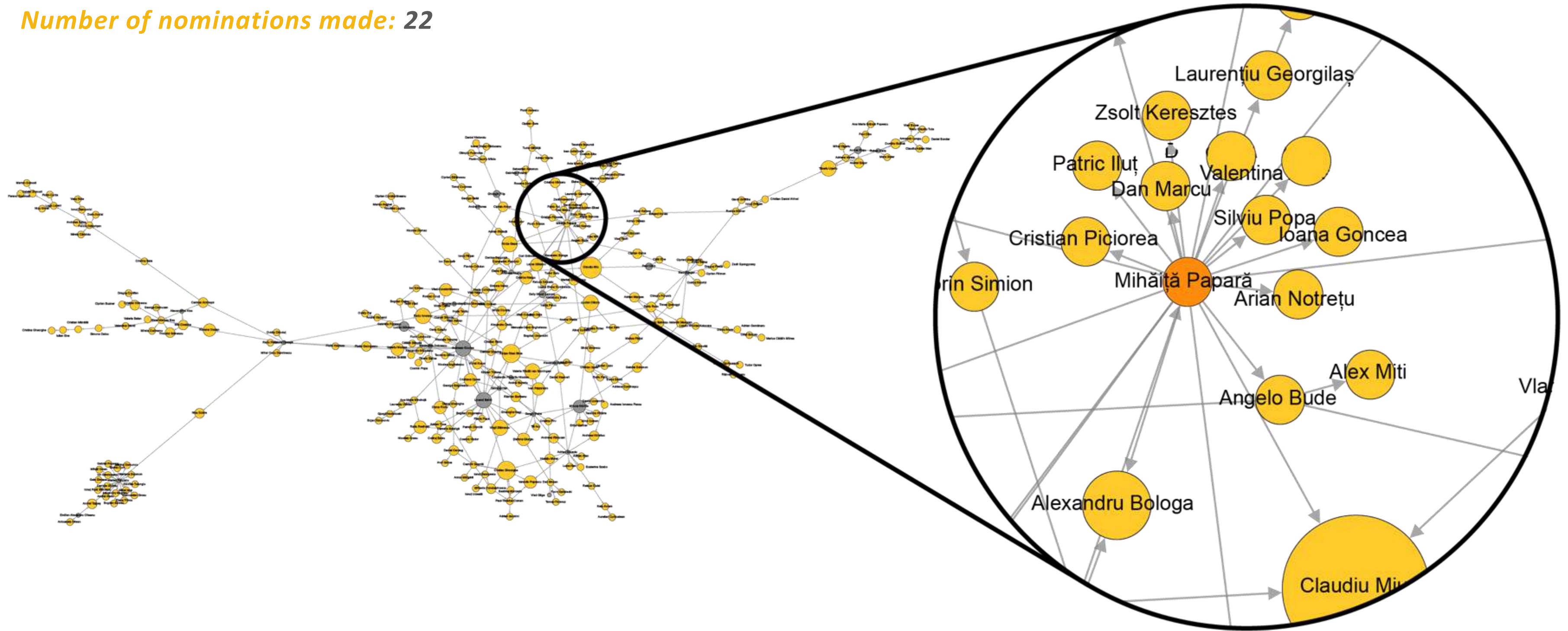


# Mihăiță Papară



Number of nominations received: 1

Number of nominations made: 22







**Addressed issues:** improving my physical / mental condition, promoting sport and a healthy lifestyle among people with disabilities, education through sport (the perception of society about people with disabilities and vice versa), encouraging people with disabilities and people in general to practice more sports.

**Main challenges:** legislative challenges, financial challenges, logistics challenges, human resources related challenges, infrastructure challenges



# Cristian Ispas

**Subdomain:** Sports for all, professional sport, inclusion through sport for people with intellectual disabilities (<IQ 70, Down Syndrome), education through sport

**Experience:** 25 years

**Experience in Motivation Foundation Romania/Special Olympics Foundation MPICS:** 25 years

Cristian Ispas is the director of Special Olympics Foundation and founder of Motivation Foundation, both of these NGOs being focused on the social integration of people with disabilities (intellectual or locomotor)

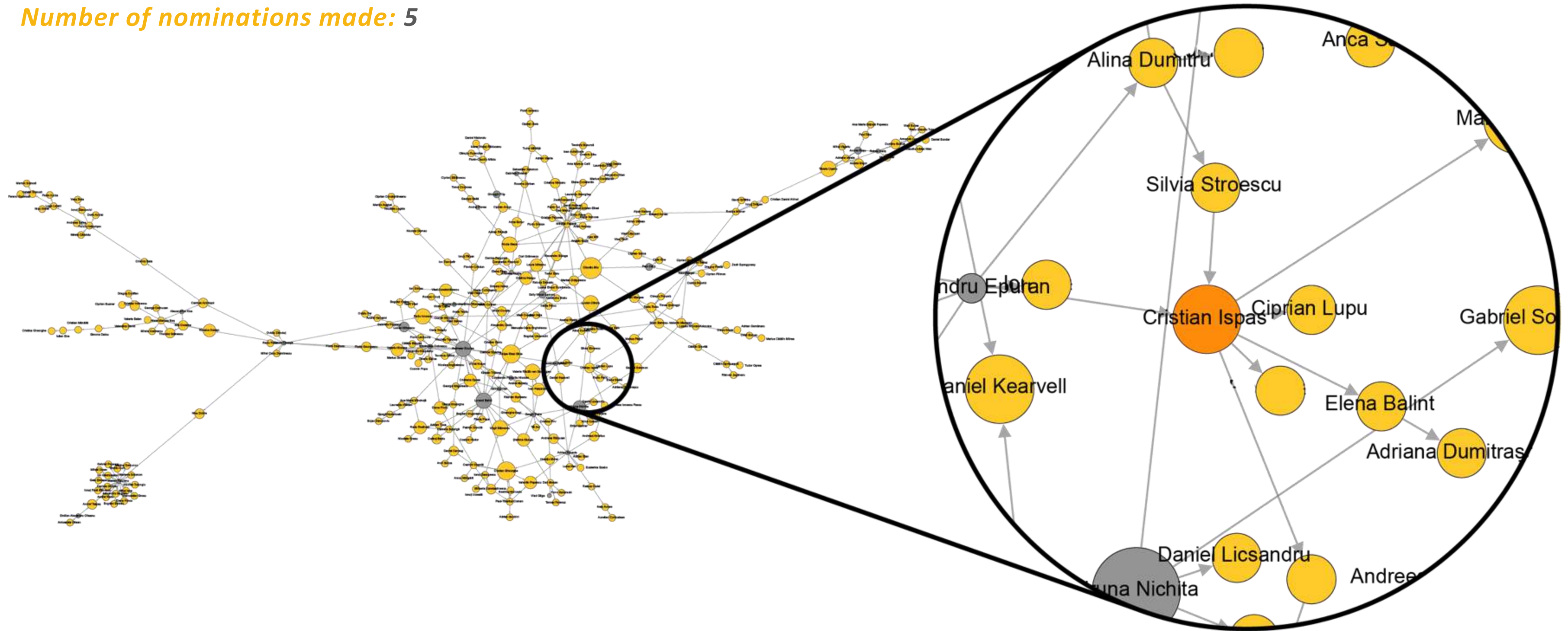
*“Sport is important to all of us. Especially for the people with disabilities, sport is a way to communicate their skills and promote social inclusion. Most Special Olympics athletes spend their lives indoors and don't have the opportunity to be praised for what they are capable of. At Special Olympics they reach the attention of the community, they are encouraged and we can see in no time a major change in their attitude”.*



# Cristian Ispas

Number of nominations received: 2

Number of nominations made: 5





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### Addressed issues:

Coordinates national competitions and supports the participation of international teams (Special Olympics) / Provides sports equipment to people with disabilities (via Motivation Foundation)

### Main challenges:

- Financial challenges
- Infrastructure challenges
- Stereotypes regarding sport when it comes to people with disabilities





Motivation Foundation's programs focus on the social, educational and professional integration of people in wheelchairs. They provide special equipment for different types of motor disabilities and medical recovery. One of the most important initiatives was to develop a community care services for deinstitutionalized children with disabilities. Since January 2003, via IMPACT program we transferred 37 children with disabilities from the Tancabesti Placement Center (Ilfov).



The Special Olympics Foundation in Romania integrates people with intellectual disabilities through training programs and competitive events. Their national projects are designed to solve problems in sports, education and health.

One of them is the project Development of motor skills in people with Down syndrome. Its purpose is to create and implement an Early Motor Initiation program within a group of children with Down syndrome.

Through trainings and sport competitions for children and young people with or without Down syndrome they aim to increase social interaction and also teach them how to be more and more independent.

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