

Exit strategies for COVID-19 lockdown, what role do regions play

SAPHIRe
Securing Adoption
of Personalised
Health in Regions



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ClusSport



Sports & Vitality in post-COVID19 Economy

What will the future look like and how to prepare for it?

Webinar 16th June 2020

Marc van der Zande, Sports and Technology, NL



Sports & Vitality in post-COVID19 Economy

Webinar May 19, 2020

120 participants: Clusters, networks, intermediaries, regional authorities and related organisations

- Discussing and collecting the best practices around Europe to guide the sports and vitality sector in the post COVID19 economy
- To come to relevant conclusions “bottom up and top down”

Organising stakeholders

EPSI: European Platform for Sport Innovation

ClusSport: Industrial Modernisation platform around Sport on Smart Specialization Regions

Smart4GoodLife: European Commission COSME Project

Inno4Sport: European Commission INTERREG project



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EUROPEAN PLATFORM FOR SPORT INNOVATION

WHO WE ARE



EPSI is a European membership-based networking organisation focusing on **innovation** in the areas of physical activity related to **sport, leisure** and **health**.

We are **78** organisations from **21** countries, among which:

Sport Associations/Federations
Universities
Industries and SMEs
Public Authorities

Clusters
Research Centers
Communication Agencies

*In addition to members, we have **Strategic Partners** for **business** and **projects**.*



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ClusSport

- **ClusSport** is the project consortium in the thematic area of Sport of the Smart Specialization Platform for Industrial Modernization.
- The main **objective** of the ClusSport is to help strengthen the **sport industries** at EU level. This interregional partnership brings together stakeholders from the sport sector and related industries.



LEADING REGIONS

Lapland (FI)
South Netherlands (NL)

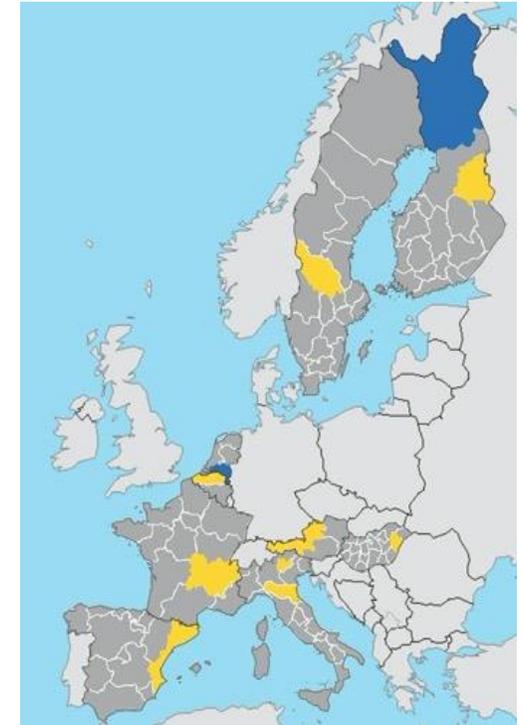
PARTICIPATING REGIONS

Flanders (BE)
Kainuu (FI)
Upper Austria (AT)
Valencia (ES)
Catalonia (ES)
Auvergne Rhône-Alpes (FR)
Dalarna (SE)
Trento (IT)
Emilia Romagna (IT)
Hajdú-Bihar (HU)

(European Platform for Sport Innovation - EPSI)

ClusSport Partnership

Leading regions
Participating regions



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The project aims to continue the cooperation and collaboration among the sports clusters to provide and create new business opportunities for SMEs, strengthen Clusters management capacities to transfer knowledge to SMEs.

PARTNERS

- INDESCAT (ES)
- Cluster Montagne (FR)
- Clusters Sport&Technology (NL)
- MSE Cluster Ltd. (HU)
- European Platform for Sport Innovation (BE)



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European Union
European Regional
Development Fund

To improve the performance of research based clusters in the field of the sports, by:

- strengthening their potentials for quadruple helix cooperation;
- creating synergies with smart specialisation processes.

To address the changes in the societal role of sports, and use it as a vehicle for economic regional growth.

PARTNERS

- Sports and Technology Foundation (NL)
- IBV, Association Institute of Biomechanics (ES)
- IVACE, Valencian Institute of Business Competitiveness (ES)
- MSE Cluster Ltd. (HU)
- University of Debrecen, Institute of Sport Sciences (HU)
- Regional Council of Lapland (FI)
- Verde Foundation for Innovative Sports Surfaces (PL)
- European Platform for Sport Innovation (BE)



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Some examples of studies

- Croatian Presidency of the Council of the European Union (2020) "[Presidency summary of the discussion from the Informal Videoconference of the EU Ministers of Sport](#)"
- DeLoitte (2020) "[Government funding response to COVID-19: A summary of the latest funding initiatives made available for businesses](#)"
- DeLoitte (2020) "[Understanding the Impact of Covid19 on the sports industries](#)"
- Europeactive (2020) "[Thoughts on Covid-19 "BC versus AC"](#)"
- Europeactive (2020) "[After Corona: How the sector may be different and never be the same again - and why this may not be all bad news](#)"
- European Commission (2020) "[Communication from the Commission to the European Parliament, the European Council, the Council, the European Economic and Social Committee and the Committee of the Regions: Coronoravirus Response Using every available euro in every way possible to protect lives and livelihoods](#)"
- European Commission (2020) "[Coronavirus Response Investment Initiative](#)"
- European Commission (2020) "[Coronavirus Response Investment Initiative Plus: New actions to mobilise essential investments and resources](#)"
- European Olympic Committee (2020) "[EOC unveils results of COVID19 Impact on European Sport](#)"
- European Platform for Sport Innovation (2020) "[Position Paper on the Impact of the COVID19 crisis on the sport sector](#)"
- Federation of the European Sporting Goods Industries (2020) "[RESULTS: FESI Survey on COVID-19](#)"
- International Labour Organisation (2020) "[COVID-19 and advocates: Labour and Human rights in sports, a priority](#)"
- International Labour Organisation (2020) "[COVID-19 and the world of work: Impact and policy responses](#)"
- Li *et al.* (2020) "[The Impact of COVID-19 Epidemic Declaration on Psychological Consequences: A Study on Active Weibo Users](#)", *International Journal of Environmental Research and Public Health*, 17 (6), 2032.
- Parnell, D. *et al.* (2020) "[COVID-19, Networks and Sport](#)" *Journal Managing Sport and Leisure*.



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Cluster Good Practices

- **Weekly-meeting with members**
 - Free talk about news, management and COVID-adaptation tips
 - 6 meetings - 10 participants / week
 - *Experience sharing between SMEs*
- **Talks:** exchange between key players and our members
 - Keep the link with the market in order to detect new needs and issues...
 - 1 webinar/month with 50 to 80 attendees
 - *Bottom-up information from decision makers to suppliers*
- **Webinars:** technical discussion between experts and members about strategic issues
 - How to manage the coming summer season in mountain/tourism, how to manage HR, how to deal with financial tools...
 - 1 webinar/month with 150 to 400 attendees
 - *Top-down information to help SMEs*



3 main goals:

- Keep in touch
- Share experiences
- Prepare the post-crisis



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What actions do you expect from clusters/regions/businesses to react to the crisis and it's long term impacts?

Mentimeter

Connect on EU level to exchange best practises

Money

financial support, innovative sports events, expertise

support innovation

Stimulate economy, guarantee jobs,

Develop collaborations for new services

more regional and national initiatives

promote physical activity including active mobility

Open communication with the wide public

What actions do you expect from clusters/regions/businesses to react to the crisis and it's long term impacts?

Mentimeter

Collaborative of support

how to supervise sports activity

It's possible to attend the concept of infrastructure realizations with cross border capacity for Grassroot Sport

clear guidelines based on a strong shared contest/comparison

Support

Networking and sharing best practises, information and new solutions connected with COVID19 crisis

be brave and take the opportunity to create a new world

Financial programs, logistical support

Leadership

What actions do you expect from clusters/regions/businesses to react to the crisis and it's long term impacts?

Mentimeter

Financial support, innovative sports, collaborative of support

-solidarity, collaboration, sharing as first priority - safety as second one-solidarity, collaboration, sharing as first priority - safety as second one

The dissemination of simple guidance

Put sport in the center of strategic discussions and strategies. Sport = Sustainability

Develop ideas with a wide range of views and perspectives; Implement and test small steps quickly; learn quickly, and adapt

new ways to use the infrastructure and build new infrastructure

develop new ways of innovating

Regions should help SMEs with specific tools and ecomic support to adapt their strategies to the new situation. New business models will be born

more and better coordination among authorities related to sports

What actions do you expect from clusters/regions/businesses to react to the crisis and it's long term impacts?

Mentimeter

to integrate collaborative project management

Put in contact companies with R&D center to foster solutions for post-Covid scenarios

1. Analyze the real problems in the sport sector 2. Make a plan on short term 3. Develop tactical responses

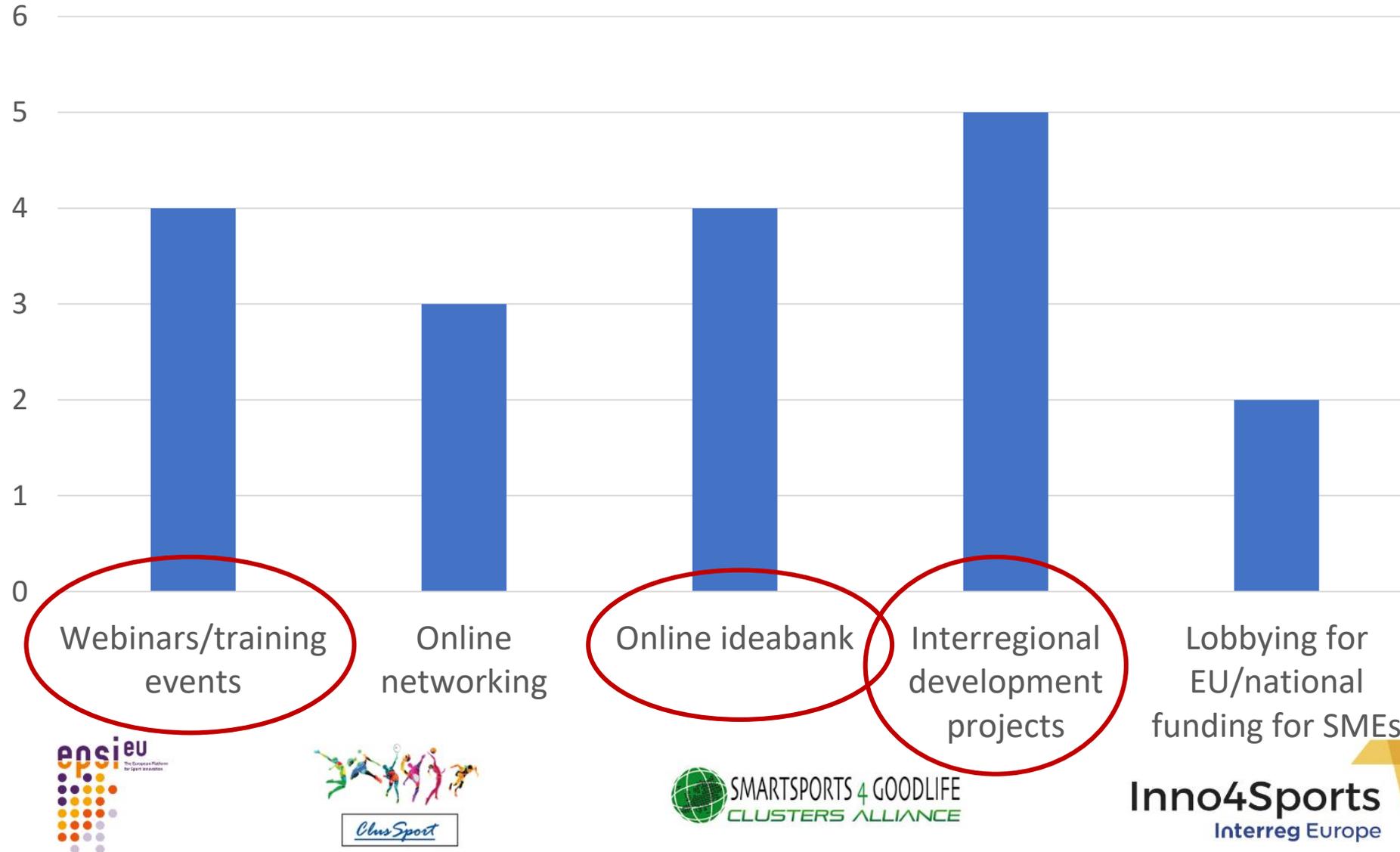
How to deal with training backlog

How to undertake injury prevention with undertrained sportsmen

Sustainable Solutions & guidance to modify the business model

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What do you think should be the next steps?



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Our **challenges** are:

- **Reinforce the link with and between cluster members** and provide them all sort of information in order to save them time and facilitate new forms of business networking
- Support cluster members in taking advantage of this period of uncertainty, which should be useful for them to **innovate**, experience **strategic changes** and adapt their **business models** according to the situation
- **Adapt and learn from new technologies**. Ex. use of platforms to network, create marketplaces, etc.
- **Adapt our services to this new context and future companies needs**. It is a rapidly changing environment and we need to provide constant added value to our clusters.



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WEBINAR CONCLUSION

Actions bottom up and top down:

- A **combined European overarching lobbying effort** “top down and bottom up” to support the sport ecosystem, articulated around very simple key messages that everybody can understand
- **The launch of a thorough European Study** on the precise economic and social impact of COVID19 on the sport sector
- **The development of a database for best practices** for innovation and business creation in the “new normal”
- **Stimulating innovative solutions** for short, medium and long term for a healthy active lifestyle (modus: public private alliances and support SME to come up with “new normal” solutions)

