



## **KEYS TO DATA ENABLED INNOVATION**

## Sport for growth and healthy for vital communities



1.36 Mn citizens employed in sport-related

activities in the EU

Data is all around us, and can help us in a better society and economy. But we are just starting to understand the impact and the use of it.

5.000

enterprises active in the manufacture of sport goods in the EU

information, but it is important to know what you can and cannot do to be safe and sound.

Privacy is important, GDPR regulations help to

Data can provide us better insights which can lead to new and more personal services for both public authorities and private enterprises.

The COVID pandemic has proven that digital approaches can help us in delivering more remote support to citizens, and thus improving the reach and level of support & service.

of EU citizens are never exercising or playing sport:

Main motivation to practice sport:



54%

Health improvement



Main barrier to practice sport:



40%

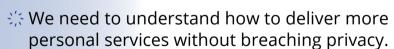
Lack of time

Use of both public and private data will help in delivering a better customer satisfaction because of better targeting personal needs.

Though data can boost improvement of public services & private businesses we need to tackle major issues:



We need to build open and trustworthy data platforms.



We need to collaborate in Europe to build safe and solid approaches on the use of public and personal data.



More than 280.000 sport facilities in the EU

Let's collaborate in Europe to support public and private parties in making the best out of the use of data!

www.interregeurope.eu/inno4sports



















