

MENU OF GOOD PRACTICES of Sport for Growth and Healthy & Vital Communities

1. INTRODUCTION

Inno4Sports (PGI05481) brings together 8 partners from five regions that all share the ambition to address a common objective, namely to improve the performance and efficiency of development programmes that are able to support sports clusterisation processes based on quadruple helix cooperation, and by doing so, promote the innovative value chains of sports. Taking into account the different regional contexts (e.g. development levels, available expertise on clusterisation processes), specific points to address have been identified by focussing on 4 thematic sub objectives:

- creation of opportunities for market access,
- exploration of cross-over cooperation,
- development of harmonisation processes with regional development programmes,
- creation of interlinkages with consumer needs and societal trends.

All (five) regions identified each two Good Practices in sport innovation ecosystems. This document analyses the GPs on the thematic, governance related & financial overlaps & differences brought by the partners.

The following GPs have been identified by partners:

Table 1. Good Practices from five European Regions in sport innovation ecosystems

No.	City, Country	Partner	Title
1	Eindhoven, The Netherlands	S&T	Vitality Living Lab
2			Profit
3	Lodz, Poland	VERDE	The Lodzkie Horse Trail
4			My friend – sports lesson
5			The „Orlikowa” Champions League
6	Valencia, Spain	IVACE and IBV	Support to sport and cultural activities with international tourism impact by the Valencia Regional Government

7			LABeSPORTS. Sports lab under the process of strategic definition of the RIS3CV
8	Debrecen, Hungary	Institute of Sport Sciences and MSE Cluster Ltd.	Debrecen's Football University
9			Sports Diagnostics, Lifestyle, and Therapy Center
10	Rovaniemi, Finland	Regional Council of Lapland	Winter sport cluster of Sister Cities
11			Dual career model

2. SUMMARY OF GOOD PRACTICES BY THEMATIC SUB OBJECTIVES OF THE PROJECT

- (1) Creation of opportunities for market access
- (2) Exploration of cross-over cooperation
- (3) Development of harmonisation processes with regional development programmes,
- (4) Creation of interlinkages with consumer needs and societal trends.

Partner	Title of the Good Practice	Thematic sub objective(s)
Sports and Technology Foundation	Vitality Living Lab	(1) Creation of opportunities for market access
<p>The core objective of the project Vitality Living Lab is to achieve a globally unique ecosystem within 4 years for innovation and business creation within the domain of sport and vitality. We start from the existing infrastructure and strong knowledge base in the Brainport region. Reinforced sport fieldlabs come together in a Vitality Living Lab and connect to business and innovation supporting parties. Together they become the breeding ground for data collection, innovation and business creation, offer a competitive advantage to companies to strengthen their market position, and so ensure an incentive for the regional economy and employment.</p>		
Sports and Technology Foundation	Profit	(2) Exploration of cross-over cooperation;
<p>ProFit combined public and private partners to stimulating active lifestyle in public areas based on the fieldlabmodel. It aimed to innovate existing sports and physical activities by adding new forms of activity and game play, and to support this by developing the necessary equipment and infrastructure. A supportive research program has provided to better understand the FieldLab concept and scientific rigour to the development and operation of the FieldLabs and the innovative concepts and</p>		

<p>products. For this research and for future research and tests a number of methods have been developed and tools for monitoring and analysis are installed.</p>		
Verde Foundation for Innovative Sports Surfaces	The Lodzkie Horse Trail	(4) Creation of interlinkages with consumer needs and societal trends
<p>The Lodzkie Horse Trail is a tourist (amateur or pro) horse trail covering the area of the Lodzkie Voivodeship. The length of 1817 km makes it the longest route of this kind in Europe. The trail was created as part of the EU project "Tourism in the saddle - infrastructure of an innovative and unique tourist product", the beneficiary of which is the Łódź Voivodeship.</p>		
Verde Foundation for Innovative Sports Surfaces	My friend – sports lesson	(4) Creation of interlinkages with consumer needs and societal trends
<p>The project, launched in 2015, aims at limiting the number of sick leaves for children from the sports classes at school. The Lodz Department of Sports identified that a real reason for a huge number of sick leaves is actually a result of fear from children to get low marks due to their poor performance during the class. Thus, the actual goal of the project is to work with teachers and headteachers in order to change their attitude towards kids who have problems at sports classes, so that they are not assessed for the final result of an exercise, but rather – engagement, technique and persistence. The project brought astonishingly good effects – number of sick leaves dropped by 55% from 2393 (for the full school year) in 2014 to only 1067 in 2017.</p>		
Verde Foundation for Innovative Sports Surfaces	The „Orlikowa” Champions League	(2) Exploration of cross-over cooperation
<p>The „Orlikowa” Champions League, organized by the Lodzkie Region, in 2018 was held for the tenth time, and its formula developed in eight disciplines: football, handball, volleyball, basketball, rugby, high jump, tennis, and games and games. The event, led by the Marshal’s Office of the Lodzkie region, at the beginning consisted only of a football tournament. Now in became one of the best and most popular sports events in Poland dedicated to children and young people.</p>		
IVACE and IBV	Support to sport and cultural activities with international tourism impact by the Valencia Regional Government	(3) Development of harmonisation processes with regional development programmes
<p>Entity: Generalitat Valenciana – Turisme Comunitat Valenciana (Valencia Regional Government). Encourage the development of sports and cultural activities of international impact in the Valencia Region and that favour the generation of tourism</p>		

flows to our destination, also contributing to the creation of unique tourism product and the positioning of our destination in international markets.

Source of finance: Public financing activities.

IVACEA and IBV	LABeSPORTS. Sports lab under the process of strategic definition of the RIS3CV	(3) Development of harmonisation processes with regional development programmes
<p>Entity: Generalitat Valenciana – IVACE (Regional Development Agency Valencia Regional Government). IVACE holds the secretary of RIS3 in Valencia. Has launched a series of 4DH stakeholders groups to discuss and identify challenges and related actions that could feed the next RIS3 in the Region. Labesports focusses in sports considering its crossovers. At this moment, four big challenges (increasing sports practise, developing sports tourism, increasing sports practices among the teens, sports and tradition) have been identified and two pilot actions defined: sports as a 'treatment' for different diseases and tourism based in water sports activities. Source of finance: NONE.</p>		
MSE Cluster Ltd. and University of Debrecen, Institute of Sport Sciences	Debrecen's Football University	(3) Development of harmonisation processes with regional development programmes
<p>The international Football Conference and coach training program with educational and research background called "Debrecen's Football University".</p> <p>The international conference and workshop has been grouped around several topics, these goals are: young footballers to join to the international system, participate in foreign Universities sports projects, and inform Hungarian experts about the international experiences.</p>		
MSE Cluster Ltd. and University of Debrecen, Institute of Sport Sciences	Sports Diagnostics, Lifestyle, and Therapy Center	(4) Creation of interlinkages with consumer needs and societal trends
<p>SET - The Sports Diagnostics, Lifestyle, and Therapy Center of the University of Debrecen is truly unique both in Hungary and in the whole of Central Europe in its complexity of sports health services rendered. The center provides the team of its professionals, comprising physicians and sports science experts, with state-of-the-art equipment and appliances. SET Center can conduct physical and medical examinations in the fields of exercise physiology, musculoskeletal rehabilitation, ultrasound bone healing, laboratory research, sports psychology, anthropometry, sports genetics, and even manager screenings. The Center can also provide a variety of treatments in physical therapy, including shockwave, ultrasound, laser, iontophoresis, lymphatic</p>		

drainage massage, magnetic therapy, game-ready and spine liner. This is the cooperation between the University, the City of Debrecen and MSE Cluster Nonprofit Ltd.

Regional Council of Lapland	Winter sport cluster of Sister Cities	(1) Creation of opportunities for market access
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Actively using the network between sister cities (Rovaniemi/Harbin) within the framework of thematic winter sport year between China and Finland and for the years after that. Cities start the creation of common business in training activities. Companies are selling knowhow in training, providing accommodation, transport and other services. Combining winter sport activities to larger concept of sustainable tourism resorts.

Regional Council of Lapland	Dual career model	(4) Creation of interlinkages with consumer needs and societal trends
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All over the world top athletes face difficulties after their active athletic careers are over. Many have solely focused on pursuing their athletic careers and have not prepared in any way for the life after the career. This good practice attempts to make it easier to combine sports career with more flexible educational path in higher education. The key function of Lapland Sports Academy is to combine education and sports, and recognising sports in the curriculum is at the core. The dual career model has been developed together with Lapland UAS both regionally and in interregional cooperation. In the Dual Career model, the focus is on 8 competences of which 5 are generic competences driven from sports itself. The key is in understanding what sports in itself teaches us and how those skills are identified and put to use in working life: 1. Learning skills, 2. Ethical skills & Accountability, 3. Work community skills, 4. Innovation skills, 5. International skills, The remaining 3 competences are driven from the educational programme: 1. Physical education pedagogy, 2. Wellness coaching, 3. Sports coaching.

As a result, the dual career will make more use of the skills of athletes and to help former athletes to pursue a new career (tackling social exclusion). On top of that the model supports a healthy lifestyle.

3. GOOD PRACTICES BY KEY AREAS

	Good Practice				
Key areas ↓	Vitality Living Lab (NL)	Profit (NL)	The Lodzkie Horse Trail (PL)	My friend – sports lesson (PL)	The „Orlikowa” Champions League (PL)
Training					
Education				X	
Fieldlab	X	X			
Event					X
Increasing (sport)tourism			X		
Health		X		X	
Public-private cooperation	X	X			
Network					
Leisure/amateur sport			X	X	X
Professional sport					
Bottom-up approach					
Innovative		X	X	X	
Thematic sub-objecitves →	(1) Creation of opportunities for market access	(2) Exploration of cross-over cooperation	(4) Creation of interlinkages with consumer needs and societal trends	(4) Creation of interlinkages with consumer needs and societal trends	(2) Exploration of cross-over cooperation

	Good Practice					
Key areas ↓	Support to sport and cultural activities with international tourism impact by the Valencia Regional Government (SP)	LABeSPORTS. Sports lab under the process of strategic definition of the RIS3CV (SP)	Debrecen's Football University (HU)	SET - Sports Diagnostics, Lifestyle, and Therapy Center (HU)	Winter sport cluster of Sister Cities (FI)	Dual career model (FI)
Training			X		X	
Education			X			X
Fieldlab		X				
Event			X		X	
Increasing (sport)tourism	X	X		X	X	
Health		X		X		X
Public-private cooperation						
Network			X		X	X
Leisure/amateur sport	X	X	X			
Professional sport			X			X
Bottom-up approach				X		
Innovative	X			X		X
Thematic sub-objectives →	(3) Development of harmonisation processes with regional development	(3) Development of harmonisation processes with regional development	(3) Development of harmonisation processes with regional development	(4) Creation of interlinkages with consumer needs and societal trends	(1) Creation of opportunities for market access	(4) Creation of interlinkages with consumer needs and societal trends

4. PROBLEMS/CHALLENGE FACING PARTICIPANTS IN GOOD PRACTICES

In total 11 Good Practices have been collected, five common challenges have been identified:

- Economic
- Social/health
- Infrastructure
- Knowledge/skills
- Policy

Most of the GPs faced social/health and economic challenges.

Challenges					
GPs	Economic	Social/ health	Infrastruc- ture	Knowledge /skills	Policy
Vitality Living Lab	X	X			
Profit		X			
The Lodzki Horse Trail	X	X	X		
My friend - sports lesson		X			
The „Orlikowa” Champions League		X			
Support to sport and cultural activities with international tourism impact by the Valencia Regional Government	X		X		
LABeSPORTS. Sports lab under the process of strategic definition of the RIS3CV					X
Debrecen’s Football University				X	
SET - Sports Diagnostics, Lifestyle, and Therapy Centre	X				
Winter sport cluster of Sister Cities		X		X	
Dual career model		X	X		

1) Economic

Vitality Living Lab (NL): Challenges include the rising cost in health care, and the rising cost of inactive lifestyle. *The Lodzki Horse Trail* (PL) identified economic challenge. The problem was that individual, private horse stations have not been connected in a proper network, otherwise it would have been a more effective exploitation economically meaning. The main challenge of the *Support to sport and cultural activities with international tourism impact by the Valencia Regional Government* (SP) good practice is a financial problem, i.e. there is not cross-sectoral public financing in the Valencia Region to boost and develop sport and cultural activities to attract more tourist flows, where one of the main economic sector in the region is tourism. *SET - Sports Diagnostics, Lifestyle, and Therapy Centre's* (HU) one of the main challenges is the long-term financing, e.g. employing more and more full-time doctors, increasing and developing technologies, research.

2) Social/health

Vitality Living Lab (NL) also has a social challenge, aging, which is a common European problem as well. Main challenge of *Profit* (NL) project is how can inactive people can be activated, and how they can find an innovative way and/or product to activate people in a healthier lifestyle in order to decrease the high cost of healthcare. In the beginning there was not enough demand for *The Lodzki Horse Trail* (PL) due to the fact that the areas along the trail was not touristically attractive. *My friend – sports lesson* (PL) had health related problem, pupils' and students' massive exemption from physical education. It was a big challenge to find an innovative solution (programme), because institutions of Lodz were ranked in the 10th place in obesity problem of 22 European countries. *The „Orlikowa” Champions League* (PL) good practice faced also a health challenge, the obesity and inactivity of more and more young pupils between the age of 6-12. They found that a competition organized by public institutions would be a good solution. *Winter sport cluster of Sister Cities'* (FI) of the main challenges is social/cultural deriving from different cultures (it also concerns business culture) between Finland (and Europe) and China. *Dual career model* (FI) is an answer for the challenge that many professional athletes are not prepared for the life after they end their sport career.

3) Infrastructure

The Lodzki Horse Trail (PL) had to develop and connect the existing infrastructure including signs, marking, communication, management etc. *Support to sport and cultural activities with international tourism impact by the Valencia Regional Government* (SP) good practice also had infrastructural challenge, due to the lack of cross-sectoral public financing to develop new goods and services. *Dual career model* (FI) has been established to prevent the exclusion of former athletes and for making it easier to

combine sports and studies. Development of sport infrastructure makes the athletic training and studying in the region possible.

4) Knowledge/skills

The challenge in the GP of *Debrecen's Football University* (HU) was how can UD can bring the international programmes, developments to Debrecen to train the coaches and youth. *Winter sport cluster of Sister Cities* (FI) in some way also has a challenge in 'knowledge/skills', because winter sports are not so highly prioritized in China, and specific know-how in winter sports is needed. Smooth processes also require good diplomatic relations.

5) Policy

LABeSPORTS. Sports lab under the process of strategic definition of the RIS3CV (SP): the main barrier was of this GP the cross-sectoral nature of sport, which also means a huge advantage, but different government departments have to cooperate in order sport be in RIS3CV.

5. MAIN STAKEHOLDERS INVOLVED

The main stakeholders involved into the collected Good Practices were the followings:

Stakeholder	Good Practice
SMEs/entrepreneurs	Vitality Living Lab, Profit, The Lodzki Horse Trail, SET - Sports Diagnostics, Lifestyle, and Therapy Centre, Winter sport cluster of Sister Cities
Municipalities	Vitality Living Lab, Profit, The Lodzki Horse Trail, Support to sport and cultural activities with international tourism impact by the Valencia Regional Government, LABeSPORTS. Sports lab under the process of strategic definition of the RIS3CV, SET - Sports Diagnostics, Lifestyle, and Therapy Centre, Winter sport cluster of Sister Cities
Experts (in business, financing, sports etc.)	Vitality Living Lab,
Higher education institutions/academia	Profit, My friend – sports lesson, Debrecen's Football University, SET - Sports Diagnostics, Lifestyle, and Therapy Centre, Dual career model
Schools	My friend – sports lesson, The „Orlikowa” Champions League
Students	My friend – sports lesson, Debrecen's Football University,

	Dual career model
Public authorities	The Lodzki Horse Trail, My friend – sports lesson
NGOs/ Sport associations	The Lodzki Horse Trail, The „Orlikowa” Champions League, Debrecen’s Football University, SET - Sports Diagnostics, Lifestyle, and Therapy Centre, Dual career model
Government	The „Orlikowa” Champions League, Support to sport and cultural activities with international tourism impact by the Valencia Regional Government, LABeSPORTS. Sports lab under the process of strategic definition of the RIS3CV

6. CONCLUSIONS

The main goal of INNO4SPORTS project is to improve the performance and efficiency of development programmes that are able to support sports clusterisation processes based on quadruple helix cooperation, and by doing so, promote the innovative value chains of sports. Collected good practices show different good solutions from Europe to answer the main challenges of sport economy. The common things in all the good practices, that there is a strong demand from the society to be healthier, be more active, if circumstances are better, i.e. there is good infrastructure, as well as from the business side they would like to be part of the value chain of sport economy. For the sake of success strong cooperation is needed between the relevant stakeholders, mainly it means regional and/or local governments, higher educational institutions, NGOs, associations. Sport can be a good tourist attraction, like in the case of Valencia, SET - Sports Diagnostics, Lifestyle, and Therapy Centre in Debrecen or The Horse Trail in Poland. It can be a good business opportunity as well, like in the case of Vitality Living Lab in Eindhoven.