



Thematic Smart Specialisation Platforms for Agri-Food / Industrial Modernisation

Expression of interest for the development thematic sub-areas

Fields marked with * are mandatory.

EU regions and member states are invited to propose a thematic area that is of their interest and it is linked to agri-food or industrial modernisation and their smart specialisation strategies (RIS3), and in which they wish to collaborate on with other regions or members states in perspective of starting a partnership for co-investment in the development of new value chains.

Submissions are welcome from one region or a group of regions which are keen to act as coordinating/leading region(s).

To submit your proposal, please fill in the survey below.



Title of proposed subtheme/focus area

Sport - ClusSport initiative

*** Please indicate the most relevant Thematic Platform for your proposed area:**

- Agri-food
 Industrial modernisation

*** Your name**

Kristiina

*** Your surname**

Jokelainen

*** Region / country**

Lapland, Finland

*** Your affiliation and function within the institution**

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*** Description of the proposed subtheme/focus area**

This proposal in the area of sport is submitted jointly with the ClusSport consortium.

A number of studies have identified sport, in its different forms, and physical activity as a driver for economic growth. ISCA: CEBR (2015) in their study calculated that inactivity imposes economic cost of more than 80 billion euros per year to the EU-28 through four major non-communicable diseases (coronary heart disease, colorectal and breast cancer) and through

the indirect cost of inactivity -related mood and anxiety disorders. We must further investigate the role of increasing regular physical activity in addressing the unsustainable growth of health care spending.

Sport related added (direct effects) amounts to 112.18 bn Euro with respect to the broad definition. For the statistical definition of sport it is 28.16 bn Euro. The direct effects of sport, combined with its multiplier (indirect and includes) effects, add up to 2.98 (294.36 bn Euro) of overall gross value added in European Union. Summering direct and indirect effect, sport leads to an employment of 5.085.137 persons (2.42% of EU employment) in the narrow definition. For the broad definition, values of 7.378.671 persons (3.51%) can be reported, while it is 1.154.389 .

Sport is often embedded with other sectors such as Tourism, Health, and Transport. This means that sport can help specific business sectors to develop, depending on the characteristics of sport demand and supply in a specific country. Today the sport industry should be seen as emerging industry providing real potential for the new entrepreneurship and businesses.

Regional Council of Lapland is leading the ClusSport consortium proposing this thematic initiative in the area of Sport for Industrial modernisation thematic platform. Lapland, Finland, is the northernmost region of EU and one of the most sparsely populated regions in EU. The region is a mixture of abundant natural resources, strong accumulation of Arctic expertise and unique nature. In Lapland the development of the sport based industry is an important part of the overall development. The knowledge and development hub of sports is placed in Rovaniemi, where the Olympic training centre is located forming the real living lab environment for the various sports. The centre is aiming to become one of the leading winter sports training centres in the World. The centre involves various regional players and integrates also national and international networks.

As a part of the knowledge and development hub the Lapland University of applied sciences has a degree program on Sport and Leisure management and Santasport institute offers vocational training as well as additional and continuing training for sports professionals. The knowledge and development hub of sports plays an important role in the everyday sport development. The RDI environments are used not just for the benefit of the sport professionals but also to encourage everyone to take care of their health. That is also very much linked to the tourism in Lapland. It is one of the biggest and fastest growing industries in Lapland, where sport is having a crucial role. Most of the tourism is related to activities like cross-country skiing, alpine skiing and in the summer time hiking in the nature.

Sports tourism links the regional SME's to the regional economic development in the fields of sports and tourism. The SME's get new growth and new business opportunities: create new sports specific companies providing the sport related services and business activities to Lapland.

The main objective of this proposed ClusSport thematic specific area for

Smart Specialisation Industrial Modernisation platform is to help the strengthen the sport industries on the EU level. The partner regions and organisations in the ClusSport complete the missing competences of each other.

- * Are you involved in the design and/or implementation of research and innovation strategies for smart specialisation (RIS3) in your region/Member State? Please explain.

Regional council of Lapland is leading the Smart Specialisation design and implementation in the region. Lapland's Arctic Specialisation Programme (S3) was launched November 2013.

In the Lapland's S3 sport was seen as one of the emerging industries sector having impact on the developing Arctic recreational environments for both professional and leisure purposes but also playing important role while developing the multi-sector online health and well-being innovations.

During the 2017 Lapland's S3 will be updated and focus will be more in ecosystem and cluster typed development focusing on new wave of emerging industries playing important role in the regional development. Sport industry has been recognised as growing emerging industry in Lapland.

- * Please explain the transformative nature of your proposal. What are you aiming to achieve?

This regional partnership under the Smart Specialisation for Industrial Modernisation setting sport as a thematic area will bring together stakeholders from the sport sector and related industries. Research, technology and education providers as well as managing authorities will be invited to join efforts in developing and implementing a common strategy that will enable investments and establish research facilities across Europe. There are already some promising results and good practises from the Study on the Contribution of Sport to Regional Development through the Structural Funds (2016).

The main goal of this thematic area is to reinforce the regional innovation capacity to facilitate investments based on open innovation infrastructure or new technology by clusters in regional innovation ecosystems. The other aim is to spread the knowledge of expert organisations to support regional growth and new work opportunities. To create also a solid European collaboration among the regions involved in this initiative. Most importantly, to identify opportunities for joint-demonstration between regions which will be based on a mapping exercise and what are the complementary advantages between existing demonstration facilities and industry needs. For the future perspective, we have to pay more attention towards big societal challenges of inactivity and youth unemployment, which will generate major problems during the coming years. By using the expertise of this Industrial modernisation partnership, we could find the practises, which will stimulate active lifestyle to turn healthcare to proactive care for health and new work possibilities. Physical inactivity is the fourth leading risk factor for diseases and youth

unemployment is severe European problem.

In this consortium, we are seeking to invest on innovations capitalising sports for the benefit of the people of communities, cities and regions. Consortium partners are providing different platforms utilising also the skills of students for the sport industries and testing grounds to implement population based approaches into the practise. New knowledge and skills will be generated through spreading the knowledge of experts and educational organisations.

Supporting the exchange of experience and knowledge among the regions that agreed to set sport as a thematic area under the Smart Specialisation for Industrial Modernisation Platform. Through this thematic area regions will complement each other's expertise and will further develop dialogue supporting the development of the interregional value chain on sport. The regions that are involved in this initiative will make sure to bring in the industry in order to boost their sport sector and develop regional excellence through smart specialisation. The regions which are involved in this sector have significant clusters, research institutes that are having a high interest in the sport sector and which will offer their expertise in creating future potential projects that will make benefit of the regions involved.

Transformation

to make better use of new interfaces using the best available technology and knowledge to attract population to become more active

*by getting the latest knowledge of the expert and educational organisations, SME's are able to achieve economic growth

*students get better practical training and get better skills for working life or start-ups

changing from the healthcare towards proactive care for health; from care and cure to prevention and fun

*capitalise the knowledge from elite sports towards implementations for healthy living

*from governmental driven sports and vitality actions towards private and PP alliances

*to take better use of digitalisation in the development of sport innovations

*commercialise sport testing environments

*create economic and scientific development

*boost new economic sectors as creative and cultural industries

*help in the development of strategies for territorial cohesion

Develop a broader, more sophisticated understanding of the economic impact of physical activity and its potential for influencing health care cost and labour productivity

*** Please detail main challenges in relation to your proposed sub-area that may be addressed through interregional collaboration.**

By setting sport as a thematic area under the Smart Specialisation for Industrial Modernisation Platform it will help the European region to tackle the challenges that this sector faces and will make sure to bring physical activity back into people's lives and synchronize European activities with the national level.

The relationship between physical activity and physical health is established beyond doubt, and the awareness of the health cost of sedentary behaviours is so advanced that inactivity is now recognized as a major public health concern. Physical inactivity is the fourth leading risk factor for diseases and is estimated to account for nearly 600. 000 deaths per year in Europe. Tackling this factor at the European level would reduce the risk of cardiovascular disease, non-insulin - dependent diabetes, hypertension, some forms of cancer, musculoskeletal disease and psychological disorders. In addition, physical activity is one of the keys to counteracting the current epidemic of overweight and obesity that is posing a new global challenge to public health.

Interregional collaboration might support:

*The evidence that support actions are needed for the area of sports & vitality

*To create the critical mass to develop break-through actions

*To develop different models for public-private partnerships that are needed in this area (in particular considering transforming healthcare into proactive care for health)

All participating regions are seeing themselves as regions boosting innovations development in sports. The consortium is covering the sport field from the different types of outdoor to indoor physical activities. There are partners focusing on the top sport facilities development, having different testing and development environments, living labs, supporting sports to become regular social phenomena and supporting the development of the new sport innovations. In addition, sports are often in relation to other industries, like tourism.

The ClusSport consortium provides the platform where the interfaces create perfect breeding ground to treat sports as emerging industries creating real possibility for the new entrepreneurship.

- * Please indicate any commitment and political support (regional/national level) for this proposed sub-area. Please also indicate approximate amounts and sources of funding to be provided during a period of at least 2 years.

Each partner region and organisation has signed the letter of commitment. As well in some cases like the regional authority has given mandate for the regional cluster or academia to implement practical steps of ClusSport initiative.

In Finland Regional Council of Lapland and Regional Council of Kainuu are committed to fund projects supporting the implementation of ClusSport.

- * Which other regions/countries are interested in this proposed sub-area? Describe their interest and current level of commitment as well as complementarities and value added. Also, please add contact details.

The region of the South of Netherlands
Accommodates an innovative, knowledge-based, dynamic economy and, furthermore, provides a good living environment. The region has a broad industrial base, research capacity and a matchless network of manufacturers and designers. This network comprises of SMEs, including start-ups, and research, knowledge and educational institutions. Innovative capacity of the region is linked to a high 'quality of life'. The quality of life entails factors that contribute to the business climate, such as sports and cultural facilities, the relationship urban-rural areas, the leisure economy and the natural qualities of the region (water, landscape and nature conservation areas). The RIS-3 emphasis of the region is placed on the basic conditions for a knowledge economy, developing knowledge, applying knowledge to new products and markets and, on that basis, developing new clusters and promoting cross-overs. One of these clusters is the Cluster Sports & Technology.

Contact

Mr. Rene Wijlens, manager, Wijlens@sportsandtechnology.com

Flanders Region in Belgium

Flanders' has a strong experience with RIS3 through the Vanguard initiative in additive manufacturing. is already involved with the implementation of research and innovation strategies for smart specialisation (RIS3) with the FLAM3D platform.

Flanders want to stimulate innovation in sports and sports economy by bringing researchers and entrepreneurs closer to athletes and coaches. Clusters with the focus on sports will play a key role in defining and setting up living labs, testing grounds and open innovation projects as a system for building a future in which real-life user-driven development and

innovation will be a normal co-creation technique for new products, services and societal infrastructure. In the Living Lab development projects, the users take an active part in development and innovation.

Flanders Region has signed the Letter of Commitment

Contact:

Mr. Marc Hufkens, chairman, marc.hufkens@flandersbikevalley.be

Valencia, Spain

The region of Comunidad Valenciana defines Quality of life as one of the three main development axis in RIS3. In the context of this EOI, the region acknowledges that sports plays a crucial and transversal role in Quality of Life, specially related to health promotion and tourism. A relevant economic development is taking place around these fields with promising prospects for infrastructures, industry and services. By way of an example of the transforming power of sports, the Marathon of Valencia (currently gold label from the IAAF) is based in a massive practice of running in the city, now around 30% of athletes taking part in the marathon come from abroad. In the same line, new modern and high quality sports facilities are being built as part of the Region offer for football and cycling teams from "cold" regions of Europe.

Moreover, the region is interested in the tractor effect that the above prospects may have on industrial sectors that already find an application in sports. This is the case for footwear, textiles, pavements, furniture, etc. In this line of argument, CVIDA (www.cvida.com) is a cluster of companies in Valencia sharing the interest in products and services of quality of life. It includes companies from many different sectors as sports.

Contact

Mr. Enrique Alcantara: enrique.alcantara@ibv.upv.es

Kainuu, Finland

Kainuu region, comprises eight municipalities and locates in the middle of Finland. At the moment Kainuu is home for approximately 75,300 residents within the land area of 20 197 km². Kainuu is suffering from a decline in population, particularly as younger people are moving from the region. Nature, natural resources and nature-related industries and interests and tourism are prominent in the region. There are several educational and research institutes in the region; Kainuu vocational college, several high schools (including Sotkamo sport high school), Kajaani University of Applied Sciences, Kajaani University consortium and CEMIS (Centre for Measurement and Information Systems).

Sport, research of sport and tourism make a unique combination in Kainuu region. Vuokatti (Sotkamo, Kainuu) is one of the world's finest training facilities for professional athletes involved in Nordic skiing (www.vuokattisport.fi) and it is also a popular tourist destination. When it comes to Cross-Country Skiing, Ski jumping, Nordic Combined, Biathlon and Snowboarding, Vuokatti has been Finland's centre for elite coaching over decades. The centre also offers excellent training conditions in other sports for athletes of all ages and levels.

Regional Council of Kainuu has signed the Letter of Commitment

Contact

Jouni Ponnikas

Regional Council of Kainuu,
Regional development specialist, Jouni.Ponnikas@kainuu.fi

In addition the Letter of Commitment has been signed by the Business Upper Austria,
Mr. Pamminer Werner : werner.pamminer@biz-up.at

*** Please describe the extent to which this sub-theme is supported by businesses (clusters) and/or academia and/or civil society in your region.**

The European Platform for Sport Innovation - EPSI - is a major player in implementing the strategy that the regions will create. EPSI will coordinate the activities among its member's in the sport area in order to boost investments and foster collaboration among the stakeholders along the sport value chain in Europe. EPSI will serve as a focal point in order to coordinate a wide range of activities at national and EU level. EPSI will also make recommendations for the European Commission to include wider consideration of the Sport domain on its research agenda. Gathering forces through the value chain and sharing knowledge will help in coordinating sport EU initiatives.

EPSI is European core network that strives for a more innovation-friendly environment in the EU's sports industry. EPSI has embraced a cross-sectoral approach, which covers the health, economic, social and cultural dimensions of sports. EPSI has cooperated with a growing number of partners, including universities, research institutes, clusters and industries. The European Platform for Sport and Innovation is created to initiate activities among its members to respond to regional/national and European call for proposals aiming to finalise innovation projects and contribute to the dissemination of new knowledge and innovation opportunities for its members. The platform on itself focuses on physical activity related to sport leisure and health. EPSI is on EU level partner of the sport sector to stimulate and strength the innovation power. (Letter of commitment)

South Netherlands the Cluster Sports & Technology is strongly involved in the practical implementation of the ClusSport. The cluster represents over 100 businesses, 3 knowledge institutions (2 academia, 1 research centre), 9 SportFieldLabs (living labs), and several public organisations (the Q-helix). Cluster management is done by the non-profit organisation Sports & Technology. The cluster is financially supported by the partners and also is also an SGEI for the province on Noord Brabant on sports innovation (2016-2019). The lab infrastructure is partly supported by the Municipality of Eindhoven and the national government. On national level it is linked to Sportinnovator and on EU level to EPSI.

The Flanders' Bike Valley bottom-up Cluster will be responsible on enhancing of the ClusSport activities. The cluster brings together actors in the field of sports with strong focus on bicycle & cycling sciences and technologies:

public research organisations, private companies and specialised service providers in a Quadruple Helix format, including strategic stakeholders. The Cluster is managed by experienced business managers with roots in business development and cycling industries.

As an emerging cluster, the mission of the Flanders' Bike Valley Cluster is to actively participate in building a successful ecosystem that will attract and retain companies and laboratories that are active in sports and the bicycle & cycling field contributing to boosting innovation, economic performance and employment. (Letter of commitment)

In Valencia the La Asociación para el Cuidado de la Calidad de Vida (CVIDA) will be invited to join ClusSport implementation. CVIDA includes 46 companies and 50 entities from different sectors. Also, there are companies from other industrial sectors working in sports: footwear, clothing, sports surfaces, cycling, equipment, training technology, etc. Without forgetting the economic impact of football in the Region with two teams in the main League (Valencia and Villarreal) and other two in the second league (Levante and Elche). Regarding academia and research, Valencia offers a complete network of research centres (IBV, AITEX, AIJU) and universities (University of Valencia, University of Elche, University of Alicante,...) working in sports

Kainuu region ClusSport has strong academic and civil society support: Sports Technology Unit of Jyväskylä University, located in Vuokatti. CEMIS (Centre for Measurement and Information Systems) , is a contract based measurement and information systems research and training center shared by two universities (Oulu and Jyväskylä University), research institute (VTT Technical Research Centre of Finland) and Kajaani University of Applied Sciences Ltd. CEMIS is one of the innovation hubs of Oulu University. Kajaani University of Applied Sciences (www.kamk.fi) offers a bachelors' degree in Sports and Leisure Management both in Finnish and in English, providing students with a high quality, academic yet practical education in the field of sports.

Kainuun Liikunta ry. (www.kainuunliikunta.fi) is a regional sports association functioning in fields of development, cooperation and services for sports and exercise, being one of the fifteen regional sports associations in Finland.

* Please provide some details related to the implementation of your proposal from its conception phase to the development phase of concrete investment projects, including milestones and expected outcomes at each phase.

ClusSport initiative development started on December 2016 followed with two meetings in Brussels on January and February 2017 hosted by EPSI.

Regional Council of Lapland was willing to take lead on the ClusSport initiative development in the collaboration with partner regions and organisations. After approval of the ClusSport EoI the process will follow up the procedure indicated on the S3 platform site for the Industrial modernisation <http://s3platform.jrc.ec.europa.eu/industrial-modernisation>

ClusSport consortium has agreed to meet April 2017 to set up roadmap for the future steps, milestones. As well the regional investments in the area of sport will be studied in order to create status report of the current situation in the participating regions.

ClusSport consortium will also join the Smart Regions II conference 1-2.6.2017 in Helsinki, Finland

Please include any additional comments.

*Do you agree that your proposal, your name, institution and email address are published at the S3 Platform website?

- Yes
- No

Thank you!

S3 Platform

Contact

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