



Project EP-210757029

# SHARING EUROPEAN SPORTS EXCELLENCE



## WP2: Study Phase – Research

### D2.1 Benchmarking and complementarity study

**SPORT DRENTHE (NETHERLANDS)**

**LAPLAND UNIVERSITY OF APPLIED SCIENCES (FINLAND)**

**MEDJIMURIE COUNTY (CROATIA)**

**ACES EUROPE (BELGIUM)**

**SPORT AZORES (PORTUGAL)**

**EUROPEAN PLATFORM SPORT INNOVATION (BELGIUM)**



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## INTRODUCTION

### Purpose and objectives

SESE project aims to create the first Pan European network of regions based in an interregional value chain in the field of sport with the objective of increasing and stabilizing the standards of Sport Policies with the focus on three main topics: social inclusion, digitalisation and business creation. In general terms, we think that the main objective in Sport policy should be that every inhabitant (independently of their economic and social status, origin, or gender) has the opportunity to be active. That means that when there is a problem to take part, we will adjust the circumstances. For that reason, we should work together to demonstrate that Sports is a transversal public policy capable of positively intervening in the development of the European society because:

1. Sport and its practice are rights at the service of people's health.
2. Sport is a force capable of facilitating education and personal development by being the bearer of positive values.
3. Sport is a vehicle for development and social cohesion.
4. And sport is a generator of a positive image for the regions. Sport has to gain political prominence in this decade that is now beginning and must become one of the engines of development: "Improve the quality of life of the European population, their health, their education and their social cohesion through sport".

Thus, Excellence Sportregions network is based on the idea that the success and experiences of other regions can help us to make policy better, to give more opportunities and ideas and to strengthen the philosophy that Sport really has the power to build societies.

The SESE project is therefore looking for inspirational regions that can become an example for others. Sportregions is a Collaborative partnership. Regions with proven ambitions and results that work together on raising their level even higher and be an example for the other regions contributing to:

- Increase participation in sport and physical activity;
- Support new approaches to tackle violence, racism, discrimination, and intolerance in sport;
- Improve good governance in sport;
- Encourage social inclusion and equal opportunities in sport;
- Promote gender equality;
- Promote the digital and decarbonisation transformation of the sport sector;
- Promote innovative new business models to lead the transformation of the sport sector;
- Promote voluntary activity in sport.

Therefore, the specific challenges and needs that is facing sports that will be addressed by the project are related to next areas:



### *1. Governance, social inclusion, and cross-sectoral cooperation*

- Redefine the sports model, with a boost to the coordination of the work of all the agents, and transversality in all the public areas of government involved
- Boost social innovation through sports by distributing Pan-European best practice initiatives using sports as a mechanism of social inclusion
- Increase awareness of policy driven activities that address social inclusion, gender equality, diversity, integration, cohesion, wellbeing and life and health quality by using sport.

### *2. Promotion of healthy living*

- Recover as the main axis of political action the extension of sports practice to curb sedentary lifestyle and improve public health and introduce healthy habits
- Increase awareness of the benefits of healthy living and well-being to all age groups.

### *3. Sports and education*

- Promote sports activities within educational institutions

### *4. New business models*

- Create a more innovation-friendly environment to stimulate businesses development with a focus on the quadruple Helix: Public Authorities, Businesses, Academia and End Consumers.

### *5. Digitalisation and decarbonisation of the sport's sector*

- Promote digital innovation to serve the needs sports' organisations to be part of interregional value chains
- Build a nurturing and responsible relationship between sports providers and practitioners with their environment

### *6. Innovative management of sport's organisations and support professionals of sports*

- Increase the number of high-performance athletes who participate in international competitions and fully support them in their preparation, providing them with the necessary means to compete with equal opportunities as the rest of the autonomous communities
- Train and update those responsible for the Sports System (coaches, athletes, specialists, technicians, managers, and leaders). In addition, due the Covid-19 pandemic several needs concerning the practice of sport have come up as result of the months of inactivity that the European inhabitants have lived obliged by the lockdowns and the mobility restrictions.

This situation has impacted negatively in sport's organisations. Some of the most relevant needs are:



1. Assure the universal access to sport facilities. Out of the big cities and their metropolitan areas there are few sport facilities and sometimes with expensive prices.
2. Increase sport organisations (clubs and associations) revenues.
3. Assure sport organisations cash.
4. Keep sport organisations employment and staff.
5. Guarantee sport organisations financial support to athletes
6. Create innovative business strategies.

The SESE project aims to address these needs reaching the following specific objectives:

- SO1. To empower Sport regions by sharing the best strategies and best practices with other regions in the country and by improving good governance.
- SO2. To promote social inclusion, gender equality, diversity, integration, cohesion, wellbeing and life and health quality by using sport.
- SO3. To facilitate the practice of sport by promoting inclusive regional policies.
- SO4. To contribute to the digital transformation of sport regions.
- SO5. To increase social conscience about the social and health benefits of practising sports.
- SO6. To create strong and long-term collaboration, leading European regions towards Excellence in Sports
- SO7. Create a favourable ecosystem to promote new alliances, innovative projects, transfer of innovation and facilitate the identification and creation of new business models in the sport's sectors from a crossectorial and multi-stakeholder's perspective
- SO8. Improve and strengthen partners management capacities and skills to advance towards Excellence Sportregions model
- SO9. Contribute to raise-awareness on the partners activities and Erasmus + disseminating the project results and objectives achieved



## WP2 GOALS

*Work Package 2: Methodological framework of the SportRegion for a more inclusive Europe.  
Benchmarking, identification of best practices and implementation method*

WP2 aims to empower the SportRegions through the elaboration of a methodological framework based on digitalisation which allow them to include more inclusive policies to improve the sport services and facilities for the population and to develop business creation models contributing to mitigate the effects of the Covid-19 crisis.

O2.1. Analyse the main trends, challenges and constraints of the cross-sectoral Sports sector related to public policies, health, and social inclusion, digitalisation, sustainability.

O2.2. Address the main challenges and constraints identified through the promotion of excellence in the sport's policies in Europe.

O2.3. Identify common synergies and complementarities among partners to strengthen transnational cooperation, share experiences, know-how, resources, and best practices.

O2.4. Analysis global trends in the Sports sectors, challenges and constraints with the aim to identify innovative opportunities.

O2.5. Promote sports as a mechanism for social inclusion and healthy lifestyle.

O2.6. Develop new business models within the sports sector to create new business opportunities and identify innovative opportunities to overcome the current sport's crisis due to Covid-19.

Thus, WP2 contributes to achieve next project's objectives: SO1, SO2, SO3, SO4, SO5, SO6



## AUDIENCE OF THE PROJECT: THE ADMINISTRATIVE REGIONS OF EUROPE

### More about the European Administrative Regions

The most important European Body concerned to the Regions is the European Committee of Regions.

This Body represents local and regional authorities across the European Union and advises on new laws that have an impact on regions and cities (70% of all EU legislation) -

<https://cor.europa.eu/en>

### What is «an Administrative Region of Europe»

A big number of Regions (more than 270 regions belonging to 33 countries and 16 interregional organizations) have also joined the AER – Assembly of the European Regions.

According to the statute of the AER the term «Region» refers to

*« the local authority at the level immediately below that of the Central Government, with its own political representation exercised by an elected regional assembly ».*

Our Project foresees is also addressed to an intermediate Authority between the Region and the Municipal Administration (*i.e the Provinces*)



## SNAPSHOTS OF SPORTS EXCELLENCE MEANING

*“ Sport Excellence is a shared responsibility to ensure that the region receives attention in areas that can help support development and healthy active lifestyles. The Region’s constant development of expertise in areas such as funding and regionally development can be considered a true asset that can be harnessed and shared. ”*

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*“ Sports Excellence is perceived as a high-quality standard that leads to optimized results in the promotion of Sport and healthy lifestyles.*

*In order to be excellent a Region must deeply know its reality (monitoring systems in place), plan and manage its resources in very effective manner, to put in place a wide system of sport development, that enhances every dimension of sport with high quality standards.*

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*“ In a Sports Excellence Region sports and physical activity tends to be free and accessible to all; an articulated and integrated vision of the different stages of sport development, in the promotion of sport and lifelong physical activity ”*

\*\*\*

*“ A European Sport Region Model of Excellence will inspire other regions to strive for excellent sports policy. In this model, Sport as a means to make other social profit and sport because it is just fun, are included together. The model also consists of steps that a Region can take to work on their excellence. Model + execution program. It helps sports Regions to strengthen their sports policy ”*

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*“ The Sports Excellence of the Regions is mostly related to the general state of health of the population, as well their habits to engage in physical activity and sports. Every Region that strives for excellence in sports should first of all have a broad base of sports and recreation programs, to implement free of charge or with minimal allocations for the citizens and in this way the general health condition of the region's inhabitants would be improved. By implementing a campaign to popularize sports and physical activity for the inhabitants, within a year could give great results. Percentage of physically active people and general state of health would surely increase ”*



## SESE REGIONS ANALYSIS

### Geography and demography

Region of LAPLAND – Finland

Region of MEDJUMORIE COUNTY – Croatia

Region (Province) of DRENTHE – The Netherlands

Region of AZORES – Portugal

*Plus International Sports body as:*

EPSI – Belgium

ACES Europe – Belgium

### SESE Project

**The 4 SESE Regions**



Region	Inhabitants	Area (Km2)
Medimurie County	112.000	729
Azores	242.846	2.346
Lapland	178.512	100.367
Drenthe	492.167	2.680









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## SWOT analysis





## **SPORTS REGIONS EXCELLENCE – Frame of reference**

This current project will contribute to reach EU objectives in this field, by:

- promoting sport as a necessary tool for personal development in terms of well-being, active and healthy life
- boosting Sport Regions for improving public policies and private and public cooperation
- the creation of a Sport regions network for promotion of social inclusion, digitalisation and business creation in sport
- promoting the European Commission “White paper on Sport”
- giving a contribution to the reach the goals of *“Position paper on the impact of the COVID-19 crisis for the sport sector”* of the European Commission by helping to set up public and private solidarity funds, advocating on EU and national funding streams to include sport and physical activity, creating new funding opportunities and promoting healthy active lifestyle in the working population.

### ***Given the above:***

The model is, first of all, sport driven.

We expect to deliver a management framework that allows Regions to access their reality and to receive quick advisement on how to improve its action in field of sport.

The model combines management/organization topics and specific pillars of intervention on sport domain; and it will include different tools for different levels of governance.



## SESE REGIONS Best-Practices

### Some Best-Practices references from the 4 SESE Sport Regions

1. Region of LAPLAND – Finland
2. Region of MEDIUMURJE COUNTY – Croatia
3. Region (Province) of DRENTHE – The Netherlands
4. Region of AZORES – Portugal

#### Best-Practices summarized by thematic sports sectors

1. Sport for All
2. Sport as a tool for prevention and combat of Gender violence
3. Inclusion – people with disability
4. Sport & School
5. Sport & Health
6. Sport & Sustainability
7. Sports Operators – Training
8. Sports Tourism
9. Supporting sporting talent
10. Sports Dual Career
11. Law-frames sports exemple
12. Funds for Sport

#### 1. Sport for All

**(DRENTHE)** “ The Youth Fund for Sport and Culture is important. Youth, whose parents do not have sufficient means to pay for sports, can receive an annual contribution. This way they can become members and participate in one association. Recently, such opportunities have also arisen for adults. ”

**(AZORES)** “ Sports and Physical Activity tends to be free of charge and accessible to all, including the access to sport facilities ”

**(AZORES)** “Active Azores” – This *Regional Program of Sport for All* aims to create conditions and opportunities to increase and maintain the practice of physical activity and sport throughout life and to raise awareness to the Azorean population for the recognition of their benefits, promoting well-being and the adoption of healthy lifestyles. The Regional Directorate for Sport supports entities that develop activities in this area through financial support or providing facilities/infrastructures from the Regional Sports Park ”



**(MEDMURJE COUNTY)** "The elderly population, especially women, join the sections of the Sports recreation association "Sports for All", which exist in almost every settlement in Međimurje, and thus participate in physical activity. The mentioned association, with regard to the rest of Croatia, is the most developed in Međimurje "

**(DRENTHE)** "In Drenthe, 98% of sports policy is about grassroots sport "

## **2. Sport as a tool for prevention and combat of Gender violence**

**(AZORES)** "Regional Directorate for Sport is part of the network/range of partners of the III Regional Plan for the Prevention and Combat of Domestic and Gender Violence and also takes part in a strategic plan, under the responsibility of the Regional Directorate for the Prevention and Combat of Addictions, to use Sport as a "social tool" where physical and sporting activities make an important contribution to the prevention of risk behaviour "

## **3. Inclusion – people with disability**

**(AZORES)** "The project "Competitive Activity of Local, Regional and National Scope" aims to contribute to the consolidation of the organization of the Sport Regional Associations, enabling the increase of the quality of the competitive organizations of the island and the participation at the regional level in a balanced and harmonious way of the different islands and sports, with a view to bringing Azorean community together and raising the quality of regional sports.  
Through this project, the territorial continuity is maintained and equal opportunities for practitioners from the different islands of the Azores is also guaranteed "

**(MEDIMURJE COUNTY)** "Regarding the availability of sports facilities and adaptability for people with disabilities, absolutely all sports facilities in Međimurje are adapted for use by people with disabilities, regardless of the year of construction, older facilities are adapted, and new ones have appropriate ramps for wheelchairs and similar aids "

## **4. Sport & School**

**(DRENTHE)** "The contact between sports during lessons and sports of the associations is also connected through the school. Both the PE teachers and the neighborhood sports coaches play a role in this. "



**(DRENTHE – and other Regions)** “ In addition to the activities of the neighborhood sports coaches, in addition to the sports associations, physical education in schools is essential within the sports policy. At primary schools 4 to 12 years old, at least two lessons of gymnastics (sports) are offered. This has recently been enshrined in law. Sports lessons are also offered at secondary schools and vocational education. One of the two lessons in primary education and all lessons in secondary education are given by trained teachers “

**(AZORES)** “ School Sport, *understood as the set of recreational sports and training practices with a sporting object, developed as a curricular complement and occupation of students' free time*, is, for many children and young people, the first contact with Sport and integrated formal competition in an adequate training process aimed at promoting sporting values. It makes a strong contribution to the student's overall development, respecting the training stages and levels of motor aptitude “

## 5. Sport & Health

**(DRENTHE)** “ For decades it has been said that exercise is important to be and become healthy. Please note; exercise, not necessarily sport. But only in recent years has there been explicit policy from the national government and also delegated to local governments, to integrate exercise into health policy. The denominator is prevention. Nationally, in addition to the Sports Agreement, there is also the Prevention Agreement. This also works in the municipalities. “

**(MEDIMURJE COUNTY)** “ Through the implementation of sports and recreation programs and projects in the county, *at the time of holding the European Region of Sport 2022 title*, which were intended for people of all ages and both sexes, and were based on outdoor activities, awareness of the benefits of physical activity among the people of our county increase, which is why we can say that the general state of health has improved, and it can be noticed every day that a greater number of people engage in some form of sports activity, especially outdoors (walking, running, cycling, Nordic walking, water sports, trail activities, etc...) “

**(DRENTHE)** “ Exercise programs are being developed for the prevention and treatment of special disorders. Obesity and diabetes is an example. Combined Lifestyle Interventions or the Diabetes Challenge result in movement for people who are normally inactive. Their distance to move is great. These seem to be harbingers for other programs appropriate to other syndromes. Dementia, trauma processing, psychosis ... we always work with movement. To make life as pleasant as possible or to perhaps get or feel better “



**(DRENTHE)** “ In recent years, sport and especially exercise have been given a place in the Social Agenda. Movement is seen as an essential condition for health. In the southeastern part of Drenthe (relatively poor, unhealthy and poorly educated), people live 7 years less than average in the Netherlands “

## 6. Sport & Sustainability

**(AZORES)** “ With an increasing investment in the preservation of the Azores Nature and a continuous incentive from the local Sports Authorities to raise awareness for the importance of the sea and sea activities, the number of Sports and Touristic organizations that have, in recent years, been shifting their focus to this kind of activities (i.e. sustainability and preservation in sports sector) has also been increasing.

With this increased awareness and investment, not only the tourists that visit Azores have a wider range of activities available, but also the local communities have been progressively more active outdoor.

(...) promotion of green and blue sports, including outdoor and nautical sports, through crossectoral cooperation with Tourism and Environment sectors, is one of the main policy priorities for Sport Azores and the Azores Government “

**(AZORES)** “ Sustainability is only effective if it is a collaborative process. Thus, in collaboration with the Azores DMO, Regional Secretariat for Tourism, Mobility and Infrastructure, we intend to assume a commitment and the will to contribute to a positive change. We believe that Sport has the enormous potential (...and) is an excellent motivation vehicle for good sustainability practices across society, serving as a stimulus to positive change (...) in the integration of sustainable practices at all levels. As an example, we share some actions that are planned by Sport Azores:

- (...) implementation of sustainable practices (for example: reusable cups/bottles, abolition of paper, healthy foods/snacks, awareness actions, promoting recycling, energy efficiency, encouraging the use of public transport or encourage walking or cycling);
- Promote the Azores Sustainability Booklet project among sports clubs and stakeholders;
- Promote actions to raise awareness of sustainability practices within the school community
- Promote thematic events about sustainability, aiming of increasing collective awareness of these issues;
- Using sport as an inclusion tool for disabled and/or disadvantaged people/children”



## 7. Sports Operators – Training

**(DRENTHE)** “ From approx. 2010, a municipality can appoint Buurtsportcoaches (Community sport workers). In Drenthe, about 88 BSCs work across all municipalities. Their main goal is to get people moving. That is supporting the groups that are already active and really initiating and activating inactive target groups ”

**(AZORES)** “ The “Training Coordinators” project aims to improve the quality of intervention by clubs in youth sports training, as well as the organization and management of clubs by supporting the hiring of qualified technicians responsible for coordinating the different youth training grades ”

## 8. Sports Tourism

**(LAPLAND)** “ Lapland has developed a profile of winter sports center as strategic priority. The region has natural and human-made conditions for this purpose that are combined with strong culture of sports ”

**(MEDIMURJE COUNTY)** “ In the county, outdoor sports, especially activities that include adrenaline sports and increased physical activity or contents that belong to adventure sports, began to develop 10 years ago, water sports were further developed 5 years ago by implementing special free education for students in secondary schools and students at the local university. (...) This trend continued even after the epidemic, so the activities of the “European Region of Sport 2022” title were also mostly focused on outdoor activities for the general population. Sports tourism in the county was initially mainly focused on visits and participation in large sports events, (...), but we are increasingly seeing the arrival of tourists to various adrenaline and adventure activities, such as kayaking, rafting, paddleboarding, wild triathlon, trail and orienteering, hiking, mountain biking and others, the offer of which is developing more and more every day... ”

**(DRENTHE)** “ Since 2010, outdoor sports have developed enormously with an emphasis on cycling ”

## 9. Supporting sporting talent

**(AZORES)** The “From 0 to the Olympics” project aims to promote early stimulation, in order to provide tools and conditions for children to experience situations from an early age that allow them to be more capable, autonomous, predisposed and developed from a motor and emotional point of view. The project is divided into 4 phases, starting from 0 to 3 years old until high performance sports, creating



conditions for the emergence of an increasingly high number of athletes with excellent sporting performance, in national/international terms, and who constitute a pride/reference in our Region “

## 10. Sports Dual Career

**(LAPLAND)** “ The education system has developed possibilities to combine education and professional training in sports. The Lapland Sports Academy is currently a part of the regular activities of all educational organizations. The higher education institutions in the city (University of Lapland and Lapland University of Applied Sciences) have common strategic goal to become athletefriendly studying environment. The combination of sports and education is known and “dual career” in European level. Lapland University of Applied Sciences has been partnering in various projects that develop “dual career” “

## 11. Law-frames sports exemple

**(LAPLAND)** “ The duties shall be performed (...) by developing local, inter-municipal and regional cooperation and, where necessary, providing for other forms of activity in response to local conditions and needs. In making key decisions on issues related to sports and physical activity, local authorities are required to consult the residents to provide the local residents with the opportunity to participate and exert influence. Local authorities are also required to evaluate the residents' level of physical activity as part of the promotion of health and welfare. According to the act, physical activity and top-level sports are two different types of activity, and municipal responsibilities are related to creating opportunities for physical activity, not necessarily for top-level sports. If local responsibilities want to support top-level sports, it's possible but not compulsory. (...anyway) the City of Rovaniemi sees that physical activity advances the well-being of the residents and the top-level sports advance the vitality of the area. Thus, supporting also top-level sports is justified “

**(LAPLAND)** “ Act on the Promotion of Sports and Physical Activity (390/2015) gives definitions for physical activity + sports and responsibilities to Finnish municipalities. Physical activity *means spontaneous and structured physical exercise excluding top-level sports.*

Top-level sports *means extensive, goal-oriented sports activities aiming at international success.*

Physical activity promoting health and wellbeing *means all types of physical activity in the course of human life designed to maintain and improve the state of health and functional ability of the population.* ”



**(MEDIMURJE COUNTY)** " At the same time, this poor financial condition of sports is also due to the fact that a too small percentage of total income is allocated to sports from the economy, and if some entrepreneur want to invest more, such an investment is treated as taxable, instead of being treated as a tax deduction due to investment in the social community and a sport that results in the general improvement of people's health.. "

## 12. Funds for Sport

**(LAPLAND)** " In the 2014-2020 programming period, the total budget for sports development projects implemented in Lapland is approximately EUR 10 million (...) Structural Fund projects is about 5.9 million euros (...)

Projects supporting sports opportunities have also been implemented with the support of the European Agricultural Funds (EAFRD) with EUR 2.8 million, of which LEADER projects account for about EUR 2 million. The assessment includes projects on a large scale and includes project related to e.g. sports tourism and artificial snow. Cycling tourism is emerging as a major theme among the projects: in December 2020, 1.6 million EUR worth of cycling projects were ongoing across Lapland. Six of these projects have been funded by the European Regional Development Fund (ERDF), four by the EAFRD, and one by the Interreg Nord program (future Interreg Aurora). Cycling tourism is a growing trend, but also a way to tackle the loss of international tourism during covid-19 (...)

International projects have been implemented by Lapland University of Applied Sciences (...)

In EAFRD projects, municipalities and associations are active beneficiaries, and funding has supported e.g. various investments such as repairing and development of routes and community centres "

OTHER REGIONS Best-Practices not to be missed



# Creating inclusive cities through sport





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## A FIRST GLIMPSE OF THE SPORTREGIONS EXCELLENCE MODEL

### *Premise*

The main goal of our Consortium is to create the first Pan European network of Regions based in an interregional value chain in the field of sport with the objective of increasing and stabilizing the standards of Sport Policies with the focus on three main topics:

- social inclusion
- digitalisation
- business creation

In general terms, we think that the main objective in Sport policy should be that every inhabitant (independently of their economic and social status, origin, or gender) has the opportunity to be active. That means that when there is problem to take part, we will adjust the circumstances. For that reason, we should work together to demonstrate that Sports is a transversal public policy capable of positively intervening in the development of the European society because:

1. Sport and its practice are rights at the service of people's health.
2. Sport is a force capable of facilitating education and personal development by being the bearer of positive values.
3. Sport is a vehicle for development and social cohesion.
4. And sport is a generator of a positive image for the regions. Sport has to gain political prominence in this decade that is now beginning and must become one of the engines of development: "Improve the quality of life of the European population, their health, their education and their social cohesion through sport".

### *Towards the Operational Model*

Given the above, some macro-lines to follow

1. Promote political choices by Regional Administrations capable of guaranteeing Sport for all

With special reference to:

- a) **Socio-economic conditions.** Promote the creation of economic tools capable of guaranteeing sporting activity to all social groups of the population, supporting the practice of sport by the weakest classes

*Among the proposed solutions:*



Therefore, draw up Regional Notices for Sport that allow everyone to participate in Sports Courses free of charge or at low cost, also stimulating a public-private approach capable of finding the necessary resources

- b) **Disability and inclusion.** Encourage the development of the conditions necessary to best accommodate all segments of the population, especially people with disabilities, in sporting practice.

By eliminating the architectural barriers present in many sports facilities and promoting a culture of inclusion, capable of better welcoming disabled people, understanding their difficulties and needs and acting accordingly for a real and concrete inclusion of the person within the sports group

*Among the proposed solutions:*

Therefore, propose Training Courses for Sports Operators, so as to promote understanding of the many forms of disability and help Operators find the best solutions to welcome the disabled person and encourage real inclusion in the group

- c) **Sports facilities.** Promote both the modernization of current structures, with the elimination of architectural barriers, and the construction of new structures. As well as better use of the existing ones with the involvement of school structures that are often rarely used in the afternoons and weekends

*Among the proposed solutions:*

Therefore, encourage greater pro-activity of the Regional Administrations to seize all funding opportunities at European, national and regional level, with constant participation in funding calls.

Having this objective, encourage the participation of Administration personnel in Training Courses capable of providing the tools to successfully participate in the above-mentioned tenders.

Furthermore, favor all *Public-Private Partnerships (PPPs)* tools, including any form of Sponsorship or Donation, to guarantee the resources necessary to achieve the set objectives

## **2. Promote easier dialogue between Regional Administrations, Cities, Sports Clubs and athletes | users of sporting activity through concrete digitalisation of the sector**

With special reference to:

Where the digitalisation process in the sports sector has not yet started or is being completed slowly or incorrectly, encourage skills and tools capable of achieving the objective

Among the proposed solutions:

Therefore, the creation of Guidelines designed for a digitalisation path that starts from scratch, and can be summarized here in very short points:

- a) Training courses for Regional Administration staff responsible for dealing with the Digitalization process in the sports sector
- b) Study of the *state-of-the-art* of the major components of the Sports sector: sports facilities (both public and private, as well as the presence of public parks or small outdoor sports areas open to the public), sports clubs and associations (professional and amateurs), athlete database (both those registered with Sports Clubs and Associations, and those who engage in individual or group sporting activities but are not registered with Sports Associations or Clubs)
- c) Insertion of all data into a specific digital tool created and designed for the Regional Administration, with the aim of having control of the entire regional sports organizational process
- d) Having achieved the points mentioned above, encourage digital dialogue between the various components, for easier use of the activities and with the aim, finally, of interacting in the field of health (medical certificates, checks, prevention, etc.) with the other Regional Offices that deal with Healthcare.

Thus realizing, also on a digital level, the main objective of sporting activity, which is to improve and extend the quality of life through continuous physical and motor exercise

