

Presentation structure

1. What is SHARE?
2. Planned activities and overall schedule
3. Sport in regional development
4. Examples of successful initiatives
5. How to develop structural funds-friendly projects?
6. A post-2020 perspective

1. What is SHARE?

- **Objectives:**

- raise awareness on the role of sport for local and regional development
- build capacity and strengthen partnerships between the sport movement, local/regional authorities
- empower stakeholders to unlock European Structural and Investment Funds (ESIF) for sport activities

- **Network:** The SHARE initiative currently brings together more than 100 local & regional authorities, EU and national sport organisations across Europe

- **Main deliverables:**

- 8 policy papers on the role of sport to regional development
- 18 mentoring visits in different EU regions
- 6 national conferences
- Communication and dissemination activities
- Advocacy strategy to enhance the visibility of sport in the future Regulation of ESIF

2. Planned activities and schedule

1. Regional conferences

- A knowledge-sharing and advocacy dimension: Conferences gather key stakeholders that deal with sport and regional development with a view to strengthen cooperation, partnerships and trust towards the objective of increasing the importance of sport in the political agenda
- Outputs of 2018: 2 conferences were organised in Austria and Belgium. Two are foreseen in France (20.11) and Poland (3 & 4 December)
- In 2019: Two are foreseen in Italy and Czech Republic

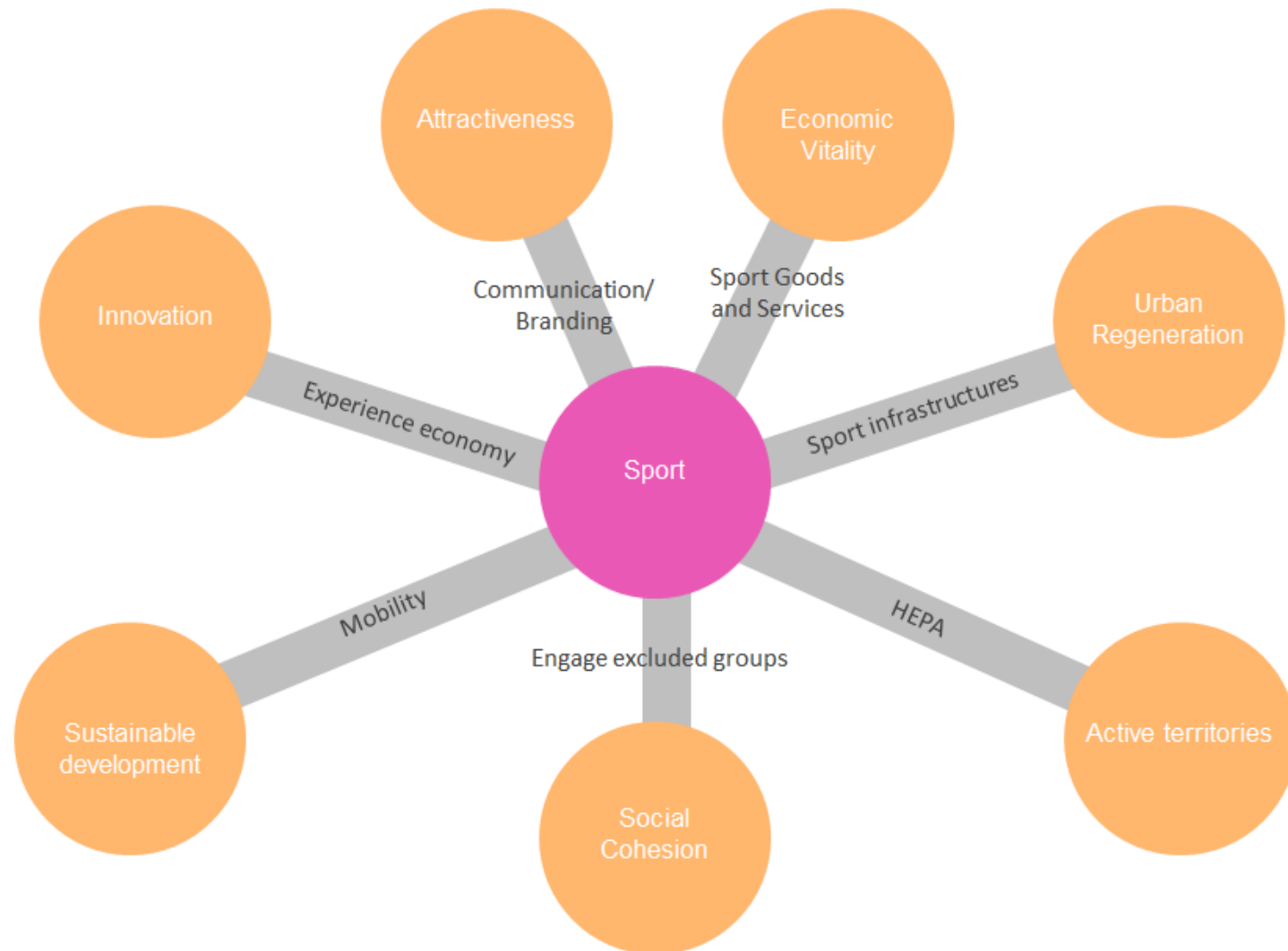
2. Mentoring visits

- Coaching and peer-learning elements: Visits are tailored to the needs and specificities of host regions, with a view to help the host to build capacity to better leverage EU funding for sport
- Outputs : 9 selected applications for mentoring, presenting a wide variety of needs and topics. Extend the call for application to select other 9. Visits are foreseen at the end of 2018 and beginning of 2019.

3. Advocacy strategy

- Organised actions of the SHARE members to give more visibility to sport in the final regulation of Structural Funds. Most important actions to be done by the end of 2018

3. The manifold impacts of sport for territorial development



3. The contribution of sport to regional development through the Structural Funds

- Evidence from nearly 230 projects from all Member States, involving sport and physical activity supported by the Structural Funds, mainly in 2007 – 2013
- 33 cases of good practice, with compelling illustrations of different kinds of intervention
- Practical Guidance on developing sport-based projects (in all EU languages)
- The nature, range, context, strategies and intervention categories show that sport is an effective instrument of economic & social development

The Strength of the Case for Sport

- SPA businesses make an important direct contribution to the economy and stimulates other sectors
- Sport, as well as culture, has a critical role in making Europe's regions more attractive places to invest and work
- Sport and its facilities have an important place in the development of the physical environment of town and cities
- Sport is increasingly part of the Experience Economy, important in itself and in interaction with related sectors. Sport makes an important contribution to developing sustainable and high-quality tourism
- Sport has successfully engaged in broader development strategies at a regional level

The Strength of the Case for Sport

- Major sporting events and their legacy can be used for promotion of locations and products and services and for the testing, development and marketing of a wide range of new technologies
- Sport science and technology and sport equipment and facilities provide substantial opportunities for innovation and the development of specialised clusters
- Sport can be a vehicle for many forms of training activity and contributions to learning, skills development and employability
- Sport has a significant role in addressing major social challenges - health issues and an aging population, particularly through community-based projects and social innovation

Employment effects of public innovation support measures

- Innovation interventions are still too focused on technological change and product and process innovations
- Effective ways have not been found to support modern forms of innovation – marketing, organisational and social innovation
- Most innovation measures do not aim to increase employment and even less to improve employment conditions
- The human dimension of innovation is neglected, especially the development of skills and competences

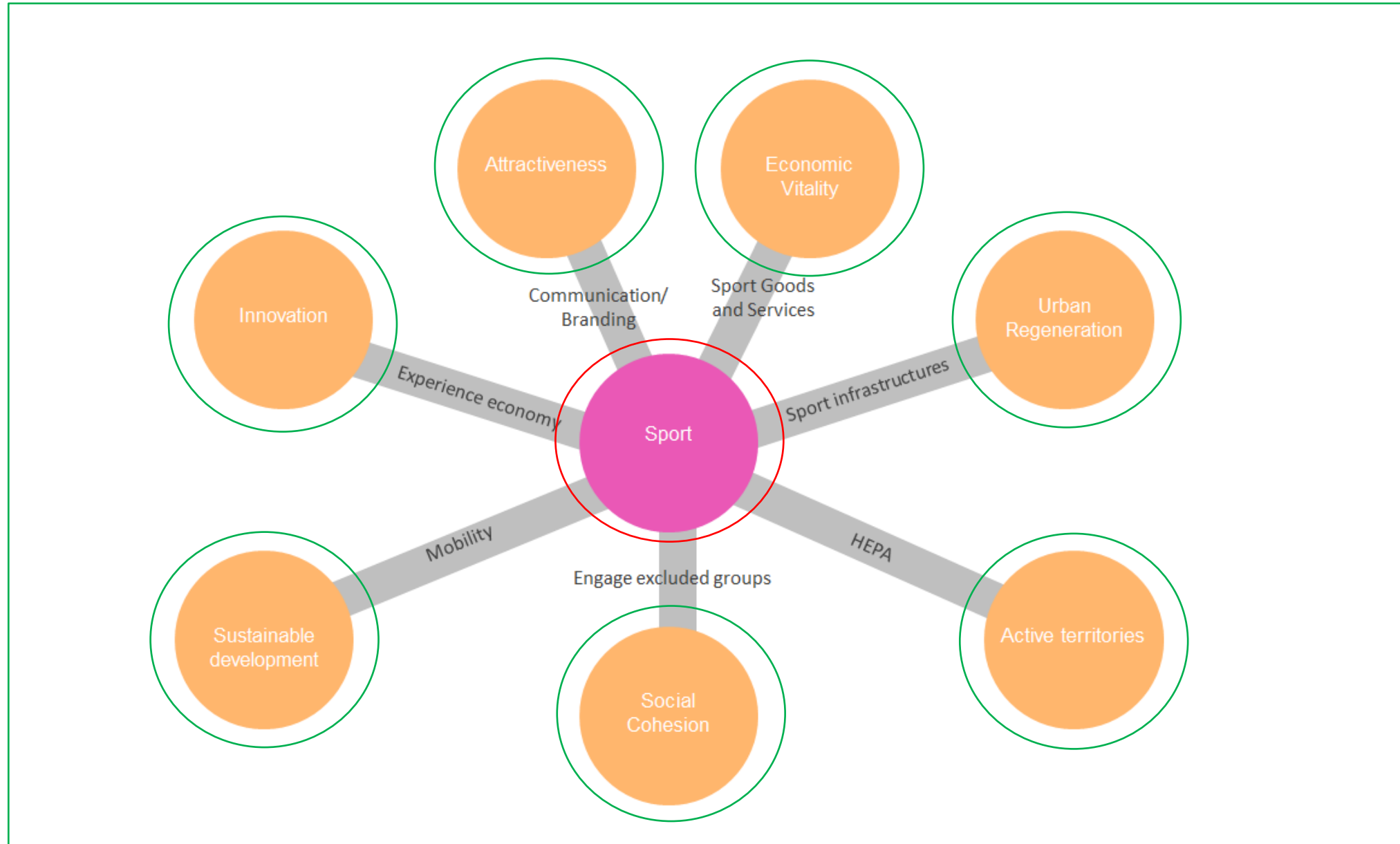
But

- Sport make special contributions to human resource development and to other elements in the human dimension of innovation and growth

3. Structural funds for sport – the entry points

- Sport is not listed as priority or thematic objective under structural funds
- But has direct links with many broader objectives,
- Objective 8 (a) investing in health and social infrastructure which contributes to national, regional and local development, reducing inequalities in terms of health status, **promoting social inclusion through** improved access to social, cultural and **recreational services** and the transition from institutional to community-based services
- Objective 9 (b) supporting employment-friendly growth through the development of endogenous potential as part of a territorial strategy for specific areas (...), through **(vi) Active and healthy ageing**
- 70 regions across Europe have included sport in their smart specialisation strategies (as an economic priority or as an innovation area).

3. The manifold impacts of sport for territorial development



4. How did it work for them? Fit for Business

- Linking sport, health and employment



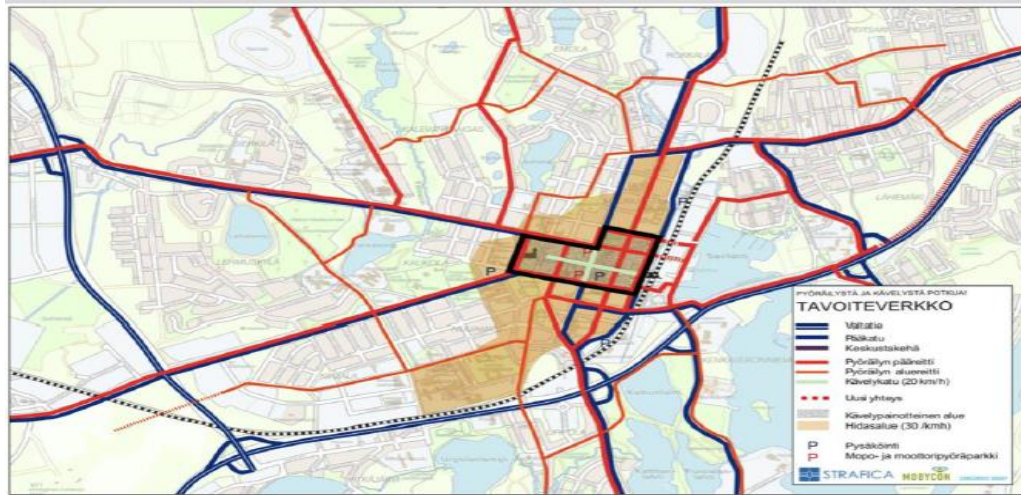
- Cross-border partnerships – SMEs and sport councils
- Evaluated and sustained through private funding

4. How did it work for them? Experience economy around Vadehavet

- Articulating a destination strategy based on experience economy and sports in South-West of Jutland (Denmark)
- Focus on outdoor sports, linked to the region natural and heritage resources: cycling, wind sports (beach sailing & kite flying), angling, sea kayaking, running.
- Digital component – facilitating sport activities through online itineraries and
- Partnership between local authorities (5 cities), sport service providers, university and touristic sites
- €2.8 million over 3 years (50% from structural funds).

4. How did it work for them? Sport projects and urban planning

- Mikkelin city center:
Planning for sport and healthy lifestyles



5. Some tips and tricks – more tomorrow !

- **Broad vision of sport = key**
- Define your project based on broader policy objectives (cf examples) – find the entry points.
- Think ‘intermediaries’: development of sport incubators or clusters, social inclusion programmes
- Develop long-term partnerships and include project partners that help you deliver on broad strategic objectives.
- Identify the right contacts and resources to inform yourself on ERDF funding (regional services and some national contact points)
- More generally, set up training and workshops to structure the diversity of the sport movement.

6. The Role of Sport in Regional Growth – post-2020

Some key messages:

- Sport is already making an effective contribution to regional development
- In conjunction with similar sectors, it has the potential to significantly improve the effectiveness of cohesion policy
- But there is a danger that it will be side-lined
- The case for (sport's contribution to) the human dimension of innovation and economic growth needs to be made more strongly
- There is a good case to make.

Structural funds for sport – useful resources

- Study on the contribution of sport to regional development through the structural funds: https://ec.europa.eu/sport/news/20161018_regional-development-structural-funds_en and especially the practical guidance to develop projects (all EU languages).
- Research for CULT Committee - ESIF and culture, education, youth & sport – the use of European Structural and Investment Funds in policy areas of the Committee on Culture & Education
[http://www.europarl.europa.eu/thinktank/en/document.html?reference=IPOP_STU\(2018\)617475](http://www.europarl.europa.eu/thinktank/en/document.html?reference=IPOP_STU(2018)617475)
- Thematic guidance (sport and culture):
http://ec.europa.eu/regional_policy/en/information/publications/guidelines/2014/thematic-guidance-support-to-culture-and-sport-related-investments
- Find your managing authority!
- For European Regional Development Funds: http://ec.europa.eu/regional_policy/en/atlas/managing-authorities/
- For European Social Funds: <http://ec.europa.eu/esf/main.jsp?catId=380&langId=en>
- Development of the SHARE initiative empowering local sport actors to access SF – get in touch for more info !



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