

Debrecen Action Plan

Inno4Sports

Interreg Europe



European Union
European Regional
Development Fund

Improvement of the Business Development and Innovation Operational Programme 2021-2027 addressing SMEs to foster market access of innovative ideas/services in the field of sports and related areas in Hungary

MSE Cluster Ltd. & University of Debrecen, Institute of Sport Sciences

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24 February 2021

Regional context – Észak-Alföld region, Hungary



Partner organizations:

- MSE Cluster Ltd. – Only sport cluster in Hungary (33 members)
- University of Debrecen, Institute of Sport Sciences

Scope of the action plan:

Észak-Alföld Region (1,5 million inhabitants)

Debrecen – second largest city in Hungary



UNIVERSITY of
DEBRECEN

Sport concept of the University

Regional problem and challenge: intensity of cooperation, innovation ecosystem is weak

Business Development and Innovation Operational Program 2021 -2027

The problem:

- EDIOP does not support elaboration of a business plan, hence market access
- Very few SMEs which operate in the field of sport apply to EDIOP calls
- SMEs have no capacity or knowledge on how to elaborate a business plan.

Goal of the OP:

- It supports the economic development of SMEs.
- fosters SMEs' innovation investments
- Supports networking as the backbone of the innovation ecosystems/clusters

The action:

Improvement of the Business Development and Innovation Operational Programme 2021-2027 addressing SMEs to foster market access of innovative ideas/services in the field of sports and related areas in Hungary

Good practices

- **Eindhoven:** innovative businesses
Tongelreep, You-Fo, Hoogers Product Development



- **Lapland:** Arctic Sport Network



Action steps

- 1. Contributing to a decision to support SMEs business activities (e.g. elaboration of a business plan) within the scope of the operational programme**
- 2. Complementary steps that support the action**

Tool:

Policy recommendations addressed to the Managing Authority (support SMEs' knowledge on economics, business, state of the art technologies etc.)

Policy change:

A specific addition will be included into the new calls of the OP.

Thank you!

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