



Inno4Sports

Interreg Europe



European Union
European Regional
Development Fund

Lapland action plan

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Regional Council of Lapland

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Background

Starting point:

- Strong expertise and potential in sports, however, scattered
- Sport recognised as emerging industry in Lapland's smart specialisation strategy

-> How can regional S3 support the development of sport as source for innovation, business creation and growth?

Goal:

- Strong ecosystem of sports – using whole potential
- Use and development of new technologies – Lapland's businesses globally competitive

Arctic Sport ecosystem



1
REGIONAL FRAMEWORK

2
ACTORS

3
OBJECTIVES

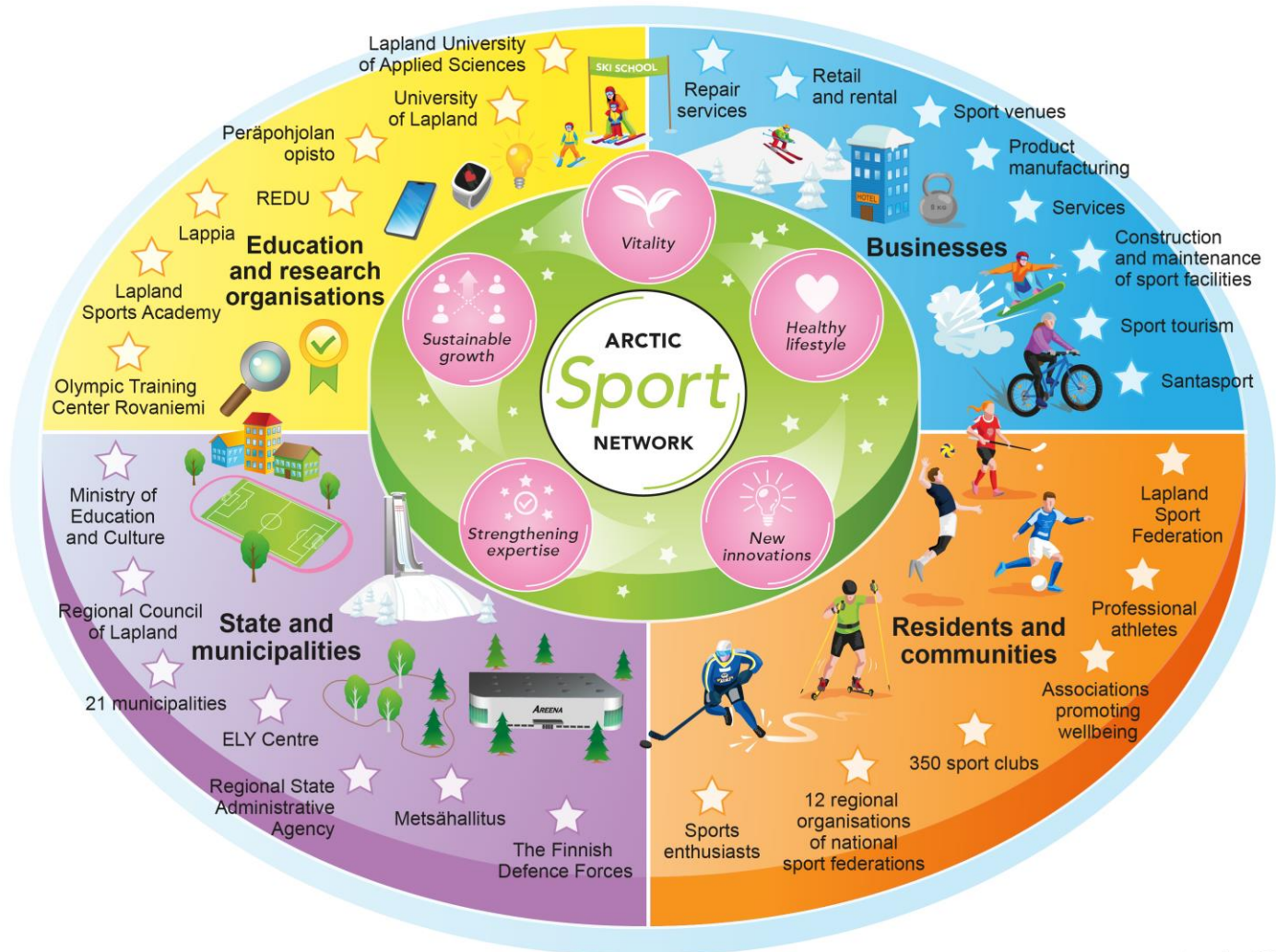
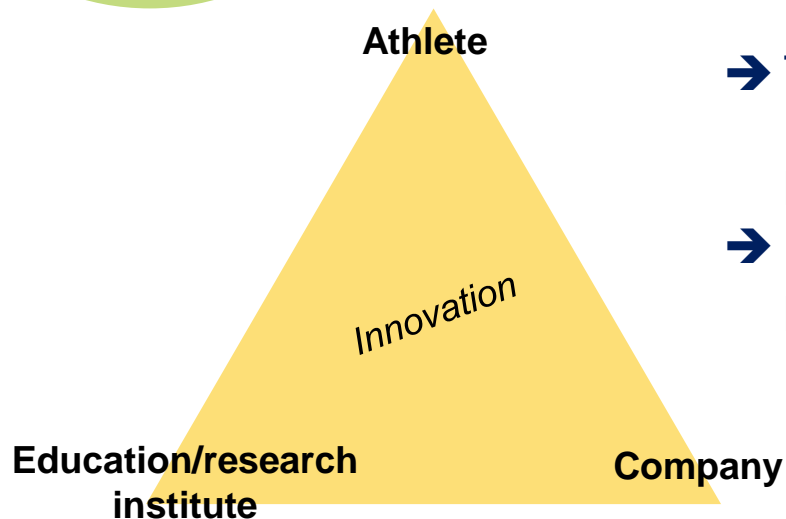


Image: Lasse Paldanius

Ecosystem collaboration

– Lessons learnt

Knowledge
triangle model,
InnoSportLab
de Tongelreep,
*South
Netherlands*



- ➔ Motivation of different actors to actively take part in collaboration (vs. challenge of hang-arounds)
 - Small cross-sectoral partnerships focusing on specific issues
- ➔ Transferring competence generated by public research and education organisations to the benefit of regional business & sports life
- ➔ User-based approach to develop better products

Action 1: Strengthening of Arctic Sport Network collaboration

4 webinars:

1 Reshaping work during covid-19
Rapid change in product portfolio
as demand changes - The story of
VauhtiSpeed Oy

2 Hosting of Levi World Cup during
covid-19
RoKi Hockey training & business
during covid-19

3 Covid-19 impact on tourism in Ylläs
Growth during covid-19 – The
story of RollOutdoors

4 Opportunities for Lapland's sport
sector / Trainer's House,
Comeback Centre, Heltia Group

Lapland UAS: Sport during and after corona virus –project 6-12/2020 (ERDF)

Main activities:

- 1) Webinars
- 2) Interregional collaboration & learning
 - Creating links to other collaboration
incl. COSME & Inno4Sports pilot
action

Further actions identified for future actions:

- Collaboration is key
- Shared platform for Arctic Sport gathering
together all sport services offered by all
sectors
- Developing cluster approach & services

Data & technology – Good practices

#040 Beweegt!
–partnership,
*South-
Netherlands*



Vitality Living
Lab, Cluster
Sports &
Technology,
*South
Netherlands*

Vitality Data –
project,
Eindhoven
University of
Technology,
*South-
Netherlands*



MOVE 4D High-
speed 4D Body
Scanner,
Instituto de
Biomecánica,
Valencia



Data & technology – Lessons learnt

- ➔ Data playing increasingly bigger role in
 - individual wellbeing
 - public wellbeing
 - sport innovation & business (from idea to market)

- ➔ How to integrate data use in the whole innovation process (from idea generation to marketing)
- ➔ Public-private collaboration & multi-use facilities (RDI & recreational use)

Action 2: Testing Digital Human Twin Concept

Pilot action in the context of Rovaniemi Ounasvaara Winter Sport Hub / Lapland UAS

- Testing data driven innovation concept in Lapland context – How to collect, analyse and use data to create business and wellbeing?
 - Public data (routes, safety, gaming elements..)
 - Personal data (health, performance..)
- Quadruple helix collaboration creating Innovation Hub for Sport & Vitality



Action 3: Smart Urban Sport Routes

Goal

- Developing Smart Urban Sport Route suitable for Nordic conditions
- Piloting of technology and data use in public spaces
- How smart urban sport route can contribute to other fields such as tourism

Action: Plan of Three Bridges Route -project (ERDF) by Lapland UAS

- Mapping of opportunities and earlier experiences on smart sport routes
- Mapping of possibilities to include the smart sport route in to the city infrastructure (town planning)
- Mapping of integrated technology together with business partners



Policy change

- Strengthening ecosystem of sport in Lapland**
- Generating projects compatible with S3**
- Increasing recognition of sports as an industry**
 - Potential of sports from RDI point of view recognised among other clusters and actors
- Increasing use of data in ongoing ERDF-projects in the field of sport innovation**
- Supporting digitalisation & adoption of latest technologies**



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Thank you!

Questions welcome



Project smedia