



# Inno4Sports

Interreg Europe



European Union  
European Regional  
Development Fund

## Action Plan for the Lodzkie region

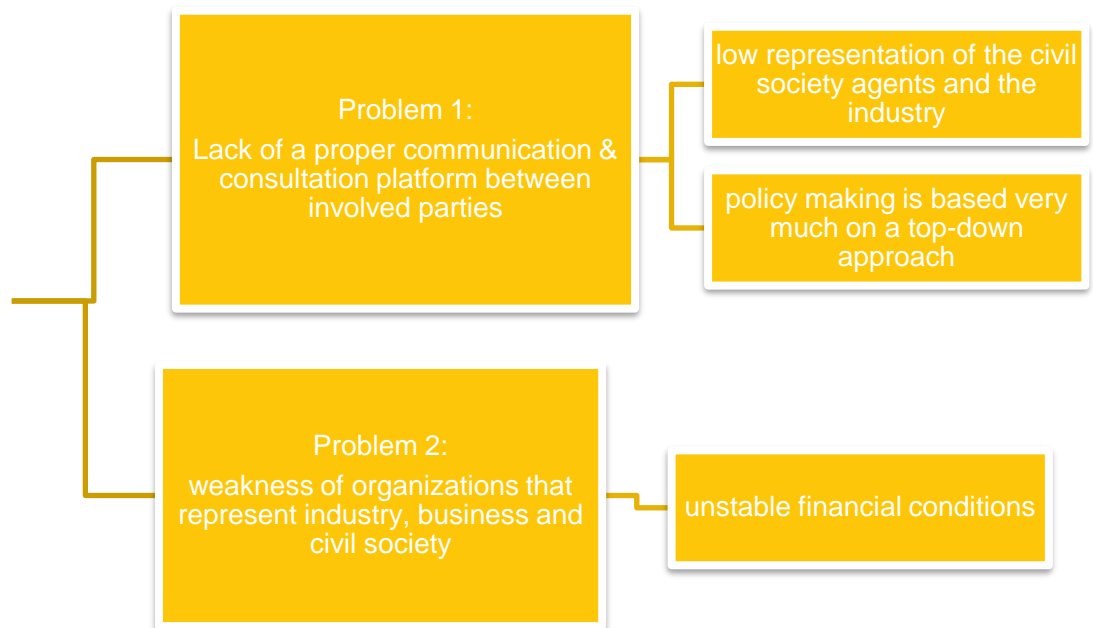
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*Challenge:*  
collaboration  
among  
stakeholders  
within the  
quadruple helix  
model does not  
function properly



# Action 1: Setting up the Lodzkie Sports Network

## *Key lessons*

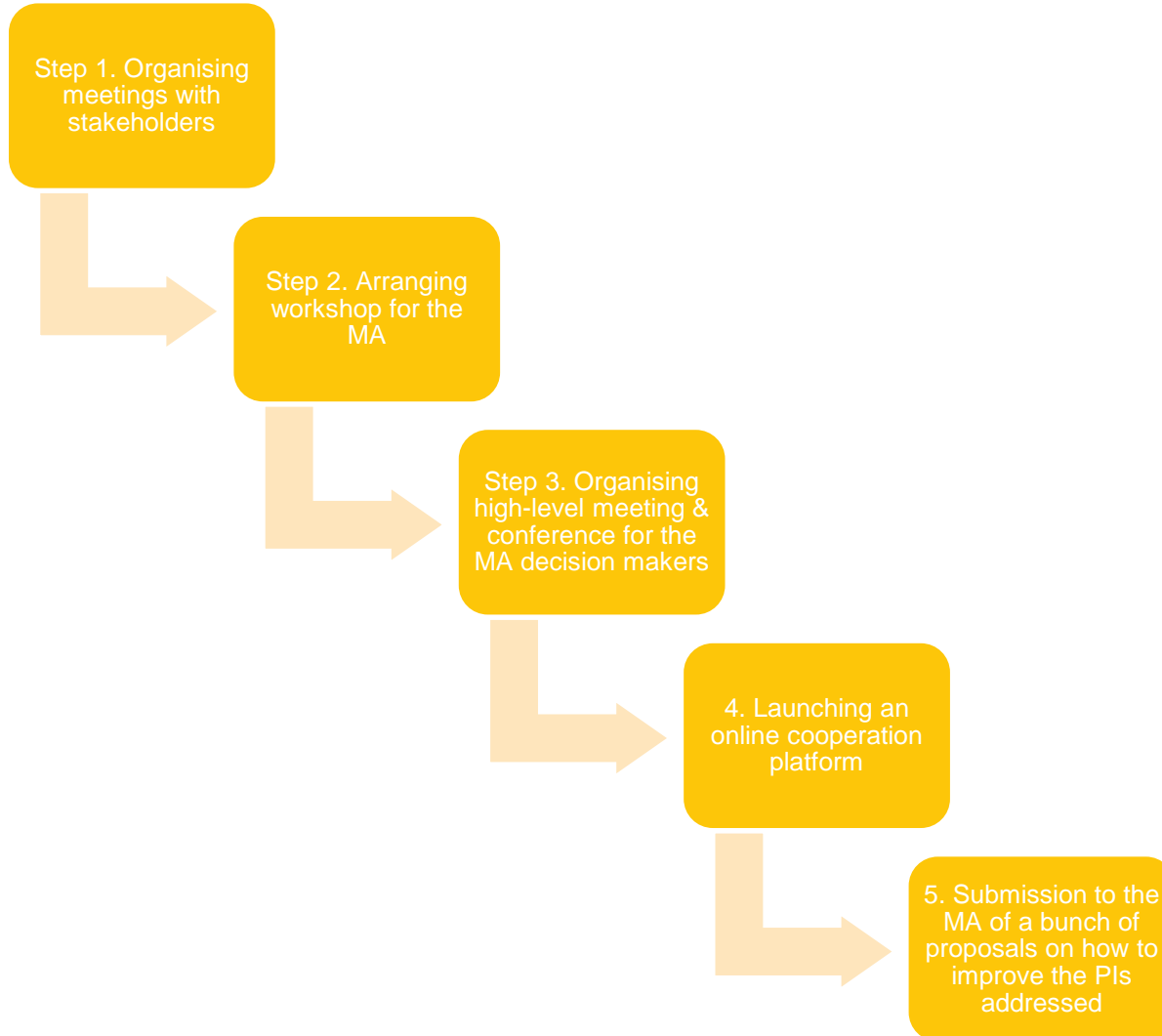
1. leadership in building and upkeeping regional coalition for sports
2. key importance of equal position of both bottom-up and top-down planning

## *Good practice as a source*

Arctic Sports Network (the ASN) is a concept proposed by the Regional Council and operates daily to ensure the position of sport & vitality as one of key sectors of regional economy within the bottom-up framework

# Action 1: Setting up the Lodzkie Sports Network

## STEPS



# Action 2: Launching an incubation & acceleration hub for better diffusion and visibility of new ways of financing for sports & vitality

## ***Key lessons***

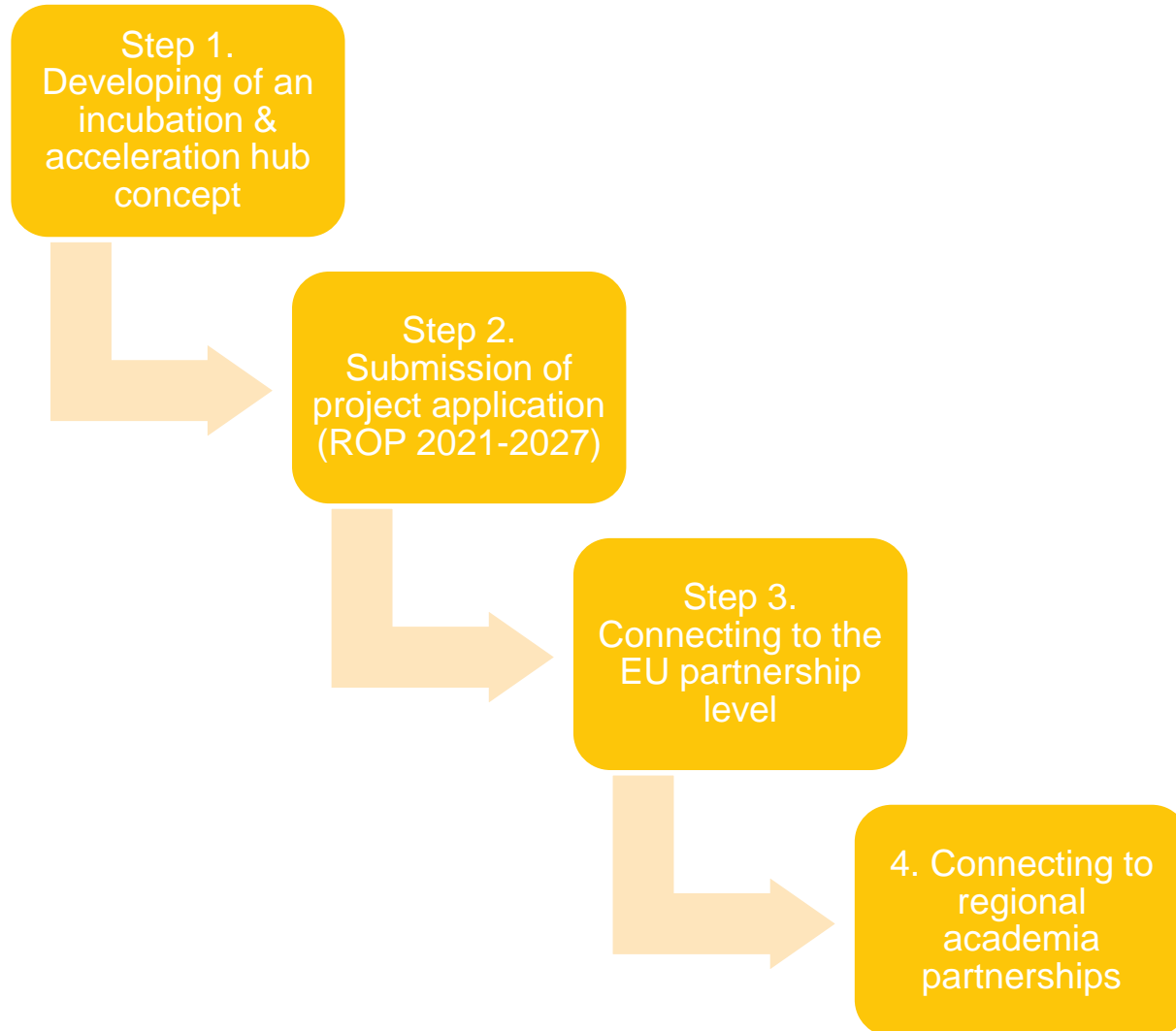
1. Important role of strong business environment institutions, which provide assistance
2. Proper financial frameworks for the industry, which takes into account specificity of the sports sector (like cross-overs)

## ***Good practice as a source***

strong financial framework that supports activities of sports industry, R&D projects and NGOs, including clusters in South Netherlands: The Vitality Living Lab project, HighTechXL

# Action 2: Launching an incubation & acceleration hub for better diffusion and visibility of new ways of financing for sports & vitality

## STEPS



# Policy context

## *Policy instruments targeted:*

Regional Operational Programme for Lodzkie Region for the years 2021-2027  
(under preparation)

Development Strategy for the Lodzkie Region 2030 (under preparation)

## *Results:*

VERDE submitted a list of proposals to the MA which could be relevant to the future PIs (June 2021) - declaration of (partly) acceptance,

In January 2020, VERDE submitted to the MA a bunch of proposals on how to improve the DS 2030 so that it recognized the significance of sport & vitality.

Out of the 6 proposals:

- 3 were accepted by the MA and will be included in the DS,
- 1 will be partially included,
- 1 will not be included
- 1 "is already reflected in other provisions of the strategy".

# Outcomes

adoption of the  
regional sports  
strategy

sport as a  
development factor  
in regional  
documents

adequate funding for  
sport enterprises

stronger business  
environment  
institutions

funding opportunities  
for NGOs, coaches,  
etc

Developing sports  
and recreation  
infrastructure as one  
of key 2030  
challenges

strategic venture  
"Physically Active  
Region"

need to analyse the  
health situation  
regarding sport

support for cluster  
initiatives