

# KEYS TO INNOVATE IN SPORTS

## Sport for growth and healthy for vital communities

**1.36 Mn**  
citizens employed  
in sport-related  
activities in the EU



Sports and physical activity are important for a better European society and economy. The COVID pandemic has proven the value of it.

**5.000**  
enterprises active  
in the manufacture  
of sport goods in  
the EU



Important regions in Europe have come together to stimulate the participation of citizens in sportive and more general physical activities.



**46%**  
of EU citizens  
are never  
exercising or  
playing sport:



Through innovation we can support businesses to improve and enhance their offerings to consumers and encourage local, regional and national governments to create stimulating environments for their inhabitants.



Through collaboration we can increase participation of citizens in healthy active lifestyles and to grow the economy around it.

Main motivation to practice sport:  
**54%**  
Health improvement



Use of public and private data will help understand the customer needs and therefore improve product and service satisfaction in this field.

Main barrier to practice sport:  
**40%**  
Lack of time



Join us in our ambition to make Europe healthier by improving the level of physical activity of the European citizens.



More than  
**280.000**  
sport facilities  
in the EU



Let's collaborate in Europe to support public and private parties in improving active healthy lifestyles!  
[www.interregeurope.eu/inno4sports](http://www.interregeurope.eu/inno4sports)

