

KEYS TO DATA ENABLED INNOVATION

Sport for growth and healthy for vital communities

PILOT ACTION

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

Data is all around us, and can help us in a better society and economy. But we are just starting to understand the impact and the use of it.

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

Privacy is important, GDPR regulations help to protect. This does not prevent us to use personal information, but it is important to know what you can and cannot do to be safe and sound.

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

Data can provide us better insights which can lead to new and more personal services for both public authorities and private enterprises.

The COVID pandemic has proven that digital approaches can help us in delivering more remote support to citizens, and thus improving the reach and level of support & service.

Use of both public and private data will help in delivering a better customer satisfaction because of better targeting personal needs.

Main motivation to practice sport:
54%
Health improvement



Though data can boost improvement of public services & private businesses we need to tackle major issues:

- ⚡ We need to educate people on the possibilities of data and digitalisation, in particular in SMEs.
- ⚡ We need to build open and trustworthy data platforms.
- ⚡ We need to understand how to deliver more personal services without breaching privacy.
- ⚡ We need to collaborate in Europe to build safe and solid approaches on the use of public and personal data.

Main barrier to practice sport:
40%
Lack of time

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



Let's collaborate in Europe to support public and private parties in making the best out of the use of data!

www.interregeurope.eu/inno4sports