

**WEBINAR**

**19 May 2020 (13.00 CET)**

# Sports & Vitality in post-COVID19 Economy

**What will the future look like and how to prepare for it?**

## Sports & Vitality in post-COVID19 Economy

***COVID-19 is affecting the Sports & Vitality Sector across Europe with the current business models failing and a “new world economy” emerging***

The webinar addresses the EU community of SMEs networks in the *Sports & Vitality* sector in order to support SME's adjusting to the new sports economy in the (post)Covid19 era. This embeds open-discussions among key European stakeholders - *as Clusters, networks, intermediaries, regional authorities and related organisations* - to concretely identify beneficial actions for the EU networks to promptly and adequately approach the “new normal” in the (post)Covid19 era.

**Four main thematic will be addressed:**

- What are the problems that the companies/SME's are facing in our clusters and regions?
- What are ways to react to this crisis for clusters, regions and for companies?
- What can we do to help? Next steps?
- What can Europe do?

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# Programme Webinar 19<sup>th</sup> May 2020

To be held between 13.00h and 15.00h CET via e-platform

Time	Topic
	<b>Welcome and Introduction</b>
13.00-13.15	<p><b>What's happening? Part I</b> (Alberto Bichi and Rene Wijlens, EPSI/ClusSport)</p> <ul style="list-style-type: none"> <li>➤ Current surveys of the impact of Covid19 on the Sport &amp; Vitality ecosystem</li> </ul> <p>Audience Interactions: <i>Who are you and what are the problems that the companies/SME's are facing in your clusters and regions?</i></p>
13.15-13.30	<p><b>What's happening? Part II</b> (Dieter Hagleitner, Intersport)</p> <ul style="list-style-type: none"> <li>➤ Impact of COVID 19 on the sector: Case study sports tourism and events "Intersport survey in Germany, Switzerland and Austria"</li> </ul>
13.30-13.45	<p><b>What can we expect?</b> (Steve Haake, Sheffield Hallam University)</p> <ul style="list-style-type: none"> <li>➤ The sports &amp; vitality sector in the (post)corona economy;</li> <li>➤ Challenges in keeping the people fit and active?</li> </ul> <p>Audience Interactions: <i>Clusters, Regions and Companies responses to COVID-19 crisis</i></p>
13.45-14.00	<p><b>How do we respond?</b> (Oriol Serra, Indescat and Nathalie Saint-Marcel, Cluster Montagne)</p> <ul style="list-style-type: none"> <li>➤ Current activities in EU sports networks to support the sector (and SMEs)</li> </ul>
14.00-14.15	<p><b>How can we act?</b> (Alberto Bichi and Rene Wijlens, EPSI/ClusSport)</p> <ul style="list-style-type: none"> <li>➤ EPSI &amp; ClusSport actions to support networks on EU level</li> </ul> <p>Audience Interactions: <i>What can we do to help? How can we share forces? What can we learn from each other?</i></p>
14.15-14.25	<p><b>Bridging sports and personalised health sectors</b> (Kathleen d'Hondt, Flanders)</p>
14.25-14.45	<p><b>What is EU doing to support SMEs in field of sport and vitality in corona situation?</b>(Nikos Pantalos, European Commission, Marc Pattinson, Reconfirm/INNO TSD)</p> <ul style="list-style-type: none"> <li>➤ Overview EU policies &amp; opportunities</li> </ul> <p>Audience Interactions: <i>What should be the next steps? How do you want to be involved?</i></p>
14.45-15.00	<b>Conclusions and next steps</b>

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