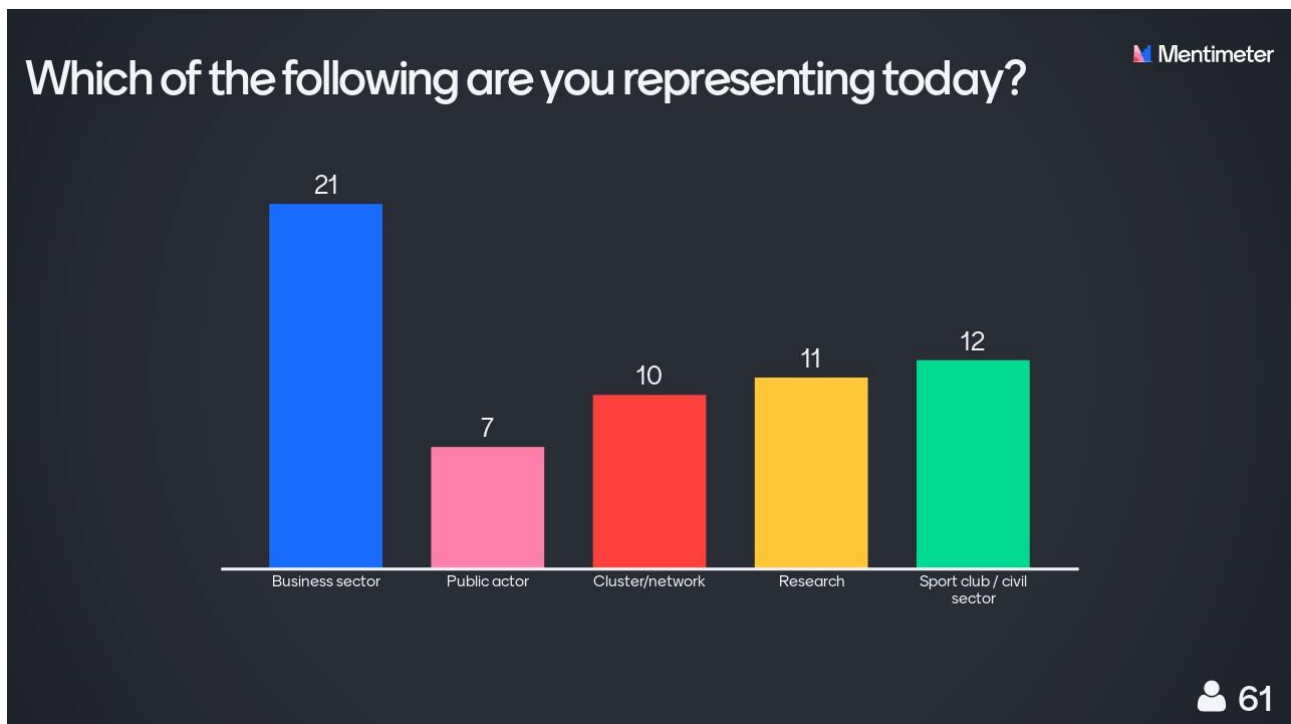


Sports & Vitality in post-COVID19 Economy - Mentimeter results



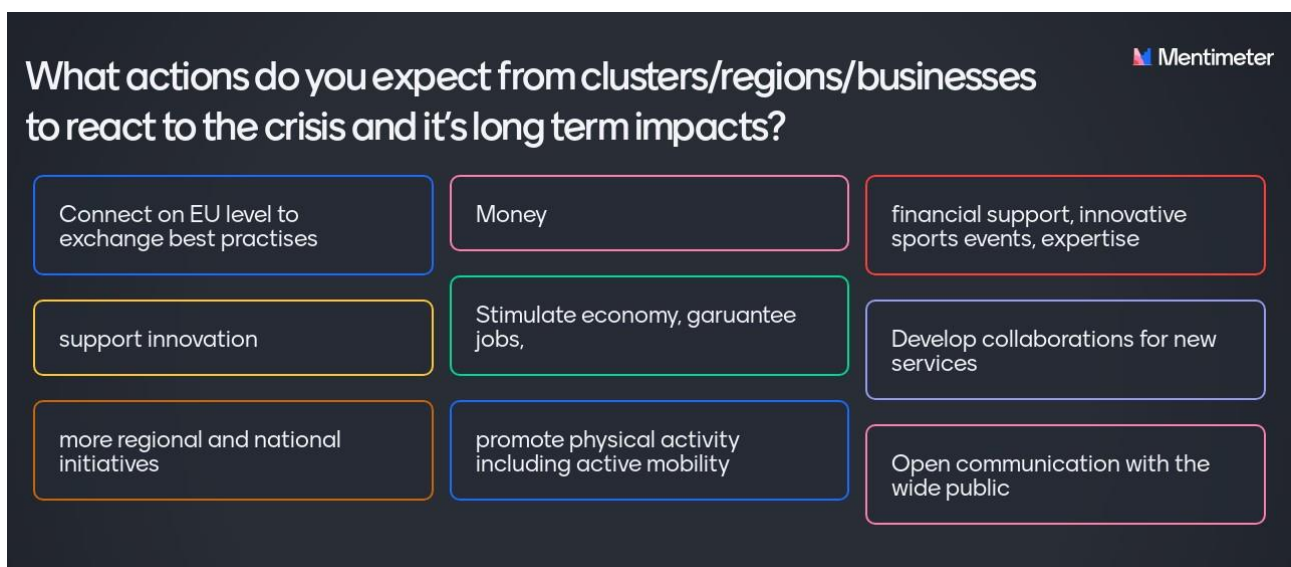
According to Menti, among participants different sectors of sports were widely represented, the largest group of participants coming from the business sector and sports clubs, so the actors that are directly affected by corona virus. Next come representatives from research organisations, clusters and public sector, actors who can also help in solving the situation.

As challenges the participants recognised the direct effects of covid-19: fear among the population, need for safety and the challenge of keeping distances. As economic effects the financial problems are highlighted both in business sector and on individual level as loss of income and unemployment.



Need to maintain health and wellbeing in the form of sports is relevant during the pandemic. The effect of lockdown situation to people's possibilities to do sports and challenges to stay active can be seen in the answers. Digitalisation and digital economy are strongly visible in Menti answers, as possible solutions to the situation. However, also need for socialisation rise in the answers: how to maintain social activities while battling covid-19? Sports is also seen as a way of socialising and in many answers there is also a wish to return to the sports facilities and to find ways to keep everyone safe in the process.

For the next steps the participants hope to have financial and expert support from EU, regional and national level to support the businesses in the difficult economic situation. There is a need for more research and analysis on the impacts of covid-19 situation to the sports sector. There's also wide desire for European collaboration to share ideas and find ways to react to the quickly changing situation order to find ways to operate with the health regulations and to create new business models. The participants want to find solutions for businesses to survive and develop, for people to stay active and for professional athletes to stay fit.



What actions do you expect from clusters/regions/businesses to react to the crisis and it's long term impacts?

Financial support, innovative sports, collaborative of support

-solidarity, collaboration, sharing as first priority - safety as second one-solidarity, collaboration, sharing as first priority - safety as second one

The dissemination of simple guidance

Put sport in the center of strategic discussions and strategies. Sport = Sustainability

Develop ideas with a wide range of views and perspectives; Implement and test small steps quickly; learn quickly, and adapt

new ways to use the infrastructure and build new infrastructure

develop new ways of innovating

Regions should help SMEs with specific tools and economic support to adapt their strategies to the new situation. New business models will be born

more and better coordination among authorities related to sports



What actions do you expect from clusters/regions/businesses to react to the crisis and it's long term impacts?

to integrate collaborative project management

Put in contact companies with R&D center to foster solutions for post-Covid scenarios

1. Analyze the real problems in the sport sector 2. Make a plan on short term 3. Develop tactical responses

How to deal with training backlog

How to undertake injury prevention with undertrained sportsmen

Sustainable Solutions & guidance to modify the business model

