

## PREAMBLE

*This “Lisboa Call on Sport Innovation” is presented at the “Seminar on Sport Innovation – Beyond Business as Usual”, 16-17 June, under the Portuguese Presidency of the Council of the European Union 2021. It recognizes the need to promote a cooperative and concerted approach among states, public and private institutions, sport movement and all relevant stakeholders.*

The “Lisboa Call on Sport Innovation” seeks to exploit the sports sector to help address the challenges faced by the EU during the post-COVID-19 recovery. It takes a cross-sectoral perspective to create innovative solutions supporting a return to sport, an increase in participation and health-enhancing physical activity, as well as growth in the economy. The Call will seek to promote policy, build capacity, share best practice, and strengthen cooperation.


Innovation can play an essential role in post-COVID-19 recovery and supports the objectives of the European Digital Strategy and the European Green Deal. Innovation in sport is linked to increased resiliency, employment, and economic growth. It provides the impulse for adaptation of the sport sector when responding to the challenges society faces across the health, digital, social, economic, and environmental sectors.

Innovation is necessary for sport to adapt to changes in society and to influence the way sport is viewed, practised, and organised. Additionally, sport is also a driver of innovation in other sectors such as technology for health, wearable technology, and tourism. Innovation is an integral part of sport development in its fullness and all its dimensions.

Underlying this action, we now invite all those who care for the promotion of sport and physical activity, to come together towards enabling innovation and knowledge diffusion, while building stronger and more meaningful relationships, by supporting and sharing the “Lisboa Call on Sport Innovation”.

**WE, THE UNDERSIGNED CITIZENS, STATES, ORGANISATIONS, AND INSTITUTIONS,  
WITHIN OUR RESPECTIVE COMPETENCIES:**

Looking into the future and taking present actions to point the way forward for the coming years, we are ready to commit and share responsibilities, in each of our activity contexts, to the creation of an organic movement, and to address the challenges and opportunities of innovation in sport.

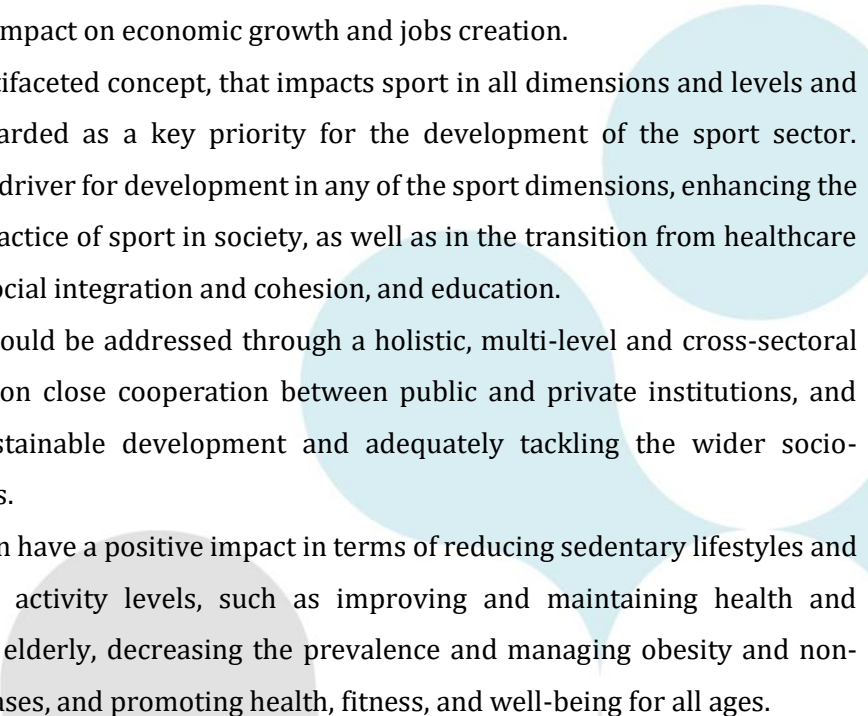




We will harness this unique opportunity for the following: to develop and boost innovative approaches to promoting and raising awareness about sport innovation; to foster opportunities to increase citizens' participation in sport and physical activity; to enhance socio-economic development through sport; and to address present and potential future challenges, thereby making the sport sector more sustainable and resilient.

It is time to “walk the talk” and use sport innovation to make a difference in the lives of all those involved in sport and physical activity.

## **WHY?**

### **BECAUSE...**

1. Sport can be a driver of technological, organisational, and social innovations that have an impact on both national and regional economic attractiveness and its related job market growth. On the other hand, innovation is changing the way sport is being perceived and experienced, played, and organised, making it much more attractive, safer and with a progressive higher impact on economic growth and jobs creation.
  2. Innovation is a multifaceted concept, that impacts sport in all dimensions and levels and that should be regarded as a key priority for the development of the sport sector. Innovation can be a driver for development in any of the sport dimensions, enhancing the positive role and practice of sport in society, as well as in the transition from healthcare to care for health, social integration and cohesion, and education.
  3. Sport innovation should be addressed through a holistic, multi-level and cross-sectoral approach, building on close cooperation between public and private institutions, and contributing to sustainable development and adequately tackling the wider socio-economic challenges.
  4. Sport Innovation can have a positive impact in terms of reducing sedentary lifestyles and increasing physical activity levels, such as improving and maintaining health and functionality in the elderly, decreasing the prevalence and managing obesity and non-communicable diseases, and promoting health, fitness, and well-being for all ages.
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5. All actors can play a vital role in testing, consolidating, and disseminating knowledge and experience to harness the fullest potential of sport innovation and contribute to bridging gaps between academia, the sport movement, public institutions, and the private sector.
  6. Innovative approaches are necessary to tackle existing and emerging threats and challenges which can affect both the European Union and sport, such as those relating to inequality, human rights violations and abuses, commercial pressure, the exploitation of athletes, doping, racism, xenophobia, violence, corruption, and money laundering.
  7. Sport innovation contributes to a more sustainable individual and social development (empowering the European Social Model framework), digital (digitalization, artificial intelligence, big data and data mapping), technological (employment, industry and economy), environmental (climate changes, transports, urban design), educational (formal, informal, and non-formal education, and promotion of active citizenship), health (primary, secondary and tertiary prevention, well-being and quality of life), and organisational levels, aligned with the SDG 2030 agenda and respecting human rights.
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## **THE WAY FORWARD: 7 ACTIONS**

Considering the above-mentioned principles, in the framework of the "Lisboa Call on Sport Innovation", the signatories commit to foster a culture of innovation in sport, particularly through the following actions:

### **ACTION 1 | MAINSTREAM SPORT INNOVATION**

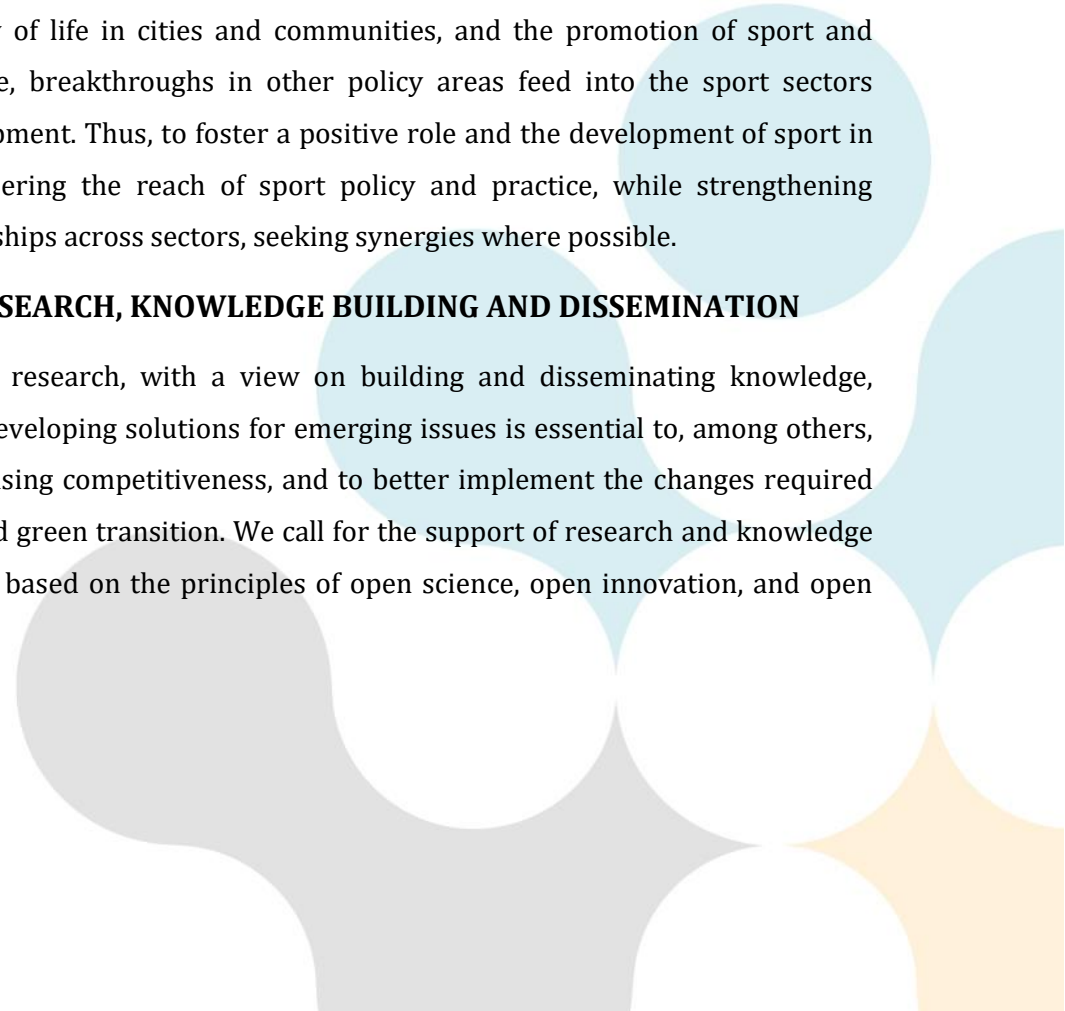
The covid-19 pandemic not only led to a crisis in sport, but also highlighted previously existing issues. Only by adopting an attitude of constant improvement and a culture of innovation, can the sport sector aim to be future proof and to be in a better position to react to potential crises. Therefore, we call on the sport stakeholders to highlight the contributions of innovation to the sector's development and sustainability, while promoting a culture of innovation and recognizing innovation as a key priority in sport policy.

### **ACTION 2 | HOLISTIC AND CROSS-SECTORAL APPROACH**

Innovation has a broad scope, frequently drawing on developments from multiple sectors. Sport innovation creates a spill-over effect, among others, to the education and health of the population, the wellbeing and quality of life in cities and communities, and the promotion of sport and physical activity. Likewise, breakthroughs in other policy areas feed into the sport sectors contributing to its development. Thus, to foster a positive role and the development of sport in society, we call for furthering the reach of sport policy and practice, while strengthening collaboration and partnerships across sectors, seeking synergies where possible.

### **ACTION 3 | FOSTER RESEARCH, KNOWLEDGE BUILDING AND DISSEMINATION**

Supporting and fostering research, with a view on building and disseminating knowledge, improving practice, and developing solutions for emerging issues is essential to, among others, boosting resiliency, increasing competitiveness, and to better implement the changes required for an adequate digital and green transition. We call for the support of research and knowledge building & dissemination, based on the principles of open science, open innovation, and open data.





#### **ACTION 4 | FOSTER CO-INNOVATION, MISSION-ORIENTED AND COMMUNITY-LED INNOVATION**

Towards enhancing the positive role of sport in society, it is crucial to identify specific areas where change is sought, even if the way may not yet seem clear. It is necessary to draw on cross-disciplinary actors and instruments, engaging with and involving those most affected at the community level, building solutions together. Beyond the greater challenges, today's society faces, the sport sector also has missions of its own, such as ending the pandemic of physical inactivity, ensuring the physical literacy of individuals, and safeguarding the wellbeing of children and young people. Thus, we call upon the stakeholders of the sport sector to steer their actions towards solving these pervasive issues.

#### **ACTION 5 | PROMOTE DATA COLLECTION AND MONITORING**

The appropriate information enables stakeholders to make better decisions. It is, therefore, crucial to bringing relevant data into policy evaluation and design. Thus, we call for cross-sectoral and multilevel cooperation, open data, open science, and open innovation, in combination with an active innovation monitoring approach, to better position the sport sector's actors to address emerging issues, to develop more adequate and targeted solutions, and to foster evidence-based policy.

#### **ACTION 6 | COOPERATION, ADVOCACY AND AWARENESS - RAISING**

In a fast-paced world, where everyone is flooded with massive amounts of information, it becomes easy to lose track even of those issues that we care about. We call for the adoption of systematic advocacy and of an awareness-raising attitude, individually and collectively, toward placing the sector's issues on the agenda of the most relevant stakeholders and ensuring that more people are empowered by this movement.

#### **ACTION 7 | BRIDGING LOCAL, NATIONAL AND EUROPEAN INNOVATION**

Ensuring cooperation among the different levels of governance and institutions is fundamental to fully realize the potential of sport innovation. Thus, we call on the sport stakeholders to foster opportunities for multilevel structured dialogue, for cooperation and the engagement of citizens and for ensuring the flow of information. We also urge stakeholder to ensure that action plans and policies complement and support each other.