



SHARE Vision

on the contribution of sport to regional development

The purpose of SHARE (SportHub: Alliance for Regional development in Europe) is to **set out a common vision** on the contribution of sport to regional development and to establish a set of targeted actions further strengthening this role. The SHARE members seek to unlock the full potential of sport and physical activity for economic and social development across European territories, by strengthening its inclusion in policy platforms dealing with regional development.

The SHARE members agree that sport and physical activity make a direct contribution to economic growth and employment as well as social cohesion in any given region by:

- encouraging innovation, research and fuelling ICT technologies with sport content,
- creating direct business activity and generating locally-rooted employment,
- fostering urban and rural regeneration as well as the overall attractiveness of regions and tourism,
- stimulating sustainable development through the development of soft mobility solutions,
- promoting well-being, active and healthy ageing, as well as the economic and social benefits through increased physical activity (e.g. productivity, health care costs),
- engaging with marginalised social groups through the promotion of active citizenship and the development of transferable skills and enhancing employability.

However, these impacts are not sufficiently known and acknowledged, and are therefore underfunded.

The SHARE members commit to:

- strengthen the recognition and awareness of the contribution of sport and physical activity to local and regional development,
- strengthen the role of sport and physical activity across policy areas,
- promote sport and physical activity across the different EU funding programmes and financial instruments, in particular the Cohesion Policy funds.

These objectives will be pursued through **joint efforts on:**

- developing common messages stressing the relevance and importance of sport and physical activity in local and regional development,
- disseminating knowledge, sharing information & raising awareness among policy makers at EU, national, regional and local levels,
- developing capacity-building & peer-learning activities at regional and local levels throughout Europe.