

# World Metropolitan Day

October 7th, 2020

Sport has the power to change Cities,  
Mega-Cities and Metropolitan Regions.  
A **SportsCluster** with an expedient  
governance can promote **Social Capital**.



metropolis

UN HABITAT  
FOR A BETTER URBAN FUTURE

# Application, Configuration and Evaluation of SportsClusters in Metropolitan Regions.



On the occasion of the **WORLD METROPOLITAN DAY**  
**October 7, 2020**

Virtual Contribution

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# Content of the Presentation

1. Introduction
2. Definition of Sports Clusters (according to PORTER)
3. Definition of Metropolitan Regions (according to OECD)
4. Examples of Sports Anchors in Metropolitan Regions
5. Examples of Shared Sports Values in Metropolitan Regions
6. Sports as important players in Metropolitan Regions
7. Forms of Sports Cooperating in Metropolitan Regions
8. Sports Clusters as successful carriers of sports-specific developments
9. Recommendations for Building Sports Clusters
10. References

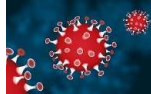
# 1. Introduction

You will find more information on that topic in the long version of that report.

## Word

More than 50 % of the global population lives in cities.

At 90 Metropolitan Regions have more than 5 million inhabitants – in more than 50 of these regions the city centre has more than 5 million inhabitants.

- The question I focus on is: How does the development of sport in Metropolitan Regions succeed based on the cooperation of the (most independent) cities, suburbs and villages in these recognized areas?
- Most information comes from the years before the Corona Pandemic! 
- We hope that we can find new ways and conditions so that all people around the world can practice and enjoy sports!
- The suggestions we make is to introduce SportsClusters in Metropolitan Regions in order to improve sports for the people!

# 1. Introduction: Sport and its Benefits

Clubs, teams and the facilities they use

- (1) generate individual well-being,
- (2) economic growth through high levels of new spending in a region,
- (3) create a large numbers of jobs,
- (4) revitalize declining central business districts, and
- (5) change land-use patterns.

Proponents also draw attention to intangible benefits, including civic pride, a high-profile image and identity, and national and even international publicity. Proponents of facility construction often state that the image of many cities is often defined by high-profile teams and sporting events.

# 1. Introduction: Aim

For the future of popular sports in a Metropolitan Region with popular sports, competitive sports and mega-events, it is necessary, due to the advantages and effects on individual and social cohesion, the economy, transport, tourism, the environment and quality of life, to cluster all sports players with the agreement of all on the basis of a common concept, cluster governance and cluster management.

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## 2. Cluster Concept

The sport cluster concept is based on Porter's cluster concept. He defines clusters as:

*„geographic concentrations of interconnected companies, specialised suppliers, service providers, firms in related industries, and associated institutions“*  
(Porter, 2008, p. 215).

Furthermore, he states that:

*„A cluster is a ‘system of interconnected firms and institutions whose value as a whole is greater than the sum of its parts.’“*  
(Porter, 2008, p. 229).



## 2. Clusters – why?

SportsCluster governance must involve the non-profit and for-profit sports sectors as well as the public sports sector to respect and represent all interests and companies in order to improve social cohesion, productivity, innovation and change in a metropolitan region.

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A Metropolitan Region is an area consisting of a densely populated urban core and its less-densely populated surrounding areas, in which infrastructure, housing, work and life are shared.

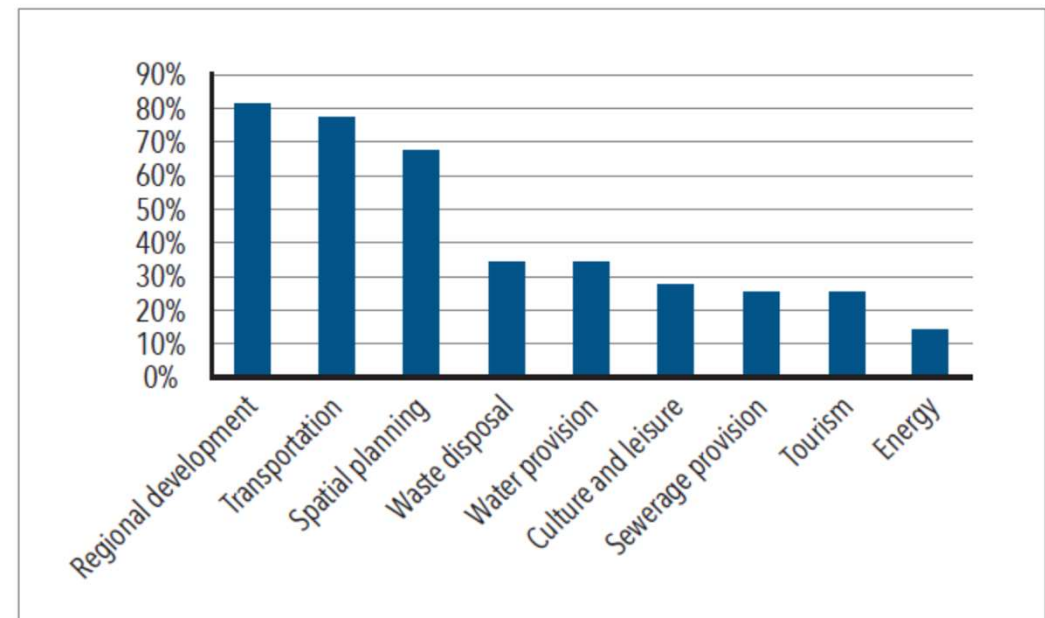
### 3. Metropolitan Regions – why?

- From: „Steering the Metropolis“, 2017
- 29 % of governance bodies work on: Culture and Leisure (presumed including sports matters)

78 per cent of governance bodies work on transportation, the second most common field of work. Bodies active in this field typically work on issues related to public transport, but may alternatively also work on individual transport in general and on roads in particular. The third most common field of work is spatial planning, with 67 per cent of governance bodies working in this area. In total, more than half of all government bodies (91 out of 178) work on all three fields. This combination of fields of work is especially common among European and North American governance bodies.

All other fields of work are significantly less common and are typically found only in certain countries. In order of frequency, these fields are waste disposal (35%), water provision (35%), culture and leisure (29%), tourism (26%), sewerage (26%), and energy (15%). Figure 4 shows the numbers graphically.

Figure 5. Major Fields of Work for Metropolitan Governance Bodies in OECD Countries



Source: OECD (2015b).

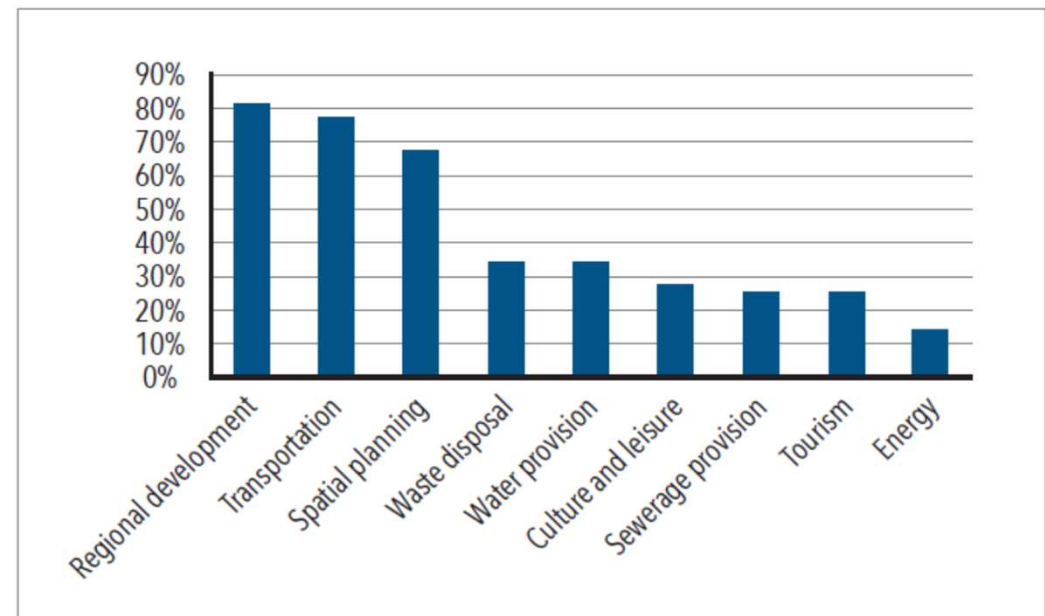
### 3. Metropolitan Regions – why?

- From: „Steering the Metropolis“, 2017

The more sports developments a Metropolitan Region promotes, the more other important areas are affected:

1. Regional distribution of large stadia/arenas/riding and motor sports facilities for (inter)national sporting events (competition in leagues/tournaments)
2. This includes Transportation due to spectators and tourism with hotels, restaurants, and sightseeing ...
3. Sports facilities need urban and regional planning (schools often with multi-functional sports fields, sports halls, swimming pools; private recreation through fitness centers, bowling facilities, parks, ...)
4. Sports educational institutions (for athletes, teachers, trainers, managers, academics) for job markets
5. Manufacture/Retail of sporting goods factories/shops (to provide goods/services to consumers and employment)

Figure 5. Major Fields of Work for Metropolitan Governance Bodies in OECD Countries



Source: OECD (2015b).



# 3. Metropolis Indicators (6 Themes + 38 Indicators)

## General Themes:

- Metropolitan Governance
- Economic Development
- Social Cohesion
- Gender Equality
- Sustainability
- Quality of Life

## Indicators:

### Context and governance

- 1. Metropolitan population \*\*
- 2. Metropolitan area
- 3. Density
- 4. Leadership of policy sectors (survey) \*\*i
- 5. Fiscal decentralisation
- 6. Territorial fragmentation
- 7. Metropolitan coordination
- 8. National prominence (budget)
- 9. Fiscal autonomy
- 10. Total budget per capita

### Economic development

- 1. GDP per capita
- 2. GDP or Employment share by sector
- 3. Prominence (GDP)
- 4. Unemployment\*\*\*
- 5. Economic density
- 6. Informal economy (% of jobs)

### Social cohesion

- 1. Literacy rate\*
- 2. Poverty rate\*\*
- 3. Income inequality
- 4. Foreign born population\*
- 5. Murder rate\*

### Gender equality

- 1. Share of elected women in local government
- 2. Women in work force
- 3. Enrolment of female school-aged population
- 4. Gender pay gap
- 5. Legislation on gender equality (survey)\*\*\*\*

### Environmental sustainability

- 1. Air quality
- 2. CO2 emissions
- 3. Car ownership
- 4. Green space
- 5. Waste generated per capita
- 6. Wastewater collection (% access)
- 7. Renewable energy (%)

### Quality of life

- 1. Life expectancy\*
- 2. Affordability of housing
  - 3. Affordability of transport
- 4. Higher education enrolment\*
- 5. Urban fragility index

### 3. Metropolitan Regions – Comparisons

Compare:

- Melbourne/Australia „ULTIMATE SPORTS CITY“
- Ruhrgebiet/Germany „The largest sports field of Germany“  **Sportplatz Ruhrgebiet**  
Eine Kooperation des Regionalverbandes Ruhr und des LandesSportBund NRW
- New York/USA „Home of most sports headquarters and franchises of major leagues“
- Barcelona/Spain: “One of the most successful cluster initiatives worldwide defined from the market in an innovative and transversal way”

with:

- FrankfurtRheinMain/Germany because of its label „Sportstadt“ and „capital of sports federations“

### 3. Sport

You will find more information on that topic in the long version of that report.

### Metropolitan Regions

Comparison with the successful Metropolitan Regions, which have recognised sport and the structures and strategies of sports as an important player for their global reputation:

- MR Melbourne (Olympic City), New York Tri State, MR Ruhrgebiet and MR Barcelona (Olympic City)
- We discuss FrankfurtRheinMain, a very well positioned Metropolitan Region under all 12 Metropolitan Regions in Germany with its sister city Guangzhou (China), which is not successful with sports developments, in order to analyse the reasons and to present recommendations.

### 3. Melbourne as Ultimate Sports City

- How to get the title – more than sports-specific attributes: Methodology
- The size and frequency of events hosted ...
- Number of federations and administrative bodies based in the city, and their importance
- Current venues and facilities, and capabilities for major sports events
- Transport and infrastructure
- Accommodation
- Government support and major sports event strategy
- Legacy planning and impact
- Public interest in and attendance of events
- Marketing and branding
- For all categories, scores were allocated, with 25 points available across each criterion. ...
- Following this, three categories marketing and branding, legacy planning and event strategy – were ranked by our panel of judges. All judges have work experience in the event hosting space, have extensive knowledge about sporting events and related destinations. This enables a clearer and deeper look into the non-measurable criteria than a single data-driven approach would allow.

Source: sportbusiness.com

### 3. Sports in the NEW YORK METROPOLITAN AREA

#### Franchises outside of NYC:

- **New Jersey DEVILS**
- **NY RED BULL**
- **NY GIANTS**
- **NY JETS**

#### with sports stadia outside:

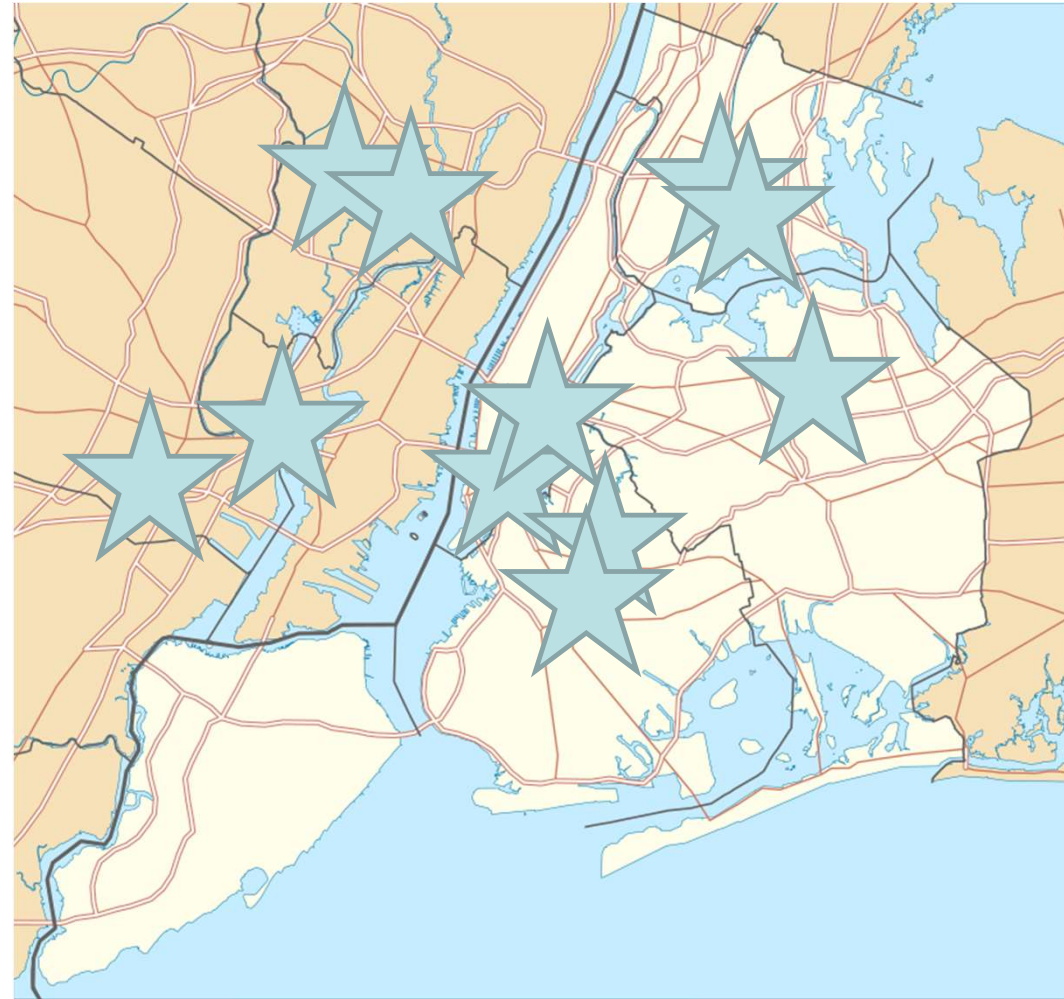
Prudential Center,  
in: Harrison, New Jersey

Red Bull Arena  
in: Harrison, New Jersey 07029

MetLife Stadium  
in East Rutherford, New Jersey

#### Franchises inside of NYC:

- NYC KNICKS – Madison Square Garden  
(Basketball+Icehockey)
- NYC RANGERS
- NYC METS
- NYC YANKEES – Stadium (Base-+Football)
- NYCFC
- NYC NETS – BarclayCenter (Basketball m + f)
- NYC ISLANDERS
- NYC LIBERTY (WNBA)
- ...

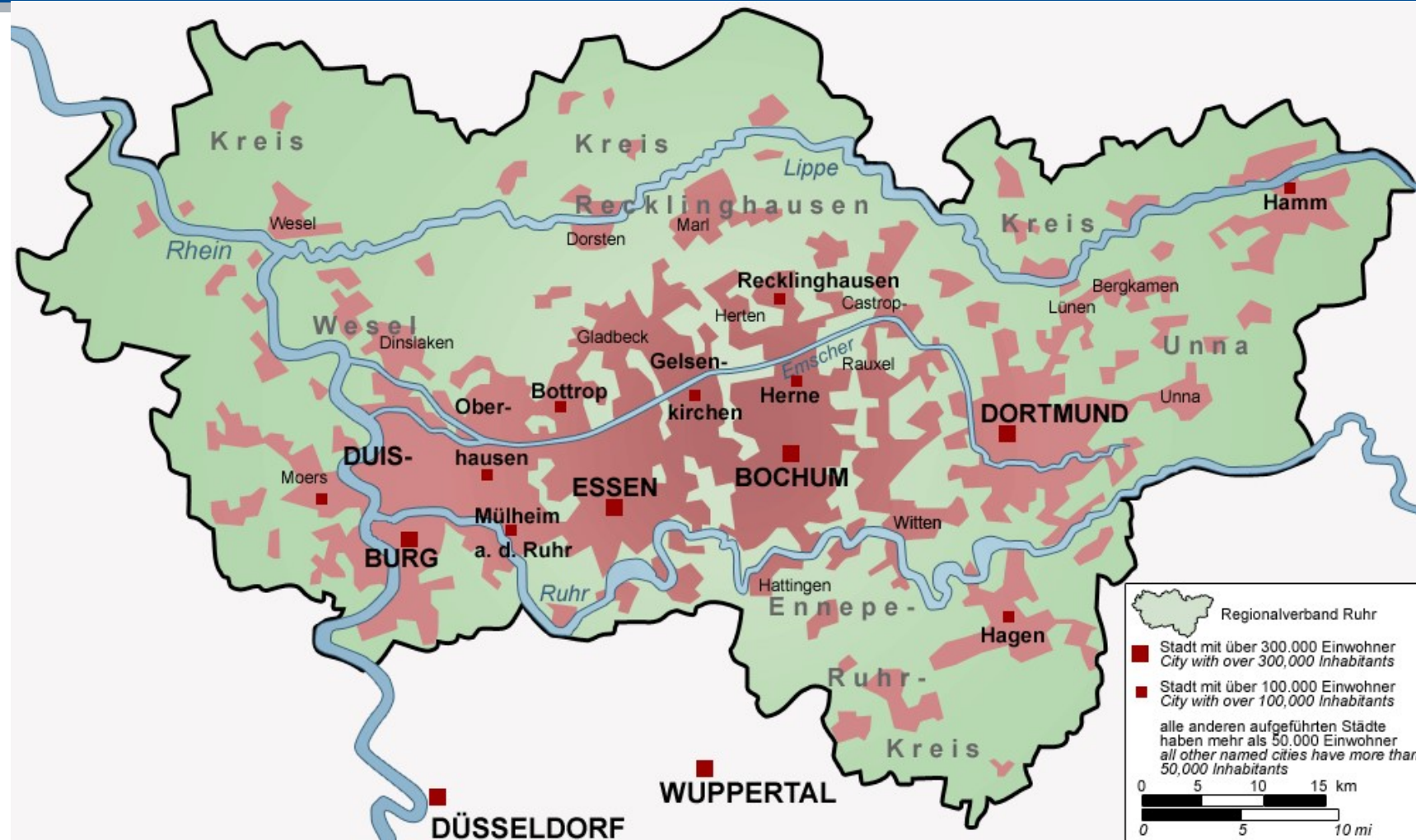




### 3. Metropolitan Region in Germany – RUHR AREA



- Regional confederation
- 480 employees in total
- 100 years cooperation
- Staff for Sports
- Sports Promotor and Sports Organiser



### 3. Metropolitan Region



**5 MIO.** PEOPLE  
**53** CITIES  
**1** METROPOLITAN REGION



„The most important minor thing of the world for the most important major thing of the world: Our Health.“

Dariusz Wosz, Vfl Bochum 1848



### 3. Metropolitan Region creates a „Sports Sector Spirit“

- BARCELONA !  **INDESCAT** : INDUSTRY + ESPORT + CATALUNYA  
catalan **sports** cluster
- Although it was a very heterogeneous sector in terms of manufacturing processes and products (sportswear, event organizers, sports facilities manufacturers...), it was possible to create a “sector spirit” coming from a rigorous strategic analysis that brought together companies around common challenges.
- It was a pioneering Cluster Initiative worldwide in its sector, it has been the subject of many international benchmarkings and initiatives in other countries have been inspired from it.
- As a cluster, it has the mission of bringing together companies and entities linked to the world of sport, with the aim of developing actions that improve its competitiveness and also its entire environment.
- The main objective of INDESCAT is to help members identify and address new business opportunities that may come from innovation, internationalization, training or funding, through working groups, conferences or collaboration agreements with different institutions.



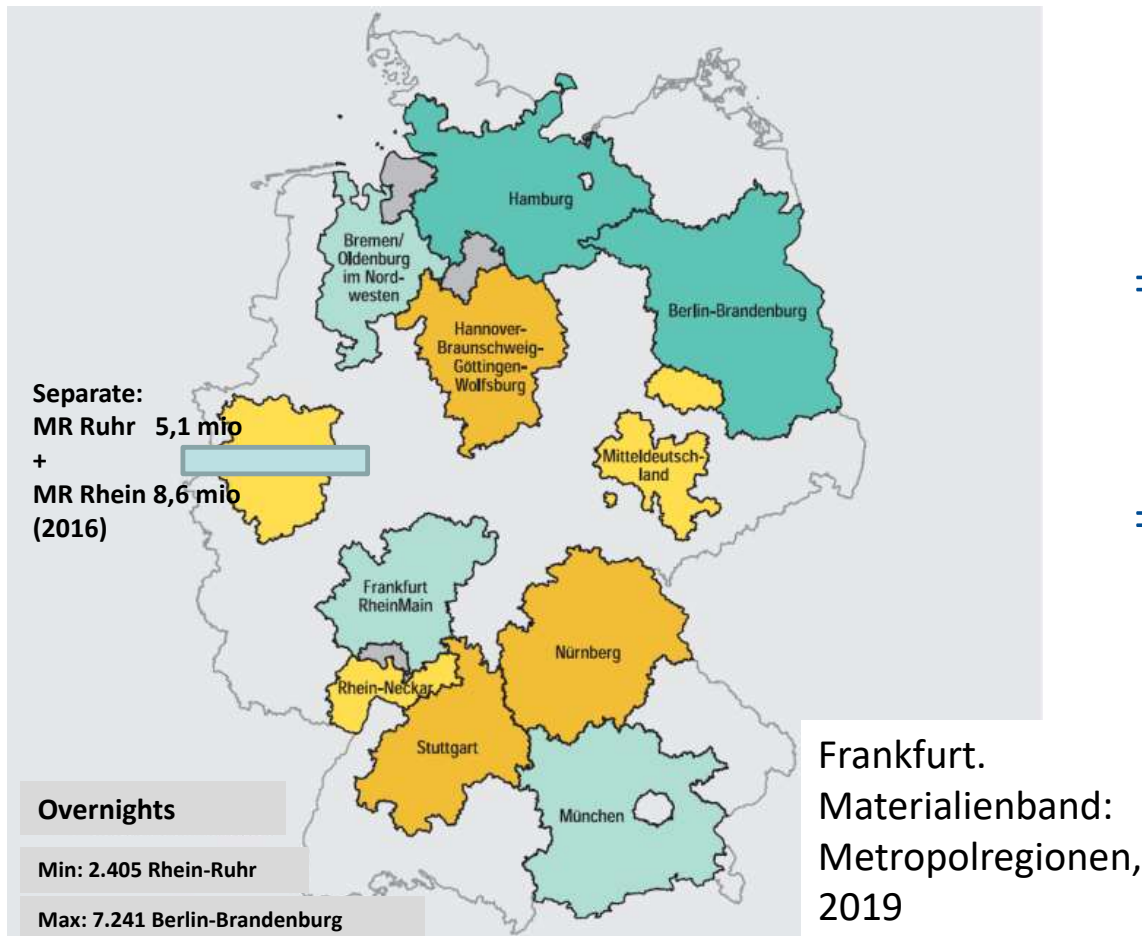
### 3. Barcelona/Catalan Sports Cluster

Catalonia is the area with the greatest concentration of sports companies in Europe. There are almost 600 companies related to sports, representing more than 3,500 million euros and near 30,000 employees.

[www.indescat.org](http://www.indescat.org)



### 3. Metropolitan Regions in Germany



2017:

11 Metropolitan Regions

= 56.792.000 million inhabitants.

In Germany

= 82.800.000 million inhabitants.

= 68 % inhabitants live

in 11 Metropolitan Regions

in Germany.



### 3. Metropolitan Region FrankfurtRheinMain-Region-City



The Metropolitan Region FrankfurtRheinMain has in total 5,8 million inhabitants

The area of the regional cooperation has 75 municipalities with some 2,4 million inhabitants.

Beside the cities Frankfurt am Main and Offenbach am Main the counties Hochtaunus, Main-Taunus, Offenbach and additional 35 cities and villages from other counties Groß-Gerau, Main-Kinzig and Wetterau.

- 5.8 Mio. Inhabitants of the Metropolitan Region
  - 2.4 Mio. Inhabitants of the Core Region
- 777 000 Inhabitants of the City Frankfurt am Main

### 3. CITY of FRANKFURT – spaces of „Sportstadt Frankfurt“

- On the ground of the greatest city of the Metropolitan Region of FRANKFURTRHEINMAIN there are the following larger sports facilities:
- 2 large sports stadia (football)
- Sports arenas (basketball, hockey)
- Sports faculty of J.W.Goethe University with labors, lecture rooms and fields
- ... Football grounds for minor leagues football
- ... Sports grounds for other team sports (American Football, field hockey, (mini-)golf, ...)
- ... Sports halls for school sports and other sports users (Gymnastics, Hand-, Volleyball, ...)
- ... Fitness Centers (private for-profits and private not-for-profits)(more than 150 in the Frankfurt-Region)
- ... Bowling Centers (private for-profits)
- ... Swimming pools (private for- and non-profits and public municipality-owned)
- ... homes for sports administrations (a lot for national, some for regional, some for local sports organisations (federations and clubs and authorities)
- ... homes for sports manufacturers and sports retailers
- ... but also existing facilities used for sports events (streets for running, bicycle; water for rowing, sailing; places for beach volleyball, skates; buildings for climbing, sports conferences; ...)



### 3. CITY of FRANKFURT: Ten Points about the „SportsCity“

#### The so called SportsCity misses Heads and Concepts (Manfred Birkholz, 2004)

1. To define Frankfurt as „German Sports Capital“ is not correct. ...
2. To name it SportsCity in most of the Olympic Sports Frankfurt misses top athletes. ...
3. The Region needs urgently a sports arena for around 10.000 spectators. ... (2004!)
4. The sports events depends on only some organisers, a few big sponsors (Fraport, Opel, Radeberger) and public enterprises (Fair). ...
5. The Hessische Rundfunk misses space, heads and concepts: Too much football, talk and games. ...
6. The region and the city miss leaders with own top level sport experiences. So they miss important role models. ...
7. The biggest and most popular sports club of the region, Eintracht Frankfurt, was weak at that time. (Today Eintracht Frankfurt Football AG is a strong player). After Ice-Hockey, Basketball, Tennis and Table Tennis the Field-Hockey Women leave the first league. ...
8. The Sportinitiative Rhein-Main is not successful. ... (2004!)
9. The aim is questionable to increase the sports members in sports clubs, because there exist fun sports ...
10. Sports in the Rhein-Main-Region needs a real status quo. ... (2004!)

The author was owner of one of the first sports marketing agencies in Frankfurt © Frankfurter Allgemeine Zeitung (own translation)

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## 4. Examples: Anchor sports Institutions

- Anchor institutions can have an strong impact on the prosperity of their local communities and residents, because once established, they tend to remain in the same location for decades, wielding tremendous social and economic influence.
- Examples:
- Club: Eintracht Frankfurt in the City and Metropolitan Region
- Federation: German Olympic Sports Confederation in Frankfurt City and MR
- ADIDAS: in the City of Herzogenaurach and the Metropolitan Region Nürnberg
- ... many others in sports matters



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## 5. Examples: Boston Red Sox Foundation

The Red Sox have a huge opportunity to do good in the community because the brand is so respected and appreciated. We do that through the Red Sox Foundation, which is the team's official charity. We started it in 2002, and since then we'll have raised and distributed \$82 million. But not everyone knows all that we do ...:

**WE HAVE AN ... PARTNERSHIP WITH THE JIMMY FUND, WHICH RAISES MONEY FOR CANCER CARE AND RESEARCH AT THE DANA-FARBER CANCER INSTITUTE ...**

Since 2002, the Red Sox team and Foundation have helped the Jimmy Fund raise over \$50 million. The Red Sox/WEEI/ NESN Radio-telethon alone has raised over \$35 million for the Jimmy Fund.

**WE RUN A PROGRAM CALLED RED SOX SCHOLARS**

Every year, the Red Sox Foundation selects 10 academically gifted 7th graders from Boston public schools who come from economically disadvantaged backgrounds. ... we provide a \$10,000 college scholarship.

**OUR HOME BASE PROGRAM IS A PARTNERSHIP ... TO HELP MILITARY MEN AND WOMEN WHO'VE SERVED IN IRAQ AND AFGHANISTAN, ALONG WITH THEIR FAMILIES.**

The program provides clinical care, support services, clinical and community education and conducts research to improve the treatment and understanding of PTSD and traumatic brain injury.

Tom Werner is chairman of the [Boston Red Sox](#). Worth, 2015

To me, it's important to be an engaged citizen—... But this philanthropy has a special impact coming from the Red Sox. Our fans know that this isn't always a team that's going to finish in first place, but it is a team that cares about you. I think, in the mission of the Red Sox Foundation, we've demonstrated that.

## 5. Exam

You will find more information on that topic in the long version of that report.

## NEW YORK METROPOLITAN REGION

Stakeholders and

Shared Values for and

- Permeation of the Community

- ...

- Near to 63 (62,8) million visitors of NYC in a year (before COVID 19)
- A total of 58.5 million people visited New York City in 2015, 46.2 million visitors came from the United States and 12.3 million tourists came from abroad.
- (a lot of them for sporting reasons: visiting games, participating marathon, ...)
- Transports via cars, trains, planes, ...

*Reasons ?*

*Sports Spectating  
Sports Participating*

...

## 5. Examples: Eintracht Frankfurt Social Commitment

- Taking social responsibility and making an active contribution to social interaction is one of the fundamental convictions of the Eintracht Frankfurt Soccer School.
- Together with our partners, we have been implementing regular camps with a special focus on community needs since the very beginning.
- Whether it is children's aid, inclusion, cancer aid, sustainability, refugee aid or environmental protection - the range of topics knows no bounds. In recent years, we have developed cooperations with organizations such as Aktion Mensch, Deutsche Krebshilfe, UNICEF and numerous other relief organizations and foundations.

### Eintracht Frankfurt calls a new campaign for the whole club

Frankfurt - „Auf jetzt!“ was the name of the former campaign when the club faced issues.

„Auf jetzt! 2020“ is the new campaign and will help social institutions of the city. „Now it is important ... to support all those which need a strong partnership of our Eintracht.“ Board member Axel Hellmann said: „We had great support by our fans within the last hard years, so we could stay and improve; now we want to use our new power to support those who connect our society“. ...

Source: 2020 (own translation)

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## 6. The Region is the City of the Future

- One of our study could show that the Metropolitan Region Hamburg could continue to apply for the 2024 Olympic Games if the inhabitants of the Metropolitan Region had been asked to welcome and organize the Olympic Games!
- Since only the citizens of the city of Hamburg were asked, the vote was negative and the application must be stopped....
- This shows that joint governance for sport could help to successfully master major challenges (only the chamber of Commerce as the representative body of 4,000 sports companies based in the city is very active) ...
- A SportsCluster for a metropolitan region can help to be successful...

## 6. The Region is the City of the Future

- Sports – above all successful sports competitions and events – speak to numerous people.
- Not only to the inhabitants of a city where the execution takes place.
- The demonstration and the effects reach people in larger urban areas – and beyond.
- These are the main reasons for supporting sports players, for building sports facilities and for applying for international sports events.
- To use sports for urban and regional transformation!

# Content of the Presentation

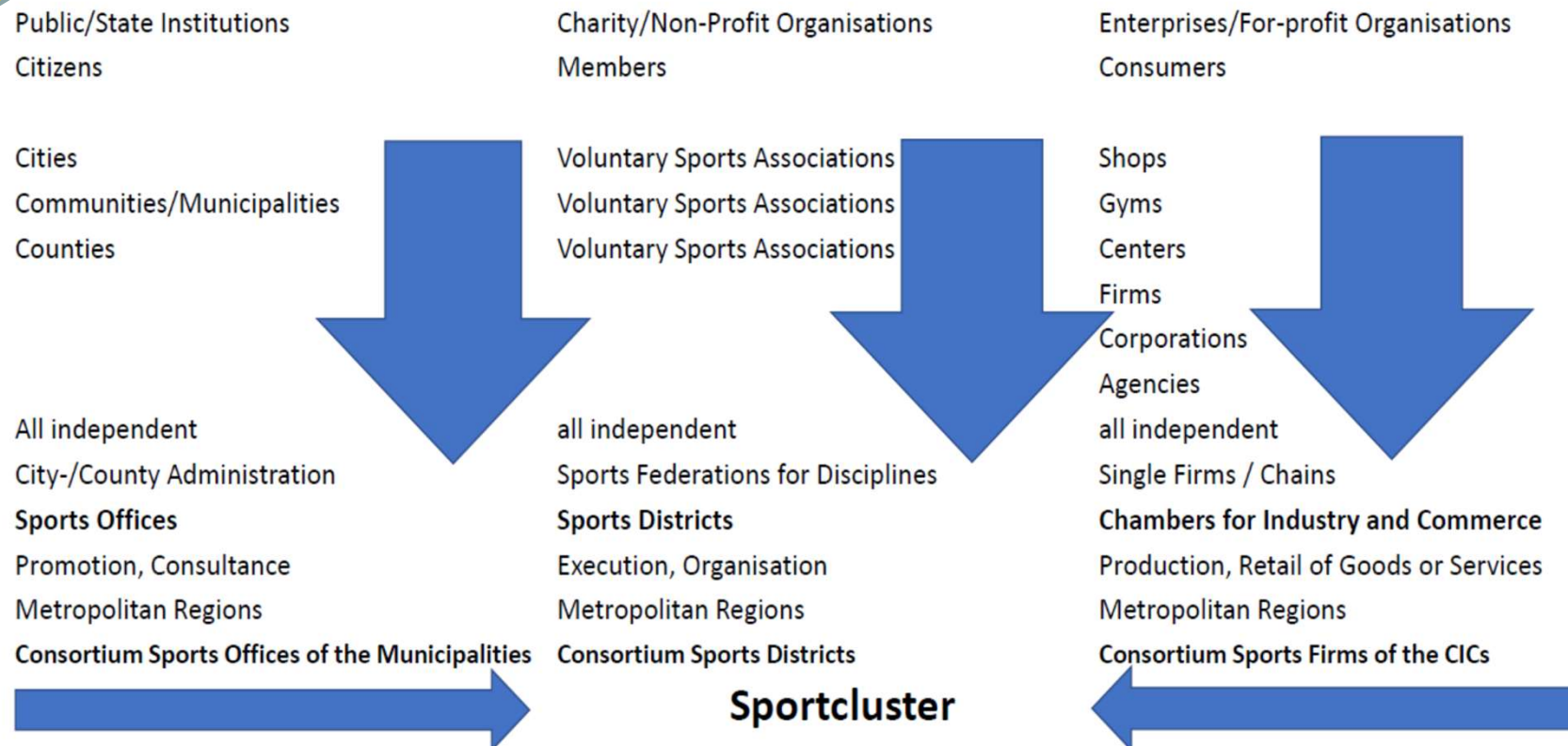
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## 7. Form

You will find more information on that topic in the long version of that report.

## Operating

### Analysis of traditional cooperations in local communities



## 7. Forms of Sports Cooperating

- The traditional way (from a more European perspective):
- The people in voluntary sports associations build their own groups and communities
- Since they are non-profit sports organizations, only a few use self-built facilities – most of them use municipal sports facilities.
- The municipality offices and departments support as „sports authorities“ – on a voluntary basis – these voluntary sports associations.
- The sports firms, sports enterprises and sports corporations have to join the chambers of industry and commerce (also an Institution of Self-Organization).
- So: all three sectors for sports in a municipality or metropolitan region are organised vertically in their philosophy – private-, public- and profit!
- Cross-relations do exist individually, but not systematically. **That should be changed!**  
**Through innovations – improvements – integrations !**



## 7. Forms of Cooperating in Metropolitan Regions

Examples which exist and are successful:

1. Dept. within the Headquarters of a MR (see RUHRGEBIET)
2. Own Foundation of a MR (see GREATER New Orleans)
3. Own Association in a MR (see MRs Stuttgart and Rhein-Neckar in Germany)
4. Own Event-Agency in a MR (see MR Melbourne)
5. Own SportsCluster (see MR Barcelona/Catalona) (next Chapter 8)

Because: All three sports sectors work together: Cooperations matter!

# Content of the Presentation

- 8. Sports Clusters as successful carriers of sports-specific developments
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## 8. Sports Clusters

- The focus of the SportsCluster is on creating more effective links between the private, public and non-profit sports sector and regional, sub-regional and local work, and on mutual support and strategic direction, enabling members to
  - + discuss policy developments, particularly those relating to infrastructure and affecting voluntary action at a local level,
  - + identify key strategic priorities and areas of potential collaboration in order to jointly and successfully organise international sporting events,
  - + agree on common themes that can be promoted to demonstrate the value of regional sports developments to the population.
- To represent sports internally to Metropolitan Region and externally with one voice – this is why the SportsCluster needs a SportsCluster management with competences from all areas of sport.

## 8. Different Meaning of SportsCluster

- EPSI (European Platform of Sports Innovations)



**Sports and  
Technology**



- Only one SportsCluster focuses on Metropolitan Regions

# 8. Sport

You will find more information on that topic in the long version of that report.

THE SPORTS S



## BARCELONA, WORLD SPORTS CAPITAL

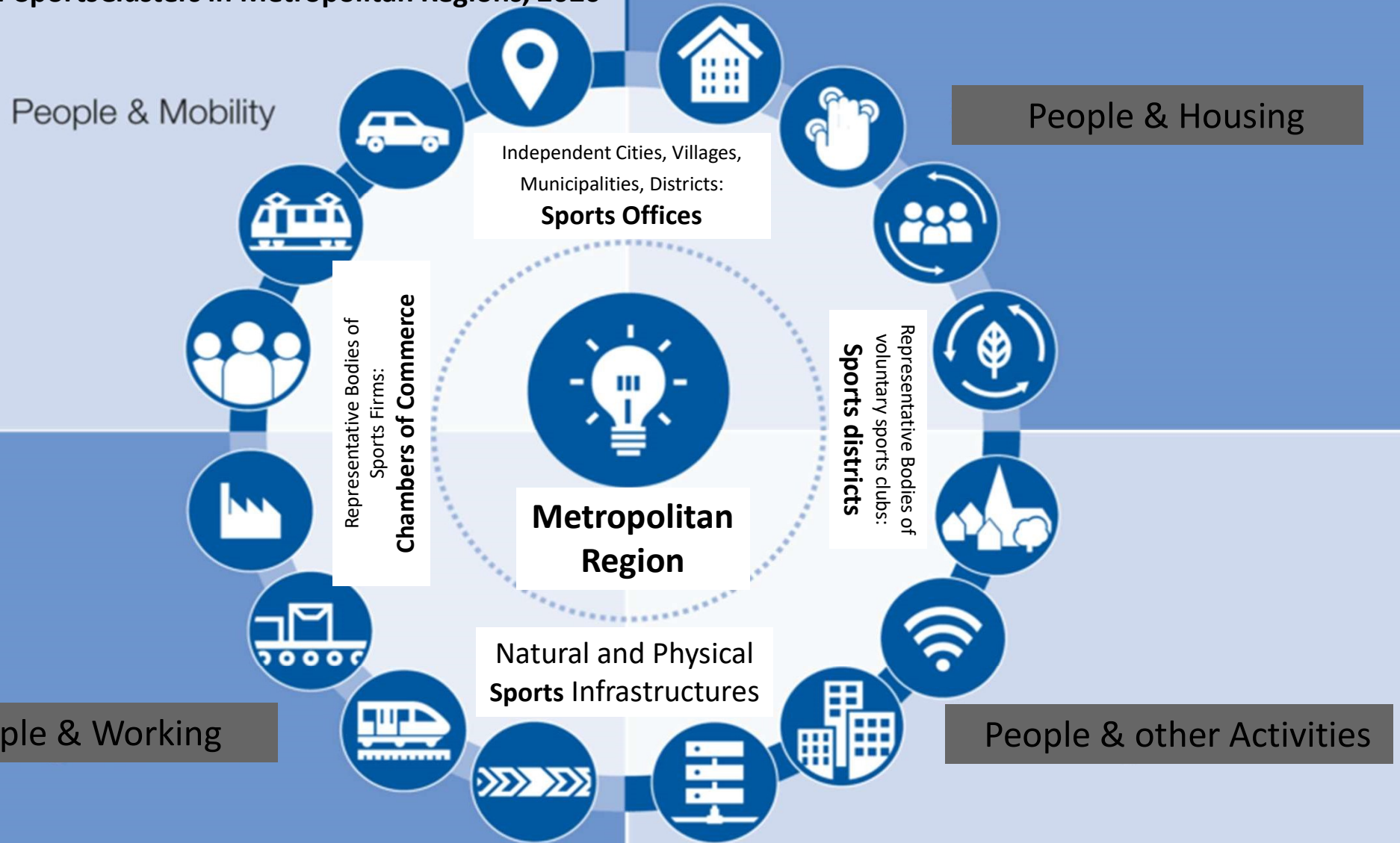


## 8. SportsCluster Barcelona INDESCAT

- INDESCAT currently represents more than **80 companies and corporations** with a worldwide turnover of almost **1.5 billion euros**, offering services and products for the entire sports and exercise market.
- INDESCAT is a non-profit association composed of companies and corporations ranging from micro-enterprises to large companies with global presence.
- The sports industry consists of 3 major segments, which are all represented in INDESCAT:



## 8. Scheme for SportsClusters in Metropolitan Regions, 2020



Source: (2020) adapted from Center Metropolitan Cities, Aachen

## 8. Systematic Scheme of a SportsCluster

Cooperation of the Sports Districts of all voluntary sports associations within the Metropolitan Region

Cooperation of the Chambers of Commerce responsible for all Sports Enterprises within the Metropolitan Region

Voluntary sports associations/clubs

Sports Firms, Sports Enterprises, Sports Corporations within the Metropolitan Region

Population of the Metropolitan Region  
Governance & Headquarters  
SportsCluster of the Metropolitan Region

Sports Offices/  
Departments of the Municipalities/Cities

Other  
Branches with Sports Sponsoring

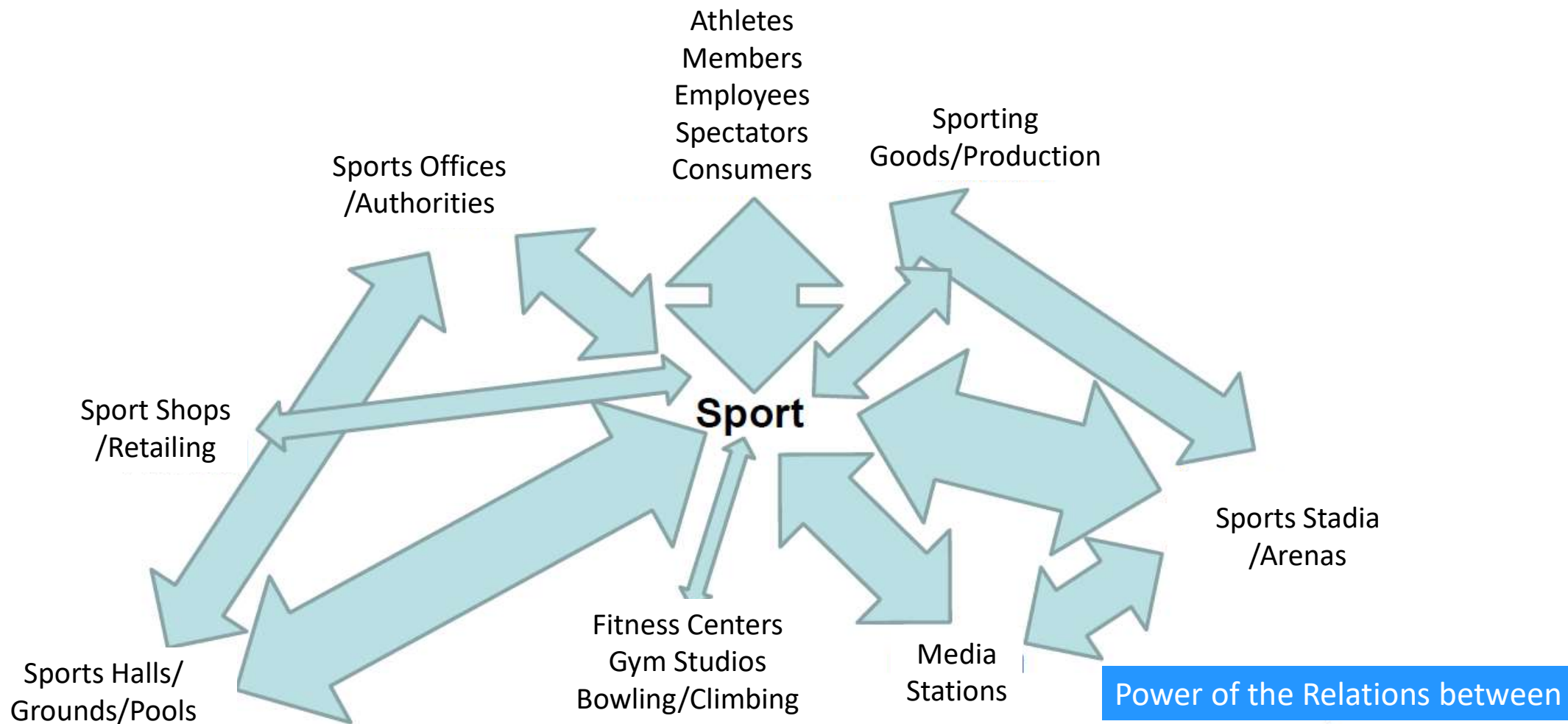
Cooperation of the Sports Offices/  
Authorities within the Metropolitan Region

Corporations of other  
Branches with Sports Sponsoring

■ **Inside:** all single organisations of the 3 sports sectors

■ **Outside:** all three carriers of the single organisations of the 3 sports sectors

## 8. Relations inside the SportsCluster



# Content of the Presentation

9. Recommendations for Building SportsClusters

10. References



# 9. Recommendations

1. Metropolitan Regions should tackle their future and meet their demands as laboratories of peaceful coexistence.
2. Sport is a diverse, enriching and innovative field of life all over the world.
3. Sports Institutions are anchored institutions in individual and social, emotional and economic relations.
4. Sport offers a lot of shared values - in quantitative and qualitative dimensions. They get and they give donations, start and support social projects in their communities far beyond sports activities.
5. If sport is understood as an active component of individual well-being and social interaction, an inventory of all sport-related non- and for-profit commitments, products and services should be made. Consistent indicators should be applied.
6. If the networks of non-profit, economic and municipal carriers are open for cooperation, top-down or bottom-up governance can be agreed upon in accordance with the constitution of the metropolitan region.
7. This can be organised – often on a voluntary basis - as an independent association or foundation, but also obliged - as an internal department of the head quarters of the metropolitan region or - which is favoured here - as a SportsCluster.
8. Regardless of the form of organisation, the primary objective remains the same: to provide the population of the Metropolitan Region with a wide range of sporting activities - in the knowledge that in a Metropolitan Region that has long been networked, people live in one place, work in another and - not infrequently - pursue their sport in another place.
9. A Metropolitan Region that is also interested in national and global competitive sport, both for its own population and as a host for visitors from all over the world, must have modern multi-functional sports facilities at its disposal. This will not always be possible within the territory of a large city - in view of the statement that the region is the city of the future, it is imperative that the entire metropolitan region is also sounded out for the best possible locations for future-proof major sports facilities.
10. This new way of thinking poses new challenges in terms of planning and architecture as well as legally and financially - the new potentials in the decades to come should be promising: also, and especially, taking into account a variety of cultural and creative uses and tourism perspectives.
11. First steps could be forums at national, EU and/or global level with representatives from those metropolitan regions that have already found institutional arrangements. Here (and only as examples) from Barcelona, New Orleans, New York Tri State, Ruhr Area. Also of interest for Germany are the metropolitan regions of Stuttgart and Rhine-Neckar, whose sporting developments are bundled in independent associations. Above all invite INDESCAT, the subject of many international benchmarkings.
12. Metropolis - on a global level -, METREX - on an European level, and IKM - on a German level - should not oversleep the sport-specific challenges of their members and could host appropriate fora! But, of course, every single Metropolitan Region can and should analyse its own solution and develop strategies for SportsClusters.

**Presentation for the WORLD METROPOLITAN DAY on October 7, 2020.**



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You will find more information on  
that topic in the long version of that  
report.

# Together we are stronger! Let us learn from each other



This is a short version – the long version can be asked under the mail below  
We send us information about the sports cooperations in your Metropolitan Region



## Global Metropolitan Day

October 7, 2020

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gerhard.trosien@edu.accadis.com*

# Gerhard Trosien



Sport (management) scientist and Sociologist; 1980 to 2001 responsible for Science and Education of the Dachverband Deutscher Sportbund e.V. (voluntary association); then until 2011 Prof., founder and leader of the department Sports Management at the SRH University of Applied Sciences Heidelberg; since 2012 Professor for Sports Management at the accadis University of Applied Sciences Bad Homburg.

Numerous lectures, Seminars and Speeches in Germany and abroad; Publications especially about the „Sportbranche“ (first time 1991), the „Arbeitsmärkte von Sportmanagern“, das „Talentmanagement in der Sportbranche“ as well about “Sport in Metropolregionen” (since 2000).

Voluntary and sports political engagements as Youth and Department Leader in Sports Clubs as well Co-Founder of the working group „Sportökonomie e.V.“, of the „Sportregion Rhein-Neckar e.V.“ and actor of the „Sportinitiative FrankfurtRheinMain e.V.“.

You will find more information on that topic in the long version of that report.

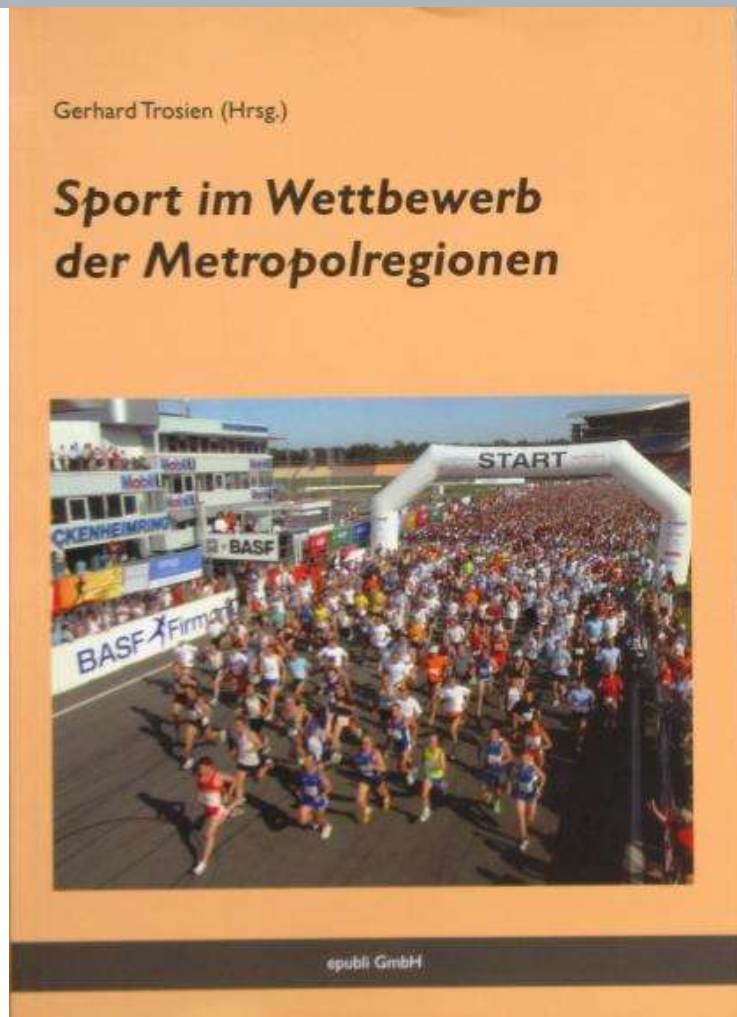
## 10. References



# Publications beside numerous presentations in various countries



2008



Gerhard Trosien (Ed.)

## **Sports in the Co-opetition of Metropolitan Regions**

**Rotterdam – City of Sports in the  
Metropolitan Region Randstad**  
**Rhine-Ruhr-Metropolitan Region**  
**Metropolitan Region London**  
**Madrid Metropolitan Area**  
**Metropolitan Region of Milan**  
**New York City Tri State**  
**Greater Tokyo Area**  
**Greater Beijing Area**  
**Melbourne:  
'Ultimate Sports City'**

2012