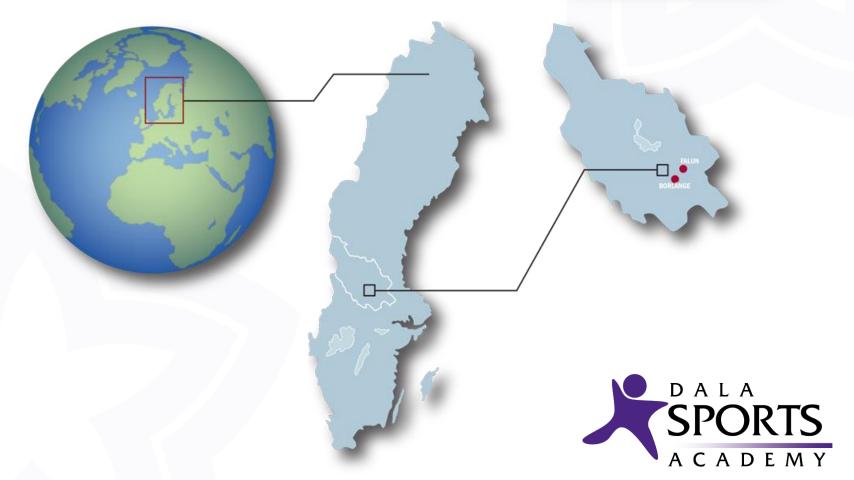




Patrik Söderkvist









#### **Dala Sports Academy**

Collaborative project between: Dalarna University, Regional councils of Falun & Borlänge.

With financial support from the Region Dalarna & the European Regional Development Found, dureing 2 years

#### **Dala Sports Academy**

- A sports environment aimed at developing business, education, and research.





#### **Dala Sports Academy**

- -A sports environment aimed at developing business, education, and research.
- Purpose is to develop a strong sports environment
- With best possible conditions for a combination of studies and sports
- A further purpose, promote entrepreneurship and business in the area of sport and health

These together – Innovative Dala Sports Academy





#### **University of Dalarna**

- -A key player in this project
- University has been offering athletes a chance to combine elite sports with further education since mid 1980:s cretated ~80 international medals
  - Collaboration between regional councils Falun, Borlänge and the university
- 2009: 12000 Students at the university
  - 30 different countries
  - Several sport focused programmes
  - Campus Lugnet, 58 different sports
  - 80 students within Dala Sports Academy





#### **Dala Sports Academy**

- -Athletes in:
- Orienteering
- Skiing, cross country & downhill
- Ski Orienteering
- Cykling
- Triathlon
- Atlethics or track and field athletics
- Canoeing –Slalom







#### Athlete in focus

- Help with different services
- Counselors, plans for their studies, ability to move exam for different courses
- Trainer/Coaches
- Arranged common trainings 3 times/week
- Training facilities
- Transportation, minibus
- Tests in performance, blood samples etc.
- Network in sports medicine
- Social events



































#### Dala Sports Academy - In total

-A sports environment aimed at developing business, education, and research.

Sports Environment (sports academy)



Sport Research and Development at the University, department of sport sciences

Sport focused educations

Contact and collaboration with companies within the business of sports & health





- A sports environment aimed at developing business, education, and research.
- Serve as a sporting environment where companies can get ideas and inspiration for new products and services









- A sports environment aimed at developing business, education, and research.
- Asset to athletes to test new products and evaluate new concepts in reality
- Use the athletes in their marketing









- A sports environment aimed at developing business, education, and research.
- Asset to scientific research competence
- Asset to research facilities
- Scientific tests of products and concepts
- Asset to latest research findings









- A sports environment aimed at developing business, education, and research.
- Asset to Competence cluster
- Networks
  - Companies & athletes
  - B2B
  - National
  - International
  - Female







# SPORTS A C A D E M Y

- A sports environment aimed at developing business, education, and research And of course top athletes with a good academic backgound

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