


European Platform for Sports Innovation epsi^{EU}




organisation
INNOSAIL

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Project CHARACTERISTICS

- Name of the project: Innovate to increase the performance of the Sailing Sector
- Project acronym: INNOSAIL
- Call or EC work program and reference: Interreg 2 Seas
- Date for submitting the proposal: Concept note already submitted
- Partnership:
 - prime proposer: InnoSportLab Den Haag
 - industrial partners: t.b.c.
 - research partners: TU Delft, Solent University, NHTV Breda
 - other partners: Watersportverbond, ISAF, Ben Ainslie Racing Team
- Estimated budget; 5.000.000
- Estimated duration of project; 3 years



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Project description

What are the objectives of the project?

To strengthen the position of Sailing by increasing the accessibility and innovative performance of the Yachting sector. We like to do this by facilitating the cooperation throughout the innovation chain, in knowledge and technology transfer, testing and pilot actions among key stakeholders in this sector in the 2 Seas Region. Sport will be the connecting link between all actions that will be developed. This performance will focus on 3 topics:

- 1. Sport and media
- 2. Sport and Innovation
- 3. Sport and Experience

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Project description

What challenges does the project tackle?

The Yachting sector is facing 2 challenges for the future. Both challenges need to be realised to keep the yachting industry and sport alive and kicking.

1. The sector needs **more (media) attention** and promotion. As the National (KNWV, VVF and RYA) and International Sailing association (ISAF) says; 'The Yachting World needs 'new heroes' to interest people to become (again) active in yachting (for sport or leisure) and to keep the yachting industry in the 2 Seas Region healthy and competitive.
2. The sector needs **more innovations** to make the yachting sport more accessible and spectacular to a wider audience. The yacht building sector in the 2 Seas region feels the competition of other regions in the world.

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Project description

What will be the result of the project?

- At least 4 pilots to test new sailing related innovations (materials, equipment tools). At least 3 pilots to test media innovations and concepts (games, social media and TV).
- At least 2 pilots to demonstrate innovative sailing experiences (storytelling, Simulators)
- at least 3 Universities/knowledge institutes will do joint research to contribute to sailing innovations and media innovations.
- Sailboat manufacturers and suppliers, sailing federations, universities, the sailing interested public (adults and children), media companies, sport federations will benefit from the results.

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Project impact

What is the expected impact of the project?

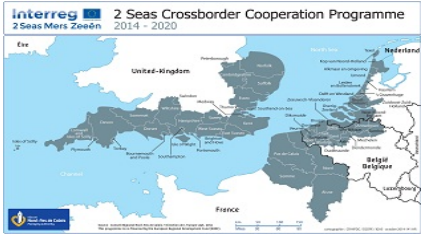
- Societal (health, ..): More attention for sailing events and active sailors/ members of the federations.
- Business: Investments and innovation by SME's
- Knowledge: Universities/students actively contribute to the R&D of the innovations and will gain experience and knowledge. Gather and share all crossborder expertise.

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Partner search

What partners are you looking for?



interreg **2 Seas** Crossborder Cooperation Programme
2 Seas Mers Zeeën 2014 - 2020

The map displays the geographical area covered by the 2 Seas Crossborder Cooperation Programme, including the English Channel, North Sea, and parts of the United Kingdom, France, and the Netherlands. It shows various regional boundaries and labels for different areas.

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Further questions or needs

Looking for partners!

Potential partners:
TU Delft (NL), NHTV (NL), Solent University (UK),
City of The Hague (NL), ?, ?

Observers: EuroSaf, Dutch Sailing Federation,
French Sailing Federation, Royal Yachting
Association, Flemish Yachting Federation

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