

European Platform for Sports Innovation epsi^{EU}

ESCP

SPORT CLUSTERS GO INTERNATIONAL!

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Project CHARACTERISTICS

- Name of the project: **SportClusters Go International!**
- Project acronym: tbd
- Call: Cluster Go International
- Ref. COS-CLUSTER-2014-3-03
- Strand 2: Supporting the first implementation, testing and further development of European Strategic Cluster Partnerships (ESCP)
- Estimated budget: 600 k€, Max. EC grant: 450 k€, Co-funding rate: 75 %
- Partnership: at least 3 different clusters and/or network organisations from 3 different COSME programmes
 - prime proposer: Indescat; other cluster partners: Sports & Technology, InnoSportNL, EPSI,
- Duration: Max. 24 months (unless duly justified)
- Date for submitting the proposal: 20/4/2015

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Project description

- What are the objectives of the project?
 - To foster innovative models of collaboration among European sport clusters, under the shape of a European Strategic Cluster Partnership (ESCP), to maximize cross-sectoral synergies, develop new value chains and exploit international opportunities for SMEs in World emerging markets.
- What challenges does the project tackle?
 - Development of a European network of sports clusters
 - Addressing a societal challenge from the sports innovation arena perspective:

Bringing together

Sports clusters ↔ Health clusters

- Seek for innovative market opportunities, focused on the health and social issues
- Promotion of the clusters' and clusters' members' expertise

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Project description

- What will be the result of the project? (products, services., ...)
- International business & market access in the sports sector with an impact on societal (health and inactivity) & economical factors
- What application fields are addressed (within and outside of Sports)?
 - In principle the 'flavour' of the different sports clusters:
 - Facilities and events
 - Outdoor
 - Nutrition
 - Health and sport stimulation
 - Products
 - Measuring & information systems
- What technologies are needed/involved?
 - n/a

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Project impact

- What is the expected impact of the project?
 - Societal (health improvement and reduction of inactivity with reduction of health system costs)
 - Business (more export outside EU)
- Through
 - Promotion of 2 internationalization groups, exploiting cross-sectoral synergies:
 - Support from the ESCP in terms of a feasibility studies, partner searching, business plan, financial support, legal advice, etc.
 - Organisation of 2 Business missions in the target markets following the tested "EU4Sports" model
 - including market study, a mission with matchmaking, and a follow up with office abroad, etc.;
 - Organisation of two reverse missions with SMEs and partners from target markets;
 - Identification of other sources of funding to ensure the continuity of international collaboration among clusters and SMEs
 - calls for proposals from H2020, COSME, national or local export support programmes, etc.


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Partner search

- What partners are you looking for?
 - Other sport cluster partners: registered in ECCP and preferably with Bronze label
- What are the benefits for potential partners?
 1. Operational Collaboration.
 2. Studies and assistance to create Joint Ventures (feasibility, business plan, financial support, legal...) with an international partner
 - International agreement (EU SME or stakeholder – local entity)
 - European Groups of SMEs (with Intl partner)
 3. Learning & monitoring leading to an expansion and/or reshaping of the Partnership,
 - promoting exchanges between Partnerships (...)
 - monitoring activities measuring both business and innovation oriented results
 - Annual ESCPs exchange Event


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Further questions or needs

- From EPSI/EPSI partners?



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