

**INNOSPORTLAB**  
SPORT & BEWEEG!

**Harmen Bijsterbosch**  
*fieldlab manager*

EPSI Brokerage Event  
House of Sports, Brussels  
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**INNOSPORTLAB**  
SPORT & BEWEEG!



- Sport fieldlab, located in Eindhoven, heart of the Brainport region (NL)
- Fieldlab: applied research in living lab situations
- Co-creation: by industries, knowledge institutes and sports sector
- Focus: stimulating innovations in sports and physical activity for non-sporting citizens and unorganised sportsmen (of all ages)
- Special interest: innovations in public space
- Member of cluster Sports & Technology
- Dutch SportInnovator Centre




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**Vital Cities (cities designed to move)**

**Objective:** creation of healthy urban living by smart redesign and furnishing of residential areas.


**Model:** the city as a living lab for development and testing of innovations stimulating and facilitating an active lifestyle.

**Involved:** Eindhoven University of Technology, University of Utrecht, Fontys University of Applied Sciences, Sports & Technology, City of Eindhoven.

**Looking for other regions ..**

- ... having similar open innovation clusters of regional collaboration ...
- ... with the same interest to develop interventions and applications ...
- ... to create a city that is designed to move!

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**UrbActif (improving urban sport performances)**

**Objective:** develop technological solutions that provide urban athletes with the information they need to improve their skills as well as to prevent them from getting injured.

NB: most urban athletes train themselves and are independent of place. So applications must be mobile, easy to use and (relatively) cheap.

**Involved:** Emoves/Urban Eindhoven, Holst Centre, Eindhoven University of Technology, Fontys University of Applied Sciences, Sports & Technology

**Looking for:**

- Technology providers (both industry and knowledge institutes)
- Urban sports groups, for co-creating and testing

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**BuildFit (sport accommodations of the future)**

**Objective:** develop, out of present knowledge, new (technological) concepts, products and services, which make sports accommodations affordable and exploitable.

**Involved:** Eindhoven University of Technology, Fontys University of Applied Sciences, Janssen-Fritsen, Embedded Fitness, Sports & Technology, NOC\*NSF (Dutch Olympic Committee)

**Looking for:**

- Knowledge institutes doing research on this topic
- Interested technology providers and construction companies
- Local/regional governments willing to pilot

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**DeMedStyle  
(de-medicalisation by a healthy active lifestyle)**

**Objective:** identify solutions that will bring people with a condition back from the health care system to the health promoting system.

**Involved:** Eindhoven University of Technology, University of Utrecht, UMC Utrecht, Fontys University of Applied Sciences, Sports & Technology

**Looking for:**

- Medical expertise, willing to develop effective active lifestyle programs
- Groups of patients, willing to pilot and share their medical data for this
- Suppliers of physical activity services (e.g. sport and fitness clubs)
- Local/regional governments willing to pilot

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