



CLUSTER
SPORTS & TECHNOLOGY
Innovation for Performance & Vitality



CLUSTER SPORTS & TECHNOLOGY


Innovation for Performance & Vitality

Provincie Noord-Brabant






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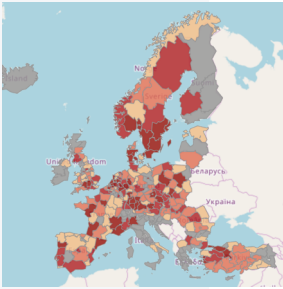



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Cluster definition

*"A cluster is a **geographical proximate** group of **interconnected companies and associated institutions** in a **particular field**, **linked** by commonalities and externalities".*

(Michael E. Porter)

EUROPEAN
CLUSTER COLLABORATION
PLATFORM
.eu

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Why cluster collaboration for Innovation in sports and vitality?

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Multiple drivers for success

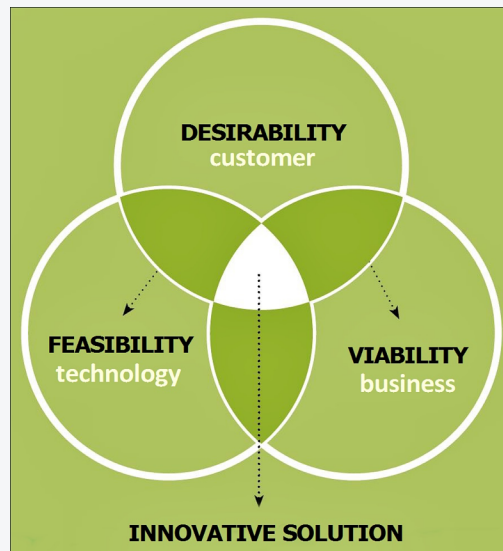


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Why cluster collaboration for innovation in sports & vitality ?

EASY ACCESS and EASY CONNECTION....

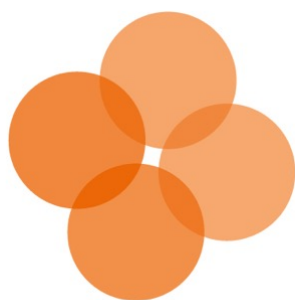
- To **combine** different **areas of expertise** needed for Innovation (business, customer, technology, ..)
- To **learn** and **be inspired**... new technology, new customer.
- Tackle **common challenges** and **needs**; to strengthen the innovation ecosystem



Source: IDEO

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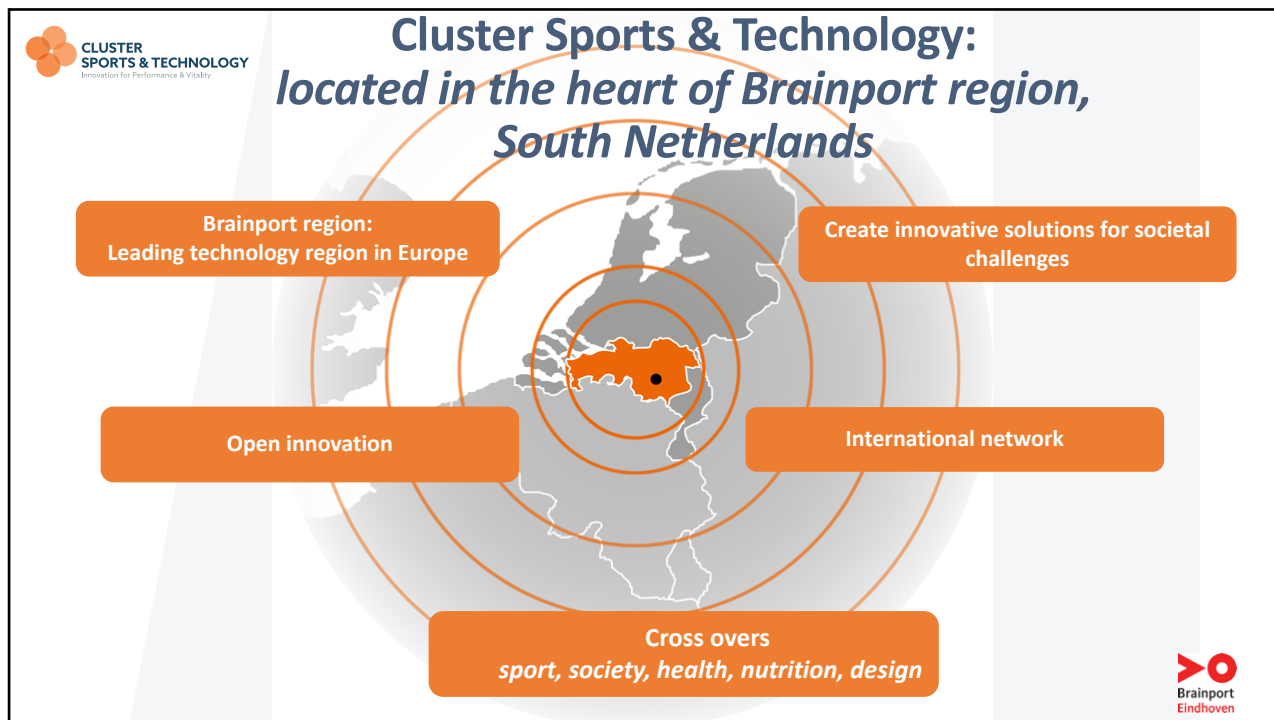
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Innovation for Sports & Vitality

The future:
Innovation Centre for
Sports & Vitality

SportFieldLabs
Kennisinstellingen
Overheden
Bedrijven

Vitality

Performance

Q-helix:

>130 companies (SME)

10 independent
SportFieldLabs (living
labs) within region

Excellent Knowledge
network

Link to public sector

***A breeding place for innovation and business
creation in sports and vitality***


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Cluster partners drive the agenda...


The diagram illustrates the central role of 'cluster S&T' in driving the agenda. At the center is a large orange circle containing a white triangle with the text 'cluster S&T'. Surrounding this central circle are four smaller, light pink circles, each representing a different partner type: 'COMPANIES' (top), 'KNOWLEDGE PARTNERS' (left), 'PUBLIC SECTOR' (right), and 'SPORT FIELDLAB' (bottom). Each partner circle is connected to a larger, light pink circle that contains specific activities or goals. For 'COMPANIES', these are 'Develop products', 'Business models', and 'Invest'. For 'KNOWLEDGE PARTNERS', they are 'Knowledge agenda' and 'Research and education positions in labs'. For 'PUBLIC SECTOR', they are 'Inspiration and connection' and 'Facilitate'. For 'SPORT FIELDLAB', they are 'Societal challenges', 'Sports needs', and 'Test prototypes'. Arrows point from the central 'cluster S&T' circle towards each of the four partner circles, indicating its central driving role.

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Performance



Vitality



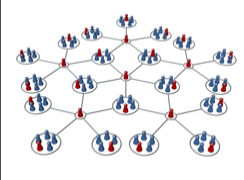
Business

Aim

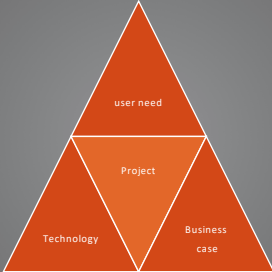
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Cluster management: What do we do?



We connect



We develop innovation projects



We bring ideas to value

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We connect...



- >3600 participants in 67 events

- >1000 participants in 19 events

- 16th Annual Dutch Sports Innovation Conference
- 11th Dutch Sports Innovation Award
- multiple Matchmaking and inspiration events

We develop innovation projects...

Turnover innovation projects 2012-2019
>M€ 26.100.000

Regional funding cluster
1,85 M€

Innovation projects
24,3 M€

EU projects

7,78 M€

SME projects
10.98 M€

10.98 M€

Lah projects

2,33 M€

research project

3,16 M€

Turnover innovation projects in 2019
>M€ 5.000.000

We bring ideas to value..



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Prototype developed

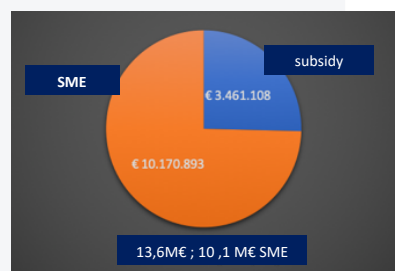
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Products developed

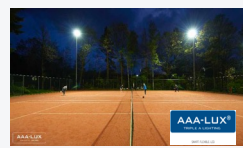
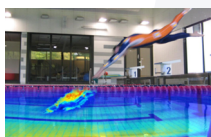
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Launched
in market

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From innovative ideas to projects, start-ups and business



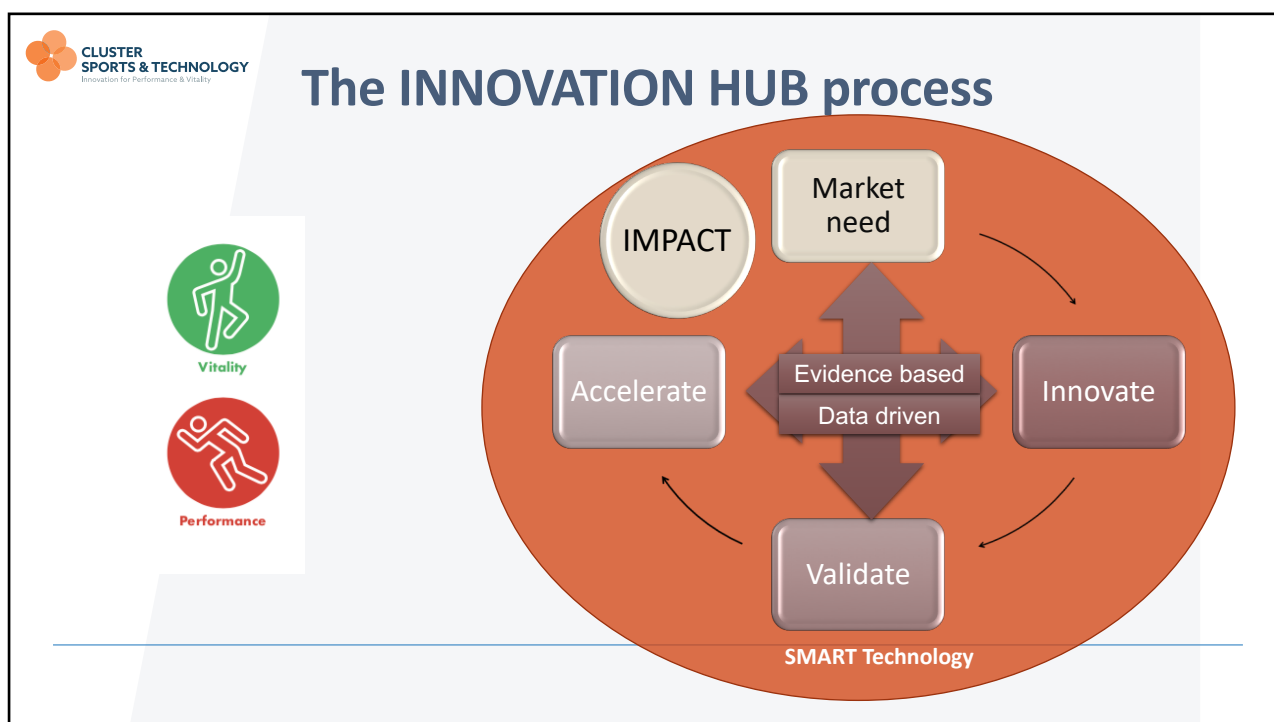
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from CHALLENGE and IDEA to IMPACT

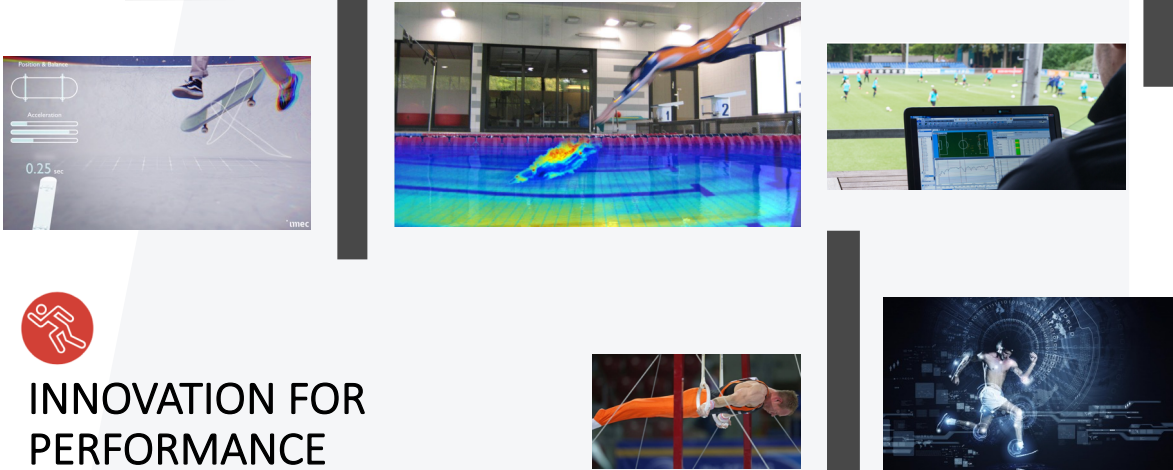
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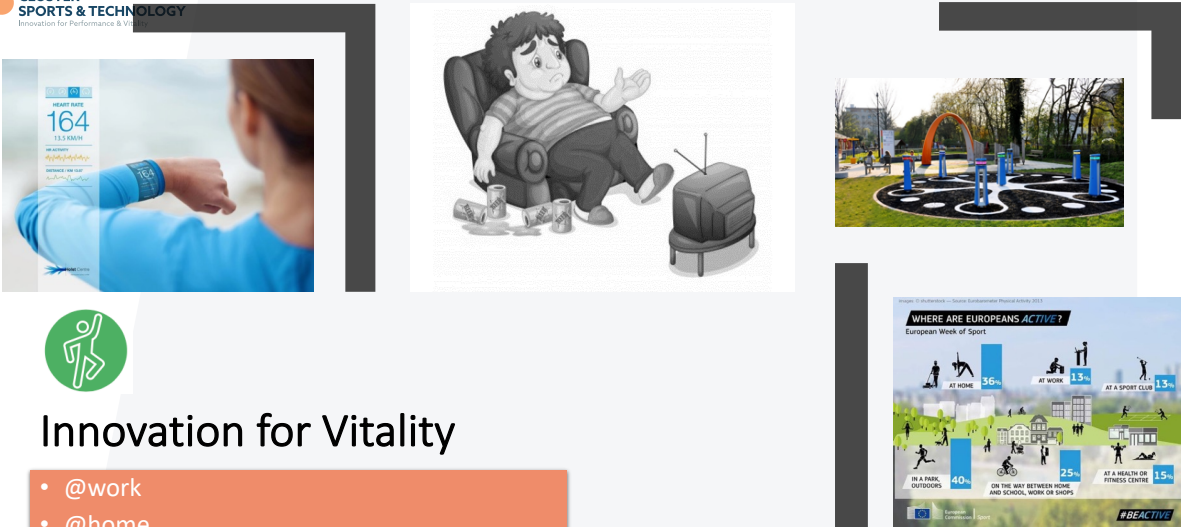
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INNOVATION FOR PERFORMANCE

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Innovation for Vitality

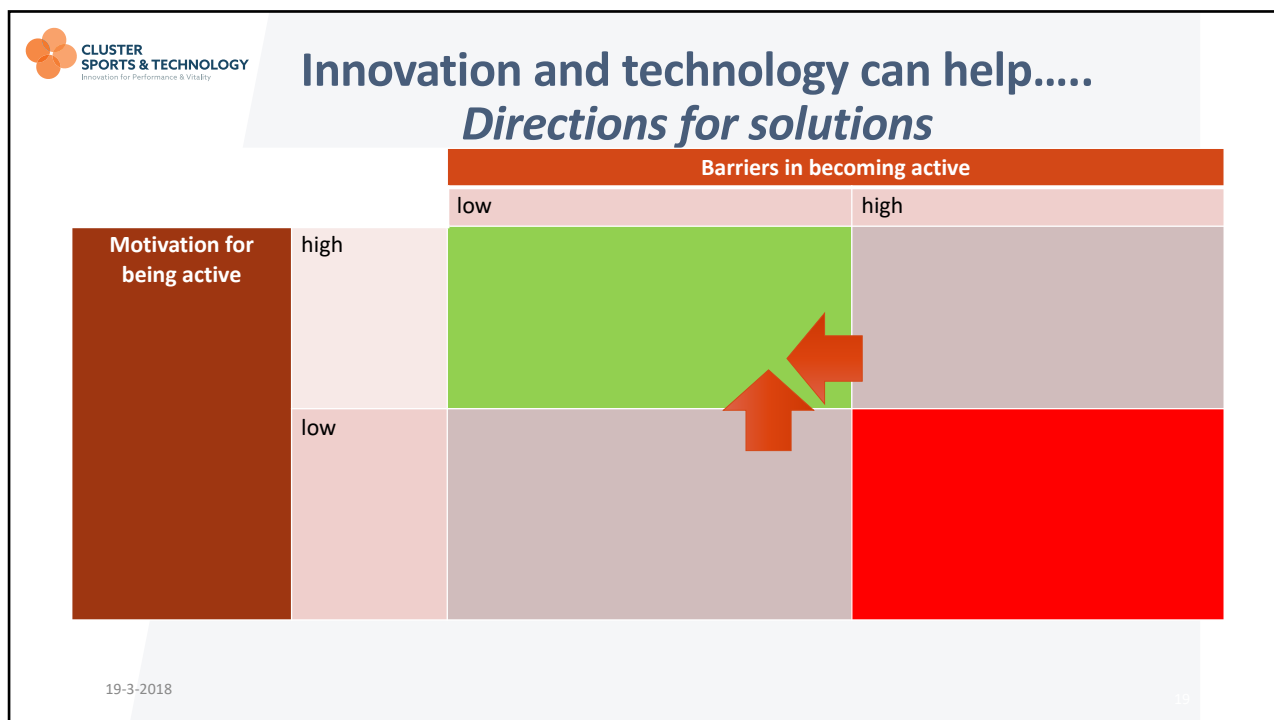
- @work
- @home
- @public space
- @sport
- @school

WHERE ARE EUROPEANS ACTIVE?
European Week of Sport

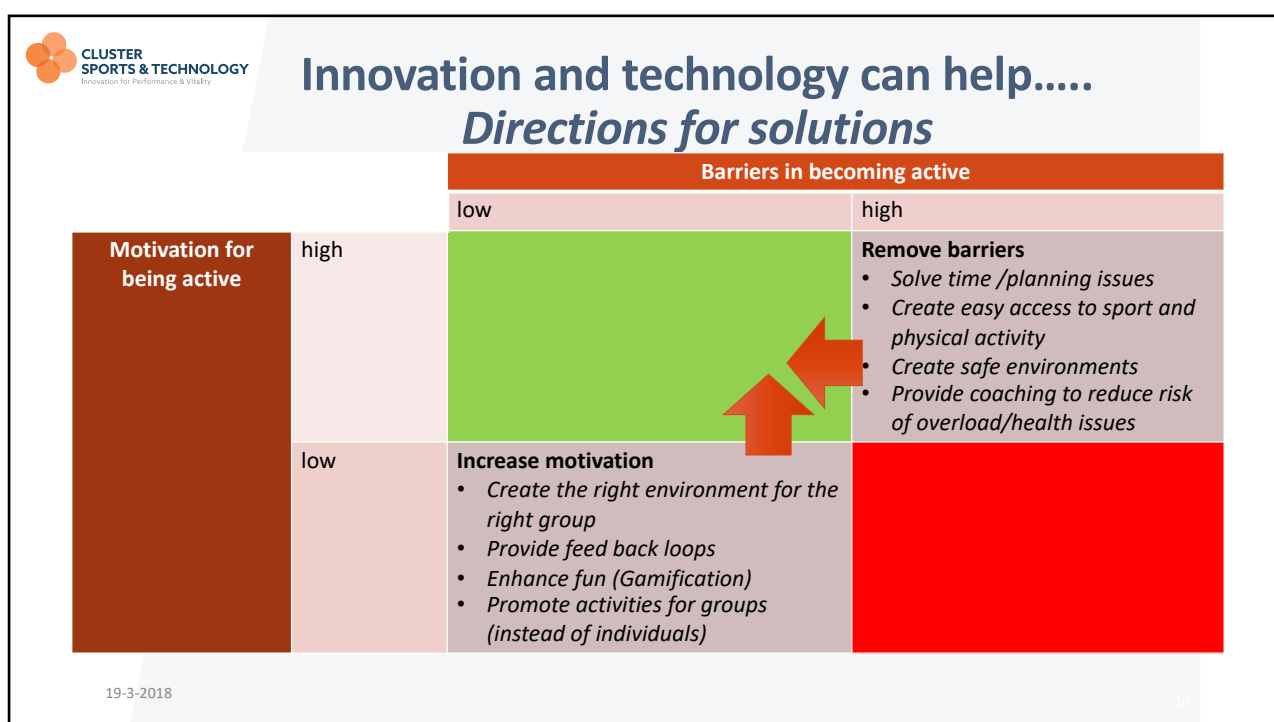
Location	Percentage
AT HOME	36%
AT WORK	13%
AT A SPORT CLUB	13%
IN A PARK, OUTDOORS	40%
ON THE WAY BETWEEN HOME AND SCHOOL, WORK OR SHOPS	25%
AT A HEALTH OR FITNESS CENTRE	15%

#BEACTIVE

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Innovation and technology can help.....

Directions for solutions

		Barriers in becoming active	
		low	high
Motivation for being active	high	<ul style="list-style-type: none"> • <i>Exergaming,</i> • <i>ICT, data and IOT enabled feed back and services</i> • <i>(non) innovative equipment</i> • <i>areas that stimulate physical activities</i> 	Remove barriers <ul style="list-style-type: none"> • Solve time /planning issues • Create easy access to sport and physical activity • Create safe environments • Provide coaching to reduce risk of overload/health issues
	low	Increase motivation <ul style="list-style-type: none"> • Create the right environment for the right group • Provide feed back loops • Enhance fun (Gamification) • Promote activities for groups (instead of individuals) 	

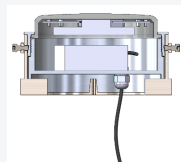
19-3-2018

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Active@public spaces: smart environment

SMART Walking Routes



19-3-2018

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Active @public spaces: *innovative solutions*



19-3-2018

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Active@public spaces:

Urban sports app

Technology to meet

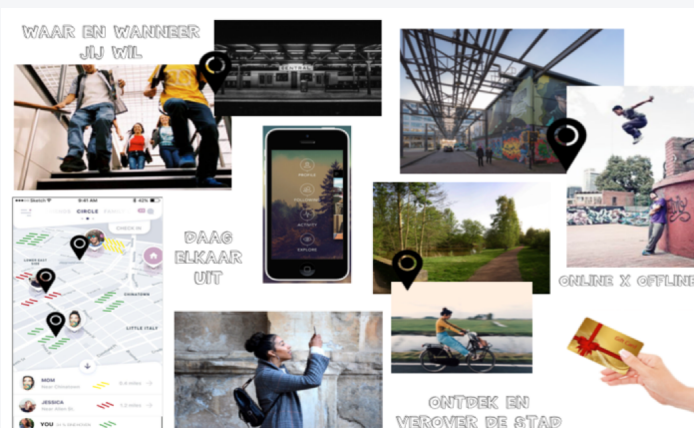
....

and to share...



USCOUT FOR
LIVE TECHNOLOGY

Soccer skills



19-3-2018

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Active@work:



Stimulate biking/walking to work

Active work place

Tweak.work

Improved personalized coaching with most useful feedback when you need it

19-3-2018

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Active@school: create smart playful environments



Gamification of products/Exergaming

New concepts

Enhance experience

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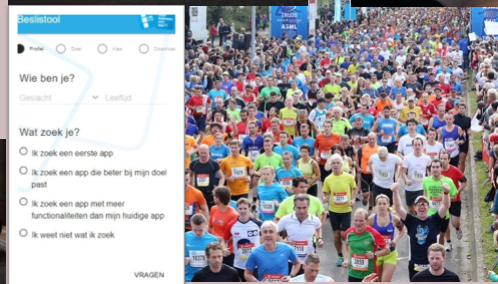
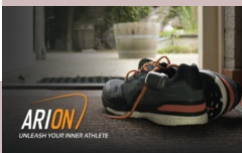
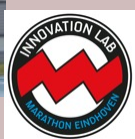
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Active@sport club/event:

- Innovative marathon for all
 - Profiling of participants
 - Training *before* and *after* for target groups
 - Injury prevention
 - An app for everyone, based on profile



BERKELBIKE
empowering legs
and body through
cycling for disabled

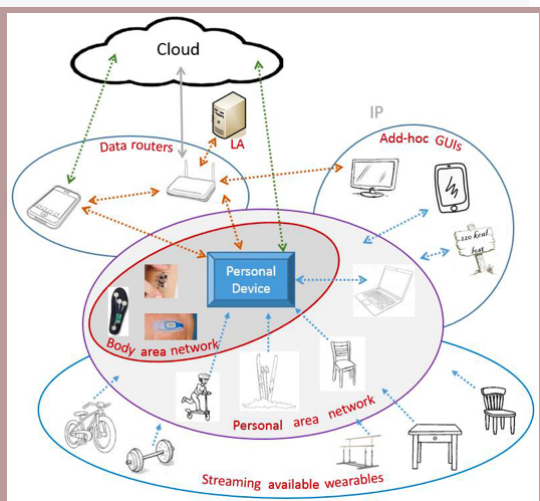
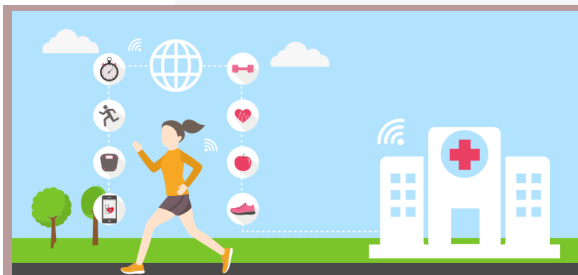


19-3-2018

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Active@everywhere: connected environment IOT for sports& vitality




19-3-2018

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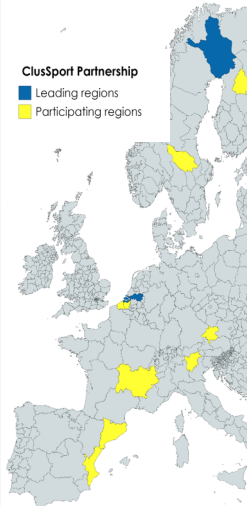
International collaboration network of excellence

EU: founding member of EPSI 

Co-leader of **ClusSport**


- Combining excellences of **14 regions and clusters**
- Building upon **regional ambitions and excellences**
- 5 submitted projects; 9 in pipeline**

SHARE network

Active partner in EU Projects

- Profit Project**, Strengthening the field lab concept (4 regions, 6M€)
- Inno4Sports**, Sport for Growth and Healthy & Vital Communities, (4 regions EPSI; 1,5M€)
- Nano4Sports**, Smart sensor applications for Sports & Vitality, (2 regions, 4,4M€)
- SmartSports4GoodLife**, Cluster excellence on Sports & Vitality (4 Clusters. 0,4M€)
- Vitality Living Lab**, strengthening the innovation ecosystem on sports&vitality (region South NL, 5M€)



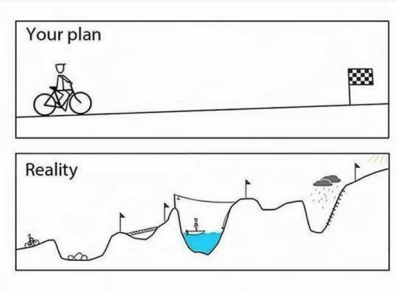
ECCP Bronze cluster label

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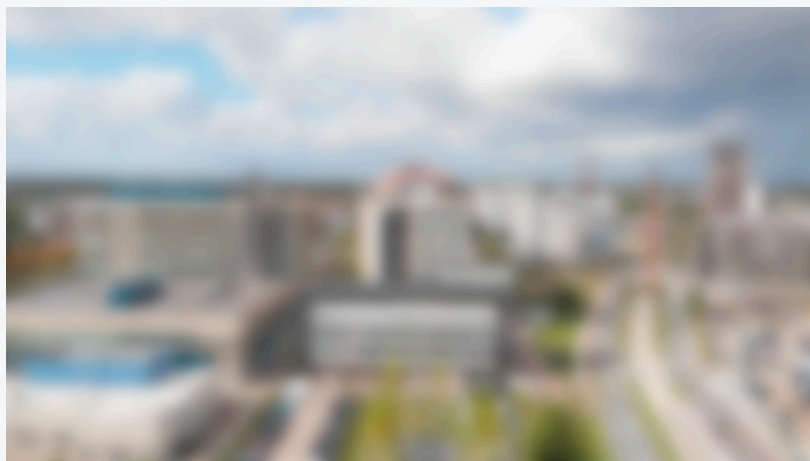
Support: Vitality Pitch Stop

- Feedback on innovations cases by experts with different disciplines
- Access to living lab, acceleration programs and network



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Support: Vitality Pitch Stop



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Critical success factors for cluster collaboration



Scope and focus:
Expectation management



A-Synchronicity between
partners



Public private collaboration
and Funding



Research versus **innovation**
versus **business/impact**


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Thanks for your attention



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