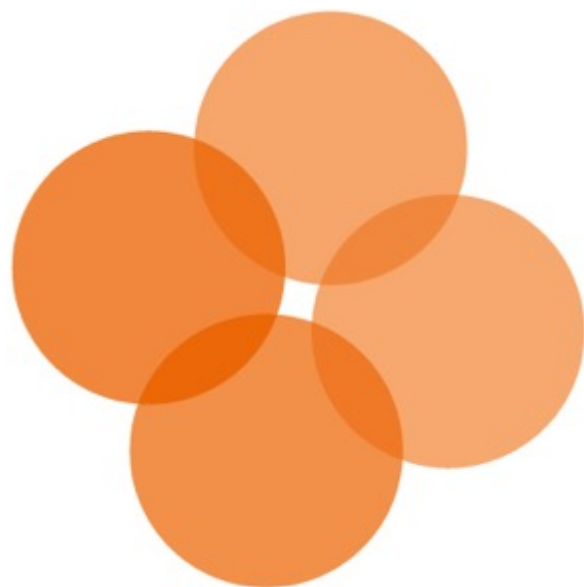




EPSI National Webinar

Italy

Online Event - 24 September 2020



CLUSTER SPORTS & TECHNOLOGY

Innovation for Performance & Vitality

René Wijlens

Wijlens@sportsandtechnology.com

www.sportsandtechnology.com



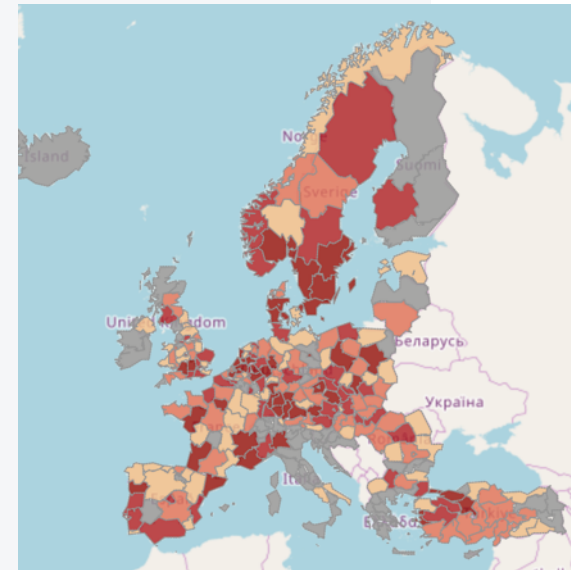
Provincie Noord-Brabant



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)

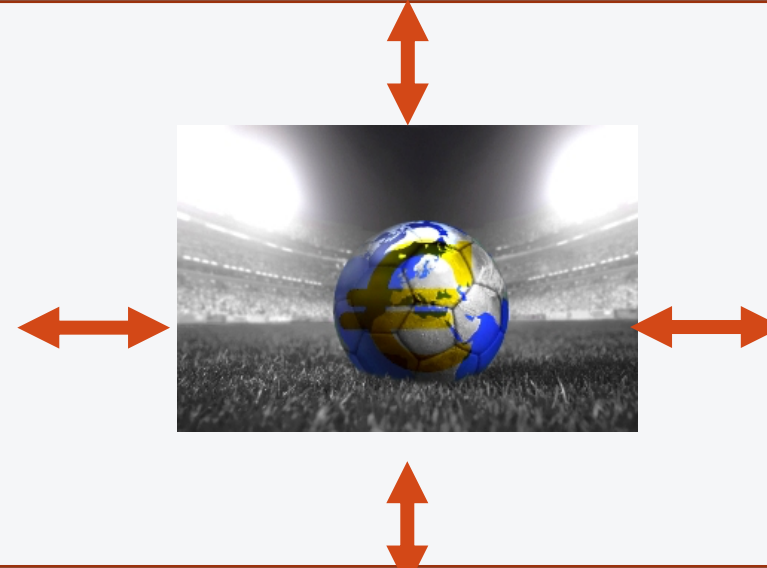
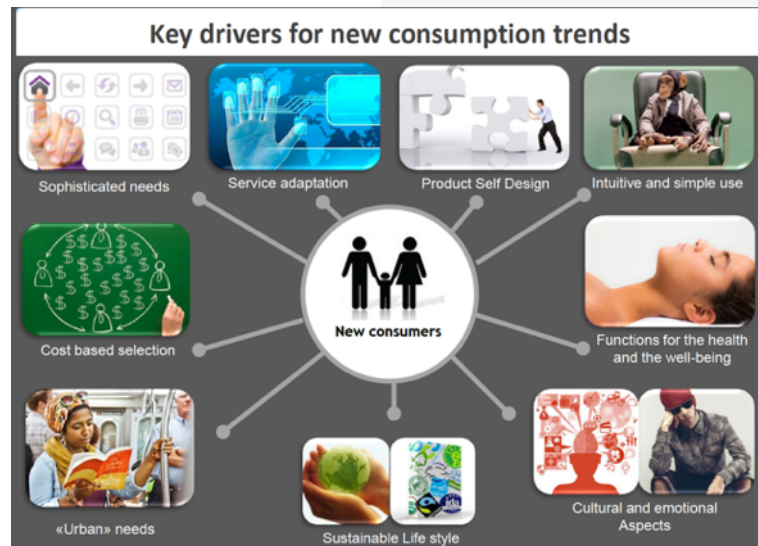


**EUROPEAN
CLUSTER COLLABORATION
PLATFORM**
.eu



Why cluster collaboration for Innovation in sports and vitality?

We have to deal with different aspects



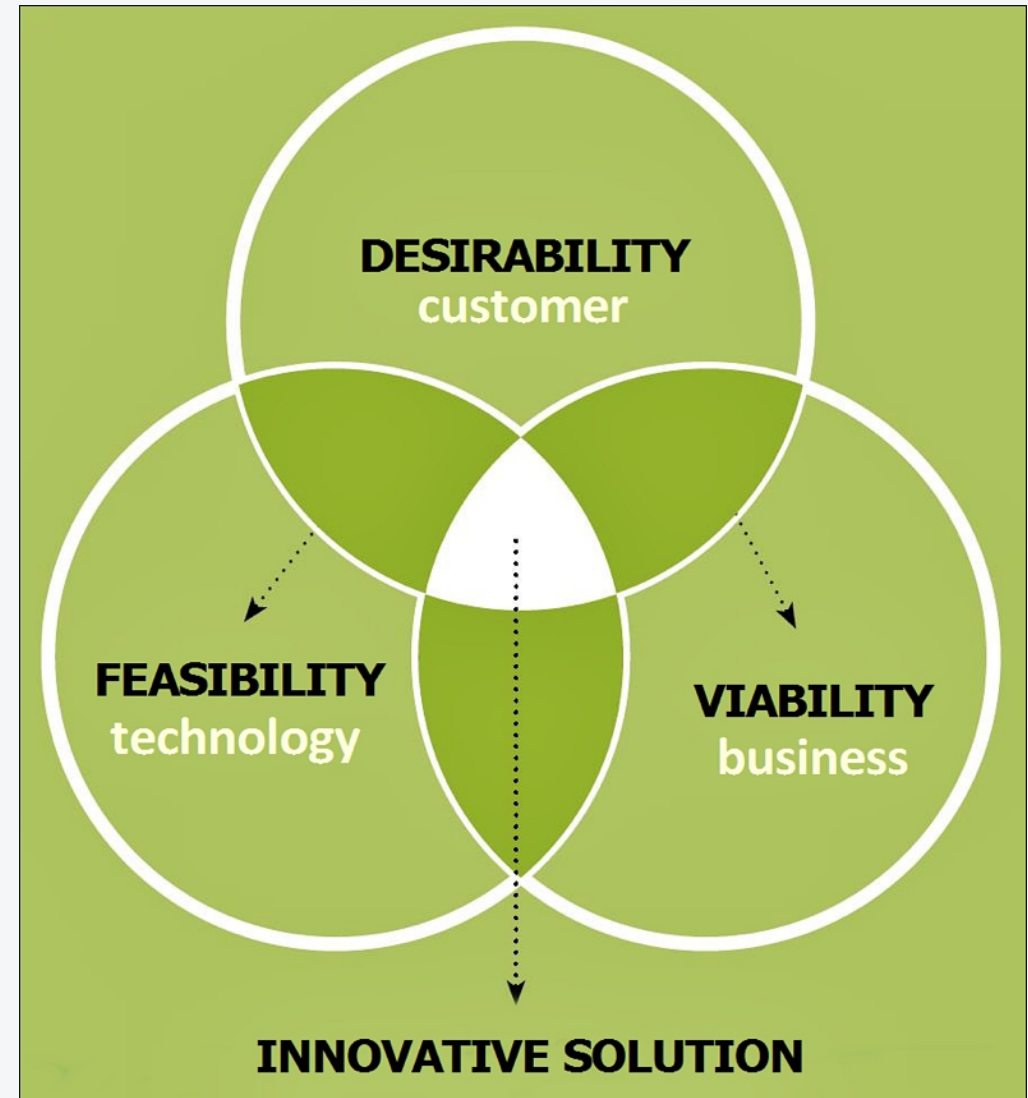
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Source: Prosumer.Net

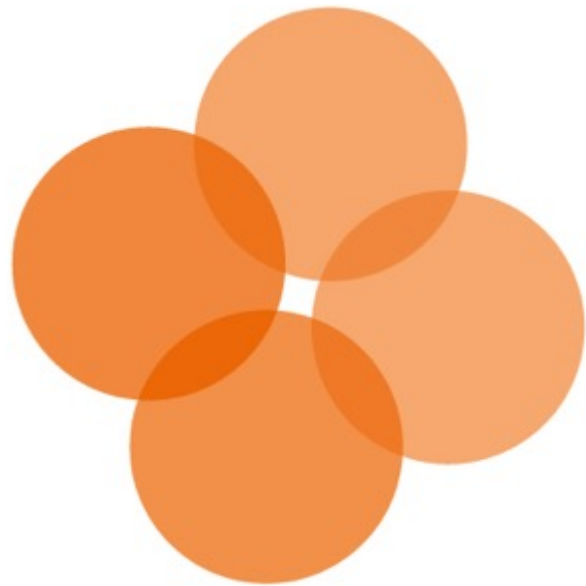
Why cluster collaboration for innovation in sports & vitality ?

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



CLUSTER SPORTS & TECHNOLOGY

Innovation for Performance & Vitality



Provincie Noord-Brabant



Cluster Sports & Technology: *located in the heart of Brainport region, South Netherlands*



**Brainport region:
Leading technology region in Europe**

**Create innovative solutions for societal
challenges**

Open innovation

International network

**Cross overs
*sport, society, health, nutrition, design***

Cluster Sports & Technology Mission



We are moving together for a ***vital and sportive society***, generating ***economical and societal impact*** with ***technology and open innovation*** as driver, building on the strengths of the Brainport region.

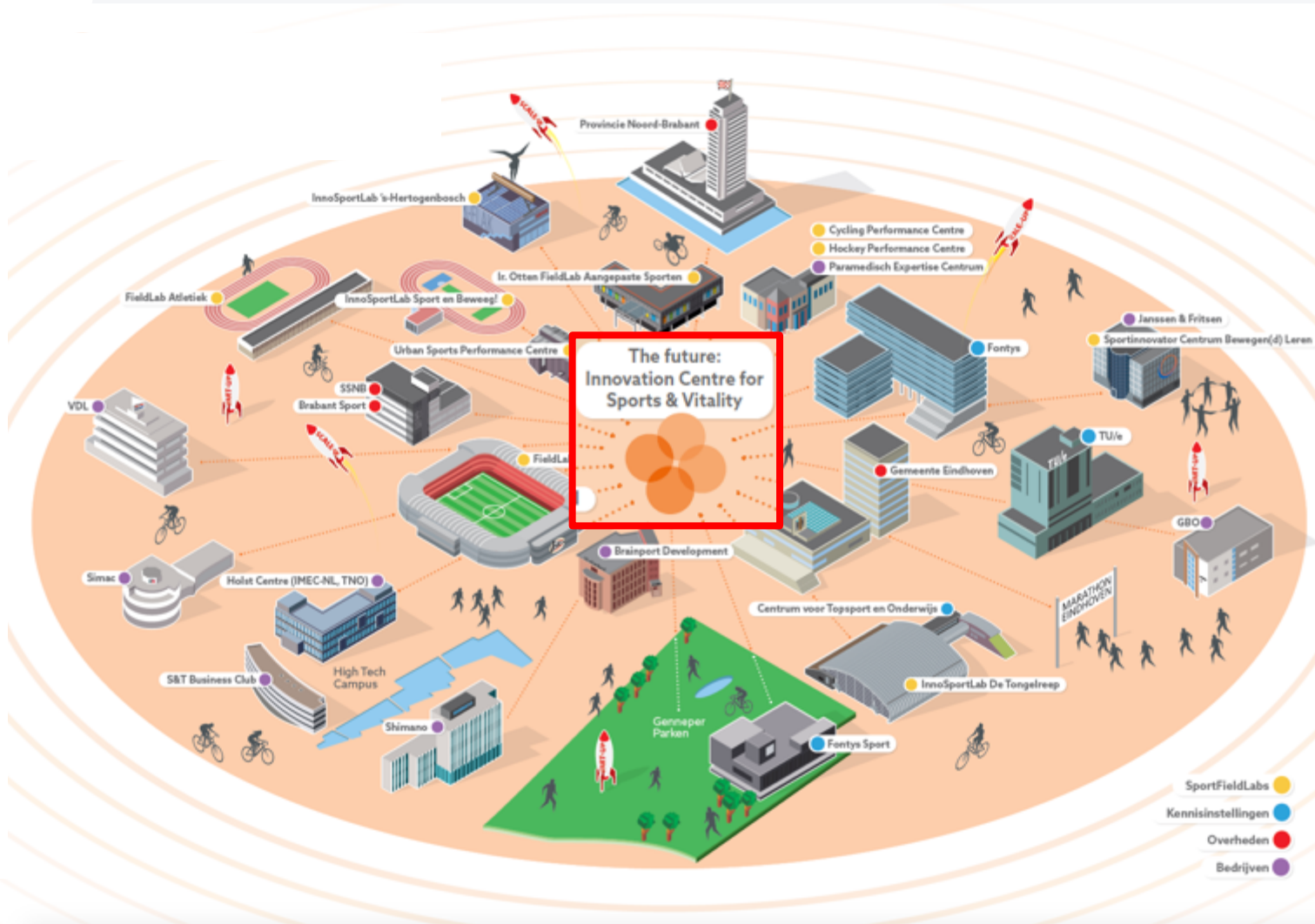
Innovation for Sports & Vitality



Vitality



Performance



Q-helix:

>130 companies (SME)

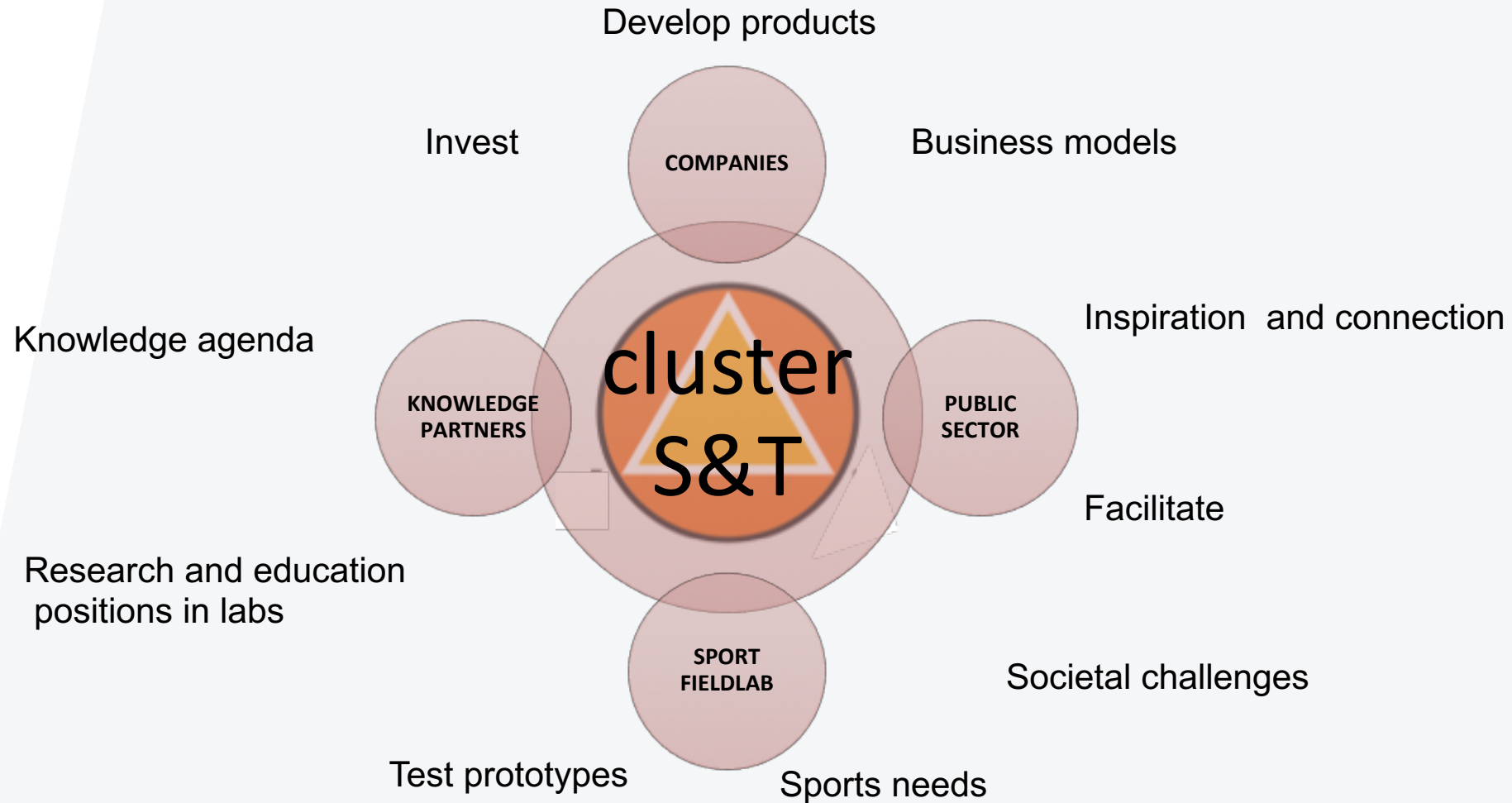
10 independent
SportFieldLabs (living
labs) within region

Excellent Knowledge
network

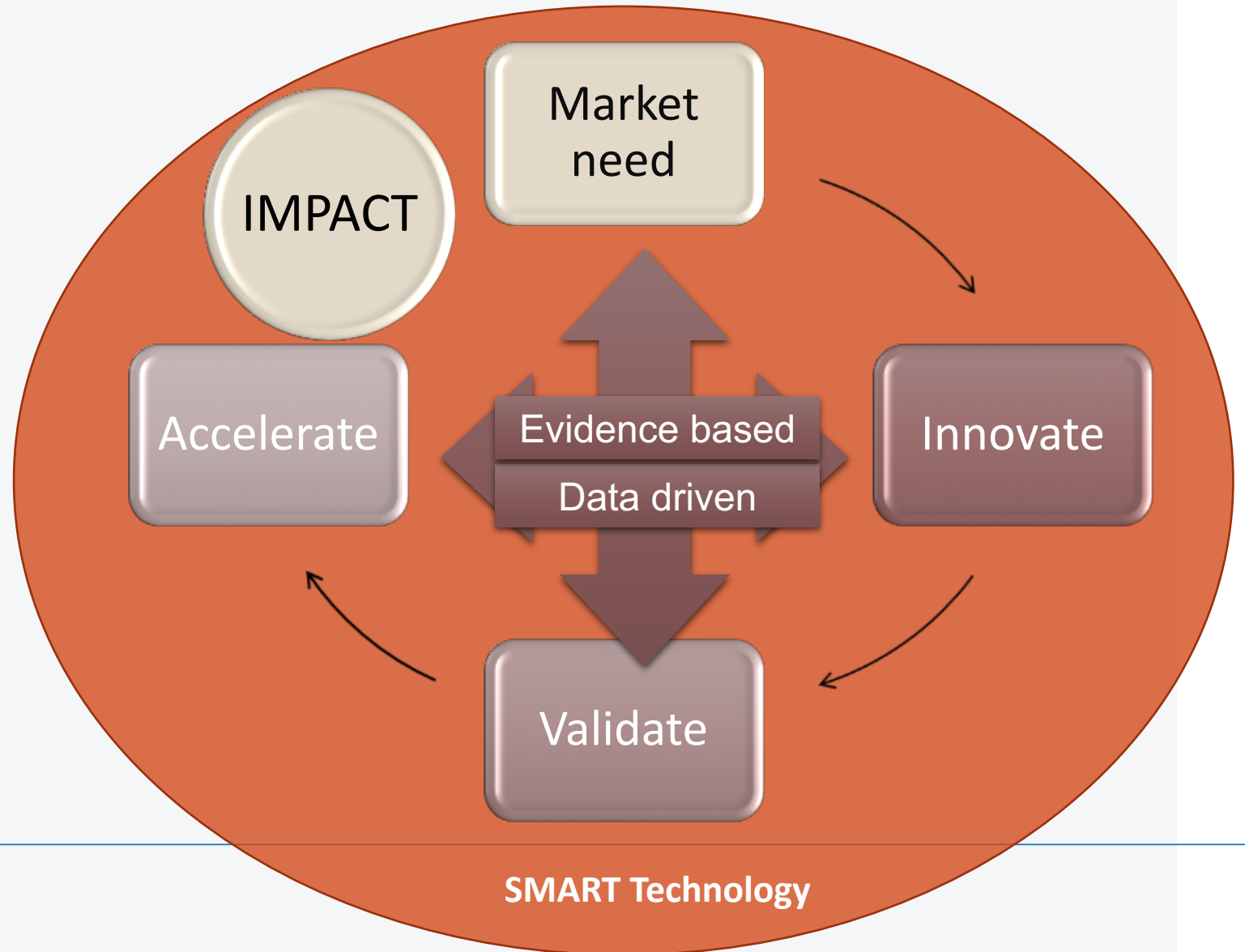
Link to public sector

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

Q-helix Cluster partners drive the agenda...



The INNOVATION process..





Performance

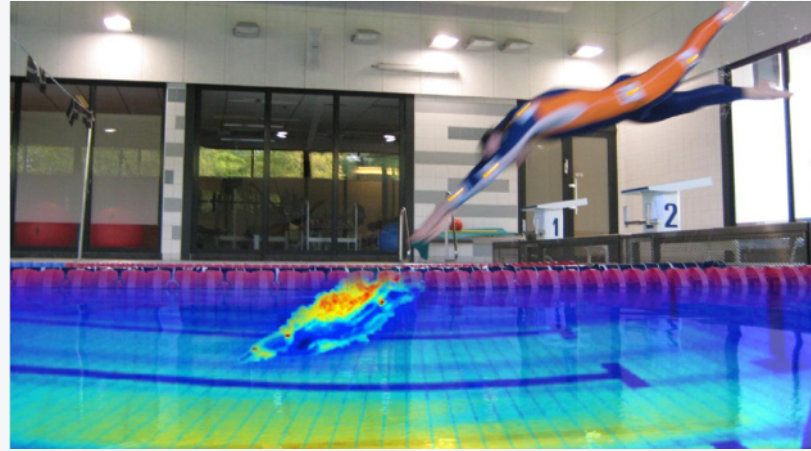


Vitality



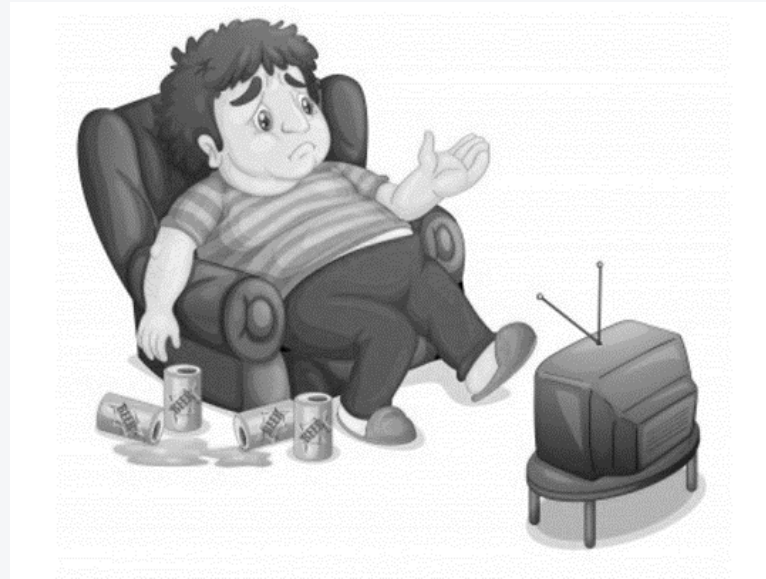
Business

Impact



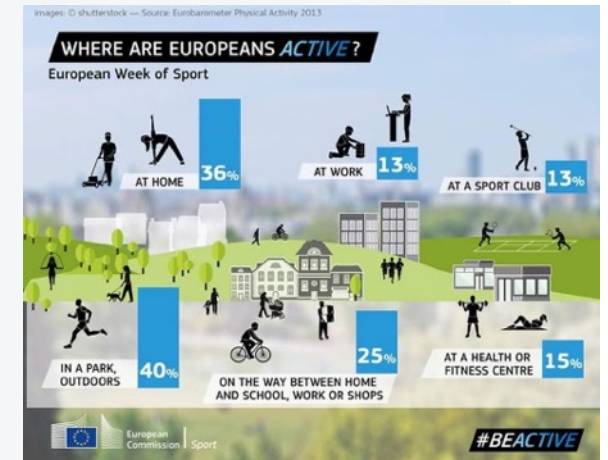
INNOVATION FOR PERFORMANCE



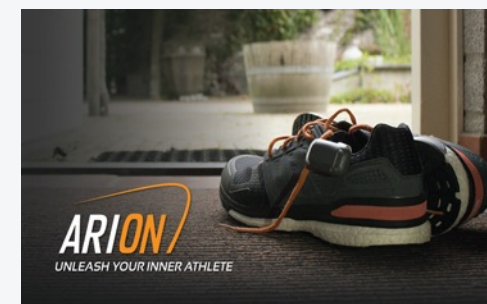
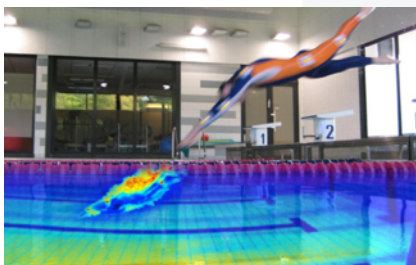


Innovation for Vitality

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

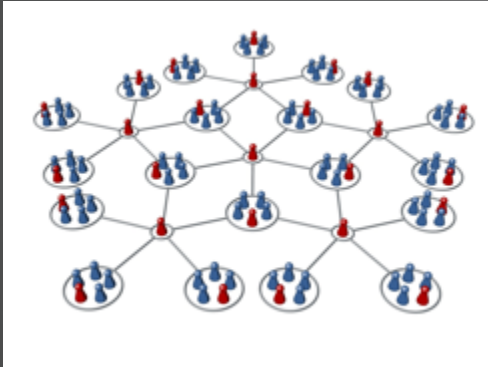


From innovative ideas to projects, start-ups and business

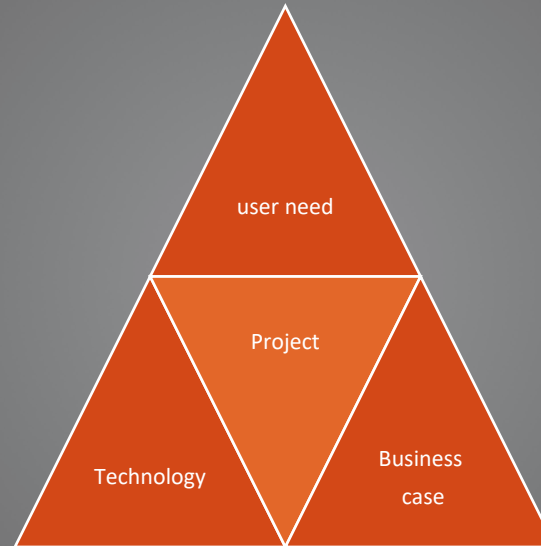


24-09-2020

Cluster management: *What do we do?*



We connect



We develop innovation projects



We bring ideas to value

IMPACT..

We connect...



2016-2019:

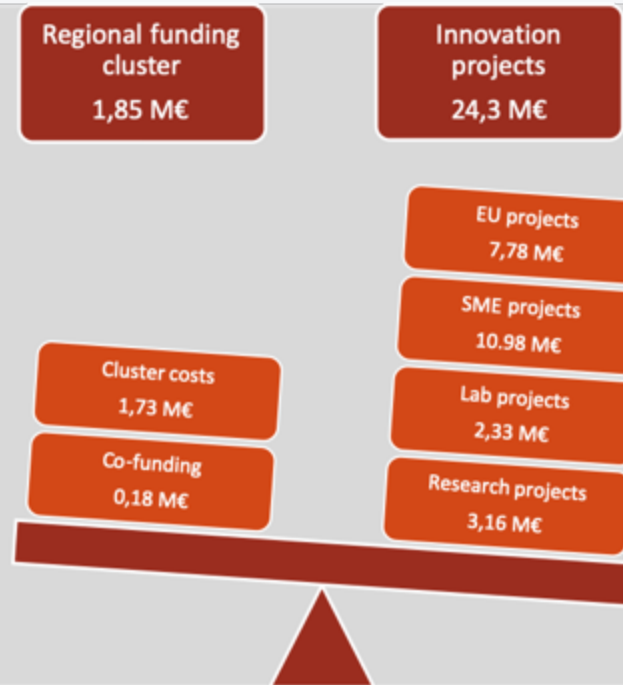
- >3600 participants in 67 events

2019:

- >1000 participants in 19 events
- 16th Annual Dutch Sports Innovation Conference
- 11th Dutch Sports Innovation Award
- multiple Matchmaking and inspiration events

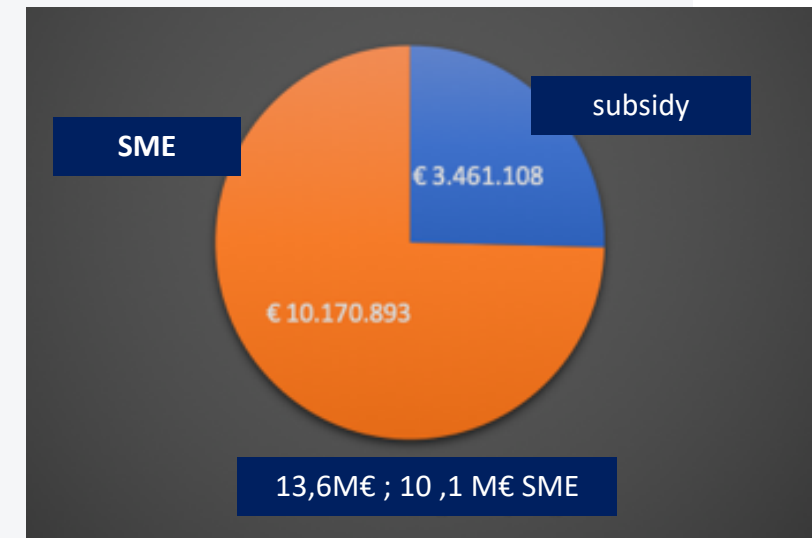
We develop innovation projects...

Turnover innovation projects 2012-2019
>M€ 26.100.000



Turnover innovation projects in 2019
>M€ 5.000.000

We bring ideas to value..



International collaboration *network of excellence*

EU: founding member of EPSI 



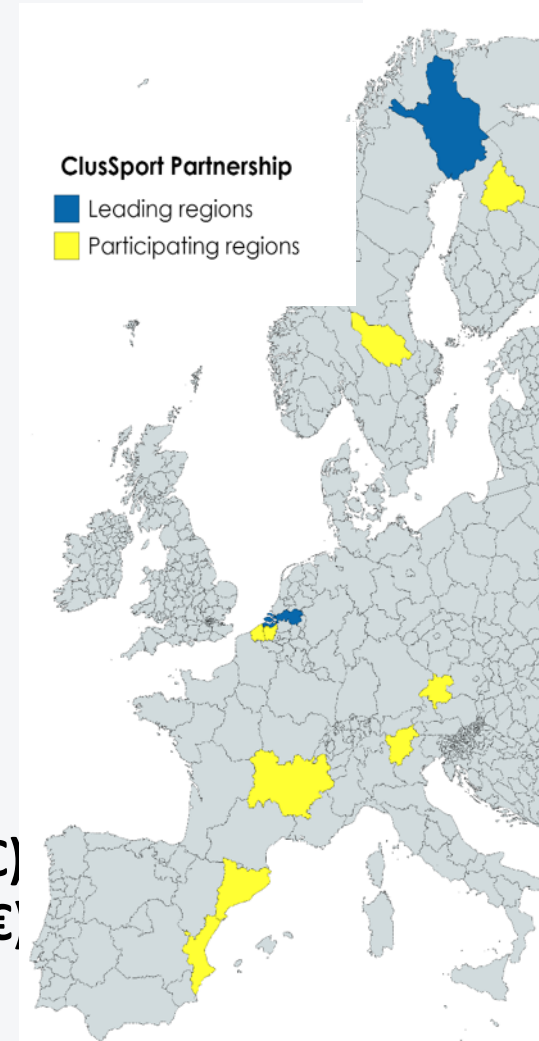
Co-leader of ClusSport

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

Active in EU Projects

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

ECCP Bronze cluster label



Critical success factors for cluster collaboration



Scope and focus:
Expectation management



A-Synchrony between
partners



Public private collaboration
and Funding



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



Performance



Vitality

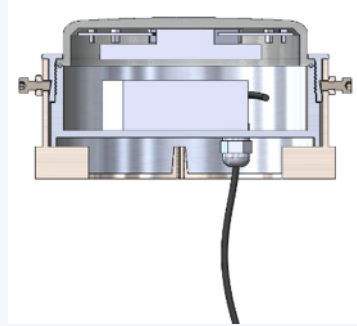


Business

Examples

Active@public spaces: *smart environment*

SMART Walking Routes



19-3-2018

Active @public spaces: *innovative solutions*



19-3-2018

Active@public spaces:

Urban sports app

Technology to meet

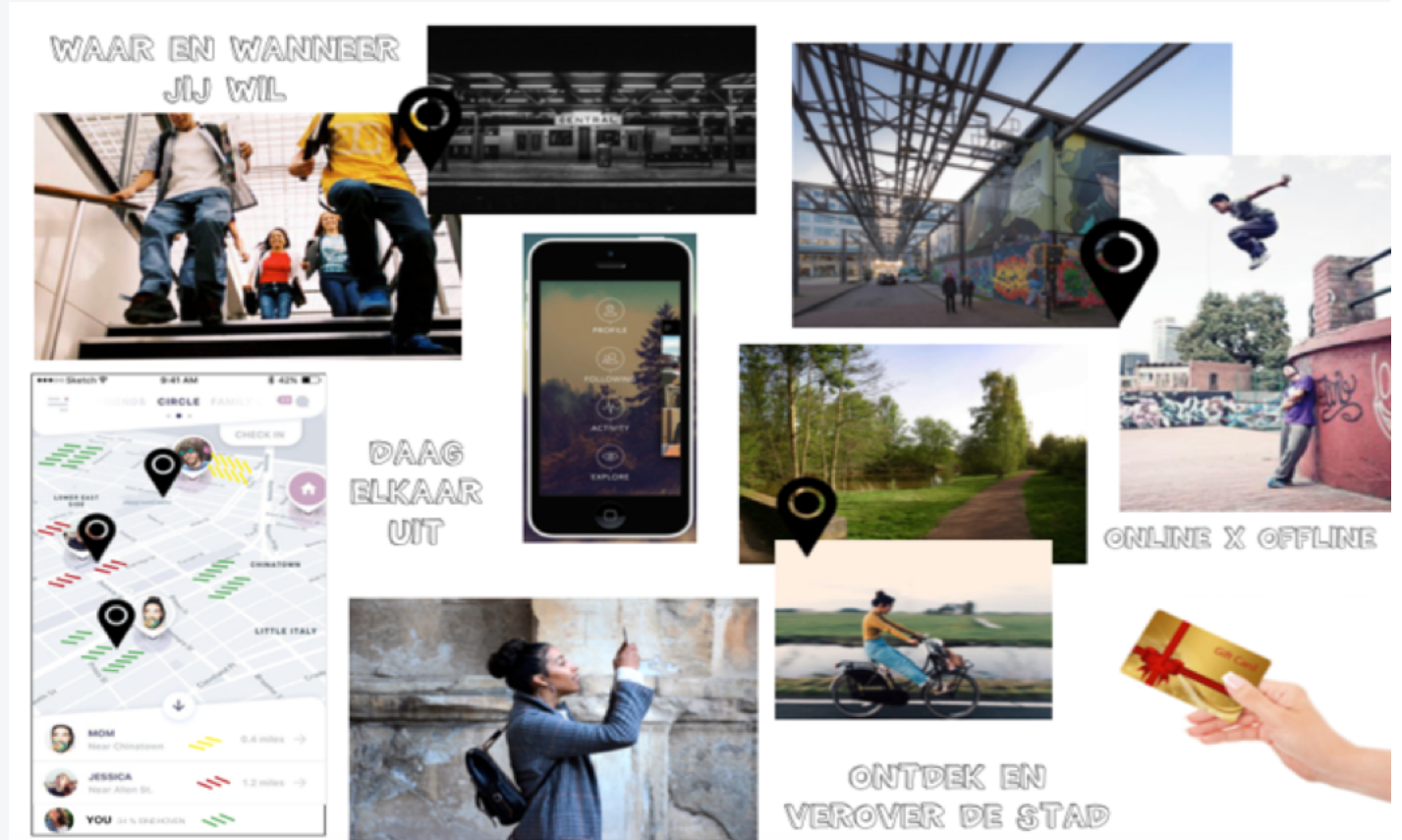
....

and to share...



**USCOUT FOR
LIVE TECHNOLOGY**

Soccer skills



Active@work:



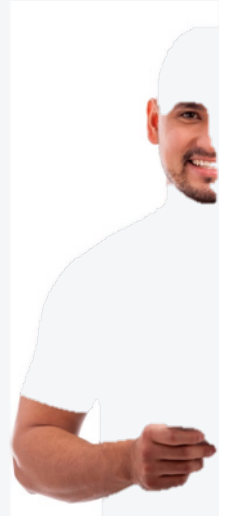
Stimulate biking/walking to work



Active work place



Tweak.work



**Improved personalized
coaching** with most
useful **feedback** when
you need it

Active@school: create smart playful environments



Gamification of products/Exergaming



New concepts



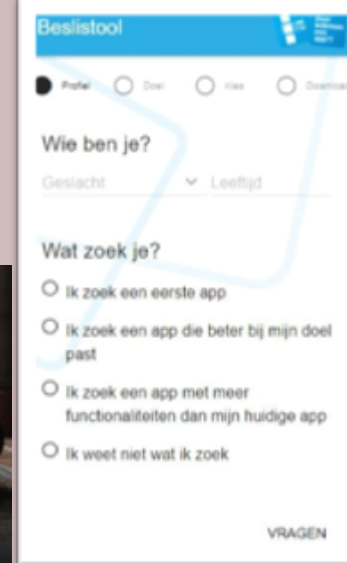
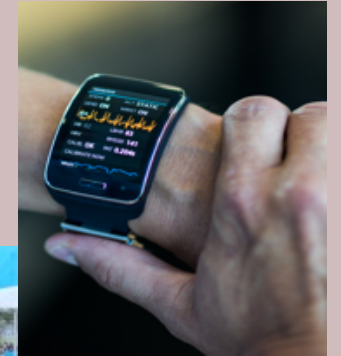
Enhance experience

Active@sport club/event:

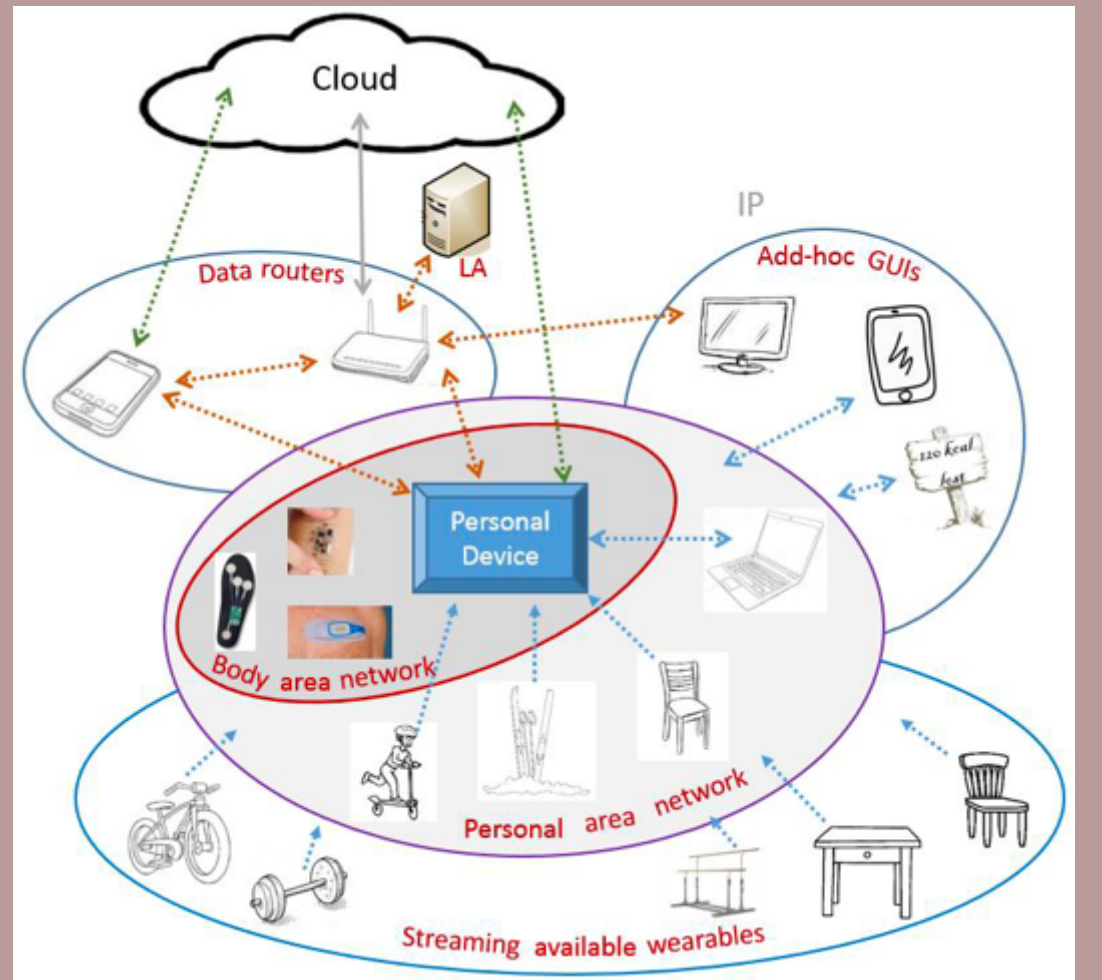
- Innovative marathon for all
 - Profiling of participants
 - Training *before* and *after* for target groups
 - Injury prevention
 - An app for everyone, based on profile



*empowering legs
and body through
cycling for disabled*




Active@everywhere: connected environment IOT for sports& vitality



A large crowd of runners at a marathon, overlaid with a blue tint and a quote by Nelson Mandela. The runners are wearing various athletic gear, including tank tops, t-shirts, and caps. Many have race bibs with numbers like 724, 1021, 138, 5699, and 1675. In the top left corner, there is a diamond-shaped sign with the VW logo and the text 'TRASA ZÁVODU / RACE COURSE' and '15V'.

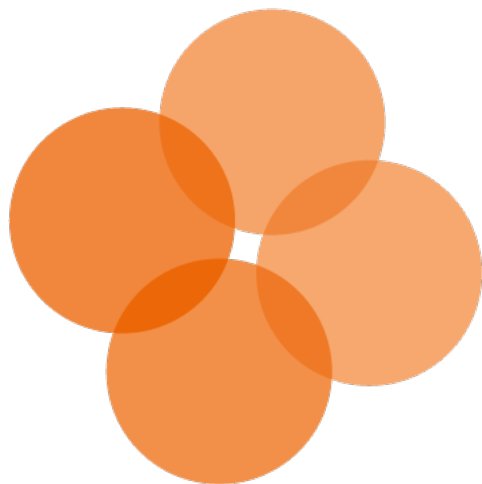
**“Sport has the
power to change
the World”
(Nelson Mandela)**

A large crowd of runners at a marathon, overlaid with a blue tint and white text. The runners are wearing various athletic gear, including tank tops, t-shirts, and bibs. Some bib numbers are visible, such as 573, 724, 11, 1227, 44, 138, 5699, 1675, 1021, and 13. A sign in the top left corner reads "TRASA ZÁVODU / RACE COURSE" and "150".

**Innovation and
Cooperation is the
engine....**

Thank You

Thanks for your attention



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