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EU4SPORTS
CLUSTERS ALLIANCE

Guide on EU funding for sports industry 2014-2020



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The information included in this Guide mainly comes from the European Commission websites (Guidelines, call for proposals, work programmes, etc.) and from B.LINK S.L. own material.



Introduction

Sport is a fast-growing and dynamic industry in the European Union. Following the broader definition set out in the **Vilnius Definition of Sport**, this industry accounts for 1.76% of the EU Gross Value Added (€173.86 bn), with a share in the national economies comparable to agriculture, forestry and fisheries combined. The highest sport-related value added was found in the recreational, cultural and sporting services sector, followed by education services (second), and hotel and restaurant services (third).

In terms of the labour market, sport-related employment represents 2.12% of total employment in the EU (in absolute terms, equivalent to 4.46 million jobs). This is above the sport-related share in Gross Value Added (1.76%), which indicates that sport is labour-intensive.

Hence, it is clear that from the economic perspective sport is one sector that can certainly contribute to the overall goals of the Europe 2020 strategy of smart, sustainable and inclusive growth.

But besides its economic dimension, it is also necessary to acknowledge the impact of sport in other key areas for the European Union such as social inclusion or healthy lifestyle. These topics are included in the **EU Work Plan for Sport 2014 - 2017**, as well as in the promotion of actions and initiatives combating any threat to the integrity of sport.

This guide, developed within the framework of the EU4SportsClusters Alliance project, has been conceived as a practical tool for any European sport stakeholder interested in new and innovative projects with EU funding support. Due to the diversity of sports sector needs and areas of intervention (i.e. SMEs' competitiveness or expansion into new markets, sports related to tourism products, social inclusion of more vulnerable groups like migrants or refugees, gender equality, combating doping or match-fixing, developing new dual careers services, etc.), the Guide on EU Funding for the Sports Industry intends to facilitate the identification and characteristics of the main EU funding programmes tackling the topics mentioned earlier. Each relevant programme is accompanied by examples of already funded projects, which usually helps future beneficiaries to gain inspiration when picturing their own project.

The guide is addressed to a wide range of players, from public authorities (at local, regional or national level), to SMEs and Business Support Organizations, research centres, educational centres and universities or sporting bodies (National and International Olympic Committees, Federations, clubs, etc.). A specific section devoted to strategic approaches on how to become involved in EU funded projects has been included, as it is one of the major concerns of sports stakeholders.

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COSME



European
Commission

COSME. Europe's programme
for small and medium-
sized enterprises.



1. What is COSME?

COSME is the EU programme for the Competitiveness of SMEs, with a budget of €2.3 billion for the period 2014-2020. It is managed by the **Executive Agency for SMEs (EASME)** and it supports SMEs through 4 main pillars:

1.1. Facilitating access to finance

COSME improves access to finance for SMEs through two financial instruments with a budget of over €1.3 billion. The programme facilitates access to loans and equity finance for SMEs where market gaps have been identified. On one side, the **Loan Guarantee Facility (LGF)** funds guarantees and counter-guarantees for financial intermediaries (e.g. guarantee organisations, banks, leasing companies) to help them provide more loan and lease finance to SMEs. On the other side, the **Equity Facility for Growth (EFG)** is dedicated to investments in risk-capital funds that provide venture capital and mezzanine finance to expansion and growth-stage SMEs, in particular those operating across borders. A call for expression of interest has been launched and is open until 30 September 2020.

These instruments are managed by **financial intermediaries** across the EU.

1.2. Supporting internationalisation and access to markets

Taking into account that only 25% of EU-based SMEs export within the EU (and that even a smaller portion export beyond the EU), COSME funds the **Enterprise Europe Network** that helps SMEs find business and technology partners, and understand EU legislation. Through the **Your Europe Business Portal**, COMSE that provides practical information on doing business within Europe, while the **SME Internationalisation Portal** targets companies who want to develop their activities outside Europe. It also finances a number of **IPR (intellectual property rights) SME Helpdesks**.

1.3. Creating an environment favourable to competitiveness

COSME supports entrepreneurs by strengthening entrepreneurship education, mentoring, guidance and other support services. Actions support specific groups who may find it difficult to reach their full potential, such as young people, women and senior entrepreneurs. The programme also aims to help businesses access opportunities offered by digital technologies.

1.4. Encouraging an entrepreneurial culture

One of COSME's aims is to reduce the administrative and regulatory burden on SMEs by creating a business-friendly environment. COSME also supports businesses to be competitive by encouraging them to adopt new business models and innovative practices.

2. Sport-related actions eligible for funding

In terms of **Access to Finance**, these instruments are open to any type of transaction or investment in the development of relevant legitimate SME activities.

As per **funding (grants)** for projects, COSME have launched different calls for proposals related to the sports sector:

2.1. Clusters

- › **Cluster Go International** focuses on the promotion of cluster internationalisation where interested consortia have the opportunity to develop and implement a joint internationalisation strategy and support SME internationalisation towards third countries beyond Europe. The action focusses on two different strands: i) Strand 1 aimed at supporting preparatory actions for the establishment and shaping of European Strategic Cluster Partnerships (ESCPs), contributing to developing a joint internationalisation strategy and a roadmap for its implementation, and ii) Strand 2 aimed at supporting the first implementation, testing and further development of European Strategic Cluster Partnerships. Activities under Strand 2 shall contribute to developing concrete activities supporting cooperation with strategic partners in third countries (i.e. beyond Europe).

In the 2015 call for proposals, a total budget of €3,750,000 was allocated, and the maximum EU contribution was €187,500 per project under strand 1 and €450,000 per project under strand 2. The Co-funding rate was 75%.

- › **The Cluster Excellence programme** aims to strengthen cluster management by providing more professional business services to European SMEs and, as a result, to contribute to the development of more world-class clusters in the EU. In order to pursue cluster management excellence, cluster organisations need to provide support services to their members and develop strategic approaches to address the innovation, growth and globalization challenges that SMEs face. In the 2015 call for proposals, the budget allocated was €1,500,000 to be distributed in several projects with a maximum EU contribution of €214,000. The co-funding rate was 75%.

2.2. Tourism

Other opportunities related to sport can be found in the Tourism Action Plan and the call for proposals related to this topic.

These include:

- › **Supporting Competitive and Sustainable Growth in the Tourism Sector.** Within this funding line, a specific theme is devoted to ‘Diversifying the EU tourism offer and products - Promoting transnational thematic tourism products’. Under this objective, the COSME programme intends to co-fund project partnerships that will diversify the European tourism offer by supporting transnational tourism products in the fields of a) **sport** and/or wellness and b) cultural or industrial heritage. For the purpose of this call, by “sport activity tourism” it meant tourism related to sport in a wide sense, including the practice of recreational sport or any other physical activity. Hence, possible

examples, such as projects on transnational itineraries/trails/tourism offers in natural areas related to the following aspects could be supported. These might include: hiking or cycle routes, adventure tourism trails, outdoor activities trails, equestrian itineraries, itineraries linked to sports events including the practice of specific sports e.g. running, fitness, skiing, winter sports, water-based sports, itineraries linked to wellness, including spa tourism.

For this theme, COSME typically funds projects of up to €250,000, with a co-funding rate of 75% of eligible costs.

2.3. Entrepreneurship

- › **Erasmus for Young Entrepreneurs** is a cross-border exchange programme that gives new or aspiring entrepreneurs the chance to learn from experienced entrepreneurs running small businesses in other participating countries.

The exchange of experience takes place during a stay with the experienced entrepreneur, which helps the new entrepreneur acquire the skills needed to run a small firm. The host benefits from fresh perspectives on his/her business and gets the opportunities to cooperate with foreign partners or learn about new markets. This action intends to select transnational consortia for long-term partnerships (2016-2021) in order to expand and strengthen the existing network of Intermediary Organisations (IOs) which act as local contact points for newly established entrepreneurs as well as experienced entrepreneurs in the participating countries.

The IOs’ core activity should support small businesses. IOs will, in particular, recruit and assist the entrepreneurs who will benefit from the programme. Hence, entrepreneurs cannot directly apply to the programme, but can become involved through their local IOs.

3. Who can apply for funding within the sports sector?

In **Access to finance**, SMEs are eligible to request these instruments.

Regarding **Grants**, SMEs are eligible to request these instruments.

3.1. Clusters

Only innovation cluster organisations or business network organisations, all of them providing or channelling cluster and network support services, are eligible, besides other criteria specified for each of the calls.

3.2. Tourism

Any public authority or private stakeholder active in the field of the corresponding call for proposals (public governmental organisations, educational organisations like universities or research centres, Chambers of commerce and industry, NGOs, SMEs, etc). It is worth stressing that the inclusion of SMEs in consortiums is a compulsory requirement.

3.3. Entrepreneurship

Public entities responsible for or active in the fields of economic affairs, enterprise, business support or related issues; Regional development agencies; Chambers of commerce and industry; Business support organisations, start-up centres, incubators, technology parks etc.; Business associations and business support networks; Public and private entities offering business support services; Business interface offices of (higher) education such as universities or institutes for vocational education and training.

4. How to apply and when?

For **Grants**, information about call for proposals (deadlines, eligibility, how to submit applications, etc.) can be found on this [**EASME site**](#).

Information about previous projects funded under COSME can be checked on this [**EASME site**](#).

For Access to Finance, financial intermediaries in your country can be found in this [**search engine**](#).

5. Examples of successful projects in the past

EU4Sportsclusters

Total project budget

€750,000

Total project grant

€600,000

Programme

Competitiveness and Innovation
Programme (CIP)

Project date

01/01/2012 – 31/12/2013

Number of partners

4

Lead organisation

ACCIÓ, Catalonia

Partners

INDESCAT, Catalonia
InnoSportNL, Netherlands
SPORALTEC, France

The objective of the project was to support internationalization of sports companies outside the European Union, especially SMEs, using clusters as a tool.

In addition to this aim, the project allowed to set and test a specific methodology to internationalize companies sharing the same challenges and to pave the way to develop a joint internationalization strategy.

During two years, EU4Sportsclusters project developed a number of activities articulated around two broad blocks of activities: one intended to build trust amongst participant clusters and another directed at carrying out pilot missions abroad. Priority markets targeted were Russia and Brazil.

In total, EU4Sportsclusters involved around 150 member companies of the three European clusters.

Fruit of this successful experience, two of the participating clusters decided to carry out a second project building on the legacy of Eu4Sportsclusters and involving new clusters members. This new project, the EU4SPORTSCLOUDS ALLIANCE, started on January 2016 and is funded by the Cluster Go International action (COSME).

WILD SEA EUROPE

Total project budget

€249,965

Total project grant

€187,471

Programme

COSME

Project date

6/2015 – 12/2016

Number of partners

8

Lead organisation

Travelecoology, Spain

Partners

Agencia Catalana de Turisme, Spain

Causeway Coast & Glens Heritage Trust, United Kingdom

City of Pula, Croatia

Donegal County Council, Ireland

Portofino Marine Protected Area, Italy

SUBMON, Spain

Turmares, Spain

WILDSEA Europe is a Tourism Route connecting European coastal destinations that host a rich marine biodiversity. Unique places where you will be able to experience and learn about marine wildlife, while engaging in **water sports & outdoors activities**.

WILDSEA Europe is addressing the following objectives:

- › To gather and deliver information regarding European nature destinations, natural sites of interest and flag species/habitats, as well as tourism experiences that will allow tourists and visitors to make responsible contact with marine species in the wild, while learning about their ecology and participating in efforts to preserve them.
- › To build a strong business case for the sustainable development of Europe's coastal tourism destinations, showcasing biodiversity as a valuable touristic asset and promoting public-private cooperation in its sustainable use and conservation.
- › To provide SMEs with a portal that will facilitate their access to tourism markets and support local, regional and transnational (European) collaboration in the marketing of tourism experiences within the Tourism value chain.
- › Facilitate the development of new tourism experiences & packages that attract new visitors to coastal tourism destinations.
- › To engage the private sector, citizens and visitors in the conservation of marine biodiversity by introducing Citizen Science in daily tourism operators' practices.

ERASMUS+



Erasmus+



1. What is ERASMUS+?

It is the EU programme for Education, Training, Youth and **Sport** for the period 2014-2020. The programme provides grants for a wide range of actions and activities in the fields of education, training, youth and **sport**. It gives opportunities to students, trainees, staff and volunteers to spend a period abroad to increase their skills and employability.

It supports organisations to work in transnational partnership and to share innovative practices in the fields of education, training and youth. Also, and for the first time, it includes **sport** among key topics, supporting grassroots projects and cross-border challenges such as combating match-fixing, doping, violence and racism.

Erasmus+ has a total budget of around €14 billion and is managed by the **Education, Audiovisual and Culture Executive Agency (EACEA)**.

The programme provides grants for a wide range of actions, as illustrated in the following picture:



2. Sport-related actions eligible for funding

Sport-related projects can receive funding from different Erasmus+ actions, as described in the following section:

2.1. KEY ACTION 1

- › **Mobility of learners and staff** opportunities for students, trainees, young people and volunteers, as well as for professors, teachers, trainers, youth workers, staff of education institutions and civil society organisations to undertake a learning and/or professional experience in another country; a good opportunity for educational organisations specialising on studies related to sport.
- › **Joint Masters Degrees** high-level integrated international study programmes (of 60, 90 or 120 ECTS) delivered by consortia of higher education institutions that award full degree scholarships to the best masters students worldwide; a good opportunity to build alliances between educational organisations specialising in studies related to sport.

- › **Erasmus+ Masters Loans** higher education students from Programme Countries can apply for a loan backed up by the Programme to go abroad for a full Masters Degree. Students should address themselves to national banks or student loan agencies participating in the scheme.

2.2. KEY ACTION 2

- › **Transnational Strategic Partnerships** aimed at developing initiatives addressing one or more fields of education training and youth and promote innovation, exchange of experience and know-how between different types of organisations involved in education, training and youth or in other relevant fields. Certain mobility activities are supported in so far as they contribute to the objectives of the project.

- **Knowledge Alliances** between higher education institutions and enterprises which aim to foster innovation, entrepreneurship, creativity, employability, knowledge exchange and/or multidisciplinary teaching and learning.
- **Sector Skills Alliances** supporting the design and delivery of joint vocational training curricula, programmes and teaching and training methodologies, drawing on evidence of trends in a specific economic sector and skills needed in order to perform in one or more professional fields.

2.3. SPORT

This is the only action among all EU programmes directly targeting sport projects and sport organisations.

The specific objectives pursued by the Erasmus+ Programme in the field of sport are to:

- Tackle cross-border threats to the integrity of sport, such as doping, match fixing and violence, as well as all kinds of intolerance and discrimination.
- Promote and support good governance in sport and dual careers of athletes.
- Promote voluntary activities in sport, together with social inclusion, equal opportunities and awareness of the importance of health-enhancing physical activity, through increased participation in, and equal access to sport for all.

Projects tackling the above objectives are eligible for funding, following one of the different sub-actions:

➤ Collaborative partnerships

- Encourage participation in sport and physical activity, especially by supporting the implementation of the European Week of Sport.

- Encourage participation in sport and physical activity, especially by supporting the implementation of the **EU Physical Activity Guidelines**.
- Promote the dual careers of athletes, especially by supporting the implementation of the **EU Guidelines on Dual Careers of Athletes**.
- Combat doping, notably in recreational environments.
- Combat match-fixing, especially through the support given to prevention, awareness-raising and cooperation among stakeholders.
- Promote voluntary activity in sport.
- Support innovative and educational approaches to contain violence and tackle racism, discrimination and intolerance in sport.

- Improve **good governance in sport**.
- Encourage social inclusion and equal opportunities in sport, especially by supporting the implementation of EU strategies, notably the **EU Gender Equality Strategy** and the **EU Disability Strategy**.

The maximum grant awarded per project¹ is €400,000 (80% of co-funding). Partnerships are composed of at least 5 organisations from 5 different Programme countries².

For European Week of Sport related projects, the maximum grant awarded is €150,000 (80% of co-funding).

➤ Small collaborative partnerships

- Encourage social inclusion and equal opportunities in sport, especially by supporting the implementation of EU strategies, notably the EU Gender Equality Strategy and the EU Disability Strategy.

- Promote European traditional sports and games.
- Support the mobility of volunteers, coaches, managers and staff of non-profit sport organisations.
- Protect athletes, especially the youngest, from health and safety hazards by improving training and competition conditions.

The maximum grant awarded per project³ is €60,000 (80% of co-funding). Partnerships are composed of at least 3 organisations from 3 different Programme countries⁴.

➤ Not-for-profit european sport event

This Action provides financial support for:

- The organisation of European-wide sport events organised in one Programme Country.

- National events organised simultaneously in several Programme Countries by not-for-profit organisations or public bodies active in the field of sport.

The expected results of these events are:

- Increased awareness as regards the role of sport in promoting social inclusion, equal opportunities and health enhancing physical activity.
- Increased participation in sport, physical activity and voluntary activity.

This Action is aimed to support:

- Volunteering in sport.
- Social inclusion through sport.
- Gender equality in sport.
- Health-Enhancing Physical Activity.

¹ Information from 2016 Call for proposals.

² Check **Erasmus Plus Programme Guide** for more information.

³ Information from 2016 Call for proposal.

⁴ Check Erasmus Plus Programme Guide for more information.

- Implementation of the European Week of Sport.

For not-for-profit European sport events related to the 2016 European Week of Sport:

- EU-wide physical activity/sport events taking place on the first day of the European Week of Sport must be organised simultaneously in at least 5 capitals (or major cities) of Programme Countries.

For other events taking place in the period during the European Week of Sport.

- European-wide sport events organised in one country must involve participants in the event from at least 3 different Programme Countries.

OR

- Events must be organised simultaneously in at least 3 Programme Countries.

For not-for-profit European sport events not related to the 2016 European Week of Sport:

- European-wide sport events organised in one country must involve participants in the event from at least 12 different Programme Countries.

OR

- Sport events organised simultaneously in several Programme Countries must involve participants in the events from at least 12 different Programme Countries. This condition is fulfilled as long as these participants are involved in the sum of events in total.

Maximum grant awarded:

- Not-for-profit European sport events organised during the 2016 European Week of Sport: €300,000 (80% co-funding).
- For not-for-profit European sport events not related to the 2016 European Week of Sport: €500,000 Maximum 80% of the total eligible costs.

3. Who can apply for funding within the sports sector?

3.1. For mobility of staff and learners

- › For an application as individual HEI: higher education institutions established in a Programme Country and awarded with an Erasmus Charter for Higher Education (ECHE).
- › For an application as national mobility consortium: coordinating organisations established in a Programme Country and coordinating a consortium awarded with a higher education consortium accreditation.

Higher education students and staff cannot apply directly for a grant.

3.2. For Joint Masters Degrees

- › A higher education institution (HEI).
- › A public or private, a small, medium or large enterprise (including social enterprises).
- › A public body at local, regional or national level.
- › A non-profit organisation, association, NGO.
- › Research institute.

3.3. For Strategic Partnerships / Knowledge Alliances / Sector Skills Alliances

- All legal persons (e.g. higher education institution, SMEs, chamber of commerce, trade union, foundation, NGO, cultural organisation, library, museum, etc.).

3.4. For Sport Collaborative Partnerships (including small ones)

Any non-profit organisation or public body, active in the field of sport, established in a Programme Country or in any Partner Country of the world. For example, such organisation can be (non-exhaustive list):

- A public body in charge of sport at local, regional or national level.
- A National Olympic Committee or National Sport confederation.

- A sport organisation at local, regional, national, European or international level.
- A national sports league.
- A sport club.
- An organisation or union representing athletes.
- An organisation or unions representing professionals and volunteers in sport (such as coaches, managers, etc).
- An organisation representing the 'sport for all' movement.
- An organisation active in the field of physical activity promotion.
- An organisation representing the active leisure sector.
- An organisation active in the field of education, training or youth.

3.5. For not-for-profit sport events

Any public body or non-profit organisation active in the field of sport, established in a Programme Country. For example, such organisation can be (non-exhaustive list):

- Public body in charge of sport at local, regional or national level.
- A sport organisation at local, regional, national, European or international level.
- The coordinator of a national event organised in the framework of a European event in the field of sport.

4. How to apply and when?

Please note that EACEA is responsible for the implementation of centralised Actions (Joint Masters Degrees, Strategic Partnerships, Knowledge Alliances, Sector Skills Alliances and Sport actions). It publishes calls for proposals on **funding section at EACEA website**. Applications are submitted on line.

For actions that are not directly managed by EACEA (Mobility Projects), proposals must be submitted to the National Agency of the country in which the application organisation is established. Check the list **here**.

Besides, it is highly recommended to check the **Erasmus+ Programme Guide**, which is often updated.

5. Examples of successful projects in the past

INNOVATIVE CLUBS FOR DUAL CAREERS – IC/DC

Total project budget

€476,129

Total project grant

€380,903

Programme

Erasmus+

Project date

01/2016 – 12/2018

Number of partners

5

Lead organisation

Club Natació Banyoles, Spain

Partners

Veslaski klub Bled, Slovenia

Aviron Perpignan 66, France

Istituto per la Ricerca Sociale, Italy
Amsterdam

Stichting Hogeschool Van Amsterdam,
Netherlands

The objective is to develop an innovative club-based pilot programme to support Dual Careers that facilitates an optimal combination of high-quality training and education to young athletes practicing water sports, namely canoeing, rowing and swimming.

The Programme will target athletes between 14 and 21 years old, a critical age in which athletic, academic, psycho-social and professional transitions take place.

In total, 100 athletes coming from the three partnering clubs will directly be involved in the testing of the pilot programme. Athletes will be supported by different experts coordinated by the Dual Career Case Manager (DCCM) as a key figure to integrate medical, psychological, educational and other support services that will be provided by clubs (further information about this profile is available below in this section).

The main aim is to combine a successful educational and sporting career of athletes by bringing them the right supporting services from their own clubs, and hence contributing that at a later stage of life they keep a balance between sports training and employment.

The project directly contributes to the EU Dual Careers strategy, by designing pilot initiatives, testing them, gathering lessons learned and finally disseminating them to the most relevant European audience. Actions proposed are deeply inspired and aligned with the EU Guidelines on Dual Careers.

European Youth for Inclusive Sport - NOMADs

Total project budget

€443,023

Total project grant

€355,798

Programme

Erasmus+

Project date

–

Number of partners

11

Lead organisation

Associazione Lunaria, Italy

Partners

Unione Italiana Sport Per tutti, Italy
NPDD of social solidarity and sport
"IRODOROS", Greece
Asociación de Red INCA Catalunya, Spain
Union Française des Oeuvres Laïques
d'Education Physique, France
Scottish Sports Futures, UK Citizens In
Action, Greece
MtÜ Noortevahetus Arengu Ühing
Estye, Estonia
Concordia, France
Cocat, Spain
Xchange Scotland, UK

NOMADs is a collaborative partnership that will develop in 3 years a program targeting young European volunteers and athletes, to involve them in projects supporting sport for all events.

The partnership is composed by 11 sport for all and voluntary service organizations from 6 EU Countries, and will create, pilot and launch an European platform to allow local events, championships and tournaments to involve youngsters from different social backgrounds and coming from another EU Country.

The platform will be based on a European map of sport for all events and organizations, and will be supported by capacity building and training materials addressing local clubs and organizations from the sport for all movement. As "voluntary service" and "sport for all" organizations the promoters share goals and values, following the recommendations and the policies promoted by EU, but have to deal with a lack of coordination and mutual support when developing programmes for young citizens.

At national and EU level there are no stable collaborative platforms to bridge the objectives and to empower the respective actions, and the promoters will try to fill this gap.

Volunteers are the lifeblood of local sport clubs: promoting volunteering, with the participation of young Europeans, will raise awareness on racism, common understanding and social inclusion. It also supports local organizations to attract new young volunteers, as the intercultural dimension triggers interest and enthusiasms.

For young Europeans the NOMADs programme will represent a concrete and unique opportunity to live the European citizenship, while discovering the benefits of sports and gaining competences and citizenship experiences. The project will involve directly 600 young volunteers in mobility, 4500 young athletes, 28 coaches, 70 practitioners, 64 local communities and sport for all organizations, 18 voluntary service organizations. NOMADs is intended to be a permanent program for the future.

Sports for healthy aging

Total project budget

€299,372

Total project grant

€239,498

Programme

Erasmus+

Project date

–

Number of partners

1

Lead organisation

Obcina Brežice, Slovenia

Participant's organisations

Kayak - Canoe Club Čatež, Slovenia
Institute for Entrepreneurship, Tourism and Youth Brežice, Slovenia
Dunavska mreža, Zagreb, Croatia
Kayak - Canoe Club Tarkett, Bačka Palanka, FYROM
Nacionalni park Una d.o.o, Bihać, FYROM
The Association of Pensioners Brežice, Slovenia
General Hospital Brežice, Slovenia
Students Association Brežice, Slovenia

The main project objective is to support the European Week of Sport label and to contribute with its activities to higher public awareness that is crucial in terms of health and wellbeing to get off the couch and make sport and exercise part of their daily lives.

Project is promoting voluntary activities in sport in local environments in 4 different countries, together with social inclusion, new opportunities for elderly and awareness of the importance of health-enhancing physical activity through increased participation in, and equal access to, sport for all.

The concrete project objective is to establish daily offer of guided outdoor exercises for elderly aged 65+ as a part of everyday possibility in local environment and also as a part of touristic offer. The project horizontal objective is strengthening the solidarity between generations Main short term project objectives are the establishment of outdoor sports surfaces, customized for training of elderly, education of the young volunteers, the establishment of sports tourism offer for the elderly, transfer of good practice, integrating and strengthening the ties between the partner organisations for future cooperation.

Project is connecting 9 organisations of different types from 4 countries; local municipality, non-governmental organisations, public institutions and economic sphere. Each of them is representative in the field of sports, health, work with elderly and tourism. As its results project is providing 4 big sports events in local environments in 4 different countries, one tourist package, 1 flagship ceremony, 1 open space field with sport facilities for elderly, 6 intense training for young sport volunteers for work with elderly, 1 sport tourist package, 2 months of sports activities for elderly and other interested, 12 months of intense promotion of the European Week of Sport and is actively involving 5000 participants.

ETHICS FOR SPORTS –E4S

Total project budget

€496,190

Total project grant

€396,952

Programme

Erasmus+

Project date

01/2016 – 12/2017

Number of partners

7

Lead organisation

Sant Cugat City Council, Spain

Partners

Sant Cugat Creix, Spain

Scuola di Pallavolo Anderlini, Italy

ERG Iserlohn, Germany

Universite Rennes II, Haute Bretagne, France

University Of Leicester, UK

AFC Barwell, UK

The sport community faces several risks that threaten its integrity. To face them, a collaborative partnership of 7 EU public and private organisations, following a participatory approach involving all concerned stakeholders, proposes a specific response: the Ethics4Sports (E4S) project.

The main objective of E4S is to develop innovative mechanisms to promote ethics in grassroots sports and ensure its effective enforcement, by enhancing the capacities and skills of sporting bodies and allowing them to give more efficient responses to risks threatening the integrity of sport.

In order to achieve the general objective of the project, PPs will pursue the fulfilment of the following specific objectives:

1. Develop and/or improve new Codes of Ethics for sporting bodies to spread ethical values in sport, following an inclusive and cross-cutting approach.
2. Develop a set of verifiable indicators to facilitate the monitoring and evaluation of the Codes of Ethics' enforcement.
3. Effectively enforce the Codes of Ethics developed and make the most of new technologies (through the so-called "Ethics App") to fulfil this aim, by conducting pilot tests.
4. Test, monitor and evaluate the enforcement of the Code of Ethics, hence gathering lessons learned for replicability around Europe.
5. Set-up a public-private network of institutions aiming to cooperate in the field of ethics in sport and identifying new members to be engaged in the future and enrich the alliances.

More information about projects funded under Erasmus+
can be found in this **Compendia** of selected projects.

PILOT ACTIONS FUNDED BY EACEA



EACEA. Education,
Audiovisual and Culture
Executive Agency.



1. What is this Pilot Action about?

Besides managing Erasmus+ and Creative Europe, EACEA also publishes ad-hoc call for proposals to fund pilot actions. One of those pilots is **“Promoting HEPA policy measures and actions for refugees”**.

The general objective of this new call is to promote health-enhancing physical activity in EU and national policy. The specific objective is to **promote broader access to the practice of sport and physical activities for refugees**.

The call intends to achieve several results, including:

- Awareness-raising among refugees about the health and social benefits of practicing sport and physical activity.
- Better well-being and integration of refugees in society through sport and physical activity.
- Increased knowledge among refugees of European values through participation in sport and physical activity.

Type of eligible activities under these pilot actions are (non-exhaustive):

- Development, identification, promotion and sharing of good practices about participation of refugees in HEPA activities.
- Preparation, development and implementation of educational and training modules and tools.
- Activities to increase the competences of multipliers in the field of sport and to develop monitoring and benchmarking of indicators, notably as regards the promotion of ethical behaviours and codes of conduct among sportspeople.

- 
- › Awareness-raising activities on the added value of sport and physical activity in relation to the personal, social and professional development of individuals.
 - › Activities to promote innovative synergies between the field of sport and the fields of health, education, training and youth.
 - › Dissemination actions.
 - › Conferences, seminars, meetings, events and awareness-raising actions underpinning the aforementioned activities.

This call for proposal has a total budget of €600,000, and the maximum grant per project will be €60,000. Co-funding rate of 80%.

2. Who can apply for funding within the sports sector?

In general terms, public or private organisations with legal personality, whose principal activity is in the field of sport and physical activity (private individuals are not eligible to apply for a grant under this call), for example (non-exhaustive list):

- › Non-profit sport organisation (private or public).
- › Public authorities (national, regional, local).
- › International organisations.
- › Sport clubs.
- › Universities.
- › Educational institutions.
- › Research centres.
- › Companies.

3. How to apply and when?

The deadline to submit proposals under this action is 09/09/2016. Submission on paper following instructions included in the ***call for proposals***.

CREATIVE EUROPE



Creative
Europe



1. What is CREATIVE EUROPE?

The CREATIVE EUROPE programme (2014 to 2020) was established under **Regulation (EU) No 1295/2013** of the European Parliament and of the Council of 11 December 2013, for support to the European cultural and creative sectors. It has a budget of €1.46 billion (90% higher than its predecessors Culture programme and MEDIA programme).

1.1. MEDIA Sub-programme

The **MEDIA Sub-programme** shall provide support for audiovisual sector initiatives, such as those promoting the development, distribution or access to audiovisual works, and in particular:

- › Training measures promoting the acquisition and improvement of skills and competences by audiovisual professionals, knowledge-sharing and networking initiatives, including the integration of digital technologies.
- › Development of European audiovisual works.
- › Activities aiming to support European audiovisual production companies, with a view to facilitating European and international co-productions.
- › Activities helping European and international co-production partners to come together and/or providing indirect support for audiovisual works co-produced by international co-production funds based in a country participating in the programme.
- › Facilitating access to professional and audiovisual trade events and markets.
- › Establishing systems of support for the distribution of non-national European films, as well as for international sales activities.
- › Facilitating the circulation of European films worldwide and of international films in the EU.
- › Promotion of a European cinema operators' network.
- › Initiatives presenting and promoting a diversity of European audiovisual works.

- › Activities aimed at promoting film literacy and at increasing audiences' knowledge.
- › Innovative actions testing new business models and tools in areas likely to be influenced by the introduction and use of digital technologies.

1.2. Culture Sub-programme

The **Culture sub-programme** provides support to culture sector initiatives, such as those promoting cross-border cooperation, platforms, networking, and literacy translation.

In particular, the priorities in the field of reinforcing the cultural and creative sectors' capacity to operate transnationally shall be the following:

- › Supporting actions providing cultural and creative players with skills, competences and know-how that contribute to strengthening the sector.

- › Supporting actions enabling cultural and creative players to cooperate internationally and to internationalise their careers and activities in the Union and beyond.
- › Providing support to strengthen European cultural and creative organisations and international networking in order to facilitate access to professional opportunities.

On the other hand, the priorities in the field of promoting transnational circulation and mobility shall be the following:

- › Supporting international touring, events, exhibitions and festivals.
- › Supporting the circulation of European literature with a view to ensuring its widest possible accessibility.
- › Supporting audience development and improving access to European cultural and creative works and tangible and intangible cultural heritage.

1.3. Cross-sectoral strand

The **Cross-sectoral strand** has been designed to serve three primary functions:

- › The establishment of a Guarantee Facility Fund targeting the cultural and creative sectors, facilitating access to finance for micro, small and medium sized organisations in the sector, as well as to improve the risk-assessment capacities of participating financial intermediaries.
- › The promotion of transnational policy cooperation, supporting:
 - The exchange of experiences and know-how relating to new business and management models.
 - The collection of market data, studies, analysis of labour market and skills needs, European and national cultural policy analysis and support for statistical surveys.

- Payment of the contribution fee for EU membership of the European Audiovisual Observatory.
- The organisation of conferences, seminars and policy dialogue, including in the field of cultural and media literacy and the promotion of digital networking.

› Supporting a network of
Creative Europe Desks.

2. Sport-related actions eligible for funding

The **Cultural and Creative Sector Guarantee Facility** is managed by the European Investment Fund, and aims at strengthening cultural and creative sector companies' financial capacity and competitiveness.

Sectors include architecture, archives and libraries, artistic crafts, audiovisual (including film, television, video games and multimedia), cultural heritage, design, festival, music, performing arts, publishing, radio and visual arts. In this regard, the instrument is relevant to any type of investment project that brings together sports with culture, with activities focusing on the reinforcement of cultural values, heritage and/or creative expressions, regardless of whether those are market or non-market oriented and the type of legal structure that carries them out. To apply, companies must contact the financial intermediaries selected for each country.

With regard to **funding (grants)** for projects, the most relevant instrument of CREATIVE EUROPE for the sports sector is the Culture sub-programme, and in particular, the scheme support to **European Cooperation Projects**.

This scheme offers support to strengthening the capacity of European cultural and creative sectors to operate transnationally and internationally, contribute to audience development with a particular focus on children, young people, people with disabilities and underrepresented groups, and contribute to innovation and creativity in the field of culture, testing new business models and promoting innovative spill overs on other sectors.

In the 2015 call for proposals, a total budget of €35,000,000 was allocated, intended to support about 70 cooperation projects.

One example of project funded through this action is the **EX[S]PORTS**.

3. Who can apply for funding within the sports sector?

The **Guarantee Facility** is open to small and medium enterprises (SMEs) established and operating in an EU country, Iceland or Norway, irrespective of their legal status (micro-enterprise, self-employed persons, etc.)

There is not any specification on the type of legal entities expected in the application for **Grants**, except that they should have had a legal personality for at least 2 years on the date of the deadline for the submission of applications. The country eligibility criteria depend on the call.

4. Type and level of funding

European Cooperation projects are divided into two categories:

- › Smaller scale cooperation projects: Duration of maximum 48 months and implemented by a consortium of at least 3 partners from 3 different participating countries. Grants up to EUR 200,000 with a co-financing rate of 60% of the total eligible costs.
- › Larger scale cooperation projects: Duration of maximum 48 months and implemented by a consortium of at least 3 partners from 3 different participating countries. Grants up to EUR 2 million with a co-financing rate of 50%.

5. How to apply and when?

For **Grants**, information about call for proposals (deadlines, eligibility, how to submit applications, etc.) can be found on this [**EACEA site**](#). Every year, EACEA publishes the annual work programme with a tentative calendar of the calls.

Information about previous projects funded under CREATIVE EUROPE can be checked on this [**EACEA site**](#).

For **the Guarantee Facility**, financial intermediaries in your country can be found in the [**Access to finance site**](#).

6. Example of successful projects in the past

EX[S]PORTS

Total project budget
€137,400

Percentage of budget funded
60%

Programme
Creative Europe

Sub-programme
Culture

Call number
EACEA 32/2014

Project date
01/05/2015 – 31/01/2017

Number of partners
3

Lead organisation
L'Entorse, France

Partners
East Street Arts, UK
Kunstencentrum Vooruit, Belgium

EX[S]PORTS is a cooperation activities programme dedicated to building bridges between arts and sports sectors with aims to deliver innovation in audience development, capacity building and economic strengthening.

EX[S]PORTS is led by l'Entorse in Lille (FR), in partnership with East Street Arts (Leeds, UK) and Vooruit (Ghent, BE). Arts and sports activities belong to well-separated social fields, with their own businesses, events, values and models. Those separations create specific identities and codes, which often lead to people ignoring or excluding each other. These social and economic systems have mostly grown apart. However, when contemporary artists start to seriously mingle with sports imaginaries, outstanding works are produced. And today, one European among three is practicing sport at least once a week. Sports clubs involve 70 million people, which is 15% of the European population. Building bridges between arts and sports bring therefore a challenging perspective for audience development and social inclusion. And in a context of economic crisis and massive cultural budgets cuts, considering the sport sectors as a new market opportunity, can feature innovating solutions.

To achieve these aims, EX[S]PORTS partners have jointly-defined 10 key activities:

- MAKING: activities 1 & 2 - Residencies and co-productions. Thematics: Art and Bicycle, Watersport, Football & identities
- MANAGING: activities 3, 4, 5 - Artistic, finance and production coordination
- LINKING: activity 6 – Sports and culture mediation, community building
- SHARING & LEARNING: activity 7 – Internal communication and joint development
- PROMOTING: activity 8 – External communication and publication
- SHOWING & INSPIRING: activity 9 – Presentations and events
- SECURING & SUSTAINING: activity 10 – Research, evaluation and legacy

Beyond this first cooperation framework, EX[S]PORTS aim to inspire the cultural and sports sectors, with a significant legacy and future partnership widening.

HORIZON 2020



European
Commission

HORIZON 2020. The EU
Framework Programme for
Research and Innovation.



1. What is Horizon 2020 (H2020)?

Horizon 2020 is the financial instrument implementing **the Innovation Union**, a **Europe 2020** flagship initiative aimed at securing Europe's global competitiveness. It is the biggest EU research and Innovation programme ever with nearly EUR 80 billion of funding available over 7 years (2014 to 2020) – in addition to the private investment that these funds attract.

It is made up of the so-called **programme sections** (or pillars), some being divided into sub-sections. There are many interesting sections and sub-sections for sports, but probably the most interesting sections are:

1.1. Excellent science

- › Sub-section **Marie Skłodowska-Curie Actions** (MSCA) for career development and training of researchers – with a focus on innovation skills – in all scientific disciplines through worldwide and cross-sector mobility.

1.2. Industrial Leadership

- › Sub-section **Leadership in enabling and industrial technologies** (LEIT) aiming at new breakthrough technologies with a strong industrial dimension.

1.3. Societal challenges

- › Sub-section **Health, Demographic Change and Well-being**, aiming at achieving better health for all.
- › Sub-section **Societal Challenges – Europe in a Changing World – Inclusive, Innovative and Reflective Societies**, aiming at fostering a greater understanding of Europe, providing solutions and support inclusive, innovative and reflective European societies with an innovative public sector.

1.4. SME instrument

- › Addressing high-potential SMEs to develop ground-breaking innovative products, services or processes that are ready to face global market competition.

2. Sport-related actions eligible for funding

2.1. Marie skłodowska-curie actions

The EU's MSCA fund all kind of opportunities for researchers from Europe and beyond, in particular:

- › **Individual Fellowships (IF)**, enabling researchers to work on projects within and beyond Europe, as well as helping to attract the best foreign researchers to work in the EU.
- › **Innovative Training Networks (ITN)**, offering joint research training and/or doctoral programmes, implemented by universities, research institutions and non-academic organisations.
- › **Research and Innovation Staff Exchange (RISE)**, enabling staff exchange, i.e. between academic and non-academic actors.

Check the [**MSCA pocket guide**](#) for a detailed overview.

2.2. Industrial leadership

The emphasis of LEIT actions will be on:

- › Research and innovation to strengthen Europe's industrial capacities and business perspectives, including SMEs.
- › Public-private partnerships (PPPs).
- › Cross-cutting KETs.
- › Seizing the ICT opportunities.
- › Contributions to solving Societal Challenges and to Focus Areas.
- › Cross-cutting aspects, like international cooperation and responsible research and innovation.

The involvement of industrial participants, and of SMEs in particular, is crucial in maximising expected impact of the actions.

This sub-section programme funds in particular “Innovation Actions”⁵ (IA) and “Coordination and Support Actions”⁶ (CSA) of interest for the sports sector. IAs should, among other things, develop innovative Information and Communications Technologies (ICT) products, tools, applications and services that could be of use for the sports industry (content technologies and information management, robotics, etc.).

2.3. Health demographic change and well being

This sub-section programme funds in particular ‘Research & Innovation Actions’⁷ (RIA) as well as CSA on matters such as providing support to promote wellbeing and active and healthy ageing. Expected calls in 2017 in which the sport sector could be relevant are: SC1-PM-07-2017 promoting mental health and wellbeing in the young, and SC1-PM-15-2017, aiming to develop and validate personalised coaching for well-being and care of people as they age, amongst other.

2.4. Inclusive, innovative and reflective societies

This sub-section programme funds in particular RIA, IA and CSA. The **2016-2017 work programme** tackles major challenges such as: economic recovery and inclusive and sustainable long-term growth with focus on co-creation (engaging all stakeholders); reversing inequalities in Europe; a better understanding of Europe’s cultural and social diversity; etc. The interrelation between sports and human rights, sport and politics, sport and racism, sport, culture and young people, etc. are areas of interest to Europe and this sub-programme in particular.

⁵ Innovation Actions are defined as “Action primarily consisting of activities directly aiming at producing plans and arrangements or designs for new, altered or improved products, processes or services. For this purpose they may include prototyping, testing, demonstrating, piloting, large-scale product validation and market replication. A ‘demonstration or pilot’ aims to validate the technical and economic viability of a new or improved technology, product, process, service or solution in an operational (or near to operational) environment, whether industrial or otherwise, involving where appropriate a larger scale prototype or demonstrator. A ‘market replication’ aims to support the first application/deployment in the market of an innovation that has already been demonstrated but not yet applied/deployed in the market due to market failures/barriers to uptake. ‘Market replication’ does not cover multiple applications in the market of an innovation³ that has already been applied successfully once in the market. ‘First’ means new at least to Europe or new at least to the application sector in question. Often such projects involve a validation of technical and economic performance at system level in real life operating conditions provided by the market. Projects may include limited research and development activities”.

⁶ Coordination and support actions are defined as “Actions consisting primarily of accompanying measures such as standardisation, dissemination, awareness-raising and communication, networking, coordination or support services, policy dialogues and mutual learning exercises and studies, including design studies for new infrastructure and may also include complementary activities of strategic planning, networking and coordination between programmes in different countries”.

⁷ Research and Innovation actions are defined as “Actions primarily consisting of activities aiming to establish new knowledge and/or to explore the feasibility of a new or improved technology, product, process, service or solution. For this purpose they may include basic and applied research, technology development and integration, testing and validation on a small-scale prototype in a laboratory or simulated environment”. Projects may contain closely connected but limited demonstration or pilot activities aiming to show technical feasibility in a near to operational environment.

2.5. SME instrument

This Instrument, which offers business innovation support under the section **Societal Challenges** and the specific part **LEITs**, for:

- › Feasibility assessment purposes (phase 1), exploring and assessing the technical feasibility and commercial potential of a breakthrough innovation that a company wants to exploit and commercialise;
- › Innovation development and demonstration purposes (phase 2), funding activities such as prototyping, miniaturisation, scaling-up, design, performance verification, testing, demonstration, development of pilot lines, validation of market replication, etc.
- › Commercialisation (phase 3), with the view of facilitating the commercial exploitation of the innovation activities resulting from phase 1 or phase 2.
- › Optional business coaching (free-of-charge), in parallel throughout phases 1 and 2 to help SMEs enhance their innovation capacity, align the project to the identified business strategy, and develop the commercial/economic impact and long term sustainability⁸.
- › Access to risk finance.

⁸ Coaching is provided by experienced business coaches selected through the **Enterprise Europe Network (EEN)**.

3. Who can apply for funding within the sports sector?

H2020 funding is based on competitive calls that are open to everyone, also to organisations and individuals outside the EU. Participants from countries associated to the EU research framework programme⁹ (meaning those countries also contribute to the EU budget) have the same rights as EU participants; from other countries, the situation varies.

In this regard, for all the H2020 sub-programmes identified, funding is available for all natural or legal persons (individual researchers, research organisations, public bodies, companies, universities, non-governmental organisations, etc.) regardless of their place of establishment or residence, but possessing the operational and financial capacity to carry out the proposed research tasks.

In the case of the SME10 Instrument, only a single for-profit SME or a consortium of for-profit SMEs can apply for funding. All applicants need to be legally established in the EU-28 or in a country associated to H2020. Other partners, such as research providers or larger companies, can be involved as third parties, usually in a subcontracting relationship, and do not need to be established necessarily in the EU or countries associated to H2020.

⁹ Link to the list of [associated countries](#).

¹⁰ 'For-profit SMEs' means micro-, small- and medium-sized enterprises, as defined in Commission Recommendation 2003/361/EC, that are not 'non-profit legal entities' as defined in Article 2 of the Rules for Participation and Dissemination ('legal entity which by its legal form is non-profit-making or which has a legal or statutory obligation not to distribute profits to its shareholders or individual members').

4. Type and level of funding

4.1. Marie skłodowska-curie actions

In the case of IF, only experienced researchers can apply. This means the participant should have a doctoral degree or at least four years' full-time research experience by the time of the call deadline. European Fellowships last from one to two years, while Global Fellowships last from two to three years.

The EU contribution is calculated on the basis of a 'researcher unit cost' of €4,650 per month, plus €800 per month for research, training and networking costs and €650 per month for management costs of the hosting institution. The grant is awarded to the host organisation, usually a university, research institution or company, to cover costs of living, travel and family costs, as well as research costs and overheads of the host organisation.

ITNs are meant primarily for organisations such as universities, research centres or companies, that propose a research training network. Individuals can apply for the specific positions created by these networks. These are advertised on [Euraxess](#).

The maximum EU contribution is €3,186,000¹¹ and grants cover:

- Recruitment and training of each researcher for up to three years. The researcher is hired under an employment contract and benefits from a monthly living allowance, social security cover, a mobility and family allowance.
- Research costs including the organisation of joint activities and conferences.

¹¹ Maximum 540 researchers per month. Research unit costs are established at €2,900 per month (tariff for Early-Stage Researchers) plus 'institutional unit cost' of €3,000 per month.

As concerns RISE projects, funding can last up to four years. The grant supports the secondment of staff members for one month to one year. They must be engaged in or linked to research and innovation activities for at least six months prior to the secondment. They return to the sending organisation after the secondment, to pass on their knowledge. The EU contribution is €4500 per month¹².

4.2. LEIT and Societal Challenges

For RIAs, grants for projects typically lasting 36 to 48 months, with an average EU contribution of €2 to 5 million over that period. The grant may cover 100% of the total eligible costs. For IA, grants for projects typically lasting 30 to 36 months, with an average EU contribution of €2 to 5 million over that period. The grant may cover 100% of the total eligible costs for non-profit organisations and 70% maximum for profit-making entities (companies, etc.). For CSA, grants for projects typically lasting 12 to 30 months and an average EU contribution of €500,000 to 2 million over that period. The grant covers 100% of the total eligible costs.

4.3. SME instrument

For feasibility assessment (phase 1), a lump-sum of €50,000 is granted per project, covering maximum 70% of total cost of the project. Duration is typically 6 months.

For innovation development & demonstration projects, **H2020** grants €500,000 to 2,5 million (indicative range), covering up to 70% of eligible costs, or in exceptional, specific cases up to 100%. It has a typical duration of 1 to 2 years.

As for risk finance, SMEs may get easier access (via financial instruments) to loans, guarantees, counter-guarantees and hybrid, mezzanine and equity finance.

¹² Researcher unit cost' of €2,000 Euro per month and 'institutional unit cost' of €2,500 per month.

5. How to apply and when?

Funding opportunities under Horizon 2020 are set out in multiannual work programmes, which cover the large majority of support available. The work programmes are prepared by the European Commission within the framework provided by the Horizon 2020 legislation and through a strategic programming process integrating EU policy objectives in the priority setting.

Work programmes can be found in the online **Participant Portal** as they can be used as a calendar for the calls for proposals to be published yearly. The Participant Portal is the entry point for electronic administration of EU-funded research and innovation projects, and hosts the services for managing proposals and projects throughout their lifecycle.

Detailed information on application procedures is to be found in the Participant Portal. For further support, applicants are encouraged to contact Horizon 2020 Helpdesk, National Contact Point (to identify suitable calls) or the Enterprise Europe Network (for SMEs).

6. Examples of successful projects in the past

BrainPEER

Total project budget

€2,666,875

EU contribution

€1,866,812.5

Programme

H2020

Sub-programme

SME-2-SME instrument phase 2
Industrial Leadership – LEIT - ITC

Call number

H2020-SMEINST-2-2014

Project date

01/01/2015 – 30/04/2017

Number of partners

N.A.

Lead organisation

ACE APPLIED COGNITIVE ENGINEERING
LTD, Israel

Partners

N.A.

The BrainPEER project aims at presenting a highly effective brain-training system for football players. It will do so by adopting ACE's patented Cognitive Simulation technology to football, demonstrating it with elite football academies, then run field trials with individual youth players.

Football is the world's most popular sport. Due to its competitive nature, football players of various ages are in a constant quest to improve their game and win. Some aspire to reach fame and financial prosperity. Others seek higher social status and acceptance. That aspiration is intensified by the extensive media coverage of elite athletes. According to football experts, the main differentiating skill between good football players and average ones is game intelligence. Alas, there are currently no effective tools to improve this critical aptitude.

ACE proposes an innovative and highly effective cognitive training program, addressing football-related cognitive skills such as spatial awareness, anticipation, and decision making.

The outcome of the project will be a market-ready brain-training product for football players of all ages and skill levels – the Football IntelliGym. The program is designed as a friendly video-game, will be compatible with mobile devices, and at an affordable price.

The Football IntelliGym's target market is 265 million football players, of which 61 million are in Europe.

ACE is a pioneer and market leader in the field of cognitive training for athletes. It has already proved the concept both technologically and commercially - with ice-hockey in North America. ACE's strategy is to present its revolutionary training concept in sports first, where performance is highly visible and constantly quantified. This will pave the way to presenting effective brain trainers for other complex and cognitive-challenging professions such as first-responders, medical staff, operators of control centres (e.g. airport controllers and smart city officers), and drivers.

GREEN BUBBLES

Total project budget

€1,611,000

EU contribution

€1,611,000

Programme

H2020

Sub-programme

Marie Skłodowska-Curie Actions, Research and Innovation Staff Exchange (RISE)

Call number

H2020-MSCA-RISE-2014

Project date

01/01/2015 – 31/12/2018

Number of partners

6

Lead organisation

Università Politecnica delle Marche, Italy

Partners

Studio Associato Gaia SNC Dei Dottori Antonio Sara E Martina Milanese, Italy

UBICA SRL, Italy

Bogazici Uluslararası Eğitim Danışmanlık Merkezine Ticaret Limited Şirketi, Turkey

Divers Alert Network Europe Foundation, Malta

Stitching NHTV Internationale Hogeschool Breda, Netherlands

Recreational SCUBA diving has become a mass leisure activity engaging millions of divers worldwide. The diving industry generates large direct and indirect revenues for coastal communities and Marine Protected Areas (MPAs). Other benefits linked to diving include the promotion of ocean stewardship, contribution to scientific research, fostering social inclusion and personal development.

Yet, diving has also negative impacts, due to damage or disturbance of marine habitats and organisms and to conflicts with local communities for the access to/use of the same resources, equity issues, or cultural clashes. These aspects clearly relate to the three pillars of sustainability, covering environmental, economic and social dimensions and can only be addressed by a systemic approach.

The central objective of GREEN BUBBLES is to maximise the benefits associated with diving while minimising its negative impacts, thus achieving the environmental, economic and social sustainability of the system. This will be done by: 1) Carefully assessing and modelling the system itself; 2) Developing innovative products based on the issues and needs highlighted by assessment and modelling; 3) Promoting the uptake of such products by the system designing tailored business models and marketing plans. Direct engagement with selected stakeholders (divers, professionals, diving operators, certification agencies - CAs, MPAs, NGOs) will ensure relevant feedback throughout the project's lifetime, as well as effective uptake of results at the end of the project. Cutting across sectors and disciplines, and engaging participants from 3 continents, GREEN BUBBLES will put the European diving system in focus thanks to dedicated R&I with, about and for the European diving industry and will take advantage of parallel comparative work on the much more studied coral reef diving system.

SITless: Exercise Referral Schemes enhanced by Self-management Strategies to battle sedentary behaviour

Total project budget

€4,547,560

EU contribution

€4,547,560

Programme

H2020

Sub-programme

SOCIETAL CHALLENGES – Health, demographic change and well-being

Call number

H2020-PHC-2014-two-stage

Topic: PHC-17-2014-Comparing the effectiveness of existing healthcare interventions in the elderly
RIA – Research and Innovation action

Project date

01/05/2015 – 30/04/2019

Number of partners

6

Lead organisation

Fundació Salut i Envel·liment, Spain

Partners

Fundació Blanquerna, Spain

Syddansk Universitet, Denmark

The Queen's University of Belfast, UK

Universitaet ULM, Germany

Sport Initiative et Loisir Bleu Association, France

University of Glasgow, UK

The increase of the elderly population leads to increased prevalence of frailty, risk for poor health outcomes, and related health and social care costs. Lack of physical activity (PA) and established sedentary behaviours (SB) constitute an additional burden, as they are related to progression of chronic disease and disabling conditions. An existing initiative to battle SB and insufficient PA levels are exercise referral schemes (ERS) implemented in primary care, where insufficiently active individuals are referred to a third party service (sports centre or leisure facility) that prescribes and monitors an exercise programme tailored to the patients' needs. ERS had shown improvements in PA in the short-term, but may have limited power to change SB and produce long-term effects. Thus, ERS might be enhanced by self-management strategies (SMS) to promote behavioural change. Such strategies based on social cognitive theory have been shown to increase self-confidence, power to act, and involvement in exercise.

In a first stage, a systematic review, focus groups and a feasibility study will be conducted. Then, a three-armed pragmatic randomized controlled trial (RCT) will assess the long-term effectiveness of a complex intervention on sedentary behaviour (SB) in an elderly population, based on existing ERS enhanced by self-management strategies (SMS). It will be compared to ERS alone and to general recommendations.

The RCT will include 1138 subjects and will have a follow up of 18 months. The effect on SB will be measured as activity daily counts per minute and physical function. Secondary outcomes will include: healthcare use and costs, self-rated health and quality of life, mortality, morbidity, disability, institutionalization, mental health, social capital, sarcopenia and safety parameters. SITless will assess policy makers in deciding how or whether ERS should be further implemented or restructured in order to increase its adherence, efficacy and cost-effectiveness.

Feasibility study to combat Physical Inactivity and Improve Sporting Skills through SCULT Sport Mentors and Coaches Marketplace

Total project budget

€71,429

EU contribution

€50,000

Programme

H2020

Sub-programme

SME-1-SME instrument phase 1
Societal Challenges – Europe in a changing world – Inclusive, innovative and reflective societies

Call number

H2020-SMEINST-1-2015

Project date

01/03/2016 – 31/08/2016

Number of partners

N.A.

Lead organisation

SCULT OU, Estonia

Partners

N.A.

About 26% of European adults and 80% of adolescents do not engage in sufficient physical activity, leading to over 500 000 premature deaths per year and imposing annual economic costs of over €80 billion. Sport coaching and mentoring fulfils an important social function in educating, motivating and activating citizens to engage in physical activity. However, with current solutions the access for citizens to sport coaches and mentors is chaotic, whereas freelance sport mentors lack the ability to effectively provide and monetize their services.

The overall objective of the innovation project is to develop and mainstream SCULTmarket, an interactive platform for “sculting”: facilitating the relationships, activities and service-monetization for sport mentors, coaches and their clients in a mutually benefitting technological, social and educative environment. SCULT Ltd. is the first to the market with a compelling business case to effectively combat physical inactivity in Europe and beyond thanks to its scalable nature and business model based on the logic of on-demand service and sharing economy. The prototype has been validated by an extensive mix of experts and potential users within the SCULT network of about 10 000 people through tests conducted at various sport events and activities. SCULTmarket will attract 250 000 users and 130 000 monthly Mentorship Sessions by the end of 2017, and is foreseen generate an annual turnover of €149 million by 2020.

The specific objective of SCULTMARKET project is to verify the business model from the practical, social, technological and economic point of view. The expected outcome is a detailed business, scaling and brand strategy for commercializing the proposed SCULTmarket application, including an IP strategy. Technical requirements and product development roadmap for the application and associated infrastructure will be documented to feed into Phase 2 of the innovation project.

EUROPEAN STRUCTURAL AND INVESTMENT FUNDS



European
Commission

ESIFs. European Structural
and Investment Funds.



1. Brief introduction to ESIFs

With a budget of €454 billion for 2014-2020, the European structural and investment funds (ESIFs) are the European Union's main investment policy tool. Within the ESIFs are included the following instruments: **European Regional Development Funds (ERDF)**, **European Social Fund (ESF)**, **Cohesion Fund (CF)**, **European Agricultural Fund for Rural Development (EAFRD)** and the **European Maritime & Fisheries Fund (EMFF)**.

In 2014, EACEA launched a call for tender for the “Study on contribution of sport to regional development through the structural funds”¹³. Although this study has not been published yet, some **conclusions** are available about the typology of Structural Fund Interventions based on Sport & Physical Activity, giving a clear picture of what kind of action can be financed by these funds:

Typology of Structural Fund Interventions based on Sport & Physical Activity

1. Direct support to sport SMEs Grants to SMEs (including clubs) in the sport sector	Grants to SMEs (including clubs) in the sport sector.
2. Improvement of the physical environment	Development of sport infrastructure and facilities, building social capital, urban regeneration and improving the attractiveness of urban environments.
3. Promotion & encouraging inward investment	Sport events acting as a focal point for business and inward investment.
4. Direct impacts on employment	Direct employment in sport and physical activities
5. Impacts on related employment	Employment in related activities, such as media coverage, advertising, marketing, catering etc.
6. Indirect impacts on employment	Spin-off effects, such as multiplier effects and those from attracting skilled and professional labour.
7. Business growth & other economic impacts	Non-employment effects of increased economic activity, including impacts on suppliers of sports equipment etc.



¹³ Tender awarded to the company Centre for Strategy & Evaluation Services.



8. Promoting innovation	From improving the ICT used in sport businesses, through applications of sport science to the development of sport competence clusters.
9. Systematic development of a broader sport-based strategy	Development of a series of related activities that reinforce each other, as part of a regional strategy based on sport and related activities: for example, sport activities, supported by training, medical and sport science facilities.
10. Contributions to tourism or CCI strategies	Sport developments as part of a broader tourism or CCI strategy.
11. Direct skills development	Improving sport skills & competences, including the training of sport coaches and sport administrators.
12. Social engagement	Using sport to engage with socially excluded groups, develop community identity and cohesion.
13. Development of transversal skills & employability	Developing ability to work in a team, commitment, communication etc.
14. Addressing societal challenges	Helping to highlight and address societal challenges, such as health issues, poor diet and the effects of aging - including awareness raising.
15. Promoting environmental benefits	Increasing the energy efficiency of sport businesses and facilities; promoting a reduced use of transport etc. from increased walking & cycling.
16. Contributing to health, happiness & well-being	Including having fun.

For the purpose of this guide, ERDF has been chosen as the main ESIF instrument in which sports projects could find funding.

2. What are the european regional development funds (ERDF)?

The ERDF aims to strengthen economic and social cohesion in the European Union by correcting imbalances between its regions. For the period 2014-2020, 11 thematic and investment objectives have been set.

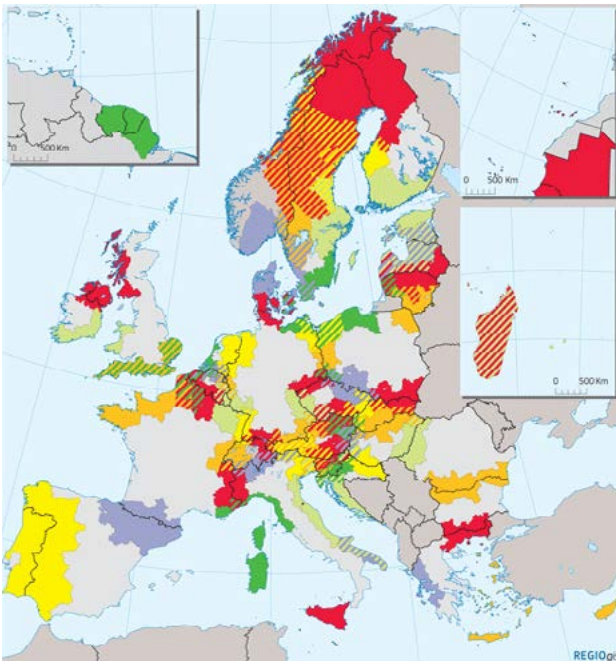
Each Member State has to draw up and implement a strategic plan indicating its 2014-2020 objectives & investment priorities for the use of these funds. Once the European Commission's observations are adequately taken into account, this plan becomes a "Partnership Agreement". Member States also have to draw up "Operational Programmes" breaking down priorities listed in the Partnership Agreement into concrete actions. "Operational Programmes" (OP) are implemented by Managing Authorities set up by the Member States (at national, regional or another level).

Most relevant priorities for the sport sector are:

- Strengthening research, technological development and innovation.
- Enhancing access to, and use and quality of information and communication technologies (ICT).
- Enhancing the competitiveness of small and medium-sized enterprises (SMEs).
- Supporting the shift towards a low-carbon economy in all sectors.
- Preserving and protecting the environment and promoting resource efficiency.
- Promoting sustainable and quality employment and supporting labour mobility.
- Promoting social inclusion, combating poverty and any discrimination.
- Investing in education, training and vocational training for skills and lifelong learning.

Besides supporting regional and national programmes, ERDF also funds the **European Territorial Cooperation (ETC)**, which covers:

2.1. Cross-border cooperation Programmes



2.2. Transnational cooperation Programmes



2.3. Inter-regional cooperation programmes (INTERREG EUROPE)

ETC may also contribute to **“Macro-regional strategies”**

3. Who can apply for funding within the sports sector?

Access to ERDF is open, on a general basis, to all legal persons (any public body, company and in particular SMEs, research organisations, universities, non-governmental organisations, clusters, etc.).

4. How to apply and when?

To apply for these funds it is necessary to identify those ERDF programmes available in your regions and their thematic and investment criteria, by analysing the Operational Programmes. From there, check if your project idea meets these priorities. If so, follow the procedures and deadlines established by the Managing Authorities of these funds.

5. Examples of successful projects in the past

Construction of the sports hall in Słomniki

Total project budget

€1,539,163

Total project grant

€366,545

Programme

ERDF OP Lesser Poland

Project date

02/2009 – 07/2010

Number of partners

1

Lead organisation

Gmina Słomniki (*Słomniki commune*)

Partners

N.A.

Słomniki is a town in Małopolska, Poland, with around 4 500 inhabitants. The aim of the project was to create a multi-functional hall for sports and entertainment that was integrated with a nearby school while also being easily accessible to the general public.

The sports hall is the first passive public building in Poland and was awarded a quality certificate from by the Passive house Institute in Darmstadt. The Passive House concept achieves the highest thermal comfort conditions and refers to a rigorous, voluntary standard for energy efficiency. These buildings require a significant amount less energy for heating and cooling.

As a result of the project, six new jobs have been created. The sports hall also went on to receive the 11th edition prize in the competition for the “Best of the Year 2010 projects in Lesser Poland - Malopolska Leader” and was showcased in the campaign “Innovative Poland from 2010 to 2020. Highly energy saving passive buildings in each Polish municipality and city.”

PROFIT PROJECT

Total project budget

€5,879,940

Total project grant

€2,939,970

Programme

Interreg IVB North West Europe programme

Project date

09/2009 – 07/2015

Number of partners

10

Lead organisation

Sports and Technology, Netherlands

Partners

Kortrijk, Belgium

Delft, Netherlands

Eindhoven, Netherlands

Sheffield, UK

Sheffield Hallam University, UK

Howest, Belgium

Ulster University, UK

TU/e, Netherlands

Delft University of Technology, Netherlands

ProFit aims to stimulate innovation and new business creation in the sport sector by developing an EU network of field-labs focused on sport.

A FieldLab for sports innovation is a research and development location in a real-life urban setting where citizens engage in sports and play activities. For example in a playground, a sports field or in the public space. A FieldLab initiates and stimulates cooperation between sports, business as well as knowledge, health and government institutes.

The field-labs will be located in urban communities where citizens can engage in innovative sports activities. A product innovation competition is incorporated into the project to inspire and source exciting new products to test in the field-labs. Field-labs will be developed in four European cities: Eindhoven, Delft (NL), Kortrijk (Be) and Sheffield (UK).

KEY ASPECTS IN THE PREPARATION OF A STRATEGY FOR PARTICIPATION IN EU FUNDED PROGRAMMES



EU funds are limited and very competitive. Hence, it is strongly recommended to take some time to analyse your strengths and weaknesses in order to not waste time and money.

This section intends to provide some helpful advice to potential sport beneficiaries of EU funding on how to develop an efficient strategy to enable participation in EU funded programmes.

To define your own strategy as an organisation, you must have answers to the following questions: **WHAT IS THE PURPOSE** (of applying for EU funding)? and **WHAT IS THE ADDED VALUE WE BRING** (as an organisation)?

An optimal approach to defining your European project is to first identify the **NEED** or **PROBLEM** you want to address in your field of activity (as a federation, club, research institution, SME, etc.), and secondly to clearly know what kind of **added-value / expertise** you can provide as an organisation. If this is clear, the relevance part of the project proposal will be much easier to justify.

The EU project should be the **SOLUTION** to these problems / needs. From here, you can formulate the approach of your project, defining an **objective, results** to be attained and **activities** to carry out in order to achieve them. It is highly recommended to draft a **“Project Fiche / Concept note”** with the main elements of your project idea. This document

will be extremely useful in looking for partners, and sharing the idea with experts to enrich the proposal, present it on Info Days, etc.

IDENTIFY A PROBLEM,
NEED OR LINE OF ACTIVITY
PROJECT IDEA

DEFINE AN OBJECTIVE,
ACTIVITIES TO BE DEVELOPED
AND RESULTS TO BE
ACHIEVED

SYNTHESIZE THIS
INFORMATION IN A
CONCEPT NOTE / PROJECT FICHE

1. Which relevant funding?

A second question to answer is which are the most relevant EU Programmes that best match your project idea. To this end, it is of utmost importance to have a clear mapping of EU funds. As this Guide shows, funding opportunities for sport are not centralised in a single Directorate General or Programme.

Opportunities can be found in different areas of interventions of the EC, like fostering SMEs and industry competitiveness, developing new tourist products, promoting social inclusion, inter-regional cooperation, etc. This Guide intends to facilitate the clear and quick identification of the EU Programmes that best suit your sports-related projects.

Once relevant programmes have been identified, it is strongly recommended to build your own INFORMATION SYSTEM. This is an approach to easily monitor the updates regarding annual work programmes, call for proposals, Info Days in Brussels or in other Member States, etc.

This information system should include (non-exhaustive list):

1.1. Websites of the European Commission and its different programmes

(see the links included in the programmes' section of this Guide). There you can find and monitor:

- › **Work Programmes.** In general terms, each Programme publishes an annual or biannual work programme where you can anticipate the calls for proposals that will be launched. This is very important information in order to prepare project proposals with longer deadlines.
i.e. **COSME Work Programme 2016**
- › **Open call for proposals**
- › **Projects already funded**, good for inspiration and to avoid duplication of projects.

1.2. Social Networks

Although informal, some of these groups are interesting in that they track news about programmes and call for proposals, project ideas of other organisations, etc. In addition, there are official accounts from European Commission DGs, executive agencies, programmes, etc. where you can find useful information.

› Facebook

› **LinkedIn** EU funds, H2020, COSME, Erasmus+, etc.)

› **Twitter** (follow the accounts of most relevant EU Programmes). i.e: @EU_EASME, EUErasmusPlus, @europe_creative, @interregeurope, etc.

1.3. Specialised websites on EU funding

i.e. **WelcomEurope**

2. With whom?

EU projects are, by their very nature, collaborative. This means that they are the fruit of the cooperation of different European organisations willing to work jointly to find transnational solutions to transnational problems.

Hence, a critical aspect in any strategy to win projects is to find good and reliable partners. But, how can we find them and which criteria should we follow to choose them?

Good advice would be to pick them by taking into account:

- › Their experience and expertise.
- › Complementarity (added-value, innovation, etc.).
- › Their role and commitment to the project (avoid “sleeping partners”).
- › Trust. If they are new, check their references and reputation.
- › Engage them in the whole project cycle, from conceptualisation and formulation to budget preparation. Project ownership by the whole partnership is crucial for success (and for later implementation).

3. Where can you find your international partners?

- › Start from your own network (highly recommended).
- › Contact National / European Federations / Associations in your field of specialisation. They or their members will probably be interested in joining projects.
- › Info days (organised in Brussels or by National Contact Points in Member States). A unique occasion for networking and sharing ideas. For example, check the **Sport Info Day 2016**.
- › Check already funded projects. This is a good platform to identify organisations with experience and already interested in EU projects.
- › EC Partner Search Tools. **CORDIS** or the **Sport Info Day Partner Search Tool**.

4. How are we going to do it?

To be successful in an EU project demands an investment in resources, both human and economic. Hence, it is critical to clearly determine what you need in terms of human and financial resources and allocate them efficiently.

In terms of **Human Resources**, you need to invest in those who can:

- › Formulate and draft the proposal (internal expertise / in-house staff).
- › Implement project activities if and when the project is finally awarded.
- › Direct and manage the organisation (several departments involved).

In terms of **Financial Resources** you need to consider whether you can afford to:

- › Subcontract the drafting of proposals to an external consultancy, if necessary.
- › Travel to Info Days or other relevant forums.
- › Contribute to project co-financing.
- › Be sure your organisation can face cash-flow tensions during project implementation.

5. Participation strategy





Author:



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