



The European Platform for Sport Innovation

Europe Accelerates Innovation in Sport

#InnovateSport

PRESENTATION OUTLINE

- **WE ARE EPSI**

- Relevance of Sport
- What is EPSI
- Our Members

- **OUR SERVICES**

- What We Offer
 - Lobbying & Education
 - Tartu Call For Healthy Lifestyle
 - Cross-Regional partnership ClusSport
 - The European Week Of Sport
 - The Sport Academy
 - Fundraising
 - Concept Notes and Brokerage Events
 - Strategic Partners for Project Development
 - Fundraising Results
 - Business Creation
 - Strategic Partners for Business Development



WE ARE EPSI

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RELEVANCE OF SPORT

Sport is beneficial to both **health** and **social relationships**, but its **economic** significance is growing. A 2012 study calculated that the direct effects of sport, combined with its multiplier effects, added up to 3% (294.36 billions of euros) of overall gross value added in the EU.

Sport, in its different forms, is identified as driver for **economic growth** and it is embedded with sectors such as **tourism**, **health** and **transport**. For the EU as a whole, total employment generated by sport activities is 7.3 millions of euros, equivalent to 3.5% of total EU employment.

As a relatively new sector, sport is generally regarded as being an early adopter of new ideas and **innovations**. Sport can help specific business sectors to **develop**, depending on the characteristics of sport demand and supply in a specific country.

WHAT IS EPSI

- **Non for profit** European association (ASBL) based in Brussels (Belgium).
- **Membership-based networking organisation** focusing on innovation in the areas of physical activity, sport, leisure, health, tourism and many more.
- EPSI strives for a more innovation-friendly environment to **stimulate businesses development** with a focus on the quadruple Helix: business, academia, public authorities and end-consumers.

OUR MEMBERS

The **European Platform for Sport Innovation** is now composed by **98 members**, coming from **19 countries**.



Among our members, there are:

- **Sport Associations and Federations**
- **Industries and SMEs;**
- **Communication & Marketing Agencies;**
- **Clusters;**
- **Research Centers;**
- **Universities;**
- **Public Authorities.**

OUR MEMBERS

Universities



Research Centers



Clusters



Industrial and SMEs



OUR MEMBERS

Sport Associations and Federations



Public Authorities



Communication & Marketing Agencies





OUR SERVICES

Europe Accelerates Innovation in Sport

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WHAT WE OFFER

LOBBYING & EDUCATION

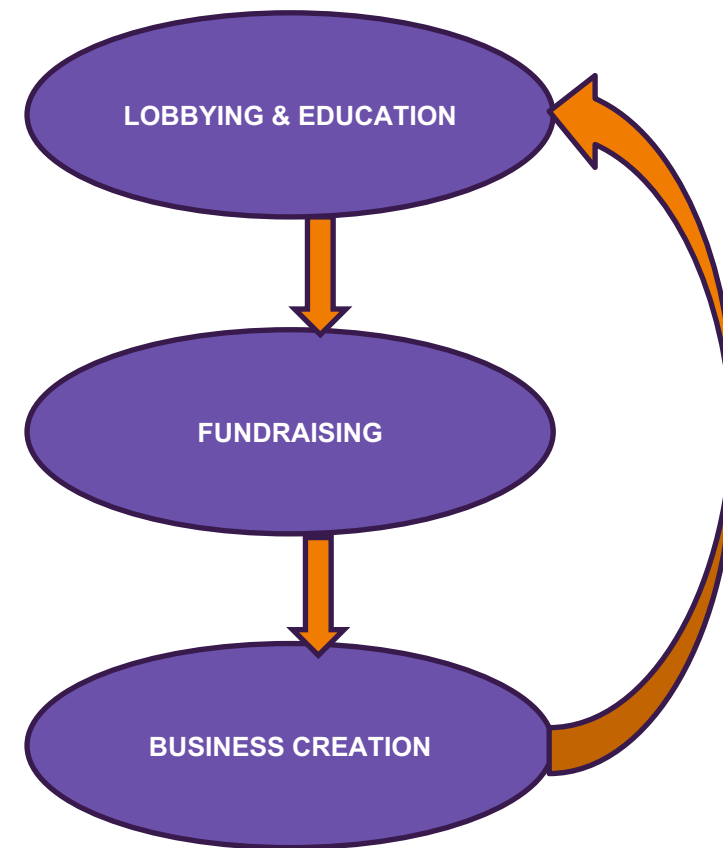
- Influence policy makers at European, National, Regional and Municipal level to increase political attention and public investments towards sport;
- Through our Sport Academy we aim to give the best opportunities and management of the required skills in order to educate Professionals in the field of sport.

FUNDRAISING

- Create, engineer, coordinate and/or manage European, National and Regional projects with subventions/public financial investments ranging from a minimum of 60.000 € per year up to 10/15 million € per multiple years.

BUSINESS CREATION

- Create business opportunities among its members and other relevant stakeholders. In this area, we aim to create a sport-friendly environment in Brussels, under the umbrella of our “House of Sport” (in Rue Joseph II, 40).



LOBBYING & EDUCATION

LOBBYING ACTIVITIES

Through our activities, we influence policy makers to increase political attention and investments towards sport and physical activity.

AMONG OUR RESULTS:

- Tartu Call: we convinced the EU to launch an initiative targeting healthy lifestyle
- ClusSport: we convinced twelve Regional Authorities to invest in Sport
- European Week Of Sport: we are partner of the EU Commission promoting the #BeActive movement

TARTU CALL FOR A HEALTHY LIFESTYLE

In 2017 in Estonia, **three EU Commissioners** (Education, Culture, Youth and Sport; Health and Food Safety; Agriculture and Rural Development), signed 15 commitments to promote healthy lifestyles through sport, food, innovation or research: that was **the Tartu Call for a Healthy Lifestyle**.

Beyond strengthening **cooperation** across different Commission departments, the Tartu Call sends a strong signal on the importance of **healthy lifestyles**, and invites EU Member States and society to contribute.

In 2019, **EPSI** took part in a EU Commission event related to the **Tartu Call** developments, stressing the importance of bridging different sectors in promoting sport and physical activity. **ClusSport** network and **EPSI regional partnership scheme**, were considered best practices of joint actions towards a healthy lifestyle.



CLUSSPORT



- **ClusSport** is the project consortium in the thematic area of Sport of the Smart Specialization Platform for Industrial Modernization.
- **Sport**, in its different forms, and physical activity are identified as drivers for economic growth. It is embedded with other sectors such as tourism, health, and transport. Sport can help specific business sectors to develop.
- The main **objective** of the ClusSport is to help strengthen the **sport industries** at EU level. This interregional partnership brings together stakeholders from the sport sector and related industries.



CLUSSPORT – THE PARTNERSHIP



LEADING REGIONS

Lapland (FI)

South Netherlands (NL)

PARTICIPATING REGIONS

Flanders (BE)

Kainuu (FI)

Upper Austria (AT)

Valencia (ES)

Catalonia (ES)

Auvergne Rhône-Alpes (FR)

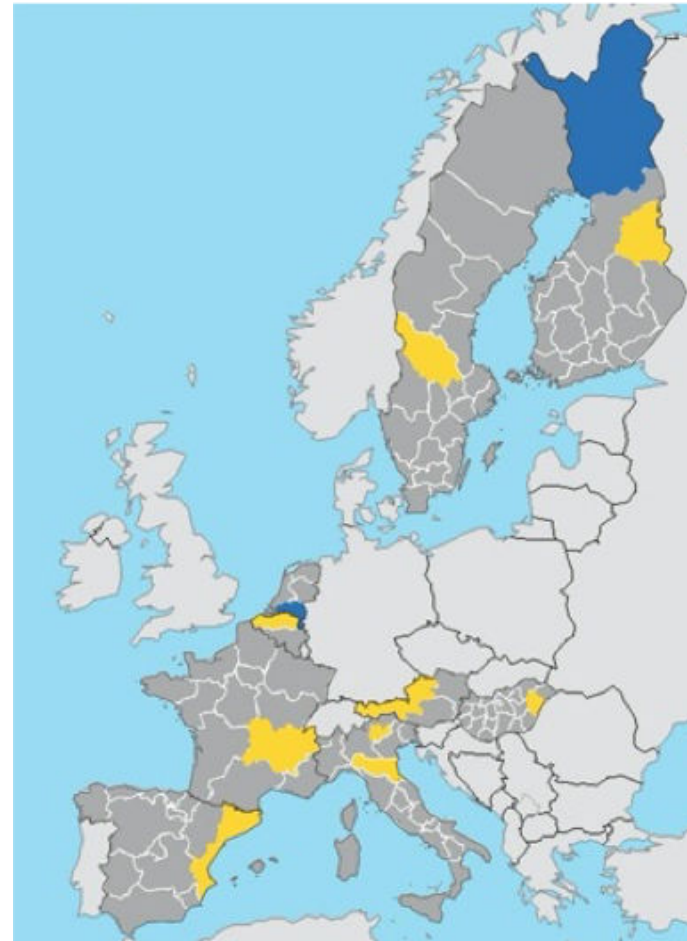
Dalarna (SE)

Trento (IT)

Emilia Romagna (IT)

Hajdú-Bihar (HU)

(European Platform for
Sport Innovation - EPSI)



ClusSport Partnership

Leading regions

Participating regions

EUROPEAN WEEK OF SPORT



#BEACTIVE
23 - 30 September

EPSI is partner of the **European Commission** since the first edition. Launched in 2015, the **European Week of Sport** was created in response to the worsening inactivity crisis.

Every year **from 23 to 30 September**, millions of people, sports professionals, enthusiasts, experts and associations take part in the European Week of Sport events, led by the European Commission and co-organised by national coordinators and sport partners all over Europe.

The European Week of Sport communication campaign is characterised by the hashtag **#BeActive**



LOBBYING & EDUCATION

EDUCATION: THE SPORT ACADEMY



An intense study program for the implementation of the knowledge in this area is fundamental for the academic sport career of Coaches Trainers Specialist in Motor Science and also Athletes. That's why EPSI promotes education through our Sport Academy.



www.sportacademyeurope.eu

It is a new platform in Sport, aimed at becoming a new stakeholder in the sport family. The Sport Academy has indeed the mission to give the best opportunities and management in order to educate Professionals in the field of sport.

FUNDRAISING




EPSI activities aims to create, engineer, coordinate or manage European, National, or regional projects with dedicated financial investments, either following:

- **TOP DOWN APPROACH.** EPSI circulates a list of all relevant Call for Proposals for the sport sector, asking members to:
 - **Select** the call for proposal from the distributed list;
 - **Elaborate** their investment / innovation project idea;
 - **Identify** the partners they would like to work with.
- **BOTTOM-UP APPROACH.** EPSI requests members to submit their investment/innovation project ideas through a concept note format, scans and examines the available calls so as to find the match and finance the innovation idea.

FUNDRAISING – CONCEPT NOTES





Updated January 2021

CONCEPT NOTES

IMPORTANT
EPSI Members' List of Concept Notes have been revised to allow a more efficient follow-up on the submitted proposals. To this purpose, concept notes have been regrouped into different subordinated categories:

- Programs:** A program is a broad theme around which one or more project proposals / business, research, social ideas can be created. Regular **"Brokerage tables"** will be organized between the concept note leader/ coordinator, other EPSI members and the EPSI Strategic Consultant(s) to develop a (a series of) concrete project ideas and/or business/research/social outcomes.
 - Projects** is one precise and tangible way to ensure a concrete development of any program. Through the same "Brokerage tables" any ideas will be refined and finetuned to produce a concrete project proposal with work packages, precise deliverables, and project partners. Such project proposal will finally be submitted so as to locate public investors at European/ National / regional / municipal level or any other private investors / donors.
 - Business/Research/Social Ideas:** is a second well-defined tangible way to "advance" on any program. In this second scenario and depending on the nature of EPSI members i.e. academia; public authority; private for profit or non for profit undertakings, the objective will be to deliver business, researches (more for academia); social (more for public authorities) cases which, fueled by the EPSI ecosystem, and following some well-defined procedural steps, will result in a concrete road map for the realization of such ideas.

The hereunder Concept notes will equally be defined according to their level of activities:

- PASSIVE CONCEPT NOTES:** **colour-coded in RED** hereunder are the ones that are "dormant" meaning that:
 - have not yet identified a clear coordinator / group leader
 - have not resulted in follow up brokerage tables
 - have not yet clearly identified what outcome are they supposed to deliver
 - passive concept notes will remain in this list so that any interested members can propose to become a group leader and advance further these passive concept notes.
- ACTIVE CONCEPT NOTES:** **colour-coded in GREEN** hereunder are on the contrary the ones that
 - have a group leader steering the activities
 - have resulted in follow up Brokerage tables
 - have started a process to identify a clear outcome to deliver.

1



Updated January 2021

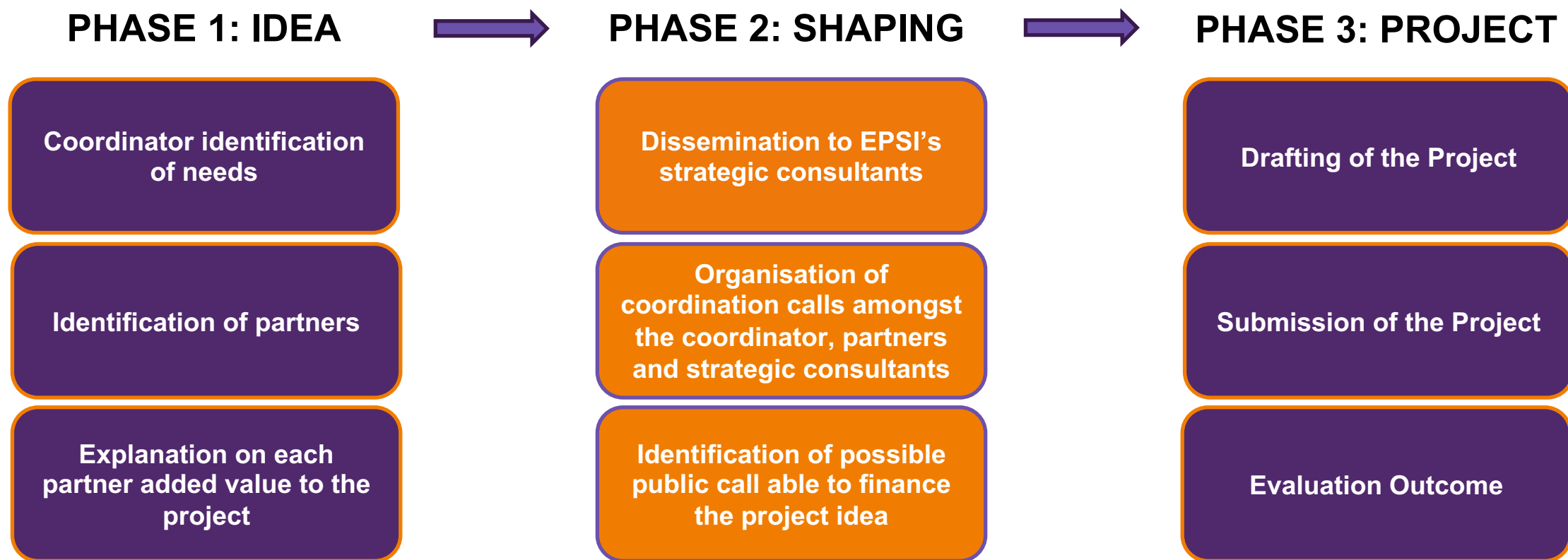
Contents

PROGRAMME: DISABILITY IN SPORT BY MATE (ITALY) - PASSIVE	4
Project Concept Note: "Exercise Program for young people with disabilities " by University Union Nikola Tesla (Serbia) - PASSIVE	5
PROGRAMME: WOMEN IN FOOTBALL/SPORT BY MATE (ITALY) - PASSIVE	6
PROGRAMME: CAREERS FOR ATHLETES BY MATE (ITALY) - PASSIVE	7
Project Concept Note : (Dual) Careers for Athletes by Mato (Italy) - PASSIVE	7
Project Concept Note: "Raising an Athlete" by VERDE Klaster (Poland) - ACTIVE	8
PROGRAMME SWIMMING AND PARTICIPATION BY CLUSTER SPORTS AND TECHNOLOGY (THE NETHERLANDS) - ACTIVE	10
PROJECT CONCEPT NOTE: "Increasing swimming participation and reducing dropout" by Cluster Sports and Technology (the Netherlands) - ACTIVE	10
PROGRAMME: EXERGAMING BY KAJAANI UNIVERSITY (FINLAND) - ACTIVE	11
Project Smart Gym and Exergaming by Kajaani University (Finland) - ACTIVE	11
Project Concept Note "SportKompas" by Victoris (Belgium) - ACTIVE	12
Project Concept Note: "Mediterranean Championship Series of E-Sports" by the Italian e-Sports Association (ITeSPA) (Italy) - ACTIVE	13
PROGRAMME: IT AND INNOVATION IN SPORT	14
Project Concept Note: "Visualise/Comprehend the athlete progress" by Qridi (Finland) - ACTIVE	14
Project Concept Note: "Lab Aloch" by Trentino Sviluppo (Italy) - ACTIVE	15
Research/Business Case Concept Note: "Oxynet" by Università degli Studi di Trento (Italy) - ACTIVE	16
PROGRAMME: SPORT4HEALTHY LIFESTYLE	17
Project Concept Note: "Developing a Guide/Prevention Programme to Support a Healthy Lifestyle" by EHLA (Belgium) - ACTIVE	17
Project Concept Note: "Predictive healthcare monitoring system" by University of Jyväskylä (Finland) - ACTIVE	19
PROGRAMME: SMART VENUES BY CREPS MONTPELLIER (FRANCE) - ACTIVE	20
PROGRAMME/PROJECT: SMART VITALITY AT WORK BY CLUSTER SPORTS AND TECHNOLOGIES (THE NETHERLANDS) - ACTIVE	21
PROGRAMME/PROJECT: "SMART VITAL CITIES" BY CLUSTER SPORTS AND TECHNOLOGY (THE NETHERLANDS) - ACTIVE	22
Project Concept Note "App/tool for monitoring the return of sport events at the municipal level" by ACES EUROPE (Belgium) - ACTIVE	23
Project Concept Note: « social inclusion and active ageing » by ATER L'AQUILA (Italy) - ACTIVE	24
Other topics	25
Project Concept Note: "Vocational training in Sport Goods Industry/Business" by Association of Sporting Goods Producers and Sports Equipment in Austria (VSSO) - ACTIVE	25
Project Concept Note: "E-Bikes and accidents statistics" by Association of Sporting Goods Producers and Sports Equipment Suppliers in Austria (VSSO) - ACTIVE	26

2

FUNDRAISING: HOW WE DEVELOP PROJECTS

In the **bottom-up approach**, EPSI supports their members in turning their innovation ideas into real projects. We do it through a **three-phase process**:



FUNDRAISING – BROKERAGE EVENTS

In order to create projects and involve partners in the most recent **Calls for Proposals** and **Calls for Tenders**, EPSI periodically organises the so-called “**Brokerage Events**”

Through these events, EPSI and **consultancy partners** encourage and support members to present ideas and concepts for future projects, creating the basis for successful **fundraising applications** in the EPSI network.



STRATEGIC PARTNERS

FOR PROJECT DEVELOPMENT



The **European Culture and Sport Organization** is a network of experts aimed at fostering social, economic and sustainable development through Sport and Culture.



IDEA Consult aims to help clients tackle the societal challenges of today and tomorrow by delivering applicable, sustainable and independent advice to organisations and public authorities at all levels.



B Link provides integrate and strategic services both for the public and the private sector. They create links and connections among important international organisations.



N-ABLE is an organisation that aims to enable the deployment of new digital technologies. This is done in both organisational and systemic contexts.



Warrant Hub from the Tinexta Group offers integrated services for industrial projects. They have expertise in specific sectors such as advanced materials and carbon fibers for sport application.

STRATEGIC PARTNERS

FOR PROJECT DEVELOPMENT



GAC GROUP is an international consulting firm in public funding for Innovation and R&D strategy. Their team is composed of 200+ technical experts with PhD or MSc, spread across the World.



ONECO is a consultancy firm active in the field of EU programmes and projects, that works, among others, in the areas of education, training, sport, culture, innovation, employment and enterprise.



KEA European Affairs is an international policy design research center specialised in culture and creative industries as well as sport.



Mr Mike Coyne is a expert in carrying out studies related to sport and innovation sector. He has has done works for the EU Parliament.



W&B Consultants is a business consultancy firm, who help organizations in managing their projects are 360°. They can take care of projects throught Netherlands and beyond.

STRATEGIC PARTNERS

FOR PROJECT DEVELOPMENT



Pyrgus Consulting is a network of professionals with experience in different areas: planning and management of EU projects, strategic and management consulting, social responsibility and training.



Mr Felipe Carrasco Torres is expert in European Union funds for R&D and innovation fields, especially in programmes as H2020, COSME, LIFE, ERASMUS, and others similar.



I&D Consulting focuses on advising clients when it comes to agenda setting, market uptake, networking and fundraising in Brussels as well as across the EU member states, with a specific expertise on EU Affairs.



Deloitte is the most valuable professional services brand worldwide. Its Global Investment & Innovation Incentive service line is providing assistance related to grants and incentives in the context of innovation and sustainability.



Mr Marco Lopriore is an expert specialising in structural funds implementation with a particular focus on the European Social Fund and simplified cost options

FUNDRAISING RESULTS



In 2018/2021, 18 Projects awarded and developed. Budget: € 10,414,212

13 Erasmus+ for a total budget around €4,678,000;

1. **BIG4SPORTS** Building Innovative Governance for Sport, **Budget €355,750**
2. **SCORES** Developing Skills & Competences Resulting in Employability through Sport, **Budget €393,990**
3. **SPHERE** Sport Healing Rehabilitation, **Budget €383,000;**
4. **HEMA** Healthy Employee, Mobile and Active, **Budget €397,208;**
5. **EYVOL** Empowering Youth Volunteers through Sport, **Budget €362,005;**
6. **APPLE** Approach Towards a Sporty and Healthy Lifestyle, **Budget €346,635;**
7. **OPS** Open Air Sport, **Budget €59,500;**
8. **EUPASMOS**, EU Physical Activity and Sport Monitoring System, **Budget €390,000;**
9. **BravaDC**: Brand Value Alignment through Dual Career, **Budget €399,925; NEW!**
10. **EASMH**: European Alliance for Sport and Mental Health, **Budget € 398,450; NEW!**
11. **EWSE**: Empowering Women in Sport Events in Europe, **Budget € 394,534; NEW!**
12. **WISE**: Women's Involvement in Steady Exercise, **Budget € 398,470; NEW!**
13. **MCE**: Multisport Community Experience, **Budget € 398,995; NEW!**

1 Interreg Europe Inno4Sports Sport for Growth and Healthy & Vital Communities, **Budget €1,525,282;**

2 Erasmus+ Key Action 2

1. **A4SEE** Alliance for Sport Engineering Education, **Budget €960,704;**
2. **SPINENT 2.0** Mentor Up, Scale Up!; **Budget €70,735;**

1 COSME SmartSports4GoodLife, **Budget €359,992;**

1 LIFE RESKIBOOT **Budget € 2,819,037**

PROJECTS AWARDED IN 2018-2020

ERASMUS+

BIG4SPORTS

Erasmus+

€ 355,750



BIG4SPORTS aims at connecting funding sources with sports organisations to jointly develop innovative collaboration schemes in Good Governance for sport.

SPHERE

Erasmus+

€ 383,000



SPHERE aims to define a sport scientific protocol to identify the most suitable sport for psychiatric patients and improve their psychophysical well-being.

SCORES

Erasmus+

€ 393,990



SCORES focuses on dual careers of athletes, their employability and therefore on the topic “Promote education in and through sport with special focus on skills development”

OPS

Erasmus+

€ 59,500



OPS main objective is to promote outdoor sports accessible to all and practicable in natural environments without expensive equipment and infrastructure

PROJECTS AWARDED IN 2018-2020

ERASMUS+

APPLE
Erasmus+

€ 346.635



APPLE aims to sensitize European citizens, especially young people, towards the importance of conducting a healthy lifestyle, focusing not only on sport promotion, but on health in a wider perspective.

EUPASMOS
Erasmus+

€ 390,000



EUPASMOS aims to implement a harmonized monitoring system for physical activity and sport, providing comparable, valid and reliable physical activity and sport participation data across EU Member States.

HEMA
Erasmus+

€ 397,208



HEMA tackles the level of physical inactivity in Europe. It is supported and co-funded by the European Commission in the field of Erasmus + programme and European Week of Sport.

EYVOL
Erasmus+

€ 362,005



EYVOL aims to foster inclusive youth environments by implementing innovative educational methods based on sport to train youth leaders and volunteers.

PROJECTS AWARDED IN 2018-2020

OTHER PROGRAMMES

A4SEE
Erasmus+ Key Action 2
€ 960,704



A4SEE contributes to build a sports innovation ecosystem and to enhance sports engineering education

SPINENT 2.0
Erasmus+ Key Action 2
€ 70,735

SPINENT 2.0 is a 15 months project that focuses on technological entrepreneurship in sport, physical activity and wellbeing

RESKIBOOT LIFE
€ 2,819,037

RESKIBOOT targets the problem of plastics waste management with a new model applied to ski boot construction

PROJECTS AWARDED IN 2018-2020

OTHER PROGRAMMES

**SMARTSPORTS4GOODLIFE
COSME**

€ 359,992



SmartSports4GoodLife promotes cooperation among sport clusters and business opportunities for SMEs

**INNO4SPORTS
Interreg Europe**

€ 1,525,282



Inno4Sports places itself in the context of socio economic transformations in Europe that open up new dimensions for the capitalisation of sports ecosystems.

PROJECTS STARTING IN 2021

ERASMUS+

NEW!

BRAVA DC
Erasmus+
€ 399,925

Brava DC enhances the European workplace environment to face effectively the challenges of dual career

EASMH
Erasmus+
€ 398,450

EASMH increases awareness among mental health and sport professionals, for a new sport-based integrated recovery and rehabilitation model

EWSE
Erasmus+
€ 394,534

EWSE promotes the creation of a European network of women sport events to enhance positive their social, economic and cultural impacts.

WISE
Erasmus+
€ 398,470

WISE main objective is to determine the influence of exercise and healthy lifestyle on body composition of young women aged 15-24.

MCE
Erasmus+
€ 398,995

Multisport Community Experience (MCE) is a social-innovation sport project based on collective "movement" competition"

BUSINESS CREATION

EPSI supports / facilitates business creation among its members based on their **strategic development agendas**. EPSI facilitates match-making in several ways:

Business creation from deliverables of European projects

- We push further the lifespan of EU project deliverables and understand if they can become proper business;
- We challenge them with business angels, private equities and venture capitalists to understand their potential.

Business creation from within the EPSI membership

- With the clear understating of our members business objectives;
- With the creation of Business matches with other EPSI members.

Business creation at the cross road between sports and the neighbouring sectors

- With the clear understanding of our members business objectives;
- With the creation of business matches reaching the other sectors we have signed collaboration agreements with.

STRATEGIC PARTNERS

FOR BUSINESS DEVELOPMENT



The **European Technology Platform on Smart Systems Integration (EPoSS)** is an industry-driven policy initiative, defining R&D and innovation needs.



Global Content Alliance (GCA) is a European Strategic Cluster Partnership (ESCP-4i), which was formed in 2018 to promote internationalisation of its member companies in the smart media field.



NECSTour brings together around 35 regions of Europe with competencies in tourism, as well as tourism-related academic organisations and representatives of responsible tourism business associations.



Eurasanté is a tech transfer, incubator, accelerator and cluster manager in the nutrition and health. It accompanies more than 1100 health-nutrition companies and 4000 public and private researchers.

BUSINESS CREATION – MATCHMAKING EVENTS



Smart Systems to #BeActive – EPSI and EPoSS (European Platform on Smart Systems Integration) were co-organisers of an online event aimed at exploring smart systems applicable to the world of sport.

Moreover, EPSI and EPoSS host together a match-making event where they stimulated participants to create synergies for business.



STRATEGIC PARTNERS

FOR GENERAL SYNERGIES



CBBS is a management consulting and lobbying company with international experience aimed at networking, connecting ideas & entrepreneurs, with special focus on Central & Eastern Europe.



SPHERE Connect is a national and international sport and commerce business, providing a range of products and services for organisations within the sports, health and leisure markets.



Thank you for your attention!

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