



Inno4Sports

Interreg Europe



European Union
European Regional
Development Fund

Inno4Sports – Action Plan South Netherlands

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Leading partner: Cluster Sports & Technology

24 February 2021 Bridge Event

Background

South Netherlands

- highly innovative region, a.o. Brainport Eindhoven

Sport and vitality

- key driver for economic growth, innovation, and well-being, at European level

Vision

- from health-care to care for health
- through sport & physical activity related innovations into society

Create

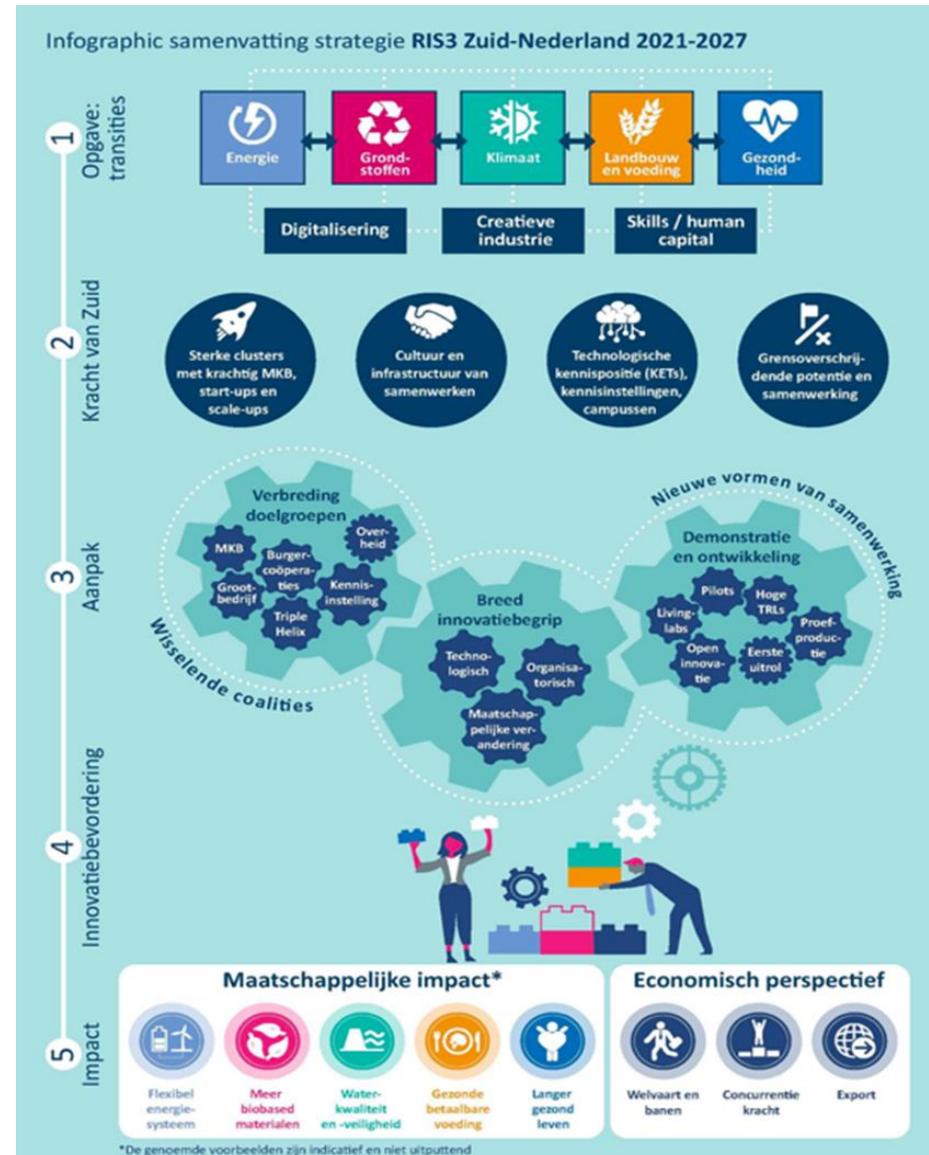
- a healthier & fitter society
- a large economic potential



Ambition

Structure existing collaborations in the innovation ecosystem towards an **Innovation Hub for Sports and Vitality**

- Create good quality innovation projects on Sports & Vitality
- SME support and creation of new business
- Link to new innovation policies
- Impact on big societal challenges (i.e. employment, talent & health)



Achieved policy change

Influence current OP South Netherlands with lessons learnt from other regions

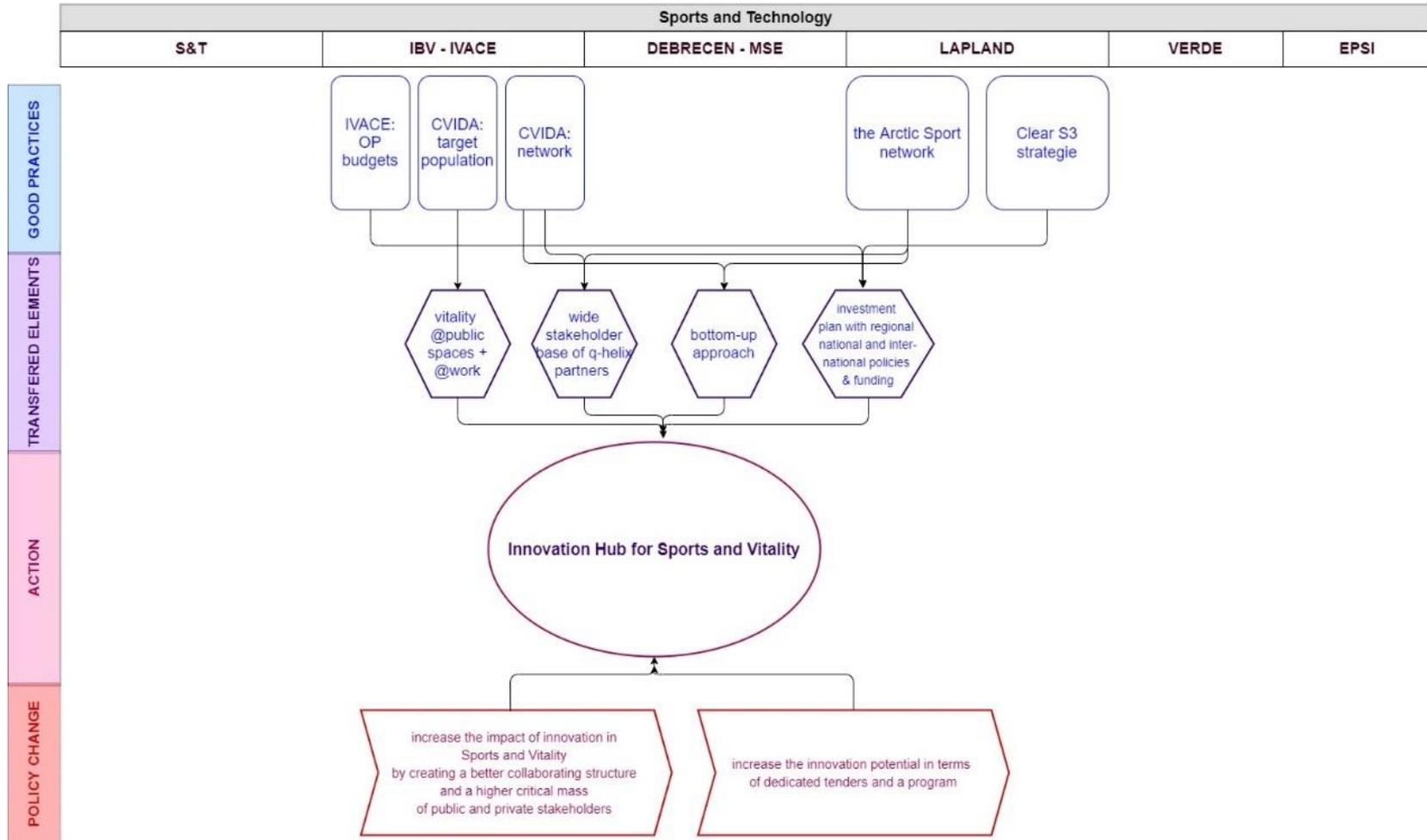
- Through the running **Vitality Living Lab project** and additional discussions with managing authorities
- Influence elements in the definition of the new RIS3

Hopefully easier access to new funding opportunities in the new OP, in particular for our future action

Valencian region	
Good Practise	Lesson learnt
Using activity groups as 'medicine' prescribed by health centres	Involve the health stakeholders in the topic of sports and vitality.
The labour force is the most easy addressed when implementing vitality policies, question is if they should be realised through private or public initiatives (presentation & workshop IE/KCS Valencia)	Develop a vitality approach not only with a focus on the public-private sector (@public spaces) but also with a direct focus on the private sector (@work)
Lapland region	
Good Practise	Lesson learnt
The experience of the public/private Arctic Sports Network	Involve a wider stakeholder network in further developing the goal of the Vitality Living Lab project.
The innovative approach of Lapland on service model development using both virtual and real lab environments to test new services and approaches on its usability,	Our product-service innovation need to have more attention

Future action

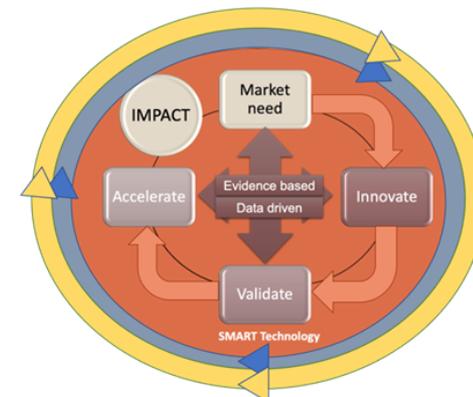
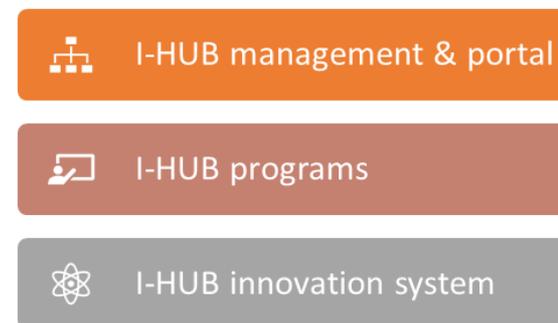
Inspiration from other regions



Future Action

Develop **Innovation Hub for Sports and Vitality**

- Regional innovation hub
- Regional infrastructure (knowledge, living labs, programs,)
- Data driven, innovation and business acceleration



Action steps

Step 1 Set up a new structure: Innovation hub for Sports & Vitality as a collaborative initiative between key partners (Industry, living labs, knowledge parties, government)

- 1.1. base coordination structure of the innovation hub
- 1.2. organisational structure
- 1.3. data infrastructure -> pilot action

Step 2 Increase innovation potential as a contribution to societal challenge of a healthy and vital ageing society with economic impact

- 2.1. Explore public and private support possibilities for programs.
- 2.2. Submit project to develop the innovation services
- 2.3. Increase innovation potential by dedicated tenders and projects

Policy Change

Focus on implementing a large project:

- Support the development of the strong local Sports & Vitality ecosystem for innovation and growth.
- Support quadruple helix collaboration: educational organisations providing expertise and research, local/regional governments providing public services and supporting growth of local business, SME's developing their products and residents and sport clubs as end-users.
- Support the implementation of RIS3 and specialisation in field of Sports & Vitality, but also in the field of data, artificial Intelligence and smart technology



Generate relevant **data for innovation and business development** by identifying market demands



Create **smart innovative solutions** (products and services)



Scale up of business by new business models and **public-private partnerships**



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Thank you!