



Stepping up Economic and Technological Intelligence in Sport

Background

Sport has been growing in prominence in recent years. It is being promoted as beneficial to health and as a way to maintain good social relationships. It is also of increasing economic relevance. In 1999 almost 800,000 people were employed in sports in Europe, over the past ten years that figure has risen by 60% and is expected to reach nearly 2 million by 2010. 'Sport' incorporates many industrial sectors and services and is a growing area for companies of all sizes. The sector is relatively new and is generally regarded as being an early adopter of new ideas and innovations.

knowledge organisations. This should create business opportunities throughout Europe. The project will focus on business creation and business acceleration based on intelligent and functional sports products. The project will target a group of SMEs comprising both existing and new enterprises in the EU. These are likely to be drawn from the more traditional industries (e.g. shoes and clothing) as well as from the more innovative sectors as the electronics industry (sensor, MST). The project starts on February 1st 2006 and ends on January 31 2008.

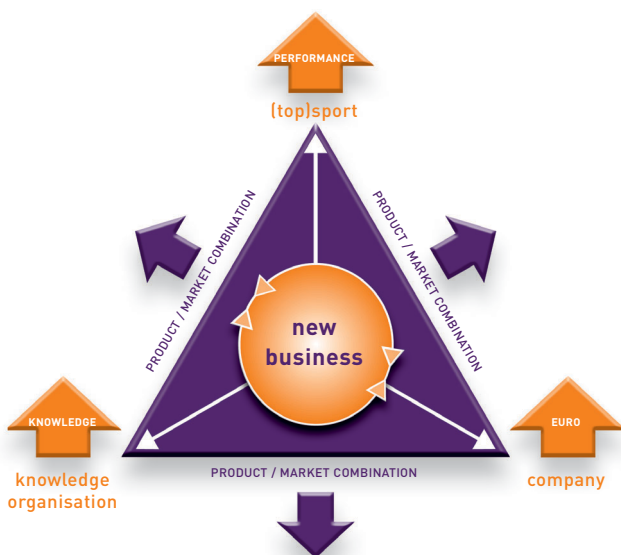
The project will address the following issues:

1. The fragmentation of research (technology and human factors) and the insufficiency of targeted research;
2. Limited research and innovative power;
3. The lack of a long-term vision for innovation;
4. Insufficient new business creation;
5. Too great a focus on national rather than European approaches in R&D.

Activities

The following activities will be used to coordinate research:

1. The setting up of a European platform as a basis for a competitive sports industry;
2. The investigation and testing of new approaches to innovation in sports, learning lessons from the experience of FP research projects and promoting entrepreneurial innovation;
3. Offering services that need to be provided on a European scale;
4. The setting up of an innovation roadmap based on sports needs, opportunities for companies and the available knowledge, in order to set an agenda and stimulate market-driven R&D;
5. Promoting a shift in the paradigms towards a knowledge-based sector.



Project aim

This project aims to create an innovation-friendly environment for the sport industry throughout the EU, and to encourage technological innovation. Ultimately, the aim is to see the growth of innovative, technology-based businesses. This objective will be achieved through the effective coordination of national and EU research projects and a strong emphasis on networking that will bring together the needs of sports with



The consortium

The consortium running this project consists of the following 11 parties:



(Project Co-ordinator) Netherlands Organization of Applied Scientific Research (NL). www.tno.nl



Institute for Biomechanics of Valencia (ES). www.ibv.org



ESTIA, Ecole Supérieure des Technologies Industrielles Avancées (F). www.estia.fr



GAIA, Asociación de Industrias de las Tecnologías Electrónicas y de la Información del País Vasco (ES). www.gaia.es



University of Loughborough (UK). www.lboro.ac.uk



The Federation of Sports and Play Associations - FSPA (UK). www.sportsandplay.com



Federation of Sport Manufacturers and Wholesalers in Sportarticles (NL). www.fghs.nl



Spanish Sport Industry Association (ES). www.afydad.com



Association of the Sporting Goods Industry of the Czech Republic (CZ). www.avoz.cz



Stichting Sports and Technology (NL). www.sportsandtechnology.nl



Public Agency of the Republic of Slovenia for Entrepreneurship and Foreign Investments (SI). www.japti.si

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