

innosport^{eu}



Stepping up Economic and Technological Intelligence in Sport

Background

- Sport innovation/market has been growing in prominence in recent years
- Sport is promoted as beneficial to health and as a way to maintain good social relationships
- It is also of increasing economic relevance
- '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



Project facts

- Co financed by the EC: Coordination action (CT-2004-23416)
- Project budget: 1.452.347, 80 €
- Duration 2 years: 1 Feb 2006 – 31 Jan 2008
- Project Management Organisation exists of:
 - European Commission: Gaetano Petralia
 - Overall project co-ordinator: TNO Sport, René Wijlens
 - Management board: chair FHGS, Dirk Vinken
 - Advisory board: chair FESI, Alberto Bichi

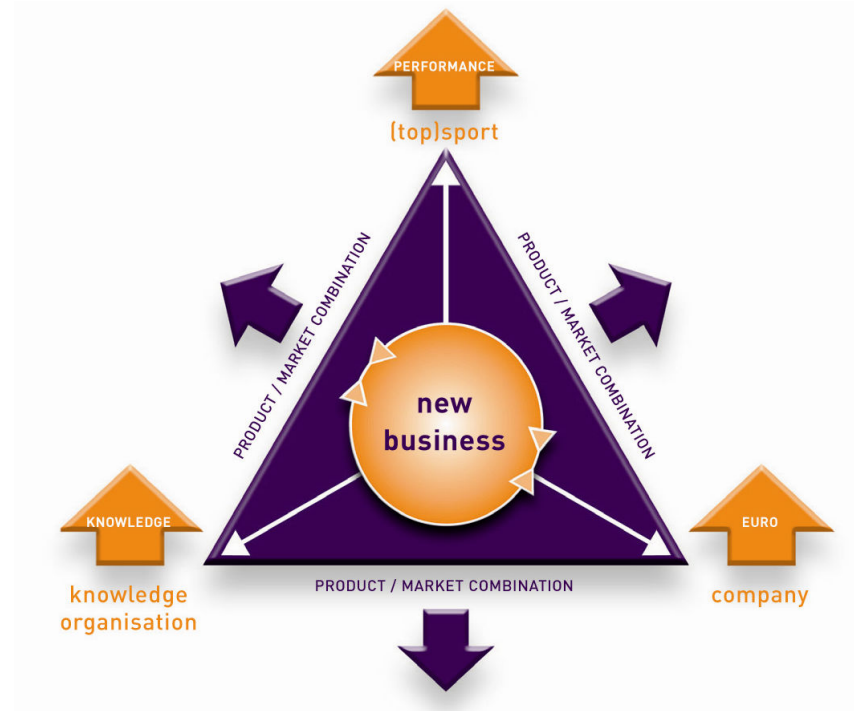


SIXTH FRAMEWORK PROGRAMME



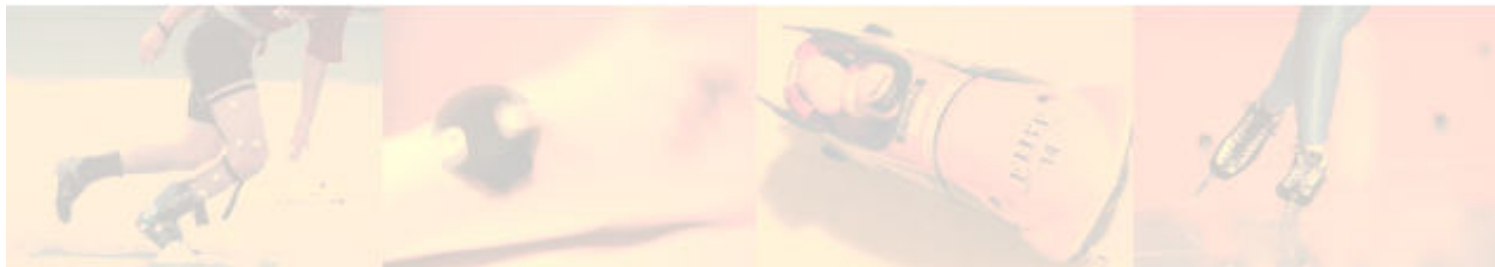
Project aims

1. Creation of a more innovation-friendly environment for the Sport industry throughout the EU
2. Stimulation of technological innovation
3. Setting up of innovative technology businesses



Issues that are tackled

- Fragmentation of research (technology and human factors) and sector, insufficient targeting of research
- Limited research and innovative power
- Lack of a long term vision for innovation and insufficient new business creation
- Too much focus on National rather than European approaches in R&D

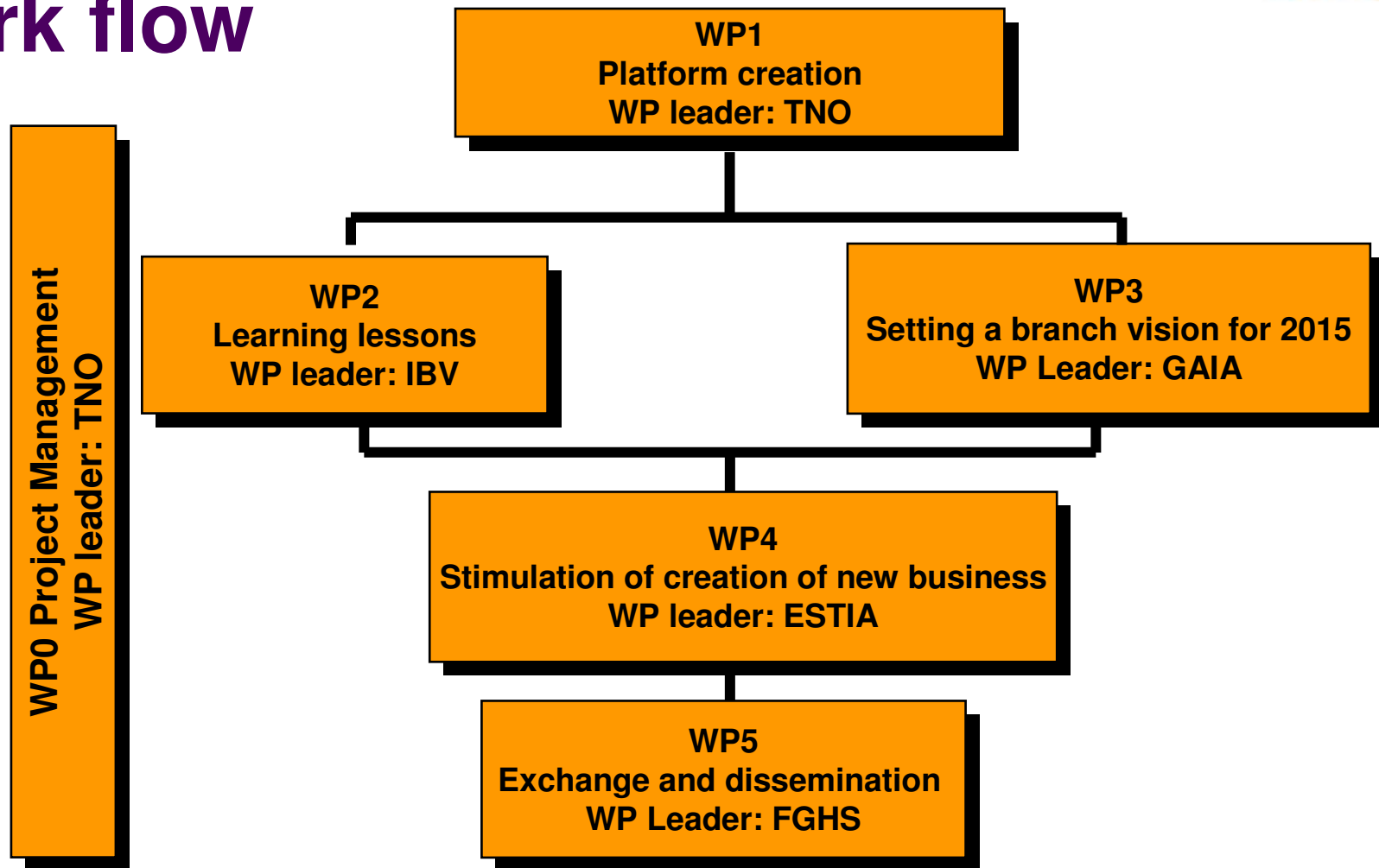


Activities

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. Provide relevant services for promotion of innovation 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



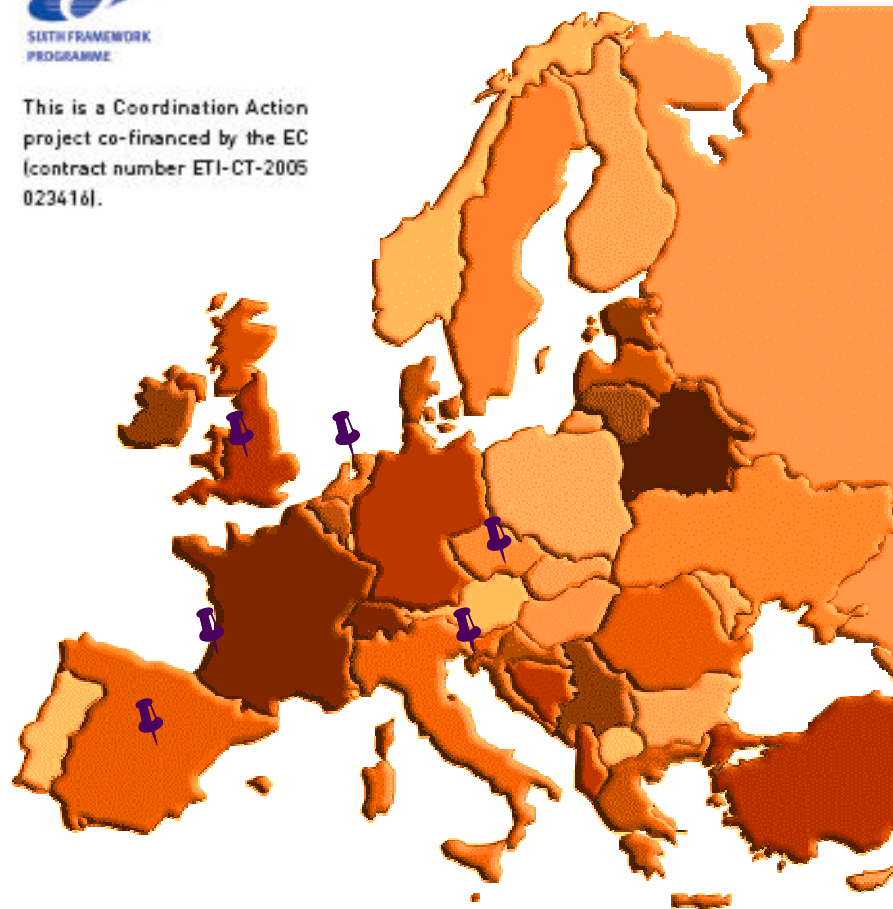
Work flow



The consortium



This is a Coordination Action project co-financed by the EC (contract number ETI-CT-2005 023416).



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



INSTITUTO DE BIOMECANICA DE VALENCIA

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



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



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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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