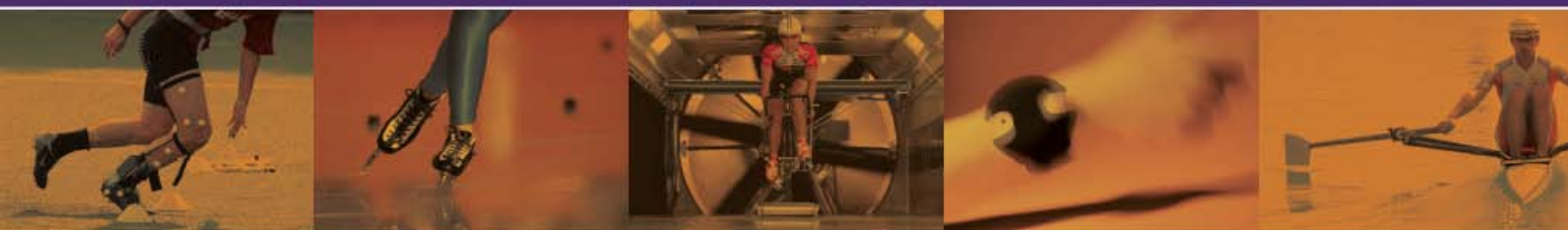


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NO.2



THE EUROPEAN SPORTS INNOVATION PLATFORM OFFICIALLY LAUNCHED

[By Paulien Kok, TNO]

THE EUROPEAN SPORTS INNOVATION PLATFORM (ESIP) WAS OFFICIALLY LAUNCHED ON 6 FEBRUARY 2007 DURING THE MID-TERM MEETING AT THE ISPO IN MUNICH. THE PLATFORM IS AN ORGANISATION OF PARTIES WITHIN EUROPE THAT STRIVES FOR A MORE INNOVATION-FRIENDLY ENVIRONMENT FOR THE EU'S SPORTS INDUSTRY IN ORDER TO STIMULATE TECHNOLOGICAL INNOVATION AND SET UP INNOVATIVE TECHNOLOGY BUSINESSES.

The ESIP's main goal will be to stimulate networking between high-tech companies, SMEs, universities and research organisations by organising meetings, seminars, activity groups and by creating a website which includes a database for information exchange.

The first members joined the Platform during the mid-term meeting of the Innosport EU project in Munich. User Advisory Board members Mr Alberto Bichi (FESI) and Mr Eric Wallace (ISEA) registered by filling in the bn registration form online.

The platform focuses its activities on four main domains:

- Devices for performance, monitoring and enhancement
- Sports accommodation, floorings and equipment



- Sports nutrition and physical activity
- Sporting goods and apparel

Why a European Sports Innovation Platform?

Sport has been growing in prominence in recent years and is being promoted as both beneficial to health and a way of maintaining good social relationships. It is also of increasing economic relevance. In 1999 almost 800,000 people were employed in sports in Europe; in recent years that figure has risen to 1.3 million and is expected to reach nearly two million by 2010. 'Sport' incorporates many industrial sectors and services and is a growing area for companies of all sizes. The market is large in Europe: in 2001 turnover on sports products and equipment alone was 37 billion euros. The sector is relatively new and is generally regarded as being an early adopter of new ideas and innovations. To prevent separate and similar developments in different countries there is a strong need to team up the initiatives on a more European level and improve the trans-national visibility on research and business creation.

The major bottlenecks and limiting factors for research, development and innovation in the EU sports market are:

- Fragmentation of research (technology and human factors) and the inadequacy of targeted research;
- Limited research and innovative power;
- Lack of a long-term vision for innovation;
- Insufficient new business creation;
- Too great a focus on national rather than European approaches in R&D.

Who can join the European Sports Innovation Platform?

Any party that delivers a contribution to the innovation in the sports industry may join the platform: manufacturers, research organisations, representative organisations, business facilitators, etc.

Why should I join the European Sports Innovation Platform?

The European Sports Innovation Platform will be our main instrument to exchange information on innovation in the European sports industry, for example to generate ideas for new innovation projects. We will form working groups around topics that are important in the industry. Also new trends and news on innovation, showcases of success stories – projects, innovations and initiatives, etc - will be exchanged within the platform. We will organise seminars, brokerage events, congresses and develop innovation projects.

On the other hand we need critical mass to support our initiatives to the European Commission. This is important in our lobby to create more attention and room for projects on sports innovation in the European research programmes.

How can I join the European Sports Innovation Platform?

You can join the European Sports Innovation Platform by going to the website www.innosport.eu and registering yourself and your organisation. For this we need information on:

- The contact within your organisation
- The profile of your organisation
- The role of your organisation in the sports industry
- The interest of your organisation in specific topics and issues within the platform
- The willingness of your organisation to play an active role in the platform

Who already is in the European Sports Innovation Platform and who will be in the near future?

A number of important players have already joined the platform and we have identified a large group of interested parties.

Current stakeholders are:

- Sports Industry organisations: FESI (Federation of European Sports Goods Industries), AFYDAD (Spain), AVOZ (Czech Republic), FGHS (Netherlands)
- Business centres: Sports and Technology (Netherlands), Federation of Sports & Play Associations (UK), JAPTI (Slovenia)
- Knowledge parties: ESTIA (France), GAIA (Spain), IBV (Spain), TNO (Netherlands), University of Loughborough (UK)
- Member organisations: RFIS (French Network of Sport Engineering), ISEA (International Sports Engineers Association)
- Sports organisations: NOC*NSF (Netherlands)
- Companies: adidas (Germany), Decathlon (France), Polar (Finland), SportCreber (Spain)
- Technical organisations: ATOK (Association of Textile, Clothing and Leather Industry, Czech Republic)

SPORTS TECHNOLOGY AT LOUGHBOROUGH UNIVERSITY, UK:

£15 million Sports Technology Institute set for Loughborough University

[By Mike Cain, Loughborough University]

A £15 MILLION STATE-OF-THE-ART SPORTS TECHNOLOGY INSTITUTE IS BEING CREATED AT LOUGHBOROUGH UNIVERSITY, IN PARTNERSHIP WITH EAST MIDLANDS DEVELOPMENT AGENCY (EMDA).

The Institute will develop cutting-edge technology to assist the country's elite athletes in their preparation for the London 2012 Olympic and Paralympic Games, as well as significantly enhance research, innovation and enterprise in the sport and leisure sector throughout the region, and beyond.

Due to open later this year, the Institute will become home to the University's world-leading Sports Technology Research Group. The Group has an international reputation for its work with global brands on the design, simulation, testing and manufacture of sports equipment. Industrial collaborators include

It is anticipated that the Sports Technology Research Group will secure further ongoing funding from the Engineering and Physical Sciences Research Council and the sporting goods industry to enable additional investment in equipment and staff. The Group is also holding discussions with UK Sport to determine how the Institute can best support GB athletes aiming for Olympic medal success.

Sports Technology at Loughborough University, UK

The Sports Technology Research Group is concerned with the development and testing of athletic footwear, technical sports apparel, sports balls and sports and fitness equipment as well as the users of such equipment. The Group was a member of the University sports consortium awarded the Queen's Anniversary Prize 2002 for its contribution to the world-leading role played by the University in sports research, education and development.

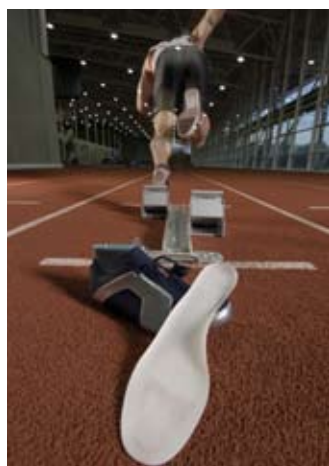
Members of the group and academic collaborators

Research leadership is provided by Professor Roy Jones, appointed to the Dunlop-Slazenger International Chair of Sports Technology in 1999 (the first Professor of Sports Technology / Engineering in the world). There are five additional academics researching in the sports technology domain, Drs Caine, Harland, Leaney, Mitchell and Roberts. Two others (Professor Rothberg and Dr West) have dual research group interests. Various collaborative projects have resulted in additional expertise and supervision from a further 14 LU academics in 8 departments.

Main areas of research

The main categories of sports equipment that have received research attention are:

- Implements; golf clubs, tennis, squash and badminton rackets, hockey sticks, cricket bats
- Balls; golf, soccer, ovoid, tennis, squash, cricket, basket balls, shuttle cocks
- Exercise/training equipment
- Virtual training environments
- Athletic shoes; soccer, sprint spikes, running shoes
- Technical apparel; rugby shirts, compression garments



Loughborough's Sports Technology Research Group is currently working with a leading specialist footwear brand to develop customised sprint shoes to enhance individual athlete's performance.

adidas, Callaway Golf, Canterbury of New Zealand, Head, New Balance, Nike, Reebok, Sports World International (Dunlop Slazenger) and Umbro. Recent high profile projects include partneringw adidas in the development and validation of their revolutionary 2006 World Cup football; development of personalised football boots for premiership players, using state-of-the-art rapid manufacturing technologies; and work with Nike and Umbro on next generation garments for England's rugby and football teams.

Emda has awarded £ 5.4 million towards the creation of the Institute. The University is investing a further £ 6.5 million, along with extra funding for equipment. The cash will be used to purchase and refurbish the former Motorola building, located next to the University's Holywell Park, to house the new facility.

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Meet the Spanish team



AFYDAD

AFYDAD, THE SPANISH SPORT INDUSTRY ASSOCIATION, IS A STATE UMBRELLA ORGANISATION FOR SPORT GOODS SUPPLIERS OF DIFFERENT SUBSECTORS.

The non-profit association is open to all companies or agents dedicated to the manufacture, distribution, import or commercialisation of any class of materials or goods for all sports, leisure activities and camping. Afydad represents more than 130 companies and is growing. An active presence in national and

international organisations gives Afydad a strong position and a real representation of the Spanish industry. The association's aims are to act as a sectoral driving force: facilitating collaboration between administration, private sector, fairs, trade institutions and federations as well as improving its sectoral presence.

GAIA



GAIA (WWW.GAIA.ES) IS A PRIVATE INDEPENDENT INSTITUTION COMMITTED TO THE INTEGRAL DEVELOPMENT OF THE INDUSTRIAL SECTORS LINKED TO ELECTRONICS AND INFORMATION TECHNOLOGIES WITHIN SOCIETY AND TO THE RATIONAL, EFFICIENT USE OF PRODUCTS AND SERVICES BASED ON THOSE TECHNOLOGIES. GAIA HAS ACHIEVED A HIGH PROFILE NATIONALLY AND INTERNATIONALLY THANKS TO ITS OWN ACTIVITIES AND ITS WORK WITH OTHER INSTITUTIONS.

GAIA develops programmes for the promotion of technology and quality as well as training and internationalisation. GAIA also works intensively to foster inter-company collaboration, participation in international projects, technology transfer, networks of support institutions and the promotion of the language and content industries. In addition to this, GAIA helps its associate companies in their international positioning through an extensive collaborative network and technical/trade agreements in numerous countries.

GAIA's role in the INNOSPORT project is to

- set up a roadmap based on sports needs, chances for companies and knowledge available as a means to set an agenda and stimulate market-driven research and development

- reduce the gap between research and industrial development by relating their joint interests
- target the research in sport and technology with an emphasis on end-user and industrial demand
- provide information for the formulation of an EU R&D focus
- formulate research projects based on the roadmaps.

GAIA's representative in the INNOSPORT project

Jokin Garatea is the director of the EU projects department. He has a degree in Law from the Deusto University (Spain) and has extensive experience in project management. He has organised several scientific cooperation events and incoming trade missions in the IT and electronic sector related to sports like the SPORTIS event www.netsportis.net

IBV

THE MISSION OF THE INSTITUTO DE BIOMECAÍNICA DE VALENCIA (IBV) AS A TECHNOLOGICAL CENTRE IS TO PROMOTE AND UNDERTAKE SCIENTIFIC RESEARCH, TECHNOLOGICAL DEVELOPMENT, TECHNICAL ADVICE AND TRAINING IN THE AREA OF BIOMECHANICS.



The IBV was founded in 1976 at the Universidad Politécnic de Valencia (UPV). Under an agreement between the Universidad Politécnic de Valencia (UPV) and the Medium and Small Size Valencian Industry Institute (IMPIVA), it is currently located in the Polytechnic City of Innovation, the UPV's science park.

It consists of 180 professionals from different academic backgrounds (engineers, doctors, physicians, biologists, sports scientists, physiotherapists, social workers, designers, veterinarians, economists, etc.) that work together in an interdisciplinary approach.

All of the IBV's activity is crystallised in the execution of projects of a diverse nature that define the priority lines of research that the IBV develops in its different fields of action:

- Functional diagnosis and evaluation
- Implants and surgical instruments
- Technologies for independent living
- Footwear
- Flooring
- Materials and equipment for sports and leisure
- Furniture
- Workplace ergonomics
- Automobile auxiliary industry
- Other markets

The main R&D lines are:

Behaviour of the human body: study of the human body from both the microscopic and macroscopic perspectives.

Evaluation of human functions and activities: study on the various conditions to which the human body may be subjected and the identification of the human functions and activities required in these. Study on the interface between the subjects and their environment: generation of criteria for the evaluation and design of the interface through which a person interacts with objects and the environment around him or her.

Study and evaluation of products for human use: aspects re-

lated to the product's design criteria and production processes as well as the adaptation and personalisation of the product, including practicability. In addition, the behaviour of different materials or bio-materials applied to product manufacture.

Study and evaluation of the subject's environment: the development of typical human activities – work, rest, sports... performed in different environments that interact with the subject.

The evaluation, modification or adaptation of the environment is the priority objective for this line of research.

Technologies and techniques for biomechanics studies: the lines of research developed by IBV require different technologies and study techniques to be put into operation or studied.

IBV in Sports

The R&D Sports team consists of 12 people who work mainly in two lines:

1. Physical activity for Health and Performance: Knowledge and Technology for improving, maintaining and recovering health and performance.
2. Sport and Leisure Facilities: Knowledge and Technology for assisting sport facilities management, including surfaces and equipment.

For more info: www.ibv.es

EU-PROJECT CONTEXT

[By Lenneke de Voogd, TNO]

KEEPING CONSTANT TRACK OF PHYSICAL FUNCTIONS MAY BE USEFUL OR VITAL FOR ALL SORTS OF REASONS. IN THE MOST IDEAL SITUATION, THE PERSON IN QUESTION SHOULD NOT EVEN NOTICE THAT IT'S HAPPENING. IN THE CONTEXT PROJECT, TNO IS DEVELOPING, TOGETHER WITH FIVE OTHER ORGANISATIONS, PREVENTIVE SOLUTIONS IN THE FORM OF INTELLIGENT CLOTHING THAT AUTOMATICALLY WARNS USERS OF IMPENDING MUSCLE STRAIN. THE RESULTS OF THIS WORK WILL ALSO HAVE IMPORTANT APPLICATIONS IN OTHER AREAS, FOR EXAMPLE, SPORTS AND FITNESS CENTRES, MEDICAL INSTITUTIONS AND REHABILITATION CENTRES. THE CONSORTIUM IS OPEN TO DISCUSSION WITH INTERESTED PARTIES ABOUT NEW APPLICATION SCENARIOS.

To fulfil its mission of providing a comfortable and easy-to-use method to prevent exertion-induced musculoskeletal disorders, the ConText project will develop ways of integrating electrodes into clothing in order to pick up the electrical potential generated by muscle cells when they contract (surface electromyography), together with the integrated electronics needed to analyse and interpret these electrical signals. Because they

are an integral part of the clothing, these electrodes do not have to be positioned and attached to the skin by a clinician in the way that conventional electromyography electrodes do.

The result will be comfortable intelligent garments that provide instant feedback to the wearer on whether they are using their muscles correctly and within their physical limits. For workers



it will mean continuous 24-hour on-the-job protection against disorders such as pulled muscles, slipped discs and repetitive strain injury (RSI). For athletes, it will give them the ability to continuously optimise their technique without risking serious injury. In hospitals and medical centres it will mean the early identification and improved management of musculoskeletal disorders and better rehabilitation strategies.

The ConText project is a Specific Targeted Research Project (STREP), partly funded by the IST programme of the European Commission's 6th Framework. The project started on 1 January 2006 and runs for a term of 30 months. The ConText project is being carried out by a consortium that consists of Philips Research (NL), Clothing Plus (Fi), TNO (NL), Textile Research Institute Thüringen-Vogtland (D), the Technical University of Berlin (D) and the Catholic University of Leuven (Be).

INTERVIEW WITH PHILIPPE FREYCHAT, MEMBER OF THE ADVISORY BOARD OF INNOSPORT EU

THE INDUSTRIAL ADVISORY BOARD OF THE INNOSPORT PROJECT IS COMPOSED OF HIGH-LEVEL REPRESENTATIVES FROM EUROPEAN INDUSTRY, SPORTS AND SCIENCE WHO WILL HELP TO STEER THE PROJECT FROM THE POINT VIEW OF ITS INDUSTRIAL RELEVANCE, AND EMINENT RESEARCH LEADERS, RECOGNISED FOR THEIR EXPERTISE IN THE FIELD OF THE PROJECT, WHO WILL GIVE INPUT ON THE INNOVATION ASPECTS OF THE PROJECT.

Their role is to:

- advise the Project Management Board on project orientations;
- review the project results before a milestones meeting so that during this meeting the project group can discuss this review;
- give expert advice on specific activities during the project;
- make any proposal or transmit any information it deems useful to the Project Management Board.



Philippe Freychat is member of the User advisory Board for Innosport EU:

You are a member of the User advisory Board for Innosport EU. What is your role in this project?

“My role is to check the industrial relevance of the whole project, to represent the 40 members of the Sporaltec cluster and the 150 French members of RFIS and to convey the viewpoint of a French company, acting both as sporting goods retailer and manufacturer.”

You participated on behalf of Decathlon in Innosport EU.

What is Decathlon and how does your organisation participate?

“In fact, I am participating on behalf of both RFIS and SPORALTEC and, of course, on behalf of Decathlon. It is an extraordinary position to connect the interests and views of most of the sports engineering actors like retail, industry, laboratories, students and even politicians and administrations acting for the development of our topics.

RFIS

“In France, the French Sports Engineering Network (www.rfis.fr) was been created in 2003 to bridge the gap between sports industry and research institutions and to promote employment or collaborative projects in the field of sports engineering. That group of 150 members organises an annual conference and founded the new SPORALTEC Pole of Competitiveness across the cities of Lyon, St Etienne, Chambéry and Grenoble. The RFIS will organize the next ISEA conference in Biarritz.”

SPORALTEC

“Sporaltec aims to become one of the most attractive European places for sports innovation thanks to the membership of several world leading sports companies like Babolat, Rossignol, Salomon, Thuasne, Quechua, Lafuma and Gerflor. In 2006, the RFIS group submitted a research programme to the French National Research Agency (ANR) to allocate funds for sports engineering projects.”

DECATHLON

“Decathlon is the leading French retailer for sporting goods and it also develops its own end product brands like Quechua, Tribord, Kalenji or Domyos. Decathlon owns 350 stores in 12 countries in Europe, China and Brazil. Each store sells a large

range of products from world famous brands and its own brands which are designed by almost 250 designers, engineers and researchers working in at the offices in Lille, Sallanches and Hendaye.”

Innosport EU coordinates national and European research projects to encourage technological innovation in the sports industry. Your job is mainly to advise on the various innovation projects. What are the current projects and what trends in sports do you recognise and advise on?

“Personally, I’m first feeling a big gap growing between three ways - or motivations - of practising sport:

First, ‘performance’ sports seem to involve less and less people and are moving towards show business and entertainment with a kind of star system.

Second, ‘adrenaline sports’ seem to mobilise more and more young people around new values of fun, self-surpassing, sensation and tribal values.

Third, ‘health and sociability’ sports will recruit more and more form amongst the growing mass of elderly adults looking for a more healthy and social way of life.

The most interesting fact is that the same sport can be practised in three different ways, with different motivations.

Industry will have to adapt the design of the products to these new segments / motivation.

I also observe a growing demand for new services, like mass-customisation and self-monitoring, that will orientate industry to new business models like e-services and new technologies like sensors or smart textiles.

Finally, the traditional segmentation of the market (retailers versus manufacturers) will be dramatically changed by newcomers from software and computer technologies, such as Nintendo and Sony with virtual sports, and by new business models that will vertically integrate their own global range of e-services, retail and products direct to the consumer.”

Are there any projects or trends that have the special attention of the Advisory Board now and in the future?

“The most critical challenge for the sporting goods industry in the future is really to inspire the bulk of the population to want to practise sports, and thus to expand and secure our market for the long term.

That’s why I’m convinced that we all need to cluster and converge towards new sports, new services and new products able to attract the young generation away from sitting at their computers and attract adults and elderly people to a new way of life.”

PROJECT MEETINGS

MID-TERM MEETING

Mid-term meeting, 6 February 2007 at ISPO, Munich, Germany

During this mid-term meeting, the work package leaders presented their results over the last year and the leaders of work packages 4 and 5 gave a kick-off presentation for their work packages. The progress and results of each work package were discussed.



THE EUROPEAN SPORTS INNOVATION PLATFORM (ESIP) WAS OFFICIALLY LAUNCHED ON 6 FEBRUARY 2007

During the mid-term meeting at the ISPO in Munich. The Platform is an organisation of parties within Europe that strives for a more innovation-friendly environment for the EU's sports industry in order to stimulate technological innovation and set up innovative technology businesses.

EVENTS CALENDAR

CONGRESS SPORT AND TECHNOLOGY

4th national congress. Eindhoven, the Netherlands, 27 September, 2007. www.sportenttechnologie.nl

"WHERE FASHION MEETS TECHNOLOGY" - FIRST WEARABLE TECHNOLOGIES CONGRESS

The 1st Wearable Technologies Congress with the motto "Where fashion meets technology" will take place during the international tradeshow ispo SPORT & STYLE (July 8-10, 2007) at the International Congress Centre Munich ICM on 9 July 2007. <http://www.ispo.com>

INNOSPORT EU CONGRESS

Pre announcement: International congress 12-14 March 2008, The Netherlands.

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For more information please visit our website: www.innosport.eu

Contact: René Wijlens, TNO, sport@tno.nl

Innosport Partners

	Country
• Netherlands Organisation of Applied Scientific Research TNO	NL
• Institute for Biomechanics of Valencia	ES
• ESTIA, Ecole Supérieure des Technologies Industrielles Avancées	FR
• GAIA, Asociación de Industrias de las Tecnologías	
• Electrónicas y de la Información del País Vasco	ES
• University of Loughborough	UK

- The Federation of Sports and Play Associations-FSPA UK
- Federation of Sport Manufacturers and Wholesalers in Sports Articles NL
- Spanish Sports Industry Association ES
- Association of the Sporting Goods Industry of the Czech Republic CZ
- Sports and Technology Foundation NL
- Public Agency of the Republic of Slovenia for Entrepreneurship and Foreign Investments SI

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