

EUROPEAN PLATFORM FOR SPORT INNOVATION

Antonello Marega: President

René Wijlens, Alberto Bichi: Executive directors



CURRENT TURNOVER IN THE SPORT SECTOR

- Global Sport Market Size Estimate 2009



222 Billion Euro

Source



CURRENT TURNOVER IN THE SPORT SECTOR

Europe 27

65 Billion Euro



Source



Behind Every Business Decision



SPORT IS OF GROWING IMPORTANCE TO THE EUROPEAN COMMUNITY

- Fun and excitement both while looking and performing
- Sport is regarded in the EU economy as a factor contributing to health
- Sport Innovation is therefore contributing to:
 - Public goals (promotion of active lifestyle)
 - Company goals (increasing turnover/competitiveness of the industry)



INNOVATION IN SPORTS MAKES SENSE



If you do what you did, you get what you've got

WHAT IS EPSI?

- Organisation created to network on sport and innovation within the triangle:
 - Business
 - Sport
 - Knowledge
- Legal status: Non for Profit Association (location Brussels, Belgium) representing the EU sport movement
- Characteristics:
 - Membership
 - Open to legal bodies in the EU
 - Independent
 - Direct links to Sport Industry (e.g. to **FESI**)
- Founded December 2010;
 - Spin off of **InnoSport.eu** project
 - 6 Founding members from France, The Netherlands, United Kingdom, Italy, Belgium and Spain among which FESI and National platforms such as Sporaltec or InnoSportNL



EPSI MISSION AND GOAL

Create a durable innovation-friendly and innovation stimulating environment for the entire EU Sport movement

Activities for members:

1. Create business opportunities among its members (organise workshops/brokerage events/conference)
2. Coordinate and manage EU/national project developments and project execution
3. Inform its members on European/national call for proposals and public tenders
4. Create general Research Strategic Agenda for the entire sector
5. Influence Policy makers on sectors elaborated Strategic Research Agenda

EPSI: ACCESS TO A NETWORK OF NETWORKS



- National and regional networks (sport, industry, knowledge):

- Sportaltec
- InnoSport NL
- Inesport, Indescat
- Snowpolis
- Sports and Technology
- ...



- Institutes:

- IBV
- TNO
- ..



- Universities:

- TU Delft
- Ulster University
- St Etienne University
- Univ Padua
- ..



- Companies:

- FESI
- FESI members
- ...



EPSI: ACCESS TO A NETWORK OF NETWORKS



Stimulate innovation process throughout the EU:

- Share best practices
- Exchange knowledge
- Provide access to excellent knowledge
- Bundle SME ambitions
- ...

EPSI WORKING ORGANISATION

- General Assembly and Board
- President, Executive directors
- Research Working groups (RWC):
 1. THE CONSUMER (IBV, Spain)
 2. MATERIALS AND TECHNOLOGIES (TU Delft, Netherlands)
 3. PROCESSES (AssoSport/Treviso Tecnologia, Italy)
 4. SPORTS INFORMATION SYSTEM (Sporaltec, France)
 5. KNOWLEDGE TRANSFER AND DISSEMINATION (FESI, Belgium)



EPSI FOCUS:

- Physical activity related to sport, leisure and health, such as:
 1. Sporting goods, footwear / apparels and hardware
 2. Performance, monitoring and enhancement apparatus
 3. Sports facilities, sport services and equipment
 4. Sports nutrition, health and physical activity



EPSI AGENDA: THE TRENDS AND CHALLENGES FOR EUROPEAN SPORTS INDUSTRY 2018

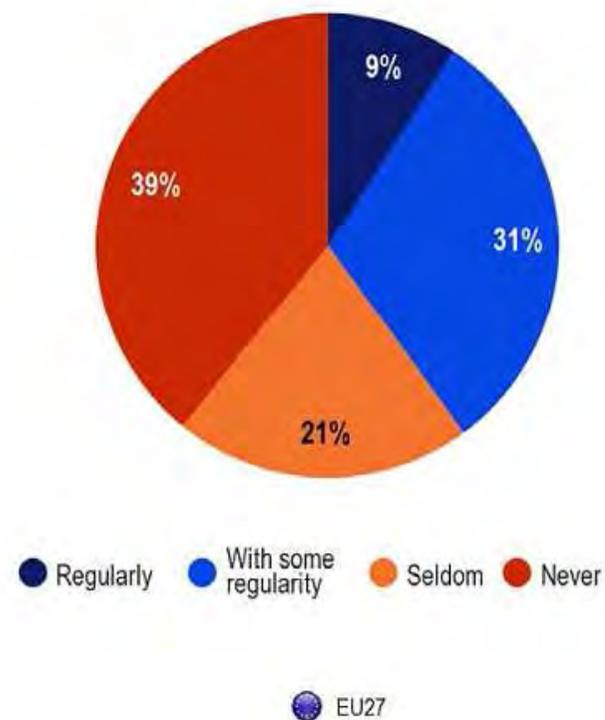


5-12-2011

TRENDS:

1. HIGH PERCENTAGE OF INACTIVE PEOPLE IN EU

QF1. How often do you exercise or play sport?



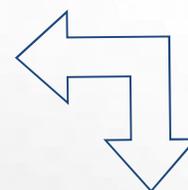
**Stimulation of active lifestyle:
From challenge to opportunity**

(source: The Eurobarometer of March 2010)

TRENDS:

3. THE DEMOGRAPHIC FUTURE OF EUROPE

- rate of the population of working age in 2050 (aged 20-64): 52%
- rate of the population aged from 15 to 24 in 2050: 19%
- rate of the population aged 65 and over in 2050: 29%
- dependency ratio in 2050: 50%
- fertility rate in 2060: 1,68 children per woman
- life expectancy for women in 2060: 89 years
- life expectancy for men in 2060: 84,5 years



Population Projections EU 27 (2011-2050)

The aging of population:

From challenge to opportunity

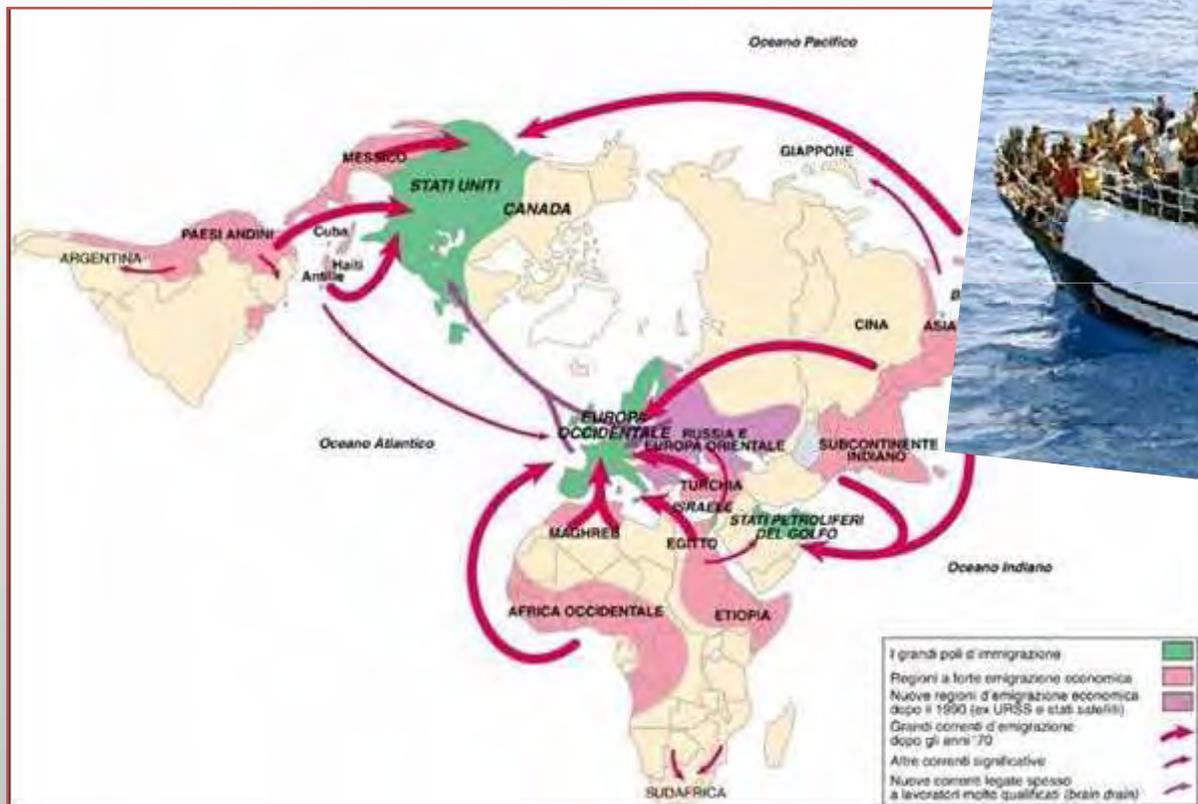
	2011	2025	2050
TOTAL	501	517	514
female	245	254	253
male	256	263	261
0-24	137	132	123
25-64	276	273	243
65+	88	112	148
	501	517	514

ECHI (European Community Health Indicators)

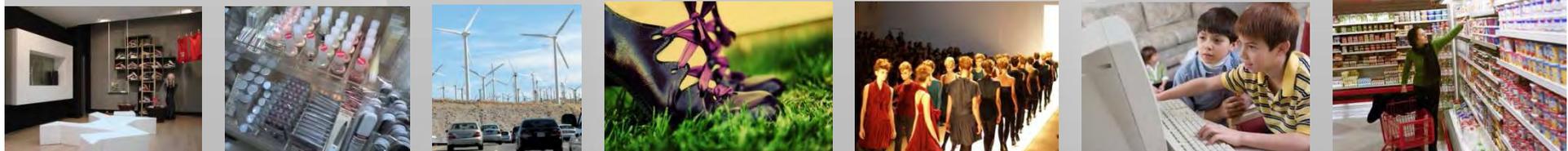


TRENDS:

4. THE MIGRATION FLOWS & GLOBALISATION



The migration of population:
From challenge to opportunity



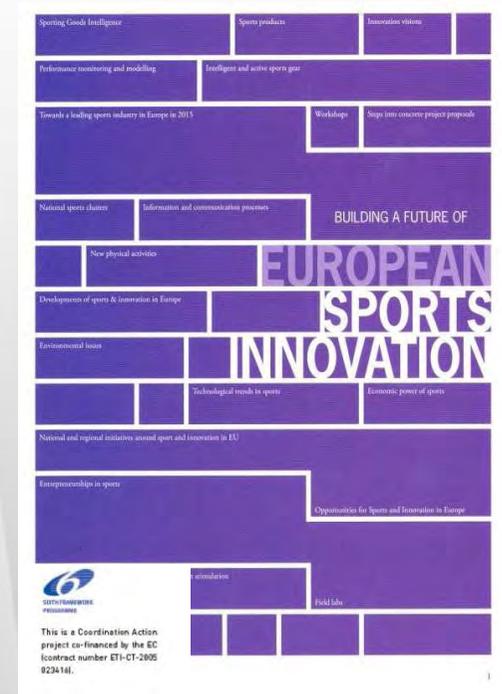
VISION 2015: 5 MAIN INNOVATION OPPORTUNITIES

Innovate on sports products & services to:

1. Enhance training in top sports
2. Promote health, fitness and well-being for people with busy lifestyles
3. Reduce effects of a sedentary way of living, especially obesity in children
4. Improve and maintain health in the elderly
5. Provide fun on top of effort for exercising.

And horizontal opportunities (sustainability, knowledge transfer, education,

5-12-2011



Source : Innosport.eu project



TACKLE OPPORTUNITIES: RESEARCH WORKING GROUPS (RWC):

- **RWC1. THE CONSUMER (IBV, Spain)**



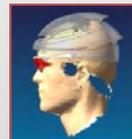
- Users needs
- Social trends & scenarios
- Performance modeling and monitoring, Biomechanics, physiology, anthropometry.

- **RWC2. MATERIALS AND TECHNOLOGIES (TU Delft, Netherlands)**



- Materials. New material, smart textiles, nanomaterial, etc.
- Sensors, actuators & control.
- Design and design methods intelligent design methods
- Field labs

- **RWC3. PROCESSES (Treviso Technologia, Italy)**



- Intelligent production processes
- Customization and individual production (from shop to delivery)
- Environment and sustainability

- **RWC4. SPORTS INFORMATION SYSTEM (Sporaltec, France)**



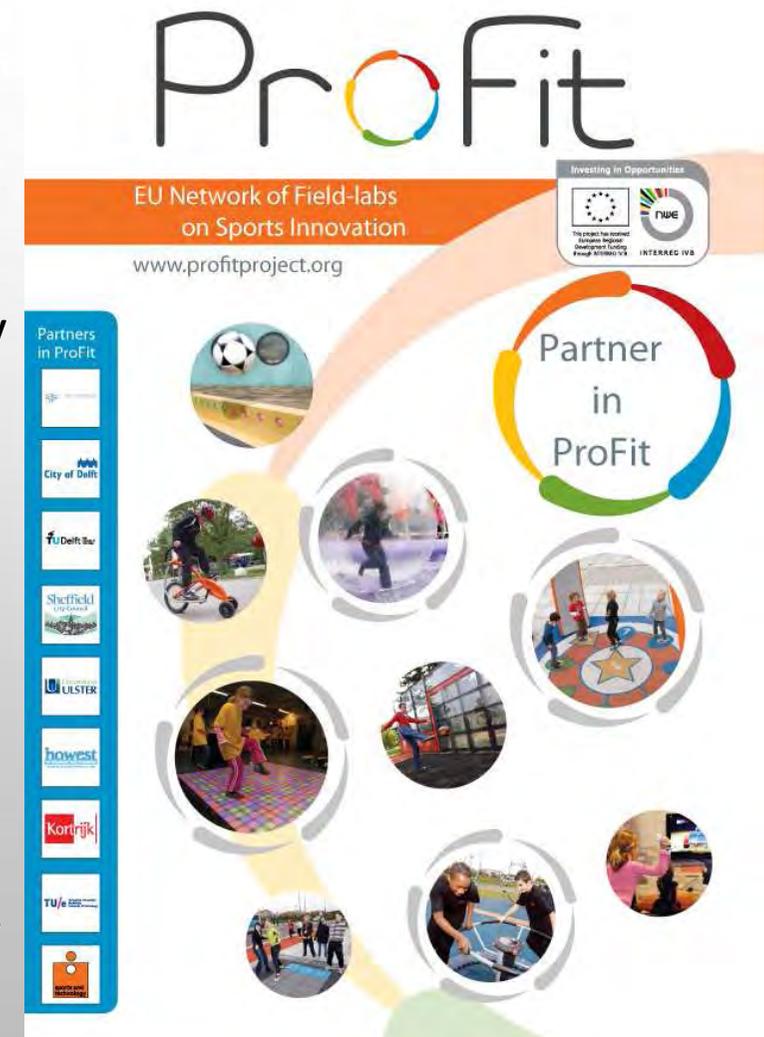
- Sport training/personal coaching
- physical gaming in sport
- Social networks, personal services in sports
- ICT application

- **RWC5. KNOWLEDGE TRANSFER AND DISSEMINATION (FESI, Belgium)**

- Education and training
- Pre-standardization
- Networking and speed up of knowledge transfer

EPSI ACTIVITIES 2011/2012

- Project-start ups:
 - Prosumer.net (2011-2013)
 - **Profit project (Interreg IV, 2011-2015)**
 - Formulation of EPSI research strategy with sports industry (FESI Research committee, 2011)
- Call preparations (on a continuous basis):
 - Stimulation of cluster collaboration
 - Craft project calls
 - Calls on innovation approaches for ageing population
 - **Create Public Private alliances in the area of sports and health**



EPSI ACTIVITIES 2011/2012

- Elaborate EPSI network
- Website reconstruction **www.EPSI.eu**
 - supporting the interaction among members (October 2011)
- Organise workshops and brokerage events e.g.
 - May/June 2011 France: The consumer: innovations for the elderly
 - June/July 2011 with SMEs on productinnovation in sports in the Netherlands
 - ISPO 2012 workshop/event with FESI members
- Preparation of conference in April 2012: ***2nd European Conference on Sport Innovation***

2ND EUROPEAN CONFERENCE ON SPORT INNOVATION

*“Innovation for sport: Successes for
London, ambitions for Rio”.*

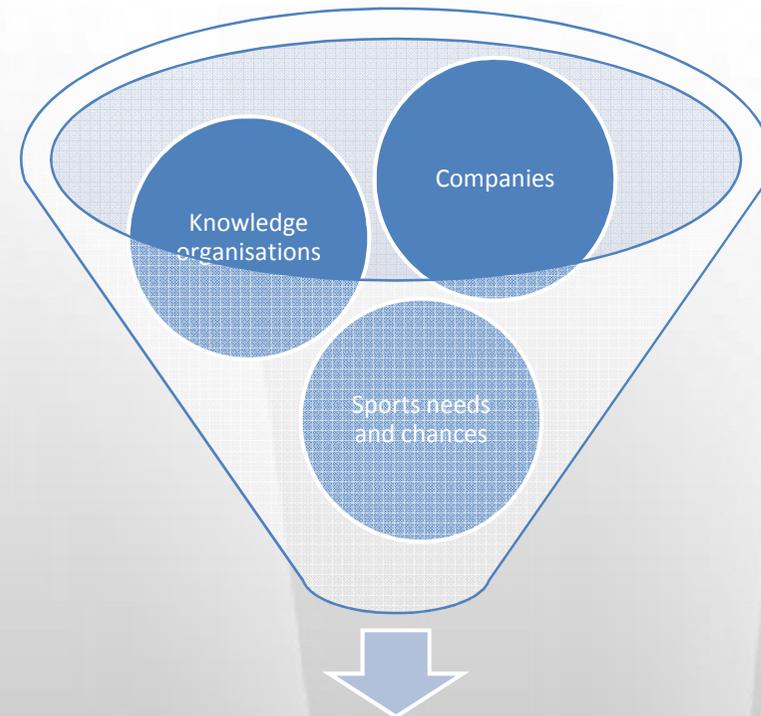
A large version of the epsieu logo, centered on the slide. The letters 'e', 'p', 's', 'i', and 'e' are blue, while the 'u' is orange. The letters are bold and have a modern, sans-serif appearance.

EPSI CONFERENCE 2012

Working conference:

- Update on latest (technological) developments
- Location to meet new partners
- Create new international alliances and projects
- Be stimulated in Innovations

Where/When? The Netherlands, Delft, April 18, 19, 20 2012.



Collaborations
Project development
EU call preparation

SEE YOU IN DELFT, THE NETHERLANDS, APRIL 18, 19, 20 2012



www.EPSI.eu



BECOMING AN EPSI MEMBER? NEED FURTHER INFORMATION??

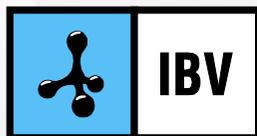


European Platform for Sports Innovation

Visit: www.EPSI.eu

info@epsi.eu

MEMBERS AND LIAISONS



founded by TNO & NOC*NSF



WHAT WILL EPSI DO?

On research:

- Promote European R&D approaches (combine national efforts)
- Create (access to) centres and networks of excellence in sports innovation
- Stimulate technological innovation

On business:

- Stimulate networking between high tech companies, SME's and research organisations
- Create and disseminate approaches for new business creation and innovations

On Innovation:

- Create and promote access to the European and national R&D programs
- Create favourable conditions for durable collaboration in competitive and precompetitive R&D