

International Sports Clustering for Innovation



Benefits of collaboration and critical success factors

11-10-2017



**Sports and
Technology**

Cluster manager for Cluster Sports & Technology

International Sports Clustering for Innovation

Rene Wijlens



Co-executive director of EPSI



11-10-2017

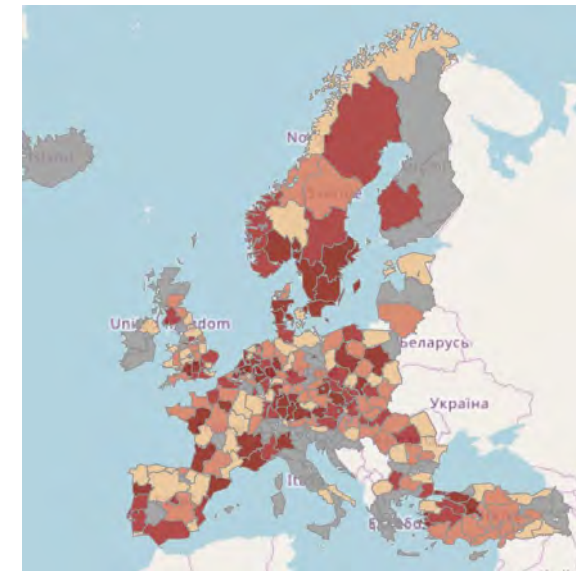
International Sports Clustering for Innovation

- What is a cluster?
- Why cluster collaboration for innovation in sports?
- Challenges in Q-helix cluster collaboration
- Critical success factors for cluster collaboration

Cluster definition

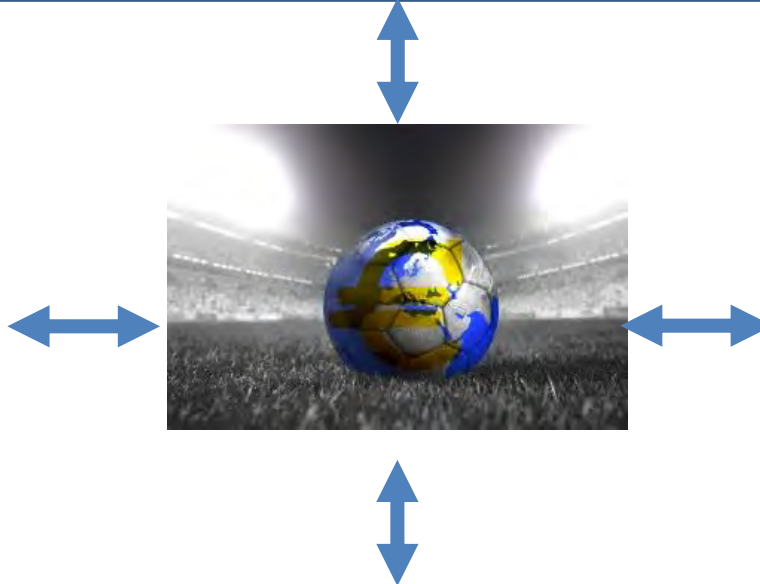
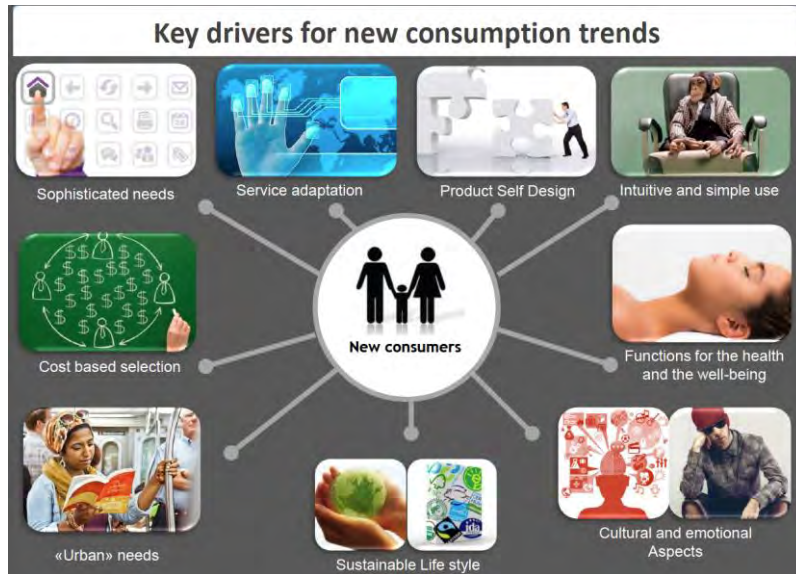
*"A cluster is a **geographical proximate group of interconnected companies and associated institutions in a particular field, linked by commonalities and externalities**".*

(Michael E. Porter)



**EUROPEAN
CLUSTER COLLABORATION
PLATFORM** .eu

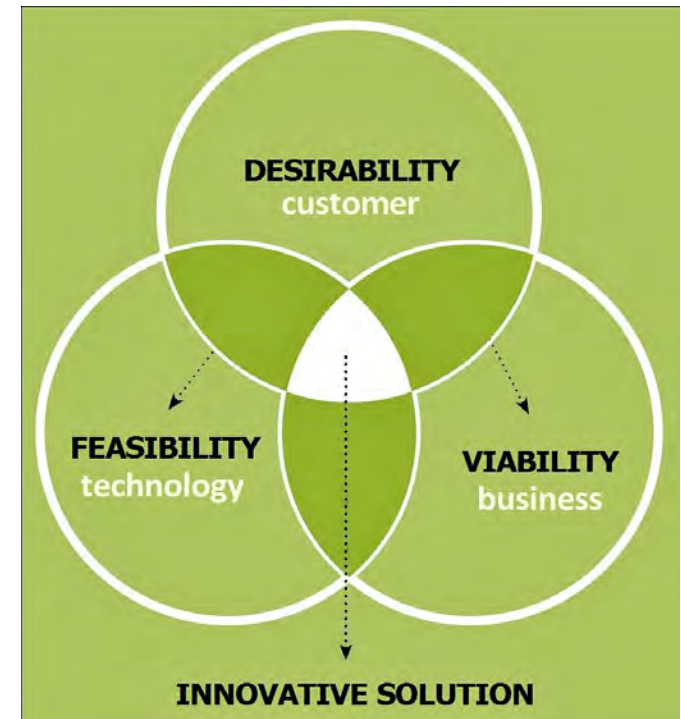
Why cluster collaboration for innovation in sports?



Why cluster collaboration for innovation in sports?

EASY ACCESS and EASY CONNECTION....

- To **combine** different **areas of expertise** needed for Innovation (business, customer, technology, ..)
- To **learn** and **be inspired**... new technology, new customer.
- Tackle **common challenges** and **needs**; to strengthen the innovation ecosystem



Source: IDEO

Why cluster collaboration for innovation in sports?

➤ Cluster Sports & Technology (NL)



➤ EPSI





Sports and Technology

Cluster for Sports innovations

Creating value through smart connections

René Wijlens

- Clustermanager Sports & Technology



Creating value through
Smart Connections



Cluster Sports & Technology: *located in the heart of Brainport region, the Netherlands*

Brainport region: Leading
technology region in Europe

1. Attitude : *sharing to
multiply*

Open and cross sectoral innovation:
sport, society, health, nutrition, design

International network

Create innovative solutions for
societal challenges

We combine the challenge of inactivity....

Getting Europe Moving

The Problem: Europe's not moving



ADULTS are advised to take part in 150 minutes per week (just over 20 mins per day) of moderate intensity physical activity

ADOLESCENTS are recommended to exercise for 60 mins per day at a moderate to vigorous level of intensity

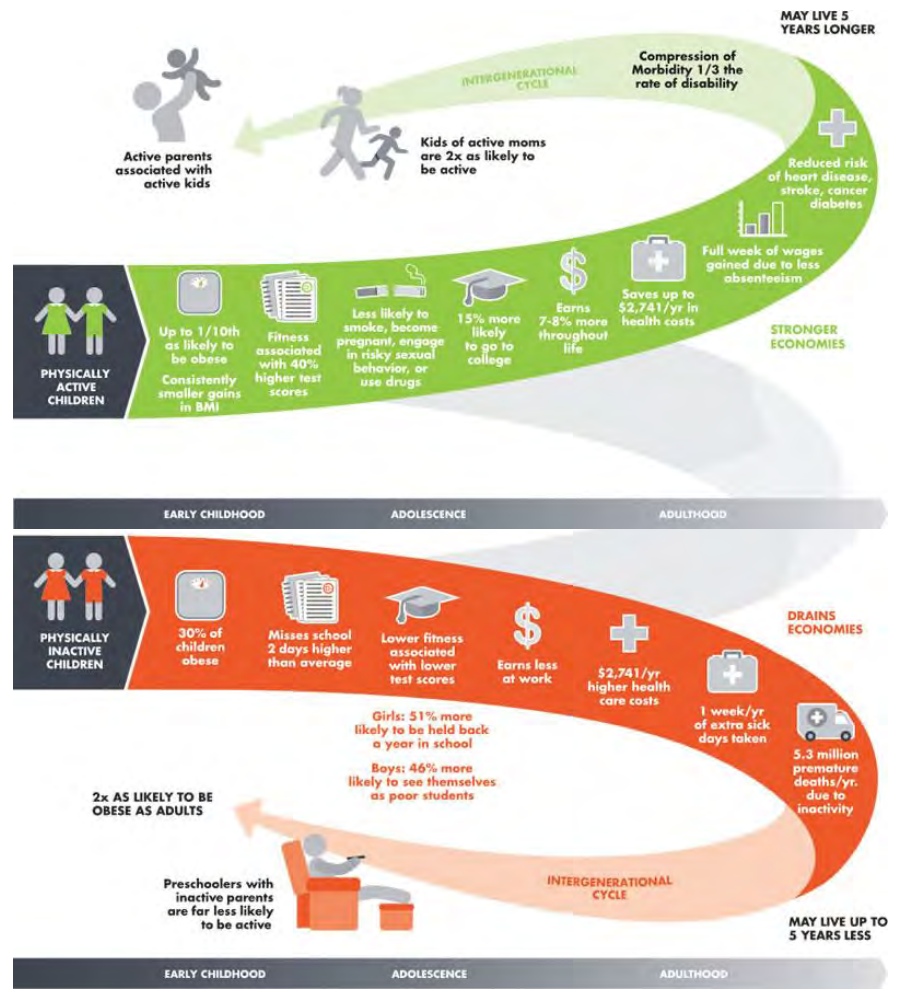


IT'S TIME FOR ACTION
WE ARE DESIGNED TO MOVE



Lack of exercise contributes to diseases that cost Europe over 80 billion Euros every year

Total: €80.4bn



Designedtomove.org; 2012, 2013

... and the sports performance ambition....



Brabant
Sport



.....with the unique regional power

Welcome to Brainport

Europe's leading innovative top technology region



BUSINESS
Accelerate faster in
Brainport



INVEST
Higher efficiency in
Brainport



STUDY
Realise your dreams
in Brainport



CAREER
More career
opportunities in
Brainport

To create....

Innovative products, services and environments with:

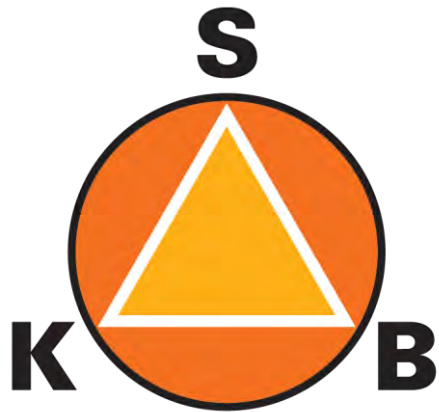
- Societal Impact: *Increase healthy active lifestyle*
- Sports revenue: *Enhance sport performance; reduce injury*
- Economical Impact: *Create business and jobs*

Collaboration in the Q-helix:

- **S**port,
- **K**nowledge
- **B**usiness
- **G**overnment



Cluster Sports & Technology: *creating innovations and business through smart connections*



Founded 2005:



- 9 independent SportFieldLabs (living labs) within region



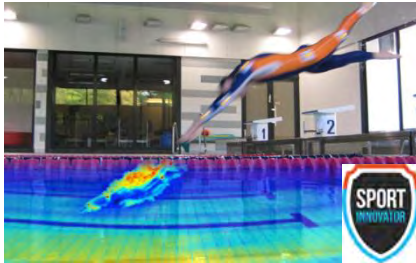
- Excellent Knowledge network



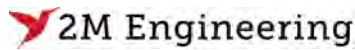
- >100 companies; S&T-Business Club

Supported by Government and societal organisations

Sport FieldLabs.....



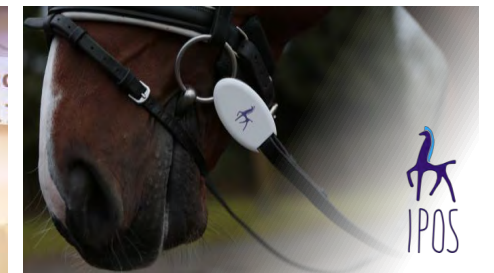
Companies....



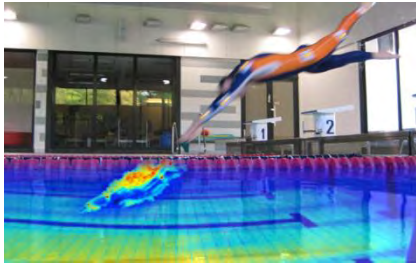
Sports and Technology

Some Results (2012-today)

- > 100 **SME innovation projects** with average 60K€ /SME
- Cities involved in urban innovations
- Multiple stake holder **innovation projects**: (>15M€)
 - Profit project: internationalising the field lab concept (6M€)
 - Smart innovation and business (1 M€)
 - Smart sensors applications in sports (4 M€)
 - EU4Sports Cluster Alliance (0,5 M€)
 - The vitality living lab (5 M€)
 - NEXT Move Sporttech (100 K€)
- Events:
 - **Annual Dutch Sports Innovation Conference & Dutch Sports Innovation Award**
 - Matchmaking and inspiration events
- **>30 Start-ups** from innovative ideas



Some results 2012-today: From innovative ideas to projects, start-ups and business



And more start-ups



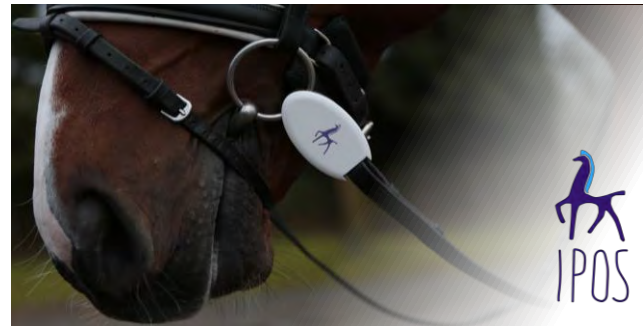
virtual scout for swimmers



USCOUT FOR
LIVE TECHNOLOGY



Soccer skills



communication horse-rider



USONO
smart ultrasound solutions

Dynamic ultra sound



*empowering legs
and body through
cycling for disabled*



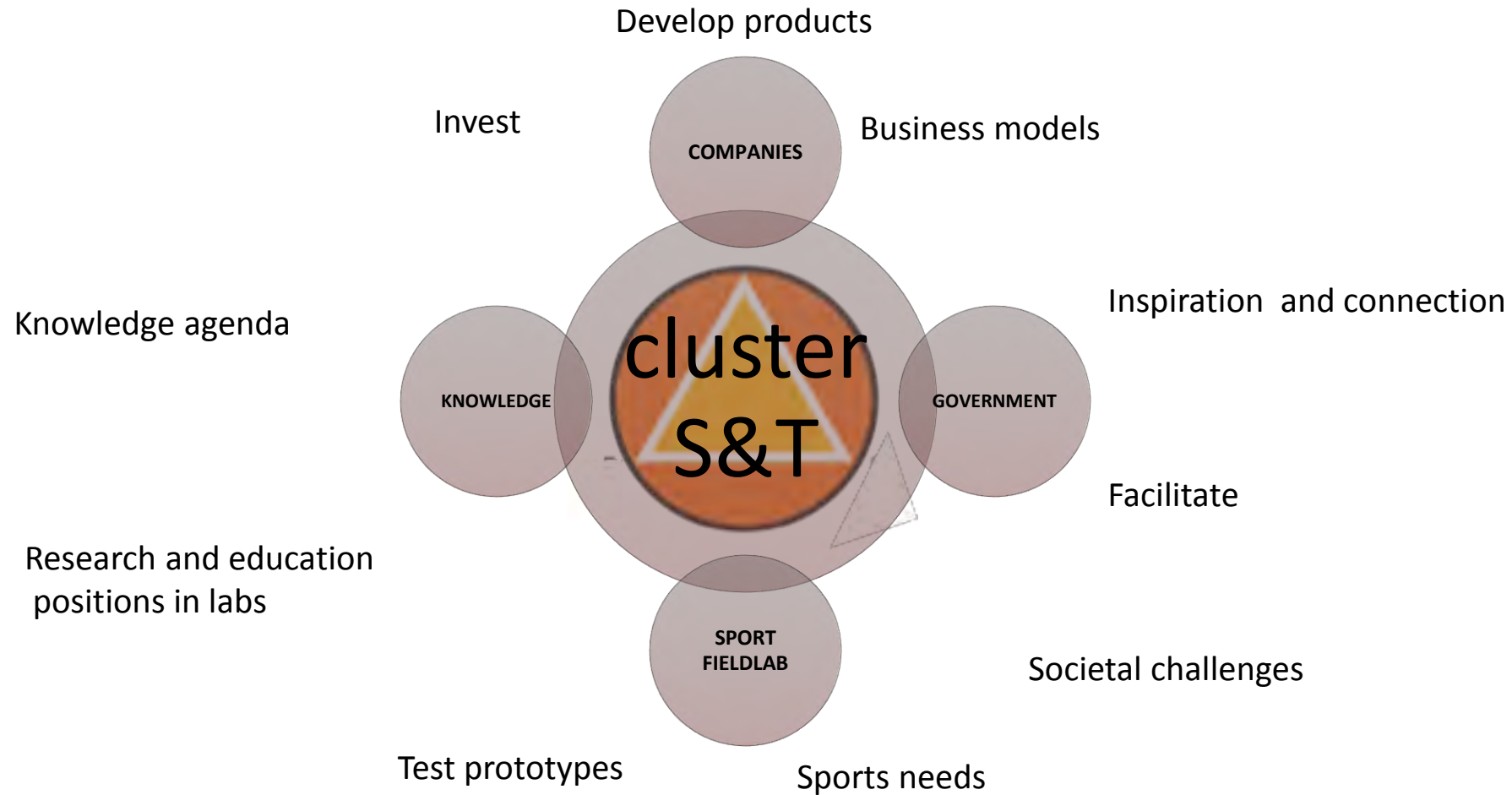
Good Results,

but....

The Story Continues



Cluster partners drive the cluster agenda...

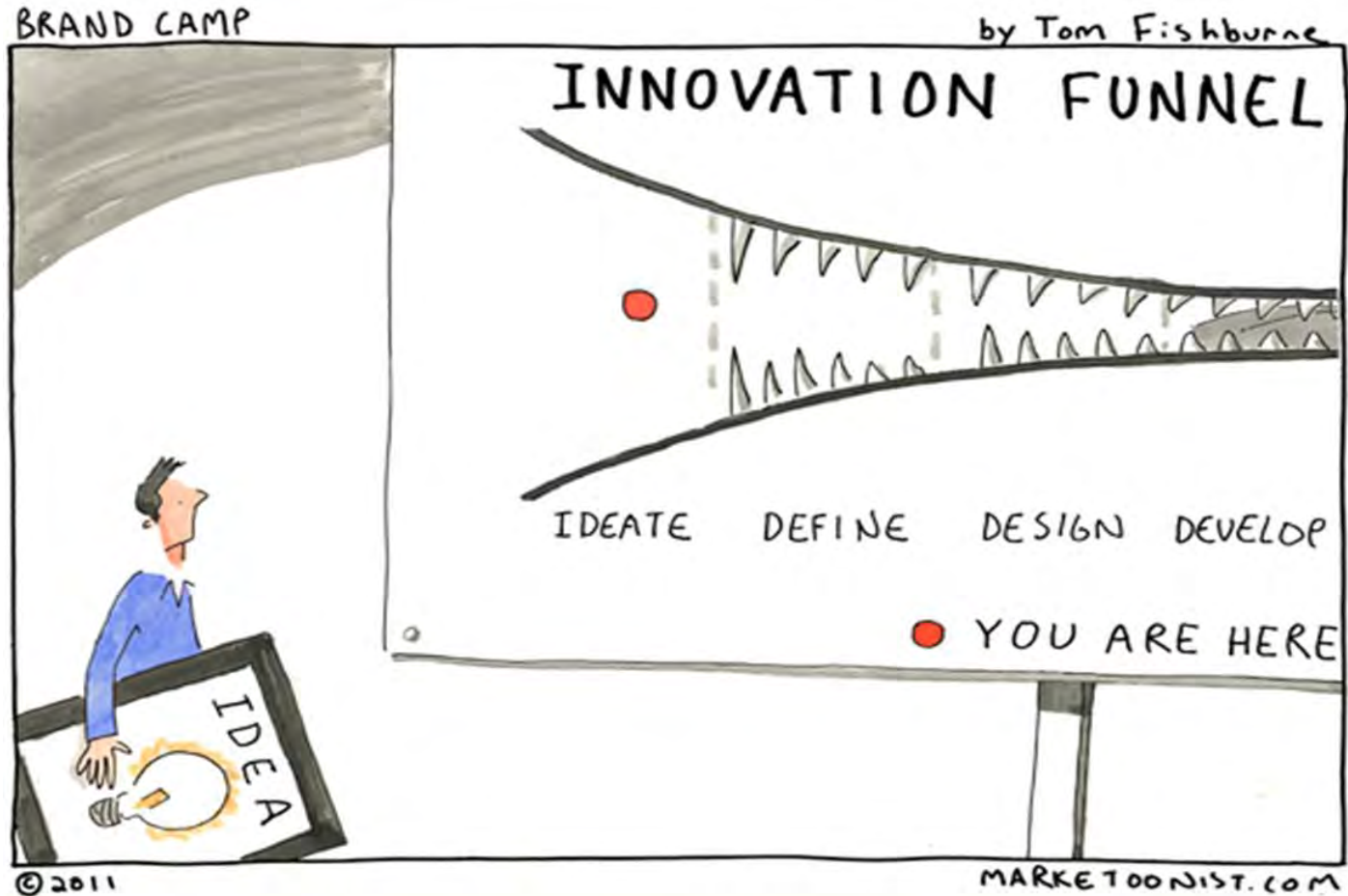


Common agenda 2020: Strengthen the sports innovation eco-system

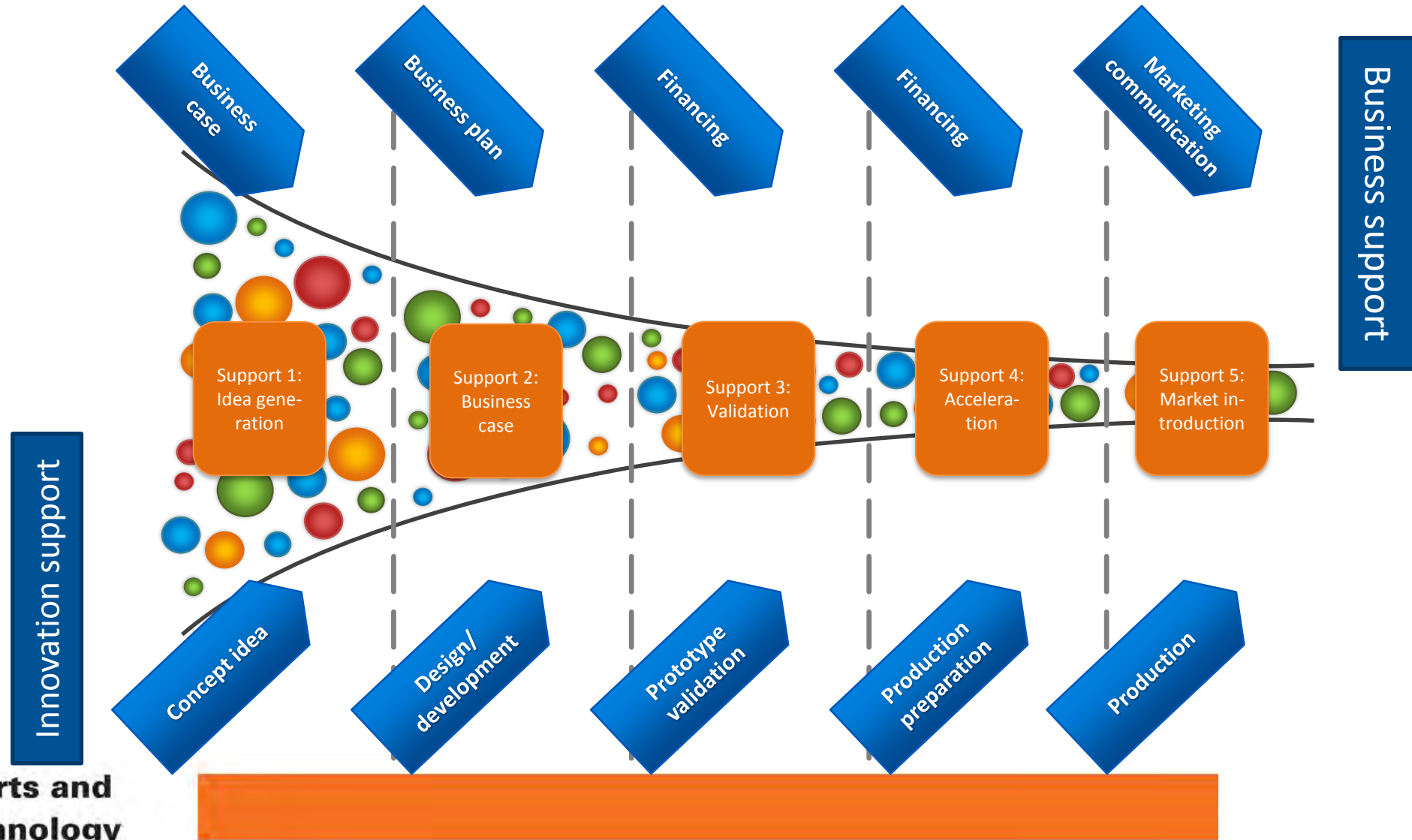


Product Innovate
 Cooperation
Knowledge Act People
 Inspiration Strategy
Active lifestyle
 Profit Solution
Business development
 Design Sports Aim Public
 Entrepreneur Services Finance

building  triangles

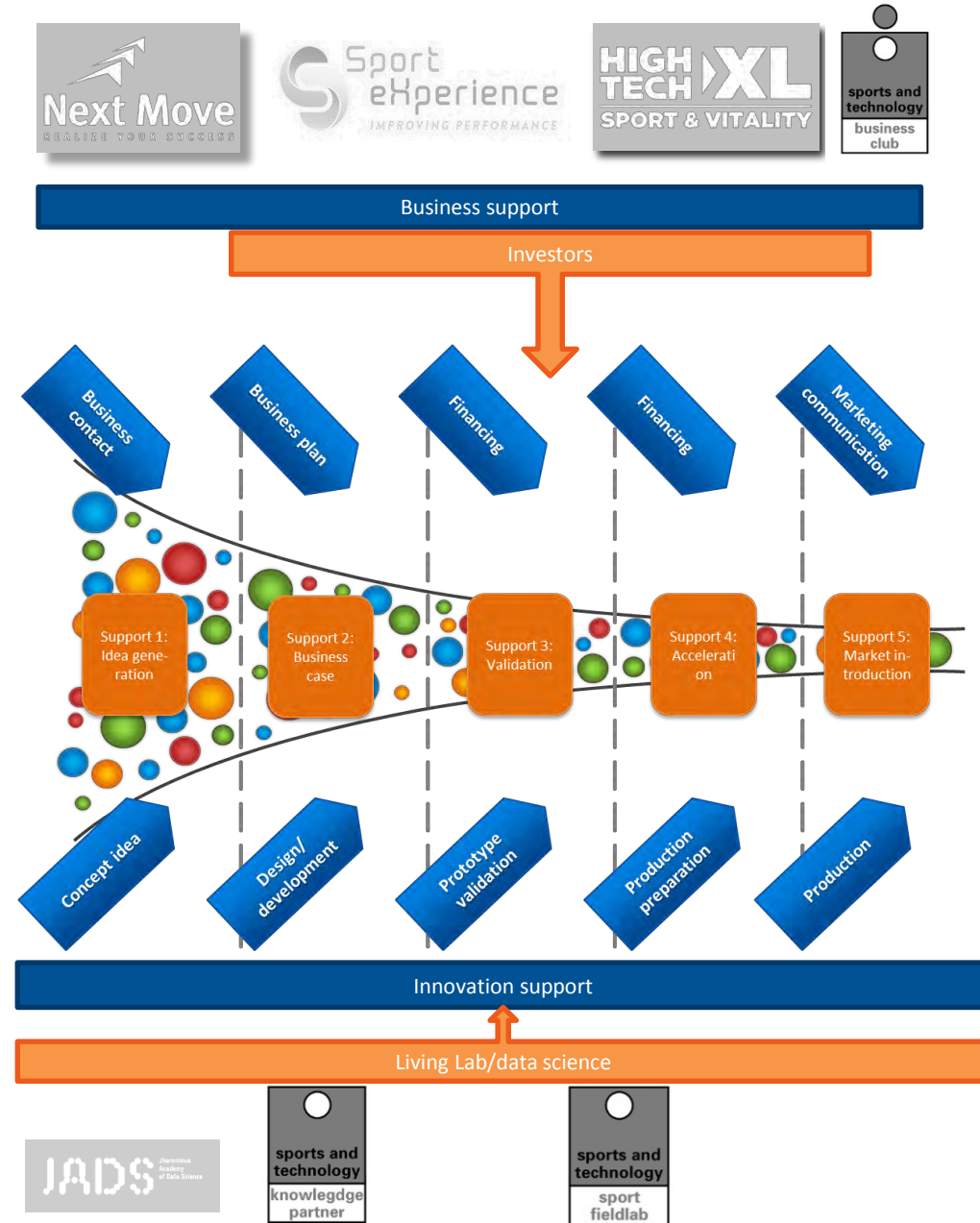


Common agenda 2020: *Strengthen the sports innovation eco-system*

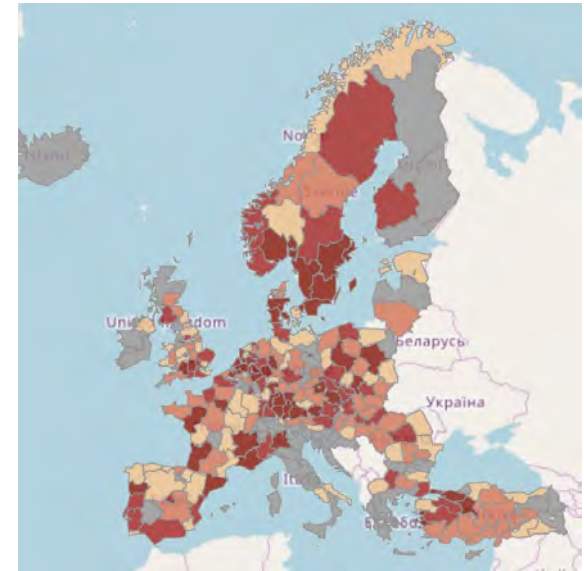


Common agenda 2020: *Strengthen the sports innovation eco-system*

- Create value and business
- Strengthen:
 - Living labs
 - Data infrastructure
 - Research
- Brand the eco system



Cluster Sports and Technology: International position



Cluster Sports and Technology: International position

Part of a European Network for Sport
Innovation:

epsieu





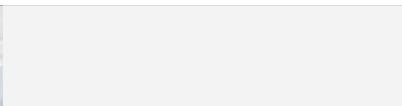
EPSI

European Platform for Sports Innovation

Accelerate Innovation in Sports

Antonello Marega: President

René Wijlens, Alberto Bichi: Executive-directors

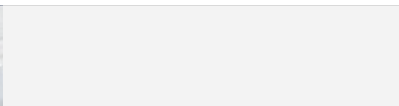


EPSI network

- 25 members
- 12 EU countries
- Representing:
 - Clusters
 - Industry (FESI)
 - RTD organisations

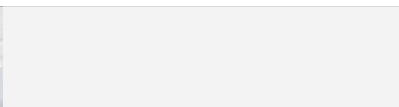
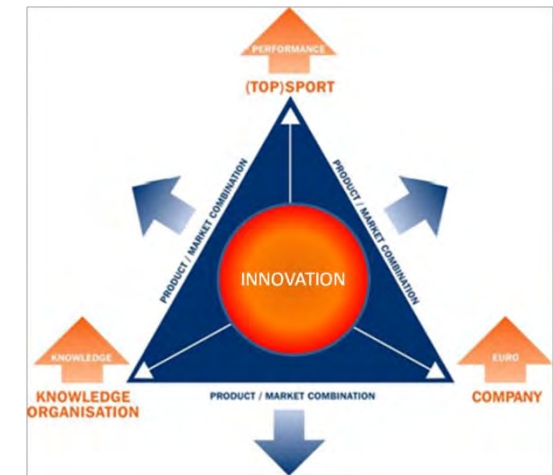
New EPSI member:

**Idrættens
Analyseinstitut**
Danish Institute for Sports Studies



Accelerate Innovation in Sports

- Membership-based networking organisation
- Legal status: Association ASBL, Brussels (Belgium)
- Spin off of InnoSport.eu project (2005-2008)



Accelerate Innovation in Sports

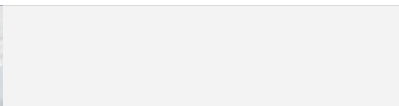
Top down:

- Create an *innovation stimulating environment* for EU sports industry

Bottom up:

- Set up *Strategic Research and Innovation Agenda* based on sport innovation trends
- *Stimulate networking and collaboration* in innovation through
 - Events (annual EPSI conference, brokerage events etc)
 - Project-development
- *Share information:* project results, knowledge and innovation opportunities

epsieu STRATEGIC RESEARCH AND INNOVATION AGENDA 2016-2021



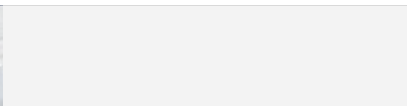


Cofunded
by the COSME programme
of the European Union



EU4SPORTS
CLUSTERS ALLIANCE

Guide on EU funding for sports industry 2014-2020



Projects example



- **COSME: EU4Sports Clusters Alliance**

IMPLEMENTATION OF A JOINT INTERNATIONALIZATION STRATEGY FOR SME's

Trade missions

KNOWLEDGE FROM EU4SPORTSCLUSTER (2012)

WEIGHTED AVERAGE	
BRAZIL (11)	✓
USA (8)	
RUSSIA (7)	✓
CHINA (7)	
JAPAN (6)	



EU4SC ALLIANCE PRIORITIES (2016)

USA	CHINA
JAPAN	IRAN



Challenges in Q-helix cluster collaboration

- Homogenous-heterogeneous partnership
 - Provides **inspiration** but also **tension**
 - Creates **focus** but also opens up to **interesting cross overs**

- Synchronity-asynchronity of goals
 - “Time to market” perspective differs for each type of cluster partner
 - Culture



Critical success factors

- Start from **proven excellence**
- Benefit from the **Q-helix approach**; incorporate the end user
- **TEAM**
 - Open innovation
 - Share, give and take
- Focus on **result**; create joined agenda with individual drive


Note:

Collaboration is between people rather than between organizations

Cluster management is **not** the director of the play.

A large crowd of runners at a marathon, overlaid with a blue tint and a quote by Nelson Mandela. The runners are wearing various athletic gear, including tank tops, t-shirts, and caps. Many have race bibs with numbers and logos like Volkswagen and boost. In the top left corner, there is a sign with the Volkswagen logo and the text "TRASA ZÁVODU / RACE COURSE".

**“Sport has the
power to change
the World”
(Nelson Mandela)**

A large crowd of runners at a marathon, overlaid with a blue tint and white text. The runners are wearing various athletic gear, including tank tops, t-shirts, and shorts. Many have race bibs with numbers and logos. The text is centered and reads:

**Innovation and
Cooperation
is the engine....**

Thank You

For further information



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