



Brainport: framework for innovation and technology in sports
Chances in EU for innovation projects

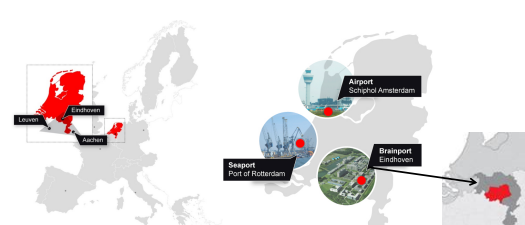
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BRAINPORT
One of the three pillars of the Dutch economy



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BRAINPORT

4% of Dutch population

10% of Dutch export

38% of patents





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Brainport: a framework for innovation and technology in sports

- Sport and health are a continuum
- Technology and innovation are important drivers in this region

→ Sports early and easy adopting market for new technologies

Development of a sport- and innovation setting based on triple helix collaboration

- Knowledge base
- Facilities
- Entrepreneurship



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Sports and technology region in Europe

- Brainport is technology and innovation hotspot
- Smartest region in the world
- Next step: Brainport recognised as international 'sports and technology region'.
- Become ready for 'golden' future in sports for NL
- Strategy on four domains:
 - People: excellent education and talent development in S&T
 - Technology: building excellent knowledge base on S&T
 - Business: innovative business community with earning power in S&T
 - Basics: international events, distinctive facilities and investment climate for S&T

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Topics

- Why European projects? And why not?
- European programmes, more than just money
- A successful project?
- The implementation 'gap'
- Tips and tricks

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Why...and why maybe not?

- Additional budget for innovation activities within the region
- Innovation very often aimed at European markets. Projects can be vehicle to access European markets.
- European projects can improve collaboration and focus ult regional level
- Gain knowledge and contacts outside your region, company, organisation
- Exposure and branding of your activities, organisation or region

- Free money does not exist.
- Solely implementing your own plans or processes is often insufficient.
- A European project has to meet conditions that can cost additional time and money and may hamper the original plan or process. It often requires involvement of partners from other countries.
- Writing a killer proposal takes a lot of time (invest!).

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More than just money

- A call is never a 'stand alone' opportunity for funding.
- Europe's policy instruments
- Vehicle to fund international collaboration

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More than just money

- Horizon 2020 → Innovation and industry focus
The goal is to ensure Europe produces world-class science, removes barriers to innovation and makes it easier for the public and private sectors to work together in delivering innovation.
- Cohesion policy → Territorial (regional) focus!
Cohesion Policy aims to reduce disparities between EU regions in order to achieve balanced economic, social & territorial development.
Programmes like Interreg and ERDF programmes

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Successful project

- The project fits the programme's basic principles in a 'evident' way
- But don't forget your own objectives. Define what your minimum revenue should be (not only in terms of money)
- EU Programmes vary in the way they are managed. Some are more 'political than others. This effects the feasibility of your application. Be aware of this and anticipate.
- Mind the implementation gap. A successful application is not necessarily a successful project.

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Implementation gap?

- The project vs the application
- Spending the money?
- Creating added value through collaboration is not always evident

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Tips and Tricks

- Before you start, ask yourself some critical questions of time, money, knowledge needed to run the project.
Are you indeed the best party to lead the project?
- Create or join a consortium?
- Involve the right people, 'create a network of supporters' around your project(idea)
- Partners: reciprocity. Do you need each other?
- Create consensus
- Learn to be flexible

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Write a killer proposal

Discipline and method - proposal development takes on average <u>400 hours</u> - address all evaluation criteria - make it easy for reviewers - aim for maximum score	Frequent mistakes - too late start (less than 3 months before deadline) - vague objectives and KPIs - weak state-of-the-art review - no convincing exploitation and dissemination plan
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How to get started as a newbie?

- join a consortium led by experienced coordinator
- use specialised external consultant

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Thank you! Questions?

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