



Sports and Technology

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Vital Cities

Cities on the move

THE WORLD
HAS STOPPED
MOVING.
IT'S TIME
FOR ACTION.

LEARN MORE ►

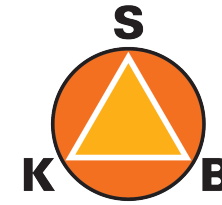
29-03-15



meer medailles
meer mensen die sporten en bewegen
én meer business

www.sportsandtechnology.com

Vital Cities: initiating partners



- Partners form the “triple helix” with a long lasting tradition in cooperation:
 - Cities /Sport
 - Knowledge organisations
 - Companies
 - Others

Initially:

- Sports & Technology
- City of Eindhoven
- InnoSportLab Sport en Beweeg!
- Sheffield Hallam University
- TU/e icm University of Utrecht; program: *People sports vitality, en healthy urban living;*
- Platform Gezond Ontwerp
- Long list of Partners in other (NWE) countries

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**Sports and
Technology**

**SPORT
SOCIETY**



EINDHOVEN



TU/e

Universiteit Utrecht



**Sheffield
Hallam
University**



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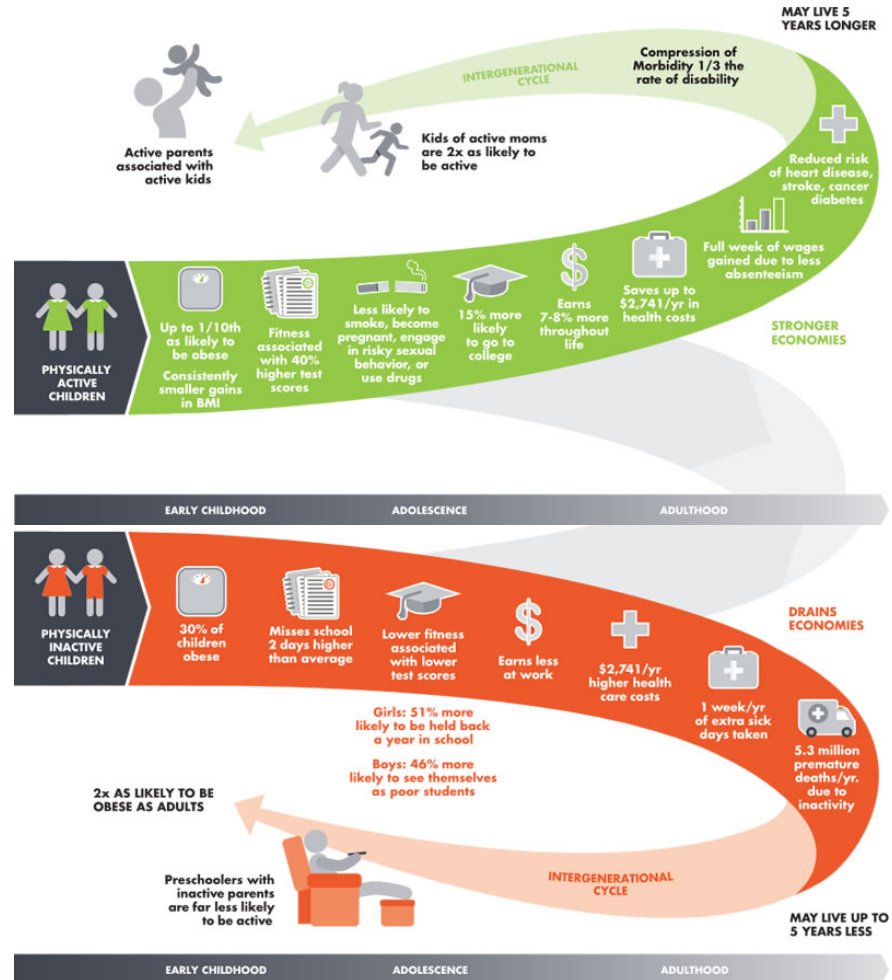
Designed to move!

**IT'S TIME
FOR ACTION**

WE ARE DESIGNED TO MOVE



DESIGNEDTOMOVE.ORG

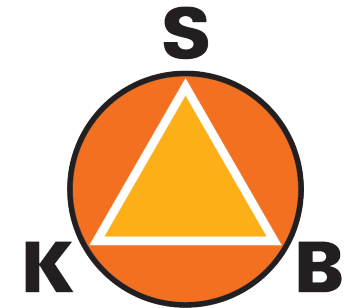


Designedtomove.org; 2012, 2013

Aim of the project:

Creation of the city that is designed to move!

Citizens, government, knowledge organisations and companies **work together** on redesign and furnishing of their residential areas to create the area/city/region that challenges them to **healthy urban living**.



Sub goals:

- *Job creation en job innovation*
- *Create examples of*
 - *Spatial planning of area/city in combination with*
 - *Products and services that stimulate healthy urban living*
- *Make Healthy and active living an essential part of spatial planning (Smart City en Vital City)*
- **Data inspired design for health and social wellbeing in healthy cities**

Target locations and target groups

- **Socially:** focus on people at risk:
 - Inactive parents and their inactive children
 - Chronically ill and elderly (and those that are prone to be ...)
 - *sport and exercise in the everyday environment (focus recreational sports)*
- **Spatially:** Focus on deprived areas with positive potency:
 - NL: **Post WWII residential areas.**
 - Fitting to the local flavour of the participating cities
- **Business:** Companies (existing and start-ups, social enterprises) that can offer innovative solutions and thus make business in these environments while contributing to the social objective of the project.

Active and healthy lifestyle in an activity stimulating and healthy environment

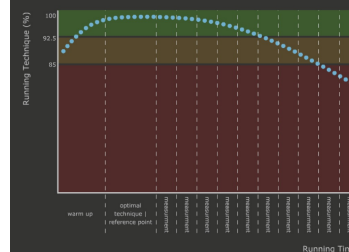


Posture Coach

"Creating awareness about the running technique (the bending and stretching of the knee) in order to practice sport in a responsible way"

A lot of people do see the importance of being fit; to have the ability to do the things they like and to get old in a healthy way. However, they are not active enough. Therefore the 'Posture Coach' is focused on 'active adults'; between ± 35 and ± 55 years old.

These people need to be coached in order to get fit again in a healthy way. The 'Posture Coach' will help to use the right running technique. Therefore it should enhance people to start with sports in a responsible way. For this group the experience of practicing sports without injuries has the highest priority.



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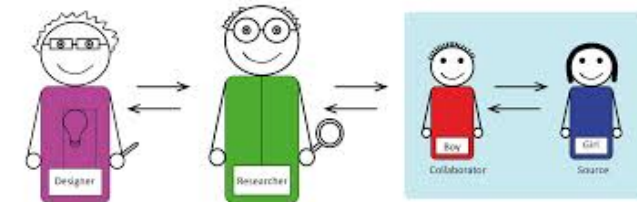
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The city designed to move



Outline of activities

Acquiring data (through gamification for example): daily movement patterns, need of citizen, place analysis



Co-creation: developing products, services, prototypes, events (placemaking tools)



Evaluating interventions

Achieve network of cities designed to move (community engagement, place management)



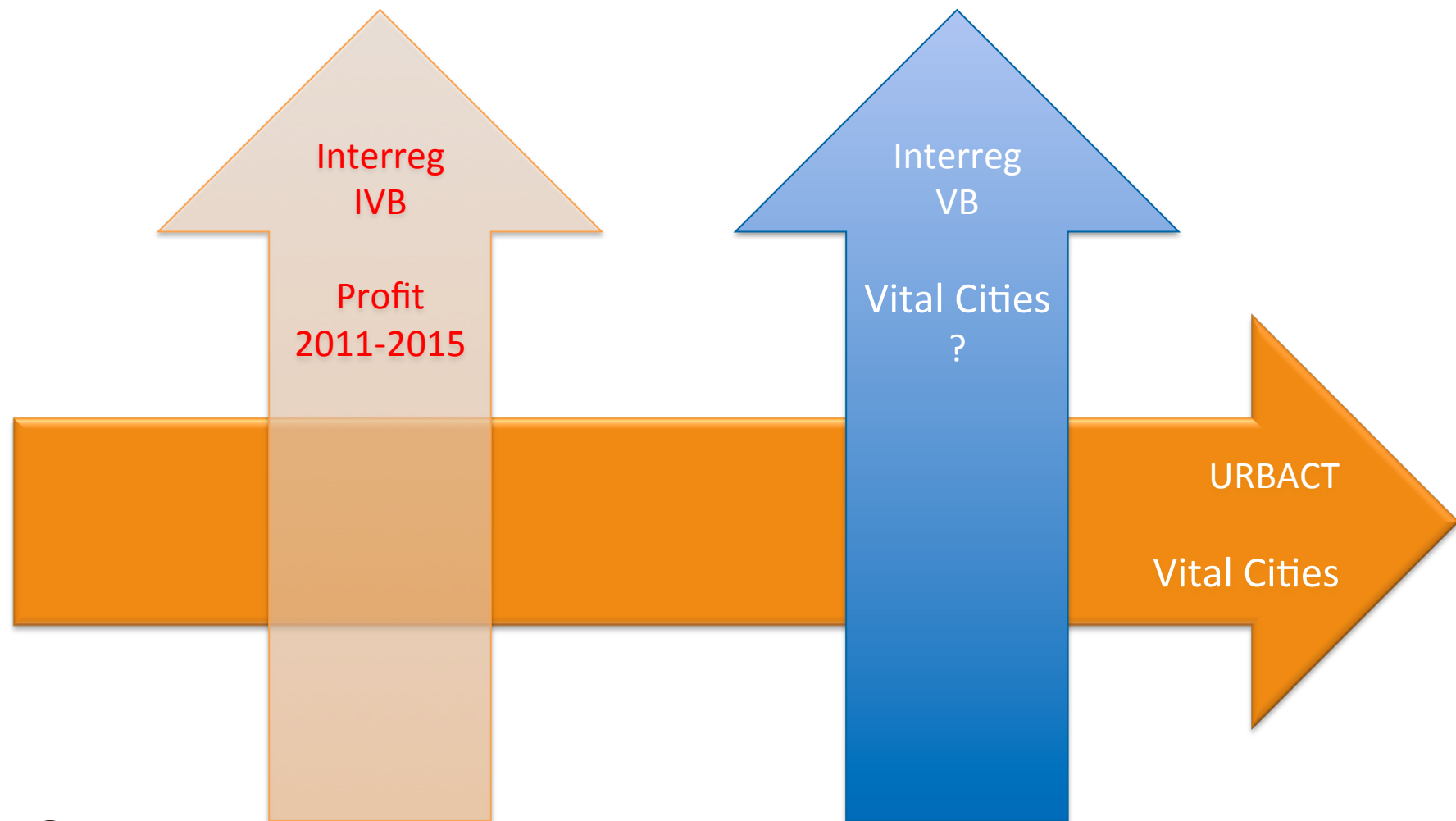
**GISTEREN
EEN VOORBIJGANGER
AANGETIKT
NU SPEELT
DE HELE STAD
TIKKERTJE**

Loesje

Expected results and outputs of project

- SME's innovative capabilities:
 - Connect the innovative power of companies and knowledge organisations with societal challenges
 - And transfer them to **promising business cases**
- Boosting knowledge flows (smart growth):
 - Community of practice (network of cities on the move): best practices of ways in which citizens, government, knowledge institutions can work together to create an healthy urban lifestyle and promising business cases
 - Spill over and broader applications in adjacent areas (like care and security)
 - Data inspired design as a basis for innovation (spatial, product and service)
- Inclusion: district, town, region that:
 - Challenges to move (*fun on top of exercise*)
 - Provides safety to the citizen (*safety en security*)
 - Give the citizen the confidence that he/she moves responsibly (*physical security*)
 - Connects the citizen

2 projects to be developed





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Vital Cities Interreg VB NWE

Interreg VB NWE:

- Transnational collaboration in NWE region
- Find innovative ways to make the most of territorial assets and tackle shared problems
- Concrete, measurable results
- Grant rate 60%
- Recommended duration: 30 - 36 months
- Average project budget: 6,8 million
- Cost types: staff, equipment, infrastructure and construction costs, external experts, publicity, travel.



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Vital Cities Interreg VB NWE

Challenges	Challenge 1: Boosting knowledge flows Challenge 2: SMEs innovative capabilities Challenge 6: Inclusion
Priorities*	Priority Axis 1: Innovation
Thematic objective	TO1: <u>Strengthening research, technological development and innovation</u>
Specific objective	SO1: to enhance innovation performance in NEW through international cooperation
Investment priority	IP 1b: promoting business [...] investment in innovation and research, and developing <u>synergies between enterprises, R&D</u>
links and centres and	higher education...
Type of action	ToA3: Delivering societal benefits through innovation

*PA2 Low carbon, PA3 Resource and materials efficiency



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Key elements:

- Address inactivity
- Technological + social innovation
- Co creation / user centered design
- Business opportunities, new ppp's

Activities:

- Design and apply interventions (products/services)
- Data collection and interpretation
- Demonstrate evidence



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* Ireland,
UK, Belgium,
Luxembourg,
Switzerland
and parts of
France,
Germany, NL

Vital Cities Interreg VB NWE

Partnership:

- At least 3 partners from 3 member states NWE
- NWE region*
- Partners from outside NWE or EU (max. 20%?)

Project team:

- Sports and Technology
- TU/e: industrial design & built environment
- Fontys University of Applied Sciences: sports
- Innosportlab Sport & Beweeg
- Sheffield Hallam University: sports engineering



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Vital Cities Interreg VB NWE

Partner search:

- Cities/regions that want to address inactivity through innovation
- Knowledge parties active in sport innovation / behavioural science / urban development / digital media and technology / ...
- Innovative SME's
- any other
- Partner / subpartner / observer



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Vital Cities Interreg VB NWE

Application procedure:

- Step 1 submission of project summary
- Step 2 Submission full application

First call Step 1 opens at April 7th

Deadline Step 1: 18 May 2015 12:00 CET

International partner meeting:

24 April, Eindhoven



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1. Facts and status

2. Funding
programme

3. Partnership

Vital Cities URBACT

Project idea title: Vitality and healthy urban living for urban communities

- **Candidate Lead Partner:** City of Eindhoven
- **Programme identified:** URBACT III. Action Planning Network (March to be launched)
- **Possible activities:** good practice exchange – capacity building of the Support Group – local actions – Local Action Plan – dissemination.

1. Facts and status
URBACT

2. Funding
programme

3. Partnership

Funding Programme: URBACT III.

- Two phases: Phase I (5 partners, 6 months) and Phase II (8-12 partners, 24 months)
- Budget: 600 000 – 750 000 € per partnership for 30 months (plus the budget for the Lead Expert, covered directly by the Programme)
- 85% in case of Convergence Regions (no national co-financing)
- 70% in case of Competitiveness Regions (no national co-financing)

Synergies between NWE and URBACT programmes regarding the theme

1. Facts and status

2. Funding
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- URBACT provides a wider scope for good practices, European know-how and expertise regarding the project themes
- Secondly the participatory process required by URBACT provides a sound basis for small-scale investments to be done in NWE
- So they can support each other indeed, the NWE project can capitalise on the URBACT knowledge and method

1. Facts and status

2. Funding
programme

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Partnership

- City of Eindhoven (LP)
- Mainly cities can participate, maximum three non-city partners can join to a network. Each partner must be public or public equivalent body (municipalities, universities, associations of cities, research institutions, etc.).
- 50% (+/-1) of the partners shall be from Convergence/ Competitiveness regions.
- Good geographical balance is required (North-South-West-East)