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# The European Space Agency & the European Platform for Sport Innovation

Webinar September 21<sup>st</sup> 2022

#innovatesport



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# Presentation outline



- a. Short presentation of EPSI
- b. ESA / EPSI signed MOI
- c. Based on ESA calls for proposal, how can EPSI concretely help ESA
- d. ESA / EPSI partnership implementation roadmap 2022 + 2023

# WHO WE ARE



**EPSI** is a European membership-based networking organisation focusing on **innovation** in the areas of physical activity related to **sport, leisure** and **health**.

We are **great variety of** organisations from **23** countries, among which:

**Sport Associations/Federations**

**Sport Accelerators**

**Industries and SMEs**

**Communication & Marketing Agencies**

**Clusters**

**Research Centers**

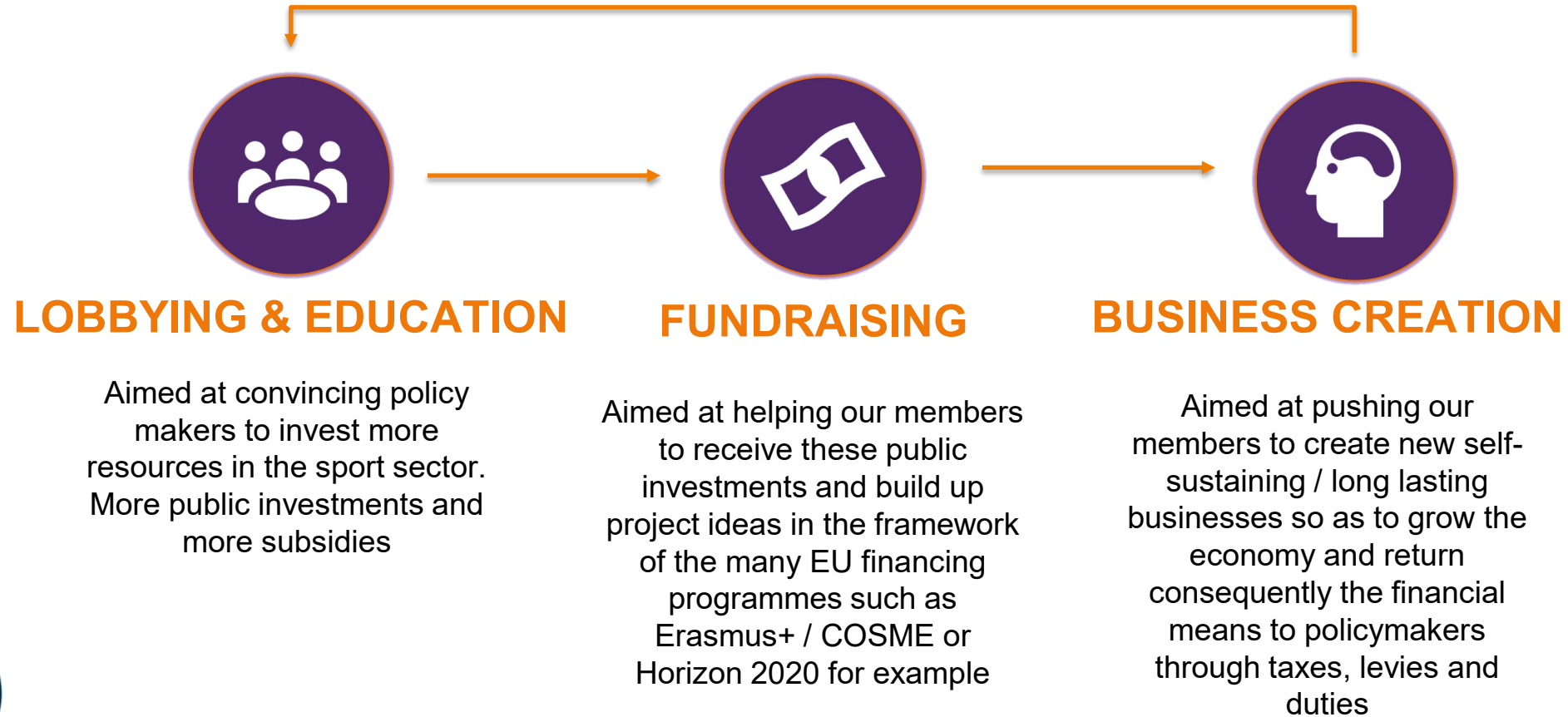
**Public Authorities**

**Universities**

The presence of federations and clusters gives EPSI an added value: counting «indirect members», in total EPSI represents **more than 2,000 entities** and around **5,000,000 individuals** in Europe.

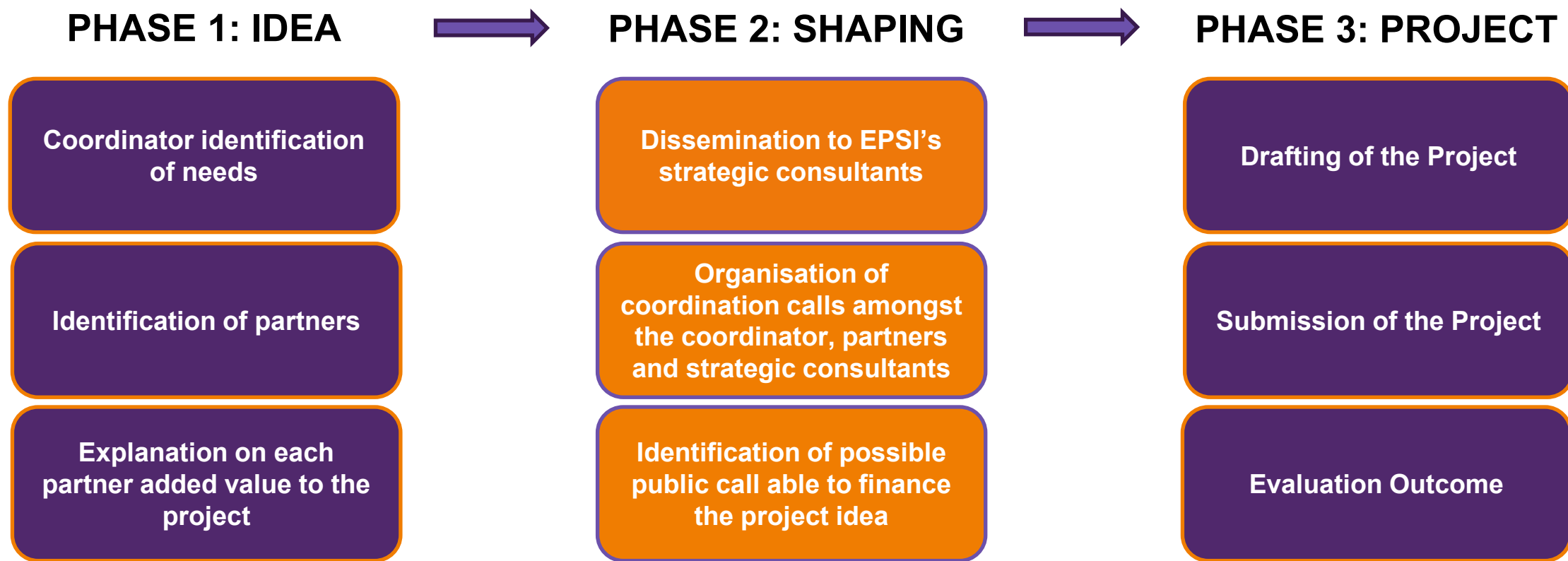
*In addition to members, we have **Strategic Partners** for **business** and **projects**.*

# EPSI SERVICES



# FUNDRAISING: HOW WE DEVELOP PROJECTS

In the **bottom-up approach**, EPSI supports their members in turning their innovation ideas into real projects. We do it through a **three-phase process**:



# FUNDRAISING RESULTS

In recent years, 24 Projects awarded and developed. Budget: € 15,185,784

17 Erasmus+ for a total budget around €6,278,000;

1. **BIG4SPORTS** Building Innovative Governance for Sport, Budget €355,750
2. **SCORES** Developing Skills & Competences Resulting in Employability through Sport, Budget €393,990
3. **SPHERE** Sport Healing Rehabilitation, Budget €383,000;
4. **HEMA** Healthy Employee, Mobile and Active, Budget €397,208;
5. **EYVOL** Empowering Youth Volunteers through Sport, Budget €362,005;
6. **APPLE** Approach Towards a Sporty and Healthy Lifestyle, Budget €346,635;
7. **OPS** Open Air Sport, Budget €59,500;
8. **EUPASMOS**, EU Physical Activity and Sport Monitoring System, Budget €390,000;
9. **BravaDC**: Brand Value Alignment through Dual Career, Budget €399,925;
10. **EASMH**: European Alliance for Sport and Mental Health, Budget € 398,450;
11. **EWSE**: Empowering Women in Sport Events in Europe, Budget € 394,534;
12. **WISE**: Women's Involvement in Steady Exercise, Budget € 398,470;
13. **MCE**: Multisport Community Experience, Budget € 400,000;
14. **SPEX**: SportKompas Exergame, Budget € 400,000;
15. **FAMS**: Fostering FemAle Management leaders in SportS, Budget € 400,000;
16. **EYOUACA**: E-learning YOUth ACAdeMy of grassroots sport, Budget € 400,000;
17. **PROGRESS**: Promoting Green Strategies in Sport , Budget € 400,000;

1 Interreg Europe Inno4Sports Sport for Growth and Healthy & Vital Communities, Budget €1,525,282;

2 Erasmus+ Key Action 2

1. **A4SEE** Alliance for Sport Engineering Education, Budget €960,704;
2. **SPINENT 2.0** Mentor Up, Scale Up!; Budget €70,735;

1 COSME SmartSports4GoodLife, Budget €359,992;

2 LIFE

1. **RESKIBOOT** Budget € 2,819,037
2. **RE-SHOES** Budget €2.673.247

1 HORIZON Senior Eco-Net Budget € 498,325

# BUSINESS CREATION



EPSI supports / facilitates business creation among its members based on their **strategic development agendas**. EPSI facilitates match-making in several ways:

## Business creation from deliverables of European projects

- We push further the lifespan of EU project deliverables and understand if they can become proper business;
- We challenge them with business angels, private equities and venture capitalists to understand their potential.

## Business creation from within the EPSI membership

- With the clear understating of our members business objectives;
- With the creation of Business matches with other EPSI members.

## Business creation at the cross road between sports and the neighbouring sectors

- With the clear understanding of our members business objectives;
- With the creation of business matches reaching the other sectors we have signed collaboration agreements with.

## ESA / EPSI signed Memorandum of Intent

(...) strengthening the joint efforts on space-based applications, digitalisation and technology enablers, the Signatories' common objectives focus on supporting purposeful innovation addressing the evolution of the sports industry. The Signatories wish to cooperate with a view to analyse, develop and implement innovative space enabled applications addressing the sustainability and the increased engagement in sports as well as healthy lifestyle, while delivering positive net socio-economic impact.





## ESA Calls for proposals - how can EPSI concretely help

- Key words ESA Calls for proposals : Sustainable infrastructure / Services around construction sites / **Smart & green cities** / Smart management of events / Crowd management / Public safety / Fan engagements / Athletes performance assessments
- Innovation is the practical implementation of ideas that result in the introduction of **new goods or services or improvement in offering goods or services**.
- ISO TC 279 in the standard ISO 56000:2020 defines innovation as "a new or changed entity realizing or redistributing value"

# HOW IS EPSI SUPPORTING INNOVATIVE IDEAS



- 1) **Disrupt the way to innovate by joining different types of organisations** in the private and public field (Public Private Partnership) as well as academia, associations, federations companies, clusters, incubators accelerators, public authorities and more generally, all actors involved in the sport ecosystem.
- 2) **Collect innovative ideas from the many actors in the field in a standardized and bottom-up approach**
- 3) **Focus on vertical priorities such as the ones contained in specific calls for proposals (ESA) sustainability / crowd management / fan engagements** so as to guide the making of innovative ideas specifically in these domains.

# HOW IS EPSI SUPPORTING INNOVATIVE IDEAS



- 4) Accompany the development of any innovative idea step by step to find :
  - a. Leadership
  - b. Partnership
  - c. Financial means- both public and private -
  - d. Roadmaps with dedicated timeframes and specific key performance indicators
  - e. Possible commercialisation opportunities with business development



# AND VERY CONCRETELY HOW DO WE DO IT



Via the so-called : [Member Only Zone or MOZ](#)



# ESA / EPSI implementation Roadmap

## 2022

- October 17<sup>th</sup>: in the context of MoveCitySport Fair. Presentation of EPSI – ESA partnership during EPSI General Assembly.
- October 18<sup>th</sup>: Presentation of the calls and organization of brokerage tables for relevant project ideas.

## 2023

- Organization of brokerage tables for the call on Olympic Games.
- Ensuring business continuity for kickstarted project initiatives.
- EPSI will remain engaged as expert and stakeholder for calls for proposals and kickstarted projects.
- Ensuring continuous dialogue with relevant stakeholders and EPSI members and partners (e.g. LEN).
- Collaboration in the framework of EPSI Annual Event 2023.

# The End

Thank you very much for your attention  
Any questions

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