

Sports and Technology: training sessions on alternative funding

Large interest in training on funding sports innovation projects

Sports & Technology recently organized two training sessions on funding of innovation in the sports sector: one on funding for innovation projects in the sport and another one on writing successful project proposals. Both meetings showed plenty of enthusiasm.



Jordi Escribà during the meeting on 11th October.

Session innovation funding

On October 11, Sports & Technology organized a session on international sports innovation projects and the acquisition of the necessary funding.

This meeting was intended for everyone willing to develop (inter)national innovation projects in the sport sector with funding from various public sources: the European Union, national and regional authorities. Around 50 people were present at this session, coming from the Netherlands and Belgium. Specially for this, Jordi Escribà of the Barcelona consultancy office B.Link was invited. He gave the audience an overview of the European strategy for the sport from the EU Work Plan for Sport 2014-2020 and presented the ecosystem of the sport in Brussels, such as networks, platforms and working groups. He also gave an overview of the European funding possibilities for the sport. To this end, the special review guide “Guide on EU funding for Sports Industry 2014-2020”, written within the framework of the EU4SportsClusters Alliance, is already available. In addition to Mr. Escribà, Twan Bierens, co-owner of the consultancy bureau W&B Consultants was present. He gave participants an insight into national and regional funding sources, both public and more private resources.

Training: Writing successful European project proposals

After an inspiring meeting on funding topics, these matters were covered more deeply in a session on 12th October. This training was for a smaller group and was led by a colleague of Mr. Escribà, Ms Marta Rojas.

During this training, the various European funding schemes were discussed in more detail. Also, attention was paid to rightly formulate successful European project proposals for the sports industry. After an intense day, already a number of promising project initiatives was noted.



Marta Rojas during the training on 12th October.

EU4SportsClusters Alliance

Both meetings were organized in the framework of the EU4SportsClusters Alliance project.

EU4SportsClusters Alliance is a project co-funded by the European Commission aimed to implement and test a Joint Internationalisation Strategy of the European Strategic Sports Clusters Partnership. The project is aimed at developing new value chains and exploit international opportunities for SMEs, especially in regions outside the EU.

This project is a continuation and further development of a sports cluster partnership that was founded in 2013 as a result of a project funded by the European Commission entitled EU4SportsClusters (2012-2014).

The alliance consists of five European partners (INDESCAT from Catalonia, Spain, Sports & Technology, Netherlands; EPSI (European Platform for Sports Innovation), Belgium; Cluster Montagne, Auvergne-Rhône-Alpes, France, and Flanders' Bike Valley, Belgium).