

PROGRAM ELIS INNOVATION SUMMIT | CROSSING BORDERS FOR SPORTS & VITALITY

DATE: 20.09.2023

LOCATION: HIGH TECH CAMPUS EINDHOVEN

11.00 – 13.00		Registration
	network and inspiration at Innovation Space with coffee/ tea buffet	
11.30 – 13.00		OPENING SESSION
<i>Auditorium</i>	Opening & Welcome Irene Rompa, Chair	
	EU: Crossing borders for Innovation in Sports & Vitality? Floor van Houdt, European Commission, DG EAC, Head of Sport Unit	
	Societal Challenges: chances for new and better business?! Mariken Leurs RIVM/Beweegalliantie Eric Janssen VDL managing director, Coördinator sport cluster VDL Henk van Dijk Provincie Noord Brabant, Program Innovation, Knowledge and Talent Development	
	Innovations in the picture @work, @public space, @sport PSV Victor Donker Greenhabit Chantal Linders	
	Exponential innovation & the future of healthy living Maarten Steinbuch Eindhoven Engine	
	Making a Transition from <i>healthcare</i> to <i>care for health</i> Reinder Haakma Philips, <i>ITEA3-Inno4Health</i> Joanne Lane Health ClusterNET, Norway Health Tech, <i>I3-Digit Pre and Invest4health</i> Sywert Brongersma imec, Workplace Vitality Hub René Wijlens Cluster Sports & Technology, <i>I3-DIGIT-PRE and I3-INSHAPE</i>	
13:10 - 14:00		NETWORKING & LUNCH at the Innovation Space
	Network and inspiration at Innovation Space with booths and food	

14:00 - 15.00 Inspire to Connect	
Auditorium	<p>Inno4health: new solutions for healthy lifestyles</p> <p>Discover the state-of-the-art solutions on continuous monitoring in personal and physical health; a basis for innovations and new businesses in sport & vitality</p> <ul style="list-style-type: none"> • Hareld Kemps Maxima Medical Centre • Shavini Stuart Holst Centre, TNO • Marianne Timmer; Thomas Timmer
Room Ernst ⁱ	<p>Societal Challenges: chances for new and better business?! innovative approaches in sport & vitality stimulation</p> <p>International experts from different EU regions and countries share their approaches to stimulate innovation and impact in sports & vitality addressing the societal challenges on inactivity.</p> <ul style="list-style-type: none"> • Lore Cuypers Coördinator Vital Cities & Lector Sport & Bewegen, Sportinnovationcampus, Howest • Isto Vanhamäki Director Business Region Development, Lahti Region Development LADEC • Harmen Bijsterbosch ELIS Innovation Hub @Public Spaces
Room Curie ⁱ	<p>Sports in the Metaverse</p> <p>What is the metaverse, how can sports use it and benefit from it? We will show concrete examples of sports in the metaverse and how it can engage people to be more physical active.</p> <ul style="list-style-type: none"> • Quique Alcantara Valencia Sport Innovation Cluster (I4VIC) • Kari Partanen Jyväskylä University • Javier Soriano Blautic
Room Planck ⁱ	<p>Promotion of active lifestyle in swimming</p> <p>Swimming is healthy but should also be fun at every age. How can innovations enhance the role of the swimming pool in promotion of an active lifestyle and improving vitality?</p> <ul style="list-style-type: none"> • Roald van der Vliet Swimm centre de Tongelreep, National Swimming Centre, Eindhoven

15:00 - 15:45 NETWORKING, PITCHES & COFFEE BREAK at the Innovation Space

15:45 – 16.45 Inspire to Connect	
Room <i>Ernst</i> ⁱ	<p>Inno4health interactive session on new solutions for healthy lifestyles</p> <p>Learn and see how innovative solutions on continuous monitoring in personal and physical health can be the basis for innovations and new businesses in sport & vitality.</p> <ul style="list-style-type: none"> • Anil Sinaci SRDC • Kristupas Survila Lipse • William Xavier WiseWareSolutions
Room <i>Curie</i> ⁱ	<p>Exergaming: fun on top of exercise</p> <p>How can gamification help to activate people @work, @school, @home, @public spaces and even @sport to enjoy their thrive for fitness and wellbeing? Meet the experts and get inspired!</p> <ul style="list-style-type: none"> • Anke Eyck Fontys ICT • Kari Partanen Kajaani University • Frank Bovenkerk HAN Hogeschool Arnhem Nijmegen
Room <i>Planck</i> ⁱ	<p>Joy of Movement as a Game Changer towards an Active and Healthy World</p> <p>To get more people to move more we need to change from the pure rational storytelling: Addressing emotions, i.e. Joy of Movement, will provide for a new quality of movement motivation and tap on new opportunities for an increase in physical activity. In this workshop we will get to know what Joy of Movement can mean for different target groups, and transfer this knowledge to different settings and environments.</p> <ul style="list-style-type: none"> • Fozzy Moritz Re-Train, Innovations Manufaktur
Room <i>Bohr</i> ⁱ	<p>Investing in startups: (from Zero to Hero)</p> <p>What does it take to become successful? The journey to be made from idea to business case to successful company in sport & vitality.</p> <ul style="list-style-type: none"> • Ralph Hunnekes Team manager Startups, LIOF • Rob Knops Strategic business expert • Dirk van den Berg Business Developer IQONIC/Tilburg University • Jan Hoefnagels Business Support, Cluster Sports & Technology
<i>Auditorium</i>	<p>Sustainable sport facilities for vital society</p> <p>Sustainability in sport facilities is not a luxury, it is a must! Learn how innovations will help to create a climate neutral sports and vitality environment.</p> <ul style="list-style-type: none"> • Montse Centellas INDESCAT • Richard Migchielsen Projectleider Innovatieplatform Duurzame Sportsector • Cristan Segers Gemeente Eindhoven

16:45 – 17:45 CLOSING SESSION	
<i>Auditorium</i>	Innovations in the picture @work, @public space, @sport <ul style="list-style-type: none"> • Albert van Abbe • SENSAI Yama Sarai
	Activate organisations and people to cross borders. <ul style="list-style-type: none"> • Rens vd Vorst Techno-philosopher
	Pitches and Award ceremony of the Dutch Sport Innovation Award 2023 <p>Finalists</p> <ul style="list-style-type: none"> • HiPster HI Sport • Buitengymzaal Nijha • Amigo de voetbalschieter Tech2play <p>Award ceremony</p> <ul style="list-style-type: none"> • Peter Kentie member of the jury of the Dutch Sport Innovation Award 2023 <p>Award presented by</p> <ul style="list-style-type: none"> • Maes van Lanschot alderman in Eindhoven
	Closing
17:50 – 18:30 NETWORKING at Innovation Space	
	Network and inspiration at Innovation Space with booths and drinks

ⁱ See below the *map of the HTC Conference Centre first floor* for the location of the rooms *Curie, Planck, Bohr and Ernst*

