



SMARTSPORTS ⁴ GOODLIFE
CLUSTERS ALLIANCE



SmartSports4GoodLife is a project co-financed by the European Commission COSME Program under the **European Strategic Sports Clusters Partnership**, which focuses on the need to jointly face the **European sports industry challenges** for the next years.

SmartSports4GoodLife continues the cooperation and collaboration among European sports clusters to provide and create **new business opportunities for SMEs** and strengthen **clusters management capabilities** to transfer knowledge to SMEs. The project is aimed to foster **SMEs competitiveness** by exploiting **cross-sectorial synergies** and developing **innovative products and services** related to **technology, energy, tourism and health**, with the ultimate goal to address the main challenges the sector is facing in Europe and advance in the **digitalisation** process, **sustainability** and the promotion of **circular economy** and **low carbon solutions**.

These aims will be achieved through the engagement of SMEs and stakeholders in **webinars** and **workshops** on relevant strategic issues for the sports sector, but particularly in the **ClusterXChange program**, which involves **visits** to other sports SMEs and stakeholders, **B2B**, **matchmaking** and **networking** events at regional and European levels.

The **alliance** is made up of five European partners (**INDESCAT** from Catalonia, Spain; **Cluster Montagne**, Auvergne-Rhône-Alpes, France; **Cluster Sports and Technology**, the Netherlands; **MSE Cluster**, Hungary; and **European Platform for Sport Innovation - EPSI**, Belgium), and has 8 **strategic objectives** to fulfil:

- 1 Create a **common strategy** to face global **sports industry challenges**
- 2 Improve **SMEs competitiveness** and **innovation** capacity
- 3 Promote **business opportunities** and new **Cooperation Agreements** among SMEs
- 4 Facilitate the **exchanges of knowledge**, experiences and **best practices** among SMEs and clusters
- 5 Strengthen the **collaboration** among clusters and SMEs
- 6 Establish **alliances** between clusters and their SMEs across varied sports sector value chains
- 7 Improve and strengthen **clusters management capabilities** and skills towards **excellence** to provide better **services to SMEs**
- 8 Enhance the **positioning of clusters** for industry competitiveness and interregional cooperation



INDESCAT is the Catalan Sports Industry Cluster, a private entity led by companies. As a cluster, we bring together around 80 companies and organizations related to the world of sport, with the main objective of developing actions that improve their competitiveness and also that of their environment. INDESCAT means: INDUSTRY + SPORT + CATALONIA
www.indescat.org



Cluster Montagne is a non-profit organisation located in France (Auvergne Rhône-Alpes region). Its aim is to represent and promote, throughout the world, the French know-how for sustainable mountain tourism development. Gathering 245 members (companies, institutions, research and training centers), Cluster Montagne, since 2012, has been building a strong worldwide network and expertise in the sport and tourism fields.
www.cluster-montagne.com



Located in Netherland, the **Cluster Sports and Technology** is an open network of businesses, knowledge institutions, SportFieldLabs and public organisations (the Q-helix) for innovation for sports and vitality. Cluster parties share their knowledge and experiences, in an ethos of open innovation and co-creation, to create social and technological innovations in the domain of sports and vitality, bringing more people to an active lifestyle, enhancing sport performance and creating economic and social value www.sportsandtechnology.com



The **MSE Cluster** embeds members operating in the field of sport and lifestyle such as SMEs, sport organisations, health care providers, food and pharmaceutical companies. It promotes and co-ordinates the cooperation of SMEs, educational, municipal, R+D profile institutions interested in sport and health promotion to develop the potential of the cooperation. www.sportesletmod.hu



EPSI (European Platform for Sports Innovation) is a membership-based non-profit networking organization that strives for a more innovation-friendly environment for the EU's sports industry, making links between sport organisations, clusters, universities and research institutes. www.epsi.eu



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Partners:

