



2020 ROAD WORLD CHAMPIONSHIPS



Holland Sports & Industry

Your Connection to the Dutch Sports Industry

2020
2021



1



SHAPING THE STADIUMS OF TOMORROW TODAY

As the first truly multifunctional stadium in Europe, Johan Cruyff Arena, formerly known as Amsterdam Arena, has been an inspiration to many. Unforgettable AFC Ajax and Dutch national team matches, fabulous concerts and a well developed Arena area all contributed to the profitability of the stadium.

Over the years we have successfully advised on FIFA World Cup stadiums in Brazil and Qatar and UEFA

Euro stadiums in Poland and Ukraine to name a few. Today we are shaping the future of stadiums by using our venue as a fieldlab for new fan experience, mobility, safety & security, sustainability and facility management services.

Secure your sustainable future and profit from our experience? Use our stadium hospitality for your inspiring event? Contact us!

T/ +31 20 311 1333 E/ innovation@johancruyffarena.nl W/ johancruyffarena.nl

**JOHAN CRUIJFF
ARENA**

FOREWORD MINISTER VAN ARK

Congratulations on a new yearbook "Holland Sport & Industry", in which companies with a heart for sports are once again displayed.

No one could have predicted that the COVID-19 crisis was going to be such a dominant factor this year. Unfortunately, many plans and activities have been canceled or postponed, such as the Tokyo Olympics and the Invictus Games in The Hague.

Especially in these times we see the importance of innovation and entrepreneurship. There is a lot of demand for innovations, for example in the fields of sustainability and physical activity, because health has acquired a more central role. Due to the good networks created by organizations such as the Orange Sports Forum, these innovations will reach the right partners. That is why I am confident that we will get out of this crisis together, stronger than before.

This cabinet is committed to helping Dutch innovative companies find their way to the rest of the world. An example of this is the assignment given to the Topteam Sport, which has set up fourteen Sportinnovator centers across our country. Where researchers, entrepreneurs, governments and sport can work together on innovative ideas. You can read more about this in this yearbook.

In addition to maintaining a network of companies in the Netherlands, the Orange Sport Forum has been active in 2020 to find the way to other countries. Working hard on a Partners for International Business program together with the Ministry of Foreign Affairs, the RVO and my own ministry to expand the network to the United States in the coming years. I am very curious to see what all that will yield.

Together we are working hard on the ambition to be a leading innovative partner for foreign partners. Keep it up!

Tamara van Ark,

Minister for Medical Care and Sports





More than sports...

Papendal is part of the Dutch Olympic Committee NOC*NSF and is, since 1971, home to the Dutch Elite athletes. Papendal is, with it's unique terrain, the biggest training-centre of many Olympic disciplines. But there is so much more happening @Papendal than just sports, which is still unknown to many people.

- ✔ Sports (trainingcamps, sport days)
- ✔ Business (meetings, congresses)
- ✔ Events (festivals, clinics)
- ✔ Leisure (hotel, cycling)

Director Jochem Schellens about Papendal:

At Papendal you may expect nothing less than the best. Our facilities, up-to-date medical equipment, scientific tests and measurements and healthy nutrition matches the requirements of our top athletes. The hotel, with conference facilities and its own home-based event center, is located in the heart of it all. All facilities can be found within less than 1 km."

We take the current Covid-19 measures into account.

Get carried away
by the **power**
of **sports.**



FOREWORD

Dear Sports Friends,

We proudly present to you the 2020/2021 Holland Sports & Industry yearbook.

The yearbook has served as an important reference book for the Dutch sports industry for many years, and it provides an overview of the enormous diversity of Dutch companies, organisations and institutions associated with sport. The yearbook is therefore widely used by embassies, consulates, companies, sports associations and other relevant sports organisations and institutions. We are proud to issue this year's yearbook in collaboration with Sportinnovator!

The year 2020 has been a time of many challenges for the international sports world. COVID-19 has had a great impact and will possibly change the way international business is done. Nevertheless, it is great to see that so many companies have been able to adapt immediately and deliver fantastic projects and achievements in times like these! Moreover, sport, exercise and a healthy lifestyle are increasingly seen as essential if you want to avoid injuries, illnesses and healthcare costs.

Orange Sports Forum put in a successful year in challenging conditions, supporting many companies as they took their first steps onto the international stage. We started several great new projects, including the creation of a cluster of 20 complementary companies in the areas of sport (-tech), vitality and innovation. Realised in the United States through a public-private partnership, this PIB program ("Partners for International Business") will be managed by the Dutch Consulate General in Miami and will, of course, give rise to various opportunities for the Dutch business community in connection with major events like the World Cup (2026).

In addition, OSF has become a partner in the European Hockey Federation's long-term Erasmus+ project for the establishment of a 'European Institute of Hockey'. We have also concluded various highly satisfactory collaborations with European clusters and a number of organisations from outside of Europe. Ultimately, this will yield valuable entry points abroad and will result in new long-term partnerships.

The year 2021, with its sporting highlight of the Olympic Games in Japan, will certainly offer plenty of opportunities to our members. It goes without saying that we will continue to support entrepreneurs just starting out on their international journey, and that our cooperation with the Sports & Technology and FGHS sports clusters will only be increasing in intensity. So, you can be sure that 2021 will be a year in which we continue to assist and represent our participants with efficiency and effectiveness.

We wish you happy reading and a healthy 2021!

With sporting greetings,

Orange Sports Forum Foundation



Arun SwamiPersaud



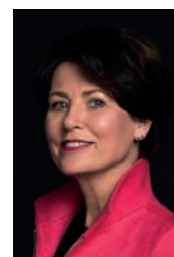
Camil Smeulders



John van de Laar



Rick Slegers



Marielle Wiegmans



Nico Delleman

SPECIALIST SERVICES FOR THE PLANNING, DEVELOPMENT, OPERATION AND MANAGEMENT OF SPORTS FACILITIES

The Stadium Consultancy is a boutique consultancy and project management company for the stadium and sports facility industries. Since our establishment in 2006, we have been involved in nearly 100 projects worldwide for clients, which include FIFA, UEFA, professional football clubs, sports associations and municipalities.



Project
Management



Planning &
Development



Operations &
Management



Overlay Planning
& Bid Books



THE STADIUM CONSULTANCY BV
JAN MASSENSTRAAT 32
1411 RW NAARDEN
THE NETHERLANDS



+31 85 877 2098



INFO@STADIUMCONSULTANCY.COM



WWW.STADIUMCONSULTANCY.COM



THE-STADIUM-CONSULTANCY



@STADIUMCONS

FOREWORD

BY HARRY VAN DORENMALEN

Dear Sports Friends,

I am honored to be able to contribute to this Holland Sports & Industry 2020 - 2021 yearbook with a special supplement about Sportinnovator. The yearbook not only serves as an important reference work for the Dutch sports industry, but it also provides an overview of the enormously diverse range of Dutch companies, organisations and institutions that are associated with our sports sector. It is a highly valuable network for the club that I am chair of: Sportinnovator's Top Team for Sport.

What exactly does Top Team for Sport actually do, you may be wondering. I would like to provide a brief outline. Sportinnovator is the Netherlands' sports innovation network. We identify innovations in sports, evaluate them, encourage improvements and help them to scale up. These innovations not only benefit sports, but also wider society as a whole. Because we believe that sports innovations should also have a societal impact. This Sportinnovator special edition presents a number of fine examples of this.

The Ministry of Health, Welfare and Sport (VWS) created the Top Team for Sport in 2014. In recent years, Sportinnovator and the Top Team have evolved to become a much larger operation than they were in the early days. That sounds simple, but it is the best way of describing our progress.

For example, to begin with our infrastructure consisted mainly of data in spreadsheets, while today Sport Data Valley provides us with a genuinely national digital infrastructure.

In the field of innovation, we started out as a kind of agency for innovation in the field of sports, focusing on what was happening at the various sports innovation centres in our country. We still have that role today, but our activities are now on a much larger scale and all VWS Challenges are channelled through the Sportinnovator formula. Sportinnovator has already worked on over 600 innovations.

In our early days, we were mainly concerned with structuring our own organisation, but now we are part of a much larger ecosystem that includes the Dutch Sports Council, NOC*NSF (the Dutch Olympic Committee and Dutch Sports Federation), and many others. We also have international ambitions and communicate regularly with the Ministry of Foreign Affairs and European institutions and organisations.

Some time ago, I spoke to an American diplomat and he asked me what trick we were trying to pull off with the Sportinnovator. My answer was simple: the same trick that the Netherlands generally pulls off - better organisation and cooperation. At Sportinnovator, we do this using the quadruple-helix model, which brings together sports, the business community, science and the public sector. We also have



In 2018, Bruno Bruins - then Minister for Medical Care & Sport - signed the National Sports Agreement together with representatives of sports, the business community, local authorities and civil society organisations. That agreement was entitled: 'Sport brings the Netherlands together'. The Sports Agreement aims to make sport as fun and accessible as possible for all Dutch people, in all stages of life. This helps to ensure that we tap into the full potential of sports and exercise. In 2018, the Top Team for Sport was given an additional responsibility by the Ministry of Health, Welfare and Sport - to promote innovation as part of the National Sports Agreement. With its innovation programme, Sportinnovator can be seen as the CTO of this Sports Agreement.

the right expertise - we know what we are talking about. And like all Dutch people, we are quite good at separating the wheat from the chaff. This is especially useful in our work at Sportinnovator. We need to take the right decisions quickly - this looks promising, this looks less useful. No messing around. Because what we want to avoid at all costs is endless bureaucracy. So we stay focused on results. Making an effort is great, but achieving results is what counts.

I hope you enjoy reading about the work that we do!



HOW WHEN WHY
WHERE HOW MUCH WHICH

Striving for a vital society

At the Knowledge Centre for Sport & Physical Activity Netherlands, we believe that our expertise can help improve the quality and effectiveness of sport and physical activity and therefore contribute to a more vital society. A society in which people are able to take part in sports and other physical activity in a proper, safe and enjoyable way.

Applying knowledge every day

The Knowledge Centre for Sport & Physical Activity (Kenniscentrum Sport en Bewegen in Dutch) ensures that scientific, policy and practical expertise is made available for use by professionals in the field.

We support *community sports coaches* and other professionals in their efforts to ensure that the elderly, people with a disability and people from disadvantaged areas are also able to take part in society. We also support *general practitioners* and *nurse practitioners* who want to help their patients become more active. We advise *teachers* who want to motivate their pupils to take part in a sport or other physical activity. We help *policy advisers* to develop a future-proof policy for sports clubs, to expand their network, and to design the local environment in a way that encourages physical activity. We also support *sports administrators* in their ambition to create a safe sporting environment that is based on fair play and respect for all. *Elite athletes* also profit from our work. By keeping *trainers* and *coaches* up-to-date with the latest scientific insights, they have the tools to take sporting performance to a higher level.

We are developing practical step-by-step plans, computer models, guidelines and methodologies in partnership with universities, knowledge centres, policymakers and professionals in the field. This helps professionals achieve objectives and provides them with the motivation to apply their knowledge in their day-to-day practice.

Your independent gateway to sport in NL

The Knowledge Centre is an independent knowledge institute and is funded by the Ministry of Health, Welfare and Sports (VWS) in the Netherlands. We are a member of a number of international networks, such as Tafisa and HEPA. We participate in European Erasmus+ Sport projects such as Europe in Action and InSport.

We can serve as your gateway to the Netherlands, in various ways:

- **Sportfolio** presents an overview of projects which are showcasing opportunities for other countries and companies to join forces.
- The online **Guide to Sport and Physical Activity in the Netherlands** gives an overview of the facts and figures of sport and physical activity in our country.
- Find publications in the **knowledge database** for sports and physical activity. The database contains both Dutch as English publications.
- **Exchange of knowledge** about effective programmes and good practices in other countries through visits, workshops and international or EU-projects.
- We can help you get in **contact with successful projects** and effective interventions.

Please visit our website www.kenniscentrumsportenbewegen.nl/en to find out more about us.

and is becoming increasingly digitalised.

Active outdoor play as we used to know it, is an increasingly rare phenomenon. With our

Contact International Affairs

Jacqueline Kronenburg
account manager public affairs

jacqueline.kronenburg@kenniscentrumsportenbewegen.nl

Our first interactive playset was launched by Yale in



COLOPHON

Yearbook Holland Sports & Industry is a publication of OSF in cooperation with Hazenberg Hoefsloot

Publisher

Orange Sports Forum
(Hazenberg Hoefsloot)

Projectmanagement

Rick Slegers
Camil Smeulders

Design

Audrey Remkes



Esschebaan 25
5282 JK Boxtel
T +31 (0)85 - 489 11 50

Orange Sports Forum®

Torenallee 3
5617 BA Eindhoven
T +31 (0)85 4011977
orangesportsforum.com
info@orangesportsforum.com
hollandsportsindustry.com

Coverphoto

Photo by Cor Vos

2020 UCI ROAD WORLD CHAMPIONSHIPS:

- 1 Anna van der Breggen (NED)
- 2 Annemiek van Vleuten (NED)
- 3 Elisa Longo Borghini (ITA)

© Copyright 2020

Nothing of this publication may be copied or reproduced without written permission of the publisher.

CONTENT

1	Foreword Minister van Ark	3
2	Foreword Orange Sports Forum	5
3	Foreword Harry van Dorenmalen, Sportinnovator	7
4	TrueKinetix: first robotized bicycle trainer in the world	12
5	Royal Dutch Livesaving Association	18
6	SD Worx Cycling Team	22
7	Opportunities in sports country the United States	26
8	SportsNL: Changing the Game together!	32
9	Baseball (KNBSB): Diversity is the key to success	36
10	Rick van den Hurk: Big in Japan	40
11	Papendal in times of COVID-19	42
12	Red Bull gives ice speedskaters wings	44
13	Texaco & Sharon van Rouwendaal	48
14	Sport and business in Qatar	50
15	European Institute of Hockey	52
16	Orange Pages	54
17	Realization fully circular artificial turf	60
18	Team Jumbo Visma	66
19	Sportinnovator: Harry van Dorenmalen	72
20	Sportinnovator: Sport Data Valley	75
21	Sportinnovator: GreenHolds Sportinnovator Icon Project	77
22	Sportinnovator: Sports Engineering Institute	79
23	Sportinnovator: Johan Cruijff Arena	81
24	Cooperation Dutch Sport clusters	86
25	World2Win (Beach) Volleyball	88
26	EU Project: Inno4Health	94
27	Shimano Experience Center	96
28	MTD Pure Water	100
29	Holla Advocaten and Sports Law	102
30	Official Event Supporter F1 Zandvoort: CM.com	104



Think
ahead

La Gro
Geelkerken

La Gro Geelkerken advises entrepreneurs at home and abroad

When faced with a legal challenge, you will want lawyers who take quick and decisive action. These lawyers can be found at La Gro Geelkerken: we can help you with effective solutions thanks to our thoroughness, decisiveness and proactive approach.

Our Asia Practice

With more than 12 years of experience, we have become one of the leading legal Asia experts in the Netherlands. The members of our Asia team provide legal and business advice to Dutch companies planning to do business in Asia and Asian companies planning to do business in Europe.

www.lagrogeelkerken.nl



La Gro
Geelkerken
lawyers



ProSoccerData (PSD) is an online management platform, enabling clubs, federations & leagues to operate with higher efficiency and maximize individual player development.



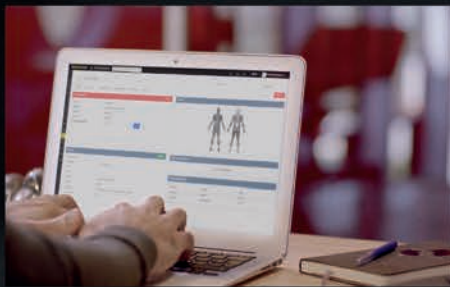
Planning & Communication

Easily manage players, teams, training sessions and games and **facilitate** communication between players, parents and staff.



Training & Game Reporting

Increase the quality of individual player development by following up on training and game performances.



Medical & Performance

Follow up on athletical evolution by **keeping track** of biometrics, injuries and testings in a medical secured environment.



Scouting

Detect and visualize high potential players in your own scouting database and follow up on recruitment in a unique workflow.



ProSoccerData supports our youth academy in tracking the biggest talents

AFC AJAX



Used by > 450 soccer organizations in 15 countries and available in 11 languages



BREAKTHROUGH FOR DUTCH TRUEKINETIX: FIRST ROBOTIZED BICYCLE TRAINER IN THE WORLD

International interest for this innovation: an indoor bike 'without a flywheel'

The Dutch scale-up TrueKinetix has launched the TrueBike: the first robotized indoor bike in the world. When training indoors, the TrueBike provides exactly the same experience and resistance as outdoor, something that existing indoor bikes don't offer. To meet the growing demand, a new factory was opened in Hillegom. From abroad there is also a lot of interest in this Dutch invention.

David versus Goliath

In Hillegom 2000 to 4000 indoor bikes can be produced per year. TrueKinetix is already planning to expand into other countries and is in the process of opening an office in Atlanta, USA. Inventor and triathlete Bas van Rens developed the TrueBike after he discovered that he couldn't perform the right training work on existing indoor bikes. He quit his job as international CEO of sports data company Mylaps, turned his passion into his company and developed the innovative indoor bike with the help of his expertise in mechanical engineering. In doing so, he took on the role of 'David versus Goliath' against such established names in the cycling world as Tacx and Wahoo. With success, because TrueKinetix received a subsidy from the RVO innovation fund and won both the Dutch Sports Innovation Award and the Bike Motion Award.

This really feels like cycling outdoors

Triathlete Van Rens is still a fanatic athlete. He says about the TrueBike: *"Many indoor cyclists, from beginners to professionals, recognize from their own experience that indoor cycling gives a different load than outdoor cycling. You strain other muscles and the power output just don't match. With the TrueBike, they find that the effect of indoor cycling really is more like riding outdoors. Users find their training more realistic and effective".*



About TrueKinetix

TrueKinetix wants to help people get and stay fit and healthy by offering the new standard in indoor cycling. TrueKinetix was started in 2016 by the rebellious Dutch triathlete Bas van Rens, who felt that indoor training should be much more effective. The TrueBike is based on the TrueForce technology developed and patented by TrueKinetix, making it the first - robotic - indoor bike that truly mimics the resistance experienced outdoors.

This makes indoor cycling not only more fun, but also more effective. NOC*NSF (Dutch Olympic organization) was the first customer in 2018 and last year TrueKinetix won several awards, such as the Bike Motion Award and the Dutch Sports Innovation Award. Since then, many cyclists, time trialists and triathletes have embraced the TrueBike as their favorite indoor training bike.



Goodbye Flywheel

The Netherlands has 440,000 fanatical cyclists of whom 330,000 train indoors during the winter months. Then it gets too cold, too wet and too dark outside and on top of that: also unsafe in traffic. However, the existing indoor bikes cannot mimic the experience and resistance of outdoor cycling. This is because they use a flywheel. That is too light and therefore athletes pedal different watts and train the wrong muscle groups.

Missed qualification for Ironman Hawaii leads to a eureka

Van Rens found out in a painful way. After a winter of hard training on an indoor bike, he missed qualifying for the famous Ironman triathlon in Hawaii because he was eight minutes too slow. He looked for the solution in a heavier flywheel, until he experienced his eureka moment in an electric car.

"There I realized that you can also use an engine to create the right resistance. We added a robot to the motor to make sure that the pedals have exactly the right resistance. This is how we developed the first robotized indoor bike that can simulate anything you experience outdoors. You can now train the right muscle groups and cycle the Tour de France at home with the same resistance and watts as in real life," says Van Rens.

The TrueBike can now be coupled with the popular cycling app Zwift

His new indoor bike has been successfully tested and further developed over the past year. Last year the renewed TrueBike was bought and tested by fifty athletes (TrueFriends), both at home and in the 'painscave' in Hillegom, the cycling equivalent of the 'mancafe'. Thanks to their feedback, the indoor bike further improved. For example, the TrueBike can now be coupled with the popular indoor cycling app Zwift.



From sports stadium to concert arena at the push of a button



StadiaPitch is a modular and flexible alternative to other retractable pitch installations. Automated Guided Vehicles (AGV's) transport the pitch segments to a storage area either inside or outside of the stadium.

This innovative and thoroughly tested solution can be integrated in existing or new stadiums. Call us now to discuss a business case for your specific situation.

We Move. You Win.



 **StadiaPitch**

www.stadiapitch.com

www.boschrexroth.com/stadiapitch

rexroth
A Bosch Company



TAKE PERFORMANCE TO THE NEXT LEVEL!

with Ultra-Wideband Technology

For athletes, training and preparation are key to improve performance. Using accurate data and insights lets them know what to work on and where to focus their efforts. Pozyx uses cutting-edge ultra-wideband (UWB) technology to monitor athletes in real-time and give them access to a wealth of data. From hyper-accurate real-time locations (*within 10 cm*), over rich sensor information (*speed, acceleration*), to an easy to use interface. It lets coaches and athletes focus on what matters: finding performance gains. From BMX to hockey, different disciplines are already using the power of UWB to grow.

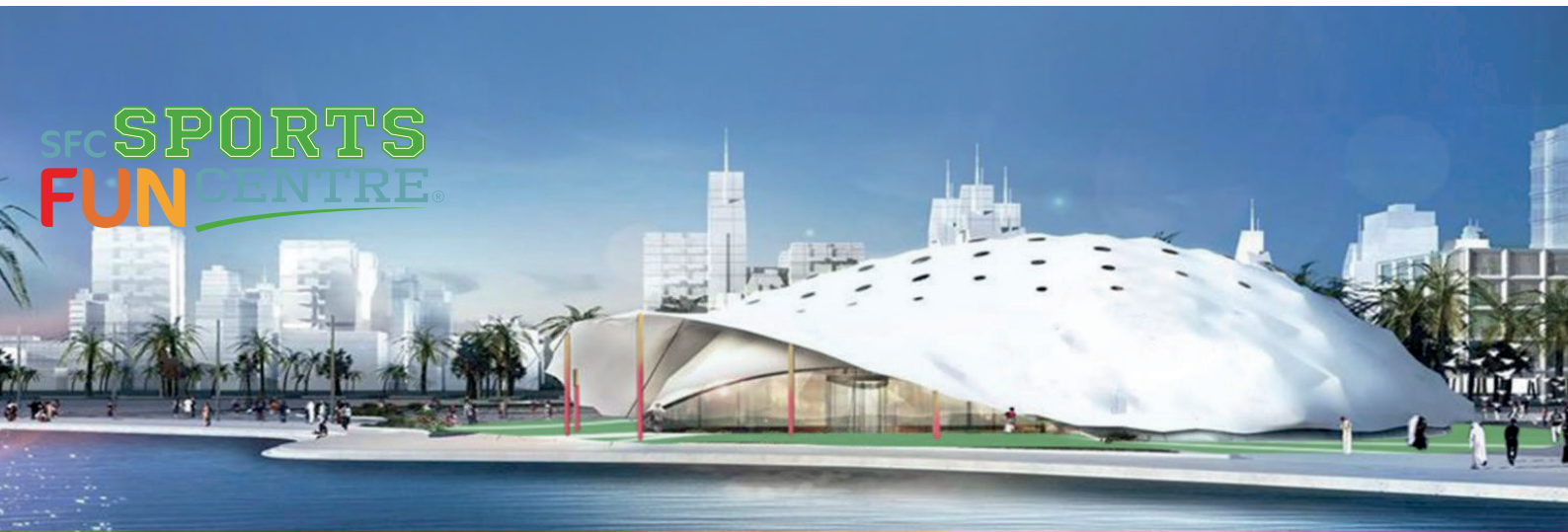
What are you waiting for?
Discover more at www.pozyx.io

OFFICIAL SPONSOR OF





INNOVATIVE TURNKEY ENTERTAINMENT CONCEPT WHERE SPORT MEETS FUN & LEISURE!



SFC **SPORTS**
FUN CENTRE®

- FAMILY-ORIENTED**
- VISITOR EXPERIENCE**
- FUN**
- THEMED**
- MONEY MAKERS**



family fun

a ride for everyone



SFC SPORTS FUN CENTRE®

SPORTS FUN CENTRE IS A YEAR-ROUND ATTRACTION PROMOTING HEALTHY EXERCISE FOR YOUTH AND FAMILY, ATTRACTING BOTH TOURISTS AND LOCALS TO THE STADIUM VENUES.

THE SPORTS FUN CENTRE IS THE ANSWER TO OPTIMIZING (E)SPORT POTENTIAL IN AND AROUND STADIUMS, GENERATE NEW REVENUE STREAMS AND BECOME A FAMILY DESTINATION!

WE PROVIDE:

- Market and Feasibility Analysis
- Concept Development
- Finance
- Project Management and Marketing
- Games, rides and attractions
- Retail, Food & Beverage
- Operations & Maintenance

FOR MORE INFORMATION PLEASE CONTACT:

Peter van Bilsen

M:+31610917433

Peter.van.Bilsen@VEKOMA.com

THE ROYAL DUTCH LIFESAVING ASSOCIATION (KNBRD)



Our Organisation

The Royal Dutch Lifesaving Association (KNBRD: Koninklijke Nederlandse Bond tot het Redden van Drenkelingen), was founded in 1917. We unite 157 local lifesaving committees with a total of nearly 23,000 members. Our well-trained volunteers, including 2,750 lifeguards, are active on the coast, at inland waters and in swimming pools.

The headquarters of the **Royal Dutch Lifesaving Association** is located in IJmuiden and had 21 employees at the end of 2019.



Our mission

More safety in, on and along the water.

That is the goal for which the lifesavers and lifeguards of the Lifesaving Association volunteer on a daily basis. We do our utmost to ensure that no one drowns and that everyone can safely enjoy the abundance of water in the Netherlands.

Our vision

The Netherlands is a land of water. The Lifesaving Association wants everyone to enjoy the water in a safe way. We undertake and organize numerous activities to do this, being the only rescue organization active in the whole of the Netherlands.

We are teaching people to swim and to learn how to save themselves and others. We train people to carry out specific tasks, such as skipper of a lifeboat, driver of a rescue watercraft and driver of a rescue brigade vehicle. We provide information to the general public. And of course we keep (preventive) supervision of the safety of people who are active in, on and near water. We provide assistance if necessary. This is how we make safe water fun possible.

The Netherlands – a country of water:

The Netherlands is a country of water. Much of the land is located along or near the coast. About a third of the Netherlands is below sea level. We only keep our feet dry with mills, dikes, locks, pumps and other technical ingenuity. With all that water around us, a properly functioning Lifesaving Association is of utmost importance.

Lifesaving Association Netherlands: a volunteer organization

The work of the Lifesaving Association can only be done thanks to the efforts of thousands of volunteers. The set-up and structure of the Lifesaving Association is comparable to that of sports associations and sports clubs in the Netherlands. Local organized clubs, the local lifesaving committees, are organized

by volunteers. The local committee itself is responsible for financing, recruiting volunteers, accommodation, arrangements with local authorities, member affairs, etc.

The headquarters, located in IJmuiden, supports the local brigades with information material, knowledge about training and education, agreements with national government and cooperation partners, support for the local committees and the registration of diplomas and licenses. Also located in the headquarter is the service center: Maintenance of boats and outboard engines of the local committees is carried out in the most professional way.

The headquarters is developing into a national knowledge center for local committees and other stakeholders.





Financing

In order to continue to do our work in a proper and safe way, we need more than just people. Training, rescue equipment and the execution of our work all year round; all this costs a lot. Our own volunteers / members contribute to this by means of a contribution. Other sources of income are i.e grants, specific assignments by the government, co-operation projects, gifts and sponsoring.

The activities of Lifesaving Association Netherlands

The work of the Lifesaving Association covers a number of areas. On the one hand, we are the organization that provides supervision and surveillance on a large part of the Dutch beaches. We do this on the coast as well as near recreational lakes in the inland. On the other hand, we teach children, young people and adults to swim. Both elementary swimming, the well-known A, B, C, diploma's (known in the Netherlands) as well as the specific lifesaving swimming diploma's.

Lifesaving is a recognized sport. Therefore, the Lifesaving Association Netherlands is also a member of the Dutch Olympic Committee (NOC * NSF) and supports the organization of (inter) national competitions and tournaments.

The main activities of the Lifesaving Association Netherlands are:

1. Information
2. Education & training
3. Water rescue and assistance
4. National Rescue Fleet
5. Lifesaving sport
6. Service Center



1. Information

The Lifesaving Association provides information on how to prevent drowning. We advise the general public and other stakeholders what is needed to increase water safety. We develop training, standards and innovations. We work together with the regional safety regions, municipalities and medical aid institutions, but also with swimming pools, schools and recreational organizations. In our cooperation with knowledge institutions and our international umbrella organizations ILS and ILSE we are constantly looking for improvement. Because in the event of a (nearly) drowning, every second counts. We want to be there; that is what drives us every day.

To reach the general public, we work closely with national, regional and local media. The summer of 2020 was an extraordinary summer. Because of Corona many people stayed in the Netherlands. And it was extremely hot for a number of weeks. Many people visited the Dutch beaches. At the same time, the weather conditions on the beach were extremely dangerous due to wind and sea currents. The number of rescues was in 2020 significantly higher compared to other seasons.



2. Education & Training

The Lifesaving Association teaches children to swim properly and encourages them to keep swimming. Furthermore, Lifesaving Association Netherlands trains children to become lifesaver, so that they can save themselves and others.

We also train (young) people to become a lifeguard with a sense of responsibility. A lifeguard understands his trade and can provide first aid to those who are drowning. Our Education & Training scheme is well thought out and based on the motivation of skilled volunteers.

3. Water rescue and assistance

The Lifesaving Association organizes professional surveillance in as many places as possible on the Dutch coast, near inland waterways and water-rich events. At these locations, lifeguards are present to provide first aid, help search for missing people and carry out rescue operations.

4. The National Rescue Fleet

Because the Netherlands is such a water-rich country and is situated largely below sea level, the Netherlands has a National Rescue Fleet. After the great flood disaster in 1953, the government decided to set it up.

The Lifesaving Association Netherlands, together with the safety regions, keeps the National Rescue Fleet ready 24/7, as a "first response" for deployment in the event of major water calamities and floods in the Netherlands. In cooperation with the Fire brigades, it is able to evacuate people and animals throughout the Netherlands (within one hour of the alarm). To this end, well-trained volunteers are attached to 88 units (vessels).





5. Lifesaving sport

A number of members of rescue brigades practice lifesaving as a sport. It is a fun way to stay fit and motivated in a competitive way. Our ambition is to move up in the Top 10 ranking worldwide. So far, we are doing well, as evidenced by the two silver medals, one bronze medal and three fourth places that the National Team Lifesaving Seniors (NTLS) achieved at the European Lifesaving Championship 2019 in Riccione, Italy, and the tenth place overall in 2018 at the World Cup for country teams. That also says something about a vision of quality and our aim to get the best out of our people and materials.



6. Service Center

The Service Center maintains the material (engines, boats) of a large number of Local committees, including all the material of the National Rescue Fleet. Also, the Service Center develops and builds new vessels. Rescue brigades can purchase material like vessels, watercraft and trailers, but also ask for technical advice to keep rescue brigades ready at all times.

International cooperation:

The Lifesaving Association is an active member of the umbrella organizations ILS (International Life Saving) and ILSE (International Life Saving Europe).

The Lifesaving Association is interested in international cooperation. This may concern, for example, the exchange of knowledge and expertise about the National Rescue Fleet, the way in which we work with volunteers or our training and education scheme. We are open for joint projects, such as Erasmus+ projects in Europe, or other proposals.

For more information about possibilities to cooperate with or contribute to the Dutch Lifesaving Association, please contact:

Contact details:

The Royal Dutch Lifesaving Association (KNBRD)
Peter Barendse
Dokweg 149
1976 CA IJmuiden
The Netherlands

+31 (0)255-545858
Info@reddingsbrigade.nl
www.reddingsbrigade.nl



SMARTGOALS



**Be better
Train smarter**

01 SmartGoals

Interactive LED system for the training of game intelligence, cognitive abilities, agility, awareness and more. Used globally from grassroots level to Champions League teams, such as Ajax, PSV Eindhoven, Schalke 04, Fenerbahce and more.

02 SkillCourt

Interactive urban sports fields where gaming, sports and fun comes together. Log in with your app, select game and get started! Measure your performance with different exercises such as agility, sprint, and dribbling drills. The app keeps track of your progress with as well as your personal skill score.

03 SkillGames

Capture your own skill level through standardized exercises in a FIFA FUT-like format. Measure performance, compete with yourself and your peers to become the best.

Check us out



www.smartgoalsport.com

Nothing displays our motto "For life. For work." better than sports.

THE SD WORX CYCLING TEAM



HR and payroll provider SD Worx secured the future of the Ladies Cycling Team for the period 2021 to 2024; they signed a four-year contract with the world's best women's cycling team. From 2021, this team will continue under the name SD Worx Cycling Team.

"Nothing displays our motto 'For life. For work' better than sports. Top sport is serious business. In addition, countless amateur athletes enjoy recreational activities on a daily basis, and even more people simply cycle to work every day. For us, this is the perfect time to help the best women's cycling team in the world grow".

*Mark Bloem, General Manager
SD Worx Netherlands.*

Just like SD Worx, this team loves to win. It will do everything in its power to maintain its leading position. Teamwork combined with strong individual performance is essential. But what is it that makes women's cycling so interesting and why does the sport deserve our attention?

A conscious choice for women's cycling

SD Worx consciously opted for women's cycling. Kobe Verdonck, CEO of SD Worx: "We are very proud of becoming the main sponsor of the world's number one women's cycling team. This partnership is a well-considered choice: women's cycling receives more attention every day. Besides, cycling is an extremely accessible and green sport, which is close to the people and internationally loved by a very broad public. The team consists of top sportswomen of different nationalities. The level is very high. We are convinced that this sponsorship will further strengthen our

brand awareness among our two target groups: employers and employees, internationally".

An independent women's team at the highest level

"The fact that we managed to capture such a good main sponsor for four years proves that we have been on the right track for the last couple of years." states the satisfied General Team Manager Erwin Janssen. "We believe it is important to maintain an independent women's team at the highest level. There are only a few top teams that are not connected to



a male WorldTour formation and we are one of them. So our full attention lies with the women's team. With this focus, we think we have an advantage over other teams. The investment of a successful organisation such as SD Worx also proves that women's cycling has gained enormous popularity in recent years".

Sports director Danny Stam indicates that the team's ambition will remain unchanged in the coming years: to maintain our number one position in the world. "I am thankful that our current sponsors Boels Rental and Dolmans Landscaping Group had the class to indicate at an early stage that their intention was to stop sponsoring. That gave us the opportunity to find this new sponsor. SD Worx's enthusiasm is unparalleled and has a tremendous motivating effect on everyone in the team. It is a great advantage that we already know now that our future is guaranteed up to and including 2024".



Conquering a man's world

Women have been involved in competitive cycling for 50 years. Yet there has been less recognition for women's cycling compared to men's. The tide seems to be turning slowly but surely, both in terms of media attention and the number of important women's races that are being organized each year. The number of sponsors is also increasing. Mark Bloem: "I dare say that everyone loves sports. Whether you practice sport yourself or you prefer to watch it, for many people it's all about having fun and feeling excitement together. Yet women's tournaments are still undervalued in many sports. Some progress has been made in recent years, but when we look at equality there is still a huge gap between female and male athletes. I think it is an important task for the media to highlight women's sports such as cycling".

Common values and winner's mentality

For SD Worx, sponsoring the largest women's cycling team in the world was an obvious choice. "I am very proud that we will be the main sponsor from 2021 onwards and will thus make the most of the synergies that SD Worx and the increasingly popular women's cycling are generating. We are not only sending out a clear message as a company that values diversity. I also see great similarities between the ambitions of the team and those of our company: always try to be the best in what you do and give young talent every opportunity to grow." says Mark Bloem.

A team of winners

This team is not just any women's cycling team. It is, with its Olympic and world champions, the team that has dominated the UCI ranking of women's teams since the end of 2015. The team's riders are a fixture at the global top. It's important to invest in young talent so that they can secure their title as best women's team.

The new sponsorship contract runs until the end of 2024. To guarantee a seamless transition with the current sponsors Boels and Dolmans, SD Worx is already following the team closely this season. In 2020, the SD Worx logo has already been proudly displayed on their outfits. From January 2021 the team will be renamed the 'SD Worx Cycling Team' and will participate in all the top races.





aggreko

A top performer for any kind of event

WHY AGGREKO?

- **Dedicated** teams offering specialised services and unrivalled events experience and expertise
- **Unmatched** event lifecycle planning and logistics capabilities to any scale
- **Custom** event solutions with bespoke equipment
- **Global Fleet** mobile and modular power, heating and cooling equipment

Providing power and temperature control for events requires careful organization, outstanding technical ability and a large, reliable equipment fleet that can be tailored to all types of operations.

For us, the success of your event is our top priority.

Specialist in power, heating and cooling for events

aggreko

Visit us at [aggreko.com](https://www.aggreko.com) to get in touch

LICHT²

WORLD'S MOST SUSTAINABLE LED FIXTURE FOR SPORTS.

SPORT Technologies remains the only high-quality LED manufacturer of fixtures that offers a one-to-one solution to replace conventional 2200 Watt luminaires with 1000 Watt.

- More light, less energy
- Sustainable design & production in The Netherlands
- Existing infrastructure ensures lower maintenance
- Interactive control
- 5 years warranty



OPPORTUNITIES IN THE GREATEST SPORTS COUNTRY IN THE WORLD: THE UNITED STATES

For the Netherlands, the United States is the most important trading partner outside Europe. The Netherlands is one of the largest investors in the US and the US is the single largest investor in the Netherlands. The US is a sports nation by nature, with a sports industry estimated to value over USD 500 billion. Florida's sports industry alone has grown to an estimated USD 60 billion per year industry. The US is a frontrunner when it comes to the use of data innovations in sport, and the economic footprint of professional sports, amateur sports, recreation, and collegiate athletics is enormous. Also, mega sports events in the near future, demographic developments, and the growth of certain sports in the US, such as soccer and e-sports, make the US attractive for the Dutch sports sector.

Working together on and off the pitch

As a small country, we actively seek international cooperation and adapt quickly towards new challenges. Our long-term public-private approach facilitates the responsible promotion of Dutch businesses, knowledge institutes and the affiliated sector, and target markets where Dutch knowledge and solutions are welcomed and of added value.



The US is well-known for American Football, Basketball, Baseball, and NASCAR. However, in recent years, the US has also seen large investments in soccer. In Dec 2019, Bloomberg presented soccer as *"the Sport of the Future in the USA"*. The US is organizing the 2026 World Cup together with Canada and Mexico. At the same time, investments in training facilities

for professional athletes, stadiums, innovation, sustainability, and community development are not limited to mega-events. Investments also go hand in hand with, for example, the expansion of the Major League Soccer (MLS). In the southeast of the US, four new MLS teams (Inter Miami CF, Nashville SC, Austin FC and Charlotte FC) have been established. Demographic trends have contributed to the growth of soccer on all levels (and soccer is currently already the most popular sport for 18-34 year olds and the most-practiced sport by kids). Beside the professional leagues and large sporting events, amateur sports and college sports represent a large and ever-growing industry.

With its application for a multiannual public-private partnership in the form of the "Partners for International Business" (PIB) program at the Netherlands Enterprise Agency (RVO), OSF capitalizes on developments and opportunities in the US sports sector, focusing on the states of Florida, Texas, and Georgia. The "Sports, Innovation, and Vitality" PIB started in November with a cluster of 20 Dutch companies and organizations that are internationally active in the sports industry. The cluster has expertise, products, and services to offer in the area of sports, innovation, and vitality. Under this PIB program, the cluster and the Dutch government



Ruth Emmerink, Consul General in Miami:

"The Netherlands is known for its achievements in sports. That's a plus in the US. However, what is generally not known, even in the American sports sector, is what the knowledge, innovation, products and services are that drive those achievements. And that innovative companies and top-notch sports organizations in the Netherlands can potentially also add value in the US. Or that the Dutch policy promoting access to sports for each child, contributes to happiness and vitality, and that it unlocks talent. Also the way in which the government, sports organizations, the private sector, and knowledge institutions work together in the Netherlands, is quite unique. The Dutch sports sector now has an opportunity to share this broader story internationally. And what better place to start than the US? There is no other country in the world that is as famous for sports and sports business.

I am proud of the successes that Dutch companies and individuals already have in the States. The Dutch sports sector can count on us to help them tell the Netherlands' sports story. The sector can also count on us and our network to help identify business opportunities, in areas where Dutch propositions align with the demand in the American sports sector. Sport connects. By connecting the broader Netherlands' sports sector to the US sports sector, we contribute to sustainable trade, innovation, exchanging expertise, and other forms of collaboration with impact.

Do you want to know more? Contact me via email at ruth.emmerink@minbuza.nl or on LinkedIn!"



are developing activities to strongly position the Netherlands' sports sector in the US. Collaboration will be advanced in the areas of trade promotion, in-depth market research, the identification of business leads, the organization of events, participation in trade fairs, missions, clinics, and promotion activities, under the broader overarching goal of the Netherlands: Solving Global Challenges Together.

Via this PIB, the cluster would like to add value to promising developments around sports, innovation, and vitality in the US, with a specific regional focus on the states in the southeast. In this effort, the Dutch sports sector is supported by the Consulate General of the Netherlands in Miami. The thematic focus is on investments in stadiums, training facilities for professional athletes and community sports facilities; entertainment and esports, the use of data in



sports and other sport innovations; youth and talent development, the exchange of expertise, and consultancy.

This connects well to the composition of the cluster, with OSF as its coordinator, consisting of:





41%
more
chance of
winning
scientifically
proven

App controlled
versatile and
innovative
Propeaq
Lightglasses
used by 750
professional
athletes

USE YOUR
BIOLOGICAL
OPTIMUM

www.propeaq.com



THE MOST SPORTY HOTEL OF THE NETHERLANDS

HUP · Mierlo · (0031) 492 67 89 11 · hello@hup.eu · www.hup.eu

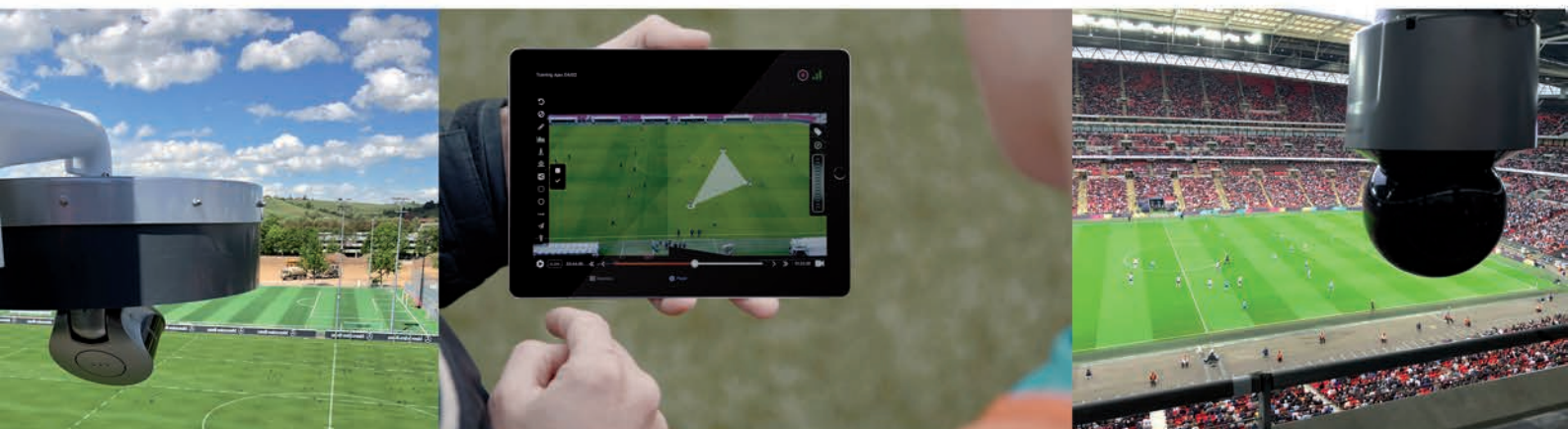
HUP

TURN YOUR TRAINING GROUND AND STADIUM INTO HIGH PERFORMANCE VIDEO ARENAS.

Use Game On as your automated video recording and analysis tool and always be secured of high quality video at the push of a button.



Curious to find out how clients like Ajax, PSG, Borussia Dortmund, KNVB, VfB Stuttgart, Liverpool FC and Everton are using the Game On system everyday to improve the players and the team performance? Call or email us to set up a meeting.



game-on.eu | info@game-on.eu | +31615968532

FABER

AUDIOVISUALS

NEP Live Events



**Supplier of LED video screens
and LED advertisement boarding**

Faber Audiovisuals

www.faber-av.com

088 322 37 00



THE NEW PUBLIC

PRIVATE SPORTS PLATFORM:

SPORTSNL

Changing the Game together!

With this slogan, sports organizations, the business community, social-cultural organizations and the government will jointly collaborate in the international sports realm. Dutch business sectors have an international strategy, but the international interests surrounding sport were not yet organized as such. Through regular coordination with various private and public organizations, SportsNL wants to ensure that the various international initiatives can reinforce each other. Major sports events such as the Olympic Games in Paris and the World Cup in Qatar may be interesting from a sports point of view and with regard to diplomatic relations, these events also offer an opportunity for Dutch companies that provide technologies or services to build the Olympic Villages or training facilities.

SportsNL's goal is to join forces. SportsNL offers a platform for joint efforts and a joint image towards other countries. Under the leadership of the Ministry of Foreign Affairs, SportsNL has been developed together with the following public and private partners: NOC-NSF, KNVB, the Ministry of Health, Welfare and Sport, the Ministry of Economic Affairs and Climate, the Johan Cruyff Arena, Signify, the Netherlands Enterprise Agency (RVO), Association of Sports and Municipalities (Vereniging Sport en Gemeenten), SportsInnovator, Knowledge Center for Sports and Exercise (Kenniscentrum sport en bewegen), VNO-NCW and MKB NL. These parties also form a steering committee in which it is discussed how and where to join forces. SportsNL has been developed to make the best possible use of the international potential in the field of sports business, sports innovation, sports diplomacy and social sports programs by connecting existing resources and efforts better. The platform focuses on promoting and improving international programs and cooperation by harnessing the power of collectivity and sport.



The parties mentioned jointly formulated the following vision, mission and strategy.

Vision

In 2030, the Netherlands will be seen worldwide as the partner for an inclusive, sustainable and innovative sports experience. This will be expressed and translated into social sports programs, sustainable and innovative sports products and infrastructure.

Mission

Making the most of the power of sport for international trade, diplomacy, innovation / knowledge exchange and social programs.

Strategy

In order to realize the above mentioned vision and mission, the Sports platform must reach and connect a wide network of businesses, government institutions, sports and social organizations and knowledge institutions. This connection is found by jointly focusing on widely shared priorities and by programming multi-year public-private programs. This programming looks at a wide range of activities, both incoming (to the Netherlands) and outgoing (outside of the Netherlands).



Collaboration on an international level is certainly not new, for example, various international programs concerning the theme of sport have been organized in recent years, for example to Brazil, India, Qatar and China. However, there seems to be more profit to be made by developing a strategy and making joint efforts for countries in which cooperation provides much added value. For example, the international network of the public and private partners involved offers a great deal of opportunity to help Dutch sports organizations internationally, but also to build relationships and identify opportunities for the Dutch business community and knowledge institutions. In addition, sport offers the opportunity to work on various social themes such as health and inclusivity. Through a multi-year approach and cooperation, SportsNL

wants to ensure that international cooperation around sport is better organized, creating more sustainable cooperation and relationships with an eye for mutual international interests.

The various collective activities of the network will be published on the website. This offers opportunity for various networking partners to join existing initiatives or to share new initiatives with the network. Some examples of initiatives that will be jointly deployed in the coming period are the Paris Olympics, the Los Angeles Olympics, the Youth Olympics in Senegal and the World Cup in Qatar.

For more information, please visit: www.sports-nl.com.



YOUFOSPORTS



AWARD-WINNING SPORTS
AND LEISURE GAME
INFO@YOU.FO | WWW.YOU.FO

THERE'S
NOTHING
THAT BEATS
THE LIVE
EXPERIENCE!

movico

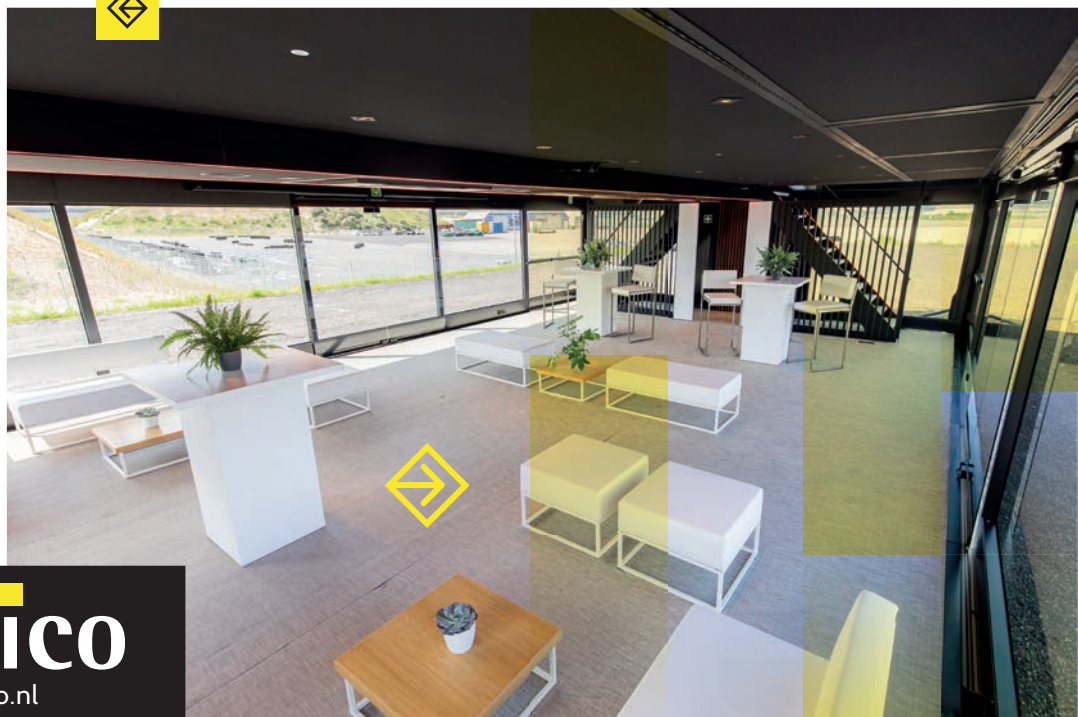
MOVICO
GIANT
XL

Copyright 2010 Movico B.V.

WITH OUR EXTENSIVE FLEET OF MOBILE EVENT STRUCTURES WE OFFER YOU
THE POSSIBILITY TO REACH, CONNECT, ENGAGE AND ACTIVATE YOUR TARGET AUDIENCE.

We take care of everything; from start to finish, from concept to execution.

We do it the Movico way... with a personal touch. We are obsessed
by delivering the best performance anytime and anyplace. With more than 25 years of
experience Movico is a trustworthy partner for many global brands and international sports events.



movico

www.movico.nl



TEAM KINGDOM OF THE NETHERLANDS: DIVERSITY IS THE KEY TO SUCCESS

Dutch sports teams have shown outstanding performances the past years on European level. Remarkably enough, there is one Orange team that has earned more noteworthy achievements than most: the baseball players of Team Kingdom of the Netherlands.

The name of the team was chosen with care. While many national selections carry the name Netherlands National Team or Dutch National Team, it was decided that these names do not capture the essence for the baseball

(and softball) team. The large input from the Caribbean part of our Kingdom, through players from Aruba, Curaçao and Sint-Maarten, deserves to be included in the name.

The national team has been part of the best of European baseball since the '50s, with stars carrying Dutch names like Urbanus and Beidschat. The following years, the Caribbean influences kept increasing. Legendary baseball





players such as Hamilton Richardson and Jacky Jacoba battled side by side with players like Charles Urbanus and Bill Groot.

World champion

Nowadays, the Kingdom team has earned 23 European titles. Their biggest rival in Europe, Italy, follows at an appropriate distance with only 10 European Championships. On a global scale the achievements have been increasing steadily.

The official breakthrough came at the 2000 Olympics. With a national team consisting of the best players from the Hoofdklasse, for the first time in collaboration with professional players from The Netherlands, Aruba, and Curaçao, the team that was thought of as unbeatable, Cuba, baseball superpower of their time, was beaten. Hensley Meulens, the first Curaçao native to ever reach the Major League Baseball, hit the game winning double, while Dutch professional player Rikkert Faneyte closed the game out as a pitcher.

The win over Cuba, who had never lost an Olympic game before, was the start of a global push on baseball for the Kingdom team. They kept rising in the global ranking and at the

World Championships of 2005 and 2007 the team made the semifinals. It became clear a great generation of baseball players had risen. The team was a perfect melting pot of cultures from different parts of the Kingdom.

The cherry on top came in 2011. In Panama Team Kingdom of the Netherlands had to take on the absolute top teams of the world again, at the World Championship. During the group stage, the Orange team surprisingly beat fan favourites Japan and the United States. The team of American manager Brian Farley got into a flow. During the second round they beat South Korea, Venezuela, Australia and even Cuba. That same team Cuba – just like team Kingdom – reached the finals.





The Cubans were favoured by many and early in the game, they took a 1-0 advantage. The Kingdom team showed resilience and immediately tied it and even made it 2-1. On the mound was Rob Cordemans, the best Dutch pitcher of all time. Together with his relievers Juan Carlos Sulbaran and David Bergman he kept the strong Cuban offense scoreless for the rest of the game. The last play was a flyout to the young third baseman Jonathan Schoop and the improbable, the inconceivable had happened: Team Kingdom of the Netherlands became World Champions.

A unique achievement, which was later mentioned by Prime Minister Mark Rutte during a speech for the UN as the paragon of the power of cooperation within the Kingdom: *"As Kingdom of the Netherlands with parts in Northwest Europe and the Caribbean, we understand the importance of teamwork. The best example of this cooperation is our baseball team, who won the World Championship in 2011."*

Superstars

Not much later, the fact that the players who became World Champions are part of a unique generation, became even more apparent. Players such as Didi Gregorius, who was born in Amsterdam and grew up in Curaçao, Jonathan Schoop (Curaçao) and Xander Bogaerts (Aruba) who were all part of Team Kingdom of the Netherlands when they beat Cuba, made their debut in the Major League Baseball shortly after. Meanwhile Kenley Jansen, Andrelton Simmons, Chadwick Tromp, Ozzie Albies, Sherten Apostel and Carter Kieboom have joined the group of players from the Kingdom in the Major League and are now part of the highest paid athletes from the Kingdom. In Japan Rick van den Hurk and Wladimir Balentien currently play on the highest level. Balentien, a great hitter, broke a decade old record of legendary Sadaharu Oh: most home runs hit in a single season.



With these players, complimented by players of the Dutch Hoofdklasse, the Kingdom team made it to the semi finals of the World Baseball Classic – the tournament organised by the MLB once every four years, in which Major League players are allowed to participate – in 2013 and in 2017. In countries such as Taiwan, Japan, South Korea, and the United States Team Kingdom of the Netherlands plays in packed stadiums with roaring fans. The team is popular and beloved around the globe.

Olympic ambition

The next peak to be climbed and conquered is Mount Olympus. Team Kingdom of the Netherlands is still in the running for participation in the Olympics in Tokyo and is, if qualified, a strong competitor for a medal.

Could you use exposure in world economies like the US, Japan and South Korea and do you want to support this successful team with reaching their Olympic ambitions?

Contact commercial manager Berry van Driel at berry.van.driel@knbsb.nl.





FEYENOORD ROTTERDAM, HERE TO EMPOWER



The Feyenoord Academy is known worldwide as one of the best football development systems, having produced many talented players. Feyenoord International offers programs for ambitious players and coaches to experience youth football at the highest level. We do this by sharing and applying the methodology used within the Feyenoord Academy. The new Feyenoord Academy facilities were officially opened in August 2019. This new accommodation contributes to the professional training environment that Feyenoord wants to offer its youth players.

Feyenoord International stands for a high-quality learning experience for participants in all our international programs. With these programs we aim to provide both coaches and youth players with unique opportunities. Feyenoord offers them the opportunity to showcase their talent, to learn more about the beautiful game of football and to communicate with both their peers and our qualified International Development Coaches.

The main goal is to contribute to the development of global football. We do this by making our knowledge and experience available to our partners. Our international programs are designed to provide academy staff with the right tools to boost their personal development as well as the development of the academy curriculum and the development of their players.

Feyenoord is structurally active on five continents. In addition, Feyenoord Camps are organized annually in many different countries while we welcome teams, coaches as well as other delegations at our academy in Rotterdam.



What Feyenoord can offer:

- Comprehensive meaningful Strategic and Educational Partnerships;
- Feyenoord Football School and Feyenoord International Academy agreements;
- Fully catered European football experience for youth teams;
- Academy visits and educational programs for coaches;
- Official Feyenoord licensed Camps on location;
- Clinics and workshops on location;
- Internship opportunities for talented players and coaches;
- Curriculum and coaching consultancy;
- Online assistance and coaching development.



RICK VAN DEN HURK: BIG IN JAPAN

Rick van den Hurk is one of the greatest living Dutch athletes. He was born on 22 May 1985 in Eindhoven and played for PSV Honkbal, Oosterhout Twins and Bantopa Amsterdam. At the age of sixteen, he left for the United States, where he attended the Marlins' Playball Baseball Academy in Fort Lauderdale; there he also obtained his first professional contract. In 2007, Rick made his debut in Major League Baseball (MLB) and played for the Florida Marlins, Baltimore Orioles and Pittsburgh Pirates. In 2013, Van den Hurk moved to the other side of the world, where he played for the Samsung Lions in South Korea, helping them to two championship triumphs. After a little over a year, he continued his career with the SoftBank Hawks in Japan, winning four national championships with them. He also achieved success in his international career, reaching the semi-finals of the World Baseball Classics (WBC), the world's largest baseball tournament for national teams.

In this interview, Rick van den Hurk speaks more about his career and explains how baseball differs internationally.

What are the biggest differences between baseball in the Netherlands, the USA and Japan?

In the Netherlands, baseball is a relatively small-scale sport, with only 9,000 participants and 160 clubs. Public interest in baseball is also very low in the Netherlands; usually only a few dozen people attend games. Nevertheless, several Dutchmen play in major leagues. Because of this, the Netherlands are able to compete with Europe's and even the world's best teams!

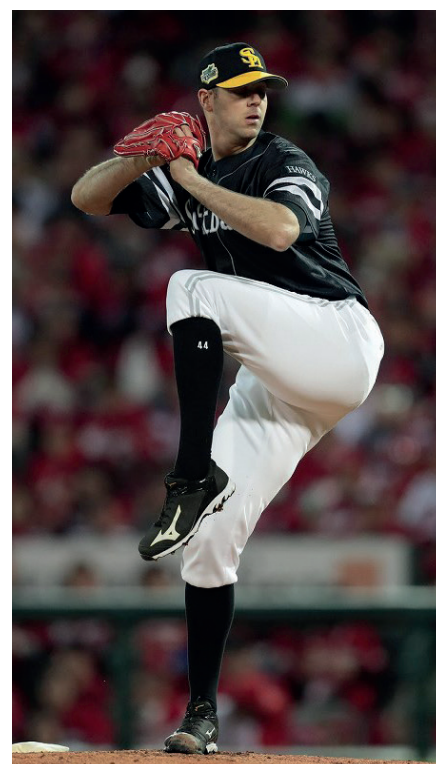
The United States and Japan, on the other hand, have major professional competitions. They play 6 days a week, usually from Tuesday to Sunday, and the stadia are filled with close to 30,000 fans at every match! The Japanese league (NPB) has 143 games, whereas in the US (MLB) they play 162 games. The experience, the fans, the professionalism and the budgets are all very much greater than in the Netherlands.

Can you give an indication of what the budgets and salaries are like at clubs?

In the Netherlands, baseball is mainly a sport for amateurs, but in the United States and Japan there's a lot of money around in their leagues. That's especially true in the US. MLB budgets are high, and top clubs like the LA Dodgers and the New York Yankees have a budget for players up to \$200 million. In Japan, club budgets are around \$70 to \$80 million USD.

The difference in salary between the two countries is also quite large. The average salary at the SoftBank Hawks in 2019 was around \$1.52 million USD per player, which was the highest average in the NPB. The top salaries in Japan are between \$6 and \$8 million USD per year.

In the MLB, the average salary was \$4.43 million USD in 2020, which is significantly higher than in Japan. The best-paid player in the MLB is Mike Trout, with \$426.5 million USD for a 12-year contract, which works out as \$35.54 million USD per year.





What is the impact of the COVID-19 pandemic on baseball in Japan?

Just like anywhere else in the world, the impact of COVID-19 has been huge in Japan. The competition started later than planned and was subsequently halted for some time.

In Japan, the regular season restarted in mid June. Teams will be playing until the end of October, with 120 games taking place instead of the 143 played during a 'normal' season. The number of spectators allowed in a stadium was also reduced to 1,000. In the course of the season, there were different phases (1,000, 5,000 and 10,000), bringing the number of spectators slowly back up to 20,000 per game.

In the MLB, the impact on baseball has also been significant with the number of games being reduced from 162 to 60.

What is your expectation with regard to the Olympics in Japan next year?

The Olympic Games in 2021 are a spectacular event in an awesome country. Japan has beautiful cities, great food and tropical warm summers.

Over the last few years, the influence of this enormous event has been felt throughout the country: cities preparing themselves by renovating airports and train stations, for example. There's even a brand-new Tokyo cab for 2020. You can also buy merchandise everywhere. The Games are extremely important for the Japanese. They want to give their guests a really ceremonious welcome.

What are your sports goals and ambitions for this season?

The goal for 2020 is to put in a strong finish to the competition and win another championship. It would be my fifth championship in Japan, adding to the wins in 2015, 2017, 2018 & 2019.

In addition, I'm committed to developing youth talent, help them along the path to a professional career. I also want to set up my own platform to guide talented youngsters and their parents. I've gained a lot of experience in the course of my career and I would like to pass that on to the new generation.

Ambassador for sport and exercise

I'd also like to play a role as an ambassador for sport and exercise. At a certain stage in their career, an athlete has a lot to contribute, for example by offering clinics. It's important to have a figure in each sport who promotes involvement, learning and exploration.

A nice connection is also the National Sports Agreement 'Sport Unites the Netherlands'. The Ministry of Health, Welfare and Sports is the initiator of the agreement. Sport itself (represented by NOC*NSF, the Netherlands Olympic Committee), the municipalities and the government are core partners in the agreement. For one of the five pillars 'top sport that inspires', I see an opportunity to be able to contribute as a professional athlete.



MAKING PLANS

IN A DAILY CHANGING

REALITY

In the Netherlands people are anxious to know where they stand. They are used to making plans. To be able to grow and anticipate on what's coming next. We want to be able to work, step by step, towards that one goal that we have in mind. Recognizable? We do see this at Papendal. In both elite sports and business we strive for goals with our athletes and our business partners.

Unfortunately the COVID-19 outbreak has disrupted everyone's plans. It even postponed the Olympic Games in Tokyo and closed Papendal for 6 weeks. Who would have ever thought this would happen as we were toasting in January on a promising sports year. A year in which Hotel Papendal was also about to have it's best year ever.



An enormous complex that normally buzzes with lots of energy came to a stop. Even normal life as we know it was put on hold. In the meantime we asked more than 100% of our care workers. A period of reflection, change and making new plans followed. In a world

that changes daily and in which nothing can really be planned. In sports we like challenges. And COVID-19 is quite a challenge. Even now, knowing the second wave has become reality. It is once again clear that the virus is still among us and is not planning to leave anytime soon. For Hotel Papendal this means adjusting plans and formulating new goals. Business events of 1000 or 2000 people are a thing of the past. Smaller groups and the transition to hybrid meetings seems to be the new reality. At least for now. Fortunately, we have more than enough space to safely organize such meetings. Not only at the hotel, with our diverse meeting rooms, but also outside at our large event ground in the midst of nature. During the summer we focused more on leisure guests than ever before. An approach that was successful. The hotel had

that vibrant feeling and energy back. Let's make no mistake that Hotel Papendal, like many others, is facing challenging times because of this crisis. Yet we do not give up, but we look at our possibilities. We look for opportunities and we respond to them. As the famous quote from Rocky goes:

**“It ain't about how hard you hit.
It's about how hard you can get hit
and keep moving forward.”**

Setbacks are a part of top-level sport. Our aim is to come back even better and more successful.





We are living in a reality that has almost become normal. For elite sports, training is still allowed for the time being. At Papendal we created a corona-proof environment including keeping a distance, disinfection, facemasks and more. It is almost getting normal because it's the situation for months now, but it will never really be normal. We call it the new temporary. In the summer and late summer even some (international) competitions have been held. Complete with quarantines, tests and bubbles. Situations like these lead up to new questions. How can we continue to guarantee a safe training environment at Papendal, even if the number of infections in the Netherlands continues to rise? How do we deal with top athletes who return from countries with a high infection rate? How do we prepare for any new

measures taken by the government? How can our top athletes continue to optimally prepare for the Olympic Games? Because the Olympic Games will be held in 2021, the IOC continues to emphasize. This means making choices, setting priorities, implementing our own measures and maintaining close contact with NOC*NSF (the National Olympic Committee), sports federations, the medical staff, the Municipality of Arnhem and our safety region. Every day. Fortunately, we are resilient, flexible and creative in sports. Characteristics that we badly need every day.

And so we keep making plans, we look ahead. Every day. That characterizes the real Dutch and top athletes. The road to our goal will be more winding than ever in the near future. But there

are several ways to achieve goals. Together. We take it step by step. With colleagues, top athletes, coaches, unions and numerous corporations and partners. Because we are in it together and we will overcome this together!

Jochem Schellens,
CEO Hotel and Olympic Training Centre Papendal



Red Bull gives speedskaters wings

INNOVATIONS ON THE ICE RING

Unique video analysis methods, a dynamic wind tunnel for the very best in aerodynamics and a speed record: for the Jumbo-Visma speedskating team, Red Bull's worth as an innovation partner is invaluable. It's a contract which is set to go on for three more years.

"How can we improve your performance?"

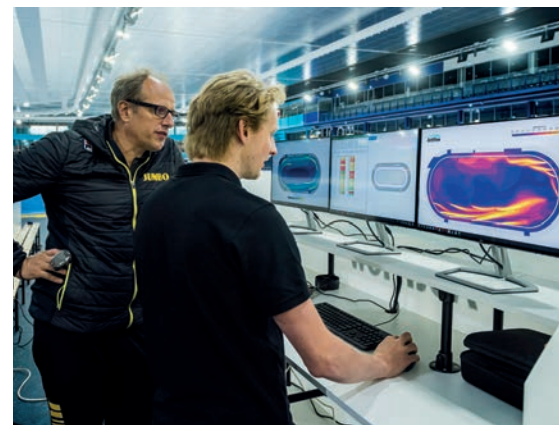
This is exactly what Kjeld Nuis was asked by Red Bull in 2013. It's a simple question, but the answer is far more complex. After two years of partnership with Red Bull already, the relationship took a big step forward. In a sport like speed skating - a sport dominated by the Dutch for over 130 years - a lot of work has already been done on almost everything imaginable. However, Red Bull's fresh attitude and innovative approach soon proved to be worth its weight in gold to Nuis' former coach Jac Orië, in what is now known as Team Jumbo-Visma. Orië, a highly successful coach and physiologist, wanted to have the ability to analyse Nuis' movements from multiple angles. *"We used video analysis, but at the time we were limited to one or two angles. Red Bull provides us with abilities which would normally be out of reach for commercial teams like us"*, said Orië in 2013. Red Bull's setup consisted of no less than 60 cameras, placed in a semi-circle on the ice. Nuis' movements could now be meticulously analysed from any angle. Additionally, a cablecam was installed, providing footage from a bird's eye perspective. Orië and his staff worked on multiple sessions, analysing every detail. Many insights were gained, such as the angles Nuis' body made and how they changed as fatigue kicked in. *"We would not have been able to see this before. These details can make the difference at the top level of sport, even the difference to win that medal"*, commented Orië after seeing the footage.



World record

A partnership based on innovation was born. Red Bull provides Nuis and Orië with the technical tools needed for their analysis, allowing them to pinpoint and fine-tune every single detail, and make a fast man even faster. In top-class sport, as Orië mentioned before, it's all about the details. After missing the 2014 Olympic Games, Nuis has won one after another major competition. Gold in the World Championships of 2017 and 2019, and two gold medals in the 2018 Olympic Games. A month later, Nuis would follow that up with a mean feat. *"Red Bull asked me what my dream was which I still wanted to achieve. Record attempts are so cool and up until that day it was something I had never attempted."*

He set off to become the fastest man ever recorded on ice. Red Bull teamed up with the Eindhoven University of Technology to develop an advanced wind screen for the attempt, arranged an airport as the record location and had a special set of blades developed for Nuis' skates. Former professional skater, Erben Wennemars, was brought on board, further expanding the support team's core. On the 28th of March, in the Swedish part of Lapland, the time had come for a ground-breaking attempt. 1500 metres of speckless natural ice was a sight to behold as Mikaela Ahlin-Kottulinsky, a Swedish race driver, drove the car with the windscreen across the ice plain. Nuis followed inches behind, racing to a neck-breaking speed of 93 kilometres per hour, shattering his



previous personal best by over 30 kilometres. *"Wow! I just flew across that ice"*, he shouted after the attempt.

Innovation partner

Red Bull and Jac Orië found each other in the pursuit to achieve the impossible. Since 2019, Red Bull is Jumbo-Visma's official innovation partner. By innovating, Orië's pupils, already top-class athletes as it is, will be able to improve their performance even further. Red Bull brings along knowledge gained in years of collaboration with over 800 athletes and teams from all over the world, of which the team and its athletes will benefit. CFO Ton van Veen of Jumbo and chairman of the supervisory board of Jumbo-Visma states his joy with the signing of this partnership: *"Jac and the team will be*

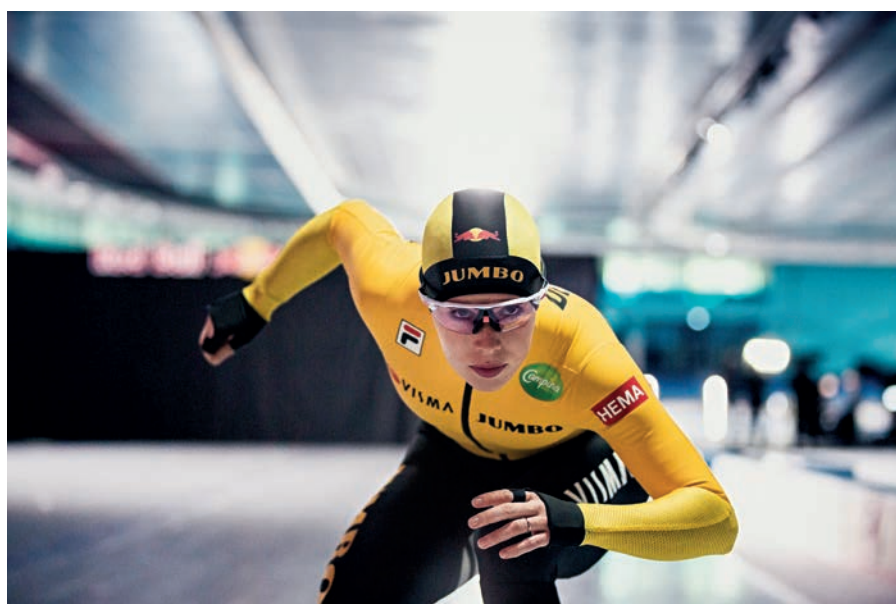




able to access data, knowledge and techniques utilized by Red Bull in several sports. We can apply innovative training techniques in the team, allowing us to hopefully step up our game even further. For the team, this is a tremendous impulse."

Air fans

In exhilaration, Ori rubbed his hands thinking of the projects they would be able to undertake with Red Bull. In 2019 this resulted in Project Vortex. This project was created to copy the conditions of Salt Lake City and Calgary, bringing them to the Thialf stadium. Located high above sea levels, the resulting lower air pressure creates less wind resistance and as a result brings higher speeds. European skaters are not used to these kind of speeds and their technique needs to be adjusted to ride at these speeds. As time was short to train in Salt Lake City and Calgary, yet the 2020 World Championships distances was to take place in Salt Lake City, Red Bull decided to place huge fans in Thialf. The resulting tailwind allowed the skaters to reach speeds similar to those in Salt Lake City, offering them the chance to fine-tune their technique in their homestead of Heerenveen. Ori: *"A fantastic learning process, as we could simulate the exact problems we'd come across in Salt Lake City. Now, we can prepare for those."* Team Jumbo-Visma would win multiple medals at the 2020 World Championships in Salt Lake City, among them Nuis' golden medal in the 1500 meter race.



Prolongation

By mid-2020 it became clear that this partnership was set to get even better when Red Bull and Jumbo-Visma extended their contract by three years, ending in April 2023. Ori explained: *"Red Bull is an excellent match to our team. We both tend to think outside of the box; we don't limit ourselves and always look for new ways and opportunities. That attitude leads to interesting finds, innovation and progress. Plus, it does not just remain an idea, but leads to actual action and improvement."* Together with Red Bull, the team will pursue even faster times. *"We've already talked about two new projects. One is focused on aerodynamics whilst the other will encompass utilizing MRI to visualize a training's impact on the body of an athlete."*

Aero

One of those plans, Project Aero, was completed in October of this year. A big black tent was placed over the Thialf's famous ice ring, forming a dynamic wind tunnel for aerodynamic analysis. It allowed the team to analyse not only a static posture, but a full skate movement. As athletes skated around the ice ring, it was filled with smoke enabling specialist cameras and lasers to visualize airflow around them. This footage and data provided Ori and his team with the tools they needed to improve movements and postures of skaters during every move on the ice. *"We were looking to do this for years,"* said Ori.





"Red Bull enabled us to execute this plan. We gathered a lot of data. It has provided insights, positions yielded slightly different results than expected. It's quite interesting. This innovation will provide progress. We will do whatever it takes to win; we want to win as many medals as we can. Innovations like these enable us to do just that. You want to be smarter than your competitors, especially when the competition is so fierce like in our sport."

Three-time all round World Champion Patrick Roest enjoyed using this advanced technology.

"We can now see what is working best for aerodynamics. It's great to see what our partnership with Red Bull enables us to do. It continues to gather a lot of knowledge", he said. Red Bull has proved to be an invaluable partner in a top-class sport like speedskating. With the expertise, knowledge and means it brings to the table, Red Bull continues to strive for innovation, even after being involved in the sport for over twenty years. And with the commitment to continue its involvement to at least April 2023, there's still more to come.





THE FASTEST ICE RINKS

**INTERESTED IN THE POSSIBILITIES
OF AN ICE RINK FOR YOUR EVENT
OR LOCATION?**

Contact us for more information:

Ralf Schipper

Director of International Sales & Marketing

+31 6 18 96 73 11

ralf@ice-world.com

Ice-World's portable ice skating rinks are up and running within a few days.

From a complete 400 metre speed skating track to officially ISU approved ice skating rinks for ice hockey, figure skating, short track and curling. For sport events, as temporary replacement or as a permanent turn-key ice sports facility.

**ICE-WORLD MAKES IT HAPPEN!
ANYWHERE, ANYTIME.**

ICE-WORLD international

Join the ice experience on
www.ice-world.com



about ambitions, the will to win
and the cooperation with Texaco Lubricants

SHARON VAN ROUWENDAAL



Ever since Sharon was young, she always wanted to be the best. Sharon has an older brother and sister, and they were already "swimming". Sharon took swimming lessons as a 5-year-old and asked her mother after each lesson if she had improved her time. It should be clear: if she does something, she will go for it!

Only thirteen years old, Sharon decided to leave the family home and focus entirely on swimming. As of 2013, Sharon trained in the team of Philippe Lucas, the French coach who has the reputation of a drill sergeant. In August of this year, Sharon decided she wanted to do it differently. Sharon: *"Due to the corona crisis, there were less training sessions and no matches. I concluded that I wanted to continue with a different trainer, even though the years*

with Philippe have brought me a lot. I cannot remain a top athlete forever, but the plan is now to continue at this level for another four years. The choice to train with another coach is a good one. I currently live and train in Germany (Magdeburg), in the team of Bernd Berkhahn. I had already seen Bernd on an altitude internship and his approach really appealed to me. With Bernd I learn new techniques and there is a professional coaching team"

Since this year, Sharon has become an ambassador for Texaco Lubricants. Sharon: *"In addition to swimming, I enjoy being involved in sponsorships. I work with several brands, but I think it is very important that a brand matches who I am. Therefore, I really like the cooperation with Texaco Lubricants. Sports is like a motorcycle: it not only has to perform optimally, but also for a long time, just like I have to do during my trainings and of course competitions. A well-oiled machine is created together with sponsor Texaco".*

Sharon: *"I have been exercising a lot since I was really young. It was nice to ask my five-year older brother if he wanted to run or swim with me. No matter what: I just wanted to win".* However, the focus was mainly on swimming. Wherever the competitions were, her mother came along. Her father stimulated her in a different way; he promised her a present when she improved her time. He had to buy a lot of presents, then you'll know enough...

Now, we are writing this story 21 years after her first swimming lessons. Sharon has an incredibly long list of victories to her name. Sharon is best known for the 2016 Olympics in Rio, where she won the gold medal in the 10km open water swimming. Sharon: *"Winning the gold medal on the Olympics in Rio was the best victory of my career. This was mainly because preparations were not so easy due to a shoulder injury. But, when we swam to the pre-start (the start was extended due to the high sea level), I felt that it was about to happen".* And so it did. Sharon distinguished herself as the first and only female long distance swimmer in the Netherlands to ever win Olympic gold.

Furthermore, Sharon is, above all, a versatile swimmer with numerous medals in both open water and pool competitions. Sharon started her swimming career in 2008, winning four medals at the European Junior Championships in Belgrade, including a gold medal in the



1500m freestyle. She subsequently broke through internationally (at senior level) at the 2010 European Championships in Eindhoven. She won silver twice; both in the 100m and the 200m backstroke. This was followed by a succession of international victories, including her first World Championship on the long track; in Shanghai (2011) Sharon won the bronze medal in the 200m backstroke.

In 2016, Sharon won the gold medal at the Olympic Games in Rio, the crowning glory of all her hard work.

In 2018, Sharon won another four medals at the European Championships (gold in the 5 km, gold in the 10 km, gold in the Nations competition over 5 km and silver in the 25 km). That year, Sharon received the title *'Female Open Water Swimmer of the Year'* by SwimSwam Magazine. In short, Sharon's drive to win is unprecedented. The hunger to win has not been satisfied. During the 2021 Olympic Games in Tokyo, Sharon aims to become the first swimmer to extend her Olympic open water title. Sharon: *"I do*

everything I can to stay fit. For example, during the corona crisis, when training in a swimming pool or open water was not possible, I started training twice a day with a cord around my waist in my inflatable pool in the garden. I had to make the most of it. The videos of my practices have been shared worldwide. In preparation for the Olympics next year, I now train 11 times a week, with an additional 6 training sessions on land. In total, I swim more than 90 km per week. My last record was 111.4 km swimming in one week, and I was exhausted after. Tired but satisfied!"

Texaco Lubricants has found an ambassador in Sharon who perfectly matches the reputation of its products: the best performance under all circumstances. Sharon: *"Wanting to be number 1 means you want to beat everyone. In my view, that gives the extra incentive to become even better. That's why the Texaco brand and I fit together so well".*



PERSONAL NOTE

NETHERLANDS AMBASSADOR

IN DOHA, QATAR



More than ever, maintaining a healthy lifestyle is paramount. During these COVID-19 times, I, like many other working parents, had to find a balance between work, home schooling and keeping myself and our family healthy, both physically and mentally. With sports facilities closed, we discovered the more simple joys of exercising like taking a walk outside, playing table tennis or going for a swim. Now that sports clubs in Qatar are reopening, we are settling back into our regular sporting routines, but the simple joys

have become part of our routine now. The table tennis table will not be folded away.

Sports constitute an important pillar within societies. Working together to reach a shared goal, sharing a victory or the pain of a loss all contribute to teambuilding and shaping character. Sports are also a powerful social leveler as it can foster friendships that cut across religious, social, class and gender divides. A striking example was the Workers' Fun Run that our embassy organized in 2019 to increase labour migrants' visibility in, and contribution to, Qatar's society.

The Netherlands and Qatar share strong ties in the area of sports. Many Dutch (sports) companies, including members of OSF's Partners for

International Business program, are contributing to Qatar's sports agenda. The Royal Dutch Football Association (KNVB) has a Memorandum of Understanding with Qatar's Football Association and numerous Dutch players and coaches are active in Qatar's Stars League. The KNVB's WorldCoaches program focused on training female coaches in Qatar to help develop women and girls' football.

Qatar recognizes the power of sports and has established itself as one of the world's premier hubs for global sports events. Qatar will host the FIFA World Cup in 2022 – the first country in the Middle East to host football's most prestigious tournament. The human rights situation is an important issue in the lead up and organization of the tournament, and one that the Netherlands discusses regularly with the responsible Qatari authorities. The Dutch government also contributes to the cooperation between Qatar's government and the International Labour Organisation to improve labour migrants' living and working conditions.

The Dutch government considers the private sector an important ally when it comes to respecting human rights, working conditions and the environment. It expects Dutch companies to do business abroad in line with international OECD and UN standards.

The Dutch embassy looks forward to an unforgettable World Cup in 2022 and stands ready to assist Dutch companies that seek to broaden and deepen their relationship with Qatar in the area of sports.

Marjan Kamstra

Ambassador



The Dutch embassy in Qatar has identified sports as one of its four economic priority areas. The embassy organized a trade mission focused on sports to Qatar in March 2019 led by Mr. André Driessen, director of the International Enterprise Department at the Ministry of Foreign Affairs. During this mission Mr. Driessen and Mr. Camil Smeulders, Orange Sports forum (OSF) board member, signed a 3-year Partners for International Business covenant that seeks to establish sustainable sports ties between Qatar and the Netherlands in the areas of sports, innovation and vitality. In September 2019, a delegation from Aspire Academy and Qatar Financial Center visited the Netherlands to promote Sport Accelerator – a program aimed at attracting foreign sports companies to establish a local office in Doha. The Qatari delegation met with the PIB members and visited the Johan Cruyff Arena's innovation center. The embassy organized another trade mission focused on sport in March 2020. These activities have resulted in several contracts awarded to PIB members.



The COVID-19 pandemic has made it almost impossible to organize physical activities and meetings within the PIB program's framework. To overcome these challenges, the embassy and OSF have proactively shifted toward organizing digital economic activities. We look forward to welcoming OSF members and other Dutch sport companies to a series of business webinars in the near future.

Numerous Dutch sports companies have been able to secure contracts in Qatar over the course of the last few years. Two of them would like to share their story with you – in their own words.



Signify

Philips Lighting – currently known as Signify – was established under Qatar Financial Center in November 2015. Signify recently moved its offices to Sport Accelerator (<https://www.sportaccelerator.qa/>) building in Aspire. Signify is the proud contributor to Qatar's 2030 vision by creating lighting experiences in and around the world-renowned 2019 IAAF World Athletics Championships, playing an instrumental role in lighting the debut of the midnight marathon. Signify has installed purpose-built lighting towers to illuminate the 7km waterfront promenade. The Doha Corniche is equipped with 1,840 Philips ArenaVision LEDs and controls, meeting the lighting requirements set by international broadcasters and the international athletics organization. Khalifa Stadium, the first LED stadium in the country, is also one of the eight stadia prepared for the 2022 football tournament where Signify's connected lighting system Interact Sports is installed, guaranteeing a fully immersive viewing experience for spectators. The sustainable lights help TV cameras capture the action and the incredible emotion and passion that such tournaments generate. The light also provides exceptional visibility on the field, helping participating athletes to reach their potential and entertain billions of people watching around the world.



SGL

SGL is the supplier of grass growth improvement technology in all eight stadiums of the 2022 FIFA World Cup in Qatar. Growing grass in a desert climate is a challenge. SGL supplies an advanced monitoring system that measures and analyzes all growth factors in the stadiums. Algorithms are used to, amongst many other things, calculate where and when to use lighting systems that stimulate grass growth, which SGL also supplies exclusively. Nico van Vuuren, founder of SGL: *"Climatic conditions naturally play a role when it comes to keeping a pitch in top quality. When developing a maintenance plan, it is also important, in addition to the climate, to take the user intensity of the pitch into account. That is of course a completely different story with a World Cup than when a match is played once every fourteen days. With all the data and experience that we have collected over the years, we are very well able to predict what a pitch needs under any circumstance."* Worldwide, the company is involved in making the turf perfectly playable in more than 350 stadiums.

THE EUROPEAN INSTITUTE OF HOCKEY (EIH)

Marijke Fleuren, President of the European Hockey Federation said: “From the start of my tenure in 2011, one of EHF’s goals, especially driven by Jorge Alcover (past Vice president and Member of Honour of the EHF) was to strengthen our connections, knowledge and mutual trust with the EU and its Agencies, to ensure that the EHF would be well placed to start to working together with the EU so that we could consolidate and grow our development and educations programmes”.

Marijke and Jorge’s goals have been realized. Since 2018 the European Hockey Federation whose Headquarters are in Brussels has been involved in several European Union projects. Encouraging, promoting and developing support for the national growth of all member federations of the European Hockey Family.

This has included working alongside the hockey governing bodies of the Czech Republic and the Ukraine twinned with the Royal Dutch Hockey Federation (KNHB) implementing good governance strategy and policy from their Dutch counterparts.

Furthermore, we are partnered with SWinG (Supporting Women in Achieving their Goals) where 10 partner organisations in a pan European multi-sport project have set up a dedicated mentor and mentee programme connecting top businesswomen (mentors) with women aspiring for leadership positions in sport (mentees).



▲ Photography by Col Morley pro-pix.com

LET’S PRESS PLAY AGAIN

Good news beckoned in late October 2020 with the announcement the EACEA to the EHF of a grant approval of €397k. This would support the development and education frameworks for the European hockey network of members nations of the EHF. To maximize understanding, implementation and application.

In a nutshell the EHF’s latest successful funding application will develop a world class educational framework, under the banner of the EIH (European Institute for Hockey). More sharing of knowledge, through teaching, mentoring & facilitating the ideal programmes and environments for the correct audience.

EHF EDUCATION [CURRENT VIEW]

The EHF currently has globally recognised programmes that are delivered under our own remit. The EHF is already viewed continental hockey federation leaders for our programme delivery. The aim is to review these programmes as signal entities and grow a framework around this to allow structural and sustainable growth across all our member federations.

STRONG PARTNERSHIPS

The EHF will build upon and enhance the current good practice structures in place. Developing the EIH with four strategic pillars (listed below) that allow national growth across the network of member federations in Europe.



▲ Photography by Col Morley pro-pix.com

The selection of partners for this project was of the utmost importance to the EHF. With a range of hockey federations of different sizes, with different resources from different regions of Europe – allowing for a wide range of perspectives to be shared.

It was critical to was find partners such as the Orange Sport Forum whom could link Sport and Business together strategically, which is especially important for the output around dual career development for athletes.

STRATEGIC PILLARS

The project will build on and enhance the good practice structures by developing the EIH with four strategic pillars that facilitate sustainable, high quality national growth across member federations in Europe. The project will enhance Governance through leadership and



INTELLECTUAL OUTCOMES, [FUTURE]

The Erasmus+ offers flexibility in terms of activities that Collaborative Partnerships can implement, the submitted proposal demonstrated the appropriate objectives defined through 9 (nine) intellectual outcomes (table 2) that cover a broad range of educational activity.

The project will establish the EIH with an educational structure within the timeline to the intellectual outputs that will form a bridge between national qualifications systems/pathways. Developing skills to create purposeful learning for those in decision making roles within hockey.

▼ (table 2, Intellectual Outputs)

- TITLE:** International Sports Federation Frameworks for Education
TYPE: ACADEMIC RESEARCH REPORT
DESCRIPTION: An insight report into the education programmes and processes used in international sports federations.
- TITLE:** Educational Framework for the Teaching and Learning of Good Governance
TYPE: Toolkit
DESCRIPTION: A resource and training information pack for member associations to adopt and implement good governance policy.
- TITLE:** European Hockey Leadership and Management
TYPE: Forum and Paper
DESCRIPTION: A platform for the development of skillsets to create purposeful learning for those in decision making roles within hockey.
- TITLE:** Athlete Dual Career Development
TYPE: Duty of Care Framework and Pilot
DESCRIPTION: Implementation of a duty of care pillar for athletes in sports or business across administration, marketing and communications.
- TITLE:** Coach Development Pillar for Europe
TYPE: Coaching Pathway / Framework
DESCRIPTION: Developing a fit for purpose coaching framework that supports national growth (and new) access to coach education across member hockey associations.
- TITLE:** Creating the Future Fit for Purpose Workforce
TYPE: Workforce / Training / Pilot
DESCRIPTION: Development of standardisations across workforce needs for educational pillars of the European Institute for Hockey.
- TITLE:** Global and Public Launch of the European Institute for Hockey (EIH)
TYPE: Communication Campaign
DESCRIPTION: The formal launch campaign for the opening of the European Institute for Hockey.
- TITLE:** Findings of the European Hockey Frameworks for Educational Output
TYPE: Academic Research Report / Publication
DESCRIPTION: An insight report on the education pillars created for the EIH; which processes should and can be used in international sports federation educational development.
- TITLE:** Legacy and Future Impact
TYPE: Academic Research Report
DESCRIPTION: A deep dive review on the sustainability and transferability of the intellectual outputs of the EIH.



With the support of the
Erasmus+ Programme
of the European Union

management. It will enable an athlete centred approach to dual careers. It will create coaching frameworks and workforce requirements that enhance grassroots development and improve workforce requirements.

- Governance, leadership, and management
- Athlete centered approach, including dual careers and duty of care
- Coaching framework that enhances grassroots and workforce requirements
- Officiating framework that enhances grassroots and workforce requirements



▲ Photography by Col Morley pro-pix.com

▼ Photography by Col Morley pro-pix.com



ORANGE PAGES

40 Beats

Hoogoorddreef 5, 1101 BA, Amsterdam www.40beats.nl

4db Roadshows BV / Mobile facilities

Postbus 6141, 4000 HC, Tiel www.4db.nl

A&E Architecten

Runenburg 12 | gebouw E, 3981 AZ, Bunnik www.ae-architecten.nl

AAA-LUX

Fijnenhof 4, 5652 AE, Eindhoven www.aaa-lux-lighting.com

ABN AMRO Bank NV

Gustav Mahlerlaan 10, 1082 PP, Amsterdam www.abnamro.nl

ABSRD Creative Teams

Oudkerkhof 7, 3512 GH, Utrecht www.absrcd.com

ACCOR Hotels Nederland

Stationsplein 981, 1117 CE, Amsterdam www.accorhotels.com

Actiflow B.V.

Halstraat 31, 4811 HV, Breda www.actiflow.nl

Active Esports Arenas

Torenallee 3, 5617 BC, Eindhoven www.activeesportsarena.nl

AFC Ajax

1100 AM, Amsterdam Zuid-Oost www.ajax.nl

Aggreko Nederland B.V.

Fuutweg 3, 4791 PB, Klundert www.aggreko.com

Ahoy Rotterdam

Postbus 5106, 3008 AC, Rotterdam www.ahoy.nl

AKD Advocaten & Notarissen

Flight Forum 1, 5657 DA, Eindhoven www.akd.nl

ANP

Verrijn Stuartaan 7, 2288 EK, Rijswijk www.anp.nl

Aon Risico Management

Paalberglaan 2-4, 1105 AG, Amsterdam www.aon.com

Athlon

Veluwezoom 4, 1327 AG, Almere www.athlon.com

Aspire Academy

Aspire Tower, Doha, Qatar www.aspire.qa

Avyna - In- and Outdoor Products

9405 TE, Assen, 7606 JA, Almelo www.trampoline.nl

Ballast Nedam

Ringwade 71, 3439 LM, Nieuwegein www.ballast-nedam.nl

BAM Utiliteits Advies

Postbus 54, 3980 CB, Bunnik www.bamutiliteitsbouw.nl

Bilderberg Hotels

Beukenlaan 52, 6871 CL, Renkum www.bilderberg.nl

BlackBear Goaly

Minervum 7366, 4817 ZH, Breda www.blackbeargoaly.com

Bosch Rexroth B.V.

Kruisbroeksestraat 1, 5280 AA, Boxtel www.boschrexroth.nl

Breda University of Applied Sciences

Monseigneur Hopmansstraat 2, 4817 JS, Breda www.buas.nl

Choices Programme

Postbus 10218, 2501 HE, Den Haag www.choicesprogramme.org

Coaches Betaald Voetbal

Postbus 1, 8000 AA, Zwolle www.coachesbv.nl

Compra

Haagweg 4F10, 2311 AA, Leiden www.compra.nl

Consulates of the Kingdom of the Netherlands

Bezuidehousweg 67, 2594 AC, Den Haag www.government.nl

Content Stadium BV

Vliegtuigstraat 28, 1059 CL, Amsterdam www.contentstadium.com

Corbel Partners B.V.

High Tech Campus 32, 5656 AE Eindhoven www.corbelpartners.com

Coresta Sports

Science Park Eindhoven 5008, 6592 EA, Son www.coresta.nl

Creazi sportivo

Sint Jacobstraat 19, 1811 BN, Alkmaar www.creazi.nl

Crown Licensing Holding B.V.

Postbus 75800, 1118 ZZ, Amsterdam-Schiphol www.crownlicensing.com

Cruyff Institute

Laan der Hesperiden 118, 1076 DX, Amsterdam www.cruyffinstitute.nl

C Sharp Sports

Computerweg 39, 3821 AA, Amersfoort www.csharpsports.com

Datawiresport

Randstad 2250, 1316 BZ Almere www.datawiresport.nl

DAV Producties

Edelgasstraat 58, 2718 TH, Zoetermeer www.dav-producties.nl

DBT HOLLAND

Papehof 24, 1391 BG, Abcoude www.dbt.nl

De Boer Tenten

Laanenderweg 11, 1812 PW, Alkmaar www.deboer.com

De Johan Cruyff Foundation

Olympisch Stadion 13, 1076 DE, Amsterdam www.cruyff-foundation.org

DLI

Vestdijk 51, 5611 CA, Eindhoven www.dllgroup.com

Descol sports surfaces

Duurstedeweg 7, 7418 CK, Deventer www.descol.nl

Designgoed

Cornelis Ketelstraat 47, 2806 SL, Gouda www.designgoed.com

Desso Sports BV

Postbus 215, 5340 AE, Oss www.dessosports.com

Digifit BV

Achterburgwal 55-1, 1012 DB, Amsterdam www.digifit.eu

Door2arabia

P.O. Box 282, 7770 AG, Hardenberg www.door2arabia.nl

DRK Interim Management & Consultancy

Kroeskaperlaan 90, 2215 XR, Voorhout www.drk-management.nl

Dutchblue World B.V.

Kattenburgerstraat 5, 1018 JA, Amsterdam www.dutchblue.nl

Dutch Cycling Embassy

Trans 3, 3512 JJ, Utrecht www.dutchcycling.nl

DVC machinevision

Minervum 7069, 4817 ZK, Breda www.machinevision.nl

EA Media

Sint Willibrordusstraat 5-II, 1074 XH, Amsterdam www.eamedia.nl

EEN

www.enterpriseuropenetwork.nl

Prinses Beatrixlaan 2, 2509 AC, Den Haag

Edel Grass B.V.

Fabriekstraat 13, 8281 BW, Genemuiden www.edelgrass.com

EGG International B.V.

Saturnusstraat 15, 2516 AH, Den Haag www.egghelmets.com

Embassies of the Kingdom of the Netherlands

Bezuidehousweg 67, 2594 AC, Den Haag www.government.nl

Embedded Fitness

Kapelweg 11, 5756 AJ, Vierden www.embeddedfitness.nl

Emergomed

G.D.Jordensplein 21, 7417 ZR, Deventer www.emergomed.nl

Endemol Shine

MediArena 2, 1114 BC, Amsterdam-Duivendrecht www.endemol.nl

E-Sites

Reduitlaan 29, 4814 DC, Breda www.e-sites.nl

Equilog

Driesweg 10, 5455 RB, Wilbertoord www.equilog.nl

Eurobrasil Ltda.

www.eurobrasilcomercio.com.br

Eurocollege

Westblaak 139, 3012 KJ, Rotterdam www.eurocollege.nl

European Turf Group

Dragonder 13C, 5554 GM, Valkenswaard www.europeanturfgroup.com

Exo Ligament B.V.

Molengraafsingel 12, 2629 JD, Delft www.exoligament.com

Faber Audiovisuals

Hemmernaaweg 22, 9076 PH, Sint Annaparochie www.faber-av.com

Fagus Projectmanagement & Advies B.V.

Laan van Zuid Hoorn 15, 2289 DC, Rijswijk www.fpma.nl

Fan Engagement

www.fanengagement.nl

Feyenoord Rotterdam

Van Zandvlietplein 3, 3077 AA, Rotterdam www.feyenoord.nl

FGHS

Plesmanstraat 1, 3833 LA, Leusden www.fghs.nl

Flexbord

Humberto Delgadoplein 1, 1102 JL, Amsterdam-Zuidoost www.flexbord.com

Flexotels BV

Zessprong 14, 5684 NV, Best www.flexotels.com

Fontys

De Lismortel 25, 2512 AR, Eindhoven www.fontys.nl

FootGolf Holland

Het Jaagpad 16, 3461 HB, Linschoten www.footgolfholland.com

FreeSense Solutions

Meerenaakkerplein 21, 5652 BJ, Eindhoven www.freesense-solutions.com

Game On Technologies

Stationsplein 27, 6221 BT, Maastricht www.game-on-technologies.com

Gemeente Amsterdam

Postbus 202, 1000 AE, Amsterdam www.amsterdam.nl

Gemeente Rotterdam Dienst Sport en Recreatie

Postbus 33100, 3005 EC, Rotterdam www.rotterdam.nl/sportenrecreatie

Glevmo Mobility Management

Graf-Adolf-Platz 15, 40213, Düsseldorf (D) www.glevmo.com

G3 Presents

Sarphatistraat 706, 1018 AV, Amsterdam www.g3presents.com

Global Dressage Analytics

PO Box 86, 5490 AB, Sint-Oedenrode www.globaldressageanalytics.com

GP Smart Stadium

De Schep 312, 5688 HP, Oirschot www.gpsmartstadium.com

Gracenote Sports

Binnenwal 2, 3432 GH, Nieuwegein www.gracenote.com/sports

Grass Valley

Bergschot 69, 4817 PA, Breda www.grassvalley.com

GrassMaster Solutions

Galliesweg 35A, 5349 AT, Oss www.grassmastersolutions.com

Greenfields BV

Nylonstraat 7, 8281 JX, Genemuiden www.greenfields-kunstgras.nl

Grouve Sports Management Group

Postbus 40, 7468ZG, Enter www.grouve-sport.com

Grupo Eurobrasíl / Hollabrazil Ltda.

Lauwers 3, 5032 ZD, Tilburg www.hollabrazil.com.br

Hafkon

Schimminck 18, 5301 KR, Zaltbommel www.hafkon.nl

Han van den Wijngaard Motorsports Consultancy

Dokter Bauerstraat 5, Gorinchem www.linkedin.com/in/hanvandenwijngaard

Happy Idiots

Keizersgracht 2A, 5611 GD, Eindhoven www.happyidiots.nl

Hazenberghoefsloot

Esschebaan 25, 5282 JK, Boxtel www.hazenberghoefsloot.nl

HEG Consult

www.hegconsult.com

Henko A&T B.V.

Graafschap Hornelaan 184, 6004 HT, Weert www.henko-at.nl

Herculan Sports Surfaces

Postbus 46, 4230 BA, Meerkerk www.herculan.com

Heras

Hekdam 1, 5688 JE, Oirschot www.heras.nl

Hof Hoorneman Bankiers

Verwersstraat 26, 5211 HW, Den Bosch www.hofhoorneman.nl

Hogeschool van Amsterdam

Postbus 22575, 1100 DB, Amsterdam www.hva.nl

Holla Advocaten

Prof. Dr. Dorgelooaan 30, 5613 AM, Eindhoven www.holla.nl

Holland Brazil

Coolingsingel 104, 3011 AG, Rotterdam www.hollandbrazil.com

Holland Brazil Business Consulting Group

Strawinskylaan 3051, 1077 ZX, Amsterdam www.hollandbrazil.com

Holland Football University

Colosseum 65, 7521 PP, Enschede www.hollandfootballuniversity.com

Holland Sport Systems B.V.

Storkstraat 1C, 3905 KK, Veendam www.hollandsportssystem.com

Holland Sports & Industry

www.hollandsportsindustry.com

Hope Sportsmanagement

Amsterdam | Maastricht www.hopesportsmanagement.com

HUP Hotel

Arkweg 3-17, 5731 PD, Mierlo www.hup.eu

Hypercube Business Innovation

Kromme Nieuwegracht 11-A, 3512 HC, Utrecht www.hypercube.nl

Ice-World International

Weteringpad 7, 3762 EN, Soest www.ice-world.com

Impeco Sport & Events Logistics B.V.

Ratio 24, 6921 RW, Duiven www.impeco.nl

INCONTROL Simulation Solutions

Papendorpseweg 77, 3528 BJ, Utrecht www.incontrolsim.com

Indoor Golf Arena

Pedro de Medinalaan 7, 1086 XK, Amsterdam www.indoorgolfarena.eu

Indu-Con BV

Jister 11, 9001 XX, Grou www.indu-con.com

ING Wholesale Banking

Postbus 1800, 1000 BV, Amsterdam Zuid-oost www.ingwb.com

Inmotio Object Tracking

Hettenheувelweg 8, 110

Loontjens Biljarts	
Dam 21, 4331 GE, Middelburg	www.loontjens.com
Maastricht School of Management	
Endepolsdomein 150, 6229 EP, Maastricht	www.msm.nl
Markteffect	
Schimmelt 46, 5611 ZX, Eindhoven	www.markteffect.nl
Marree & Dijkhoorn advocaten (attorneys)	
Zonnehof 31-35, 3811 ND, Amersfoort	www.mend.nl
Marvin and Miles	
Westerdoksdiik 40, 1013 AE, Amsterdam	www.marvinandmiles.com
Match Sport Media Solutions	
Veldzigt 3, 3454 PW, De Meern	www.match-sms.nl
MB Promotions	
Ekkersrijt 7316, 5692 HH, Son	www.mbpromotion.com
MBI Beton BV	
Taylorweg 10, 5466 AE, Veghel	www.mbi.nl
Meijer Equestrian Surfaces	
Industrieweg 18, 7844 NV, Veenoord	www.meijerpsb.nl
Merford Noise Control bv	
Franklinweg 8, 4207 HZ, Gorinchem	www.merford.com
Metrica Sports	
Paasheuvelweg 40, 1105 BJ, Amsterdam	www.metrica-sports.com
Middenduin Corporate Finance	
Langestraat 37, 3861 BM, Nijkerk	www.middenduin.nl
Ministry of Foreign Affairs	www.rijksoverheid.nl/ministeries/bz
Bezuidenhoutseweg 67, 2594 AC, Den Haag	
Ministry of Health, Welfare and Sport	
Rijnstraat 50, 2515 XP, Den Haag	www.rijksoverheid.nl/ministeries/vws
Ministry of Infrastructure and the Environment	
Plesmanweg 1-6, 2597 JG, Den Haag	www.rijksoverheid.nl/ministeries/ienm
MoedersheimMoonen Architects	
Weena-Zuid 132, 3012 NC, Rotterdam	www.moedersheimmoonen.nl
MOOVZ	
Zamenhofstraat 116K unit 3.03, 1022 AG Amsterdam	www.moovz.nl
Movico	
Daalder 9, 5753 SZ, Deurne	www.movico.nl
Municipality Haarlemmermeer	
Raadhuisplein 1, 2132 TZ, Hoofddorp	www.haarlemmermeer.nl
MTD International B.V.	
Clara Zetkinweg 4, 5032 ML, Tilburg	www.mtd.net
Nedap Security Management	
Parallelweg 2, 7174 DC, Groenlo	www.nedapsecurity.com/nl
Nationaal Sportscentrum Papendal	
Papendallaan 9, 6816 VD, Arnhem	https://papendal.nl
Netherlands Business Support Offices	
Bezuidenhoutseweg 67, 2594 AC, Den Haag	www.government.nl
NEK Logistics bv	
Prestwickweg 26, 1118 LB, Schiphol-Amsterdam	www.nekgroup.com
Nielsen Sports	
Overschiestraat 182, 1062 XK, Amsterdam	www.nielsensports.com
Nijha BV	
Postbus 3, 7240 AA, Lochem	www.nijha.nl
NLcoach	
Wattbaan 31-49, 3439 ML, Nieuwegein	www.nlcoach.nl
NLinBusiness	
Bezuidenhoutseweg 12, 2594 AV, Den Haag	www.nlinbusiness.com
NL Kansspel	
Uburglaan 634-K, 1087 CE, Amsterdam	www.nlkansspel.nl
NOC*NSF	
Papendallaan 60, 6816 VD, Arnhem	www.nocnsf.nl
Noldus Information Technology	
Nieuwe Kanaal 5, 6709 PA, Wageningen	www.noldus.com
Octane Fitness International	
Rivium Westlaan 15, 2909 LD, Capelle a/d IJssel	www.octanefitness.com
Octatube	
Rotterdamseweg 200, 2628 AS, Delft	www.octatube.nl
Ockyz	
Rivium Boulevard 21-27, 2909 LK, Capelle aan den IJssel	www.ockyz.com
One Million Hockey Legs	
Koningin Astridboulevard 23, 2202 BJ, Noordwijk aan Zee	www.onemillionhockeylegs.com
Online Golf Systems	
Oranjeboomstraat 9, 4812 EJ, Breda	www.onlinegolfsystems.nl
Orange Sports Forum	
Torenallee 3, 5617 BA, Eindhoven	www.angesportsforum.com
Ortec	
Postbus 490, 2800 AL, Gouda	www.ortec.nl
Pactive Motion	
Onderstal 32, 4631 NR, Hoogerheide	www.pactive.motion.nl
Pam	
Zonneheuvelweg 8, 6861 AE, Oosterbeek	www.pamcoach.com
Paliwigo	
Hazeleger 74, 5431 HL, Cuijk	www.paliwigo.com
Philips	
Ekkersrijt 4303 Build HSB, 5692 DJ, Son en Breugel	www.lighting.philips.nl
PlasmaMade B.V.	
Achthoevenweg 30, 7951 SK, Staphorst	www.plasmamade.com
Pluijms	
	www.pluijms.com

Polsar Klimelementen BV	
Bieskemaar 3, 9735 AE, Groningen	www.polsar.nl
Prestum.nl	
Postjeskade 57-3, 1058 DH, Amsterdam	www.prestum.nl
Propeaq	
Saal van Zwanenbergweg 11, 5026 RM, Tilburg	www.propeaq.com
ProSoccerData	
Ninoofsesteenweg 132, 1700, Dilbeek	www.prosoccerdata.com
PostNL	
Prinses Beatrixlaan 23, 2595 AK, Den Haag	www.postnl.nl
Pozyx	
Vrijdagmarkt 10/201, B-9000, Gent	www.pozyx.io
Profitz	
Torenallee 3, 5617 BA, Eindhoven	www.pro-fitz.biz
Prolyte Group	
Industriepark 9, 9351 PA, Leek	www.prolyte.com
PSV Eindhoven	
Postbus 886, 5600 AW, Eindhoven	www.psv.nl
PWXR	
Torenallee 20, 5617 BC, Eindhoven	www.pillowswillow.com
RAI Amsterdam	
Europaplein 24, 1078 GZ, Amsterdam	www.rai.nl
Randstad Holding	
Postbus 12600, 1100 AP, Amsterdam	www.randstad.nl
Recreational Systems International	
Zeelbergseweg 35, 5555 LD, Valkenswaard	www.recreationalsystemsint.com
Red Bull	
NDSM-Plein 26, 1033 WB, Amsterdam	www.redbull.nl
Reddingsbrigade Nederland	
Dokweg 149, 1976 CA, IJmuiden	www.reddingsbrigade.nl
Remiqz	
Willem Fenengastraat 4c, 1096 BN, Amsterdam	www.remiqz.com
Rio de Janeiro football	
	www.riofootballtour.com
Rijksdienst voor Ondernemend Nederland	
Prinses Beatrixlaan 2, 2595 AL, Den Haag	www.rvo.nl
Rosmark	
Edeseweg 13, 6733 AA, Wekerom	www.rosmark.nl
Royal HaskoningDHV	
Laan 1914, no 35, 3818 EX, Amersfoort	www.royalhaskoningdhv.com
Royal Ten Cate	
G. van der Muelenweg 2, 7443 RE, Nijverdal	www.tencategrass.com
S&L Job Solutions	
Tobias Asserlaan 7, 2662 SB, Bergschenhoek	www.sljobsolutions.nl
SABA Dinxperlo	
Industriestraat 3, 7091 DC, Dinxperlo	www.saba.nl
Schmitz Foam Products	
Productieweg 6, 6045 JC, Roermond	www.schmitzfoam.com
SD Worx	
Teteringsedijk 184, 4817 ML, Breda	www.sdworx.nl
Sersol	
Schipperstraat 154, 4871 KK, Etten-Leur	www.sersol.nl
SGL	
Abr. Kroesweg 44, 2742 KX, Waddinxveen	http://sglssystem.com
Share Logistics	
Waalhaven Zuidzijde, 3089 JH, Rotterdam	www.sharelogistics.com
Shimano Experience Center	
De Leeuwhof 2, 6301 KZ, Valkenburg	www.shimano-ec.com
Sidijk BV	
Pluto 1, 8448 CM, Heerenveen	www.sidijk.com
Slangen + Koenis Architects	
Swammerdamweg 11, 3401 MP, IJsselstein	www.slangenkoenis.nl
Smartgoals B.V.	
Torenallee 32-06, 5617 BD, Eindhoven	www.smartgoals.nl
Sohar Port and Freezone	
PO Box 9, Postal Code 327, Sohar, Sultanate of Oman	www.soharportandfreezone.com
Spierings & Swart Architectenbureau	
Gestelsestraat 258, 5654 AM, Eindhoven	www.spierings-swart.nl
Sport & Health Strategy Consultants	
Berlageplein 38, 2728 EG, Zoetermeer	www.sahsco.com
Sport2B	
J.P. Sweelincksingel 45, 2132 KM, Hoofddorp	www.sport2b.nl
SportAan	
Smijtesland 20, 6663 KH, Nijmegen	www.sportaan.nl
SportBizz	
Postbus 86, 5490 AB, Sint-Oedenrode	www.sportbizz.nl
Sporters United	
Rijksweg 192, 1382 GT, Weesp	www.sportersunited.nl
SportExperience	
Torenallee 3, 5617 BA, Eindhoven	www.sportexperience.org
Sportivation	
Mondriaanstraat 15, 5151 WE, Drunen	www.sportivation.nl
Sportlife Management	
Johan de Wittlaan 12, 2517 JR, Den Haag	www.sportlifemanagement.com
Sport-Netwerk.nl	
Torenallee 3, 5617 BA, Eindhoven	www.sport-netwerk.nl
Sport Technologies	
Cavaliër 1, 3897 AA, Zeewolde	www.sport-technologies.nl
Sports & Technology	
Torenallee 3, 5617 BA, Eindhoven	www.sportsandtechnology.com

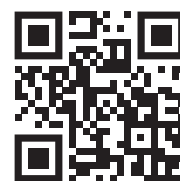
Sports Pitch Engineering	www.sports-pitch-engineering.com
Anne Aleidalaan 56, 3832 KT, Leusden	
Sportinnovator	www.sportinnovator.nl
Laan van Nieuw Oost-Indië 334, 2593 CE, Den Haag	
Sportservice Nederland BV	
Postbus 338, 2000 AH, Haarlem	www.sportservicenl.nl
SportSquare B.V.	
Overhoeksplein 2, 1031 KS, Amsterdam	www.sportsquare.com
Sportuniekl	
Hemdijk 10, 8601 XH, Sneek	www.sportuniekl.com
Sportunity	
Hoofdstraat 21-58, 7311 JT, Apeldoorn	www.sportunity.nu
StateCore BV	
Veldzigt 3, 3454 PW, De Meern	www.statecore.nl
Studio2 Communications	
Emmaweg 2, 3603 AM, Maarssen	www.sporteronline.com
SuperSub Sportbases	www.supersub-sportbases.com
Productieweg 52, 2382 PD, Zoeterwoude	
svikaworks	www.svikaworks.nl
Tweede Hogerwoerddwarstraat 31, 2023 VK, Haarlem	
Sweep6	
Juliana van Stolberglaan 161, 2595 CD, Den Haag	
TDE	
Torenallee 3, 5617 BA, Eindhoven	www.tde.nl
Team Jumbo-Visma	
Rietveldenweg 47E, 5222 AP, Den Bosch	www.teamjumbovisma.nl
The Bridge business innovators	
Stationsplein 1, 3818 LE, Amersfoort	www.thebridge.nl
The Stadium Consultancy	www.stadiumconsultancy.com
Jan Massenstraat 32, 1411 RW, Naarden	
Tickets.com	
Polakweg 10, 2288 GG, Rijswijk	www.tickets.com
TNO	
Anna van Buurenplein 1, 2595 DA, Den Haag	www.tno.nl
TLS - BOCA Systems Europe	
Rochussenstraat 291 B, 3023 DE, Rotterdam	www.tlseurope.com
Topsport Limburg	
Postbus 384, 6130 AJ, Sittard	www.topsportlimburg.nl
Topsport Amsterdam	www.topsport.amsterdam
Olympisch Stadion 14, 1076 DE, Amsterdam	
TRANSFER Latin Business Consultancy	
Puntegaalstraat 179, 3024 EB, Rotterdam	www.transfer-lbc.com
Triple Double	
Torenallee 3, 5617 BA, Eindhoven	www.tripledouble.nl
TrueKinetix	
Satellietbaan 37, 2181 MG, Hillegom	www.truekinetix.com
TU/e	
PO Box 513, 5600 MB, Eindhoven	www.tue.nl
Twynstra Gudde	
Stationsplein 1, 3818 LE, Amersfoort	www.twynstragudde.nl
United	
Postbus 2202, 1200 CE, Hilversum	www.United4all.com
Van den Wall Bake Consult bv	
Postbus 643, 1200 AP, Hilversum	www.vdwbconsult.nl
VDL Groep	
Wekkerstraat 1, 5652 AN, Eindhoven	www.vdlgroep.nl
Vekoma Rides Manufacturing	
Schaapweg 18, 6063 BA, Vlodrop	www.vekoma.com
Volans Rowing	
Molengraaffsingel 12, 2629 JD, Delft	www.volansrowing.com
Von Orange	
Stationwarsweg 49, 7461 AS, Rijssen	www.vonorangesup.com
Wagner Group	
Postbus 1332, 9701 BH, Groningen	www.wagnergroup.nl
WeDoWow	
Akkerwinde 38, 6663 GE, Lent	www.wedowow.nl
Winning Mood	
Waterwolf 1, 6681 TH, Bommel	www.winningmood.com
Wittlijn.nl	
Honderdland 239, 2676 LV, Maasdijk	www.wittlijn.nl
WorldFootballDevelopment	
Enschede	www.worldfootballdevelopment.com
World Tang Soo Do Association	
2436 Hanford Road, NC 27215, Burlington	www.worldtangsoodo.com
WTS World Tax Service BV	
Postbus 19201, 3001 BE, Rotterdam	www.wtsnl.com
Yalp	
Nieuwenkampsmaten 12, 7472 DE, Goor	www.yalp.nl
You.FO	
Spuistraat 12, 1012 TS, Amsterdam	www.youfo
ZOPFI BV sustainable business development	
Versantvoortstraat 28C, 5615 AR Eindhoven	www.zopfi.eu
Zuyd Hogeschool, opleiding Biometrie	
Nieuw Eyckholt 300, 6419 DJ, Heerlen	www.zuyd.nl
Zwarts en Jansma architecten	
Postbus 2129, 1000 CC, Amsterdam	www.zja.nl

**WE CRAFT DIGITAL
CONNECTIONS
IN SPORTS**

ONLINE STRATEGY **DIGITAL DESIGN**

TDE

SOCIAL MEDIA **WEB & APP DEVELOPMENT**



WWW.TDE.NL | TWITTER: @TDE | INSTAGRAM: @TDE_NL

Uhh... What's next?



You can either make a decision based on your gut feeling...
Or you can define your strategy based on professional market research.
The choice is yours!

Do you want to know more? Don't hesitate to contact us!
Bel 040 – 239 22 90 or visit markteffect.nl

Markteffect 



International and digital borders are fading —

In this changing landscape, you need a thorough understanding of your opportunities, possibilities, restrictions and requirements.

AKD Benelux lawyers can guide you through the complex legal world. We are a Benelux law firm with **475 top-class lawyers, tax specialists and staff** whose second nature is to explore beyond their own discipline. We combine our expertise in a wide range of legal fields with knowledge and experience of your business and sector. Our offices in the Netherlands, Belgium and Luxembourg, where we practice Dutch, Belgian and Luxembourg law, provide you with first-rate integrated, comprehensive, international legal services.



More information?
akd.eu or info@akd.eu

VDL Seating Systems

VDL Seating Systems – strength through cooperation

Via the VDL Seating Systems sales cluster, several VDL companies join forces, combining their strengths in design, production, sales and installation. VDL Seating Systems has a wide collection of different seats and construction solutions for bucket, tip-up, VIP and safe standing seats. With design, engineering, production and project management all covered and coordinated by one company, VDL is the perfect partner for your seats.

VDL Groep, headquartered in Eindhoven, the Netherlands, is an international strong industrial family business with 106 operating companies, spread throughout 20 countries, with over 15,000 employees. The VDL companies break down into four divisions: Subcontracting, Car Assembly, Buses and Coaches and Finished products.

VDL Seating Systems designed their own bucket, tip-up and safe standing seats (rail seats) together with the different VDL companies to be most costs efficient in design, production and installation. Also VIP seats can be designed on request in almost every colour or material. For most upholstered seats it is possible to implement heating inside the seats which overall can lead to very cost efficient heating management that can easily get connected to green energy.



Tip Up



VIP



Bucket



Safe Standing



VDL Seating Systems

Magnesiumstraat 55 • 6031 RV Nederweert • Netherlands

T: +31 (0)495 653 653 • E: info@vdlseatingsystems.nl • www.vdlseatingsystems.com



RSI ON A QUEST TO REALIZE FULLY CIRCULAR ARTIFICIAL TURF

All over the continent, there are huge piles of used sports fields lying around. A vast amount of soccer and hockey fields are being placed and replaced annually. Recycling them is so complex of a process that it would cost far more than it would yield. RSI is searching to find a solution where waste is be re-used; From grass to grass!



The Dutch Ministry of Health, Welfare and Sport (VWS) had RSI, as an independent one-stop concept provider of innovative, sustainable and premium quality sports infrastructure to continue researching the development of a single-material artificial turf system.

RSI came up with a *'monomer concept'*; a project aims to develop an artificial turf field that can easily be recycled into a new artificial turf field at the end of its economic lifespan. *"It will be much easier to recycle an artificial turf field when it is made of just one material, as this will make the recovered material of a higher quality that is easier for the recycling company to resell. This will result in artificial turf become a 100% circular product,"* says RSI's CEO Arnaud Fiolet.

At present, most artificial turf systems are made of at least three different materials that cannot be separated. Therefore, recyclers have no other





option but to offer the recovered materials for the production of lower-quality products such as picnic benches and kickboards.

“Almost all artificial grass fibers are made from polyethylene, while the backing is made from polypropylene. In addition, latex is used to ensure that the fibers remain in the backing. To date, no one is able to separate these three materials and re-offer them separately as raw materials.”

In June 2019, RSI was one of several companies listed to win a tender by our the Dutch central government to develop a solution towards more sustainable sports artificial turf pitches.

RSI made it to the short-list of companies to do a feasibility study and was the of the two companies to win tender money to develop their innovative idea.

“It is a challenging quest to ensure that we are going to get artificial turf systems that meet all the strict requirements of clubs, players and the governing bodies without compromising on the quality and durability of an artificial turf system. That is why RSI will collaborate closely in this research with the various suppliers of raw materials, researchers and other specialists who focus on the quality of artificial turf.” This includes companies like Nexteconomy.nu and NIAGA.

Orange Sport Forums (OSF) played an important role to bring these parties to together. Arun Swami Persaud (board member of OSF) explains, *“We saw a good opportunity to bring Dutch expertise together to and come to an innovative solution. Especially for urban areas in the Netherlands, but also elsewhere in the world, there is a great need for playgrounds and sports fields that can be played intensively all year round under all kinds of weather conditions. RSI may have developed a prototype of artificial pitch that offers a perfect playing experience and is completely reusable.”*

“RSI strives day in, day out to deliver reliable, sustainable and innovative sports fields. The confidence shown by the Ministry of Health, Welfare and Sport therefore stimulates us even more to achieve a good result,” concludes Fiolet.



About RSI

Recreational Systems International develops and installs Reliable, Sustainable and Innovative solutions that facilitate sports. The RSI portfolio includes infrastructure such as artificial grass and hybrid sports fields as well as LED grass growth technology, air domes, LED floodlighting, and sports performance solutions. The portfolio is supplemented with FIKA GEAR training material and attributes.

For more information: www.recreationalsystemsint.com

For more information please contact:

Arnaud Fiolet

Mobile: +31 (0)6 83571015

Email: arnaud.fiolet@recreationalsystemsint.com

Reliable, Sustainable and Innovative

Recreational Systems International packages innovative construction and maintenance solutions for sports fields and infrastructure into concepts. "There is much more to gain from an all-inclusive eco-friendly approach towards building, maintaining and removing sports surfaces and infrastructure than ruthlessly pursuing the financial bottom line," says Arnoud Fiolet.

The final months of 2019 have made it clear that 2020 will be a watershed for venue owners and municipalities around the globe. "It has become evident that society no longer tolerates the abuse of nature and natural resources in a quest for profit," says the managing director of Recreational Systems International. He points to a moratorium on infrastructural projects in the Netherlands as an example. "In July this year the Dutch government issued a directive that has made it virtually become impossible to break ground for infrastructural projects where soil is replaced to construct a subbase. I wouldn't be surprised if other countries followed suit." As RSI has anticipated the new trend for sustainable sports infrastructure and maintenance methods, the catalogue is packed with innovations that have a common denominator: all-in-one concepts that deliver reliable and sustainable sports infrastructure.

Stadium concept

The RSI stadium concept focusses on delivering and maintaining a quality stadium field. "We offer everything needed to achieve the best possible natural or artificial turf surface in any venue. Our portfolio ranges from low energy pitch heating and cooling technologies to grass grow and sustainable maintenance equipment," says Fiolet. Cutting edge technologies like UV-C light, which has a 98% success rate in keeping grass surfaces free from algae, fungi and diseases, to LED grass grow technology dominate the RSI portfolio. "Our LED grass grow system is the only system that can be used for stimulating the rootzone as well as for leaf growth." It is an energy-conscious technology that delivers adequate support with pinpoint accuracy. Pinpoint accuracy also best describes water usage in the RSI Hydro Artificial Turf System (HATS). "This revolutionary concept uses mineral wool to manage water in the subbase of a field. It absorbs excess water and releases it into the top-layer when needed." Other ground-breaking technologies are the drainage systems, hybrid grass surfaces, turf covering technologies and turf protection systems. "The latter have even been used for the Olympics." However, it is the Base Panel that stands out of all products RSI offers. "This shock-absorbing layer, made of recycled plastic, enables us to install a quality pitch on any surface without disrupting the location," Fiolet explains. Where most artificial turf surfaces require the replacement of 50 centimeters of soil, the Base Panel only requires the top 10 centimeters to be worked.

Multicourt concept

The Base Panel is also a key element of the Multicourt concept. "It has enabled us constructing constructed playgrounds and mini-courts on rooftops and in parking lots," Fiolet continues. Perhaps the RSI Skills Parks and Athletic Skills Tracks are the biggest beneficiaries. "These small-sided fields have obstacle courses and

exercises tufted into the field. They have become a popular way for clubs to expand training capacity, improve players and offer something exciting to members." RSI installs these mini pitches with boarding and netting to protect spectators. "Tutorials on the boarding are self-explanatory. A modular concept is available for roadshows or marketing purposes." Based on the requirements, RSI can also recommend their Sports Panels. "These hardcourt titles provide flooring that can be used for hockey, tennis, basketball and many other sports. They have been finished with a special coating that makes them suitable for both outdoor and indoor usage."

Airdome concept

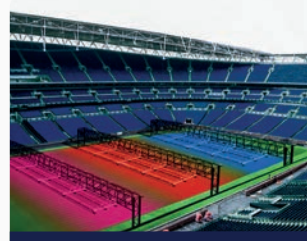
Clubs and municipalities often start with an RSI Multicourt concept before moving on to an RSI Airdome concept. "The temporary nature of Airdomes means that they don't require permits or permissions often associated with brick and mortar structures. Our Airdome concept delivers a fully kitted temporary indoor facility." The domes are made of high quality but translucent fabric. "They can be delivered with LED floodlighting and a heating system to improve the indoor climate and conditions." The concept also includes Sports Panels for clubs that don't have an adequate floor for indoor activities. Grouping items together into concepts makes sense, Fiolet says. "Investing in a surface or facility is only the first step. Your collective tools for operating and maintaining the surface will make a difference. Considering those upfront will save you resources and time."



RSI installed total-concept at HOD Valkenswaard, which includes flooring and LED floodlights as well.



RSI double membrane installation: HOD Valkenswaard



RSI's fully automated LED grass grow system is currently being installed at Schalke FC in Germany.



RSI Skills Park concept to add training capacity and offer members something new and exciting.

Casa Carina

~ the advisor for your Spanish casa ~

Dream or Do?

Dreaming of an extended place in the winter period to improve your individual sports and/or to train with your team? As a golf player or as a soccer team? Stop dreaming, you are in the right place.

The Costa del Sol in the South of Spain is the ideal destination with roughly 320 days of sunshine and nicknamed 'the Sunshine coast'. Within the sub-tropical climate, high quality of life and mild Mediterranean Sea you will find extensive facilities to train as many Dutch sport teams do in Marbella or put your golf experience on a higher level in the biggest concentration of golf courses in Europe. Named as 'the Costa del Golf' no doubt.

Therefore realize your dream of having your own private property which can easily be rented out when you do not wish to use it yourself.

Casa-Carina is an independent advisor for your Spanish casa in the Netherlands and in Spain: we advise and guide you through the process of buying or selling your (holiday) dream property from A-Z. In case you first want to rent we can help you find a suitable property, even a rent-to-buy construction is within reach.

Want to know more? Feel free to contact us.
+31 (0)6 26 210 370 | www.casa-carina.nl | info@casa-carina.nl

ProPlay[®]

by Schmitz Foam Products



Top performance shock and drainage pads

Schmitz Foam Products B.V. is the global supplier of ProPlay[®], the perfect shock and drainage pad for high-quality artificial grass systems in sports and fall protection.

- Playable in all weather conditions
- Excellent drainage capacity
- 25 years warranty
- Lowest total cost of ownership

Request your ProPlay[®] sample at:
www.schmitzfoam.com/contact

find us on  

BLANK LABELS

NOWHERE ELSE CHEAPER

ETIKETTENVOORDEEL.NL

Blank labels on rolls and sheets
are available in all different sizes.

Thermo Eco
Thermo Top
Vellum



085 48 911 50

Blank labels in all shapes and sizes. We know the uses and possibilities of all labels. To give you the best advice we think along in functionality and quality requirements. Curious to see our contribution as label specialist? etikettenvoordeel.nl

- ✔ Low prices
- ✔ Personal advice
- ✔ Alle sizes
- ✔ Quick delivery

TEAM JUMBO-VISMA

"Exposure for Team Jumbo-Visma in a time without exposure"

In January the Tour Down Under, in February some small stage races and then working through the spring classics to the three grand tours. This would have roughly been the program of the World Tour peloton. This also applies to Team Jumbo-Visma, the only Dutch cycling team to compete at the highest level. The squad with top riders such as Tom Dumoulin, Primož Roglič and Wout van Aert was ready to fire their guns. Until corona threw a spanner in the works at the beginning of March.



and my colleagues were very disappointed. We all love sports and everyone wants to contribute to it. Our work revolves around sports and that was completely gone. It really was a bit of a switch in the beginning." His colleague Jasper Saeijs, marketing manager at the Dutch team, did not find it easy as a sports fan that he had ended up in this situation. "We were really looking forward to this season, both from a sports point of view and commercially. We were ready to perform in a fantastic way, while also creating visibility for our partners."

In the weeks that followed, many meetings were held at Team Jumbo-Visma. In a digital way, of course. After all, working from home was the national advice in the Netherlands. "It emerged from those meetings that we as a team wanted and had to attack this situation in order to come out in a stronger way", Saeijs says. "We didn't look at the limitations, but at the opportunities. From a marketing perspective we wanted to be visible despite no races being held. Even without races, how could we keep involving the fans and our partners with the team? How could we, as a team, still ensure sufficient exposure for our partners? And could we also find a way to address our social responsibility by encouraging people to exercise enough, despite the situation? We asked ourselves those kinds of questions. Quite a lot of initiatives emerged from that."

The buses and trucks were no longer loaded. The legs were no longer massaged by the soigneurs. No interviews, autographs or photos with fans for the professional cyclists. Bib numbers were no longer pinned. The world was hit by the corona pandemic and the entire cycling peloton slowly came to a halt. One race organisation squeezed the brakes earlier than another, but eventually everyone got in the broom wagon.

Uncertain weeks followed. Will there be any racing at all this year? Surely the Tour de France will continue? Team Jumbo-Visma was disappointed. After a good 2019, in which the team managed to win more than fifty times, the Dutch team went all out for the yellow dream: winning the Tour de France.

In cycling, races are the best way to provide sponsors with exposure. The big races are broadcasted in countless countries and reach a large audience. This added value for sponsors also disappeared: no races, no TV broadcasts, no exposure. Or at least a lot less. Though that desired exposure can also be offered in times without live sports, Team Jumbo-Visma showed in the period without racing.

Sander Kruis, commercial manager at Team Jumbo-Visma, can still remember his reaction to the loss of many sports competitions. "Both me





All these initiatives were linked on a landing page with the theme 'Stay Safe Together'. The webpage featured interviews with riders, it was possible to play various quizzes and a new talk show was published every week in which riders looked back on special moments in their career. For example, Tom Dumoulin and Jos van Emden looked back on the Giro d'Italia of 2017, when Van Emden won the final time trial and Dumoulin took the overall victory. Dylan Groenewegen also had a chat in one of the talk shows and spoke about his victory on the Champs-Élysées, together with ex-teammate and current sports director of the Jumbo-Visma Development Team, Robert Wagner. Fans of Team Jumbo-Visma could not only listen to the riders of Team Jumbo-Visma, but they could even meet their idols. Via a digital 'Meet & Greet' it was possible for cycling enthusiasts to ask the riders questions. Healthy diet tips were also shared, fitness exercises were performed by the top athletes, and mechanics explained how to maintain your bike.

It was also possible for cycling fans to keep in touch with Team Jumbo-Visma on a sporting level. Online training rides were organised, which enabled everyone with a Tacx trainer to ride with one or more professional riders. "Per 'social ride', as we called it, one or two thousand people rode along", Saeijs says. "We noticed that people wanted to stay busy. In this way, they both stayed in touch with the team and they kept active. A win-win situation. Our internal competition resulted from these social rides. For four weeks, our riders competed every Sunday on Tacx trainers for the victory in the online cycling environment Zwift. The race was broadcast on the website of the Algemeen Dagblad and the



social media channels of the cycling team. After the race, the riders were interviewed, as is the case after a real race. That helped us to create a lot of exposure. We had the media value of all our initiatives measured. This study showed that we achieved more media value in the spring of 2020 than in the spring of 2019. It is unprecedented that we managed to achieve more media value in a period without competitions than with competitions. In this way we really provided our partners with a good amount of exposure. We can be proud that, despite such a difficult period, we managed to achieve this."

At the time, commercial manager Kruis kept in close contact with sponsors and received cheerful responses. "They found it admirable how we were looking for opportunities to get 'in the picture'. That was very much appreciated, and it helped us maintain our good relationships with partners in a less easy time."



Team Jumbo-Visma was also busy in the field of hospitality. While in normal times it is possible to visit the team at a race, this was not possible this year due to all the corona measures. "After it had become clear that it would be difficult to receive guests at races, we also looked for alternatives in this area", says Claudia van Berkel, sponsorship coordinator at Team Jumbo-Visma. "Normally we offer a hospitality program where guests are really part of the team. Guests arrive the day before the stage and get a dinner. Then they take a look at the team hotel and have a chat with the team. In the morning they will have a look at the start of the stage. During the stage, the guests will be on the side a few times to follow the race, but also to provide the riders with bottles. In this way we offer guests a real cycling experience.

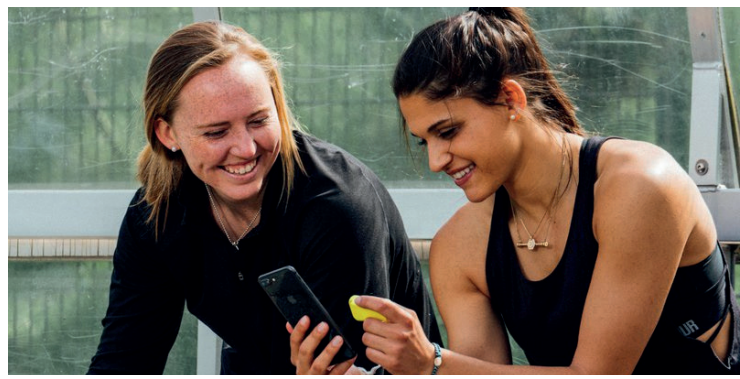
For our bigger sponsors we offer a truly exclusive package, where it is possible to take a seat in the sports directors' car during the race. It's a great pity that this is currently not possible, because it's a very cool experience for the guests. We also notice this through the positive reactions from guests. It's an experience you can't have in any other sport. Getting so close to the riders and the peloton is what makes our hospitality program so great."



An alternative was developed: a hospitality experience in the Netherlands where corona measures could be observed. "Thanks to our partner Shimano we were able to visit the Shimano Experience Center in Valkenburg. There we could safely receive groups of thirty people. Those viewing events were a combination of cycling itself and watching a stage in the Tour de France. We tried to incorporate that unique flavour of our offer into the viewing events. It had a real Team Jumbo-Visma feeling. For example: we drove behind the cycling groups with team cars and sports director Merijn Zeeman told us on a daily basis what he expected from the stage that the guests would attend. We can certainly use this concept again in the future and apply it to our total offer. It's a very nice addition to the current activities of our team in the field of hospitality."

Cycling remains the core business of Team Jumbo-Visma, but the team has shown that it is not only good at cycling fast. Taking initiative and showing courage suits the Dutch cycling team and this became once more clear during the difficult corona crisis: exposure in a time without exposure. A strong example of crisis management from Team Jumbo-Visma.





GAMIFICATION OF SPORTS

SPORTS PLATFORM - SMARTBALL - DASHTAG



WWW.KICKSNSTICKS.EU
WWW.GETSMARTBALL.COM - WWW.GETDASHTAG.COM



it's anyone's game



KanJam® is a fast-paced, flying disc interactive team game that encourages exercise, improved coordination skills and friendly competition without physical contact... KanJam® consists of throwing and deflecting the disc in order to score points. The KanJam Goals are placed 15 metres apart, each with a player from the same team standing behind it. After the two players from the same team have thrown once and hit once, the points are counted and then it's the other team's turn. The first team to reach exactly 21 points wins the game, unless someone throws the disc through the slot, because that's an "Instant Win"!

KANJAM®

JOIN IN THE KANJAM FUN! CHECK OUT KANJAM.EU



SMART SOLUTIONS FOR DEMANDING ENVIRONMENTS
Sports | Security | Statistics | Experience | Presentation | Revenue



Our goal is to create the ultimate interactive smart stadium experience for fans who want to be more than spectators. Improving performance and value for stadiums all over the world!

To find out more about how GP smart stadium can take your venue to a new level of performance, please contact us at:

T. +31 (0)6 2501 1101 - info@gpsmartstadium.com - www.gpsmartstadium.com

GrassMaster is the perfected hybrid grass system for top-level tournaments, multifunctional sports pitches, venues with a busy schedule and state-of-the-art training facilities. 20 million in-house produced High Performance Polypropylene Fibres (HPF) deliver a reinforced natural grass playing surface that is proven to last for up to 15 years or more.

With over 30 years of experience and more than 800 installed fields, GrassMaster is the pioneer of hybrid grass systems and a trusted partner for more than 100 sports clubs around the globe.



GRASSMASTER

By Tarkett Sports

- durable solution
- vertical reinforcement
- stitched technology
- long lifespan



- instant solution
- horizontal reinforcement
- carpet-based system
- flexible

PlayMaster, launched by Tarkett Sports in 2016, is a carpet-based hybrid grass technology that offers fast installation, instant playability and the same natural grass feel as GrassMaster. The spray-coated backing guarantees the best agronomic conditions for natural grass, whether the existing subbase is restyled or replaced with new sods.

GrassMaster Solutions only uses sods grown at specialist grass nurseries, carefully selected as partners for their reliably high quality. Players appreciate the level surface, free of divots and mud puddles; stadium owners benefit from an excellent ROI based on a lower investment threshold.



PLAYMASTER

By Tarkett Sports

www.grassmastersolutions.com

info@grassmastersolutions.com

+31 412 66 00 00



GRASSMASTER

By Tarkett Sports

30
YEARS

‘Our ambition is for the Netherlands to become the most innovative country in the world when it comes to sports.’

SPORTS INNOVATION IN THE NETHERLANDS



Sportinnovator wants to maximise the impact of sports innovation and help the Netherlands become a world leader. Thinking ahead, responding to trends, new ways of exercising and practising sports, applying knowledge and technology, societal innovations. Anything that will promote physical exercise, have an impact on society and encourage progress. All of this together means that by 2028, the Netherlands will be the most innovative country in the world in the field of sports innovation, thanks to proven forms of cooperation. This is the ambition of Harry van Dorenmalen, chair of the ‘Top Team for Sport’, which runs the Sportinnovator programme.



the business community and local authorities in this, in addition to sports and science. But the aim of the agenda is not just to produce innovations that can help us to win gold medals at the Olympic Games – we take a much broader perspective. We want to innovate for everyone across the whole range of sports, and to encourage everybody in the Netherlands to exercise more by supporting innovations that will have an impact on public health and society as a whole. We identify innovations in sports, evaluate them, encourage improvements and make them scalable for the sports sector and for wider society. That's why we set up the Sportinnovator programme, which is implementing the Knowledge and Innovation Agenda for Sport.’

Network of Sportinnovator Centres

The Top Team for Sports does not come up with those innovations itself. You create the right conditions for those innovations to come about and then you help them to grow and develop. How do you go about doing that?

‘There are many different ways that we do this. Let's start with our national network of 14 Sportinnovator Centres. This network is truly unique in the world. The Sportinnovator Centres are meeting places where researchers, entrepreneurs, government bodies and sports organisations can work together. This leads to the development of high-potential innovations that really contribute to professional sports, participation in sports and active lifestyles. These innovations also strengthen our knowledge

base for sports and can lead to new businesses or generate value for society. Every Sportinnovator Centre has its own area of expertise. The Centres have recently been certified and are therefore Certified Partners for Sportinnovator. That gives us a guarantee of the quality and uniqueness of the centres. The ultimate goal is to create a sustainable network or ecosystem. The centres all work together to develop innovations, and they also act as drivers for innovation in the Netherlands and internationally.’

A few examples

Can you give us some examples of successful innovations that you have supported through Sportinnovator in recent years?

‘There are so many, but I can highlight a few. Let's start with Sport Data Valley, because we are really proud of that. Data is becoming increasingly important in every area, and that includes sports. But all that data is often fragmented and stored in many different places. To bring it all together, we at Sportinnovator thought it was important to create a national digital platform to make all that data available more easily. We wanted a platform offering analytical tools that all target groups can access: professional athletes, amateur athletes, coaches and scientists. Well, since last September, Sport Data Valley in Leiden has been doing exactly that. I won't go into too much detail because there is an interview with Auke Damstra from Sport Data Valley elsewhere in this Sportinnovator supplement. He knows much more about it than I do.’

First of all, could you explain what Sportinnovator is exactly, and what it does?

‘The Ministry of Health, Welfare and Sport created the Top Team for Sport in 2014,’ explains van Dorenmalen. ‘The team consists of nine people – prominent representatives from sports, the business community, local authorities and science. I was asked to serve as chair. We were asked to come up with a Knowledge and Innovation Agenda for Sport and to involve



The Project Tokyo track bike

So Sport Data Valley is an example of how Sportinnovator is creating a better environment for innovation, and in this case that has led to improved digital infrastructure. Can you also give us an example of an innovative product?

'Of course. I'd like to mention our most iconic project – Project Tokyo – which has resulted in a new track bike that Dutch track cyclists hope will help them win gold at the Olympic Games in Japan next year. The Sports Engineering Institute of TU Delft (a Certified Partner of Sportinnovator) has been working closely with bicycle manufacturer KOGA and Actiflow, a company that specialises in aerodynamics. But more importantly still, the whole development of the track bike was carried out in partnership with the Royal Dutch Cycling Union (KNWU) and successful track cyclists like Jeffrey Hoogland and Harrie Lavreysen. Together, they have been able to roll out a super-fast custom bike that's going to make other countries' jaws drop. It's a spectacular achievement.'

The track bike has been developed for professional sport. Does Sportinnovator also encourage innovations for club sports?

'We certainly do. For example, we have organised an innovation challenge for energy-neutral sports facilities at sports clubs. That resulted in five winning innovations, which are now being developed further with funding from Sportinnovator. I think the best example is the roll-up solar carpet that can be placed over artificial grass pitches in order to generate solar energy for the club, the local area or the village where the club is located when the pitch isn't in use. Brilliant!'

Societal impact

The aim of Sportinnovator is also to make an impact on society. How do you go about doing that?

'In various ways. Everyone knows that exercise is crucial to a fit and healthy life. And yet as a nation, we still do far too little exercise. That includes both young and old. So we support various projects that encourage people to exercise more. For example, a while ago we awarded an incentive prize for the MQ SchoolTest. It's an exercise trail that enables children to test their motor fitness. Thousands of children have now been able to assess their own motor skills. It's really relevant today.'

'Another example is the smart bicycle that TU Delft is working on together with Gazelle. The bike has a built-in motor in the handlebars that keeps you upright if you're in danger of falling over. That's wonderful for older people. They have built a prototype that is now being tested. We awarded this idea the National Sportinnovator Prize', says van Dorenmalen.

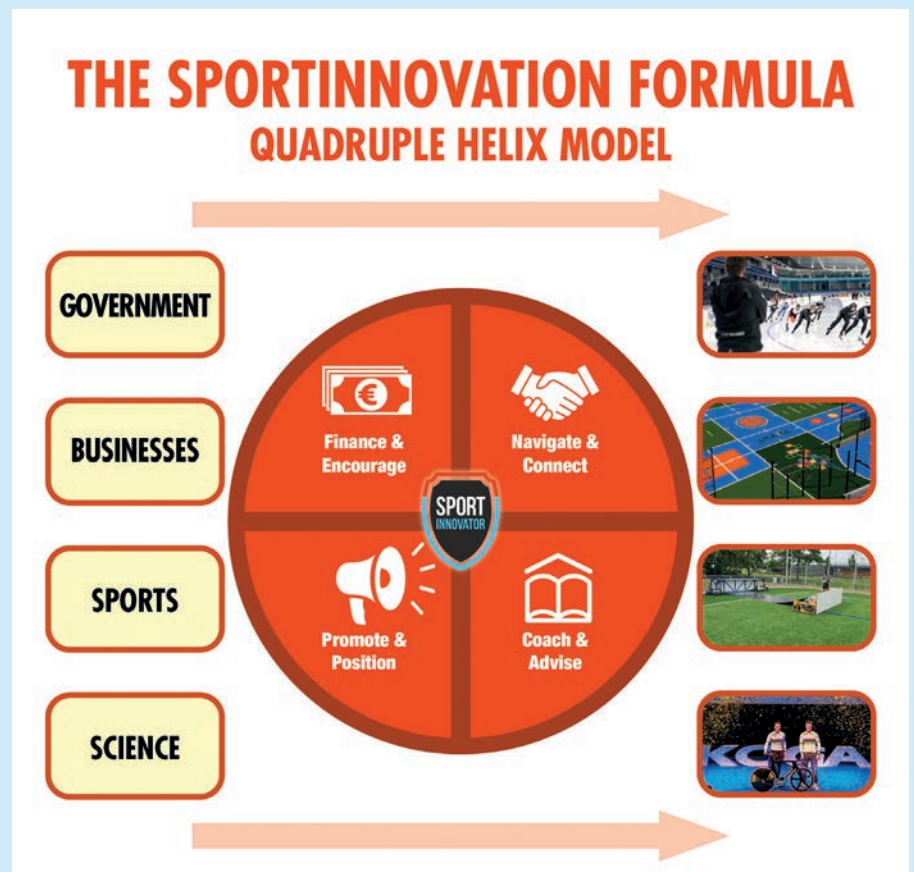
And you are also working on ideas for the coronavirus pandemic, I understand...

'That's right. Last summer, we set up a consortium with, among others, Eindhoven University of Technology, in order to investigate the air quality in a gym. That yielded valuable knowledge which is really helpful for indoor sports and fitness centres. And we also participate actively in various initiatives involving safe and responsible indoor sports, and with keeping sports events open to the public. To do that, we have organised two innovation competitions with a development budget of €1 million each, together with the Ministry of Economic Affairs and Climate Policy and the Netherlands Enterprise Agency (RVO). We are very optimistic that these innovations will make a useful contribution.'

The 'quadruple-helix model'

The strength of Sportinnovator is that you bring sports, science, the business community and the public sector together.

'In our jargon we call this the quadruple-helix model. Our innovation projects involve close collaboration between local authorities, the business community, sports institutions and scientists. Sportinnovator has multiple roles to play in these projects: providing funding (or co-funding) and as a mediator, connector, advisor and promoter. We strongly believe that this model is good at bringing our target groups together into consortiums. Over the past five years, we have seen over 600 innovation projects. And we've seen that a strong front-end consortium can lead to successful innovation projects in the field of sport. Previously, the main role of Sportinnovator was to provide funding for projects, but nowadays we are also acting as a connector, motivator and consultant. The network of Sportinnovator Centres and Sport Data Valley provides exactly the physical and digital infrastructure that is needed.'





International ambitions

Sportinnovator not only focuses on the Netherlands, but it also has international ambitions. What do those ambitions involve?

'The Dutch market is too small for many sports innovations, so we have to look at the world market too,' explains van Dorenmalen. *'Sportinnovator aims to provide a springboard for Dutch sports innovations with international ambitions. We are also looking to a number of countries where interesting things are going on in the field of sports and exercise. For example, we have already invited a Danish group to give a Masterclass in outdoor exercise. And we keep 'Brussels' informed about the unique infrastructure and innovations that we are developing here in the Netherlands. We want to position the Netherlands as a leader in sports innovation within the EU.'*

Sportinnovator has identified four themes for those international ambitions. Which themes are they?

'The four themes are Sport as Medicine, Young People & Sport, AI & Data in Sport, and Green Sports. We have chosen these themes because they are a good fit with the Olympic Games in Paris (2024) and Los Angeles (2028). And also because they offer plenty of opportunities for European cooperation. The new working programmes for Horizon Europe 2021-2027 are currently being developed, and we have created a link between the themes that the Netherlands is good at, the Brussels agenda and the Sustainable Development Goals.'

Which specific countries is Sportinnovator focusing on?

'We are mainly focusing on the countries where the Olympic Games will be held in the next decade: Japan, China, France and the US. And we are also focusing on setting up European partnerships through the EU, which means that we already have regular contacts with Bulgaria and Denmark, for example.'

Where do you hope Sportinnovator and sports innovation in the Netherlands will be by the year 2028?

'By 2028, the Netherlands wants to have a reputation as the most innovative country in the world when it comes to sports innovation. We are absolutely committed to achieving this ambition through Sportinnovator. That's why we chose the year 2028, the year in which the Olympic Games will be held in Los Angeles. LA and the IOC are aiming to ensure that the LA games will be the most innovative ever. And we in the Netherlands are happy to lend a hand. And of course, that includes an impressive haul of medals,' he adds with a wink.

Text: Sportinnovator editorial team





Sport Data Valley

SPORT DATA VALLEY: THE WINNING LINK

BETWEEN SPORTS AND SCIENCE

Sports data can provide a lot of useful information about how athletes are performing. But that data is not always easy to collect, analyse or share securely. Recently, there has been progress in these areas, however. In September 2020, Sport Data Valley launched an online platform that makes it quicker and easier to carry out research based on movement data. It also reduces the administrative burden of ensuring data privacy and makes scientific research and analysis more accessible to a wider audience of coaches and athletes.



Sport Data Valley is the leading national platform for research and analysis using data on sports and exercise. It's a place where amateur and professional athletes, coaches, supervisors and researchers collect huge quantities of sports-related data. This online platform gives researchers a place where they can analyse data, and it enables athletes and coaches to access these analyses. The insights that this yields can help improve athletic performance, prevent injuries and provide understanding why people do or do not exercise. Sport Data Valley links the worlds of sports and science, and it also has a social impact.

An animated conversation with managing director **Auke Damstra** about what makes this online platform – which is an initiative of Sportinnovator – so unique.

A unique platform

'There's a data revolution going on in sports,' explains Damstra. 'So many measurements are being taken and collected using apps, sensors and spreadsheets. But it's difficult to draw any meaningful conclusions from this heap of data without the right tools. That's exactly where Sport Data Valley comes in: it makes it easier to analyse all that data.'

How does that work in practice?

'As a researcher, you can use Sport Data Valley to link, combine and analyse data sources yourself and maybe even publish new analytical models. And as a coach, you can use the same data links and a whole range of analytical models and dashboards. We also give researchers the opportunity to conduct research based on real-life data and to make their models available to other people. And we make it easier for coaches to access the latest scientific models and insights. In other words, we provide a direct link between sports and science.'

It sounds like something that could really help professional athletes, but are amateur sports enthusiasts also benefiting?

'Absolutely! Data analysis is no longer just the domain of professional athletes. These days, there are so many apps and wearable devices that track exercise data, like Fitbit, Garmin and Polar, so it's easier than ever for amateur athletes to use that data. But for people to do that, the data analysis also needs to be made accessible for amateurs, and that's exactly what our platform does. Most apps focus on visualising your activity. But if you want to go a step further and gain more insight from that data, you can use our platform.'

And what do sports coaches use it for?

'Coaches can get an impression of how someone is doing, how much progress they are making and where there are issues. And they can do that at both the individual and group level.'

Which sports use data the most at the moment?

'Data plays an important role in almost every sport! In the Netherlands, we see that the sports leading the way in data analysis are football, cycling, running, volleyball, sailing and – of course – speed skating.'



Do you have any good examples of data applications which could really make a difference, or which already have?

'Of course, there are many examples in professional sports, such as long-distance running – in 2019 we saw the first marathon in under two hours, even though it wasn't an official record. Data analysis played an essential role in that. But I think the biggest difference will be to enable people to exercise in healthier and smarter ways, and to continue exercising over the longer term. For example, sports injuries and the effect that they have cost us €2 billion every year in the Netherlands – in healthcare costs, absence from work and so on. And people enjoy sports much less when they are recovering from an injury. Here we can learn from professional sports, where injuries are prevented based on data-driven insights (such as exercise duration and RPE). If you could apply similar analyses on a wider scale, you could prevent many more sports injuries and help people to enjoy sports even more.'

How do you see the future of sports and data?

'Progress is accelerating, which will help us exercise more smartly and more sustainably. Ten years ago, it would have been hard to imagine that one day your mobile phone would be able to tell you whether you are executing your body squat correctly – from your pocket. But now we have apps that can do just that. And we don't think anything of it. So imagine a wrist band that measures your body temperature and breathing, and is therefore able to tell if you have any symptoms of COVID-19. The trend is towards healthier and smarter exercise, and data is playing an increasingly important role in that. But proper data privacy remains vital.'

Where do you hope Sport Data Valley will be in 5 to 10 years?

'We want to become the Adyen of exercise data analysis. Not everyone is familiar with Adyen, but if you've ever bought anything online you will have used it. We hope that anyone who wants to get the most out of sports data will be able to use Sport Data Valley in the future in a similar way. And we aim to become the leading international platform for research and analysis in sports and exercise data. That's my dream.'

Text: Sportinnovator editorial team





RECYCLABLE CLIMBING HOLDS ARE WITHIN REACH



Tim Mullens ▲

The GreenHolds Sportinnovator Icon Project is about to make a revolutionary breakthrough: high-quality, recyclable climbing holds in a circular system. This is a real game-changer, because climbing centres will no longer purchase climbing holds, but lease them. That means there are many other factors to take into account than just figuring out the best shape for the climbing hold.

Initiators Geert Voncken and Tim Mullens say that the development of recyclable climbing holds is going well. *'When we first started working on this idea, the aim was to find a sustainable raw material to make climbing holds from. But we soon discovered that the managers of climbing centres have no incentive to purchase sustainable climbing holds. Of course, it's nice if they can describe their holds as 'sustainable', but if a sustainable hold is three times as expensive as a regular hold, it won't be very popular. So we learned a lot by meeting the people who run climbing centres,'* explains Geert Voncken.

Consortium

In March 2020, the project was officially launched, with all the partners in the consortium: Chemelot Innovation and Learning Labs (CHILL), Brightlands Chemelot Campus, Zuyd University of Applied Sciences, the Royal Dutch Climbing and Mountain Sports Association, Enbi Plastics BV, IVY Climbing and TSG Group. *'We discussed every aspect of the project, explaining what our goal was and why. Not all the partners knew very much about climbing as a sport, so it was an opportunity for us to inspire and excite them. Then we created a roadmap for the years ahead.'*



Climbing is growing in popularity

Climbing is set to grow significantly in the next few years, says Tim Mullens. *'It has been calculated that at least 3,500 new climbing gyms will be opened around the world in the next decade. There are a number of factors behind this. In 2021, climbing will become an Olympic sport, which will raise the profile of the sport and provide confirmation that it really is a 'proper' sport – not just something you do on a day out. It's also an individual sport, and sports that you can do on your own are getting more and more popular these days.'*

'The climbing centre that we are working with in our consortium has also noticed that the national championships are growing in popularity,' says Mullens. But one of our priorities is for our recyclable climbing holds to be used in the Olympic climbing events at the 2024 Games in Paris.'

The first official competition using the new climbing holds could be held in a year from now.

The national championship in 2021 will be a leading contender.

Text: Sportinnovator editorial team

Both Voncken and Mullens emphasise the importance of the consortium. *'You get so much out of it because everyone has their own area of expertise. CHILL and Zuyd University of Applied Sciences have a lot of in-house expertise on materials, so that's the area they focus on. The participation of the TSG Group and Brightlands also brought highly specialised knowledge into the consortium. It wasn't just about developing an innovative new climbing hold. Another important aspect was coming up with a circular overall usage concept.'*

'That's because customers will get a complete product and service package. They don't need to buy expensive climbing holds, because the holds remain our property and the price also includes maintenance. In addition, the development of the new hold doesn't cost the customer anything. And to top it all off, we can also design the climbing routes and install the holds on the wall. If the owner of a climbing wall were to do all this for themselves, it would cost them a lot of money. Any radical change in the production process takes time, effort and money. And not every climbing centre has that kind of money to spend.'

The difference between linear sales and circular sales

The goal at GreenHolds was to come up with a concept in which the holds would not just be sold and then forgotten about. *'A linear sale model means that when the product reaches the end of its useful life, it will inevitably end up in the waste bin,'* explains Mullens. *'Or, in the case of a climbing hold, in the incinerator. But our aim is to reuse and recycle the holds when they come to the end of their life cycle. To achieve that, we need to make sure that we retain ownership of the holds. So we don't sell them, we provide them 'as a service'. In other words, the climbing halls lease the holds from us. Either way, we still own them. That's how we can achieve a circular model.'*

Materials

To come up with a recyclable climbing hold, you have to consider all the materials used. *'Currently, holds are made from two plastics that cannot be reused or converted once they have been produced,'* explains Voncken. *'We want to use materials for which this is not the case. That idea came about through collaboration within the consortium. Because a completely different method of production would simply be too costly.'* Mullens adds: *'Our plan to lease the holds also makes this more affordable for customers.'*



© Paul Lahaye Photography

‘By combining the high public profile of sports with the innovative strength of science and business, we can make a real impact.’

SPORTS, SCIENCE AND THE BUSINESS COMMUNITY: A WINNING FORMULA FOR INNOVATION



The Sports Engineering Institute at TU Delft aspires to lead the world in the field of Sports Engineering and is working systematically with leading international partners to achieve this ambition. Business Director Daan Bregman explains how the Sports Engineering Institute brings together the worlds of sports, science and business for its innovation projects. The Project Tokyo track bike is the perfect example.



Daan Bregman, TU Delft: ▲
Certified Partner of Sportinnovator

‘At our institute, we aim to apply all the fundamental knowledge that is available within Delft University of Technology to the field of sport,’ explains Daan Bregman. ‘This can mean innovation in professional-level sport or improvements for people who enjoy recreational sport, but we also aim to tackle societal issues. For example, we’re working on innovations that could get more people in the Netherlands exercising regularly. That’s a highly relevant theme these days, and especially now during the pandemic. We want to make sure

that science, sports and the business community are all working together as closely as possible through our projects.’

Sports, science and the business community

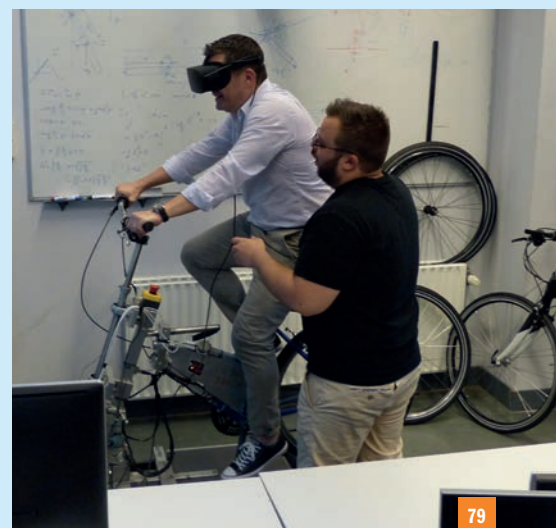
‘Science and sports are striving to make improvements together, and to identify areas where innovation is still required,’ says Bregman. ‘That doesn’t always mean we need new knowledge. Sometimes, innovation can be achieved by combining existing knowledge in order to come up with a new product or application. But it’s crucial that the business community is involved in that innovation process right from the start, because in the end you will of course need a manufacturer that can bring a product to the market. So all three components are important if you want to make an impact.’

What kind of companies are you talking about exactly?

‘On the one hand, there are companies that make their money directly from sports. So companies like Nike and Adidas, which are active in the wider sports sector. And then there are also companies which are involved in sports sponsorships as a way of increasing public awareness of their brand. Those companies could be banks, insurance companies or car manufacturers.’

And you bring them all together...

‘Yes that’s right. At the Sports Engineering Institute, we also work on innovation with the companies that provide sponsorships. That helps those companies stay up to date with processes that they have an interest in. And at the same time, they also gain publicity by showcasing their partnerships with athletes. So we combine increased visibility for sports with the innovative strength of the business world – and that’s a very attractive combination. Everybody benefits: sports, science and the business community. It’s a win-win-win situation!’



Project Tokyo: the track bike that could help propel the Dutch team to gold

One exciting 'win-win-win' is Project Tokyo – the result of which is a new track bike that Dutch track cyclists hope will help propel them to gold at the Tokyo Olympics next year. Daan Bregman explains how the partnership came about.

'It all began with the Royal Dutch Cycling Union (KNWU), which noticed that an outstanding generation of track cyclists was moving up through the rankings. The KNWU wanted to give them the best possible equipment. Then the sponsor, KOGA, made extra funding available for innovation and knowledge acquisition, including for the longer term. Once it became clear that the project would result in a new bike, meetings were held every six weeks for two years to make sure that everyone could provide input. Those sessions were attended by KOGA, the KNWU, Delft University of Technology, Pontis Engineering, Actiflow and – perhaps most importantly – the track cyclists themselves. The track bike is the perfect example of how you can take the ideas that you have as a scientist about how a bike could be improved and work

on those directly with the riders themselves, because the KNWU was involved, and with the manufacturer so that they can build those improvements straight into the new bike. That's when you really see the added value of the triangle: science, business and sports, all sitting down at the same table together.'

Next steps

Bregman says that Project Tokyo is just the start of a whole new approach. *'The development of this new bike is a great example of how publicity for sports and innovation can reinforce each other. The ambition is to establish a series of projects like this one ahead of the Olympic Games in Paris in 2024.'*

Bregman is referring to the assignment that his institute, as a certified partner of the Sportinnovator network, has received from the Top Team for Sports as part of promoting collaborative innovation.

*'TU Delft has many relationships with large companies in the Netherlands. The NOC*NSF, the KNWU and other similar organisations also have those contacts, but we have to ensure that they are linked to sponsorships and marketing. At Delft University of Technology, we are leading the way right now, but the ultimate goal is that this kind of partnership will be set up at many other universities too.'*

Bregman says that this is the way to scale up sports innovation in the Netherlands. *'About €430 million is spent on sports sponsorships every year. And on top of that, the business community spends about €200 million on direct knowledge acquisition from the major universities. But there is currently no link between that spending. If we can link the sponsorship funding and the money that is spent on general innovation, as KOGA and the KNWU have done in track cycling, we can really make huge strides in the field of sports innovation.'*

Text: Sportinnovator editorial team





‘It takes courage and guts, but also confidence to experiment together.’

THE JOHAN CRUIJFF ARENA IN THE EYE OF THE STORM

From the start of the coronavirus pandemic, it was clear that the events industry was going to be hit hard. The Johan Cruijff ArenA – the largest event location in the Netherlands – was caught right in the eye of the storm and has been working flat-out for months to get the public back into the stands safely. We talked to CEO Henk Markerink and his Chief Innovation Officer Henk van Raan about crisis management, the importance of allowing scope for experimentation as part of innovation, and a mandatory health check.

How has your working week changed since 16 March, the day after the Dutch government announced radical measures to limit the spread of the coronavirus?

Henk Markerink, CEO of the Johan Cruijff ArenA: *‘My working week looks completely different now. Before 16 March, we were constantly planning events, coming up with new ideas, looking ahead. But since the pandemic, my management team and I have had to focus solely on crisis management and answering one key question: is there enough money in the bank to keep the company afloat? So I’m spending a lot of time meeting banks and lawyers to enforce our contracts and make sure all our bills get paid. It’s a lot of hard work. And part of the challenge is that when your income dries up overnight, you have to reduce your costs straight away. So unfortunately we’ve also had to say goodbye to ten of our people. That was very painful.’*



▲ Henk Markerink - © Photo: Jorrit Lousberg



▲ Henk van Raan - © Photo: Michiel Ton





Alliance of Event Builders

The ArenA is not the only event location that has run into problems due to the pandemic. The entire industry was immediately thrown into disarray. It quickly became clear that companies in the sector were all facing the same problems, but that there was little organised solidarity. They are not used to working together.

Markerink: *'There's no common platform that brings together all the players in sports and entertainment so that they can speak up for the interests of our sector with one voice,'* explains Markerink. *'That's why we set up the Alliance of Event Builders in May, so that we can lobby the government for example.'*

The Alliance is working for financial support from the government for the entire events sector and arguing for the development of procedures that will enable people to be safely admitted to the venues and stadiums again. The Alliance is also involved in setting up field labs – trial locations where innovative solutions can be tried out in the hope that these could make it possible to hold events again. The Johan Cruyff ArenA is one of those field labs.

Experimenting in the field labs

Henk van Raan, CIO of the Johan Cruyff ArenA: *'We really need that scope for experimentation if we are going to make any progress. But we have to push the boundaries very cautiously. Everyone is very careful because we still know so little about the coronavirus.'*

Markerink adds: *'It's great that the ArenA has been designated as a field lab, both in Amsterdam and nationally, but in our opinion there are still too many limitations. For example, we're not allowed to conduct tests with unproven technologies. That feels a bit like trying to find innovative solutions with your hands tied behind your back. We are currently being governed by people who are basically saying "you're not allowed to do anything, unless". I think that a different approach is needed. It takes courage and guts, but also confidence to experiment together.'*

What would you like to do already now, in order to allow (more) people to enter the ArenA?

'Our idea is to set up a number of testing areas around the stadium providing quick tests where you can find out whether you are sick or not,' says Markerink. *'If you're completely healthy, you will be sent a barcode on your phone linked to your electronic ticket, and you'll be able to go in. That way we can create a safe environment inside the stadium in a very innovative way.'*

Lessons for the future

'I also think it's important that we learn the lessons of this whole crisis so that we're better prepared for the next time something like this comes along,' says Van Raan. *'Which measures should we keep in place? It's important that the measures that are in place now, with all the restrictions and limitations that they imply, do not become permanent. Our goal for the future is actually for all our visitors to be able to assess their own health and decide for themselves whether or not they come to an event. The health check would then simply become a built-in part of our standard system of checks on our visitors.'*

▼ © Photo: Jorrit Lousberg





© Photo: Jorrit Lousberg ▲

Markerink concludes: *'Five years ago, we set up our own innovation centre, the Amsterdam Innovation Arena. That innovation lab has become an integral part of our DNA as an organisation.'*

'Incidentally, we innovate in many other areas, not just health – also sustainability, managing flows of people and all kinds of data applications, you name it. Because if you fail to innovate, you'll be out of the running before you know it. I think sports innovation in the Netherlands more generally could do a lot more to make sure innovation is actually happening.'



▲ Alderman Sharon Dijkma and Henk Markerink - © Photo: Michiel Ton

Merit Clocquet, Fieldlab Events Programme Team:

'The Fieldlab Events is an initiative of the entire sector, from business events to public events and from culture to sports. The programme was launched as a result of discussions that the events industry has held with various ministries. All participants share the same goal: to evaluate a range

of measures in an integrated way, with a view to identifying ways of relaxing current restrictions while staying within existing public health and safety parameters. I'm a member of the Programme Team on behalf of Sportinnovator. We promote innovation in all areas of sport and bring together knowledge

from different areas, particularly now during the coronavirus pandemic. The priorities for Sportinnovator are safe and responsible indoor sport and ensuring that sporting events can remain open to the public.'

www.fieldlabevenementen.nl

Logistics was always in our veins



From the beginning onwards, we are fascinated by bringing supplies, from A to B. This feeling increased over time. And now, in 2021, we are competent in transport and logistic solutions, whereby our focus lays with sport events.

We arrange transport on land at sea and in the air and thanks to our worldwide network of agents, nothing is impossible. Impeco will make your event a great success. Get to know Impeco: great in transport with focus on the smallest detail !



WWW.IMPECO.NL

Impeco Couriers | Impeco Fairs | Impeco Sport & Event Logistics

INTERNATIONAL BUSINESS



Orange Sports Forum is acknowledged by the Netherlands Enterprise Agency to conduct coaching programs for international business, called SIB Vouchers. SIB is short for Starters International Business. Therefore, OSF is allowed to coach and help Dutch SME companies to move into foreign markets.

The coaching program will be accompanied by an international business consultant from OSF, who is an expert in international sports business and who has a large international network.

Export allows entrepreneurs to effectively spread their risks. But, how do you start? What are your company's strengths? Which markets can offer

opportunities and how can you successfully seize them? The international sports business consultant from OSF can help entrepreneurs to move into the right direction and look together at the opportunities abroad and work towards a concrete plan of action. Together we move along the following steps during the coaching program:

1. Motivation, ambition and competitive advantage

Together we identify the market opportunity's, based on the ambitions of the entrepreneur and the competitive advantage of their products and/or services.

2. Market information

The next step is to examine the market opportunity's and how well they match the competitive advantage of the entrepreneur.

3. Internal analysis

Finally, we identify what is needed in order to successfully enter the new market. This results in a concrete action plan for the entrepreneur.

The coaching program is valued at € 2,500 and this can be paid via a coaching voucher from the Netherlands Enterprise Agency. Therefore, this program is very applicable for Dutch entrepreneurs in sports related markets and offers OSF the opportunity to support and coach many starters in international business.



OSF's Partner for DHI Subsidy

Entrepreneurs who have a good plan to start exporting or who want to invest abroad can receive an attractive subsidy from RVO as financial support. The subsidy is for entrepreneurs who want to export a product or service abroad. The subsidy amounts can be as high as € 200,000.

RVO has three types of subsidies to stimulate the export of Dutch companies.

1. Demonstration project
2. Feasibility study
3. Investment Preparation Study

Holland Partners helps entrepreneurs with maximum subsidy and minimum time effort for the entrepreneur. Members of OSF can make use of the cooperation with Holland Partners.

Holland Partners specialises in this export subsidy. All activities relating to the application for a subsidy can be carried out entirely by Holland Partners on the basis of a no cure no pay fee. If you have any questions or are interested, please contact OSF.



PARTNERSHIPS

DUTCH SPORT CLUSTERS

Orange SportsForum[©]

Orange Sports Forum (OSF) is a platform for promotion of companies, organisations and institutes connected with Dutch sport. It incorporates both 'hardware' (infrastructure and premises) and 'software' (training, coaching, education and sports marketing). OSF maps out opportunities for Dutch companies and provides a platform that brings Dutch companies and institutions into contact with customers and potential partners from new markets. OSF now has a network of more than 300 companies and institutions.

<https://www.orangesportsforum.com/>

Thema's: Encouraging business internationally

300 members



The FGHS is the umbrella trade association of manufacturers, wholesalers, subsidiaries (of major foreign sports companies), importers and agents for sports equipment, sports shoes, sportswear, camping equipment and recreational products. The FGHS has over 140 members, who together account for the majority of the annual turnover in the sports sector.

<https://fghs.nl/>

Thema's: Promoting the interests of the sports sector

140 members



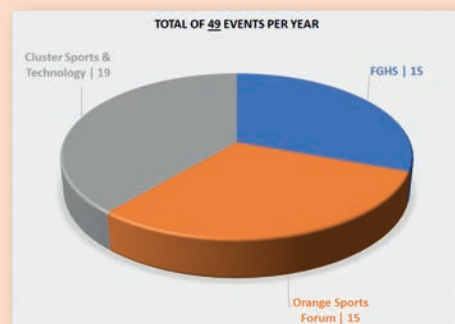
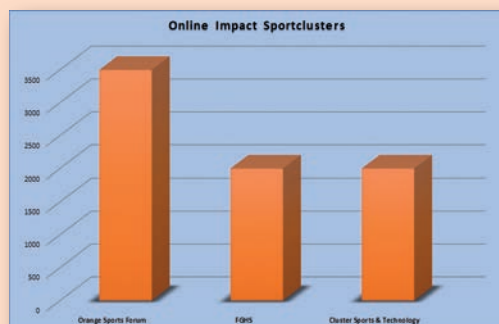
The Sports & Technology cluster is an open network that includes companies, knowledge institutes, sport FieldLabs and representatives of government. Participants from these four areas work together to build a vital sporting society and generate economic and social impact. They do this with technology and open innovation as the driving force, building on the strength of the Brainport region.

<https://sportsandtechnology.com/>

Thema's: Innovation and value creation for sports and vitality

150 members

Total number of members: + 550 members



Our ambition

Connecting networks and making the sports landscape more transparent

THIS IS NOT A WHEEL CHAIR

THIS IS SPACE.

Space where children
conquer their fears,
find their courage and
discover that nothing
is impossible.

Support the Cruyff Foundation
to create more space.
cruyff-foundation.org

CREATING SPACE



WORLD2WIN

(BEACH) VOLLEYBALL

In 2026, the first Olympic event in history will take place on the African continent: the Youth Olympic Games in Senegal. A special occasion that the Senegalese NOC, the Senegalese Volleyball Association, NOC * NSF, the Dutch Volleyball Association, (Nevobo) Volley Vlaanderen and the French Volleyball Federation want to use to improve the sports infrastructure in Senegal and develop beach volleyball in this country. This collaboration has started since January 2020 and is being funded by the European Union.

*"An interesting collaboration between Senegal and Europe", says Ingrid van Gelder, on behalf of NOC * NSF project leader of World2Win. "It has not been possible for very long to apply for a European subsidy for these types of projects in Africa. In close cooperation with the Dutch Volleyball Federation we immediately grabbed our chance and made a request around the momentum of the Youth Olympic Games in Senegal. Such a major event naturally offers all kinds of opportunities to develop the sport in Senegal together and to work on a more beautiful world through the power of sport."*

The Senegalese NOC (SNOC) is very enthusiastic about the collaboration. Babacar Makhtar Wade, project coordinator SNOC, says: *"In Senegal we*

would like to use the experience of the French, Belgians and the Dutch to improve the structure of the Senegalese Volleyball Federation, but also to generate more enthusiasm for the Dakar 2026 sport beach volleyball. We see the Youth Olympic Games as a catalyst to develop this sport in Senegal!"

Mamadou Ndoye, President of the Senegalese Volleyball Federation, adds: *"Senegal has tall*

and strong boys and girls, add it to the beautiful and great beaches of Dakar too and see the potential of this program. Now is the time to invest in a lasting relationship with Europe and get Senegalese youth to play beach volleyball."





Organizational structure in order

The World2Win program focuses on a number of areas. An important area is to strengthen and develop the organization of the Senegalese Volleyball Federation. Van Gelder: " *The Senegalese sport is actually run entirely by volunteers. This sport is less organized than in Western - Europe. Also in the Senegalese Volleyball Federation is ran by volunteers. From World2Win we will help the Federation and the local volleyball association to get their structure of the organization in order. For example, we look at topics such as governance and*

strategy. Through workshops days we invite and challenge the federation to take small steps and use the limited funds as efficiently as possible. "

Back to School project

To make Senegalese youth enthusiastic about beach volleyball, the Back 2 School project was set up within the World2Win program . Babacar Mahktar Wade: " *Senegal's volleyball internationals are being trained to give a workshop at their former primary school . As top athletes, they can inspire the children like no*

other and make them enthusiastic about their own sport . " Van Gelder says that it is essential for the development of the sport that more children in Senegal get in touch with beach volleyball : " *Therefore, in addition to the Back 2 School project, the World2Win collaboration with organize school volleyball tournament. Through these kinds of initiatives, children can experience how much fun sports are and have fun together. In addition, Senegal hopes to increase the talent pool in this way in the run-up to Dakar 2026. "*





Technical (elite sport) development

Also part of the World2Win program is the technical (elite sport& talent) development of beach volleyball in Senegal . The French and Belgian Volleyball Federation are mainly concerned with this. For example, the technical policy of the Senegalese Volleyball Federation is being scrutinized and an external coach will be flown in to improve the sports infrastructure. The current Senegalese national coaches receive education and are supported and supervised remotely through a mentorship program throughout the project period. The International Volleyball Federation (FIVB) is also involved in this part of the project.

volleyball. Here they learn the sport technically, but we also try to give them other life lessons. " Through the project Volleybal4Life this initiative is supported.

Versatile program

Van Gelder: *" The World2Win program is versatile, but the various initiatives and projects reinforce each other and serve the same purpose. During the life of the program, it is intended to establish various partnerships with NGOs to increase the impact and legacy of the program. The European Union program will expire at the end of 2022, but there is the will and desire to extend this to 2026. "*

Word2Win is always open to new opportunities and collaboration. Are you also interested in participating in/collaborating with this program, or would you like more information after reading this article?

Feel free to visit the website

<https://world2win.org>

or send an email to

ingrid.vangelder@nocnsf.nl.

We look forward to further contact.

Social impact

With the World2Win program, the collaborating parties also want to use the power of sport to make a social impact in Senegal. They do so from the project Volleyball4Life, whose driving force is by the Dutch Volleyball Federation . This project aims to raise awareness and is used for girls and boys to sports in the same equal way. In this program the Volleybal4Life - coaches engage in a dialogue with girls, boys and teachers on equal opportunities. This goes further than just exercising together. This Girls Empowerment project will also make an impact on other areas in the lives of young people.

Boubacar Alain Bodian , initiator of a public training center in Senegal, underlines the social importance of sport: *" Children are left here alone with their own mobile phones and roam the streets . The training center here in Senegal is the only club where boys and girls play mixed*





CONTENT STADIUM

CREATE SOCIAL MEDIA VISUALS AND VIDEOS INSTANTLY



Christophe Charmoille

Chief Digital Officer LFP

“ Increasing social reach and fan engagement on our main channels is a key objective in LFP digital strategy. With the help of Content Stadium, we have the opportunity to share our real-time data bundled through our channels in the form of high-quality graphics and video’s. By integrating the sports data that we collect, we aim for a significant increase in the quality of our social media channels and exciting content for our fans. Content Stadium is an essential tool in our social media strategy. ”



LaLiga



sky SPORTS



WWW.CONTENTSTADIUM.COM

info@contentstadium.com

Supporters van:



**DREAM
4 KIDS**

Een nieuwe start
voor kinderen
met een trauma.

**WANT TO KNOW HOW
WE PLAY OUR GAME?
PLEASE CONTACT US**



HOF·HOORNEMAN

BANKIERS

THÉ BANK FOR PRIVATE WEALTH MANAGEMENT

Frans Schalk and Chantien Schoones

Verwersstraat 26

5211 HW 's-Hertogenbosch

073 - 751 41 33 / 06 -28 64 15 59

schalk@hofhoorneman.nl

www.hofhoorneman.nl

Vestigingen: Gouda (HQ),
Arnhem, Groningen, 's-Hertogenbosch,
Laren (NH), Maastricht



The new Gen7 luminaire



LESS IS MORE!



Less
luminaires
needed



Lowest
Weight & Windage
Full retrofit



Lowest
Lightspill and glare



Less
Power network load
No inrush current



Lowest
Total project cost

... from the manufacturer with the longest track record in LED

In 2010 AAA-LUX was the first manufacturer worldwide to come up with a full retrofit for conventional stadium and sportsfield lighting. In the meantime over 2.500 project have been done in over 50 countries. We are active in stadiums and training facilities in international pro competitions like the English Premier League, German Bundesliga, Italian Serie A and Dutch Eredivisie.

And let's not forget Qatar 2022 and stadiums for Davis Cup and FED Tennis, basketball, rugby, athletics, baseball and hockey. Not only we have a long track record, Gen7 shows that 10 years later we are still ahead when it comes to smart product innovation ... leading to the lowest project price.

AAA-LUX®
TRIPLE A LIGHTING

SMART. FLEXIBLE. LED.

www.aaa-lux-lighting.com

EUROPEAN PROJECT

INNO4HEALTH

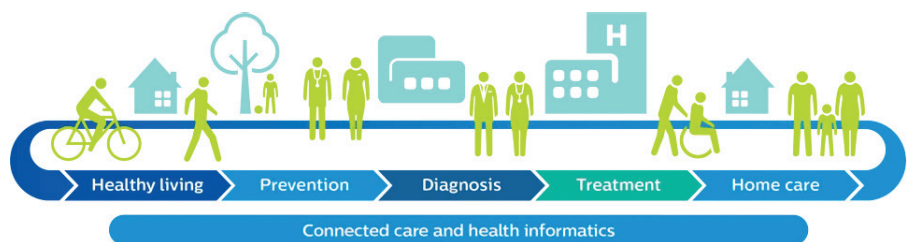
Sportbizz BV (co-founder of Orange Sports Forum) is a member of the EU project “ITEA 19008 INNO4HEALTH”, which is partly funded by the Dutch ministry RVO and was launched 1 November 2020.

The consortium covers 39 organisations in 7 European countries and Canada.

From the Netherlands, Philips Electronics Netherlands, PSV Eindhoven, St. Anna Hospital, Maxima medical Centre, Datenna, IMEC, TU/e and TNO Holst Centre are involved in INNO4HEALTH.

With the increase in our aging population, the number of surgeries performed is growing rapidly. At the same time, there is a growing risk of complications, as patients are becoming frailer and have more comorbidities. In top sports, tracking the condition of athletes is essential to guide physical preparation. However, if training programs are badly adapted to the physical and psychological condition then risks of injuries and other adverse health events like sudden cardiac arrest may occur affecting both elite as well as recreational athletes.

Currently, professionals (doctors and sport coaches) are asked to decide, without data at hand, whether a patient is sufficiently fit to undergo surgery or whether an athlete is optimally prepared to perform in the pitch. Office-based tests, questionnaires and interviews are the only source of information used to triage patients for treatment and elite athletes for sports participation. Monitoring patients and athletes in daily life provides tremendous potential to improve professional decision making, reach better outcome in clinical interventions and sport initiatives, as well as to generate positive financial impact for the healthcare budget and for stakeholders in sports.



Ultimately, continuous monitoring and remote assessment of the health condition of patients and athletes is key to support scalability of healthcare resources in times of critical demand such as during outbreaks of infectious diseases or to ensure safe participation in training and sport competition.

The ambition of INNO4HEALTH is to leverage on the growth potential of wearable electronics, smart body patches and home monitoring technology to create a platform on top of which data-driven and diversifiable solutions will be built to address the needs and challenges of the heterogeneous healthcare and sports market.

The innovation developed by INNO4HEALTH will represent an asset for Philips to expand its business portfolio to monitor patients outside the hospital walls. Philips is undergoing a

transformation to become a solution provider and leverage on new business models offering higher growth and profitability margins. The solution approach consists in offering bundle of products, software and services to customers and focusing on data analytics, and care coordination. This strategy will enable Philips to impact value-based healthcare and deliver end-to-end value targeting the quadruple aim: save costs, improve patients' outcome and staff safety, and ameliorate patient experience. INNO4HEALTH will allow Philips to expand the business offer beyond the core of patient monitoring in the hospital. While leveraging on the strength and reputation in critical care, and the drive to expand towards general care, Philips will deploy the INNO4HEALTH innovations as asset to offer patient monitoring solutions in the care-continuum.

INNO4HEALTH

Stimulate continuous monitoring in personal and physical health



The Dutch partners in INNO4HEALTH aim to stimulate innovation in continuous health and fitness monitoring to inform patients and their treating physician regarding readiness for surgery. In sports, the same technology will be used to continuously assess fitness and health to provide information to athletes and their coaches and to help them optimize performance during training and competitions. Ultimately, the project aims to help professionals manage remotely patients' health after hospital discharge and identify risks for adverse events in athletes before they occur.

INNO4HEALTH will be a pioneering project in the area of comprehensive data capturing and interpretation outside of the hospital walls and the sports training field. INNO4HEALTH aims to build a platform of monitoring solutions that include a generic set of components and technical capabilities such as algorithms and decision support systems that can be adapted flexibly to address both healthcare and sports applications with user groups that are either patients and doctors or athletes and performance coaches.

The Dutch INNO4HEALTH partners aim to demonstrate the value of continuous monitoring for:

1. Improving how patients prepare for surgery
2. Improving how athletes prepare for sport competition
3. (3) Helping professionals manage remotely patients' health after hospital discharge and identify risks for adverse events in athletes

The three-year project will start at the end of 2020 and will result in deliverables like smart garment for long-term monitoring of patients and athletes, an open platform for continuous monitoring and software applications for caregivers and sport coaches.



THE SHIMANO EXPERIENCE CENTER: EXPERIENCES AND MEMORIES AT THE HEART OF THE CYCLING AND TOURIST COMMUNITY

Dutch cycling culture is renowned worldwide. Cycling and the Netherlands are almost synonymous with each other, as is Shimano and outdoor sports. It is no coincidence that the first Shimano Experience Center worldwide is in Valkenburg aan de Geul in South Limburg, the Netherlands. The Shimano Experience Center originated from the mission of the Japanese company: 'Closer to Nature, Closer to People' and is the place where we want to enable everyone to come into contact with cycling, fishing, and rowing, with which we have taken mobility and health as a central starting point.

Valkenburg aan de Geul is the intersection of Belgium, Germany, and the Netherlands, where Shimano reaches cyclists in a large cycling and tourist community. Every year some 70,000 cyclists ride racing bikes from Valkenburg on their laps in the South Limburg hills or they trek towards the German mountains, the Eifel, or they make a long loop through the Belgian Ardennes. This makes the Shimano Experience Center the starting point for many great memories and experiences on the bike. But it is not only cyclists on a racing bike who find South Limburg, Maastricht, Valkenburg, and the Shimano Experience Center. Every year, Limburg is visited by approximately 26 million day-trippers. Many of them take their city bikes, MTBs, trekking or comfort bikes, or even their e-bikes with them. They stay in the Limburg ambiance at campsites, hotels, bungalow parks, or holiday homes and enjoy the Burgundian life in the South while driving their own laps to the most beautiful places in the green rolling hills.



The Shimano Experience Center is "Home of Cycling for all Cyclists, but it is not only Shimano's catalog where all products are displayed, it is above all Shimano's experience and knowledge center and thus has an important strategic value in the market. Every visitor, consumer, or business customer can experience Shimano





products in the Shimano Experience Center by touching, hearing, feeling, and seeing them. By being able to use the products, one experiences the ease of use, the ergonomics, the innovations, and the quality of the products. Shimano not only creates high-quality technology for cycling, fishing, and rowing but also creates beautiful memories and fulfills people's passions.

Shimano went further in developing the Shimano Experience Center than anyone else in the industry. With the arrival of the Shimano Event Center, which is in the same complex and has more than 600 square meters of space, every business meeting receives that passion, experience, and knowledge of sports and Shimano. The dedicated event management team makes every symposium, business



meeting, or product launch a success from start to finish, with nearly 2,000 square meters of outdoor space available. The presence of showers, changing rooms, and storage systems make the possibilities at the Shimano Experience Center almost limitless. In this way, the connection can be created between a business and sports activity under professional guidance and knowledge transfer, new passions and wonderful experiences and memories between those worlds arise.

To create memories and fill passions, Shimano has developed services that do not necessarily belong to Shimano's core business as such but only to the core business of the Shimano Experience Center. It is the B2C strategy aimed at consumers, self-employed professionals, organizations, and companies. The Shimano Experience Center's high-end bike rental service lets everyone experience what it's like to ride with the equipment of a professional. Such a service has also been developed for fishing. Cycling is the only professional sport in the world where consumers can ride on the same equipment as the professional men and women in the Tour de France or in the Giro Rosa. Our MTBs ensure that you cross, climb and descend on World Cup-level bikes through the Limburg forests.

The Shimano Experience Center also has a place for those who are slightly less sporty. A few years ago, Shimano introduced STEPS the electric motor for all types of bicycles. The consumer or customer can test the e-bikes equipped with the STEPS motors and get an independent advice for the type of motor/bike that fits the consumer like recreation or commuting. Shimano also has new innovations in this segmentation, because, with the e-MTB and e-Gravel motors from STEPS, less sporty and trained men or women can ride off-road routes with uphill's and downhill's without too much effort and thus also be very sporty on an e-bike and explore new grounds. Opening this

new target group of men and women who can experience what it is like to climb steep off-road hills and experience the freedom and pleasure of off-road cycling is a special experience for them. It is something they could never achieve to do on a bike years ago. With the powerful STEPS motor, you can participate again on all terrain.

The Shimano Experience Center works with an expert permanent staff and works together with a wide range of professional self-employed people with extensive knowledge of sports, cycling and fishing, technology, infrastructure, innovation, mobility, and health. The Shimano Experience Center is the experience and knowledge center at the crossroads of Germany, Belgium, and the Netherlands where worlds come together, ideas arise, and become reality. Where people are active, memories are born, and passions are discovered or given new dimensions. With the development of services, the transfer of knowledge, and the bringing together of the business and sports world, Shimano is committed to the beating heart of its mission statement. Closer to Nature, Closer to People.



If you are interested in visiting the Shimano Experience Center or if you want to know what the possibilities are for your organization, company or if you see other business opportunities, please contact Danny Nelissen via danny.nelissen@shimano-eu.com

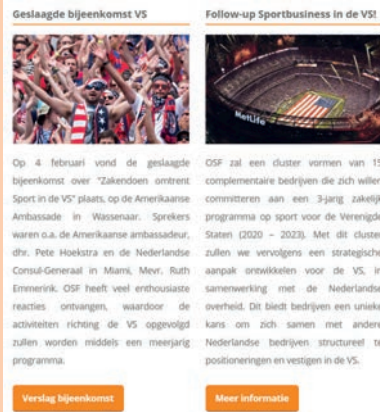
OVERVIEW OSF EVENTS

1 Presentation yearbook Holland Sports & Industry 2019-2020 at CM.com



December 2019

3 OSF Meeting about Doing Sports Business in the USA, hosted by the U.S. Embassy in the Netherlands



February 2020

5 Participating in the factfinding mission 'Sports & Infrastructure LA2028', organised by FME, NBSO LA and the consulate general in San Francisco



July 2020

7 China Brainport Network Lunch, in cooperation with OSF



July 2019

Orange Sports Forum[©]

2 Incoming business delegation from Chongqing (China)



January 2020

4 Sports Trade Mission to Qatar



March 2020

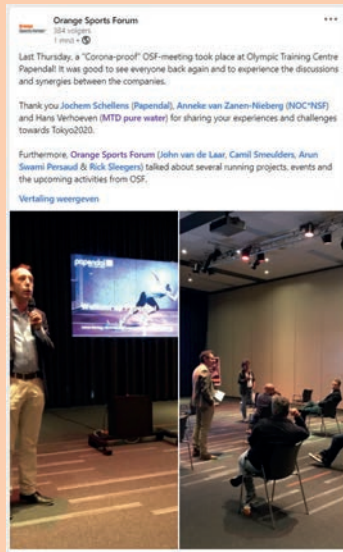
6 Participation CIFTIS (China International Fair for Trade in Services)



September 2020

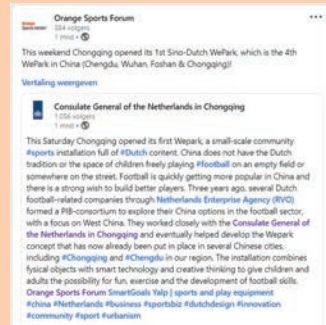
OVERVIEW OSF EVENTS

8 OSF Meeting at the Olympic Training Centre Papendal about Tokyo2020



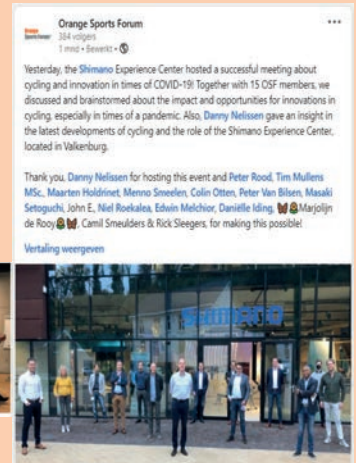
September 2020

9 Opening 4th Sino-Dutch WePark in China (Chongqing)



September 2020

10 OSF Meeting at the Shimano Experience Center



October 2020

11 Sports eForums: 'Introducing the South Florida Sports Landscape'

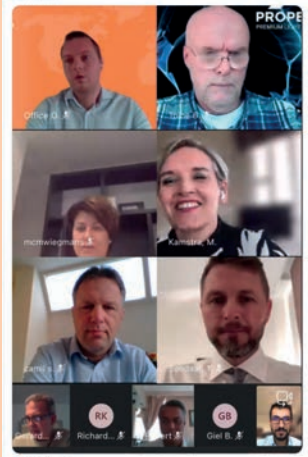


October 2020

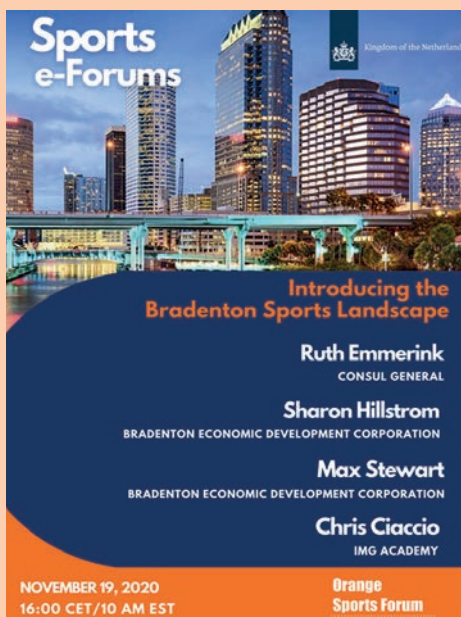
12 Webinar Qatar: 'Doing business in Qatar & Current Situation'



November 2020



13 Sports eForums: Introducing the Bradenton Sports Landscape



November 2020

14 Presentation Market Report on Sports related Business Opportunities in Spain



OSF heeft in opdracht van RVO een Kansenrapport Sport Spanje opgesteld. Hierin staan diverse sport gerelateerde marktkansen beschreven, alsmede enkele suggesties voor vervolgstappen. Het rapport wordt op 25 november om 15:00 uur gepresenteerd tijdens een webinar met sprekers als RVO, NBSO in Barcelona, OSF en het Cruyff Institute uit Barcelona.

Interesse Kansenrapport Sport Spanje

November 2020

THE KEY FOR SUCCESS FOR POST COVID-19 EVENTS IS: SUSTAINABILITY

MTD provides temporary drinking water and wastewater infrastructures for national and international projects, such as KLM Open, Invictus Games, Volvo Ocean Race, UEFA and FIFA Championships and Olympic Games. MTD provides the entire supply chain from water buffering to drinking and wastewater treatment for reuse on site.



Whether it is a local, national or international event, any event needs pure drinking water and a proper wastewater infrastructure. Being a pioneer in this business, MTD brings almost 35 years of experience to your project. From its head office in Tilburg, The Netherlands, MTD offers a service on a global scale and is supported by local offices in Europe, Middle East, Americas and Asia.

Today, MTD is the global market leader in temporary water infrastructure and, each year, builds more than 1500 temporary water installations in dozens of countries.

Sustainability challenges

Since March 2020 the world of events has changed. The COVID-19 virus has affected our loved industry worldwide. All events are cancelled, postponed or some of them held behind closed doors. Today, the event sector is preparing themselves for the post-COVID-19 period, based on new offerings and new business models for their event customers. MTD is convinced that future events can only attract money through sponsors, visitors and municipalities if they offer a “sustainable” and more circular event.

Being a market leader, MTD is at the forefront when it comes to meet new sustainability challenges, particularly when establishing new “circular processes”. MTD already reuses and recycles all of its equipment and material, but the MTD Research & Development team is looking further for new challenges.

The MTD sustainability initiatives are:

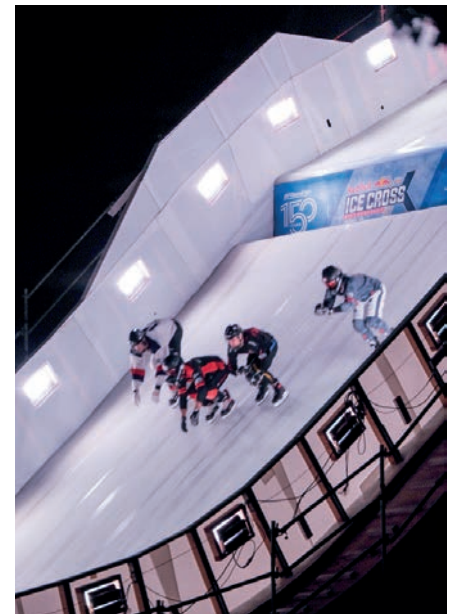
1. Treat wastewater:

The focus is processing wastewater on location, which saves several times a lot of transport, CO2 emissions and costs. Wastewater is therefore treated and reused as flushing water for toilets, irrigation water or discharged as wastewater.

2. Online and real-time Smart Management System (SMS):

MTD focusses on digital, online and real-time water management monitoring such as, flow, temperature and leak detection. Secondly, real-time water quality monitoring to secure the quality of drinking water for events. MTD measures the parameters: pH, free chlorine, conductivity, turbidity and dissolved oxygen. Third, digitally management of all venue reports

such as “service level agreement” reports and the daily reports. All three levels of monitoring are combined in one software package, the MTD SMS.



3. Reduce single-use-plastic:

Plastic bottles and waste are a growing problem worldwide. More than 1 million plastic bottles are sold per minute worldwide. Visitors of today are aware of this problem and many travel with their reusable bottle in their backpack. Therefore, MTD offers a great variety on different bottle refill stations for events, from single ones, to chilled ones and sparkling water bars for backstage and hospitality areas. All bottle refill stations can be completely branded to the corporate identity of the sustainability sponsor or customer.

4. Save drinking water:

All MTD equipment is designed to save drinking water with start/stop/sensor buttons and the flushing lines against legionella bacteria are installed with temperature valves. In case possible, MTD reuses other available water resources like rainwater harvesting, A/C condense water, or surface water to save drinking water intake.

5. Reuse equipment:

More customers are buying products, manufacturers build new products, customers are buying more new products; this circle is extreme toxic for the whole world. Every new product manufactured needs raw materials and energy to build and creates more waste. The Organizing Committees should change outsourcing commodities per event and change to multiple event contracts with commodity suppliers to reduce costs, reduce waste, reduce carbon footprint, and to increase quality and a circular economy.

Leaving drinking water available for others

The expectation is that in 2030 around 50% of the world population lives in regions with a shortage of water. With the above mentioned "MTD sustainability initiatives" it is possible to reduce 50% of the normal mains drinking water intake for events. That leaves millions of drinking water available for others who really do need it.



Water as service

Reliable service is of paramount importance. The worldwide MTD customer base must be served in the same uniform high-quality way with "water as a service". To fulfil that, MTD has developed a range of globally certified equipment and services. MTD is a service company and unburdens the customer with their "water as a service" approach and guarantees:

- Delivery and save of safe drinking water;
- Supplying on-time and within budget;
- Contingency planning by having last minute solutions available in case of challenges;
- Measuring real-time water quality and water management in formation;
- Adding value by design and engineering;
- Reuse, Reduce and Recycle wastewater.

Furthermore, dedicated MTD staff can be hired as an in-house expert by a local organising committee. MTD field engineers are able to create a successful event through collaboration with other, often local, suppliers and organizers. MTD is used to work under high pressure, in an international environment and with tight schedules.

MTD has the knowledge, the experience and attitude to help you with your next event.



GETTING INTO SPORTS LAW: MAKING LIFE AS EASY AS POSSIBLE FOR ATHLETES

The Netherlands is a real sporting nation. The performance standard of both our professional and amateur athletes is high, with a relatively high number of sportspeople with top-level ambitions. The Dutch sports sector is besides pioneering in the field of innovation, in particular thanks to technological breakthroughs in materials, nutrition and information. In short: the sports sector is on the up!

"Our Sports Law practice follows the developments closely," explains Jaimy Vanenburg, attorney at law at Holla Advocaten. *"It is striking to see how well sports and entrepreneurship go together. Sport is so important to society that it has an overarching effect within a company. It incites positivism and inspiration. Even people who are less in touch with sports are inspired by top athletes. That has to do with their mentality. They need a certain mindset to achieve something and as soon as they propagate it, it hits."*

Jaimy Vanenburg is specialized in Sports Law. This area of expertise fits perfectly with the legal services provided by Holla Advocaten, because of the similarities between sports and organizations. Holla understands that sport involves more than rules alone. The emotions experienced and the dynamic nature of the world of sport mean that a different approach needs to be adopted to issues involving sports law. *"Our aim is*



to make life as easy as possible for clubs, athletes, associations, sponsors and players' agents – at an amateur and professional level – by taking care of legal aspects for them, which frees up valuable time for them to focus on what really matters: sport itself," says Jaimy. *"The (International) Sports Law expertise at Holla Advocaten consists of experienced lawyers who all specialize in a particular area of law. However, they all have one thing in common: an affinity for sport,"* explains Jaimy. *"We map out the associated legal risks in all kinds of sports related issues. This might come in the form of advice, but our specialists can also assist in legal proceedings."*

Within the (International) Sports Law practice, legal matters can arise across quite diverse areas, such as employment law (for example labour disputes, contract negotiations and transfer agreements), intellectual property law (such as image rights and merchandising), corporate





law (for example sponsorship agreements, M&A and statutes), liability law (such as personal injuries), property law (like rental agreements), tax law, disciplinary law (such as codes of conduct, regulations from (international) federations, doping and match-fixing) or (international) arbitration (for example the Court of Arbitration for Sport).

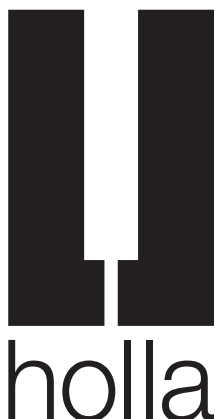
Holla Advocaten has clients within football, (table) tennis, cycling, swimming, archery, equestrian, athletics and more, but also within e-sports (such as Team Liquid). *“We have (football) clubs, (football) players, national federations, (Paralympic) athletes and intermediaries as clients,”* says Jaimy. *“Besides, we have been the legal partner of La Vuelta Holanda 2020 (which unfortunately couldn’t take place due to COVID-19)”*.



About Holla Advocaten

Holla Advocaten belongs to the top 25 of Dutch law-firms. With a wide spectrum of specialisms, we focus on the private and (semi-) public sector. Holla forms a strategic partnership with the British law firm TLT LLP. Located in ten offices in the Netherlands, the United Kingdom and abroad, Holla and TLT offer clients seamless cross-border legal services.

www.holla.eu



Jaimy Vanenburg

Jaimy Vanenburg is attorney at law at Holla Advocaten. She is also ad-hoc clerk at the Court of Arbitration for Sport, member of the Appeal Committee of the Instituut Sportrechtspraak and member of the Code of Conduct Committee of Pro Agent.



Reinoud van Oeijen

Reinoud van Oeijen is partner at Holla Advocaten. His main areas of expertise are restructuring & insolvency, banking & finance, corporate law and sports law.



OFFER THE BEST

FAN EXPERIENCE: FORMULA 1

HEINEKEN DUTCH GRAND PRIX

As official event supporter of the Formula 1 Heineken Dutch Grand Prix, CM.com teamed up with the Dutch Grand Prix to provide the best customer experience with several products and services.

Imre van Leeuwen, Director at Dutch Grand Prix: *"We were looking for more than a specialized ticketing partner. A partner that could help us optimize our ticketing process and create a superior fan experience. CM.com offers us both, which makes our partnership so successful."*

Optimized ticket sales

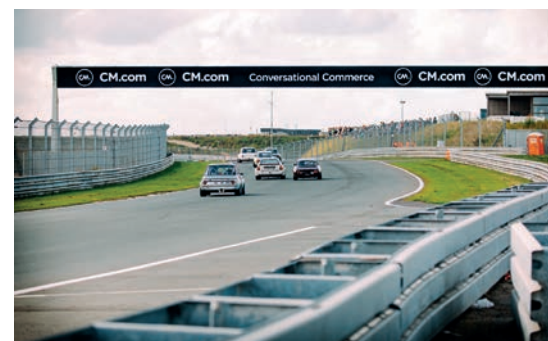
To optimize the ticketing process of the Dutch Grand Prix, a preregistration for tickets was set up. The preregistration was much needed as the demand was greater than the supply. To achieve the best customer experience to the customers

of the Dutch Grand Prix, the Mobile Marketing Cloud was used as well. In the Customer Data Platform all customer data of the Dutch Grand Prix is stored which is needed to provide the best customer experience.

Unfortunately, the Dutch Grand Prix had to be postponed because of the COVID-19 outbreak. In this article is described how CM.com contributed to the success in the run-up to the event and how the products of CM.com enabled the organization to communicate easily with the fans that already bought tickets for the postponed race.

Mobile Marketing Cloud

The Mobile Marketing Cloud is a 'mobile first' omnichannel customer engagement platform that connects businesses to customers via mobile phone. It is the only marketing platform in the world that comprises all mobile messaging channels, including WhatsApp, Apple Business Chat and RCS. With the Mobile Marketing Cloud, CM.com has broadened its services with SaaS and thus anticipates the strongly increasing demand of businesses for mobile commerce solutions. The beating heart of the Mobile Marketing Cloud, is the Customer Data Platform (CDP).



Preregistration process to prevent fraudulent applications

The preregistration data was also directly registered in the CDP. There, it was filtered with several authentication steps to prevent fraudulent applications. This was an important wish of the Dutch Grand Prix: preventing that tickets ended up on the black market for up to three times the original price which would have caused fans to miss out on tickets. We are happy that we have granted this wish, as more than 11% of the preregistration requests were blocked because they were fraudulent.

Dutch Grand Prix used the CDP from the start. This way, it now holds over ten million data points that are aggregated into over 300,000 customer profiles. That sounds like a lot of data to handle. But it is not a problem with the extensive segmentation options, which looks at similarities between profiles. A clever way to set up highly personal marketing campaigns. For example, to decide who you want to send which email. The Dutch Grand Prix used the Email Campaigns tool to easily design, automate and analyze emails, and because all profiles

were segmented, the fan received relevant information.

This enabled them to send automatically triggered emails based on certain actions of fans or certain time frames. For example, an email was automatically sent when the preregistration for tickets ended and when the ticket sales started.

The Race Engineer

To aid fans in every step of their journey CM.com created the technology behind the Race Engineer especially for the Dutch Grand Prix. This specific chatbot runs on WhatsApp.

The Race Engineer was specifically aimed at answering questions about travelling to and from the event, like:

- How can I reach the Dutch Grand Prix?
- What means of transportation is suggested?
- What is the fastest way out of the circuit?

On the day of the race, the chatbot could be used to answer frequently asked questions.

If the bot could not answer a question, CM.com's Customer Contact tooling made it possible to hand over the conversation to a human customer care agent. Customer Contact is a platform from where all conversations can be managed: whether they started via a bot or a messaging channel like WhatsApp. This allows customer care agents to easily respond to all incoming messages and hand over conversations to the right teams without losing track of the conversation.

All conversations with the chatbot were automatically stored in the CDP, to enrich the customer profiles. This enables marketers to easily segment customers by filtering on certain demographics or actions, like 'everyone who started a conversation with the Race Engineer' and send them targeted information.

Dutch Grand Prix in 2020 and beyond

Unfortunately, the Dutch Grand Prix had to be postponed. But bundling all data and customer profiles enabled the Dutch Grand Prix to communicate easily with the fans that already bought tickets for the 2020 race. Once it is possible to organize the Dutch Grand Prix, everybody will be informed timely and in a personal way. We are all looking forward to the Dutch Grand Prix!

Curious how the tooling we used for the Dutch Grand Prix can help your sport organization in offering the best fan experience?

**Reach out to us!
You can find us on www.cm.com**





CM.com primary partner of CM.com Circuit Zandvoort



Together with CM.com Circuit Zandvoort, CM.com tackles the digital transition of the iconic dune circuit with smart mobile communication and payment solutions that ensure an optimal fan experience throughout the visitor's customer journey. The partnership results from the successful cooperation CM.com has with the Formula 1 Heineken Dutch Grand Prix.

Optimize the fan experience with Conversational Commerce

Both partners from Dutch soil share an equal vision on the future of sports and leisure events where the need for innovation is more relevant than ever. The demand for smart digital solutions in the sports and events sector has been accelerated by COVID-19. CM.com's technology provides a true VIP experience for fans. Everything to raise the customer experience to the highest possible level.





Delivering a local touch with a global reach

Whether you're an entrepreneur looking to get started, an innovative, fast-growing company, or an established company looking to an exit, we understand what is important to you and can help you navigate your challenges — no matter the size and stage of your business. You gain access to KPMG's global resources through a single point of contact — a trusted adviser to your company. It's a local touch with a global reach.

Contact us

Hans Peter van der Horst
International Business
+31206567164
VanderHorst.Hans-Peter@kpmg.nl.

kpmg.com/nl





SHAPING THE STADIUMS OF TOMORROW TODAY

As the first truly multifunctional stadium in Europe, Johan Cruijff ArenA, formerly known as Amsterdam ArenA, has been an inspiration to many. Unforgettable AFC Ajax and Dutch national team matches, fabulous concerts and a well developed ArenA area all contributed to the profitability of the stadium.

Over the years we have successfully advised on FIFA World Cup stadiums in Brazil and Qatar and UEFA

Euro stadiums in Poland and Ukraine to name a few. Today we are shaping the future of stadiums by using our venue as a fieldlab for new fan experience, mobility, safety & security, sustainability and facility management services.

Secure your sustainable future and profit from our experience? Use our stadium hospitality for your inspiring event? Contact us!

T/ +31 20 311 1333 E/ innovation@johancruijffarena.nl W/ johancruijffarena.nl

**JOHAN CRUIJFF
ARENA**