

Holland Sports & Industry

2021-2022 

NL

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14

SPORT
INNOVATOR



Sifan Hassan
Athletics Women's 10,000m



Annemiek van Vleuten
Cycling Road Women's Individual Time Trial



Harrie Lavreysen
Cycling Track Men's Sprint



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Hockey Women

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FOREWORD

ANNEKE VAN ZANEN - NIEBERG

We win a lot with sports!

Tokyo summer 2021, The Netherlands sympathizes with TeamNL. The Olympic and Paralympic Games of Tokyo 2020, postponed due to COVID-19, will take place under very special circumstances. No audience, no family, testing every day, strict rules, but also beautiful sport! And what a performance. Of all the top athletes of TeamNL, and in particular of course the medal winners.

Rarely have Olympic and Paralympic Games resonated as much in Dutch society as in 2021. Beautifully portrayed and described by the Dutch media, we were in the first rank in the Netherlands. This was also the case at the Olympic Festival on the beach and in the districts of The Hague, where the public was inspired by athletes of today and athletes of the past.



In the Netherlands, almost 10 million people play sports every week, often inspired by the performance of our top athletes. Most of them playing at local sports clubs. Organized by the sport itself with more than 1 million volunteers and hundreds of thousands of enthusiastic professionals. Even in the difficult times due to COVID-19, which I sincerely hope we can leave behind us soon, the sport remained open as much as possible thanks to all those volunteers.

Sport yields a lot. Sport has a positive impact on the economy, innovation, health, social cohesion, national pride, education and our values. We win a lot with sports! In the Netherlands, this is widely endorsed. More and more I can say. If there is one sector that knows that you can only achieve something together, it is the sports sector. We work before and with each other. We also know that you must look to other sectors for effective cooperation's. What we see is beautiful. Governments of all levels, knowledge institutions, companies and all kinds of social organizations are reaching out to us, to make society a little better together with sports. Or as IOC President Bach says: *"Make the world a little bit better through sport."*

The performances of TeamNL during the Olympic and Paralympic Games in Tokyo are mainly achieved by the athletes themselves. They have defied all the expected and unexpected difficulties in preparation and kept the course. I admire their perseverance. Also, from all those other athletes, supervisors, and administrators around them. Together with family and friends, they have created the opportunities and conditions to excel. One group is often not mentioned because they often remain in the background, and those are the people I mentioned earlier and support us from ministries, embassies, and from municipalities, knowledge centers and the business community. I consider myself lucky that we work so well with them in the Netherlands that our top athletes can get the best out of themselves and we can keep the Netherlands vital with our unique and efficient local sports structure.

Anneke van Zanen - Nieberg

President NOC*NSF



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.

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Director Jochem Schellens about Papendal:

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FOREWORD

Dear Sports Friends,

We are proud to present the yearbook Holland Sports & Industry 2021/2022.

The yearbook has been serving as an important reference work for the Dutch sports industry for years and it gives an overview of the enormous diversity of Dutch companies, organizations and institutions affiliated with sports. The yearbook is therefore widely used by embassies, consulates, companies, sports associations and other relevant sports organizations and institutions.

2021 was dominated by many beautiful sporting events, culminating in the Olympic and Paralympic Games in Tokyo. Despite the fact that the sport has a lot to deal with all the challenges surrounding COVID-19, Tokyo2020 was the most successful Games ever for TeamNL! For example, the Netherlands finished in 7th place in the global medal ranking at the Olympic Games, with a total of 36 medals (10x gold, 12x silver & 14x bronze). At the Paralympic Games, this achievement was even surpassed, with a 5th place in the global medal ranking, with a total of 59 medals (25 gold, 17 silver & 17 bronze).

These achievements prove the strength of the Dutch sports ecosystem and are the result of years of investments by athletes, sports associations, companies and institutions. For example, it is nice to see that various innovations have contributed to the performance of TeamNL. Despite the fact that the Olympic and Paralympic Games in Tokyo are only just over, the Olympic and Paralympic Winter Games in Beijing are already on the program in 2022. These Games also offer a wonderful stage for TeamNL to shine and put the Netherlands in the global spotlight as a sports nation.

Orange Sports Forum has also been able to make great progress and realized several projects in 2021. Good results have been achieved from the three "public-private partnerships" in China, the Middle East and the United States. In addition, Orange Sports Forum has been recognized this year by the IND and RVO as a "Facilitator" for start-ups and scale-ups. With this, OSF offers a one-year program for foreign start-ups and scale-ups in the field of sportstech, who want to establish a business in the Netherlands. Meanwhile, the first companies have already started in this program!

2022, with the Winter Olympics in China as one of the highlights, will again offer plenty of opportunities for our members. It goes without saying that we will continue to support Dutch sports-related organisations on their way abroad and the cooperation with the sports clusters like Cluster Sports & Technology and the FGHS will be further intensified. In this way, we can continue to facilitate and represent our network in a good and efficient manner in 2022.

We wish you a lot of reading pleasure and a healthy 2022!

With sporting greetings,

Orange Sports Forum Foundation



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Camil Smeulders



John van de Laar



Rick Slegers



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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. *Top 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 Keep Youngsters Involved in Sport 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.
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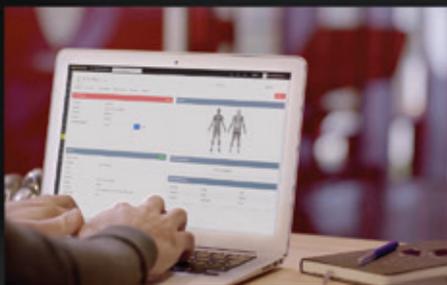
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NEW TRAINING VISION KNHB



The KNHB Expertise Centre (Royal Dutch Hockey Federation) has been the training and knowledge centre of the KNHB since 2017. With the task of organizing and facilitating the training and knowledge sharing for referees, trainers, coaches and technical managers, the expertise center stands for continuous development at all levels. In the *strategic vision 2026* of the KNHB, one of the critical success factors is 'high-quality guidance for every field hockey player and hockey activity'. And that's what the expertise centre stands for!



© KNHB/Bart Scheulderman



To achieve this goal, the KNHB has written a new training vision based on *the vision on the development of hockey players*. Central to this is the need to provide the services for every level, which does justice to the workload capacity of the different target groups, based on the unique qualities of each trainer, coach and referee who participates in the training. In other words: work from the existing competences of the participants (within the courses) to strengthen the sport, while maintaining our unique hockey DNA. With these frameworks, we are on the eve of a major revision of our programmes, starting at where the impact is greatest: grassroots sport.

For referees, this is reflected in the adjustment of the referee's exam, which is mandatory for all hockey players from the age of 14. Instead of just drawing attention to the rules of the game, the renewed program mainly focuses on making this more accessible. By keeping it simple, not offering too many rules and making agreements with fellow referees and coaches, becoming a referee is less exciting. In addition, the club referee plus training, a training for referees who are also active for the association and / or have the ambition to grow into a federal referee, will be completely renewed. Here, too, more attention is paid to the 'soft skills' that make the referee much more of a game master than an agent. And because the KNHB considers this so important, this training will be offered free of charge to all clubs in 2022.

In 2019, the KNHB offered all clubs in the Netherlands a free basic training and coaching to underline the importance of trained volunteers. More than 250 clubs have made use of this offer. Following on from this, the KNHB started in 2020 with the renewal of the entire training line for trainers and coaches. Partly motivated by educational innovations and based on the programme vision, a more 'blended' form of training is chosen. Meaningful practice in the field (with the target group for which you follow the training) supplemented with self-study and digital theory sessions. In 2021, the renewed level 2 training was developed and a start was made with the renewal of the level 3 training. The level 2 trainer/coach training focuses on starting trainers/coaches who support the training under the guidance of a head trainer or (technical) coordinator and have an eye for the (social / emotional) safety at the training. The level 3 trainer/coach independently provides training and coaches competitions and takes care of the improvement of technical and tactical skills.

In addition to the development of grassroots sports, the KNHB will also start a new training for Top Coaches in 2022. In collaboration with the top hockey department, the new top coach training has been developed for coaches

who want to continue working on their own development across several disciplines. The coach looks at his own performance and how the coach relates to his immediate environment and the developing world around him. Because it is a cross-sectoral training, the hockey specific knowledge has already been gained earlier in the training process, the training is also accessible to coaches of other sports. Among others, the Nevobo (volleyball), NBB (Basketball) and KNKV (korfbal) have shown interest in this training. In this way, the KNHB not only strengthens its own stakeholders, but also works on the development of (top) sport in the Netherlands.

Finally, the KNHB not only has a role in strengthening the sport in the Netherlands, but is also involved in the development of the sport worldwide. At the moment, this is reflected in particular by participating in the 'European Institute for Hockey' project of the European Hockey Federation (EHF), an EU-funded project to strengthen hockey in Europe. The KNHB may use its knowledge in the field of trainer/coach training to strengthen the framework of all EHF affiliated federations. A great challenge that, in addition to fellow federations from France, Slovenia, Switzerland, Belgium and Germany, we can shape together with Orange Sport Forum.





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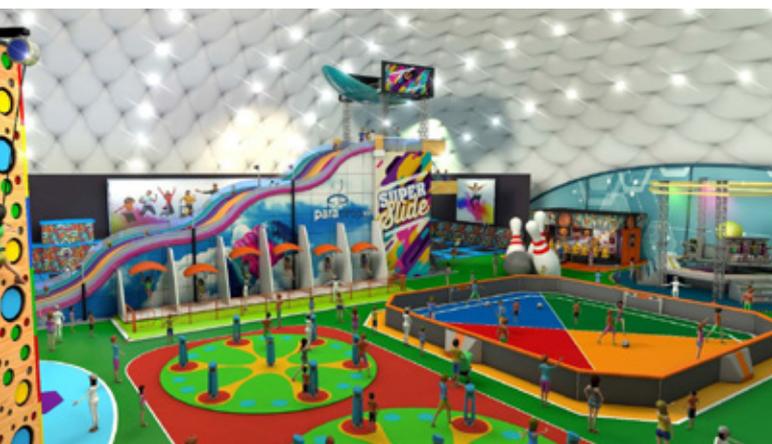
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FLOOR VAN HOUDT

HEAD OF UNIT FOR SPORT

AT THE EUROPEAN COMMISSION



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The European Commission is well aware of the importance and benefits of promoting innovation in sport. Within the framework of the EU's competences and means to support, there are several policy instruments and measures in place to support European sport

Regarding the European Commission's competences in sport, article 165 of the Treaty on the Functioning of the EU stipulates that *"the Union shall contribute to the promotion of European sporting issues (...) by promoting fairness and openness in sporting competitions and cooperation between bodies responsible for sports, and by protecting the physical and moral integrity of sportsmen and sportswomen, especially the youngest sportsmen and sportswomen"*.

The Council of Sport Ministers and the Commission defined a set of priorities and actions in the *Resolution of the Council on the EU Work Plan for Sport 2021-2024*. This Work Plan sets out priorities, activities and general principles to foster cooperation in sport among European and national policy-makers as well as with the sport movement. Under the section Socio-economic and environmental dimensions of sport, the Work

Plan notes innovation and digitalisation (in sport) as key topics. As part of the Work Plan, several EU Member States will organise peer-learning seminars to address together the challenges and successful measures in the field of innovation. First events have already taken place this year, organised by Bulgaria (support to technological innovation) and Germany (sustainability).

In May 2021, under the leadership of the Portuguese Presidency, the Council of Sport Ministers adopted *Council Conclusions on Sport Innovation*. These invite Member States, the European Commission and the sport movement to take measures that can foster a conducive environment to sport innovation. A key takeaway from these Conclusions is the emphasis on the importance of cooperation among different actors. The Portuguese Presidency also organised a European seminar to further discuss these topics together in June.

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The Erasmus+ programme 2021-2027 supports organisations to forge partnerships also in the field of sport innovation. A total budget of 470 million euros is available for seven years for sport actions. One of the programme's horizontal priorities is *Addressing digital transformation through development of digital readiness, resilience and capacity* alongside social inclusion and environmental sustainability. At the occasion of yearly calls, projects can be submitted for a budget of up to 400 000 euros and involving partners from at least two or three Erasmus+ countries (depending on the size of the project).

Over and above the EU's dedicated sport budget, Horizon Europe can support European research and innovation projects that can also benefit sport. With a total budget of €95.5 billion euros for the next seven years, Horizon Europe can for instance support research projects under its priority for health, as part of support from the European Institute of Technology or the Marie-Sklodowska-Curie Scholarships for individual researchers.

The Commission set up the SHARE initiative to raise awareness of actions that can be taken to include sport in regional development strategies. This includes sharing studies and information papers, exchanging examples of good practice or capacity-building activities. SHARE brings together public authorities, sport organisations, universities, Small and Medium Enterprises (SMEs) and business support organisations.

Further reading:

- Resolution of the Council on the EU Work Plan for Sport 2021-2024
- Council Conclusions on Sport Innovation
- Erasmus+ Programma
- HorizonEurope
- European Institute of Technology
- Marie Skłodowska-Curie Actions
- SHARE initiative



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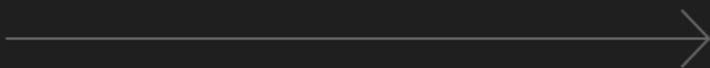
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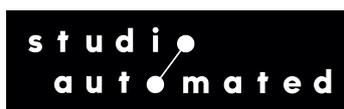
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- 5 years warranty



A public-private partnership

SPORTS COUNTRY USA:

SPORTS CONNECT

2021 was a promising year for the Dutch sports sector in the United States. A year in which, despite the pandemic, we took collectively important steps in the American market. One of the pillars of this commitment is the public-private partnership 'Partners for International Business (PIB) – Sports, Vitality and Innovation USA'. The PIB was signed in November 2020 and officially launched in the spring of 2021. This collaboration brings together the Dutch government (the Netherlands Enterprise Agency – RVO and the Consulate General in Miami), Orange Sports Forum (OSF) and 20 innovative companies with the ambition to achieve success for the Dutch sports sector in the US.

After all, the USA as a sports country is the perfect place where Dutch smart solutions find a partner for collaboration. A place where innovation is embraced, whether it concerns sports tech, data analysis or making existing sports facilities and new stadiums more sustainable. Somewhere sport is not only a shared national passion but also a multi-billion dollar industry with increasing investments, including fast-growing sports such as soccer and e-sports. Where major international sporting events will take place in the coming

years, such as the World Cup in 2026 and the Olympic Games in 2028. These are events that act as drivers for investment and create economic opportunities. In the state of Florida alone, the sports industry generates an annual activity of USD 60 billion.

Dutch companies active in the sports sector are well positioned like no other to respond to these developments. Not only because we are just as crazy about sports as the Americans, but also

because of the innovative strength that forms the basis of Dutch sports success. The Dutch focus on making sports more sustainable. The positive social impact of playing sports in the Netherlands is also in line with the importance that American partners attach to this. For Dutch knowledge and expertise in various domains such as soccer, e-sports, sports tech, green and smart sports facilities, fan experience, youth education and talent development, there are numerous opportunities in which the US is investing.

Source: NLinBusiness ▼

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Since the launch of the program, the PIB partners have carried out a large number of activities. Several of these steps fall within the PIB action plan: drawing up a communication strategy, a website, a promotional video (scan the QR Codes for access) and the appointment by CG Miami of Thomas Rongen as PIB liaison. With an impressive track record as a professional soccer player, MLS coach, youth national coach and as an analyst for an MLS club and on national television, the Dutch sports sector could not wish for a better liaison, given Thomas' expertise and the network he opens up for Dutch organisations.



To watch the VR promotion video Sports please scan the CQ code. With courtesy of NLinBusiness

The energy within the PIB cluster also functions as a flywheel for the broader sports sector. The multi-year PIB process connects seamlessly with multi-year initiatives such as SportsNL and the Dutch partnership with Soccerex. The overwhelming interest of Dutch organizations

Do you see opportunities for your business, product or service in the US? A market to further develop your innovative solution, to exploit promising opportunities or to make new, valuable contacts? The Netherlands Consulate General in Miami is happy to help you realize your ambitions. We connect the Dutch and American sports sector with information, practical tips, introductions and events. A regional hub in "The Americas," sports capital Miami provides a diving board for businesses to the rest of the US

and through events such as Soccerex, and beyond. Together with the other Consulates and the Embassy, we promote Dutch knowledge and expertise and are proud of how successful the Dutch sports sector already is. There is overwhelming interest from the industry to do business or expand cooperation in the US. Would you like to know more about what we can do for your company? You can find us on LinkedIn @nlinMiami or via mia-ea@minbuza.nl. We look forward meeting you!

in 'SportsNL @ Soccerex' is characteristic: in addition to the PIB cluster, several companies and cooperation partners KNVB, SportInnovator and the Johan Cruyff Arena will make valuable connections at Soccerex Americas in Miami in March 2022 and issue a beautiful orange business card. This world-leading event for organizations directly or indirectly involved in soccer is a milestone in a longer journey. As part of this, the Consulate General in Miami has organized multiple (online) workshops to help PIB cluster members and others understand the sports landscape in the US and connect them with US stakeholders. In addition, individual conversations have uncovered opportunities in specific niches. Tailored introductions to American cooperation partners provide a basis

to build on together. In the past year, various commercial successes have been achieved and partnerships have been concluded, including by PIB cluster members. Let's move forward to an equally successful 2022!



Scan the QR code to access the PIB Sports, Innovation and Vitality USA website:



Courtesy of: NLinBusiness ▼

Overview of the PIB – Cluster partners:



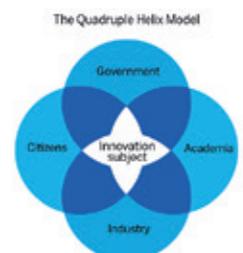


A non for profit European association (ASBL) located in Brussels

EPSI - EUROPEAN PLATFORM

FOR SPORT INNOVATION

EPSI is a membership-based networking organization representing more than 120 stakeholders in the field of sport and active lifestyle located in 22 European countries. EPSI members belong to a wide range of subjects brought together by the goal of creating and supporting an innovation-friendly environment for sport in Europe. At present, EPSI represents Public Authorities, Universities, Research Institutes, Clusters, Associations, Federations, Accelerators, Incubators, Industries and SMEs. Focusing on the quadruple helix model, which includes public authorities, academia, businesses and end consumers, EPSI is able to effectively represent the main categories of actors in the sport and active lifestyle European value chain, thus creating a space where stakeholders with different but complementary needs and interests can interact, do business and launch successful project initiatives. Beyond the sport and physical activity sector, EPSI focuses on innovation in a number of related sectors, such as leisure, mobility, education, tourism, environment, constructions and health.





EPSI Services

Lobbying

Being located at the heart of Europe, EPSI strives to put sport and physical activity at the top of decision-makers' priority list, carving a consistently growing relevant role for sport in European, national and regional policy agendas. EPSI goal is ultimately to increase the investment in sports throughout Europe.

Fundraising

EPSI creates, engineers, coordinates and manages European, national, or regional projects in the sport and active lifestyle domain. EPSI fundraising activities are structured around a multifaceted approach that includes both top-down and bottom-up initiatives.

EPSI requests all its members to submit their investment or innovation project ideas through a concept note format and help them in transforming those ideas into concrete projects. Through the help of a large number of professional strategic consultants, EPSI allows its members to secure funds for their project ideas, thus enabling innovations capable of responding to regional, national and European industrial and societal challenges.

At present, EPSI is currently the coordinator of 3 EU funded projects (Big4Sports, OPS Open Air Sports and WISE - Women's involvement in Steady Exercise). EPSI is also an active partner in other 15 projects, for a total amount of 18 ongoing projects cofounded by the European Commission. 14 within the Erasmus+ programme, 1 COSME project (Smart Sport 4 Good Life), 1 Interreg Europe project (INNO4SPORTS - Sport for Growth and Healthy & Vital Communities) and 1 LIFE project (LIFE RESKIBOOT). A total amount of almost 10 million and five hundred thousand euros have been awarded to projects created within the EPSI network.

Business Creation

EPSI supports and facilitates the creation of business opportunities in and around its network. Thanks to the realization of a trust-based environment, EPSI is the ideal place where to find the right connections and partners to establish business ties based on the common will of advancing innovation in the European sport ecosystem. EPSI facilitates those activities by organizing regular virtual

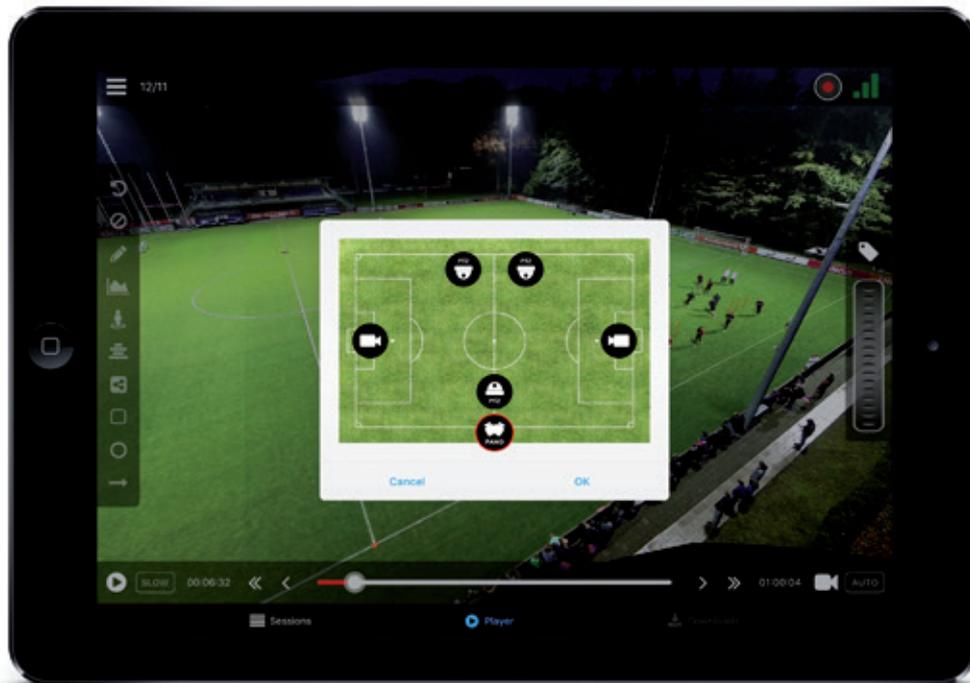
and physical bilateral and multilateral meetings, as well as matchmaking events in cooperation with third parties representing neighbouring economic sectors.

Curious to know more about EPSI and how we can support your organization? Visit our website at www.epsie.eu.

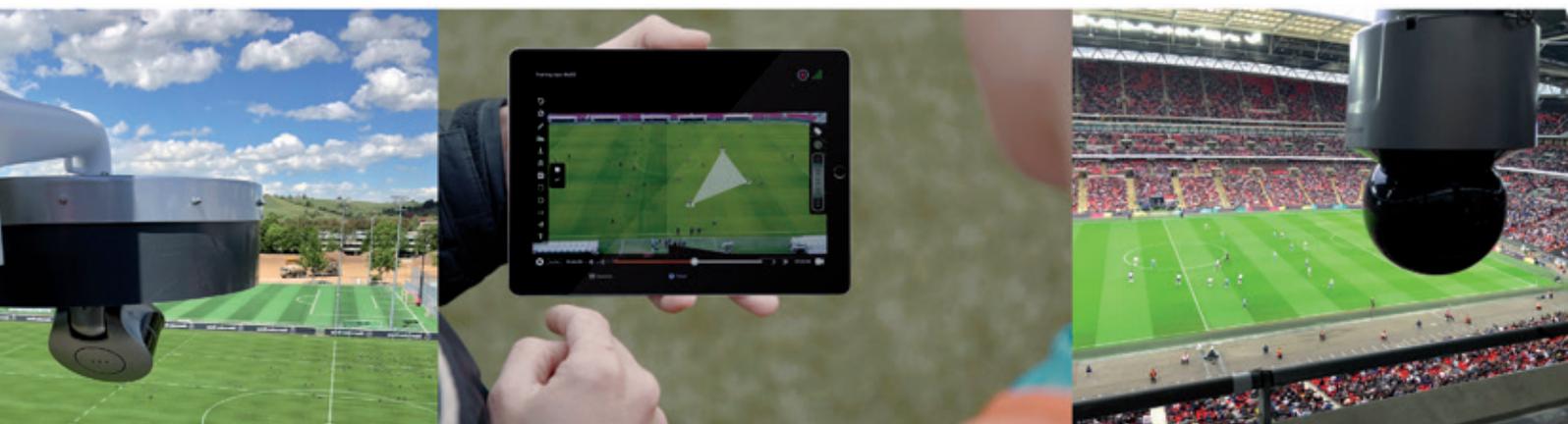


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SPORTSNL PLATFORM LOOKING BACK ON A SUCCESSFUL FIRST YEAR



Despite all the challenges and limitations due to COVID-19, SportsNL looks back with satisfaction on what we have achieved in our first year since kick-off in October 2020. Many sport events, both regional and global, were back on the schedule. 2021 saw the Olympic Games in Tokyo and the UEFA European Football Championship. And it didn't stop there. We have also spent the past year focusing on the upcoming Olympics in Paris in 2024 and Los Angeles 2028.

The steering committee of SportsNL prioritised its focus, gearing up its support for more public private activities, especially including France, the US and the Gulf region. Following is a short recap on the activities we have supported over the past year and an outlook towards the next year.

TeamNL connecting sports, business and culture

The idea of creating a digital TeamNL Expo arose from the cancellation of a physical due to the uncertainty surrounding the Covid-19 pandemic. Once it became clear that international travel was not as simple as we are all used to, the digital TeamNL Expo was born. It is a result of close cooperation between NOC*NSF, Papendal, the Netherlands Ministry of Foreign Affairs and the Embassy of the Kingdom of the Netherlands in Japan, the Netherlands Enterprise Agency (RVO) and many business partners.

Since the grand opening on 14 June 2021, more than 20 events have been hosted within the water-energy-food nexus and in the fields of high-tech, culture, vitality and sport. From robotics and artificial intelligence for data-driven horticulture and agriculture to the announcement of the world's first 'chef de emission' who will make an effort to reduce TeamNL's footprint. It all happened at the TeamNL Expo. One of the highlights was the interactive pop-up book 'the Innovation Parade' in which products, processes and services that were created through Japanese-Dutch collaborations were showcased. In total, more than 7,500 people visited the virtual island of Deshima Island at the TeamNL Expo and 3,500 companies took part in a wide range of activities.

The Expo will also be used in the race towards the Games in Paris. If you missed it, you can still visit the TeamNL Expo and browse the Innovation Parade Rangaku Now, which is a showcase of Dutch-Japanese collaboration on smart solutions to global challenges.

QR code to the Innovation Parade



THE EXPO STATS



3000+
REGISTERED
FOR THE EXPO



35 COMPANIES
HOSTED AND
PARTICIPATED
IN THE LIVE
EVENT PROGRAMME



**VISITORS
FROM OVER**

62

**COUNTRIES
VISITED
THE EXPO**

TEAM NL MEDAL COUNT



35X 29X 31X

TEAM JP MEDAL COUNT



40X 29X 40X



**KEYNOTE
SPEAKERS**
4 MEMBERS
OF THE DUTCH CABINET
2 FORMER
DUTCH OLYMPIANS
2 PARTICIPATING
DUTCH OLYMPIANS

**MOST
JP VISITORS
CAME FROM
YOKOHAMA**



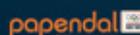
**MOST
NL VISITORS
CAME FROM
AMSTERDAM**



37 EVENTS
HOSTED
IN TOTAL

55 HOURS OF
LIVE STREAMED
EVENTS

POWERED BY



Dutch businesses have set their sights on Olympic Games Paris 2024

In December 2020, at the initiative of Task Force OS2024, 50 companies embarked on a two-day virtual trade mission to France. Together with the then Minister of Foreign Trade and Development Cooperation Sigrid Kaag and windsurfer Kiran Badloe, they explored the opportunities available to Dutch business around the 2024 Olympic Games in Paris. During this mission, first contacts were made with potential business partners, in particular for the construction of the Olympic Village and other important infrastructure projects.

The Netherlands wants to contribute to the overall mutual goal of these Olympic Games: only invest in new-build facilities that can be reused after the Olympic Games and help Paris to become a greener, healthier and cooler city. Paris 2024 will focus on sustainable design and construction, innovative technologies and access to sport for all. Projects such as the redevelopment of Saint-Denis in the north of Paris and building the new Olympic Village, Olympic Aquatic Centre, Media Village and Grand Paris Express are just a few of the many examples. The Dutch companies involved are known to be leaders in the field of circular economy and environmental technologies.

Other companies that stood out during the mission are using data and digital information for smarter and more effective solutions. Some start-ups also stood out by using sport

to achieve social goals such as inclusion and reduction of plastic waste. An overview of the Dutch companies that are interested in commissions for the OS2024 can be found in the 'Dutch Company Bidbook for Olympic Games Paris 2024'.

Support for participation on Dubai Expo

In collaboration with the SportsNL Platform, the KNVB will also be present at the World Expo in 2022. During the World Expo, the KNVB wants to present itself in the areas of sustainability, social vision and of course football vision. Especially in the area of sustainability, this can be done differently. Together with our partners, we aim for less CO2 emissions in football traffic and thus contribute to combating climate change.

Preview for 2022: Incoming missions

In cooperation with SportsNL, a virtual incoming sports mission to the Netherlands has been planned for Spring 2022. This mission is catering a number of SportsNL-focus countries: Germany, France and the Gulf region. The aim is to exchange knowledge, promote trade and build sustainable international relations. The Netherlands Enterprise Agency, in consultation with the steering group members, is developing an appealing program on the following themes:

- Legacy for everyone! / social projects
- Sustainable Sports Solutions / Sustainable Sports Events
- Game-changing innovations / Fan experience

Keep an eye on the RVO site and the SportsNL website, more details will be announced later.

About SportsNL

SportsNL is a network platform that connects international sports, business and social programs. It provides general branding for Dutch public-private partnerships with international ambitions in the field of sport and aligns the Dutch international agenda between different stakeholders. SportsNL is not a stand-alone entity or organisation and has the pure purpose of combining forces from different corners of the sports sector.

SportsNL has been developed in collaboration with the following public and private partners: NOC*NSF, KNVB, the Ministry of Health, Welfare and Sport, the Ministry of Economic Affairs and Climate, Johan Cruyff Arena, Signify, the Netherlands Enterprise Agency (RVO), Association of Sports and Municipalities, Sport Innovator, Knowledge Center for Sport and Exercise, VNO-NCW and MKB-Nederland.

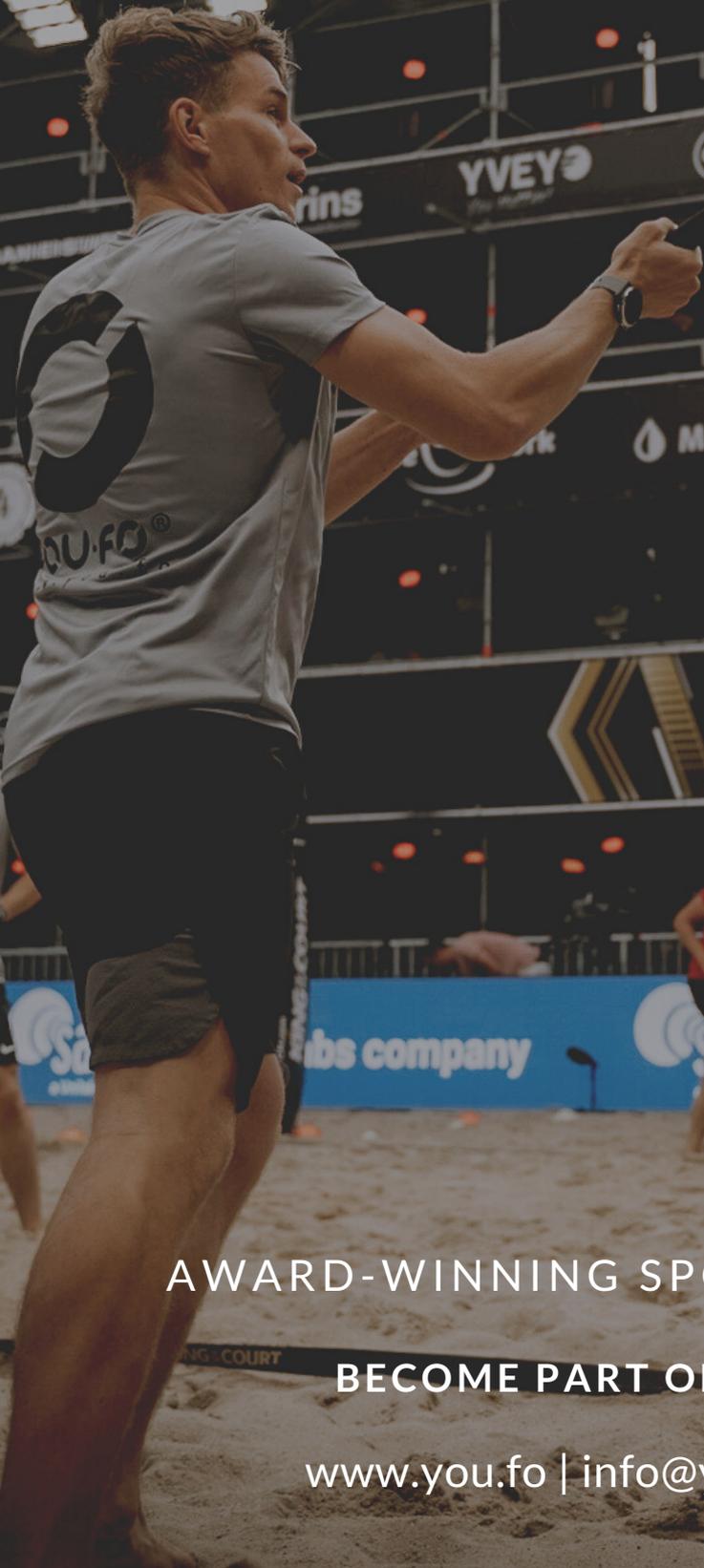
SportsNL also supports and initiates other events. Do you, for example, want to know more about the possibilities surrounding the 2026 World Cup in the US, the 2024 Summer Games in Paris?

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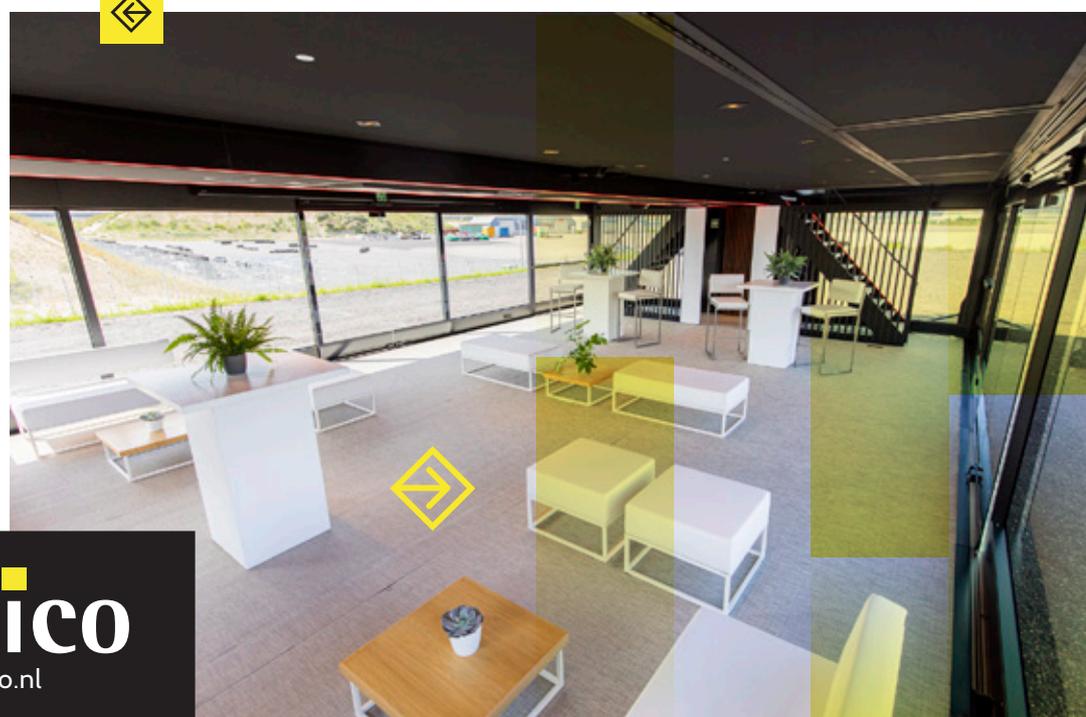
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CHEF DE EMISSION MARCELIEN

DE KONING IS COMMITTED

TO A CLIMATE-POSITIVE

SPORTS WORLD



The Netherlands Olympic Committee (NOC*NSF) believes that sport has the power to accelerate the sustainability of our society. That is why Marcelien de Koning was appointed last summer as the first 'chef de emission' in the world. The three-time sailing world champion is more than motivated to really change the world.

As chef de emission, De Koning is concerned with the question of how the sports world can contribute to challenges in the field of sustainability. The chef sees that a lot is already happening in that area. And that even more powerfully connections can be made. *"When I took office, I was positively surprised about the place where the Olympic Committee now stands. We have made an inventory of what NOC*NSF is doing about sustainability, where we need to go and who can join. This concerns the ambitions of NOC*NSF, for professional sports and sports for all. It's time to make the initiatives more visible and inspire others."*

De Koning has been an active advocate of a more sustainable world for many years: *"As a sailor you are constantly working with nature. And you see that nature changes under the influence of humans, that should not be the case. I have seen water pollution up close. During the Olympic Games in Rio, the water was way too dirty. That pollution has a direct impact on your performance because you must sail around all the waste. Open water swimmers even literally have to jump in. That is why the urgency to change something is in the DNA of almost every sailor. I see that, for example, in Kiran Badloe, the Olympic surfing champion. He is the face of the transition to hydrogen energy."*



Routekaart Verduurzaming Sport



Biodiversity

In relation to the climate, the sport sector mainly focusing on energy and food, De Koning sees. But attention must also be paid to biodiversity, as the chef de emission. *"For me, biodiversity is almost as important, because it is deteriorating so much. We cannot decide to solve the energy crisis first and, when that is done, strengthen biodiversity. That is not possible, because in the meantime it continues to run backwards with the danger that we will not be able to repair it. I see it this way: one percent of our country is full of sports complexes. If we can make that space climate neutral and nature-inclusive, then we will set a wonderful example for other sectors. We can point to agriculture, but let's start as a sport by managing our own space well."*

"My job as chef de emission is to help put the sustainability story on the map. And think along with us about which methods we can apply in sport to be emission neutral by 2050, as required by the climate agreement. Of course, this can only be done together with companies, knowledge institutions and governments. As far as I'm concerned, we go the extra mile, because for the sport, most goals are easily achievable until this period. Climate positive, that would be nice, for example by solar panels above the parking lot and water storage at sports facilities, with which you can relieve a residential area. "

Paris 2024

The first dot on the horizon for the chef de emission, are the Olympic Games of Paris2024. The organization of that event is committed to a climate-positive edition of the Games. Big words that De Koning likes to respond to: *"Paris is very close for Dutch companies, which, partly due to the high level of our Sustainable Sport Roadmap, meet the highest standards and requirements. They are among the forerunners in the field of innovation in the world. I saw a presentation by a Dutch engineering firm for a swimming park in Saint-Denis, which is not only sustainable but also socially inclusive. It contains a plan to involve the local population in the exploitation after the Games. The intention is that children in this deprived area can learn to swim. Sustainable Games are not only green but are also a social legacy to the community."*

Making the sports world more sustainable is a long-term process, says De Koning: *"It's not something you achieve in six months. It is a process and Paris2024 is a benchmark in that. I give myself a few years to become world champion again, but this time in the field of sustainability. Because we only have one earth, and it cannot be that humanity destroys it."*



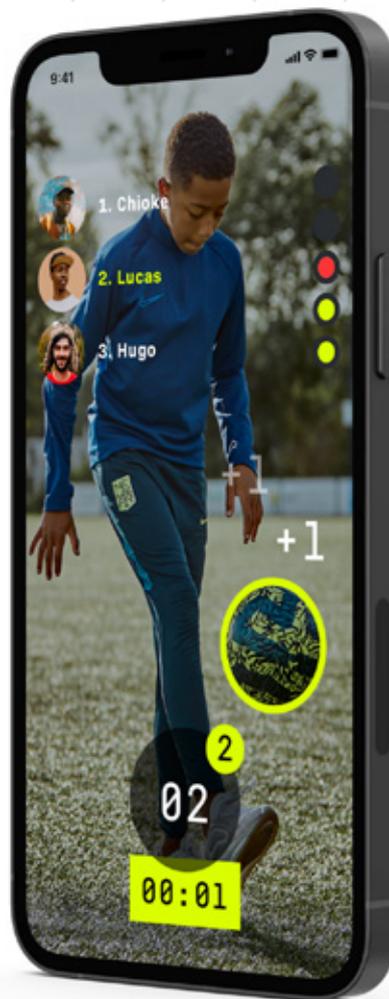
Chef de emission is an idea of More2Win and Copper8. They have the international dream to appoint a chef de emission in every country for the 2028 Games in Los Angeles. More2Win and Copper8 support NOC*NSF in terms of content in the Dutch approach.

M|W

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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.



"Uniek Sporten is the start for more Paralympic success"

INTERVIEW NIKE BOOR

PARALYMPIC GAMES

The Tokyo Paralympic Games were the most successful ever, with 59 medals and a 5th place in the country ratings.

Nike Boor, director of Fonds Gehandicaptensport, experienced that the Dutch approach of TeamNL paid off.

At the same time, he thinks that in the future, with Uniek Sporten (Unique Sports) the platform for all athletes with a disability, an even bigger success can help the entire disability sport; from recreational sport to top-level sport.

"Uniek Sporten is the basis to get people in motion. Ultimately that leads to more top athletes."



▲ Nike Boor

Unlike other Paralympic Games, Nike Boor had to follow the performance in Tokyo from his home. On previous editions, he was on premises with the athletes and experienced the biggest sporting event in disabled sports in the stadiums. "From such a distance in following on TV is so different from being there; being part of the happening. Now I had to fall back on streaming. I watched quite a lot of it, but not everything; the daily work just goes on." At the office of Fonds Gehandicaptensport in Badhoevedorp the TV was on all day with streamings from Tokyo.

Inspiring top athletes

While watching, Boor paid extra attention to the ambassadors of Fonds Gehandicaptensport: Jetze Plat, Fleur Jong, Diede de Groot, Kimberley Alkemade and Tristan Bangma. These top

athletes are supported by his organisation in their top-level sport. "We were able to help Tristan get the best tandem, bringing him to gold. This is how we support a select number of top athletes in achieving their goals." Inversely, those top athletes are inspiring for recreational sport. Boor strongly believes that seeing sport makes you want to participate in sport. That certainly applies in disabled sports. He also places a tiny warning "A very large part of athletes with a disability are not at all interested to be a top athlete. On the other hand, I think you need these top athletes to the example to open people's eyes. So you will experience that sport and exercise make you physically and mentally stronger. Our ambassadors are athletes who's only goal is to be a top athlete. They are the example and show the world the possibilities with a disability."

▼ Jetze Plat

▼ Fleur Jong





▲ Diede de Groot - Fotograaf: Paul Raats



▲ Tristan Bangma

More respect

Boor has noticed that the respect for Paralympic athletes is growing in society. As an example he mentions the way the sports brand Nike congratulated Diede de Groot on her **'Golden Slam'**: a full-page ad in the newspaper and billboards in shopping centre Hoog Catherijne. *"That's a good development. It does mean, however, that it has to be used in the right way to get potential athletes moving: not too much emphasis on performance but rather on participation = winning. They will quickly think: 'I can't become Diede or Jetze'. But they also started somewhere with discovering sport and exercise."*

Uniek Sporten in the basics

That's where Uniek Sporten comes in. The platform informs and inspires people with disabilities and is supported by a sport network with national coverage. They facilitate and advise people with disabilities to take their first steps in sports. Boor thinks the Netherlands can make more use of

that platform in talent recognition. *"The scouting now still largely happens through the Paralympic Talent Days of NOC*NSF. This has also shortened the route to TeamNL. In my experience we can become even better if we have a broader selection, therefore the participation level has to grow. If we inspire more people with the help of Uniek Sporten, so more people in the sport clubs, more people are ready for the selections of federations and TeamNL. In my opinion, disability sports only becomes professional and equal on the moment there is an equal sports participation."* That way, just like in Olympic sports, you get a better flow of talent from the bottom up, says Boor. *"In my opinion, Uniek Sporten is the start to create an even bigger Paralympic success. Of course, that's not our first goal, but to get as many people as possible into sports close to home and to create an equal sports participation. The logical consequence, not unlike in regular sports, is to get more potential talent into the picture. That's why Uniek Sporten absolutely has to be at the core of getting people in motion!"*

Bringing the Paralympics forward

According to the director of Fonds Gehandicaptensport, the media attention for Paralympic sport also plays a big role. *"These Paralympics there is more media-attention for disability sports. That is true. Never the less, when I look at Tokyo I think we are missing opportunities."* As far as he is concerned, the Games could have been broadcasted more on TV. In his view, more broadcast time would also help to make disabled sports better known. To put the Paralympics on a bigger stage, Boor has another idea: to organize the Paralympics before the Olympics. *"At the end of summer a kind of sport fatigue exists. If you organize the Paralympics for the Olympics you get more attention for the Paralympics."*

Kimberly Alkemade ▼



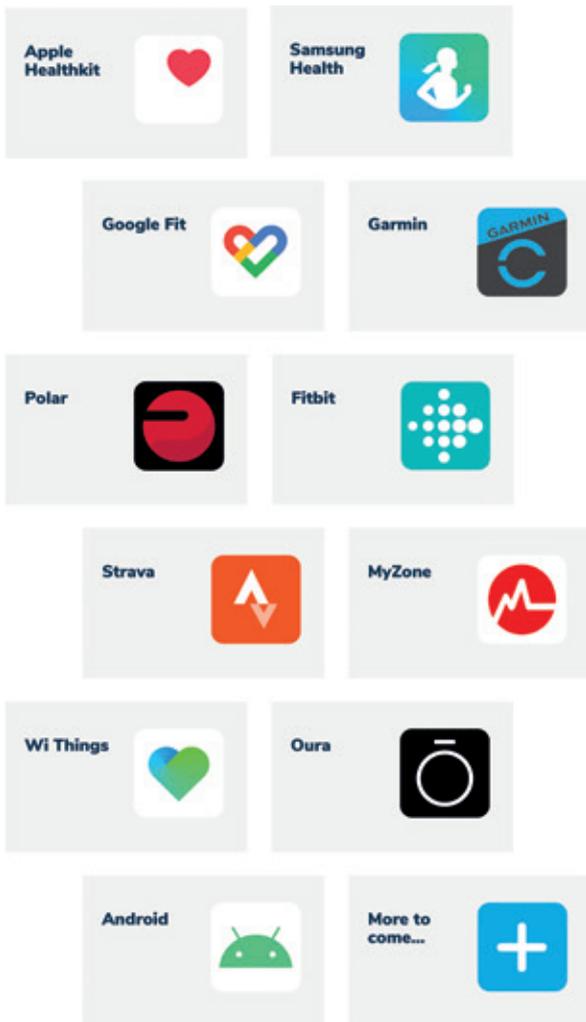


King Willem-Alexander and Princess Margriet receive the Dutch medal winners of the Paralympic Games in Tokyo at Noordeinde Palace.



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Gamification of fitness and health

The new technological shifts are strongly visible in sectors such as fitness and health. Companies are finding it increasingly difficult to retain and motivate users to stay fit. The latest trend in engagement is gamification, and WeFitter is a pioneer in promoting gamification for end-user results!

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WeFitter API gives your platform easy access to the most widely used fitness apps and wearable connections in the fitness and clinical space today. By integrating our REST API, valuable health and fitness data from your end users flows into your platform to be analysed, utilised and combined with gamification.

Our vision...

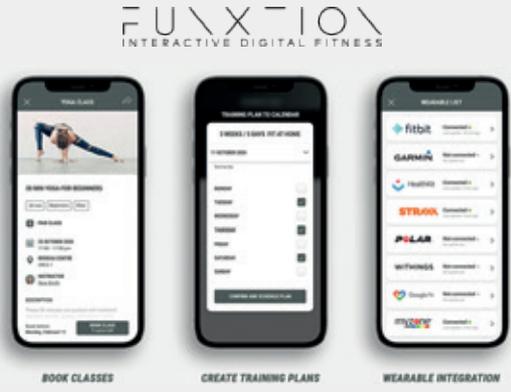
Is to bring the future of AI closer to the present of health and fitness. We are working on an AI-powered software to improve the end user's lifestyle through predictive health and personalisation.



Funxtion x WeFitter

FunXtion is a digital fitness software company that aims to provide a fully connected fitness experience, motivating users to lead a healthier lifestyle. Funxtion has successfully integrated the WeFitter API in their digital fitness platform, bringing their training and online coaching to the next level.

Users can track their fitness journey through data collected from their wearable of choice, get involved in challenges plus set and track engagement and performance goals.



A solution for digital fitness, e-health, insurance companies & corporate wellness providers!

HCS / Nationale Nederlanden x WeFitter

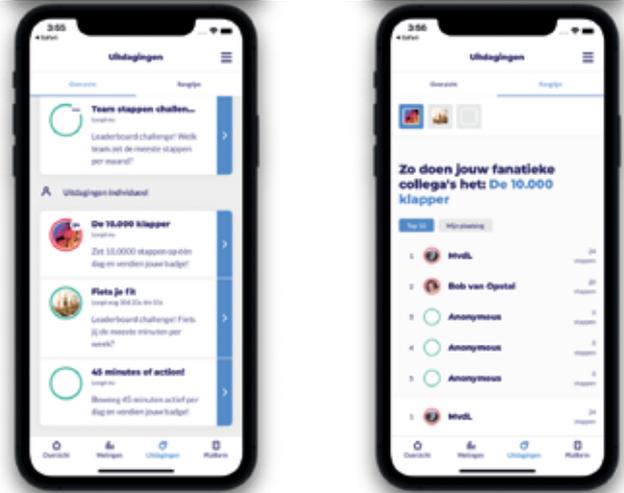
The partnership between WeFitter and HCS (part of the insurer NN Group) is focused on offering end users the possibility for 'resilience'. Their solution is called 'Veerkracht' and lets employees participate in challenges and make connections with fitness apps and wearables via WeFitter.

WeFitter is providing the possibilities to collect data from 250+ connections, in order to prevent health risks and motivate users to engage in a healthier lifestyle!

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CRYPTO-PARTNERSHIP

ANYCOIN DIRECT &

PSV EINDHOVEN

The popularity and interest in cryptocurrencies is growing worldwide. It is therefore nice to see that Dutch football clubs are entering into partnerships with crypto-related parties. PSV Eindhoven has recently signed a unique partnership with the crypto broker Anycoin Direct, based in Veghel, the Netherlands. Anycoin Direct pays out the entire sponsor amount in Bitcoin in two years, making PSV the first sports club to have a sponsor amount paid out in full in Bitcoin.

From July, Anycoin Direct will be a proud partner of PSV Eindhoven for at least two years. On the platform of Anycoin Direct you can easily buy and sell various cryptocurrencies. The goal of the partnership is to transfer the brand awareness and added value of crypto to the PSV supporters.

Lennert Vlemmings, COO at Anycoin Direct said during the presentation of the collaboration: *"I grew up in the region and have always been a huge fan of PSV. As a technology company from the Brainport region, we are enthusiastic about the collaboration with PSV. We want to increase the awareness of crypto in the Netherlands and introduce people to it in a safe and accessible way. The payment in Bitcoin marks the next step for the adoption of cryptocurrency in the EU."*





Cryptocurrencies have risen enormously in popularity in recent years. It therefore seems inevitable that cryptocurrencies will contribute to various applications in our everyday life. Thanks to the complex and powerful blockchain technology behind cryptos, it can be used to provide different services. For example, there are already cryptocurrencies that are used to pay for tickets to concerts.

Thanks to the partnership with PSV, Anycoin Direct hopes to ensure that the supporters of the football club will delve more deeply into the projects behind the cryptocurrencies. People often think of crypto as making a lot of money quickly, but there is a very beautiful world full of interesting technologies behind cryptocurrencies. Anycoin Direct hopes to facilitate its customers in transferring crypto knowledge, so that the customer actually knows what kind of project he or she is investing in.

The fact that PSV has entered into a partnership with Anycoin Direct is not something to be surprised about. Sports clubs that work with a crypto-related body are becoming increasingly common. Last year, for example, dozens of sports clubs joined Socios. Socios generates a fixed amount of Fan tokens from the club in question. Both Paris Saint Germain and FC Barcelona are affiliated with Socios. When Lionel Messi made the switch from FC Barcelona to PSG, the price of the PSG Fan token rose by hundreds of percent.

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Value of payout has risen sharply

The value of Bitcoin and many other cryptocurrencies such as Ethereum and Cardano have soared over the past year. This is also reflected in the Bitcoin amount that was transferred to PSV in June. From the moment PSV received the Bitcoins, the value has increased by more than 37%. In the coming years, PSV will periodically show the value of the received Bitcoins to its fans.

Who is Anycoin Direct?

Anycoin Direct Direct is a cryptocurrency broker that offers more than twenty, thoroughly screened cryptocurrencies. Thanks to the ease of trading and the professional Customer Support that is ready for you 7 days a week, Anycoin Direct has provided more than 450,000 customers with cryptocurrencies.



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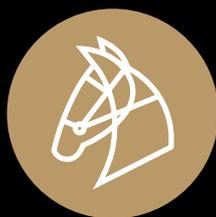
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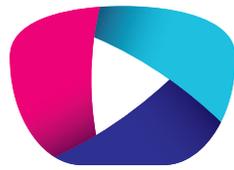
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EHF INSTITUTE JOURNEY EVOLVES

The first in person partner meeting of the EHF Institute was held in Amsterdam during October after a series of online meetings during the Covid Pandemic.



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

Nathan Kipp (Coach Education Manager for KNHB) enthused about the partner meeting *“it was spectacular to get everyone in the room for the first time. There is so much energy to resolve and increase educational opportunities in Europe, I am excited to keep working with all the partners.”*

A range of sessions across two days allowed a variety of sharing knowledge and action planning for 2022 pilots of additional programmes which will be officially launched from 2023 onwards. This includes Athlete Welfare, Athlete Dual Career opportunities and the expansion of delivering national level programmes for EHF member National Associations.

The EHF Institute mission is to deliver world class education to support national growth. Co-Funded by the Erasmus+ Programme of the European Union through a grant of 397k Euros.

The project will build on and enhance good practice structures by developing the EHF Institute with four strategic pillars to facilitate sustainable, high quality national growth across member federations in Europe.

EHF Institute Strategic Pillars:

- 1 Governance, leadership and management
- 2 The athletes are central, including a dual career
- 3 Develop basic requirements for qualified coaches and personnel for talent development
- 4 Develop basic requirements for qualified officials for talent development



Strong Partnerships:

In order to achieve the objectives, it was important to involve the right partners in the project. The current partners are therefore a representative reflection of the European hockey federations, thanks to the diversity based on size, available resources, countries and regions, et cetera. In addition to the hockey associations, the business community is also associated with this project. The business community has a lot of knowledge and is important in the output of the project. In addition, the business community can play a major role for semi-professional hockey players, by combining top sport and a business career. Orange Sports Forum also plays an important role in this.

The EHF Institute partners:

- European Hockey Federation
- Belgium Hockey Federation
- French Hockey Federation
- Copenhagen University
- Orange Sports Forum
- Royal Dutch Hockey Federation
- German Hockey Federation
- Hockey Magic
- Slovenian Hockey Federation
- Swiss Hockey Federation



About the European Hockey Federation (EHF):

The European Hockey Federation (EHF) is the continental governing body for the sport of hockey in Europe, founded in 1958, EHF today has 43-member National Associations. For more information visit eurohockey.org

General information about the project:

The European Hockey Federation (EHF) has started a three-year educational program with the European Institute for Hockey (EIH) to stimulate growth at all hockey associations that are affiliated with it. The trajectory, which was created at European level, offers both regional and national support. The basis is a transparent

system of tools and resources that enables people at all levels within the hockey sport to develop from administrators, trainers/coaches to players.

Emphasizing the importance of education, development and knowledge transfer in sport will be important in the project, as will analyzing key findings to enable the sustainability and transferability of the intellectual outputs.

The aim is to create a leading hockey education program with a systematic educational framework that provides equitable and equal learning opportunities. The EIH wants all countries to make use of varied, high-quality learning resources and allows participants to take control of their own development. The EHF will support and facilitate this program by offering a global network, inspiring workshops, on-the-job training and career advancement opportunities. Finally, there is also a role for the business community in steering on output, and the importance of development and knowledge transfer is central.



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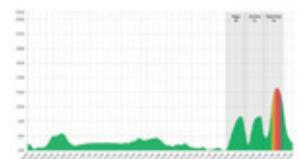
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An interview with Henk Jacobs

H2O MISSION- BADLOE

This interview explores the objectives of MissionH2, a partnership between seven Dutch companies active in the hydrogen market. MissionH2 was Team NL's sponsor during the 'Hydrogen Olympics' of Tokyo. We have the privilege of speaking to Henk Jacobs, the chairman of MissionH2's key team.



▲ Henk Jacobs

What added value does the partnership with NOC*NSF have for MissionH2?

"The added value of NOC*NSF is that they are strategically committed to social partnerships. That makes NOC*NSF an attractive partner for a sustainability partnership like MissionH2. And, obviously, NOC*NSF gives us access to our national sporting heroes. Finally, we want the sports associations affiliated to NOC*NSF to get their members committed to sustainable energy. We also support them when putting this into practice: the Energy Challenge for the Dutch Rowing Association is a perfect example."

Why is top-class sport a good metaphor for the hydrogen transition?

"Our world-class athletes are a perfect embodiment of our national strength and pride. Thanks to our natural gas resources, the Netherlands has been among the world's main players in the field of energy for decades. Now that we have decided to move away from natural gas, we are working hard to master a new sporting discipline: hydrogen. Like our top athletes, we have the potential to go for gold in this area. Windsurfer Kiran Badloe committed himself to winning a gold medal in Tokyo, knowing full well that this class would no longer exist at Olympic level for the 2024 Games in Paris. Just as we know that natural gas will no longer be used as a fuel some day. Kiran has had to change his focus to the iQ-Foil class for the future, and our focus must change to hydrogen as a source of energy."

How do you use the power and popularity of world-class athletes to strengthen the message of MissionH2?

"We have selected water sports athletes who are interested in this theme and ready to put the power of their names behind it. Our ambassadors are Paralympic swimmer Liesette Bruinsma, open water swimmer Ferry Weertman, rowing duo Ilse Paulis and Marieke Keijser, sailor Marit Bouwmeester and windsurfer Kiran Badloe. All of them are intimately aware of the near unstoppable power of wind and water, the basic ingredients of green hydrogen."

NOC*NSF has appointed Marcelien de Koning as 'Chef de mission'. How does that fit in with your message?

"We are very happy with this choice. Marcelien and her mission are a perfect match for MissionH2. After all, we are also all about reducing carbon emissions. We already knew about her as the 'Mayor of the North Sea', but played no role in her appointment."

What is the most important lesson you learned during the past (coronavirus) year?

"The schedule of events we had set up pretty much fell apart. However, thanks to our focus on the ambassadors, we succeeded in creating a good dialogue about hydrogen on social media with their help. Because many athletes had to stay in their own country, it was actually even easier to communicate with them than before the coronavirus pandemic. If there is one message that the pandemic has highlighted more than anything else, it is that what we used to consider normal is no longer normal. That also applies to how we think about our energy usage. Coronavirus has made our audience more receptive to our message. This conclusion is also backed up by our market research and media research."

▼ Photograph: © Bram Berkien





Photograph: © Bram Berkien



▲ © ANP

Many of the marketing and media activations associated with the Games took place during the Olympic Festival. Was that part of your original plan?

“We didn’t actually intend to have an extensive presence in Tokyo, even in the period before the coronavirus pandemic. We want to tell our story in the Netherlands. Partly through our own activations, such as the Dutch Hydrogen Relay Team, which is still actively passing on the flame to the frontrunners in the energy transition, like the torch ceremony for the Olympic Games. But we did do something very similar at the Olympic Festival, that’s true. There was a hydrogen plaza at the festival where visitors could find out more about hydrogen. And our sports heroes were brought to the studio in a hydrogen-powered car for Humberto’s programme during the festival, getting us lots of visual airtime. We also organised several hydrogen-related meetings during that period, combining the substantive message with the fun of playing sports.”

Who is your campaign actually aimed at: the business community, consumers or the government?

“We have shifted our focus there. In the beginning, consumers were our target audience. At the end of 2020, our research indicated that we had already achieved our objectives in terms of awareness and support. So we extended the campaign to include the government and the business community in the Netherlands, with events like ‘Koplopers Nederland Waterstofland’ during which more than 90 companies had the opportunity of presenting their hydrogen ambitions.”

MissionH2 is a consortium of seven companies. How do you organise things?

“Our collaboration has run really well from the beginning. We all share a desire to put hydrogen on the map. As you would expect, you have to invest a great deal of time to ensure smooth collaboration between seven parties. But there was no discussion about whether or not to extend the contract with NOC*NSF when the 2020 Games were postponed to 2021. Everyone wanted to stay on board. The partnership with NOC*NSF also strengthens the connections between all the partners and has already led to several spin-offs.”



TrueBike and Auke Geurts

IF I WANTED YOU TO UNDERSTAND,

The Dutch sports sector is always on the move. New innovations, ideas and companies are emerging, regulations are constantly changing, and the market is internationalizing. Not necessarily bad developments, but it makes the sports and exercise industry more complex than the tactics of a sports coach.

Everyone knows the saying of Johan Cruyff: *"Playing football is simple. The hardest thing there is, is playing simple football."* While this statement can be used perfectly as a metaphor for the sports and exercise industry, it is another saying of Cruyff that is even more appropriate: *"If I wanted you to understand, I would have explained it better."* So, let's start with that. A clear story for a clear sports sector, that is the goal of the collaboration between OSF, Cluster Sports & Technology and FGHS.

What does our collaboration mean?

Since 2018, OSF, Cluster Sports & Technology and FGHS (branch organization for sports suppliers) have been working closely together to make the Dutch sports sector and international opportunities more transparent for organizations in and around sports.

By making use of each other's knowledge, experiences and network, the forces are joined, and impactful regional, national and international collaborations are established. The joint network now consists of more than 500 sports & exercise-related organizations and companies that can help each other and you.

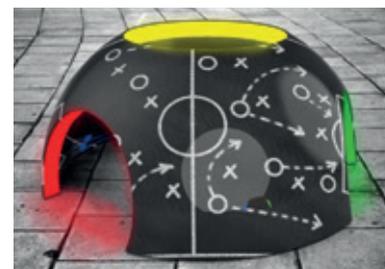




▲ Public sports facility in Vught (SSBN)



▲ Swimm Sport



▲ Moby Start (Novasports)

I WOULD HAVE EXPLAINED IT BETTER.

How can we help you?

By working together, we make it easier to find the right parties for your questions or needs. OSF, Cluster Sports & Technology and FGHS form a triangle in which you and your organization are the centre of attention. At first sight all very different interests and networks, but inextricably linked:



Cluster Sports & Technology is an open network in which organizations innovate together for an active healthy lifestyle. Innovation to realize a social, economic and individual impact. The network of Cluster Sports & Technology therefore focuses on organizations and bodies that develop and implement innovations in the domain of 'sports and exercise'. Not only in sports, but also at work and in public space. In addition to companies, this network also consists of knowledge institutions, governments and field labs. Now that the relevance and urgency of an active healthy lifestyle is high, the existing collaboration has been confirmed in a new next step: **ELIS Innovation HUB for Active Healthy People**. A reference to the ancient Greek city-state where knowledge and expertise around vitality came together 2800 years ago. At the time the first step for the organization of the Olympic Games, now a hard necessity for a vital society. As a cluster, we regularly organize events to share new developments and opportunities. Want to know more about the latest developments? Visit our website sportsandtechnology.com or send an email to info@sportsandtechnology.com.

FGHS is the branch organization for sports suppliers. FGHS represents the interests of its members, but also provides insight into the latest developments within the industry, offers financial benefits through collectivity and answers relevant questions. The FGHS network includes manufacturers, wholesalers, subsidiaries, importers and agents in sports and recreational products. For more information, visit our website fghs.nl or send an email to info@fghs.nl.



OSF is a platform for the (international) promotion of companies, organizations and institutes associated with Dutch sport. This concerns 'hardware' (infrastructure, accommodations, products, etc.) and 'software' (training, innovation, education, etc.). One of the most important roles of OSF is to identify opportunities in and for foreign countries and to create a platform where Dutch companies, organizations and institutes can come into contact with foreign countries. For more information, visit our website orangesportsforum.com or send an email to info@orangesportsforum.com.

▲ Swimm Sport



Reliable, Sustainable and Innovative

The RSI SPORTS portfolio covers the entire scope from natural grass to artificial turf surfaces with each surface and piece of equipment being in line with our vision of being reliable, sustainable and innovative. Our revolutionary installation at Schalke 04 and the launch of the G2G fully recyclable artificial turf surface are living proof that we deliver on this ambition.

The need to be sustainable is finally being recognised and embraced, states RSI SPORTS managing partner, Arnoud Fiolet. Reliable, sustainable and innovative has always been at the forefront of any development at RSI SPORTS. "We believe that science and technology do allow for delivering and maintaining outdoor sports surfaces in line with the high standards society has set in terms of performance, durability and sustainability." The revolutionary CLS technology is just one example of how that can be achieved. "Our exclusive Rhenac Sports LED technology is the only LED grass grow lighting technology that is capable of delivering the complete light spectrum (CLS). It produces from ultraviolet to infrared light and every light in between."

Fully automated system

Grass requires different coloured light and light intensity in the different stages of its lifespan. Scientists at Rhenac Sports have managed to identify the various light needs for grass and replicate this by means of LED technology. "The Rhenac R-BL unit we installed at the Veltins Arena of Schalke 04 covers a full pitch and is a fully automated grass grow system." Sensors map the grass condition and instruct the delivery of light and light intensity accordingly. "Irrigation, liquid fertilizing or field heating can be added to make it become a fully automated system." Rhenac uses the same technology for its R-ML30, R-ML100 and R-ML200 mobile units that can be used to supplement light to only parts of the field. "The same philosophy was also used for the development of the U-VC grass care technology. Here, the condition of the grass is improved by using light to deny algae, fungi and diseases their preferred growing conditions."

100% recyclable artificial turf

The launch of a 100% recyclable artificial turf is another RSI SPORTS success this year. "RSI SPORTS G2G is the only artificial turf that tackles the recycling issue. We developed it by going back to the drawing board and embracing a new raw material that is fundamentally different from what is used currently," Fiolet points out. Unlike the degenerative nature of the plastics used by the industry at present, the polyester RSI SPORTS has embraced maintains its characteristics when used in the production of new artificial turf for sports. "As we also developed a special glue, the carpet can be fully recycled and reused in the production of new artificial turf for sports multiple times." RSI SPORTS G2G complies with the highest principles of the Lansink Ladder, a tool used in the evaluation of processes that protect the environment, alongside resource and energy consumption. The Lansink Ladder values the reuse of raw materials over recycling them for the production of lower quality products.

Circular Turf System

G2G complements the Circular Turf System (CTS). "This system uses our RSI SPORTS Turf panel shock absorbing and drainage layer, which does away with the need for extensive ground works. This limits the CO2 footprint of our field, as we no longer have hundreds of trucks replacing the soil or use heavy equipment to build a subbase. All the panels need is a flat and stable surface. Once you no longer need the field, you simply recycle the G2G surface, while the Turf panels can be lifted and used elsewhere." RSI SPORTS even supplies Turf panels with the grass surface integrated into the panel. "These panels are very popular for producing mobile courts or small fields that can be used for promotional or introduction purposes. Clubs, shopping malls and events organisers love it as it delivers a safe and well performing surface quickly, without any negative impact on the environment where it is used."

CLS and 100% recyclable artificial turf are only a few of the innovative solutions RSI SPORTS has released this year. "As we are always working on more reliable and innovative technology, we still have several cards up our sleeve to deliver sustainable sports fields," Fiolet affirms.



RSI Grass2Grass helps achieve important milestones with regards to 'sustainability'.



RSI Turf Panels deliver the required shock absorption and impact attenuation as well as drainage of excess water



RSI SPORTS and Rhenac Sports LED installed a fully automated R-BL-1750 CLS grass grow system at Schalke FC in Germany



Redefining Perfect In Perfect Pitch Management At veltins Arena with R-BL-1750 Grass Grow technology



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Interview with Marianne Timmer and Carl Verheijen

PREVIEW BEIJING2022

In 2022, the Winter Olympics will be held in Beijing, China.

After the success of Pyeongchang (South Korea) in 2018, the expectations are high. In Pyeongchang, the Netherlands finished in fifth place, with 20 medals (8x gold, 6x silver and 6x bronze). The Games in Beijing will bring different challenges. Also, the preparation of the Netherlands Olympic Committee (NOC*NSF) and the athletes were very different compared to previous Winter Games. We spoke with two Olympic medallists, Carl Verheijen and Marianne Timmer, about the preparations for Beijing 2022.

▼ Source Beijing2022





You are both active as chef de mission for NOC*NSF, Carl for Beijing2022 and Marianne for the Youth Olympic Games in Vuokatti 2022, could you briefly explain your role?

Carl: As chef de mission, I am responsible for the preparations and everything that has to do with the athletes during the games. Together with the Games Operations team of NOC*NSF, we try to create an optimal performance climate during those 2 weeks and before. In addition, we are the point of contact for the press and the organizing committee in China. It is extra special for me to succeed my father as chef de mission, who was the chef in Turin 2006. Here I won two bronze medals as an ice speed skater.

Marianne: I am indeed chef de mission at the Vuokatti Youth Olympics 2022 in Finland. These Games were originally supposed to take place in 2021 but have been postponed due to COVID-19. My role in this is similar to the chef de mission at the regular Olympic Games. There is a lot to consider for the Youth Olympic Games, despite the fact that the event is of course smaller in scale. The nice thing about this job is that you often come into contact with young athletes and you take a look behind the scenes of the various sports associations. I come from ice speed skating myself, so it is also nice to look at other athletes and see the difference between the various top sports cultures. For example, I have noticed that snowboarders are generally much more relaxed than ice speed skaters and that they therefore also deal with the pressure of performing differently.

You have both had a very nice career in ice speed skating. To what extent do these experiences contribute to your current work for NOC*NSF?

Carl: Quite a lot, I skated at two Olympic Games (Salt Lake City 2002 & Turin 2006) and I have 12 years of top sports experience. But also the experience as chef de mission of the Youth Olympic Games in 2012 (Innsbruck) and 2016 (Lillehammer) are of great value. In addition, I also work in healthcare, where I gain a lot of experience in managing teams and bringing projects to a success. All of this makes you a more complete manager and I benefit a lot from this.

Marianne: I completely agree with Carl, I have participated in various European Championships, World Championships and Olympic Games for almost 20 years, so I have performed at the top level for a long time. The important matches were mentally tough, but a lot of fun to do. I also coached an ice speed skating team for five years. As a result, I have gained a lot of experience and knowledge in the field of training structure, regularity, sleep, the moments when you have to take rest, et cetera.

I have always been drawn to the innovative aspect within the sport. During my career I have personally experienced what the possibilities and impact of innovations can be and I really enjoy working on this on a daily basis. Fortunately, through my work as Chief Innovation Committee at the Dutch Sport Tech Fund, I get the opportunity to work on this. The Dutch Sports Tech Fund invests in start-ups and scale-ups, with scalable and innovative technological products and data products related to sports. It's a lot of fun to be involved in this as well.





How are the preparations towards Beijing2022 going so far?

Carl: That's going very well. The winter sports enthusiasts are now entering the important months. In these months they must keep their performance on a high level, qualify themselves and work towards their best self in February. That is when it all has to happen. At the same time, we are working with NOC*NSF to organize the transport, housing, clothing and administrative work. Due to COVID-19 we have not visited Beijing after November 2019. While we normally regularly visit the host country in preparation for the Olympic Games. Fortunately, we get a lot of local support from the Dutch embassy in Beijing to prepare ourselves and TeamNL well.

What is different from the previous Winter Olympics?

Carl: China has rolled out an ambitious program. They want to create a whole new industry; that of winter sports. A huge number of ski resorts and winter sports facilities have been realized. In addition, they also keep an eye on the sustainability of the Games. The opening stage of the Olympic Games in Beijing 2008 will be reused, the former Olympic swimming pool has been converted for curling and the new ice speed skating hall will be located on the spot where the Olympic hockey matches were played in 2008. In terms of culture, I am very happy that Chinese audiences are allowed to attend, although due to the restrictions around COVID-19 we will unfortunately see little of the local Chinese culture.

Marianne: I've experienced that every Winter Olympics, bring new challenges and developments. Before Nagano 1998 (Japan) everything was on a smaller scale. For examples, the Holland Heineken House was just emerging. In the following Olympic Games, from Salt Lake City 2002 (United States) everything became much bigger and we had a very large Holland Heineken House for the first time.



In addition, every Olympic Games also has its peculiarities, such as the Salt Lake City Games 2002, which took place just after the attacks on the World Trade Center on September 9, 2001. As a result, there were a lot of soldiers present to guarantee the safety of the athletes and spectators. Beijing 2022 will also be a special edition due to COVID-19, with the "bubble" that is created for the athletes and the limited audience that is allowed to be attend.

What are the biggest organizational challenges towards the Winter Olympics?

Carl: For now, transportation to China and local transportation. There are currently no scheduled flights possible, so special charters will have to be flown. Whether we can find the desired flexibility in this remains to be seen. Local transport on site is also restricted by the measures regarding COVID-19. We are working hard to find solutions to ensure everything runs as smoothly as possible.

Marianne: I also notice that the Netherlands has always organized everything very well compared to other countries. The way in which the NOC*NSF prepares the Games in detail is really amazing. A lot better than in many other countries.

About Marianne Timmer

Marianne is currently chef de mission for the Youth Olympic Games in Vuokatti 2022. Before this, she had a professional sport career in ice speed skating for almost 20 years. In total, Marianne won six gold medals, including three at the Olympic Games and three at World Championships. After her career, she also coached various skating teams for five years.

In addition to her work for NOC*NSF, she is involved in the Dutch Sports Tech Fund as Chief Innovation Committee and busy with a lifestyle program to support people with creating a healthy lifestyle.



What are the biggest challenges towards the Winter Olympics in terms of sports?

Carl: They are mainly on the qualification of the Dutch athletes. We hope to be able to take the curling men, bobsleigh and extra snowboarders to Beijing. Furthermore, there will be a hard internal selection within short track and ice speed skating, because we have many athletes who belong to the top of the world.

What do the various partners contribute to the performance and preparations of TeamNL?

Carl: We are highly dependent on our partners and they are constantly thinking along with us. This ranges from specific clothing for the mountain areas, sports nutrition, help with transport, but also, for example, about air purification. A subject that is of course very relevant at this moment, but to which hardly any attention was paid a few years ago.

Marianne: In addition, top sport is also a precursor to all kinds of innovative developments, from the clap skate to aerodynamic clothing and nutrition. There are an awful lot of companies that contribute to this, for example, now there is also the Innovation Lab in our national ice speed skating stadium, Thialf. Research institutions, companies and the ice speed skating federation work together to develop and validate new innovations. These are also partners who can play an important role in the performance of TeamNL.

What do you expect from TeamNL during Beijing2022?

Carl: A strong team that shows that we are a top sports nation. I expect us to deal well with the local conditions and show what we can do, and preferably even more.



Marianne: As a country, we always do very well at the Olympic Games and certainly also at the Winter Games, so the pressure is very high. With Carl we have an excellent chef de mission, who will guide everything in the right direction. So, I think we're going to perform very well again in Beijing.

Which sports or athletes should we keep an extra eye on these Winter Games?

Carl: It's nice to see how the short track team can score and that we have many athletes who are very competitive within short track. In addition, I am also very curious how the ladies in figure skating and alpine skiing will score. These are sports where the Netherlands might surprise you.

Marianne: Of course, I'm really looking forward to ice speed skating, but thanks to my role as chef de mission for the Youth Olympic Games, I also look forward to the other athletes with a lot of interest.

Carl: That's right, what I for example really like is that Suzanne Schulting and Kimberly Bos now have plenty of medal opportunities in Beijing, while I was also their chef de mission in Innsbruck 2012 at the first Youth Olympic Winter Games.

About Carl Verheijen

Carl Verheijen is chef de mission for the upcoming Winter Olympics in Beijing 2022. Carl has had a long professional sports career in ice speed skating. Among other things, he is a two-time Olympic bronze medallist and a five-time world champion.

During his professional sports career, Carl obtained his master's degree in medicine. After finishing his top sport career in 2010, Carl entered the healthcare sector as general manager of health centres.

In addition to chef de mission at NOC*NSF, Carl is currently "Director Innovation and Knowledge" at Noaber and ambassador at the Disabled Sports Fund.



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FACILITIES FOR PROFESSIONAL AND

RECREATIONAL ATHLETES



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Ice sports are becoming increasingly popular, and many ice halls have reached capacity. Clubs are only allocated limited ice time. Some facilities need to be renovated, while others will be closed while a replacement arena is built. Do you want to offer the best ice sport experience to your customers? Do you need a professional permanent or semi-permanent ice facility? Does your speed or figure skating, short track, curling or ice hockey team need extra capacity for training or game time?

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The moment Samuel's hockey career kicked off, and the very beginning of Hockey Dreams in 2012. Right at the hockey pitch of Olympic Youth Development Centre, Zambia

A BETTER FUTURE THROUGH HOCKEY

"Hockey Dreams has given me the opportunity to dream big, and Hockey Dreams has given me the platform and support to learn through mistakes. Which to me is the best as there is no growth in your comfort zone. My aim is to be well-equipped so that I can help and guide the future generation who are aiming high in their careers."

- **Samuel Tagwirey**

Samuel was one of the inspirations for launching Hockey Dreams Foundation in 2012. Hockey Dreams supports community-based learning. We connect formal education, non-formal learning and giving back to your community. Tens of coaches and thousands of kids gain competences and confidence on the pitch, to pursue their dreams off the pitch. Coaches and players of today are the game changers of tomorrow.

With the Zambian national team, Samuel participated as a player in the Youth Olympics of 2014 and as coach in the Youth Olympics of 2018. Samuel has been recruited as a PE teacher at an international school in Zambia.

"Coaches are at the core of their community, positive role models who engage thousands of kids. Hockey Dreams turns 10 in 2022 and has the ambitions to grow. Join our dream!"

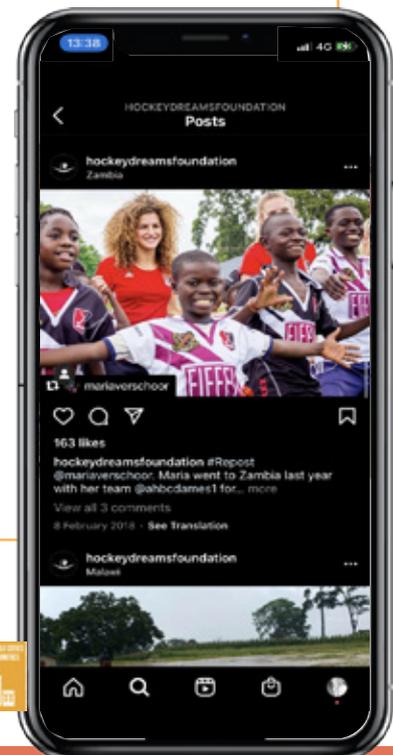
- **Maria Verschoor**

Player Dutch national hockey team
- Olympic Silver '16, Olympic Gold '20
Ambassador Hockey Dreams Foundation



[Read more about Samuel's journey](#)

Hockey Dreams Foundation contributes to the United Nations Global Goals:



SPORTINNOVATOR: A NETWORK

UNIQUE IN THE WORLD

Without innovation, there is no progress.

This is certainly true in sport, where innovations in the field of equipment, nutrition and training methods can make the difference between a medal and nothing.

Innovations can also ensure that more people start taking exercise. In the Netherlands, we have had a unique national network of Sportinnovator centres for some years now. They are places where sports, the business community, government and knowledge institutions work closely together on innovations to make a difference not only in sport, but also in society.

The hyperinnovative bike on which Dutch track cyclists won two gold medals in Tokyo. SmartClips, the interactive training system with LED lamps that makes exercise much more fun. Coach in Control, a dashboard providing feedback about training load and so allows coaches to create tailor-made regimes. And CityLegends, a community platform for urban athletes to set the city in motion with their video tricks.

These are just a few examples of innovations incubated at Sportinnovator centres in the Netherlands. In this national network of sports innovation labs, researchers, entrepreneurs, governments and sports organisations are working together on new innovations to improve the performance of our top athletes as well as to encourage wider public participation in sport and thus contribute towards a population with a healthy and active lifestyle.



The Netherlands' leading sports innovation network

The centres have been developed by Sportinnovator, an organisation dedicated to promoting and accelerating innovation in Dutch sport. There are now seventeen of them across the country, each with its own area of expertise. Innovationlab Thialf, Olympic Training Centre Papendal and KNVB Campus are all part of the network, for example. Other centres focus upon movement and health, amongst them InnoSportLab Sport & Exercise and Embedded Fitness. The centres work closely together to drive sporting innovation in the Netherlands and abroad.

Innovation in sport

The direct effect of a specific innovation upon sporting performance is not always easy to demonstrate. What is clear, however, is that innovation has become increasingly important in sports in recent years. Maurits Hendriks, technical director of the Dutch Olympic Committee and national sports federation (NOC*NSF) and a member of Sportinnovator's Top Team for Sport, explains. *"In elite sport, our athletes and their coaching staff notice every day how thin the line between winning and losing can be. That's why we're always looking for the place where we can make the difference. Research and innovation are crucial to that. Whether it's a short-track skating helmet with improved aerodynamics or a recovery drink to help top athletes ready themselves faster for the next training session. There's still plenty to be gained for both elite and recreational sport."*

The digitalisation of our society is also clearly visible in sport. Hendriks believes, for example, that the increasing use of big data is set to have a major impact upon sporting achievements. *"We've seen huge advances in sensor technologies to measure performance in recent years. Ours is the first country to have developed a data-management system with which we can collect relevant information from all the nation's elite athletes. Analysing that data gives us, for instance, an insight into how your sleep pattern and what you eat relate to your efforts and your performance. That's very valuable knowledge."*

- Project Tokyo track bike – Delft University of Technology Sports Engineering Institute Innovative racing bicycle: 35 per cent sturdier, 15 per cent lighter and 24 per cent more aerodynamic. An alliance between Delft University of Technology, the Royal Dutch Cycling Union (KNWU), KOGA, Pontis Engineering and Actiflow.

Innovationlab Thialf

Innovationlab Thialf works on projects to make ice and inline skating more measurable, interactive and accessible. What is unique about the facility is that the testing and measuring equipment is integrated with the fastest low-altitude speed-skating track in the world. This makes Thialf a “living lab”, which can be used as a testbed and showcase by partners and customers.

Inge Stoter has been manager of Innovationlab Thialf since 2016. She explains what she wants it to achieve. *“The main goal of our innovations is to improve skaters’ performance. We do this through the coaches because they have the greatest impact in that respect. We support them with data, knowledge and technology.”*

Coach in Control

“Our principal focus here is digitalisation,” Inge continues. *“As part of the Coach in Control project, for instance, we have developed a dashboard based upon the needs of both elite and grassroots coaches. This translates information about an athlete’s training load into the right adjustments to their regime, in an effective and accessible way.”*

Recreational sports

Innovationlab Thialf, which works closely with the Royal Dutch Skating Federation (KNSB), is not just for top skaters. *“The know-how we develop for competitive sport can easily be transferred to recreational*



skating,” Inge says. *“And our scientists in the lab also generate generic knowledge useful for other sports as well. Our Coach in Control dashboard, for example, is about to be introduced in athletics, rowing and other endurance sports, too.”*

Sportinnovator

“We joined Sportinnovator in 2016 because we want to learn from other innovation centres,” Inge continues. *“Moreover, I also think we need to improve the climate of innovation in the Netherlands. Ours is a real knowledge-driven nation and our elite sporting infrastructure is fantastic, but to make major technological leaps we need to bring the two even closer together. For me Sportinnovator is the place where we as sports innovation centres can contribute jointly towards that goal.”*

Innovating with impact

It is not just innovations for sport at the highest level that are being developed in Sportinnovator centres. Innovations

which encourage wider participation and an active lifestyle are equally important. They ensure that every Dutch person can enjoy sport and exercise

throughout their life. In addition, there is a special focus upon sustainable innovations – at sports facilities, for example.



InnoSportLab Sport & Exercise

InnoSportLab Sport & Exercise is a non-profit innovation centre dedicated to making sport, play and exercise natural for everyone. As such, it develops products and services to encourage these activities effectively.

Public space

Harmen Bijsterbosch is director of the centre, which has been affiliated with Sportinnovator since 2016. *“We focus upon public space,”* he explains. *“For example, together with local councils and housing corporations we investigate how to organise particular neighbourhoods and localities to be more exercise-friendly. And on the other side of the coin, we work with suppliers who’ve come up with innovative solutions*



and products. We are an independent service provider with a multiple role: we conduct research, provide advice, support programme and product developers and measure impacts.”

More exercise

Too many Dutch people take far too little exercise. As a result, they live shorter lives and develop health problems at a younger age. Harmen has found that there is no single way to encourage them to exercise more. *“The most important thing is to tie in with people’s needs. Those who cannot be persuaded to move from their sofas have to be seduced subconsciously into doing something that’s good for them. Just laying out a jogging route is not enough.”*

Sport and health

“We still talk far too often about sport and health as separate things. But it should be sport and health together. It’s important to connect healthcare professionals with sports professionals. Both are looking more and more at lifestyle, and so can reinforce one another’s work enormously.”

Sportinnovator

Joining Sportinnovator was a no-brainer for Harmen in 2016. *“Sportinnovator is the leading ecosystem around sports innovation in the Netherlands, so we wanted to be part of it. To share contacts, knowledge and ideas, and to be able to act together in the field of sporting and exercise innovation.”*



Business

Sportinnovator wants to make it attractive for the business community to participate and invest in sports innovations. This applies as equally to start-ups and SMEs as it does to larger firms and industrial companies. Sportinnovator therefore focuses not only upon enterprises serving the sports market as part of their core business, but also upon those with no direct ties in that area but in possession of expertise or products with commercial potential in elite or recreational sport, or exercise in general. According to Harry van Dorenmalen, chair of Sportinnovator's Top Team for Sport, *"Sport enjoys a high degree of visibility amongst potential customers and so can be an interesting launch market for innovations developed by a business. Moreover, it offers firms a great opportunity to tap into new markets and to be socially relevant, especially when it comes to innovations able to contribute towards the health and vitality of the Dutch people. I therefore call upon companies to work with the Sportinnovator centres to explore what's possible."*



Future

The Sportinnovator centres are to be further expanded and professionalised over the next few years, and their activities maximised. All have been inspected and awarded the Sportinnovator Certified Partner status, the guarantee of their quality and uniqueness within the network. This makes it absolutely clear to potential stakeholders where they can turn for help with their innovations in the field of sport and exercise. *"More and more innovations are going to be developed through or in collaboration with the Sportinnovator centres,"* says Harry van Dorenmalen. *"Our infrastructure is unique in the world and gives the Netherlands an advantage which is going to make itself felt in the coming years, in both the sporting and the social domains. Of that I am convinced."*

Shimano Experience Center

The Shimano Experience Center actively introduces both beginners and advanced cyclists to the products made by Shimano, a leading manufacturer of high-quality bicycle parts. The centre focuses upon safe and responsible cycling, both competitive and recreational. It is also committed to promoting the role cycling can play in improving our vitality and mobility. The Shimano Experience Center has been affiliated with Sportinnovator since June 2021.

Innovative service

Commercial manager and former pro cyclist Danny Nelissen explains the purpose of the centre. *"We're not just a shop window for Shimano products, we also want to make visitors familiar with our technologies in an active way. We're there for the doers, the cyclists. The Shimano Experience Center is not a lab where innovations are invented. That all happens in Japan. What we do is innovate in the field of service."*

Experience and knowledge centre

At the experience and knowledge centre, you can try out the very latest bicycles on an indoor simulator or by taking a tour through the landscape of south Limburg, a region very popular with cyclists. You can also put technical questions to the workshop mechanics or have your bike fully tuned by the staff of bikefitting.com. School groups come for the Kids Cycling Experience and companies organise presentations, clinics and parties at the centre.

Vitality and mobility

In everything it does, the Shimano Experience Center focuses upon health, mobility and sustainability. *"We joined the network of Sportinnovator centres because of the social role we can play in the field of vitality and mobility,"* says Danny Nelissen. *"We want to encourage more people to start cycling. Whether it's doing the shopping, picking up the children from school or even commuting, people need to cycle more. As an activity centre, we hope to play a stimulating role in that respect. Get out of the car and on your bike!"*



CityLegends – InnoSportLab Sport & Exercise

A community platform for urban athletes to set the city in motion with their video tricks. Developed by InnoSportLab Sport & Exercise and games studio Hulan. Now an independent company with imec.start and LUMO Labs as investment partners.

H2 Coach Boat – Sailing Innovation Center

Fast, clean hydrogen-powered coach boat for use during regatta racing. Developed by a consortium with TU Delft, Koedood Marine Group, Habbeké Shipyard, Oceano, HyFly and De Stille Boot.





GREENING THE SPORTS

With 10,000 sports facilities, 22,000 clubs and millions of active participants, the sports sector is an important factor in making the Netherlands a more sustainable nation. To this end, it has committed itself to the National Climate Agreement and drawn up its own Roadmap for Sustainable Sport with a particular focus upon CO₂ reduction, circularity and environmentally friendly grounds management. Innovation has a crucial role to play here, says Merit Clocquet, Sport Innovation Officer at Sportinnovator, the organisation dedicated to promoting and accelerating innovation in Dutch sport.



▲ Merit Clocquet
Sport Innovation Officer of Sportinnovator

- ▼ Grootgroener
A chemical-free weeding solution for sports grounds based on mechanical removal of weeds using smart camera technology.
Winner, Innovation Competition for Environmentally Friendly Sports Grounds

“One in ten of the innovations we back now have something to do with sustainability,” Merit Clocquet observes. “For us the focus is upon making the sports infrastructure more sustainable. In the case of facilities, we look mainly at innovations to reduce energy consumption. Apart from them, we’re on the lookout for circular solutions for materials – things like sports shoes and gym equipment – so that they can be reused rather than thrown away at the end of their lifespan.”

Sustainable and affordable

“The Roadmap for Sustainable Sport has helped enormously in pushing sustainability up the agenda at clubs,” Merit notes. “The sector has the will to become more sustainable but is still exploring what’s possible. And it all has to remain affordable, too.”

Sportinnovator is helping sports clubs make sustainability pay. *“One good example is halogen lamps, which are now being replaced by LED lighting at many facilities. That leads to a direct saving on their energy bills. Giving you a win-win situation: it’s sustainable and you cut your costs.”*





Hydralooop ▶

Hydralooop collects, cleans and reuses water from amongst others showers, baths, wash basins and air-conditioning units. The disinfected water is recycled for such purposes as irrigating sports fields, flushing toilets and refilling swimming pools. The system both reduces CO₂ emissions and cuts water and electricity bills.
Supported by a Sportinnovator innovation accelerator



Teamwork

Sportinnovator is looking actively for innovations applicable in sport, working closely with the creative industry “top sector”. This brings together enterprising creative professionals and research institutes to develop high-quality innovative products. Sportinnovator then puts these initiatives in contact with sports associations and clubs, thus helping both sides. But do firms with innovative products otherwise not view sport as a potential market, then? *“In economic*

terms,” Merit points out, “sport is a relatively small sector. But it’s also one with a lot of potential. Moreover, it can be quite difficult for entrepreneurs to know who they should approach. Clubs themselves, local councils, private bodies? Conversely, sport often doesn’t know how to find entrepreneurs. That’s where we as Sportinnovator come in, to guide and connect. Ultimately, though, there has to be teamwork between the sports sector, local authorities, knowledge institutions and the business community.”

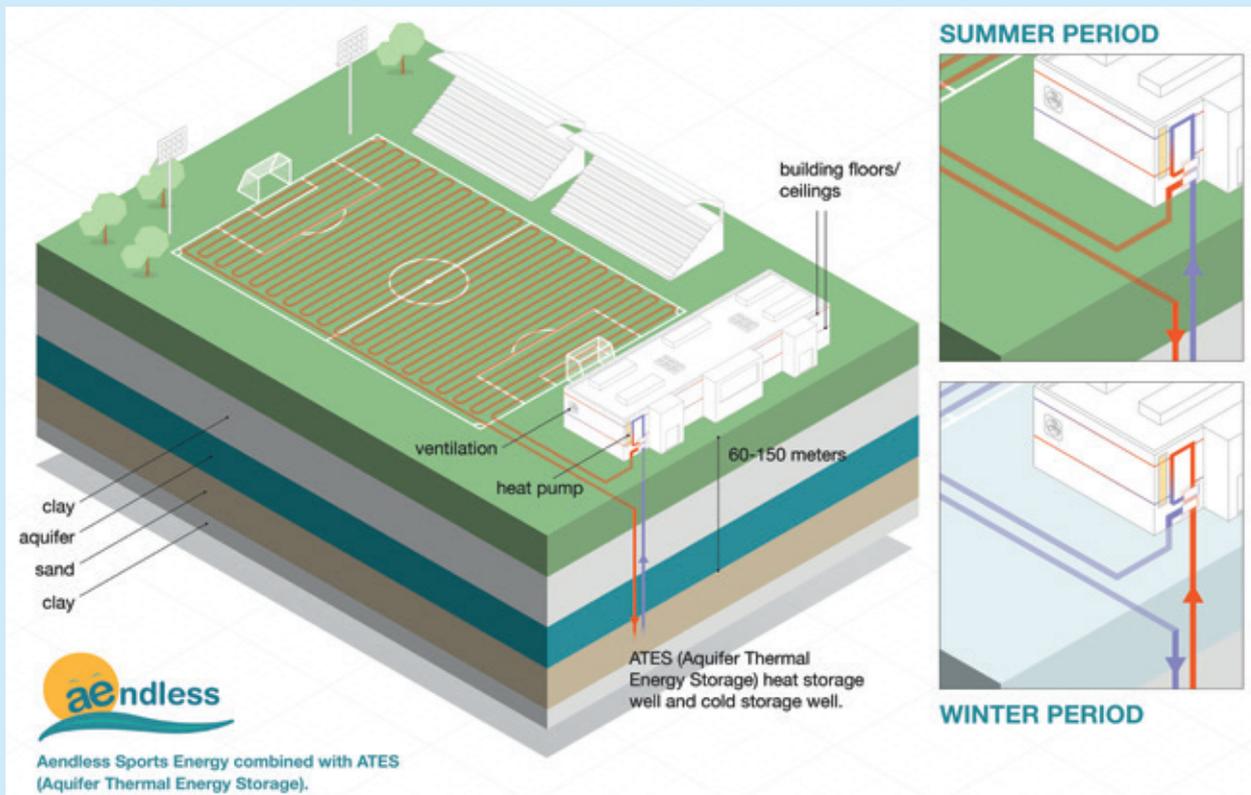


▲ GreenHolds
Recyclable climbing holds in a circular system.
Corporate subsidy programme

▼ GreenMaxx

Artificial turf made of bioplastics, which at the end of its life can simply be rolled up and added to the compost heap. Moreover, the blades of “grass” biodegrade in the soil, thus preventing microplastic pollution.
Winner, Innovation Competition for Environmentally Friendly Sports Grounds





▲ **Aendless Sports Energy**

Heat recovery from artificial turf. Using a special system of plastic pipes hidden under the pitch, the heat it attracts on warm days is captured and stored in the soil. This can then be used to heat and cool nearby homes and other buildings in a sustainable, gas-free manner. *Corporate subsidy programme*

Innovation competition

Sportinnovator thus brings disparate parties together and strives to make sustainability a higher priority at sports clubs. But it also has financial incentives at its disposal, in the form of various subsidy schemes to stimulate and encourage sustainable innovations. In 2019, for example, an innovation competition for environmentally friendly sports grounds was launched in partnership with the Netherlands

Enterprise Agency. *“For this,”* Merit explains, *“we challenged entrepreneurs to come up with innovations to recycle and maintain grounds in an environmentally friendly way, without the use of chemical pesticides. That resulted in seven winning entries, each of which was rewarded with a sum of money for further development.”* Sportinnovator will shortly be launching a new innovation challenge, this time focusing specifically upon *“circular”* sports equipment.

Paris 2024

Sportinnovator also promotes Dutch innovations abroad, and in turn looks for good ideas from other countries. *“In this area,”* says Merit, *“we are working with other European initiatives in the field of sports innovation and sustainability. The 2024 Summer Olympics in Paris will provide a great stage to showcase the results, because they’re going to be the most sustainable games ever.”*

▼ **Wattage solar carpet**

A retractable solar panel laid over artificial turf when it is not being used for sport. *Winner, Innovation Challenge for Energy-Neutral Sports Facilities*



▼ **Chef de Emission**

NOC*NSF, the Dutch Olympic Committee and national sports federation, has recently appointed three-times world sailing champion Marcelien de Koning as *“Chef de Emission”* for TeamNL. Her task is to explore how the world of sports can accelerate the process of making our society more sustainable.



SPORTS & VITALITY START-UP & SCALE-UP PROGRAM!

The OSF Sports & Vitality Start-up & Scale-up Program is designed for ambitious sport start-ups and scale-ups that view the Netherlands as the best place for starting, growing, and internationalizing their business. We would like to work with the entrepreneurs on, albeit technology or social, innovations in the field of Sports & vitality concepts, Sports High-tech Systems & Materials and Sports & Creative industry.

As part of the facilitator program, the participants will be supported by our experienced start-up coaches. Also, the participants get access to a huge network of potential partners, customers, experts, and other relevant stakeholders in the sports industry! The office is located in SX Center for Sport, Marketing & Media in Eindhoven, the Netherlands.

Program:

OSF offers a one-year program for start-ups and scale-ups that want to turn their idea into a business! During this program you are coached by a team of experts in the field of sports and vitality. Also, you'll have a personal mentor during the whole program, which is your point of contact for all questions.

Participants can benefit from:

- A personal mentor
- Legal assistance
- Shared office space and Incubator facilities
- Start-up Visa for the Netherlands (1-year Visa)
- A network of 300 organizations in the sports
- Access to Capital
- Accounting, Tax and Financial Management Services
- Expat Services

Requirements:

- The applicant needs to have a focus on sports and vitality or related products, services or knowledge.
- The applicant needs to show that he or she has sufficient means for the coming year (+/- € 18,000).
- The costs for this program are: € 4,500

Application:

If you're interested in participating in this program, please fill in the application form on orangesportsforum.com/startup-facilitator72 and you'll receive an e-mail withing 5 working days.



About Orange Sports Forum

OSF was founded in 2010 and serves as a platform for the international promotion of companies, organizations and institutions that have a connection with Dutch sport. OSF's network currently consists of more than 300 companies and institutions. In addition, OSF works closely with the Dutch government and foreign missions (embassies and consulates).

One of OSF's most important roles is to identify opportunities in and for other countries and to provide a platform that allows Dutch companies, organizations and institutes to come into contact with parties from foreign countries and vice versa. Ultimately, this will lead to the optimal use of international opportunities.



Meet our coaches



Arun Swami Persaud

Program Leader & Start-up Coach.

Specialist in innovation management & growth strategy.



Camil Smeulders

Start-up Coach.

Specialist in (international) business development and business creation.



Nico Delleman,

Start-up Coach.

Specialist in Education, Innovation & Concept Design.



Rick Sleegers

Project- & cluster manager.

Specialist in project management, business development, marketing & communication.



John van de Laar, *Start-up Coach.*

Specialist in setting-up start-up support programs, management support of start-up/ scale-up companies on strategy.



Marielle Wiegmans

Start-up Coach.

Specialist in finance, capital and accounting.

Participants

Since the start of the start-up facilitator program, we already selected two start-ups which are currently participating in the program.

Circular Sports

Circular sport innovates the sport & community health market where research and development are traditionally isolated per discipline. Our holistic approach increases wellness, inclusivity, creativity, and incorporates new circular economy practices.

Circular sport works with a small group of freelancers and business partners on concept development. Additionally, **OSF** (*Orange Sports Forum*) and **RSI** (*Recreational Systems International*) advisory team is supporting Circular sport to get things to the next level.

One of the projects we are working on is 100% circular sportswear together with a local company based in Maastricht. The pilot will be ready to launch at the end of this year and will be tested with a German handball team that it current participating in the Mittel Rhein Oberliga. Together we're validating and creating a new concept of reusing raw materials in the sports industry.

We have good sports partners in Chile to bring innovation to the South American market. Such as the Chilean Handball Federation and the Hockey field Federation.

Fernando Oliva Cifuentes
foliva@circularsport.com
www.circularsport.com



Nueda

Nueda is an innovative e-lifestyle coach for modern-day athletes based on a 5,000-year-old ancient healing science known as Ayurveda. Ayurveda which originated in India emphasizes maintenance and improvement of health through close attention to one's lifestyle, right thinking, diet, and the use of herbs. Moreover, Ayurveda's holistic approach that focuses beyond musculoskeletal imbalances, is an excellent complement to conventional sports medicine for enhancing sports performance and prevention of sports injuries.

Nueda aims at helping both athletes and non-athletes by suggesting personalized Ayurveda-inspired lifestyle changes through an online health platform. The recommended lifestyle changes include herbal supplementation, yoga practice, diet changes, meditation, and exercises. The recommended wellness solutions are tailor-made to each respondent based on the results from Nueda's digital mind and body state assessment tool. The digital tool is developed in-house by a team comprising of IoT technologists, mathematicians, Ayurveda experts, and lifestyle coaches by using chatbots, machine learning, cloud computing, and wearable technologies. Additionally, Nueda's health platform also features a webshop that allows respondents to buy herbal supplements based on the recommendations received from the e-lifestyle coach. These supplements have been specially formulated by the in-house biotechnologists to be easily integrated into the intense and busy lifestyle of present-day athletes.

Arjun Ramesh
arjun@adityaassociates.in



We are bringing back
ANCIENT WISDOM
for our modern-day athletes.



Our online lifestyle coach aims to help athletes with Ayurveda-inspired wellness solutions that are personalized to their way of life.

At this very moment, a team comprising of experts in

 Artificial intelligence  IoT technologies  Ayurveda  Nutrition

are working very hard in developing the online lifestyle coach.

www.Nueda.eu

foliva@circularsport.com

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Your partner for sport innovation

Circular sport is supported by:



Chilean Handball Federation

With our partners we validate and create new products based on circular economy principles.

Fully circular sportwear

Validation pilot with a German handball team

Life cycle assessment of synthetic turf

To measure product impact on the environment

Product partners:



RECREATIONAL SYSTEMS INTERNATIONAL



Innovations in the Dutch sports sector

FOREIGN RELATIONS VISIT

HOLLAND WITHOUT TRAVELLING

If the past year has taught us anything, it is that doing business internationally can change rapidly overnight. Trade missions and other business visits were cancelled by the dozens and there was great uncertainty everywhere. But the Dutch wouldn't be the Dutch if they didn't shift gears quickly and embraced the latest techniques to digitally connect with their international public and commercial target groups.

And so, a unique collaboration between *Orange Sports Forum*, *Rijksdienst voor Ondernemend Nederland* and *NLinBusiness* was born. As part of a PIB (partners for international business) program aimed at the United States, they joined forces and developed a unique VR movie on how to future-proof the sports industry worldwide. The joint purpose of this VR-experience is to inspire American stakeholders to do business with Dutch parties in the sports industry. The film shows examples of Dutch sports innovations on and around the football field, which can be applied worldwide.

Although the film was originally created for the PIB United States, it is now also being used at other international events. The film can be admired in VR at the World Expo in Dubai (12-14 December 2021) and Soccerex Americas in Miami (15-16 March 2022), among others, and is of course also suitable for travel to major sporting events.

Do you wish to see a sneak preview of the VR movie?



Scan the QR code to watch the film with your phone.

Virtual Gateway NL, a showcase of innovative Dutch solutions to global challenges

Have you heard about the **Virtual Gateway NL**? This digital platform enables Dutch businesses and governments to showcase solutions for global challenges without travelling. Through the Virtual Gateway, we cannot only show the great solutions the Dutch provide for the world's challenges but also let people experience them!

"You will be tempted to duck as you hear and see the ball flying through the air with your VR goggles on."



This immersive experience allows embassies, consulates-general and NL Business Hubs to strengthen the Dutch Story abroad by actually letting the attendees of your events experience it. Besides, through the connected web platform, they can find all the contact details they need. Everywhere in the world.

Although the Virtual Gateway NL can be accessed through a web browser, the real magic happens with the help of a VR headset. Through virtual reality, you can fully immerse yourself in these impressive showcases of Dutch craftsmanship. Whether they are challenges related to agriculture, water management or even medical robotics, a tour through the Virtual Gateway NL is guaranteed to make a lasting impression.

In the VR film about Dutch sports innovations, international viewers fly over a stadium, can turn around their axis while experiencing the feeling that they are standing in the middle of the field among the young players of Rotterdam's Football club *Feijenoord*.

NLinBusiness, help for SME's with international business.

NLinBusiness is aimed at the thousands of SMEs who wish to do more business internationally, but don't do so yet. What is the reason for this? Lack of knowledge of the market, unfamiliarity with laws and regulations and difficulty finding the right partners in a particular country? Our vision is that international business should become easier for them.



Global challenges, Dutch solutions

As a relatively small country, we rank fifth on the list of the world's largest exporters. And rightly so, because Dutch entrepreneurs have found smart solutions for difficult and global challenges. From baby milk powder and the latest agricultural fertilizers to hypermodern computer chips. We are proud of this.

But there's a lot more potential in it...

Dutch entrepreneurs in Germany should take a look in Poland. For Dutchmen in France, there is a lot to be gained in Spain or Italy. From the United States it is a small step to countries like Mexico or Colombia. All off these are markets with great growth opportunity.

NLinBusiness supports entrepreneurs who want to grow internationally.

We have selected 40 Cities of Opportunity worldwide. In these cities we are now actively building NL Business Hubs, strong networks of Dutch entrepreneurs and local service partners. This way, entrepreneurs can quickly find the right people around them.

This makes international business almost as easy as doing business in the Netherlands.

On NLinBusiness.com you will find information about international business that will help you further. From market reports to valuable tips from other, experienced entrepreneurs. At our events, workshops and networking drinks you can meet the right people to help you further.



Take the film on the road yourself?

Does your organization have an upcoming event abroad where you wish to present the Dutch sports sector in an original way? Or do you have ideas for a new VR movie to be developed about another sports theme? Please contact us:

Flin Veenstra
 Proposition Owner
 Virtual Gateway NL
 flin@nlinbusiness.com

JOIN THE FUN

Spikeball® is a new sport that's sweeping the nation. It's commonly referred to as the love child between volleyball and four-square. It is played 2 vs 2, with a taut hula hoop sized Spikeball® net placed between the teams.

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 the goals each with a player from the same team standing behind it.



BROOKLINE

JOIN THE FUN. CHECK OUT [BROOKLINE.NL](https://www.brookline.nl)

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



SAFE DRINKING WATER GUARANTEED WITH EVERY TAP



Passionate about water



Attractive subsidy for

Entrepreneurs with export plans

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.

Three types of export subsidies from RVO

RVO has three types of subsidies to stimulate the export of Dutch companies. The subsidy reimburses the costs incurred by an entrepreneur, such as the hours of employees, travel expenses, airline tickets and the hiring of consultants. Holland Partners helps entrepreneurs with maximum subsidy and minimum time effort for the entrepreneur.

1. Demonstration project

A demonstration project demonstrates that a product or service is effective and profitable abroad. The product or service must be innovative for the country for which the export plans are. In addition, there should be reasons why the product or service should be demonstrated in the exporting country concerned. For example, because local conditions demand it, because there is a lack of local knowledge or because there are legal and political barriers to an exporting country.



2. Feasibility study

If a potential customer wants to invest abroad in a product, technology or service of a Dutch company, a subsidy can be obtained to convince the potential customer of the technical and financial feasibility by means of a feasibility study. The feasibility study examines whether the project can be financed and whether the customer can recoup the investment within the desired time frame. In addition, it can be mapped out which specifications and design the intended project must meet.



3. Investment Preparation Study

For entrepreneurs who want to invest abroad themselves, for example by setting up a foreign production facility or establishment, a subsidy can be obtained for carrying out an investment preparation study. Such a study provides a business plan in which all the details of the proposed investment abroad are worked out and helps with the investment decision in a specific country. Following on from this subsidy, there are interesting financing possibilities from the Dutch government.



More information

Applications for export subsidies can be made all year round. 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, the Holland Partners team or visit hollandpartners.nl.

A night-time photograph of the Burj Khalifa in Dubai, illuminated with red and blue lights. The building is the central focus, with other city lights visible in the background. The sky is dark, and a crescent moon is visible in the upper left.

NL Sports Week Dubai

From Friday October 1st 2021 until Thursday March 31st 2022, the Expo2020 will take place in Dubai. The overall goal of the Expo is to promote trade, share innovations and help humanity take a step further in its developments. The focus has traditionally been on industrial progress, however, today it is mostly focused on creating a platform where countries and specialists can find a solution to universal problems. Every week there are different themes that will be offered where companies can get in touch with each other and learn from one another. Some examples are: Climate & Biodiversity, Urban and Rural Development, Tolerance & Inclusivity, and many more. The goal of Expo is to provide a platform where companies, organizations and agencies have the opportunity to create innovative solutions:

The sub-themes of the Expo in Dubai are 'Opportunity, Mobility and Sustainability'. The Netherlands Pavilion also has specific themes on which it wants to present itself. The Dutch Pavilion focuses on 'Water, Energy, Food'. Themes for which various sports-related solutions have been developed.

"CONNECTING MINDS,

CREATING THE FUTURE"



Business Lounge Expo2020 ▲

NL Sports Week

Thanks to the increasing awareness of the social and economic impact of sport, Expo 2021 offers an excellent platform to present the Netherlands during the NL Sports Week. The COVID-19 pandemic has also emphasized the importance of sport, which means that there are currently many challenges and opportunities in the field of sport and vitality. The Netherlands is known worldwide for its international sports successes and the Netherlands has a lot to offer in the field of both top sport and recreational sports.

Orange Sports Forum has therefore taken the initiative to organize a NL Sports Week. Since 2019, OSF has had various discussions with the Ministry of Foreign Affairs, the Netherlands "Expo team", the Consulate General in Dubai, the Netherlands Enterprise Agency (RVO) and various private partners, like Sportinnovator, NLinBusiness and Knowledge Center for Sports & Physical Activity. All parties are very

Orange SportsForum[©]

enthusiastic about the idea and would like to contribute to the success of the NL Sports Week.

Program

During the NL Sports Week, a program will be organized from 12 until 16 December, giving Dutch sports-related companies the opportunity to present themselves during business meetings, matchmaking, seminars, demonstrations / clinics, workshops and company visits. Also, several companies will show and demonstrate their products at the Netherlands Pavilion during this week. The programming will be in line with the general theme of the Expo, but certainly also with the theme of the Dutch pavilion, 'Water, Energy, Food'. Almost all countries are

represented at the Expo, and it therefore offers the opportunity to come into contact with a diverse international audience. In addition, current themes will also be discussed, such as the current situation with COVID-19 and the solutions that the Netherlands offers to exercise safely and to be able to visit a stadium safely.

Goals

The Expo offers availability for over 190 different pavilions. These pavilions are linked to countries and themes. Almost all countries will host a pavilion at the Expo, and it therefore offers the opportunity to come into contact with a variety of nationalities and countries. The main objectives of the NL Sports Week are:

1. Positioning the Netherlands as an innovative and socially involved sports country.
2. Offer Dutch companies and organizations the opportunity to get in touch with international sports stakeholders.
3. Broadening the network and identifying possible opportunities in relation to sport.

During the Expo, many relevant stakeholders from the sports sector will be present, but also many other international parties, making it an excellent opportunity to meet many federations, clubs, competitions, companies, governments and other stakeholders in a short time. For some companies this will be a first step towards business in the Middle East, other companies are already further along in this process, which may allow some companies to sign contracts or MOU's during the NL Sports Week.





PROGRAM

The provisional program of the NL Sports Week is as follows

Sunday, December 12

Morning Business meetings in Abu Dhabi

Lunchbreak Business lunch buffet with local stakeholders

Afternoon Grand Prix Formula 1 Abu Dhabi

Evening Dinner with the delegation

Monday, December 13

Morning Seminar "Food, Nutrition & Air Quality for a Healthy and Vital Community"

Lunchbreak Network lunch with the seminar attendees

Afternoon Seminar "Football & Innovation"

Evening Network dinner with the Netherlands Business Council in Dubai & Consulate General in Dubai

Tuesday, December 14

Morning Seminar "Where Sport & Physical Activity meet Esports, Gaming & Gamification"
*Powered by: Knowledge Centre for Sport & Physical Activity Netherlands
With Support of Sportinnovator

Lunchbreak Network lunch with the seminar attendees

Afternoon Seminar "Greening the Sports & Dutch innovation infrastructure"
*Powered by Sportinnovator
With Support of Knowledge Centre for Sport & Physical Activity Netherlands

Evening Network reception at the Residence of the Consul General in Dubai

Wednesday, December 15

Morning Seminar "The importance of Sport and Physical Activity in the Lives of Women and Girls"
*Powered by Knowledge Centre for Sport & Physical Activity Netherlands
With Support of the Fatima Bint Mubarak Ladies Sports Academy

Lunchbreak Network lunch with the seminar attendees

Afternoon Seminar "Inno4Health: Stimulate Continuous Monitoring in Personal and Physical Health"

Evening Visit to Majid Al Futtaim Leisure & Entertainment

Thursday, December 16

Morning Business meeting with Al Nasr FC

Lunchbreak Lunch with the delegation

Afternoon Business meeting with Sharjah F.C.

Evening Dinner with the delegation

Friday, December 17

Visit to Bab Al Shams Desert Resort & Spa, Meydan Hotels & Hospitality

- Tour at the facilities
- Lunchbreak
- Jeep Desert Safari
- Dinner

Partners

In order for the NL Sports Week Expo to be a great success, OSF is working together with public and private partners such as: the Dutch government (RVO & the Ministry of Foreign Affairs), Knowledge Centre for Sport & Physical Activity, Sportinnovator and NLinBusiness.



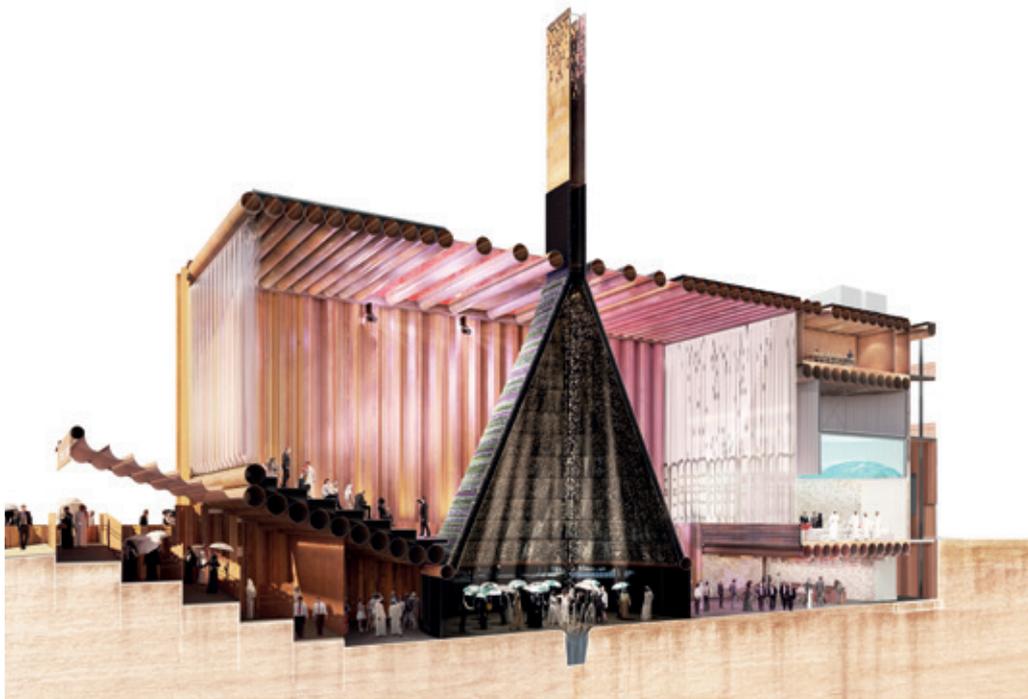
Rijksoverheid

The Netherlands Enterprise Agency & Ministry of Foreign Affairs

The Netherlands Enterprise Agency (RVO) and the Ministry of Foreign Affairs, including the embassy of the Kingdom of the Netherlands in Abu Dhabi and the Consulate General in Dubai, are closely involved in the NL Sports Week. The Dutch government is also responsible for the Netherlands Pavilion and the overall program at the pavilion. Besides the NL Sports Week, there'll be several thematic weeks, trade missions led by Dutch Ministers and even a visit of the Dutch King and Queen.

Knowledge Centre for Sport & Physical Activity

Knowledge Centre for Sport & Physical Activity gains knowledge from science, policy and practice and ensures it is applicable to professionals. Knowledge about the importance and effects of sport and exercise, about what does or does not work. We also advise and support professionals with complex issues and the realization of their own work goals. As a Knowledge Centre for Sport & Exercise, we know that the application of knowledge increases the quality and effectiveness of sport and exercise and thus contributes to a social and vital Netherlands. In which people are able to exercise and move in a good, enjoyable and safe way.



Sportinnovator

Sportinnovator is the sports innovation network of the Netherlands. We find innovations in sports, stimulate improvements, accelerate the innovation process and focus on scalability. From an independent position, Sportinnovator brings together all the parties that are needed to bring about these innovations: sports, knowledge institutions, business and government. We do this with an innovation formula in which a win-win cooperation is central.

Innovation stimulates sports participation and the exercise behaviour of all Dutch people and thus makes our country more vital. And it increases the chance of top sports medals. Through proven cooperation, Sportinnovator wants to increase the impact of sports innovation and thus make the Netherlands an international leader.

Since 2015, Sportinnovator has assessed 820 innovative ideas and more than 160 promising initiatives have received financial support and advice.

Sportinnovator is an initiative of the Ministry of Health, Welfare and Sport and is supported by ZonMw, the Dutch organisation for health research and care innovation.



NLinBusiness

NLinBusiness supports entrepreneurs to grow internationally. In carefully selected Cities of Opportunity, NLinBusiness is building NL Business Hubs, strong networks of Dutch entrepreneurs and local service providers. Currently there are 40 Cities of Opportunities in the world. Via NLinBusiness, entrepreneurs can get more information about international business, market information and useful advice from experienced entrepreneurs.

NLinBusiness is an initiative of the Dutch employers' organizations VNO-NCW and MKB Nederland. We work closely together with the Ministry of Foreign Affairs and the Ministry of Economic Affairs and Climate, the sector associations FME, evofenedex and Koninklijke Metaalunie, as well as with other interest groups, top sectors, knowledge institutes and the Dutch business community.



The Kingdom of the Netherlands is a multitalented country in terms of sports, whether it are teamsports like soccer and field hockey or individual ones like cycling, tennis or ice skating, it is always very impressive to see what our athletes are able to achieve. In the United Arab Emirates, they are also quite keen on growing sports and organize many events to stimulate an increased participation in sports. This is reflected in events such as the Dubai Fitness Challenge, or the Dubai Ride, where the main road through the city, Sheikh Zayed Road, is closed for traffic to enable everyone to cycle up to 14km. But also more professional events such as the T20 Cricket World Cup, the Dubai Rugby Sevens, or the UAE Cycling Tour. The UAE has grown into a hub for sports in much the same way that it has grown into a hub for business. We thus also see many Dutch companies active in sports here, from developing stadiums to producing artificial grass. We look forward to welcoming you to the UAE and help you connect your business to the UAE sports sector.

Do you want to know more? Kindly contact us at: DbA-ea@minbuza.nl

Dr. Carel Richter
Consul General in Dubai and
Commissioner General Expo 2020



Netherlands Pavilion

The Netherlands Pavilion is one of the 190 Pavilions at the Expo in Dubai and it's designed as a biotope. Thanks to the design, the Netherlands Pavilions represents its national goal: "Uniting Water, Energy and Food". The Netherlands Pavilion is created in collaboration with the consortium partners Expomobilia, Witteveen+Bos and Kossmanndejong.

The consortium created a biotope, as a temporary, circular climate system in Dubai's desert climate. Innovative Dutch technologies are used to harvest hundreds of litres of water from the air, to collect energy from the sun and to grow food. It all comes together in the 'Food Cone', that is covered with over 9,000 edible plants, herbs and oyster mushrooms.

Reusable or recyclable building materials were used wherever possible for the construction of the pavilion. All materials will be returned to the local construction industry or will be given a new purpose after the Expo. This approach creates a minimal environmental footprint.

The pavilion is an outstanding example of sustainability and circularity through its integration of high-tech developments at the cutting edge of technology and art. Thanks to this, the Netherlands pavilion recently won the 'Sustainable Construction Project of the Year Award' and it is nominated for the Gulf Sustainability Awards 2021, under the category 'Best Sustainability Education or Awareness Programme Companies'.



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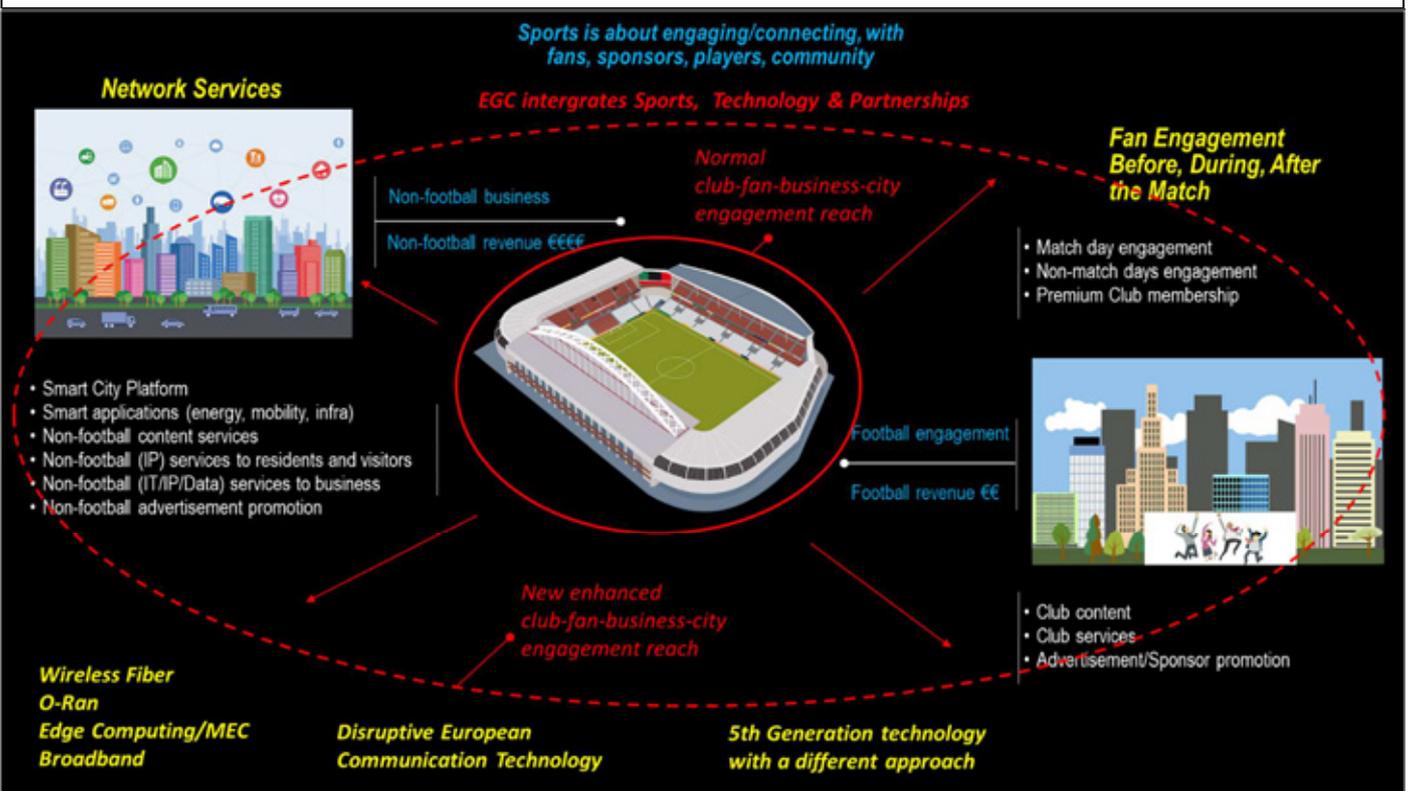
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Through our global network, we have a global presence and can connect stakeholders from all over the world.



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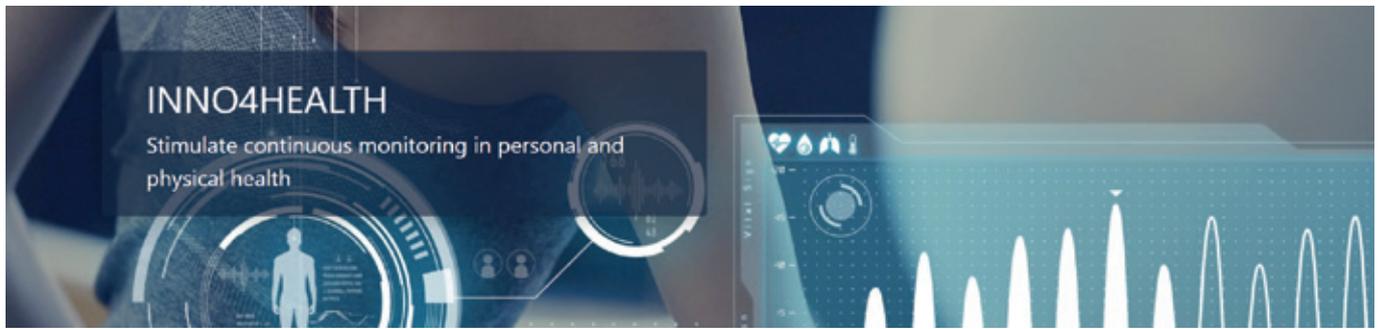


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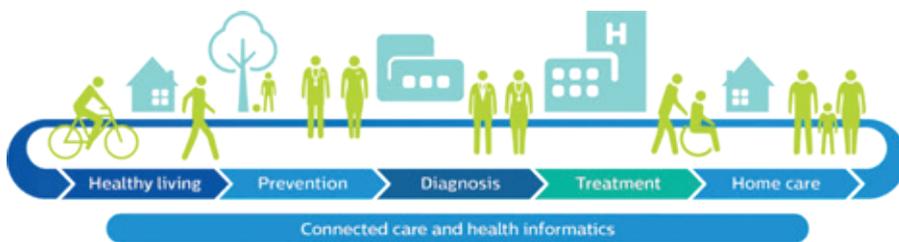


EUROPEAN PROJECT

INNO4HEALTH

Sportbizz BV (co-founder of Orange Sports Forum) is a member of the EU project “ITEA 19008 INNO4HEALTH”.

The project focusses on monitoring the physical and mental conditions of patients and athletes around surgery or top sports performance. The project is partly funded by the Dutch ministry RVO and was launched 1 November 2020. The consortium covers 23 organisations in 6 European countries and Canada. From the Netherlands, Philips Electronics Netherlands, PSV Eindhoven, Maxima medical Centre, Thunderbyte, 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.

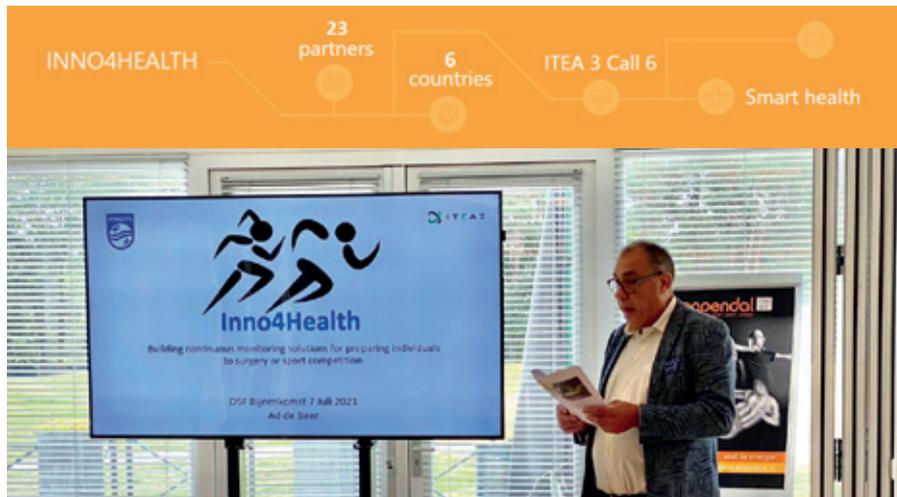
Ultimately, continuous monitoring and remote assessment of the health condition of patients and athletes is key to support scalability of healthcare resources in times of critical demand such as during outbreaks of infectious diseases or to ensure safe participation in training and sport competition.

The purpose 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 the partners 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, together with all the innovative partners, 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.

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. Helping professionals manage remotely patients' health after hospital discharge and identify risks for adverse events in athletes

The role of SportBizz within this project is to:

1. Initiate and develop an international market strategy for the use-cases and demonstrators to facilitate the market entry. Sportbizz will mainly focus on the sports sector.
2. Identify the ownership of the developed software and GDPR regulations, since most AI-solutions are cloud-based.
3. It's essential for SportBizz to be involved in the R&D process in an early stage, to fully understand the potential of the different use-cases and identify the market opportunities.

The three-year project started at the end of 2020. The project will result in deliverables like smart software for wearable electronics, smart body patches and apps for continuous monitoring of patients and athletes. The future developments and outcomes of the project will be published via the website <https://inno4health.eu/>.





Source - Merijn Soeters ▲

ROYAL DUTCH ROWING FEDERATION

The Dutch have been in the absolute top of the word for years when it comes to rowing sports. With the successes in Tokyo2020 last summer, this was demonstrated once again. With the most teams participating, the most finals and the most medals, not only history was written, but also the beginning was made for promising Olympic campaigns towards Paris2024 and Los Angeles2026. But before that happens, we first look back. Back to those hot and hectic summer days in Japan and the run-up to them.

Source - Merijn Soeters ▼



With a one-year delay, 41 rowing athletes finally qualified for the Olympic Games in Tokyo. Divided over 12 boats, the group consisted of a balanced mix of high-quality talent, proven winners, expertise and experience. It was the first time for 25 of these athletes to compete in the Olympics, eleven athletes competed for the second time and for four athletes this was, after Rio de Janeiro in 2016 and London in 2012, even their third Olympic experience.

Despite difficult circumstances, with infections, the associated uncertainties, the strict measures on and around the rowing course and the restless rowing water with unfortunate mishaps, also called catching a crab in rowing, and steering errors, no less than six medals were won: once gold, three times silver and twice bronze.



Source - Merijn Soeters ▲



▲ Source - Merijn Soeters

▼ Source - Merijn Soeters



The Men's Four, consisting of Koen Metsemakers, Tone Wieten, Abe Wiersma and Dirk Uittenbogaard more than lived up to the role of favourite and won the first Olympic rowing gold in 25 years in an insane race. This was also the first gold medal under the wings of TeamNL and the first of the entire Dutch team.

"With the most teams, the most finals, the most medals, it is clear that major steps have been taken this Olympiad. This is a great achievement of the entire team. Project Paris and Los Angeles are build on this and are mainly about realizing the next step, without neglecting the basics. We are already looking forward to taking the next step in the coming years."

- Hessel Evertse, Technical Director
Royal Dutch Rowing Federation

Not only has top rowing undergone a major development, rowing is also taking steps in other areas: coastal rowing, a wilder off-road variant, is rapidly gaining popularity and the student rowing associations are flourishing with many registrations from enthusiastic students. Students who support rowing and some of whom want to follow in the footsteps of their great heroes whose rowing career also started during their student days.

Rowing also wants to assert itself explicitly in society. The KNRB wants to link 'high-performance' and 'resilience', core values that underpinned the successes in Tokyo, to major societal challenges, such as the transition to a CO2-neutral economy that is kept entirely running on energy generation from hydrogen.

The Dutch Olympic rowing team is thereby a forerunner in the world. A world that is in full swing again. Just like the rowers, who after tributes at the TeamNL Olympic Festival and at the Royal family have now returned from a well-deserved holiday. Now that the evaluation is complete, staff, coaches and national employees are already working on a plan towards Paris (2024) and Los Angeles (2028). There is not much time for that, because in about 1000 days we will already be at the take-off in the French capital! The goal is therefore to have the FUNdament before Christmas and to row with the best means there are!

Curious about more rowing stories? Or do you want to stay up to date with all the rowing news and follow the athletes on their way to Paris or row yourself? Visit roeien.nl, knrb.nl or follow the Instagram page @roeien.nl with rowing stories from and for the Netherlands.

"I had tears in my eyes.

We have worked so hard for this.

We train two to three times a day,

20 to 30 hours of effective training time.

As a group we just did it!

This is thanks to the whole team, without them we could not have made this happen."

- Tone Wieten, Men's Four

Silver was awarded to Ellen Hogerwerf, Karolien Florijn, Ymkje Clevering and Veronique Meester in the Women's Four, the Men's Doubles with Stef Broenink and Melvin Twellaar and the Paralympic Mixed Doubles with Corné de Koning and Annika van der Meer. And the latter, which is extra special, because it is the first medal ever for a Dutch Paralympic rowing team. Finally, both the Women's Double Sculls with Lisa Scheenaard and Roos de Jong, and the Light Women's Double Sculls with Ilse Paulis and Marieke Keijser completed the success by winning a bronze medal.

Rowing takes you further!

▼ Source - Merijn Soeters



OVERVIEW OSF EVENTS

1 Sports e-Forum: Introducing the Florida Sports Landscape



● January 2021

2 Roundtable discussion at the Soccerex Connected



● February 2021

3 MOU signed with Al Nasr FC in Dubai during a business trip



● March 2021

Orange SportsForum[©]

4 Participation Global SportsTech Investment Series in China



● March 2021

5 Sport Innovation Congress "Internationalisation of Sportinnovaties"



● April 2021

6 Ceremony event with DAO Pureland, Orange Sports Forum & the Cruyff Foundation



● April 2021

7 Webinar Outdoor & Winter Sports in Utah



● May 2021

9 Participation & Presentation at the Soccerex Connected 100



● June 2021

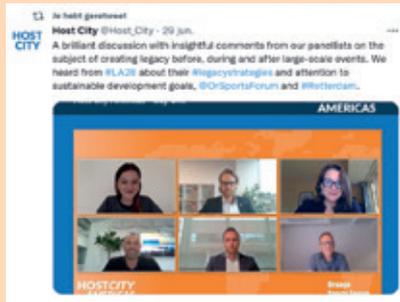
8 Webinar stadium construction in Costa Rica



● June 2021

OVERVIEW OSF EVENTS

10 Participation & Roundtable Discussion at Host City Americas



● June 2021

13 Participation & Roundtable Discussion at Soccerex Connected 100



● July 2021

15 Greening Sports Venues USA online workshop



● September 2021

17 OSF lunch meeting at Heffels Spiegelers Advocaten in The Hague



● September 2021

19 Sino-Dutch roundtable discussion about Sports



● October 2021

Upcoming Events 2021

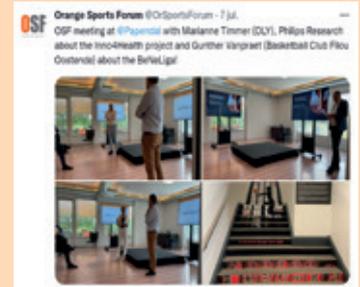
- OSF Meeting at football club Vitesse, 19 November 2021
- Launch Yearbook Holland Sports & Industry bij de Johan Cruyff Arena, 3 December 2021
- NL Sports Week at the Expo in Dubai, 12 – 16 December 2021

11 The US Sports Landscape Online Workshop



● July 2021

12 OSF meeting at Olympic Training Centre Papendal



● July 2021

14 Participation "Chengdu World Sports City Construction Strategy Outline Announcement Event"



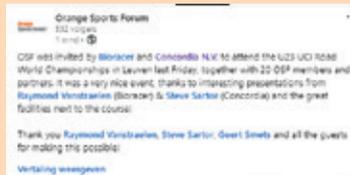
● September 2021

16 PIB Meeting USA, at This is Holland in Amsterdam



● September 2021

18 OSF meeting in cooperation with Bioracer and Concordia during UCI Road World Championships in Leuven



● September 2021

20 Webinar " Sino-Dutch Landscape in Football & Innovation "



● November 2021

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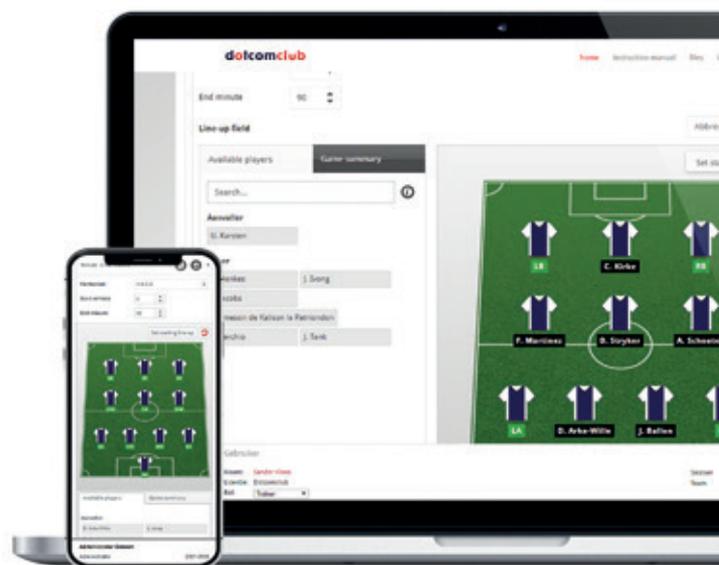
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As an Event Supporter of the Formula 1 Heineken Dutch Grand Prix, CM.com teamed up with the Dutch Grand Prix to provide the best fan experience from start to finish. Teun Verheij, Head of Marketing Communications at Dutch Grand Prix: “We were looking for a partner that could not only help us optimize our ticketing process, but could create a superior fan experience. With the innovative software and data insights of CM.com, we were able to optimize the entire fan journey.”

In this article, we will explain step by step how the CM.com solutions have contributed to the success of the F1 Dutch Grand Prix.

More Than a Ticketing Partner

It all started with setting up preregistration for tickets. Preregistration was much needed as the demand was greater than the supply. The preregistration data were automatically stored in the Customer Data Platform (CDP) of CM.com. There, it was filtered with several authentication steps to prevent fraudulent applications.

Crowd Control and Safety

Also, data of the expected number of visitors and their chosen transportation was collected and loaded into the Customer Data Platform, so the movement of people was spread successfully across entrances. These accurate, real-time insights helped improve the efforts.





Enriched Customer Data

With all stored information in the CDP, the most complete, 360-degree view of the fan was created. Based on that data, Mobile Marketing Cloud gave the Dutch Grand Prix the opportunity to communicate with all fans in a personal, practical way, before, during, and after the event through the right channel. Important information about tickets, payments, parking, and more was shared through email and WhatsApp to make sure fans were up-to-date. 80% of the communication before the Dutch Grand Prix was sent via email. During the event, there was a switch to WhatsApp as the most important communication channel. This way we could have automated, 1-on-1 interactions with the fans. Here, Mobile Marketing Cloud and Mobile Service Cloud really joined forces.

CM.com's Chatbot: The Race Engineer

To aid fans in every step of their journey, CM.com provided the Race Engineer for the Dutch Grand Prix. This scripted chatbot runs on WhatsApp with Mobile Service Cloud. Fans could use the Race Engineer to ask questions about, for example, how to travel to and from the event, but also to receive all kinds of exclusive content. If the bot could not answer a question, the conversation was handed over to a human service representative.

In the run-up to the race weekend, CM.com supported the Dutch Grand Prix by making sure these service representatives were ready for the large volume of interactions and ensuring that the communication ran smoothly. From day one, the Dutch Grand Prix received thousands of messages through the Race Engineer. With the help of data reporting and Mobile Service Cloud features 'suggested answers', 'internal collaboration', and 'skill-based routing', the Dutch Grand Prix could interact with the fans in an efficient and effective way.

Cashless event

The Dutch Grand Prix was completely cashless. From the online payments of the ticket sales, to the on-premises payments of food and beverages, and the parking, all payments were powered and processed by CM.com software. For fans with cash, prepaid debit cards were offered. These cards could be bought and topped up at different cash points around the CM.com Circuit.

On-premise, all orders were processed and captured by our cash registers, hardwired terminals, and mobile POS terminals. A part of which was specifically built for the Dutch Grand Prix.

The software of CM.com ensured that the Dutch Grand Prix was an ultimate fan experience from start to finish.





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.

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