

SPORTIS Living Lab - Innovation is needed -

Member of
**European
Network of
Living Labs**

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GAIA

Representative for the **ICT** and **Electronics** sector
in the **Basque Country** and driver of its
competitiveness

**Collaboration network in
more than 20 countries**

**Over 240 organizations
involved**

**Permanent relationships
with Public
Administrations**

GAIA's Goals

- To enhance the **development** of the most innovative **technologies** by companies
- Offer a satisfactory **answer** to the **needs** of different sectors
- To **position** and move member companies towards areas of activity with **emerging demand** for products and services in the sector (sports, environment, housing...)
- Promote **collaboration between business** in order to develop new technological products and services
- Support for **internationalization** of R&D&i

GAIA and ICT applied to SPORTS

- Development and marketing of products result of different projects related to health and sports: **SPORTIS LL**
- Exploitation of results by members and corporate partners
- Member of **INESPORT**, technology platform on sports industry in Spain aligned to **EPSI**
- Working together with the **municipality of Bilbao** to set up companies and business growth, and enhance job opportunities:
 - Fostering growth of the local companies (backing growth and access to new markets)
 - Driving the development of local economy to guarantee quality of life.
 - Positioning Bilbao as an international benchmark

SPORTIS Living Lab

- First living lab on sports approved by ENoLL (European Network of Living Labs)
- Initiative that seeks to explain the potential of ICTs to sports and wellbeing.
- Involve companies, government agencies, research centres and citizens in the innovation process:

Co-creating and validating technologies, platforms, products, services, new professional profiles and business models in real and everyday environments and contexts.

SPORTIS' Objectives

- Meet the need for **improved quality of life** and make the sports industry a new and modern industry.
- Create a **community of knowledge** in sport and new technologies.
- SPORTIS as a Living Lab for innovation in sports, mirror organization of:
 - INESPORT 
 - EPSI 
- Promote the **definition of lines of action, potential and industry, technology centres, universities and sport organizations' needs**, among others, within innovation and sport's environment.

R&D Projects

- ICTs applied to health and sports:
 - **ONCOWEB**: system for tele-home health care for palliative cancer patients.
 - **E- LIFE**: ICTs as improving the quality of independent living for people with intellectual disabilities at home.
 - **Evoke**: Mathematical Modeling of Tumor Growth and parameterization by Medical Imaging for Treatment Optimization.
 - **REHABTV**: Personal Health Service for Tele- Rehabilitation from Home.
 - **EREHAB**: Ubiquitous multi-device platform for customized tele-rehabilitation.
 - **eglobal HEALTH**: Electronic medical record.
 - **RED KIROL TXARTELA**: its aim is to: Provide a common identification system for all sports boards adhere to the initiative, create an information system that allows access exploit information attached to different centres, in order to capture information about roaming and source of information for making economic compensation, and serve as the home base of identities for future developments in the field of sport.

R&D Projects

ObesiTIC

– Innovative information and communication technologies resulting in a new ICT tool specifically design for children and teenagers, in order to:

- Acquire healthy lifestyles.
- Promote physical activity and avoid health and social problems associated with obesity and overweight
- Increase motivation



R&D Projects

PEOPLE OLYMPICS

International Initiative for Social Innovation in the field of Health, Ageing and Welfare in order to:

- Increase physical activity among citizens
- Raise collective awareness and unleash the collective power of people co-creating new waves of social innovations
- Encourage the growth of SMEs
- Support growth and market access: sport and wellness.

OCEAN Living Lab

First trans-regional European living lab on water activities:

- A territory involved in facilitating co-creation and experimentation
- Short-cycle tests of new products by end users in real contexts



R&D Projects

SPORTS-SHE Initiative

- Initiative to promote concrete solutions in the field of women and the promotion of physical activity and sport with the help of new technologies.
- a meeting point for clubs, companies, organizations and individuals to identify needs, finding solutions, proposed actions and co-development of specific solutions.
- Search for new opportunities in technological, educational, and economic areas where the network operates

R&D Projects

HYPATIA

- Project among Spain, UK and Italy to empower Europe's young girls into STEM careers through a sports-based youth action platform.
- Maximize the impact by collaborating with schools and community stakeholders
- Outputs:
 - A virtual platform
 - Learning and sport-based activities to promote STEM among girls
 - A range of educational open and online tools and courses.

R&D Projects

Living Lab Academy

- Identification and development of new profiles on Sport and New Technologies.
- Need for awareness and training expertise in:
 - ICT's integration
 - Installation
 - Utilization
 - Multidevice services
 - Development of specific tools and systems
- Final users:
 - Sports and/or wellbeing professionals
 - ICT professionals
 - Social workers
 - Health professionals
 - Students
 - Administration

Thank You

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