Bilbao for People Olympics

SPORTIS LIVING LAB

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GAIA
SPORTISIS Living Lab

- First Living Lab on Sports approved by ENoLL
- Sector that easily and quickly assimilates new technologies
- eHealth and Wellbeing PPP Projects
- Alligned with
  - EPSI
  - INESPORT

The growing awareness in our health and wellness increases the economic potential of sports.

“The many participants in this market are competing for a bigger slice of a pie worth as much as €450 billion”. “The Sports Market. AtKearny”

Co-creation, testing and validation of Products and Services

Aktibili

ObesiTIC

Design for All Foundation

GAINS
Bilbao as European City of Sports in 2012 (ACES Europe)
- Variety, quantity and quality of sports
- Promotion of sports: local and international competitions

Basque Country’s Health Plan establishes a priority to act on lifestyles

The 2004-2014 Health Plan establishes as a priority to act on lifestyles such as smoking, alcohol and illegal drugs consumption and the practice of physical activity, which are considered as one of the determinants of health in the population. The information gathered in the assessment of the plan confirms and renews, as developed in the following sections, this premise: healthy and unhealthy lifestyles determine health of individuals and populations in which they develop their everyday life.
Bilbao and People Olympics II

GAIA, fostering ICT in all economic and social areas, promoting collaboration with other sectors and promoting the development of new products, technologies and markets

• SPORTIS LL partners already involved: Orbea, Astore, Mondo, Innovatecs, Ternua.

• GAIA, through SPORTIS LL, and Bilbao Ekintza scaling up efforts
  – Tractors of different stakeholders within city area
  – Promoting physical activity
  – Fostering growth of companies
  – Backing growth and access to markets: sports and wellbeing
Drive the development of the **local economy** activity and guarantee the **quality of life** of the city and its inhabitants.
What has been done so far?
• FIRST PEOPLE OLYMPIC’s TRIAL

In the framework of an International Conference on Technology, Sports and Wellbeing

28th of March 2014

All stakeholders participated

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Number of people</th>
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<tbody>
<tr>
<td>Municipality</td>
<td>13</td>
</tr>
<tr>
<td>Industry</td>
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</tr>
<tr>
<td>Young Innovators</td>
<td>15</td>
</tr>
<tr>
<td>Researchers</td>
<td>10</td>
</tr>
<tr>
<td>People in general</td>
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Trial through Bubble Soccer Activity: wellbeing, fun and social transformation while promoting collaboration with different sectors and enhancing the development and validation of new products, technologies and markets.
SPORTIS App contest launched

Bilbao Ekintza and GAIA announce SPORTIS competition for the development of an Application for sports and wellness

If you are interested in the world of mobile applications and would like to eventually develop an App applied to sport and / or wellbeing GAIA and Bilbao Ekintza invite you to participate in SPORTIS contest, in the framework of People Olympic’s Initiative. You will be able to send us your proposals until the 30th of April, 2014.

Winners will be able to develop the application under the guidance and mentoring of an experienced team and will also receive a prize.

Competition will be presented on the 28th of March at the International Conference on Technology, Sports and Wellbeing to be held at the University of Deusto.

For more information and to sign up to the conference: www.netsportis.net
e-mail: idoia@gaia.es
TWO Finalists were selected by the jury

**SPORTIS APP**

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<tr>
<th>FICHA PROYECTO / PROIEKTU FITXA / PROJECT FORM</th>
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<td>Nombre Iniciativa / Ekimenaren izena / Name of the entreprise</td>
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**ACTIVE SPACES**

**WINNER**

**SPORTIS APP**

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Pet Your Health
• Bilbao’s 2nd trial

20th of September

In the framework of Red Bull Cliff Diving World Series in Bilbao
WAVING PEOPLE OLYMPICS’ FLAG IN BILBAO

2nd PEOPLE OLYMPICS’ TRIAL IN BILBAO
• Bilbao’s 2nd trial

More than 500 people participated

Trials were organized through different activities like canoeing, paddle surf, pedal karts and pedal buggy.
• Bilbao Night Marathon
Bilbao Night Marathon:

• Running

• 3 different marathons with different duration

• 10,000 participants

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Impact of People Olympics in Bilbao

- 43 impacts, with an advertising valuation of 23,506,44 and communication valuation of 30,558,37.

4 national press agencies

3 radio interviews

1 TV interview

34 appearances in digital press
En estos momentos apartado tecnológico con Enrique Rodal, hablamos con Joak Garatea de Gaia y Marivi Sarasa de Bilbao Ekintza, sobre una conferencia internacional que se va a celebrar en Bilbao el viernes sobre tecnologías, salud y Bienestar. Se llevará a cabo en la universidad de Deusto.
Next actions

• Dissemination actions among SMEs collaborating with GAIA and/or Bilbao Ekintza for future testing activities during the trials
• Identifying potential activities and trials for 2015
• Analysis of different websites and using NESTA methodology and BIG DATA tools.
• Analysis of sport and technology websites through different pilots: E-compass.
• Promotion of innovation projects about technology
• Incorporation of other agents to promote People Olympics’ initiative among certain groups: Bilbao’s City Council Gender Area, Emakunde, etc.
THANK YOU

Jokin Garatea

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