

Draft Press release
SmartSports4GoodLife
Kick-off Meeting
Barcelona, 11th and 12th February 2020

For immediate release

Today on 11th February 2020 in Barcelona at the headquarter of [INDESCAT](#), the Catalan Sport cluster, under the leadership of Oriol Serra, newly appointed cluster manager, the project called **“SmartSports4GoodLife” was officially launched** with promising outlooks.

The project which is funded by the European Commission COSME¹ program, focuses on the need to jointly face the global sports industry challenges for the next years (digitalisation, sustainability, etc.) by strengthening the management capacities and skills of Clusters as a tool to provide add-value services and transfer knowledge to their members, especially SMEs.

The cross-sectoral dimension of the Sports Industry requires the establishment of a permanent collaboration with Clusters from other sectors (textile, technological, tourism, etc).

The five partners involved have been selected based on their working complementarities as well as on their previous collaboration initiatives in different European projects such as [EU4SportsClusters](#), [ClusSport](#) or [Inoo4Sport](#) . In this sense while [Sports and Technology](#) Cluster is more linked to Innovation and Technology in the Brainport region (the Netherlands), the active and sustainable tourism is promoted by [Cluster Montagne](#) (France) and [INDESCAT](#) (Catalunia), or health and vitality by [MSE Cluster](#) in the city of Debrecen (Hungary). Those complementarities match perfectly with the sports industry challenges as a cross-sectoral industry, all of them under the umbrella of [EPSI](#), the European Platform for Sport Innovation representing in Europe the entire sport ecosystem.

“We are very happy to have launched this new project” says Oriol Serra “as a continuation from the 2 previous ones, also supported by the European COSME program”. “Our fundamental aim is to learn from each other, exchange best practices and ultimately bring tangible added values to our member companies” concludes Oriol Serra.

¹ [COSME](#) is the EU programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises (SMEs)

