

Sportfolio

Representing sport in economic missions of the Netherlands

WINTER EDITION 2018



**Sport innovation and
knowledge priorities
on Dutch sport agenda**

**Minister Bruins:
Enjoy the power
of sports**



February 2018



Sports are fun. No matter your age, where you live, or your (dis)abilities, everyone who would like to, should be able to participate in sports! That is our ultimate goal. Fun in sports is where it all began for top athletes. For our sports heroes, like the athletes at the Olympic and the Paralympic Winter Games in Pyeongchang. Their achievements not only make us proud, they also inspire children and adults to set and

achieve their own goals. In (amateur) sports, and in life. Fun in sports inspires us all to reach for our dreams. That's the power of sports. A power felt all over the globe.

In the Netherlands, Dutch sports institutions, sports scientists, sports clubs, companies and the government work together in interesting projects. We strongly believe that everybody

Cover Suzanne Schulting (19) is short track speed skater and speed skater as well. Pyeongchang 2018 is her first Olympic experience.
Photography Huub Snoep/KNSB



Minister Bruno Bruins paid a visit to the Paralympic Team, prior to their departure to Pyeongchang 2018, to wish them luck at the Paralympic Winter Games. Photography: TeamNL.

should be able to enjoy the power of sports and exercise.

In recent years, representatives of foreign governments and companies have come looking for opportunities to cooperate with Dutch parties in the field of sports or sport science. This Sportfolio presents an overview of projects, brought together by the Knowledge

Centre for Sport Netherlands. Projects that showcase opportunities to join forces.

I hope this overview will inspire many new and successful international partnerships. Partnerships which ignite fun in sports for all.

*Bruno Bruins,
Minister for Sport*

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This Sportfolio presents an overview of projects brought together by Knowledge Centre for Sport Netherlands, in cooperation with the Ministry of Health, Welfare and Sport. Our goal is to showcase Dutch sports projects that have international ambitions.

Text and editorial (collected/written)

Peter Barendse, René van Bremen, Rita van Driel, Lotte Jansen, Jacqueline Kronenburg, Juul van Rijn, Dirk Schaars, Marlies Weyergang.

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Yolanda - Exoo grafisch bureau - Amsterdam

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NL: a sporting nation

A brief glance into Dutch sports

More than half of the Dutch population participates in sport on a weekly basis. The last decade, the rate of participation has been quite stable (after decades of prolonged growth). Fitness training and running are the most popular sports among adults. Government interventions at the level of neighbourhoods, primary schools, secondary schools and sports clubs are intended to persuade more people to take part in sports and exercise, and to support this in a healthy and safe manner.

The sports sector employs 150,000 people, and one and a half million Dutch people volunteer in sports clubs and associations every month. The investments in sport talent, and the efficiency of elite sports policy support the strong performances by top Dutch sportsmen and women. The Dutch government invests more than one billion euros annually. The sports economy accounts for 1% of the total Dutch economy.

With 17,1 million inhabitants and 34,000 km of land, the Netherlands is one of the most densely populated countries

in the world. With the sea and multiple lakes, rivers and canals close by, water is a crucial element of Dutch society.¹

With a history of looking outside its borders, the Dutch economy has a strong international focus. Power has traditionally been in the hands of cities and merchants, rather than royalty. The Dutch have a reputation for being egalitarian, cooperative and open-minded, looking for long-term partnerships in public and private spheres. The cooperation between the government, private sector and knowledge institutions provides the stable base for the integrated solutions that keep the Netherlands a prosperous and lively place to live. In the Netherlands, it is believed that sharing knowledge creates value. Also for the sports sector in The Netherlands.

In terms of sport, the Dutch pride themselves on their strong traditions, especially in swimming, football and speed-skating. The country always strives for a top 10 position in the Olympic medal tables. Between 1900 and 2016, the Dutch won 395 medals (122 gold is 31 %) at the Olympic Games. Swimming was responsible for many gold medals. The all-time best result for the Dutch was Sydney 2000 (8th, 25 medals, 12 gold). The peak at the Winter Games was Sochi 2014 (5th, 24 medals, 8 gold). (all speed-skating)

¹ 94% of Dutch children follow swimming classes. The Netherlands has more than 800 public swimming pools - twice the number of municipalities in the country.

² In the Netherlands, education to become a PE (Physical Education) teacher is a Bachelor's degree level. Courses to become a PE teacher are provided by Universities of Applied Sciences. Teachers for grade 1-4 in primary education (ages 4-7) are not yet required to possess formal PE qualifications to teach PE.



Editors Koen Breedveld - Mulier Institute⁵

Sports policies are the responsibility of the Ministry of Health, Welfare and Sport. Physical education policies fall under the Department of Education². International Sports Policies as an instrument for international development falls under the responsibility of the Dutch Ministry of Foreign Affairs. The responsibility for building and maintaining sports facilities lies with municipalities. Also commercial providers invest in sportfacilities (e.g. golf, tennis, squash). Sportclubs are funded by fees of their members, their sponsors and by grants from municipalities, and further receive support (org- and software) from their sport federations. The Dutch sports industry is estimated at 12,7 billion euro (1% of GDP)

Physical activity and sports participation ³

Short distances and the flatness of the country means riding bicycles is very common in the Netherlands.⁴ As a consequence, the general daily physical activity level is quite high. Among the EU-28, the Netherlands ranked the highest for monthly (89%), weekly (83%) and daily (43%) recreational non-sports physical activity in 2013.

The Dutch score 4th among the EU-28 member states in terms of monthly sports participation. Only in the Scandinavian countries is monthly sports participation

higher. 8% of the Dutch take part in sports more than five times a week.

As for most Europeans, health (61%) is the most important motive for the Dutch to take part in sports (56%), followed closely by relaxation and pleasure (both 56%).

Organisation of sports

The Netherlands ranks highest in the EU in terms of membership of sports clubs, and 2nd for volunteering (after Sweden and jointly with Denmark). With 25.000 sports clubs (on average 62 per municipality) clubs play a central role in the Dutch sports system.

The most popular club sports are football (1,2 mln members); tennis (0,7 mln); golf (0,4 mln); gymnastics (0,2 mln) and field hockey (0,2 mln). The most practiced sports are fitness, swimming, running, walking and cycling.

In no other European country is the satisfaction of the citizens with opportunities to take part in sports locally, as high as in the Netherlands. Density of population is a factor, accounting for shorter travelling distances and sports facilities that are seldom very far away and often easily accessible.

³ Data drawn from the Euro 2013 Eurobarometer 'Sports and Physical Activity'. The setup of the EB 2013 is the same as for the EB 2009. The surveys are not fully identical, however. In 2013, use was made of a lengthier list of questions and some wording has been changed slightly.

⁴ It is calculated that there are more bicycles in the Netherlands (22.3 mln) than working cell phones (22.1 mln).

⁵ The Mulier Institute is an independent research agency dedicated to social science sports research. As such, it works closely with universities and statistics agencies in the Netherlands (as well as throughout Europe). For more information, see www.mulierinstituut.nl.



Sport Innovation in the Netherlands

Moving forward

Knowledge and Innovation in Sport are priorities on the Dutch Sport agenda. The Minister of Sport launched the Knowledge and Innovation agenda Sports 2015-2020. This agenda sets the goals for the coming years.



The Netherlands is a *sporting nation*. The Dutch have an active lifestyle and no other country in Europe has as many members in sport clubs as the Netherlands. A web of 25,000 sport clubs covers the country.

In elite sports, our ambition is to acquire a permanent position in the world's top ten major sporting events. In the last Olympic Games 2016, the Netherlands was 11th and 7th (Paralympics) in the worldwide medal ranking.

The Netherlands is known as an export country. Science and technology account for a major proportion of our exports to other nations. We strive to be one of the top five knowledge economies in the world. A positive breeding ground to boost *knowledge and innovation* in the field of sports!

Sportinnovator

The *Knowledge and Innovation Agenda Sports 2015-2020* expresses the vision and ambition of the Netherlands when it comes to innovation. In the coming years, support of innovation will focus on:

- Winning more medals at important top sport events.
- Increasing participation in sports/healthy lifestyles.
- Increasing the economic value of sport innovation.

The national programme for Sport innovation is called Sportinnovator. The programme is led by a team of prominent Dutch leaders in business, government and sport. The Ministry of Sport, Health and Welfare (VWS) supports the programme through national funding.

A wide range of highly qualitative innovation centres is supported to increase (inter)national cooperation, creating new opportunities for starting innovations and realising a strong climate for innovation in sport. In this Sportfolio magazine you will find a number of those supported innovations centres and projects. From the National Olympic Training Centre Papendal to MyTemp, a revolutionary idea to measure athletes' inner temperature during intense sport activities.

Social Innovation

Besides the innovation taking place under the flag of *Sportinnovator*, innovation takes place on national and local levels. New ways are found to create networks on local levels between sport organisations and local non-profit organisations, such as schools or other public institutions. An interesting example is the "Open Club".

CONTACT Sportinnovator



www.sportinnovator.nl



Marloes Stammen



stammen@zonmw.nl



+31 (0)70 349 50 68



Papendal

High Performance Centre Papendal is a multi-functional and internationally oriented training centre that offers a wide variety of high-quality elite sports facilities. It is the home base of numerous world-class athletes.



High Performance Centre Papendal - an exemplary sports centre

As a 'Centre for Elite Sports and Education' High Performance Centre Papendal enables young athletes to live, study and train in one place. Thus minimising travel between school, home and sports, and providing tailor-made educational programs that fit their individual training schedules. The centre facilitates sports such as cycling, BMX, athletics, volleyball, handball and wheelchair basketball. Around 400 athletes train in High Performance Centre Papendal on a daily basis.

The centre offers a four-star hotel, a medical centre, school buildings, the world's best elite sports restaurant, mental- and sports coaches, massage therapists, sports psychologists. High Performance Centre Papendal offers housing and training for individual athletes on a long-term basis, as well as training camps for clubs, both from the Netherlands and abroad.

Results

The number of athletes that train at High Performance Centre Papendal is growing, and their achievements are continuously increasing. More than 100 Papendal-athletes went to the Olympic Games of Rio de Janeiro, three times

as many compared to London. FC Barcelona Spain, Tottenham Hotspur UK, as well as well many high-level, Dutch football clubs have trained at the Centre. Experts say that the High Performance Centre Papendal is now one of the five best training centres in the world.

The High Performance Centre Papendal receives visitors from all over the world. We like to show people around and tell them more about our centre. Please contact us for more information.

CONTACT Papendal



www.papendal.nl



Brigitte Muller



brigitte.muller@scpapendal.nl



+ 31 (0)26 484 47 92



Delft University

Delft University of Technology has an outstanding reputation worldwide. We offer companies the help of our Master's Degree students to develop innovative designs for sports equipment. As Delft University has many facilities for design, including manufacturing and test facilities, validation of concepts is often possible.



High performance design of sports equipment

The aim of design is to find to a high performance, manufacturable solution to a specific need. This often means rethinking an issue, to explore the opportunities for improvement. Our students are trained to 'step away' from the problem in order to gain a different perspective and apply a helicopter view, turning the problem into a challenge.

Results

In 2009, we developed the racing handcycle: a good example of how a specific product can be tuned to the athlete. More recently, we started working on the redesign of blade runner blades and pole vault poles. We anticipate that this research will result in feasible prototypes.

About TU Delft

TU Delft works together closely with other universities and research centres from all over the world. Our students come from many different countries. TU Delft has broad

international experience in many fields and we would now like to expand our sports-related research on an international level.

We would be delighted to tell you more about our graduate programme and explore how our students could work with and for you. Please contact us for more information.

CONTACT Delft University of Technology



sportsengineering.tudelft.nl



Otto Bergsma



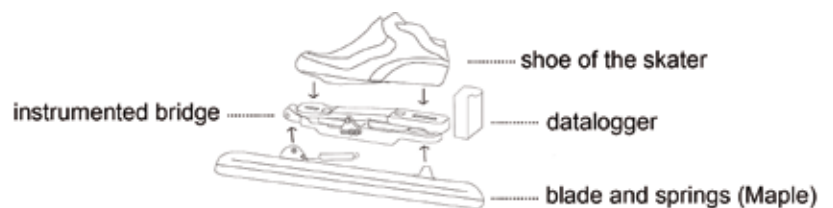
o.k.bergsma@tudelft.nl



+ 31 (0)15 278 51 35

Wireless instrumented klapskates

The Technical University Delft Sports Engineering Institute has discovered a way to identify the optimal skating technique. We have developed wireless instrumented klapskates that record the energy transfer from skater to skate in relation to the time and to the direction, in which the skater is moving.



Innovation for long-track speed skating

The option to send data wirelessly to other devices makes it possible to provide speed skaters and coaches with real-time feedback on how to improve their skating performance within an individual stroke.

Results

On-ice measurements showed the possibility of recording with both skates simultaneously and synchronously, on straights, as well as in curves.

About TU Delft Sports Engineering Institute

Towards continuous performance improvement, top-level athletes need top-level clothing and equipment comprising of the best materials and design. Can it be made faster, higher, with less drag? These are the kind of questions that TU Delft can provide answers to. The wireless klapskate is just one of many interesting projects that the Sports Engineering institute has pioneered. It was developed in cooperation with the VU Amsterdam University and the

KNSB (Netherlands Royal Skating Association) amongst others.

Would you like to know more about this project? Please read the article *Wireless instrumented klapskates for long-track speed skating* in the *Journal of Sports Engineering* available at: <http://dx.doi.org/10.1007/s12283-016-0208-8> or contact us directly.

CONTACT Delft University of Technology



sportsengineering.tudelft.nl



Eline van der Kruk



e.vanderkruk@tudelft.nl



+ 31 (0)6 417 27 79



foto Roosenboom

Accelerates technological innovation for athletes

Sport Innovator Centre Limburg

The Sport Innovator Centre Limburg is a 'sports incubator' that accelerates the market introduction of innovations that are relevant for athletes, and simultaneously boosts economic growth. Sport Innovator Centre Limburg is particularly successful in the research and development of fabrics.



The aim of the Sport Innovator Centre Limburg is to help athletes perform better by implementing innovations, whilst helping the companies behind the innovations to speed up worldwide market introduction of their innovation.

Companies with innovations that will help athletes perform better are welcome to take part in the incubator. We can support their business development. We will facilitate contact with athletes, who can become global ambassadors for the innovation through its use, whilst competing, inspiring uptake of the innovation by others. Sport Innovator Centre Limburg is able to facilitate a broad range of innovations, but is especially strong in new materials.

We offer a programme for companies of a maximum of three years. Companies that need less intensive support can opt for a tailor-made guidance programme, which ranges from just being connected to partners to a broader business development programme.

Results

In a first pilot, ten companies based in the Netherlands were guided in business development and connected to top-level athletes. The athletes became their ambassadors and are now implementing the innovations worldwide, whilst competing. One of the best known innovations in

sports, which the Sport Innovation Centre Limburg helped to establish, are the Dyneema®-shorts developed by DSM for cyclists. These were tested by Team Giant-Alpecin during the Tour de France in 2015.

More about the Innovator Centre

Sport Innovator Centre Limburg is part of an international network that includes partners, such as Le Tremplin (Paris) and Aspire Academy (Qatar). We work closely together with athletes, industrial companies, local authorities, healthcare-, educational- and research centres.

We, at Sportinnovator Centre Limburg, like to tell you more about our projects and invite you to work with us. Please contact us.

CONTACT Sport Innovator Centre Limburg

-  topsportlimburg.nl/innovatie
-  Anne Paquay
-  anne.paquay@topsportlimburg.nl
-  + 31 (0)6 51 80 95 97



Special Heroes

Special Heroes enables children with physical or mental disabilities to experience the fun of sports. Special Heroes offers children the chance to get acquainted with a sport of their choice and join a sports club.

**SPECIAL
HEROES**

A sports promotion programme for children with disabilities

The programme begins within the special education school. Special Heroes works closely with sports clubs nearby many schools. Coaches from sports clubs offer different types of sports in the school. This creates the opportunity for children to get acquainted with sports, and then later continue exercising and practicing sports as a member of a sports club.

We guide schools in implementing the programme and in developing a network of qualified sports clubs. We train and coach these sports clubs in working with youth with disabilities. We also advise municipalities in developing policies and plans for young people with disabilities. Finally, we challenge companies to take Corporate Social Responsibility in this area.

Results

Over the past five years, 40,000 children with disabilities, 400 special education schools, 500 sports clubs, 180 municipalities and 50 companies have participated in the program.

15% more young people with disabilities participated in sports and 85% of the special education schools adopted the Special Heroes programme on a long-term basis.

More about Special Heroes

Special Heroes works closely together with NOC*NSF (the organisation for organised sports in the Netherlands), Knowledge Centre for Sport Netherlands and the PO-raad (organisation of primary education).

Are you interested in setting up a similar programme in your country? Do you want to know more about us? Please contact us for more information.

CONTACT Special Heroes Nederland



www.specialheroes.nl
www.shnederland.nl



Erna Mannen



emannen@specialheroes.nl



+ 31 (0)643 004 706



Practical research relevant to performance,
exercise and health

Amsterdam Institute of Sports Science

The 'Amsterdam Institute of Sports Science' (AISS) is an international knowledge centre for sports, exercise and health in Amsterdam. It focuses on practical research relevant to performance, exercise and health.



The research mainly takes place in so-called 'field labs'. These are physical locations in 'the field' with state-of-the-art test and measurement facilities, where we do on-site examinations and give advice to professional and amateur athletes and patients.

More about AISS

The AISS is a partnership between the VU University, VU Medical Center, University of Amsterdam, AMC and Amsterdam University of Applied Sciences. AISS seeks close cooperation with sports organisations and the Centre for Elite Sports and Education (CTO) in Amsterdam. AISS collaborates with international universities in several research projects.

Results

AISS has a large portfolio of interesting projects. Just a few are mentioned here.

Training strategies for speed skaters and rowers

For many sports, an athlete needs both to be able to endure and to peak or sprint. Whereas endurance asks for thin muscle filaments, sprinting demands thick muscle filaments. This research deals with these conflicting demands during training and seeks solutions to boost performance.

Running

An international team is working on the net health effects of running. Running promotion is a way to yield a healthier lifestyle. However, running carries a substantial risk of injuries. The research question is how to better balance benefits and risks?

Injury prevention in children's football

This project aims to assess the effectiveness of an exercise-based prevention program to reduce football-related injuries in children younger than 13 years old.

Would you like to know more about our projects or are you interested in working with us? Please contact us.

CONTACT Amsterdam Institute of Sport Science



www.aiss.nl



Neal Damen



info@aiss.nl



+ 31 (0)6 21 158 553



Education and communication as a means of raising awareness

Safeguarding and integrity in (youth) sport

The benefits of sport are well-recognised. Unfortunately cases of violence through harassment and abuse are also known. The promotion of safe sport is an urgent task and part of the broader international imperative for good governance in sport.



Windesheim 

Since 1996, the Netherlands has a policy on sexual harassment in sport, initiated by NOC*NSF and developed in collaboration with sport federations. This 'overall' policy adopts a zero tolerance approach to (sexual) harassment, abuse and other forms of unethical conduct across all sports.

It is an integral programme with a wide range involving athletes, entourage members, sport managers, medical and therapeutic practitioners, parents, educators and criminal justice agencies. The Netherlands now has extensive experience in this systematic multi-agency approach. Education and communication as a means of raising awareness play an important part in this approach.

Results

The promotion of athlete welfare through research and consultancy is a key objective. Safety in sports is now a constant area of concern in public debate in the Netherlands. We also have international experience: we have collaborated in several EU and international research projects in sport, such as 'Youth Sport stands up for Youth Rights' (2012), 'Gender Based Violence' (2016, EACEA), Gender Equity in Sport (2016, IOC).

Organisation

Safeguarding and integrity is an initiative of Netherlands Olympic Committee* Netherlands Sport Confederation (NOC*NSF) in collaboration with Sport Federations and Windesheim University on Applied Sciences, and is supported by the Dutch Ministry of Health, Welfare and Sport. It is a member of the Brunel International Research Network for Athlete Welfare (BIRNAW).

Are you interested in our work? We would love to share our vision, broaden our network, increase our knowledge and share our experience and the tools we developed.

CONTACT Safeguarding and integrity in (youth) sport



www.windesheiminternational.nl/research/sport-and-therapy/



Nicolette Schipper- van Veldhoven



n.schippervanveldhoven@windesheim.nl



+ 31 (0)6 51 290 453

Organised sport in the Netherlands

NOC*NSF

*“Nederlands Olympisch Comité * Nederlandse Sport Federatie” (NOC*NSF) is the main organisation for organised sports in the Netherlands. Its 74 member organisations account for around 24,000 sport clubs in the Netherlands, which total more than five million people involved in organised sports.*



Elite sports

In elite-level sport, it is our ambition to rank among the top-ten of sport countries of the world. To that end, we must raise the bar and the standards for elite sport in the Netherlands from “good” and “better” to “best.” At the Olympic Games, the Netherlands has always won medals in a limited number of sports. Eight sports in question account for 96% of all medals won since 1948. At the Paralympic Games, too, the Dutch are successful in a limited number of sports. The same can be said of sports not included in the Olympic or Paralympic Programme.

Dutch sports federations and clubs focus on the preferences of individual participants, trying to provide the best possible conditions in which everyone can enjoy their sport. Strengthening sports clubs, providing activities that are tailored to demand, creating attractive sports facilities, taking on more and better-paid staff, and promoting cooperation within the local community are all high on the agenda.

Sport participation

The Netherlands has about 24,000 sports clubs, with over five million members. However, the number of Dutch people who practice some form of sport every week is actually nine million. This is one of the highest levels of sport participation in the world and the numbers are still (slightly) rising. A crucial goal of NOC*NSF and the sports federations is to promote enjoyment of sport among all Dutch people, regardless of club membership.

CONTACT NOC*NSF - International Affairs



www.nocnsf.nl/en



Herbert Wolff



international.affairs@nocnsf.nl



+ 31 (0) 26 483 44 00



For better football and a better life: WorldCoaches

WorldCoaches

Worldwide, billions of people experience the joy of football. Played on a square in Amsterdam or on a gravel field in Nairobi, football is fun for those who play, and is a source of inspiration for those who watch. However football is more than a sport. Football helps people to develop. It increases life quality and encourages participation within the community. For disadvantaged areas, developing countries, and many of the young people in those countries, football is a developmental tool.



A WorldCoach teaches children in a fun and professional way to play (better) football and, at the same time, informs them on important issues, such as the prevention of HIV and AIDS, and how to reduce crime in the area. In short, a WorldCoach is a role model: both on and off the field. WorldCoaches are active worldwide throughout South America, Africa and Asia. From physical education teachers to former professional football players, men or women: anyone can become a WorldCoach.

Results

The KNVB has trained football coaches in developing countries across the world since 1997. WorldCoaches are educated, so that they can transfer their knowledge on football and social issues to future WorldCoaches in their area. In 2016, there were 8,434 WorldCoaches.

Organisation

WorldCoaches is an initiative of the KNVB (The Royal Netherlands Football Association), but the KNVB does not carry the programme on its own. WorldCoaches is

supported by the Dutch Ministries of Foreign Affairs and Health, Welfare and Sport. Various Netherlands embassies in participating countries play a supporting role.

Are you interested in our programme?
Please visit our website.

CONTACT WorldCoaches



www.worldcoaches.nl/en/



Johan van Geijn



johan.van.geijn@knvb.nl



+31 (0) 343 49 92 83



The Krajicek Foundation

The Krajicek Foundation is about ensuring a safe place within neighbourhoods for outdoor sport and play that can contribute to a better future for children and young people and a sportier, more balanced society. We set up special playgrounds in underserved communities and deprived neighbourhoods and offer scholarships to young people who organise sports activities for children at them.



Playgrounds and scholarships to promote sports

The scholarships aim at creating role models for other children in the neighbourhood. Young people receive a study grant in exchange for volunteering at their local playground. We also offer them training and coaching. These positive and motivated youngsters can inspire other children and young people and contribute positively to the community.

Results

In 20 years, we have opened more than 100 playgrounds all over the Netherlands where more than 4,000 children play games and sports on a daily basis. Since 2006 we have awarded 1,227 scholarships. We are convinced our program can also work for other countries.

About the Krajicek Foundation

Tennis player, Richard Krajicek (Winner of the Championships tennis tournament, Wimbledon 1996, in the UK) came up with the idea of the playgrounds in 1996.

The foundation is an organisation in which professionals, such as sports coaches, social workers and educationalists, work together.

We would be delighted to share our 20 years of experience and knowledge for the benefit of children and young people in other countries. Please contact us for more information.

CONTACT Krajicek Foundation



www.krajicekfoundation.nl



Annemarie Smith



Annemarie@krajicek.nl



+ 31 (0)6 22 930 340

VeiligheidNL

VeiligheidNL (The Dutch Consumer Safety Institute) strives to empower and strengthen participation in sustainable sports by providing athletes, coaches, physical therapists and physicians with an insight into healthy- and safe behaviour to prevent sports injuries.

veiligheid  nl

Shares knowledge and data on sports injury prevention



VeiligheidNL gathers yearly epidemiological data on injuries sustained across all sports in the Netherlands. Subsequently, we develop and implement evidence- and practice-based interventions for athletes, coaches, physical therapists and physicians in order to prevent sports injuries. We report the results through scientific publications and campaigns. The effective interventions of VeiligheidNL can be adapted for a specific context in a given country, whilst collaboration with international partners would facilitate thorough evaluation and implementation.

Results

VeiligheidNL has a significant track record of grants for sports injury research. Examples of interventions developed by us are: the interactive App, 'Strengthen your ankles'; the e-Health intervention, 'Prevent Injuries'; and the warming-up protocol for field hockey players. Independent research showed that up to 85% of the athletes exposed to these interventions changed their behaviour towards injury prevention.

More about VeiligheidNL

VeiligheidNL has been collecting and monitoring data on sports injuries in the Netherlands since 1986. Based on these data, VeiligheidNL provides the Dutch Ministry of Health, Welfare and Sport and national sports federations with advice and strategies for the prevention of sports injuries. VeiligheidNL collaborates with universities and sports federations, and experts from VeiligheidNL are involved in international projects related to sports injuries.

We would be delighted to share our knowledge and our 'big data' on sports injuries for comparison across countries. Please contact us for more information.

CONTACT VeiligheidNL



www.veiligheid.nl/sportblessures



Casper Dirks



info@veiligheid.nl



+ 31 (0)20 511 45 11



Start to Run

Running is an effective way to get and stay healthy and to lose extra weight. And the good thing about running: you can do it wherever, whenever and with whoever you want.



Running: the fun way to become and stay healthy

Yakult Start to Run is a seven-week course for all new runners from 16 years upwards. In addition, children 12 to 15 years old can participate if supported by an adult. Yakult Start to Run offers a programme for people who want to start running in a group, and a programme for groups of people who want to start running in an accessible, responsible and enjoyable way, under expert guidance. Research shows that running in a group is an important context and a stimulant for the continuation and intensification of practicing the sport of running (*van Bottenburg & Hover, 2009*).

Over our seven-week programme, we coach people starting from scratch. At the end of the program, they are able to run for 25 minutes continuously.

Results

Nike started the programme in the Netherlands in 2002, and the Atletiekunie took it over in 2007. We offer our courses at approximately 130 locations. So far, more than 100,000 participants (runners) have joined our programme. We welcome around 8,000 new runners every year.

Our organisation

Start to Run was set up by the Royal Dutch Athletics Federation (Atletiekunie) in close cooperation with Yakult. We work with over 400 professional coaches.

Do you want to promote running in your country and are you interested in our program? Please come and talk to us.

CONTACT Start to Run/Atletiekunie



www.yakultstarttorun.nl



Patrick Aris



patrick.aris@atletiekunie.nl
yakultstarttorun@atletiekunie.nl



+ 31 (0)26 48 34 800



National programme: Sport and physical activity close to home

Sport and PA in the community

The Dutch Government aims to make it easier for people to adopt an active and healthy lifestyle. It has set up a programme on sport and physical activity close to home, including three main tools.



1 - Neighbourhood Sports Motivators

Community Sports Motivators (in Dutch: Buurt-sport-coaches, previously known as 'Sport Liaison Officers') are tasked with motivating people of all ages to take up sport or become more physically active. The motivators not only operate in the sports sector (i.e. sports clubs), but also in social sectors (such as within education, care organisations, or child care). Extra funding has been made available to municipal authorities for recruiting Community Sports Motivators. Municipalities will also contribute from their own funds.

2 - Sport Impulse: grants for sport and exercise projects

Sport Impulse grants are intended for sports clubs, fitness centres and other sports providers to set up activity programmes for sedentary or low participation groups. The main requirement is that they work together with local community partners, such as schools, care organisations, child care centres and the business community. The projects must be aimed at one of three target groups: sedentary people, overweight children, and young people in low-income neighbourhoods. The maximum grant period is two years. After that, the activity should continue without funding from the Dutch Government.

3 - Sharing expertise

There are several ways in which municipal authorities and sport providers can learn about motivating people to become more physically active, such as at regional meetings for sharing knowledge and the annual expertise day at national level. Central Government has made agreements with the sport sector and municipal authorities about activities in the programme.

Organisation in charge

The Dutch Ministry of Health, Welfare and Sports is responsible for this national programme. Partners are: VSG (Federation of Municipalities), NOC*NSF, ZonMw and the Knowledge Centre for Sport Netherlands.

CONTACT Sport and PA in the community



www.government.nl/topics/sports/contents/sport-and-physical-activity-close-to-home
www.sportindebuurt.nl (Dutch)



Hans Arends



hans.arends@kcsport.nl



+ 31 (0)318 49 09 00



Dutch Sport Infrastructure

Dutch Sports Infrastructure (DSI) is a group of companies that work closely together with the Dutch Government to offer a platform for the international exchange of innovations and ideas around large sports events, like Football World Cups and Olympic Games.



The impact on large international sports events by Netherlands-based companies

Dutch industry welcomes international co-operations for innovations that offer green technologies, efficiency and safety around large international sports events. Thus, DSI opens up possibilities for Dutch companies abroad, for example trade missions. Sports events in the Netherlands can also act as a catalyst for assignments to Netherlands companies and also are 'showcases' for the accomplishments of our companies. DSI, thus, boosts the position and further development of the Netherlands in sports and sports events.

Results

DSI merely opens doors. The real work is done by the companies themselves. Some of their success stories: the 50 km gate made by Heras for the Rio Olympic Games; in preparation of UEFA Euro 2020, Philips Lighting will install pitch lighting in the Amsterdam ArenA. Recently seven organisations specialised in aquatic centres joined forces under the umbrella of DSI.

Organisation

Dutch Sports Infrastructure is initiated and managed by Association FME. Association FME is the Dutch association

of enterprises in the technological sector. The organisation represents 2,500 members in the metal, plastic, electronics and electrical engineering industries. Together, these enterprises employ a total workforce of 225,000.

Do you want to know what DSI can do for you? Check out our website or find out more about companies in the Netherlands on www.fme.nl. Please get in touch with us.

CONTACT Dutch Sports Infrastructure



www.dutchsportsinfrastructure.nl



Ruben Dubelaar



info@dutchsportsinfrastructure.nl



+31 (0)79 353 1196



Your 'one-stop-shop' to all sports related companies and organisations in the Netherlands

Orange Sports Forum

Orange Sports Forum (OSF) is a network that supports the Netherlands' sports industry and business in their international ambitions. We offer a platform for the promotion of these companies and organisations. It is about 'hardware' (infrastructure, accommodations, financing, advising) and 'software' (training, coaching, education, organisation, sports marketing).

Orange
Sports Forum®

More than 300 organisations and companies are now members of Orange Sports Forum, ranging from small start-ups to world players, like Philips, Ajax and Royal HaskoningDHV. A number of 'up-and-coming' markets work with us, and others have indicated their wish to cooperate with the Netherlands in the field of sport.

Results

For example. In 2011, we started a cooperation with the India Football Federation for a youth and development program. OSF and parties like PSV Football and Philips helped to set up a youth academy. And Dutch people took a seat in the India Football Federation. The next edition of the World Cup Under-17s will be hosted by India. In 2015, OSF participated in a mission to prepare the European Games of Baku, Azerbaijan. One of the outcomes of that mission was an assignment for Dutch Infostrada (later renamed 'Gracenote') to deliver all sports data for this event.

Organisation

OSF is an initiative of the companies Twynstra Gudde - Consultants and Managers, DRK Interim Management &

Consultancy, The Bridge Business Innovators and SportBizz. We are a small organisation, yet through our network, we offer access to more than 300 companies and institutions.

Foreign companies, sports organisations, local- and central authorities are very welcome to contact us about possibilities of working together with sports organisations and companies from the Netherlands.

CONTACT Orange Sports Forum



www.hollandsportsindustry.com



Rick Slegers



r.slegers@orangesportsforum.nl



+31 (0)85 401 19 77

Regional incentive for stimulation of disabled sport

Paralympic sports policy in The Netherlands

*NOC*NSF has set itself the goal of getting as many people with a disability as possible to participate in sport, as close as possible to their homes. Our motto: together wherever possible and only separate if that is the only option.*



Participating in sports is not a matter of course for people with a disability. NOC*NSF continuously stimulates local sports councils to match supply and demand. Main points of interest are personal support and the improvement of important constraints such as transport options, participation costs and sports supply in the area.

NOC*NSF and the affiliated sports associations strive for a higher sports participation amongst people with a disability, by creating a nationwide structure of regional collaboration with regard to disabled sport.

Results

It has been shown that the presence of local sports service desks results in a higher sports participation amongst people with a disability and an increase of local sports supply. The service desk is a spider in the web and functions as a central information and support point, both for people with a disability as for clubs that like to offer required facilities.

We offer know-how and experience in connecting demand, supply and constraints in a structured way, in order to stimulate people with a physical or mental handicap to participate in sports.

In elite-level sport, it is our ambition to rank among the top-ten of sport countries of the world. During the 2016 Olympic Games in Rio de Janeiro the Paralympic team gathered 62 medals, resulting in the 7th position at the medal ranking behind superpowers like China, the USA and the UK.

Should you be interested in this concept of regional co-operation, you are invited to contact NOC*NSF.

CONTACT Paralympic Sports Policy NL



www.nocnsf.nl/en



Rita van Driel



rita.vandriel@nocnsf.nl



+ 31 (0)26 483 44 00



Knowledge Agenda Sport and Exercise

From the steps to the podium

In 2016 the Dutch Knowledge Agenda Sport and Exercise was published, developing a sustainable partnership between universities, universities of applied sciences, sport, local and national government and industry.

The Agenda is a unique collection of all research relevant for sport and exercise, it expresses a clear vision and strategy, has a strong content and is future proof. The Agenda emphasises a broad multidisciplinary approach: from individual psychological processes to physiological measurements, smart materials and virtual reality. A new aspect is the vital role of big data and data science as a connecting and cross disciplinary link between the three main themes of this agenda: 'Improving Performance', 'Exercising a lifetime' and 'The values of sport'.

The Knowledge Agenda also has international ambitions. In sport research we closely follow the United States and the United Kingdom. Based on current developments, the Netherlands is expected to develop into a major player in this field over the next five years. Universities, universities of applied sciences and other research institutes together form an infrastructure for internationally renowned research. Furthermore, Dutch data science is in the international top. Together with the countries that organise the Olympic Games, we want to develop state-of-the-art knowledge and innovation. The aim is a long-term programme and an international network based around the Olympic cycle.

The main principle of the agenda: Investing together, performing together, based on a multi disciplinary collaboration with a vital role of big data and data science as a connecting and cross disciplinary link between the three main themes of the agenda:

1 Better Performance

Effective talent selection & development
Effective learning, training, performance
(through e.g. genetic profiles)

2 Active for life

Individualised education/exercise programmes
Injury prevention
Large cohort sport studies: knowledge about an improved health

3 Values of Sport

Sport transition: adapting to a changing environment
Social opportunities and challenges of sport/sport science
Learning processes in sports and physical education

CONTACT Kenniscentrum Sport



www.nwo.nl/en/documents/ew/knowledge-agenda-sport-and-exercise



Robert Gelinck



robert.gelinck@kcsport.nl



+31 (0)318 490 900



Where modern technology, gaming, physical activity and healthcare come together

Embedded Fitness

Embedded Fitness uses sensor technology to provide activity systems. Exercise, health, gaming, and entertainment are the central components. We cater for schools, healthcare organisations, governments and companies, both in the Netherlands and abroad. By listening to our clients, we are able to develop suitable, customised concepts.



In our products, we merge digital games with physical activities. Activity, health, education and fun are key. The result is a wide range of exercise games for individuals and groups; for kids, adults, and people with special needs. Our projects range from temporary, in-company activation and long-term healthcare solutions, to large events.

Two showcase projects

CanDo is an entertainment centre for children in Qatar. This locally designed attraction is fitted with interactive games that combine physical energy and an opportunity to test the discovery skills of children aged five years and older. Children generate energy to charge up their unique CanDo battery through jumping, rowing, cycling, balancing and dancing. Their energy generated can be redeemed in other games.

Embedded Fitness Interactive playgrounds are an excellent example of exergaming: playgrounds, where exercise and gaming meet to motivate people to be more active. Embedded fitness offers a unique combination of interactive fitness and gaming devices, complementary health programs and extensive support. Interactive playgrounds can be used in schools, healthcare institutes and installed during small and large events.

The company

Carla Scholten started Embedded Fitness eight years ago. Today, her company is an important player in the field of exergaming. Shareholders in the company include Achmea (health insurance) and Janssen-Fritsen (sports equipment); partners include several important science- and research centres, such as Fontys University of Applied Sciences, VU Amsterdam University and TNO-knowledge centre.

We would like to tell you more about our projects and hear more about your ideas and needs. Please contact us for more information.

CONTACT Embedded Fitness



embeddedfitness.nl



Carla Scholten



info@embeddedfitness.nl



+ 31 (0)6 53 708 878



Swim ABC

The Netherlands is a country with many areas of open water. Hence, children are taught to swim at a very early age. We have developed the Swim ABC: a teaching programme that aims to contribute to lowering the risk of drowning. 98% of all young people in the Netherlands have one or more swimming certificates.



Teaching children to swim safely

Safety first

The Swim ABC is a child-friendly teaching method, with safety in a prominent role, which provides all the necessary skills to survive and move around freely in different kinds of water. It consists of three National Swimming Certificates: A, B and C. Once children have earned these three certificates, they will be aware of the safety aspects of swimming in modern swimming pools and in, or near, open water. The Swim ABC provides children with increasing skill levels with each certificate. Lessons focus not only on teaching the various swimming strokes, but also on moving under water in a safe- and free manner in different situations.

Results

Since 1985, the NRZ has awarded more than 15 million swimming certificates to children and adults. Drowning as a cause of death has declined from 9.6 per 100,000 inhabitants in 1925, to 0.4 per 100,000 inhabitants in 2011.

See for yourself

Please, watch our video on YouTube about learning to swim in the Netherlands: [v=aSJS3X2Wbal](https://www.youtube.com/watch?v=aSJS3X2Wbal)

Organisation in charge

The 'Nationaal Platform Zwembaden | NRZ' is the organisation that supervises the quality of swimming education in the Netherlands. Swimming pools, local- and regional authorities, swimming associations and training centres consult us. We also work closely together with different research institutes.

We would be delighted to share our knowledge about teaching swimming. Please contact us for more information.

CONTACT Nationaal Platform Zwembaden | NRZ



www.npz-nrz.nl



Evert-Jan Hulshof
Mariska Hol



mhol@npz-nrz.nl



+ 31 (0)318 83 02 50



Miffy's Exercise Certificate

Miffy's Exercise Certificate is a programme for very young children. It teaches them to move, to use their bodies and to experience the fun of physical exercise, whilst simultaneously developing their social skills.



Give children a head start in sport and physical exercise

During a 15 to 20-week programme, we teach children aged two- to six years how to move correctly and encourage them to develop their locomotive-, cognitive- and social skills. Children who learn to exercise and get a basic knowledge of sports at a young age, will grow up healthier and will be happier and more balanced.

The aim of the programme is to give every child, between two- and six years old, the chance to learn the basics of all sports. We work with sports clubs, primary schools and day-care centres to achieve this. Working with groups rather than individuals means that we also focus on the social aspects of sports. In addition, the programme is run close to the children's' homes, so those participating feel at ease in a place that they know well.

Results

Miffy's Exercise Certificate was introduced in the Netherlands in 2014. To date, more than 10,000 children have earned their certificate. We have worked with more than 300 sports clubs and organisations.

More about our organisation

Miffy's Exercise Certificate is organised by the KNGU (the Royal Netherlands' Gymnastics Union), in close cooperation with schools and sports clubs.

We would like to export Miffy's Exercise Certificate to other countries. Since children abroad face similar challenges and obesity is a growing global issue, the importance of exercise for a longer and happier life is universal. Please contact us if you want to find out more.

CONTACT KNGU



www.beweegdiploma.nl




Herre Zonderland



zonderland@kngu.nl



+31 (0)55 505 87 00



A table that stimulates physical and social activity for people with dementia and learning problems

Tovertafel (Magic Table)

Tovertafel (Magic Table) is an interactive game that connects people and playfully stimulates physical activity. The Tovertafel is a table on which light animations are projected that respond to hand and arm movements. Several different games can be played.

TOVERTAFEL
original

These games provide a vivid and positive experience for people with dementia. It invites them to play, individually, or with others, and encourages interaction with their caregivers and relatives.

Most people with dementia are very passive. This apathy has an enormous effect on their physical-, mental- and emotional wellbeing. Tovertafel initiates interaction, which counter-balances the lack of self-initiation that is typical of their condition. It also provides frequent reminders to focus the participants' attention on their current task. Tovertafel is also recommended for people with severe learning difficulties.

Results

The results of working with Tovertafel are promising: we see an increase of positive emotions and social activity and a significant increase in physical activity. We have started more large-scale studies and we are very open to cooperation with institutions who want to do further research in this area.

Tovertafel is available in the Netherlands, Belgium and the UK. We expect to launch a new edition of the Tovertafel specially designed for children with autism in early 2017.

See for yourself

Watch on YouTube: [v=77QStv30F68](https://www.youtube.com/watch?v=77QStv30F68)

Active Cues

Tovertafel is a product of Active Cues and was first developed by Hester Le Riche MSc., in close collaboration with people suffering from dementia, their relatives and caregivers, the Faculty of Industrial Design Engineering at Delft University of Technology and the Department of Clinical Neuropsychology of the VU University of Amsterdam.

Active Cues like would be delighted to explain more about its projects. Please contact us.

CONTACT Active Cues



www.activecues.com



Sjoerd Wennekes



sjoerd@activecues.com



+ 31 (0)6 43 833 084



GreenSource combines artificial grass with clean and safe drinking water

GreenSource

Real grass or artificial turf is needed for sports like football. In a warm and dry climate, providing either can be a problem. GreenSource comes with a solution that simultaneously tackles the issues of grass and limited clean drinking water through combination of artificial turf and a sustainable and environmentally-friendly water source. Not a 'one size fits all' formula, but a made-to-measure solution.

GREENSOURCE

let's play. let's drink.

GreenSource believes that sports and clean and safe drinking water are both essential for our health. In a warm climate, water is required to cool artificial turf, but clean and safe water is scarce. Water can be collected in basins with artificial grass on top and then purified. The top of the basins can be used for sports; the water in the basins can be used for drinking. GreenSource supplies the basins and installs them in cooperation with local partners and trains local companies to maintain the system. Once the local partners are acquainted with the system, GreenSource withdraws and leaves them in charge.

Results

GreenSource developed its system in 2011 and has been testing and improving it over the past years, in different countries, under different circumstances, with excellent results. Twenty GreenSource-basins are installed in the North West of South Africa. Further projects are currently planned in India, China and South America. Potential partners in Argentina, Chile and Brazil have also expressed an interest.

About GreenSource

GreenSource is a partnership of several Dutch- and African companies: Ten Cate (artificial turf), Pentair (water purification), Drainproducts (sustainable water management), Mmapula (education), Royal Turf Investments (system integrator) and Saxion University (education).

We like to share our knowledge about artificial turf and clean water. Please contact us for more information.

CONTACT GreenSource



www.letsplayletsdrink.com/partners



Rozanne van Vliet



info@letsplayletsdrink.com



+ 31 (0)6 52 723 911 (R. van Vliet) or
+ 31 (0)6 53 902 011 (M. Olde Weghuis)



Enables children from less affluent families to participate in sports

Youth Sports Fund Netherlands

In all countries, even in relatively prosperous countries like the Netherlands, some children are unable to join a sports club for financial reasons. These children miss the opportunity to enjoy sports with other children, which is very important for their physical-, mental- and social development and has a lasting impact on their lives. The Youth Sports Fund gives children from disadvantaged families a chance to join a sports club.



The Youth Sports Fund Netherlands pays for the contribution and necessary sports outfits and sports equipment for children of families living below the poverty threshold in the Netherlands. The families do not have to apply for this grant themselves. The application is made by professionals who work with these families, such as teachers, youth care workers, or the family's doctor. These intermediaries are key to the success of the Fund.

More about the Fund

Youth Sports Fund Netherlands receives funding from the Dutch Ministry of Social Affairs and from sponsors. Private partners include Coca Cola, the Rabobank Foundation, Vriendenloterij (a national lottery in The Netherlands) and Zilveren Kruis Health Insurance. The Fund has one small national office and 32 local funds that work closely together with more than 212 municipalities and 8,000 intermediaries.

Results

The Fund was founded in 1999. In recent years, the number of applications has been growing steadily by more than 100 per year. In 2015, we offered 43,000 children a chance to play sports.

Youth Sports Fund Netherlands likes to promote its experience. Please contact us, about fundraising, reaching out to poor families or how to set up similar funds.

CONTACT Jeugdsportfonds Nederland



www.jeugdsportfonds.nl



Monique Maks



monique.maks@jeugdsportfonds.nl



+ 31 (0)20 695 78 48 or
+ 31 (0)6 55 131 151



MyTemp

MyTemp is a sensor in the form of a small easy-to-swallow capsule that measures core body temperature. The sensor enables continuous monitoring of an athlete's temperature to the highest degree of accuracy. Thus, data that can be used for monitoring the safety and performance of the athlete can be collected.

°myTemp

Monitoring body temperature to boost performance, prevent injuries and guarantee safety

Results appear automatically on a belt that the athlete wears around the waist. The sensor is not battery-operated, which means it allows for a really small capsule and a relatively sustainable system. MyTemp can be used in human- and animal applications. It is now being used in equestrian sports, for example.

Right now, we are improving the system, so that we can monitor temperature from a distance. This will enable coaching of the athlete based on temperature and monitoring health and safety during sports events.

Researchers from the Radboud University Nijmegen in the Netherlands are testing the reliability of the system and analyzing its data to obtain a better understanding of the influence of body temperature on an athlete's performance.

More about MyTemp B.V.

MyTemp B.V. works together closely with Radboud University Nijmegen in the Netherlands. MyTemp has

already been used amongst small groups of athletes during several large sports events in the Netherlands. The system is reliable and has given us new insights into the rise of body temperature during walks or runs. MyTemp won the Sports Innovator Award 2016.

Are you interested in training with MyTemp or do you want to know more about us? Please contact us.

CONTACT myTemp



www.mytemp.nl



Kjille Houben



info@mytemp.nl



+ 31 (0)6 14 280 037



Green mobility

Companies want healthy employees, and practice corporate social responsibility at the same time. Bicycles offer a solution to both these challenges and promote green mobility for both employees and customers or clients. Kenniscentrum Sport developed this clever green programme.



Company bicycles provide green mobility

We offer employees who live more than five kilometres away from a train station a bicycle for the daily ride from station to office and vice versa. Cycling is healthy, respects the environment and is often cost-saving. Moreover, bicycles with a company logo add to the healthy image of the company. We also made arrangements for people visiting our institute to easily rent a bike at the train station. Thus, providing a customer-friendly service and practicing corporate social responsibility at the same time.

Results

Around 10% of our employees stopped using their cars and switched to using the combination of trains and bicycle. Employees who used to rent a bicycle on a daily basis now have their own bicycles. All employees are very happy with their new transport arrangements.

About Kenniscentrum Sport

Kenniscentrum Sport (Knowledge Centre for Sport Netherlands) has extensive knowledge about sports and exercise. In recent years, we have demonstrated that applying this knowledge leads to better interventions, more effective programmes and a more competent workplace. Together with several partners, we want to increase the impact of sports and physical activity.

We are happy to share our knowledge and experience with you. Please contact us for more information.

CONTACT Kenniscentrum Sport



www.kenniscentrumsport.nl



Peter Jan Mol



peter-jan.mol@kcsport.nl



+ 31 (0)6 21 649 579



Knowledge Centre for Sport Netherlands

Knowledge Centre for Sport Netherlands (Kenniscentrum Sport in Dutch; here abbreviated to KCSportNL) aims to strengthen the impact of sport through better use of knowledge and to increase the level of knowledge about sport and physical activity. More knowledge leads to better interventions, more effective programs and a more competent workplace in sport and physical activity.

KCSportNL works for professionals and volunteers who look for extra expertise in the area of sports and the activation of people. This does not mean that KCSportNL works exclusively for the sports sector. It is one of our priorities to make sure that knowledge about sports and activities also reach governments,

healthcare professionals, labour unions and employer organisations, national or regional knowledge organisations, and other public organisations and businesses.

More about the organisation

KCSportNL is an independent knowledge institute and is funded by the Dutch Ministry of Health, Welfare and Sports (VWS). We collaborate in sports and in other sectors with the sectors' most relevant knowledge institutes. KCSportNL is a member of international networks, such as Tafisa, HEPA and participates in European co-operation projects.

Results

KCSportNL not only collects information and data, but also makes these available to a large audience: our website www.allesoversport.nl (at the moment only in Dutch), for example, gives answers to diverse questions, such as: 'What can I do to help preventing





Making sport more impactful through knowledge

injuries?’ or ‘How can sports and health care prevent obesity’. We have organised meetings and events on top sport and grassroots sport. Over the years, we have published reports and developed programmes on a wide range of topics. From tips and tricks to engage adolescents in sports during puberty to programmes that are focused on sport and PA for impaired people. Furthermore we are responsible for issuing this Sportfolio, which can also be found in the English part of our website.

Contact

Knowledge Centre for Sport Netherlands has an excellent overview of the sports sector in the Netherlands. As an independent organisation, we can serve as your gateway into the Netherlands. We can help you to get in contact with successful projects and effective interventions. We are also interested to learn more about your good practices, knowledge and effective programmes.

KNOWLEDGE CENTRE FOR SPORT NETHERLANDS

Horapark 4
6717 LZ Ede (GLD)
the Netherlands

P.O. box 643
6710 BP Ede (GLD)
the Netherlands
Phone +31 (0)318 490 900

CONTACT Kenniscentrum Sport



www.kenniscentrumsport.nl
www.allesoversport.nl



Peter Barendse



peter.barendse@kcsport.nl



+ 31 (0)6 21 649 579

Portfolio presents an overview of projects brought together by Knowledge Centre for Sport Netherlands, in cooperation with the Ministry of Health, Welfare and Sport. Our goal is to showcase Dutch sports projects that have international ambitions. For the actual online database on www.kenniscentrumsport.nl/en: check the QR Code. Magazine published in February 2018.



Representing sport in economic missions of the Netherlands



Ministry of Health, Welfare and Sport