

# CALL FOR PROJECTS



## OBJET SPORTIF ET STADE CONNECTÉ



# RULES

# OPEN

# APPLICATIONS

From February 3rd, 2020  
to May 22th, 2020

## Context

Sport is a universal activity that brings together all generations, both athletes and fans. Its economic weight is growing and this sector represents today more than **1200 Billion €**.

The particular geographical location of the European Metropolis of Lille (MEL) and its infrastructures make it a strategic place for major sporting events. In particular, Lille was a training center for the 2012 London Olympics and will also be one for the 2024 Paris Games.

It is within this context that the **hellolille.sport** Metropolitan project emerged. By supporting companies of the sector, hellolille.sport acts as a catalyst to foster their interaction with « sites of excellence », labs and national and international sports federations.

Within that dynamic, **MEL** and **hellolille.sport** have joined forces with the **CITC** to propose the **call for projects « Objet Sportif et Stade**

**Connecté** » (Sporting Objects and Connected Stadium).

This call for projects aims at boosting innovation and experimentation at local scale, by offering European stakeholders (companies, labs, etc.) the opportunity to test their solutions under real conditions, within a **unique testing ground: the Stadium Lille Métropole in Villeneuve d'Ascq**.

**The selected projects shall concern three communities of testers :**

- **High-level sportsmen and sportswomen (athletes):** Home Town Resident Clubs.
- **University students** (mainly STAPS students), available during day time.
- **« Mass » recreational sportsmen and sportswomen:** General public, facility users.



# Eligibility criteria

## This call for project concerns:

- Private sector structures operating in Europe: Project leaders, start-ups, SMEs, associations.
- Public structures from academic research such as universities and research bodies.

You can submit your project on your own or set up a consortium.


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## About the projects


The submitted projects shall concern any hardware and/or software innovation: equipment, smart objects, applications... which can be tested within the Lille Métropole Stadium in Villeneuve d'Ascq.


They shall be innovative and use emerging technologies: wireless technologies, augmented, mixed, virtual reality, Artificial Intelligence, etc.

## Your project must fall under one of the following 4 themes:

 **Performance\*** : Performance is a goal sought by every athlete willing to thrive and improve in their activity. Solutions may concern any equipment allowing a feedback of data, statistics to correct and inform oneself, a better comfort and better performances in practice, tools to help training... Whether at pro or amateur level.

 **ESport\*** : ESport is a highly strong trend to be developed in connection with the arenas and ESport of tomorrow: Integration of Connected Object, competitions, training session (workout), streaming, mixed reality, virtual ...

 **Health\*** : The athlete health is a key element in his or her pathway. A food and diet monitoring before and after competition, use and analysis of data to get statistics on its training session and prevent risks of injuries, encourage recovery after an intensive training or competition are all examples referring to the athlete health ... Projects and solutions that help increase the number of people practicing or encourage sports resumption will be taken into account.

 **Connected arena (stadium)\*** : There are real issues to turn today's stadiums into the stadiums of the future: smarter, enhancement of equipment and technological investments to make it more attractive, easier management of visitors flows, bring additional revenues by expanding its use or better data collection, in a more reliable and easy way.

\* This list of examples for each theme is not exhaustive and is provided for information purpose only.



# What is at stake ?

## A support

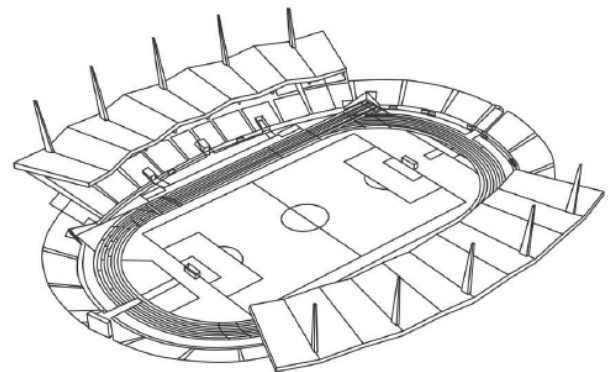
- **3 prize-winning projects** will receive a **€10,000** grant according to the financial needs to develop the solution.
- **An expertise and a personalized technologic coaching will be provided by the CITC engineers**, key actors in terms of Internet of things and Ambient Intelligence, to help applicants for the setup of application and beyond in the project development.
- The selected projects will have the opportunity to benefit from **assistance** by the linking with **industrialization partners**.
- The selected projects will have the opportunity to take advantage of a linking with a **potential financing body**.

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## A testing ground

The selected project developers will also have the opportunity to take advantage of :

- **Showroom and indoor and outdoor full-scale tests** directly in the **Stadium** for an acceleration of the project development. (MEL)
- **An access to a wide community of testers, represented by students** in university, home town resident clubs and mass sportspeople and enabling to have an accelerated **experience feedback**. (MEL)
- **An unprecedented highlight** of selected projects to promote their **presentation** during the testing phase in the Stadium and during the call for project. (Partenaires)
- **A direct promotion towards national and international sports federations** such as rock climbing, basketball, golf, athletics and professional leagues. (hellolille.sport)
- **A production of sets of datas** under cover of testors' approval and an access to **broad-band** high frequencies.
- **An access to the technologic ecosystem with its national and european network** by the provision of its technologic cluster in order to meet any technical need and to enhance skills of project developers. (CITC)
- **The possibility to create Startup** with the provision of premises in the Stadium around a high-potential idea. (MEL)



 **Stadium presentation**



# Selection criteria

The selection process will occur as follows :

- Submission of an expression of interest
- Audition in front of technical committee (pitch)
- Pre-selection technical committee
- Submission of a full application file submitted to a selection committee (if the pre-selection was validated)
- 2<sup>ND</sup> audition in front of selection committee

The technical committee, composed of MEL (Economic development & sports), hello-lille.sport, CITC and the Public Investment Bank, is in charge of the pre-selection of files regarding expressions of interest that have been received. The pre-selection will take place after an audition and will retain the eligible projects.

A selection committee made up of partners involved in the call for project and extended to any other expert that the said partners deem useful to solicit (sites of excellence, partner companies, etc.), will be in charge of the final selection to define the selected projects.

Audition (in front of technical and selection committee) will be carried out with due regards to confidentiality of projects, with mention of the representatives for a possible opposition in case of conflict of interest or competition.

Following the final decisions of the selection committee, the selected applicants will receive a favourable notification. Those whose project has not been selected will be directly informed by the MEL.

Here are the selection criteria :

- Adequation of project with the above-mentioned themes
- Economic and market potential
- Relevance of the project regarding technology and uses
- Technical feasibility and maturity of the project
- Implementation within Stadium spaces
- Quality and credibility of the proposal and project developers
- Showcase effect : highlight of the Stadium as an unavoidable dedicated R&D place
- Incentive effect of support request aiming at starting or amplifying the project

## Calendar





# Rules for participation

## I - Submission of expressions of interest

To apply to the call for project, an expression of interest file (max. 3 pages) shall be sent in pdf format version until **22th May 2020**, exclusively by e-mail to the following address:

**oss2020@lillemetropole.fr**

The file is available on the call for project release address :

<http://lillemetropole.fr>

An acknowledgement of receipt will be issued to confirm that applications are recorded.

## II - Pre-selection

Applicants may be invited to a hearing in the form of a pitch during one of the sessions organized by the technical committee (it can be done by visio-conference for applicants located out of the Lille Metropole area).

The pre-selected projects after this first hearing, shall be the subject of a full application file submission.

## III - Submission of the full application file

This file shall gather all following points :

- List and CVs of project developers and possible involved partners in the project .

- Presentation of the structure(s) supporting the project.
- Description of the project with quantity and quality datas on the innovative dimension of suggested use.
- Market potential and fields of application of the project.
- Description of the conditions of realization and implementation of the project and/or demonstrator.
- Implementation schedule.
- Concize overall funding plan.

Applicants shall send the file in pdf format version within the **26th June 2020** to the following address :

**oss2020@lillemetropole.fr**

**NB : Any incomplete application file will be refused at this deadline.**

## IV - Selection

The pre-selected projects with a full application submission will be presented by project developers during a second hearing, in front of the selection committee.

A selection notification will be sent and will be formalized by a contract with hellolille.sport to enable the testing and prototyping phase at the Lille Métropole stadium .

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# Contact Organization

For more information about the call for projects :

### **MEL :**

- François-Xavier Kowandy, SPORT policy officer  
[fxkowandy@lillemetropole.fr](mailto:fxkowandy@lillemetropole.fr)

### **CITC :**

- Corentin Duploux, R&D engineer project manager  
[cduploux@citc-eurarfid.com](mailto:cduploux@citc-eurarfid.com)

### **hellolille.sport :**

- Christophe Troendle, General Director  
[ctroendle@hellolille.sport](mailto:ctroendle@hellolille.sport)



# Legal framework

Applying to this call for project implies the unconditional acceptance and the compliance with the provisions of the specifications, available anytime during the call for project period on the website <http://www.lillemetropole.fr> or on request to the MEL by letter to the attention of MR. President, 1 rue du Ballon CS 50749 59034 Lille Cedex.

MEL and its partners reserve the right to take legal actions against any individual who would attempt to cheat or affect the smooth running of the call for project. Thus, in case of clear fraud in all its forms, the call for project can be canceled or invalidated.

MEL and its partners also reserve the right to shorten, extend, suspend or cancel the call for project, without any financial compensations. Therefore, their responsibility shall not be incurred .

## Intellectual property

If the project is based on a particular innovation, the applicant shall make all necessary arrangements to protect intellectual property. Work that has been done by the applicant within that framework, remain actually its property.

The applicant attests that he/she possesses the intellectual and industrial property rights and, failing that, he/she certifies that he/she has received all authorizations regarding intellectual and industrial property rights related to the project.

He/she guarantees MEL and its partners against any kind of complaint from any third party regarding all intellectual and industrial property rights concerning the presented project, as well as financial consequences which are his/her personal business as declared.

## Confidentiality

Within the context of this call for project, applicants may disclose confidential information. organizers and jury members commit already to use these information with great care.

Received information within that framework, cannot be directly or indirectly forwarded to a third party without written authorization from the project developer, except for information that enter public domain on the day of their release or if they are forwarded by someone who explicitly and officially declared under his/her own responsibility, that they were not confidential.

As a result, the applicant may state, in the response file, which are the confidential elements for the exclusive use of the selection committee and its experts.

MEL and its partners are committed not to disclose any information for which a confidential treatment has been clearly specified and requested in his/her application file.

However, the confidential character shall not be requested by the project developer for the application file as a whole.

Only the project developer can estimate the opportunity/modalities for a protection of confidential information by claiming such rights.

Nevertheless, within the context of communication with regards to the call for project, organizers are allowed :

To communicate to the press and publish on their Website the legal name, the name of the file, the name of Applicants;

To make public the essential and non-confidential characteristics of the submitted projects, without compensation of any kind whatsoever.

## Data property and privacy

The datas remain the property of the person communicating them. By participating in the competition, candidates undertake to sign a non-dissemination and privacy protection agreement in the event that the datas are not anonymous or contain personal information, including indirect references.

## Image right – personal datas

Each applicant authorises, free of charge, the organizers, directly or indirectly, to record and exploit his/her image on any medium (photos, films, audio,) as well as his/her presentations and support for the application.

To this end, the applicant authorise the organizers, for a period of 2 (two) years from the submission of the application, to represent, reproduce, disseminate and exploit the applicant's image (as specified above), in whole or in part, directly or indirectly, through the organizers or any third party authorised by them, throughout the world, by means of the press, written, radio, television, computer, on all supports and all formats, and more generally by all known or future technical methods and processes, and whatever the sectors of diffusion, in particular within the framework of the communications associated with the organization, information and promotion of the call for projects.

The rules were written in French and are governed by French law. This is a translation of the French version.

