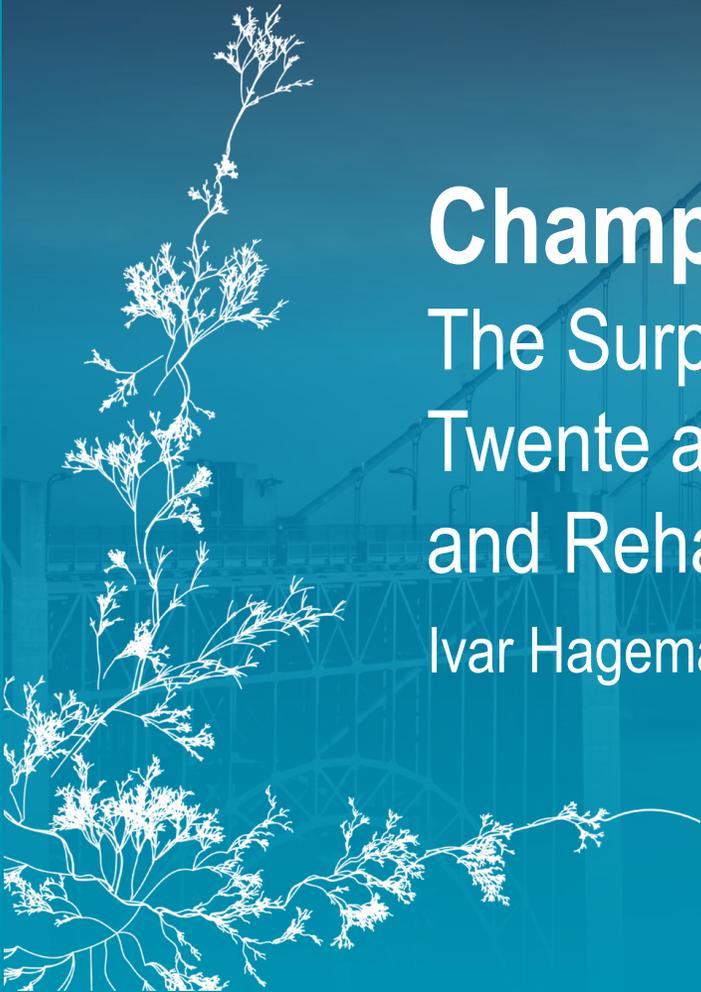


Champions of Health:

The Surplus of a Regional Innovation Platform between FC Twente and the knowledge institutes on Data in (Top)Sports and Rehabilitation Exercise and Health

Ivar Hageman, FC Twente





CHAMPIONS OF HEALTH

The surplus of a regional innovation platform between FC Twente and the knowledge institutes on data in (top)sports and rehabilitation exercise and health

NOT ONLY FOOTBALL, BUT A COMMUNITY IN THE AREA OF TWENTE

26.500

Season ticket holders (sold out)



25.000

ClubCard holders

1.800

Sponsors

1.000+

Non-matchday events per year



13.000

Kidsclub and Young Reds members



238.200

Likes on Facebook



143.300

Followers on X



155.000

Followers on Instagram



21.800

Followers on LinkedIn



35.800

Members on YouTube

With Ajax, Feyenoord en PSV:

Most fans in the stadium, both at home and away

Biggest online range and most active online fanbase



Per year:

650.000

Unique visitors on fctwente.nl

3.500.000

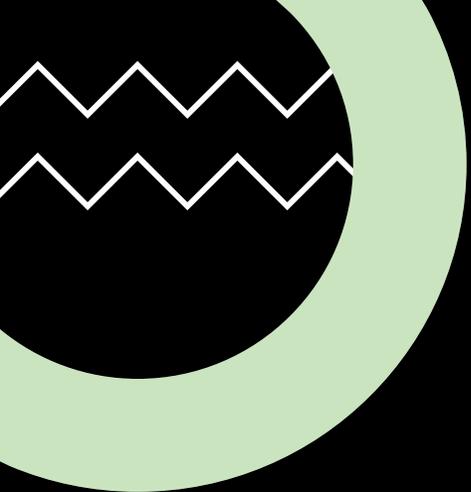
Page views



Every single match:

29.800

Fans in De Grolsch Veste (stadium)



The ecosystem

- The power of the area of Twente
- Three big local knowledge institutions (UT, Saxion, ROC)
- High tech business and manufacturing industry & innovation (>3.000)
- Health care and techmed industry
- 14 local municipalities (634.000 inhabitants)
- Talent & entrepreneurship
- Connecting power of football & “noaberschap”



Partnership & ambitions

- Partnership UT, Saxion, ROC of Twente and FC Twente
- Focus on (top)sports, healthcare and (rehabilitation) exercise
- Regional positioning on health, sports, tech and data
- Performance optimization and injury prevention
- Transition from topsports to citizens



Purpose?

- “Leave the jersey of FC Twente in a better and healthier place”
- FC Twente wants to be of value to the environment and make an impact
- Twente as a leading, innovative, vital and attractive part of our country
- Twente as the leading knowledge region on topsports, healthcare, technology and data
- Proud, ambition and “noaberschap”



How?

- From top sport to recreational sport to society & citizens
- From knowledge to impact
- From thinking to doing
- From advertising medium to social platform (in sports marketing)
- Innovation manager on behalf of UT/Saxion/ROC/FC Twente

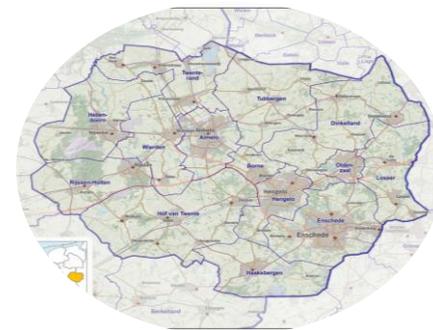


What?

- Research projects with regional partners, e.g. “Fit to Purpose” (injury prevention & rehabilitation in sports) and “the use of sensor technology within on field tests”
- Transition from topsports to citizens
- Regional events
- New, innovative public private partnerships and businessmodels (performance based healthcare)



The power of the region Twente



THALES



TECHMED CENTRE



international
topsport
events



roc van
twente

UNIVERSITY
OF TWENTE.

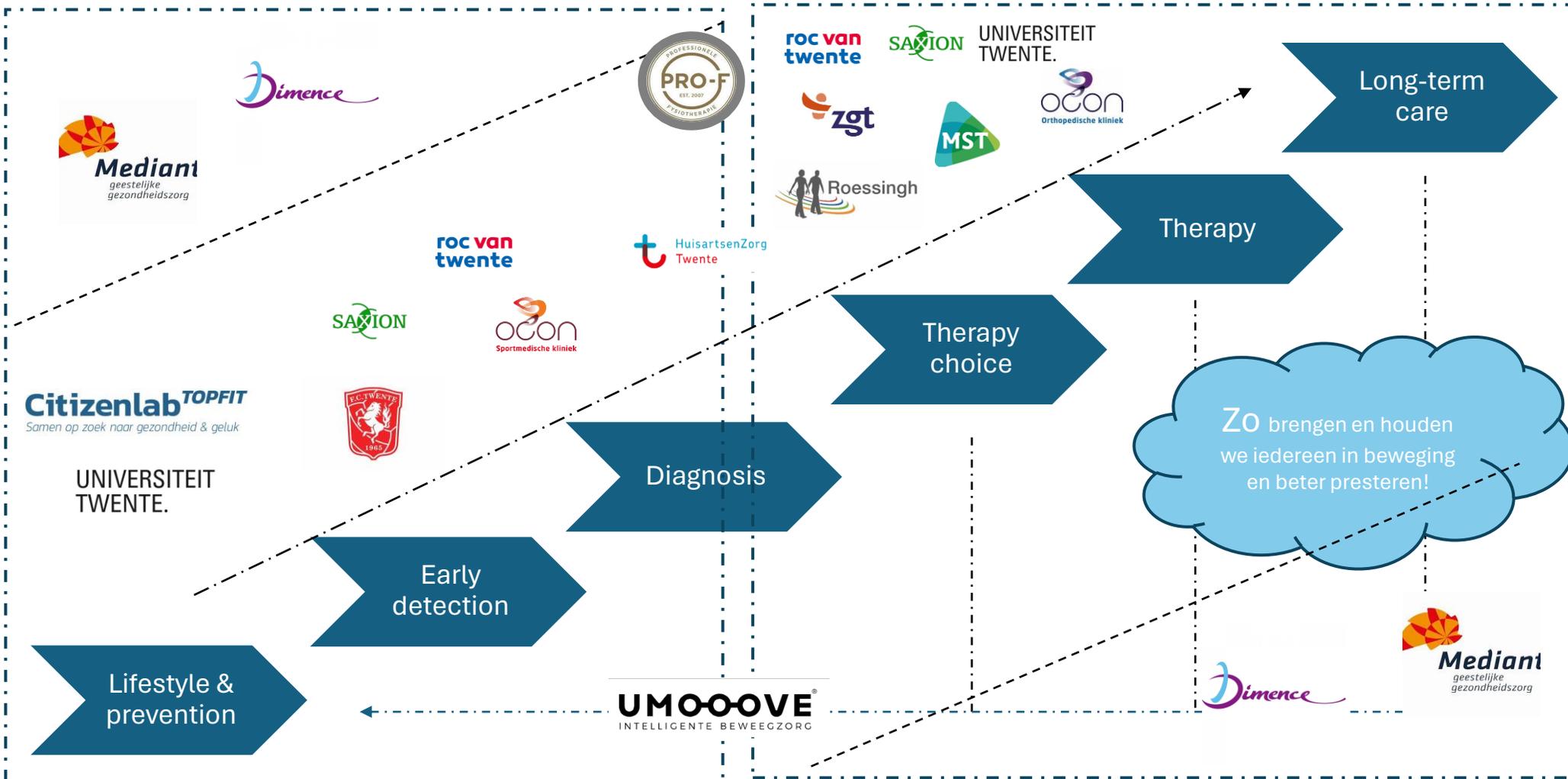


Welzijn

Active lifestyle & Physical Performance

Movement pathology & Restoration of mobility

Gezondheid



TechMed overarching (connecting medtech research)

Network

TECHMED CENTRE

Inside out and outside in



Network

Digital Infrastructure



Sport Data Valley



Champions of Health

- Multidisciplinary, innovative top sports campus
- Sports, health, movement, technology and data
- Fieldlab & science
- Transition from topsports to recreational sports to citizens
- Connecting the power of the region Twente