

PARTNER IDENTIFICATION FORM

PIF

PIC	883921425
Legal name of the organisation	Planet O - the outdoor company GmbH
Acronym/Organisation's short name	PO
National ID	HRB 98522
Address	Felsbergstraße 22
Country	Germany
Region	Rhein-Main / Hessen
Post code	64625
Website	www.planet-o.eu/en www.dare-o.eu www.mygreenestclub.com www.fitfinity.de
E-mail	info@planet-o.eu
Telephone	+49 151 64406402

PROFILE

Type of organisation	Non-Governmental Organisation
Is the partner organisation a public body?	No
Is the partner organisation a non-profit?	No

ACCREDITATION

Type of organisation	Non-Governmental Organisation
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BACKGROUND AND EXPERIENCE

Please briefly present the partner organisation.

Planet O - the outdoor company is shaping the connected outdoor fitness and health world of tomorrow with the aim of inspiring citizens, smart cities, municipalities and sports organizations and clubs for a more green, active, exercise, mental-fit, sustainable and healthy lifestyle outdoors.

Therefore our organisation is divided in 3 departments:

Our **Planet-O concepts** department is developing sustainable and data-driven outdoor fitness and health infrastructure for municipalities and cities all over europe.

Moreover, we are specialists in increasing the level of activity by using digital tools, IoT and innovative new channels. For that the **Planet-O digital** department is your partner to promote smart health and get people more active outdoors.

With the **Planet-O institute** we are driving scientific excellence in the field of outdoor sports and health to secure a scientific impact all over europe.

What are the activities and experience of the organisation in the areas relevant for this application?

Planet O brings innovation, technology and knowledge in the field of promoting HEPA in the fields of outdoor sports and connected outdoor smart, active and healthy living. Our experience allows us to make a significant

impact on each project we are involved in. The diversity of experiences and backgrounds of the team's experts is an added value for our performance.

Planet O combines highly wide and specialized experts in the field of Innovation, Digitalization, Outdoor sports & Health, Project Management, Monitoring and Implementation as well as Marketing and Dissemination, with a great network all over Europe

What are the skills and expertise of key staff/persons involved in this application?

Thorsten Grießer

Thorsten Grießer is a graduate sports scientist, sports physiotherapist and health economist. Through his over 30 years of work and experience in the national and international health & fitness sector, he is recognized as a “Driver”, expert, networker, futurologist and speaker on green sports, connected outdoor health & fitness, digitalization, IoT, SaaS, eHealth, mHealth, wearable technology, digital health management, health coaching as well as telemedicine and occupational health management.

His latest focus till today is on the major challenges of green, climate-friendly and measurable outdoor health & fitness Solutions. Thorsten Grießer was the founder, project manager and general coordinator of the EU-Erasmus+ Sport project 2021-2022: Digital Active Regions Europe Outdoor / #DARE-O under the roof of the biggest grassroots sports club in Bavaria/Germany with more than 15.000 members - the Post SV Nürnberg e.V.. He was in charge of all relevant activities that brought the project to a just in time success, respecting the aims and outcomes of the project. With his experience in managing and innovating international groups in huge enterprises, start-ups, think tanks as well as in big and midsize sport clubs, he will guide and push all project partners and members of the upcoming EU project consortium to guarantee the quality of the outcomes in respect to all relevant deadlines in the smartest way of work ever.

Most recently, Mr. Grießer founded and runs companies like vitaliberty, grisundoo, DASGION, Gain-Cube Solutions and Planet-O the outdoor company. Before joining Vitaliberty, Thorsten Grießer was Head of HealthCare Services at Vitaphone GmbH, in the position of Head of Sales & Business Development. From 2004 he was the Head of Sales Enduser at

InterComponentWare AG, a spin-off SAP Group in Walldorf. There he developed and sold solutions for the digital health care system such as the digital health record and digital assisted prevention lifestyle service. Thorsten Griebler was also responsible for the development, introduction and distribution of the Technogym/Wellness system. at Technogym – The Wellness Company.

Furthermore, Mr Griebler has an intensive expertise in the health insurance field within the prevention and marketing department of the AOK Hessen and the AOK Federal Association. His work as a product scout for innovative products in the health & fitness sector for “Pro Idee” in the mail order business opened up business to the next level.

Alexander Blocher

Alexander Blocher is an experienced expert on IOT, digital transformation and web and app services as well as an innovative actor in the field of outdoor sports. He founded and co-founded several companies in a sports related field (wearables, fitness industry, e-Learning) and has a master university degree in sports science and sports management.

Furthermore he was one of the project manager for the Erasmus+ project #Digital Active Regions Europe Outdoor / #DARE-O. He is highly experienced in managing international projects with various stakeholders by integrating automations and cloud services for the highest possible project outcome.

He specializes in web and tech solutions to drive innovation in the field of sports. Partners and projects will gain valuable access to innovative and disruptive solutions to promote and develop sustainable and scalable solutions in the field of outdoor sports and public health - especially for young generations (Z&Y).

With his experience the consortium will benefit from an innovative and forward thinking mindset as well as a big network in the sports industry in Germany.

Has the partner organisation participated in a European Union granted project in the 4 years preceding this application?

Project Reference No and Title, Funding programme	Period	Role	Amount	Website
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#Digital Active Regions Europe Outdoor / #DARE-O / Erasmus+ Sport / Ref No 623061-ERP-I-2020-I-DE-SPO-SCP. Post SV Nürnberg e.V.	2021-2022	Coordinator / Manager	400.000 €	www.dare-o.eu
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LEGAL REPRESENTATIVES

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