



Athletes 2 Business

Final Conference

Budapest, 30 March 2011



Agenda





A	Welcome and Introduction	
В	Analysis and Guidelines	
	1	Athletes
	2	Businesses
	3	Educational Institutions
	4	Sport Organisations
C	Prioriti	es and Future Activities

Cross-sectoral Features







Dual Career

Analysis





Findings

Outcome of survey, interviews, study visits, workshops

Conclusions

Evaluation of findings

Guidelines

A potential framework including good practices

Future

Suggested future activities

Introduction



Folker Hellmund, Director EOC EU Office

Welcome of the European Commission



Bart Ooijen, European Commission

Agenda





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Priorities and Future Activities

Athletes - Findings





Financial Situation

- Biggest sponsor is family
- Large investments for equipment

Counseling

- Available in some Member States
- Different approaches due to different background

Athletes

- Only 10% of athletes are involved
- No awareness
- No programms

Core of the project -

- · Lack of motivation
- Every person is selfresponsible, even athletes

Dual Career Services

Self-responsibility

Athletes - Conclusions





A Difficulty to combine sports training and education

B Lack of support services and relevant information

Greatest support for achieving a dual career comes from family

Athletes - Guidelines





Guideline

1

Be Committed, Proactive and Ask

Guideline

2

Set Achievable Goals

Guideline

3

Individual Guidance/ Career Counseling

GP: INSEP, France

GP: Finland

GP: Olympic training centers,

Germany

Athletes - Guidelines





Guideline

4

Athlete Commissions

- · Act as dual career ambassadors
- Be an interface to bring dual career actors together

GP: German Athletes Commission

GP: IOC ACP

Guideline

5

Capitalise on Soft Skills Acquired through Sport

Athletes - Future





Set up Athlete Commissions i	n Each Member State

Provide Advocacy

- Information
- Communication
- Cooperation between stakeholders

Launch Activities

- Job fairs
- Testimonials
- EYOF

Agenda





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Businesses - Findings

Business

- Connection to the

Labour Market -





Communication

- The Un-Known will not be addressed
- Perceptions influence decision
- Shared Best Practices
- Cross Organizations
- Cross Boundaries
- Where is the door
- How do I gain access
- Do I want to participate
- Why participate in this programme
- What are the benefits

Participation

Structure

- Athletes are different, do structures support or block transition
- Do processes support strategic needs
- What will I gain
- How do I overcome obstacles and see benefits
- I am tied to shareholders with a priority on long term socio economic benefit

Incentives

Businesses - Guidelines





Guideline

2

Business should be open and available for dialogue

· learn & participate

- GP: Austria "Career After Sports"
- GP: Germany "High Performance Sports and Career in Industry and Commerce Related Jobs
- GP: Hamburg Chamber of Commerce
- GP: IOC and IPC ACP with Adecco

Guideline

3

Business should open up general recruitment

- be exposed to new targeted recruitment best practices
- be open for change

- GP: Adecco participation in IOC and IPC ACP
- Related: Increase participation with sponsors

Guideline

4

Business should consider structural advancements and Innovation

• be exposed to innovative practices for change considerations

- GP: French RATP Top Athlete Programme
- GP: Adecco Global hiring initiative

Businesses - Guidelines





Guideline

5

Business should participate in networks with a focus on the topic

- GP: Finland: Finish "Sports Academy Network
- GP: Chamber of Commerce
- GP: Athlete Career Programmes

Guideline

6

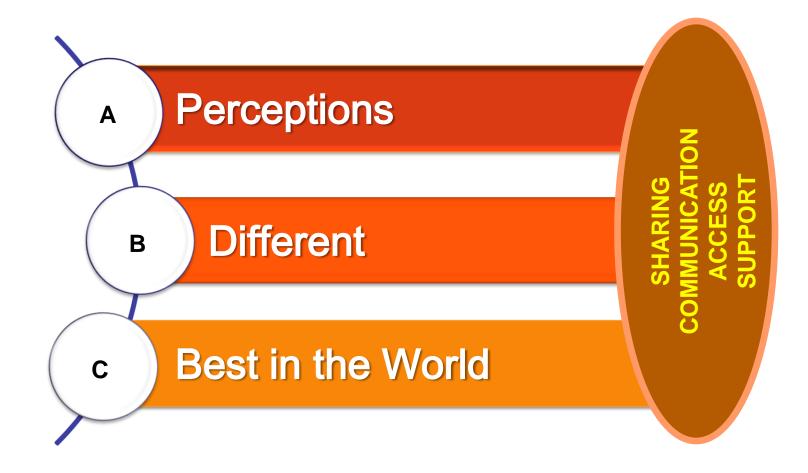
Businesses should provide enhanced awareness to job opportunities targeted for elite athletes

- GP: Finland: Finish "Sports Academy Network"
- GP: Hungarian Sports Confederation with shareing of results

Businesses - Conclusions







Businesses – Future





Awareness

Communication

Access to Athletes

Participation

Share Best Practices

Do not re-invent

Integration into Workforce

Support and Incentives

Agenda

C





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Sport Organisations

Priorities and Future Activities

Welcome and Introduction

Educational Institutions - Findings





Dual Project: Education & Sport

- Requires commitment, time and budget
- Lack of understanding between academic and sports world

Cooperation: Educational Institutions & Sport Organisations

- Needs to be enforced
- Requires tailored agreements (who is
- the tailor?)

Educational Institutions

- Preparing Athletes for the Demands of Professional Life -
- Lack of athlete friendly structures
- Efforts in some Member States

Static vs. Flexible Educational Systems

Educational Institutions - Guidelines Athletes To Business



Guideline

2

Collaboration Should Be Promoted and Maintained

 GP: "Olympic Career Path" Programme, Hungary

Guideline

3

Educational Institutions Should Envisage Structural Advancements

GP: Dalarna University, Sweden

Educational Institutions - Guidelines Athletes Tobbusiness





Guideline

4

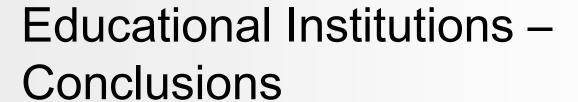
Provision of Individual Support Assisted by Networks

 GP: English Institute of Sport, United Kingdom

Guideline

5

Higher Authorities Should Create Dialogue







A Improve cooperation between sport and education

Establish framework agreements between sport and educational institutions

C Provide flexibility

Educational Institutions - Future Athletes TOB



Athlete Friendly Structure

- Flexible studies
- Scholarship system

Study Visits

 E.g. EAS, in cooperation with A2Bgroup, currently preparing a study visit scheme

Customized Programs

 Special educational solutions by contract between sport organisations and universities

Erasmus Sport

 Develop Life Long Learning to sports

Agenda





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Sport Organisations - Findings





Small Number of ACPs Running

No or little funds

Lack of Awareness

- Regarding the significance of DC
- Regarding existing services

Sport Organisations

- Direct Link to Athletes -

Succes factor

Mainstreaming DC

Sport Organisations - Guidelines





Guideline

2

Commitment Internally

- Statutes, strategies, resources, personnel
- Mainstreaming DC

GP: NOC Finland

Guideline

3

Commitment Externally

- Interaction with relevant stakeholders
- DC integrated in agreements

 GP: CNOSF – MEDEF Agreement, France

Guideline

4

Awareness and Information

- Communication plan
- · Use different channels
- Personal contacts also important

GP: NOC Finland

Sport Organisations - Guidelines





Guideline

5

Dual Career Network

- At local and national level
- Need to be coordinated

 GP: "Sports Academy Network", Finland

Guideline

6

Cooperation

Agreements with different stakeholders

GP: Adecco Cooperation

Guideline

8

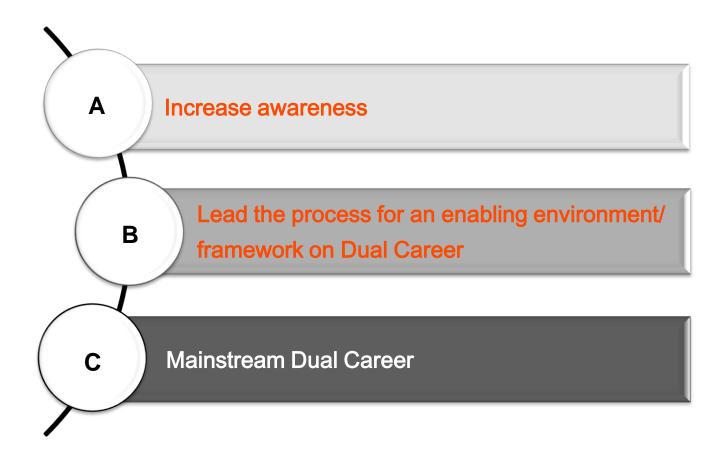
Capacity Building

- Career guidance to every athlete
- Support for athletes commissions' DC activities

Sport Organisations - Conclusions







Sport Organisations - Future





Commit to Dual Career

- Adjust statutes and strategies
- Generate internal commitment

Provide HR

 Hire part/ full-time employees promoting DC

Conclude Cooperation Agreements

- Educational Institutions
- Businesses
- Chambers of Commerce

Set up a DC Network

 Involve athletes, higher authorities, businesses, educational institutions, athlete entourage

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Priorities and Future Activities





Priority

Extend Leadership Position

Be a Key

Thought Leader across Europe

- ✓ Extend and strengthen
- ✓ The political activities
- ✓ On Dual Career
- ✓ On the EU Political Agenda

Priority

Support the creation / extension
Of a "body/team" of experts
With a long term nominated leader
To drive the European initiatives

- ✓ Participate in activities
- ✓ Utilize team to support and develop long term agenda
- ✓ Provide funding

Priorities and Future Activities

EU

Influence





Communication

- Communicate the value and importance with the National Authorities
- Share good practice
- Keep the programme a priority on the EU Platform
- First priority of the team is to create a priorty list of pilot projects which may include:
 - Hosting a networking event
 - Host a "Leader" Summit for Change
 - · Promote fair education access

Pilot Projects

Long Term Strategy

- Promote a team to establish, grow a strategy that will make a difference
- Participate in the thought leadership activities

Near Term

- Support the EU team creation and activization
- Publish Guidlines
- Mid-Term Term
 - Participate in Pilot activity

Funding

A2B – concrete actions





Deliver awareness on knowledge and dual career in major EU sports events

Strengthen role and expertise of Athlete Commissions



Have accessible case study visit opportunities in the education sector

Create qualification systems for dual career counselors





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www.athletestobusiness.eu