



Athletes 2 Business

Final Conference

Budapest, 30 March 2011



Agenda

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Welcome and Introduction

B

Analysis and Guidelines

1

Athletes

2

Businesses

3

Educational Institutions

4

Sport Organisations

C

Priorities and Future Activities

Cross-sectoral Features



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

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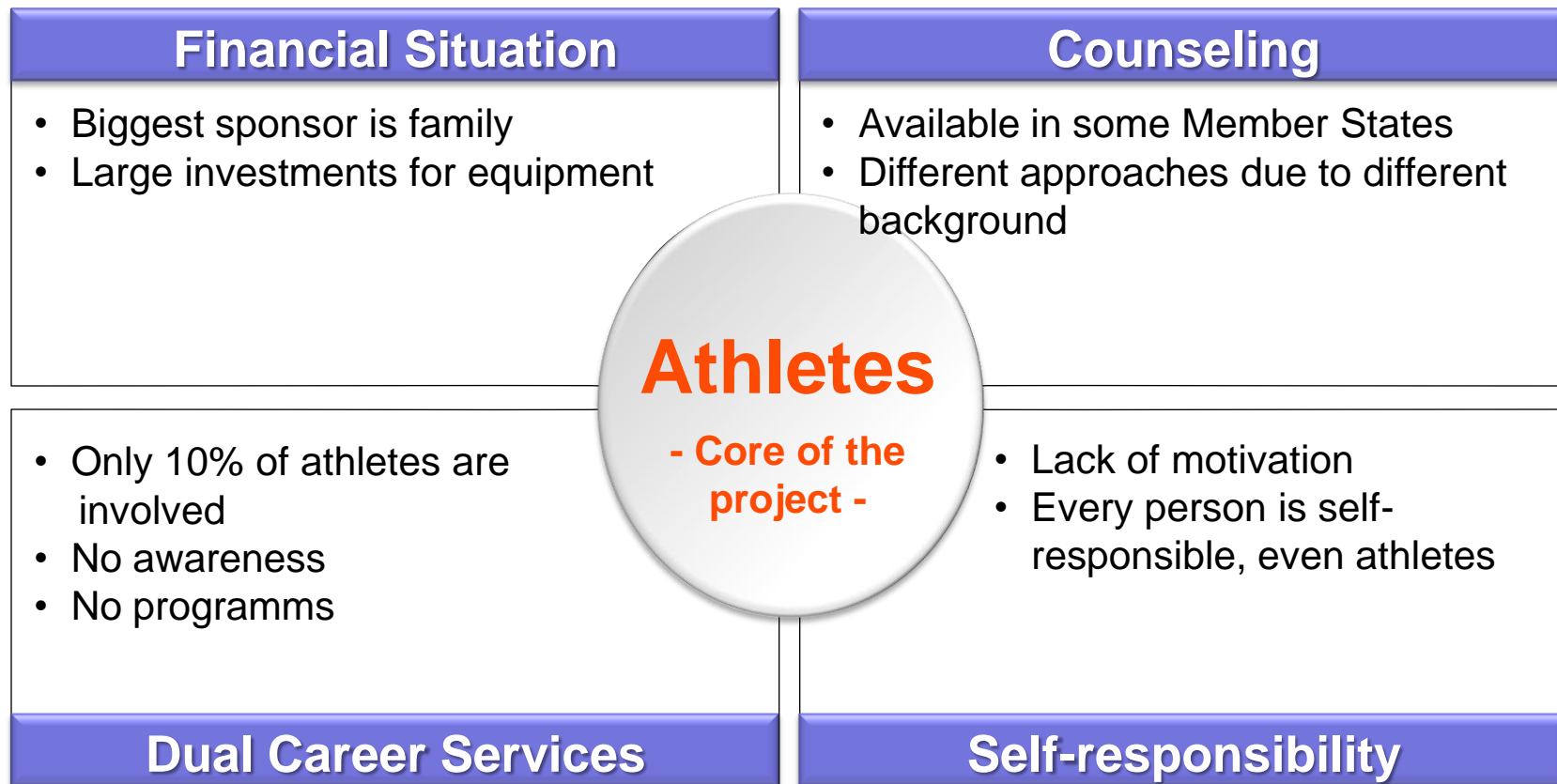
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Sport Organisations

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Priorities and Future Activities

Athletes - Findings



Athletes - Conclusions



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 in Each Member State



Provide Advocacy

- Information
- Communication
- Cooperation between stakeholders

Launch Activities

- Job fairs
- Testimonials
- EYOF

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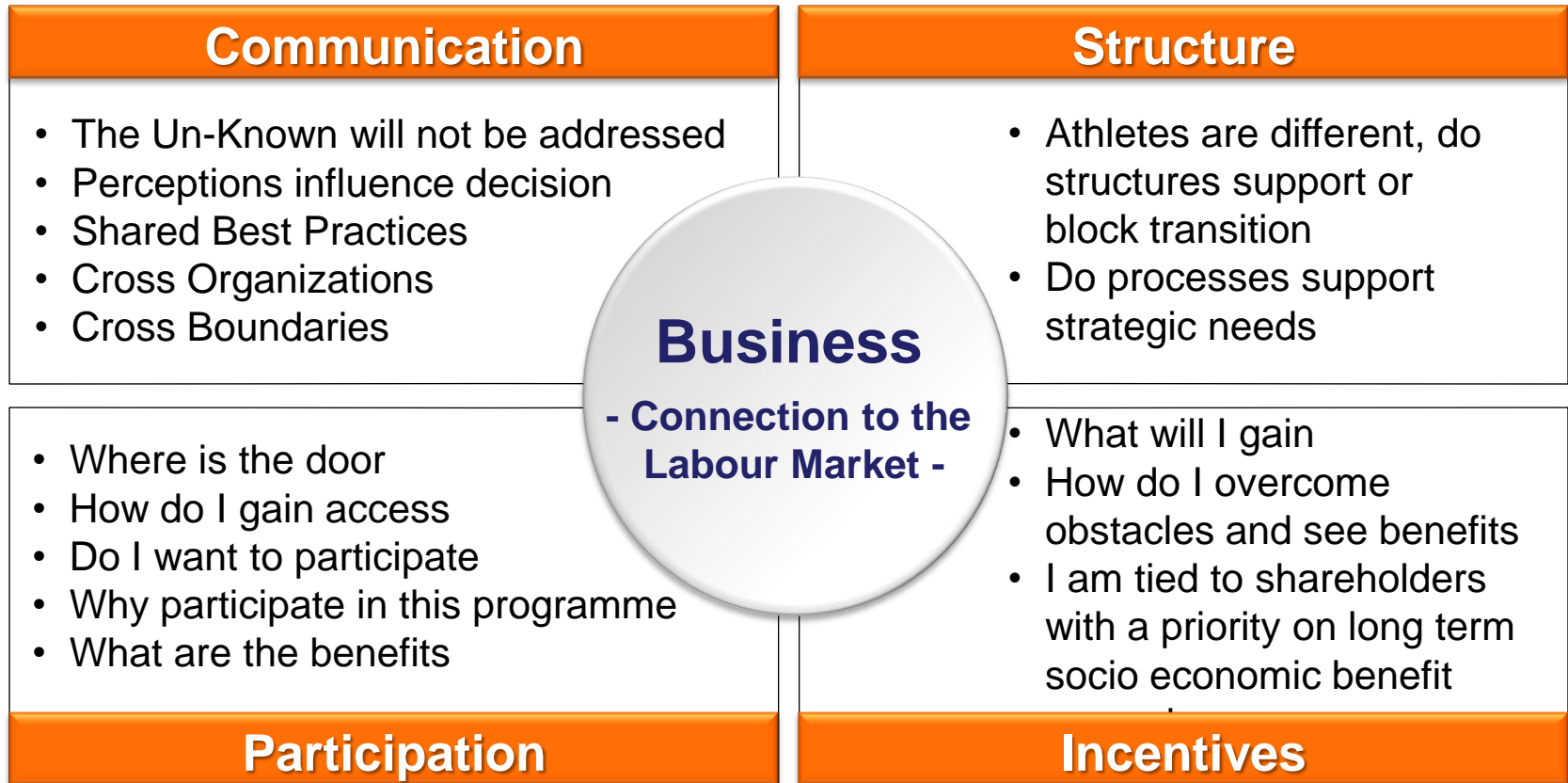
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Sport Organisations

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Priorities and Future Activities

Businesses - Findings



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

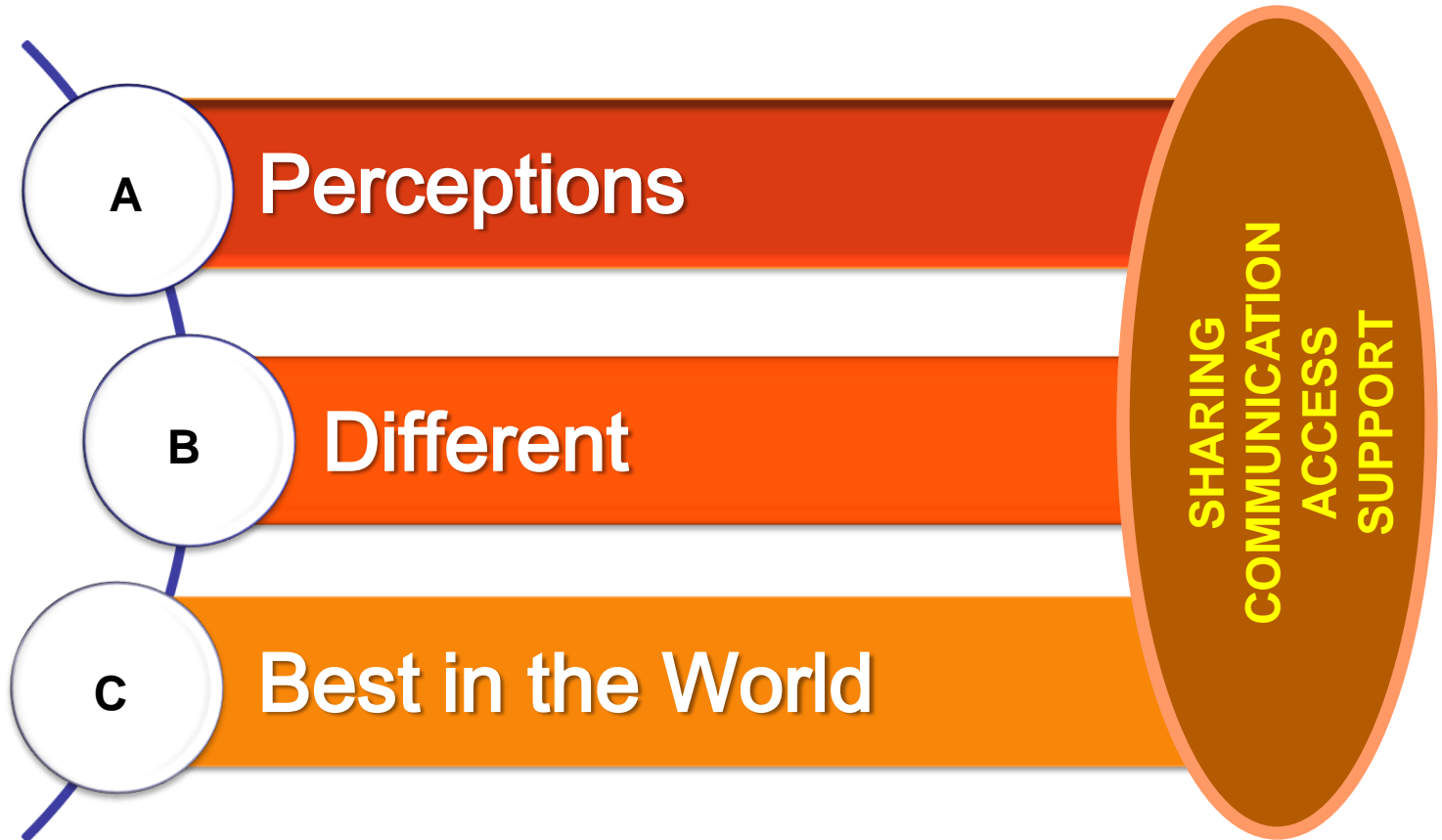
Guideline

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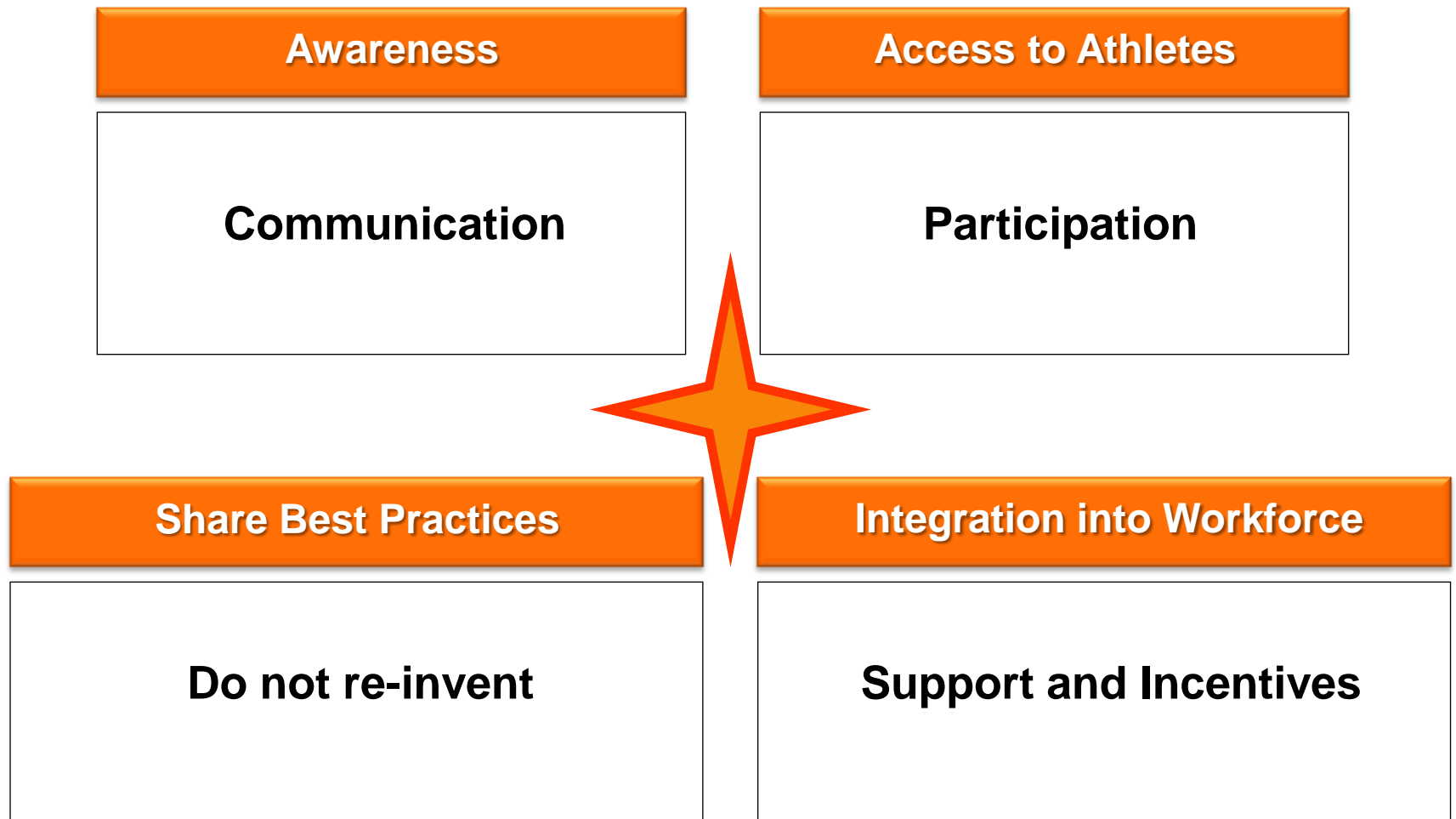
Businesses should provide enhanced awareness to job opportunities targeted for elite athletes

- GP: Finland: Finish „Sports Academy Network“
- GP: Hungarian Sports Confederation with sharing of results

Businesses - Conclusions



Businesses – Future



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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

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

Guideline

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Provision of Individual Support Assisted by Networks

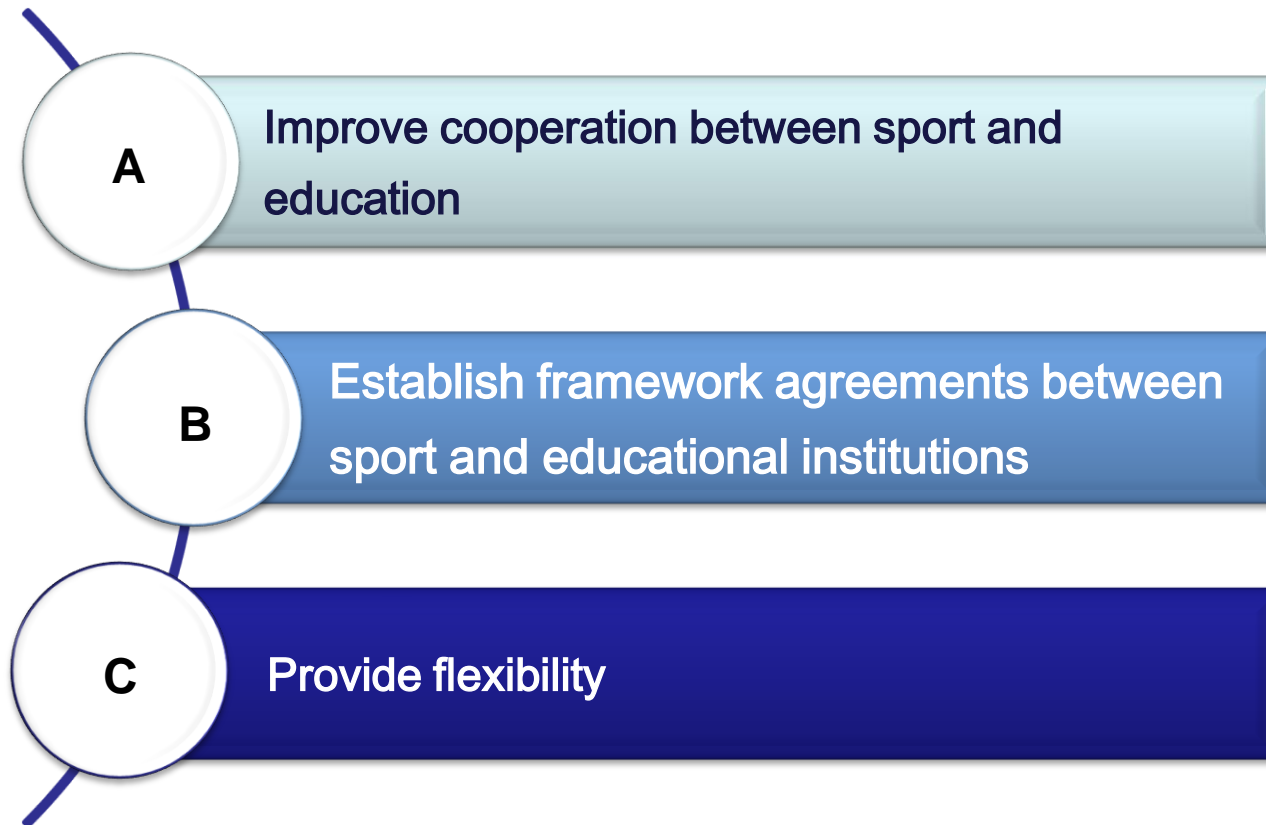
- GP: English Institute of Sport,
United Kingdom

Guideline

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Higher Authorities Should Create Dialogue

Educational Institutions – Conclusions



Educational Institutions - Future

Athlete Friendly Structure

- Flexible studies
- Scholarship system

Study Visits

- E.g. EAS, in cooperation with A2B-group, 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

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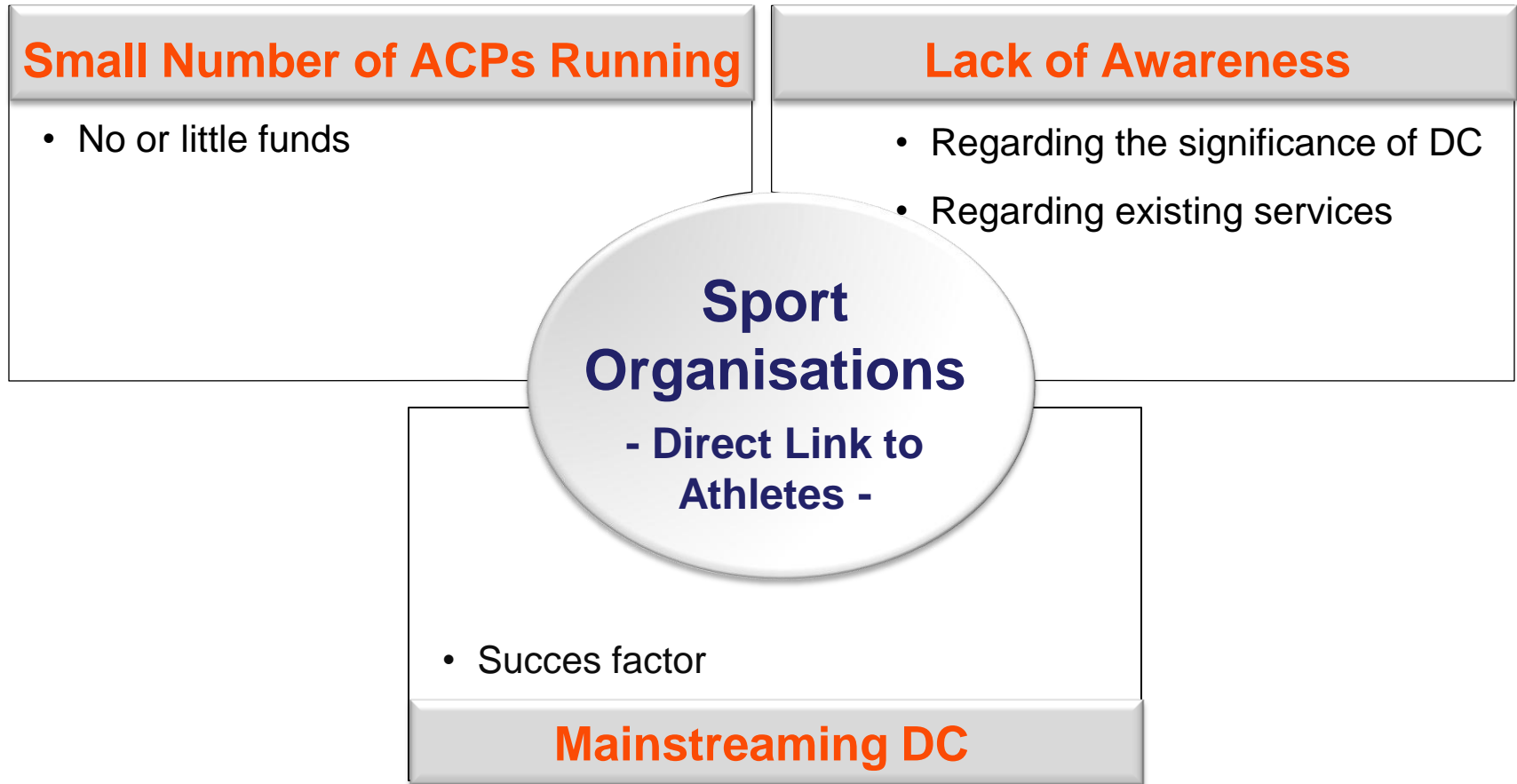
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Sport Organisations

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Priorities and Future Activities

Sport Organisations - Findings



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

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Cooperation

- Agreements with different stakeholders

- GP: Adecco Cooperation

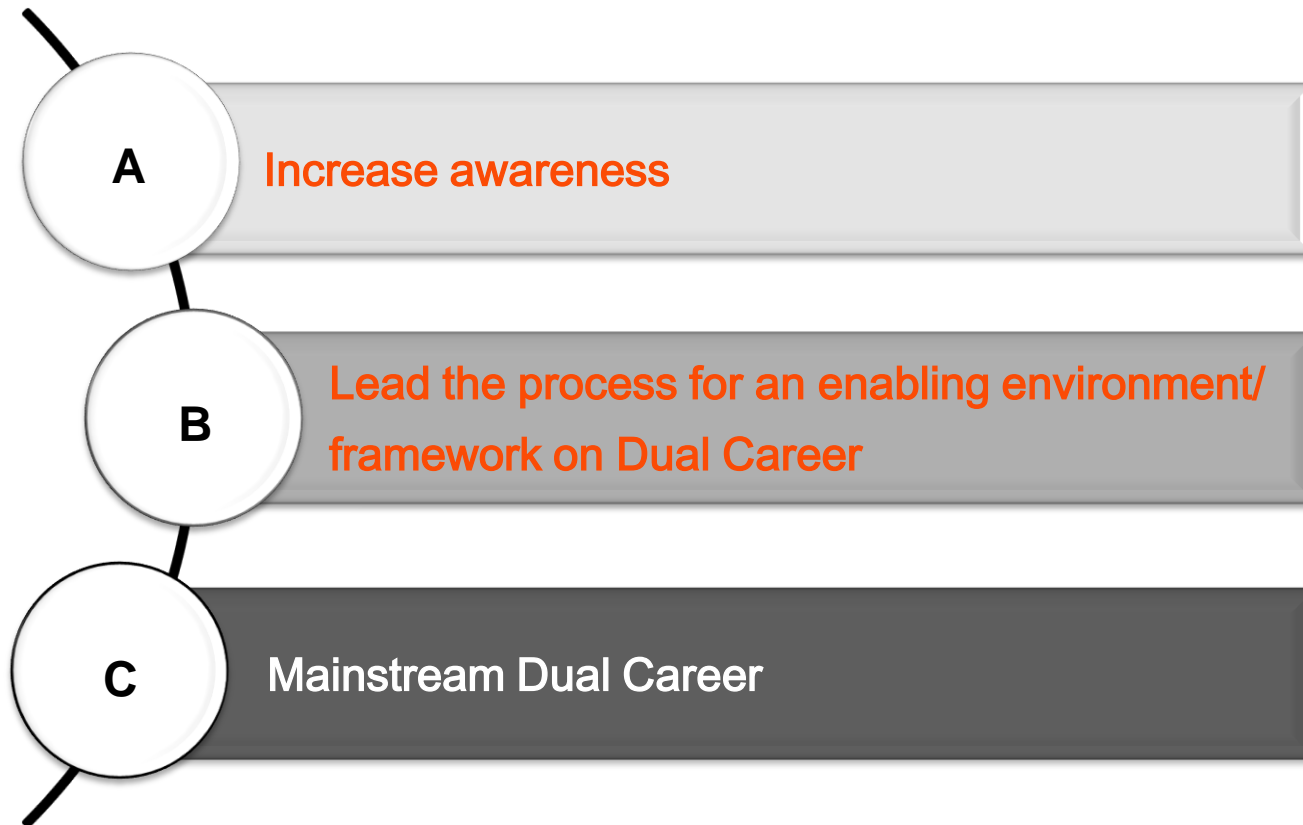
Guideline

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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

Priorities and Future Activities

Priority

**Extend Leadership Position
Be a Key
Thought Leader across Europe**

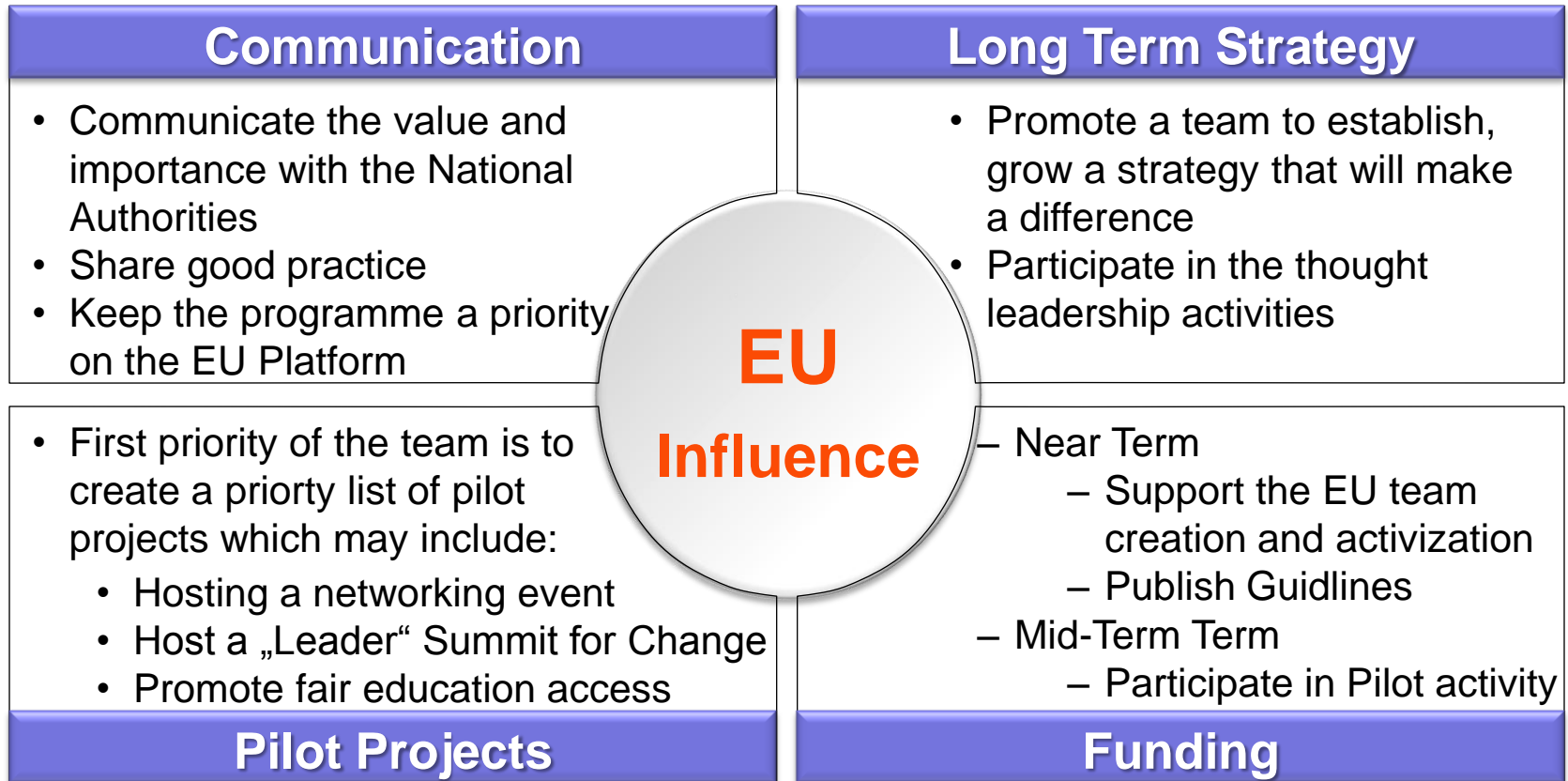
- ✓ **Extend and strengthen**
- ✓ **The political activities**
- ✓ **On Dual Career**
- ✓ **On the EU Political Agenda**

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



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