Athletes 2 Business

Final Conference

Budapest, 30 March 2011
Agenda

A  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

- Awareness
- Commitment
- Responsibility
- Flexibility
- Networking

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
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   3 Educational Institutions
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A
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1
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2
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3
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4
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C
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 - Core of the project -
- Only 10% of athletes are involved
- No awareness
- No programs
- Lack of motivation
- Every person is self-responsible, 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

C. 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

Guideline 5
Capitalise on Soft Skills Acquired through Sport

- GP: German Athletes Commission
- GP: IOC ACP
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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Businesses - Findings

**Communication**
- The Un-Known will not be addressed
- Perceptions influence decision
- Shared Best Practices
- Cross Organizations
- Cross Boundaries

**Structure**
- Athletes are different, do structures support or block transition
- Do processes support strategic needs

**Participation**
- Where is the door
- How do I gain access
- Do I want to participate
- Why participate in this programme
- What are the benefits

**Incentives**
- 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
## 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
Guideline 5
Businesses 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 sharing of results
Businesses - Conclusions

Perceptions
Different
Best in the World
Businesses – Future

- Awareness
  - Communication
- Access to Athletes
  - Participation
- Share Best Practices
  - Do not re-invent
- Integration into Workforce
  - Support and Incentives
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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
<table>
<thead>
<tr>
<th>Guideline</th>
<th>Description</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td><strong>Collaboration Should Be Promoted and Maintained</strong></td>
<td>• GP: “Olympic Career Path“ Programme, Hungary</td>
</tr>
<tr>
<td>3</td>
<td><strong>Educational Institutions Should Envisage Structural Advancements</strong></td>
<td>• GP: Dalarna University, Sweden</td>
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</tbody>
</table>
Guideline 4
Provision of Individual Support Assisted by Networks

Guideline 5
Higher Authorities Should Create Dialogue

• GP: English Institute of Sport, United Kingdom
Educational Institutions – Conclusions

A. Improve cooperation between sport and education

B. Establish framework agreements between sport and educational institutions

C. Provide flexibility
Educational Institutions - Future

**Athlete Friendly Structure**
- Flexible studies
- Scholarship system

**Customized Programs**
- Special educational solutions by contract between sport organisations and universities

**Study Visits**
- E.g. EAS, in cooperation with A2B-group, currently preparing a study visit scheme

**Erasmus Sport**
- Develop Life Long Learning to sports
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C
Priorities and Future Activities
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
### 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**
<table>
<thead>
<tr>
<th>Guideline</th>
<th>Dual Career Network</th>
<th>Cooperation</th>
<th>Capacity Building</th>
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</table>
| **5**     | • At local and national level  
           | • Need to be coordinated | • Agreements with different stakeholders | • Career guidance to every athlete  
           | • Support for athletes commissions’ DC activities |
| **6**     |                      |             |                  |
| **8**     |                      |             |                  |

- GP: “Sports Academy Network“, Finland
- GP: Adecco Cooperation
Sport Organisations - Conclusions

A. Increase awareness

B. Lead the process for an enabling environment/framework on Dual Career

C. Mainstream Dual Career
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

### Communication
- Communicate the value and importance with the National Authorities
- Share good practice
- Keep the programme a priority on the EU Platform

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

### EU Influence
- Near Term
  - Support the EU team creation and activization
  - Publish Guidelines
- Mid-Term Term
  - Participate in Pilot activity

### Pilot Projects
- First priority of the team is to create a priority list of pilot projects which may include:
  - Hosting a networking event
  - Host a „Leader“ Summit for Change
  - Promote fair education access

### 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