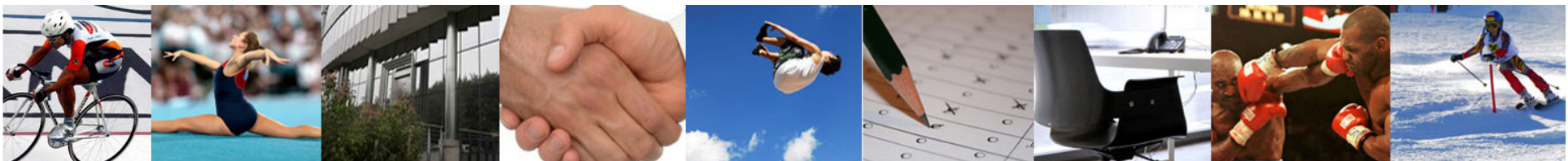




# Athletes 2 Business

EU Seminar  
Workshop on Dual Career

Tallinn, 20 May 2011



# Dual Career Environment



## Political

- European Council
- White Paper on Sport/ Communication
- Working Group on Education and Training in Sport → Guidelines on DC

## Financial

- Funding priority 2010
- Financial support after 2010

**Dual  
Career**

## Sport political

- ENGSO: increase cooperation betw. Educational institutions and sport clubs
- IOC: run an ACP in cooperation with Adecco
- NOCs: cooperate with Adecco

**Promotion of Dual Career**



- **A2B supported by the European Commission**
- **Objective**
  - Promote dual career in Europe
  - Draft recommendations/ guidelines
- **Target groups/ partners**
  - Athletes / athletes commissions
  - Businesses / adecco
  - Educational institutions / EAS, Semmelweiß University
  - Sport organisations / ENGSO, NOC Finland, EOC EU Office
- **Activities**
  - Questionnaire
  - Workshops, study visits
- **Result: Guidelines**

# Cross-sectoral Features



# 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

- Success 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

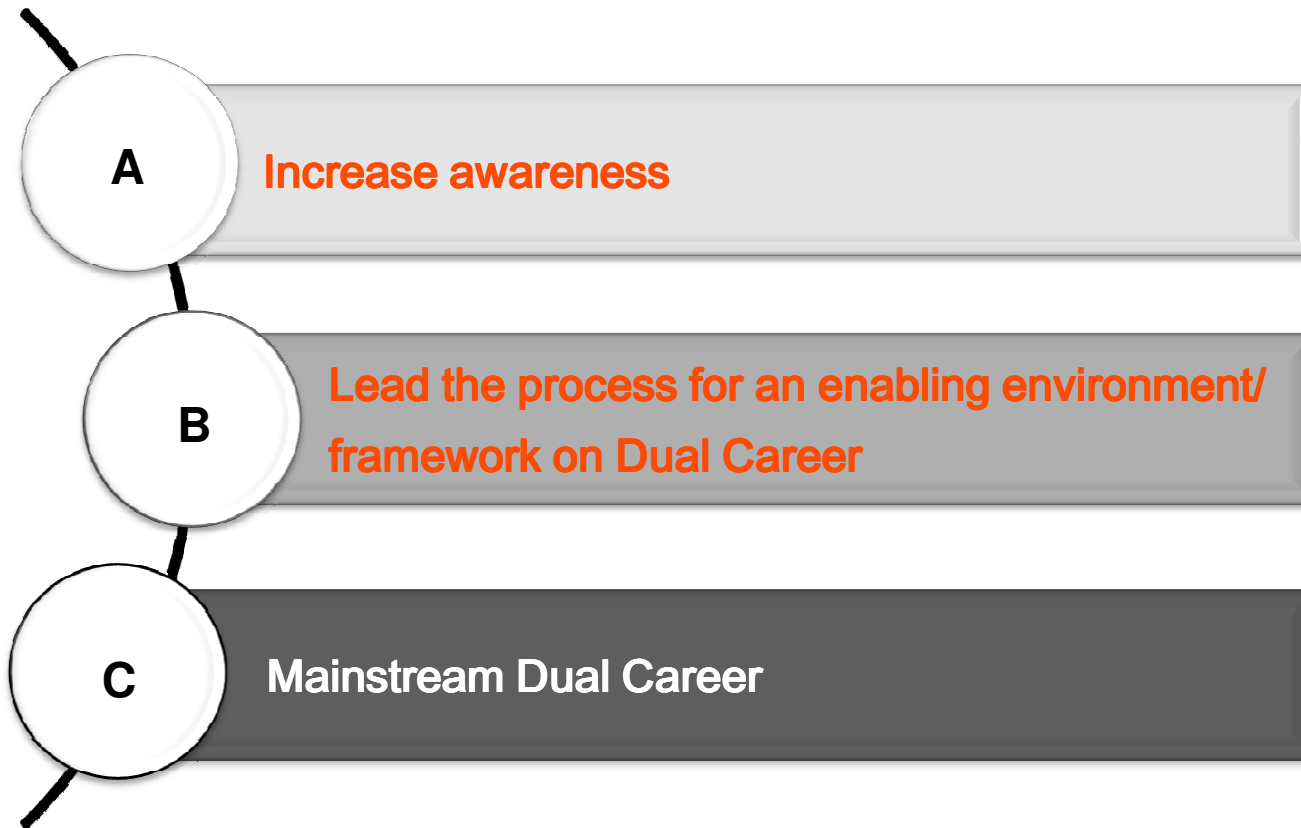
## Guideline

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

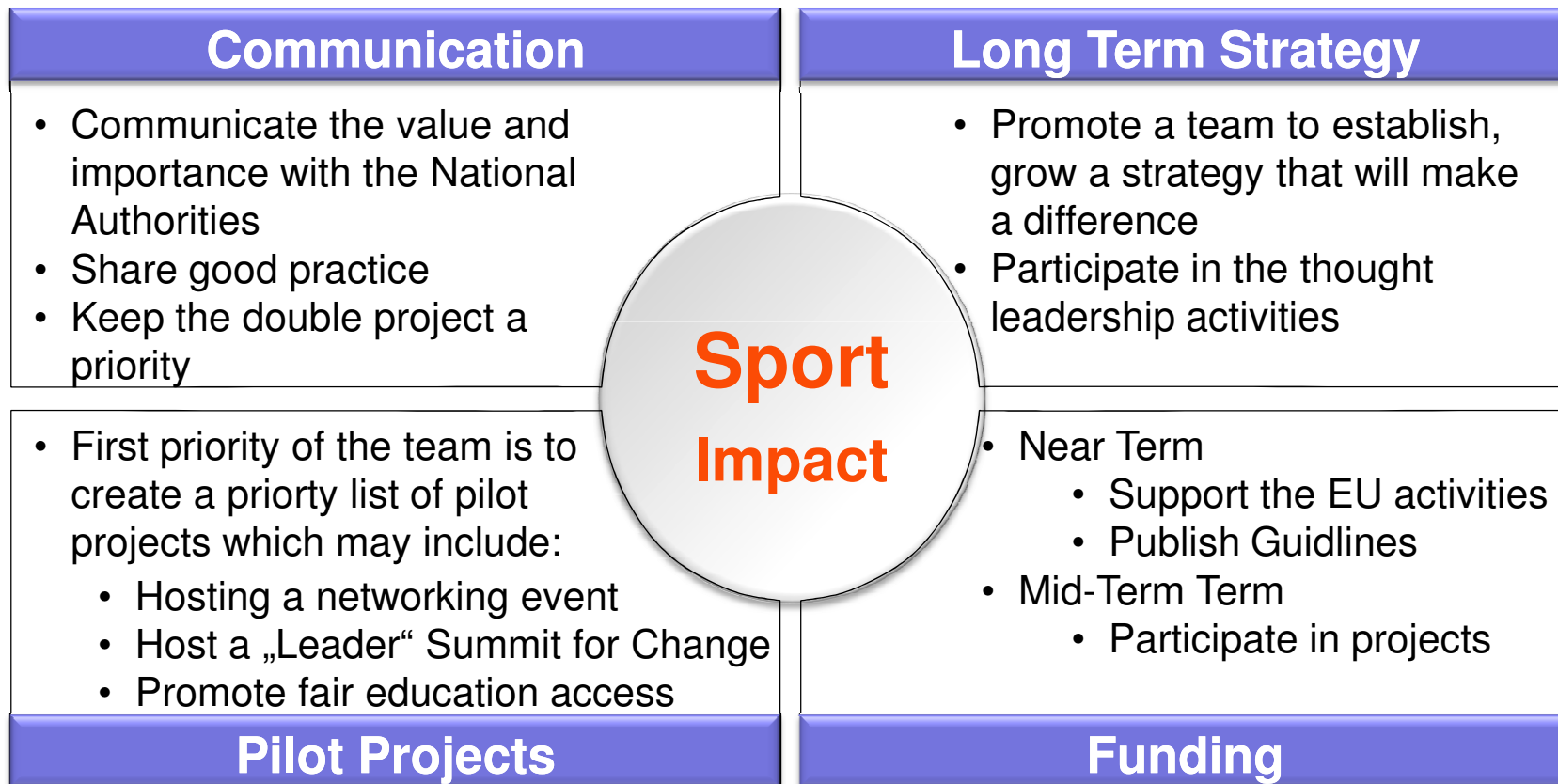
## Conclude Cooperation Agreements

- Educational Institutions
- Businesses
- Chambers of Commerce

## Set up a DC Network

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

# Priorities and Future Activities





# Athletes 2 Business

[trinker@euoffice.eurolympic.org](mailto:trinker@euoffice.eurolympic.org)

[www.athletestobusiness.eu](http://www.athletestobusiness.eu)

# Workshop



- Roundtable:
  - What is your sport organisation doing with regards to dual career?
  - What is generally happening in your country with regards to dual career?

# Workshop



- What challenges do you foresee for dual career in your country?

# Workshop



- Which support would you seek from ENGSO with regards to the promotion of dual career in your country?

# Workshop



- Which support would you seek from the EU with regards to the promotion of dual career in Europe/ your country?