



Athletes 2 Business

www.athletestobusiness.eu

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Project partners:

- **Sport organisations**
 - EOC EU Office, Project leader
 - European Non-Governmental Sports Organisation
 - NOC Finland
 - European Athletics
- **Athletes**
 - German Athletes' Commission
 - EOC Athletes' Commission
- **Business**
 - Adecco
- **Educational Institutions**
 - European Athlete as a Student Network
 - Semmelweis University
 - **“Specialised Organisations”**
 - Olympic Training Center Berlin
 - Institut National du Sport, Expertise et Performance

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Objective

- Bring together stakeholders in dual career
- Identify good practices
- Disseminate guidelines on dual career to create an enabling environment/framework

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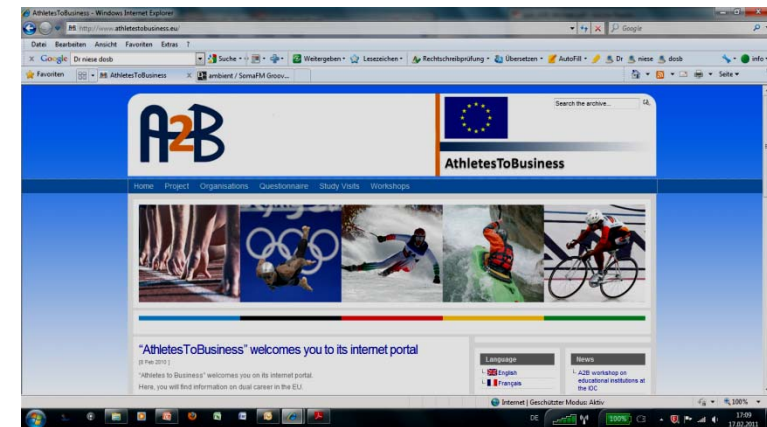


Activities

- Processes
 - Workshops (4)
 - Study visits (5)
 - Final conference

Products

- Homepage: www.athletestobusiness.eu
 - Languages: EN, FR
- 4 questionnaires
 - Languages: DE, EN, FR, HU
 - 950 responses
 - Analysis
- Guidelines



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Focus: Athlete

“If you are in transition [from sports to the labor market], what do you think are the largest barriers to making the transition?”

“When I was young the clubs make me think I can arrive to be a big player, but I finish my career without nothing in my hands no study and no money, now I got a family and I am depressed !!!”

“The age and the experience”

“It's impossible to learn and train at the same time.”

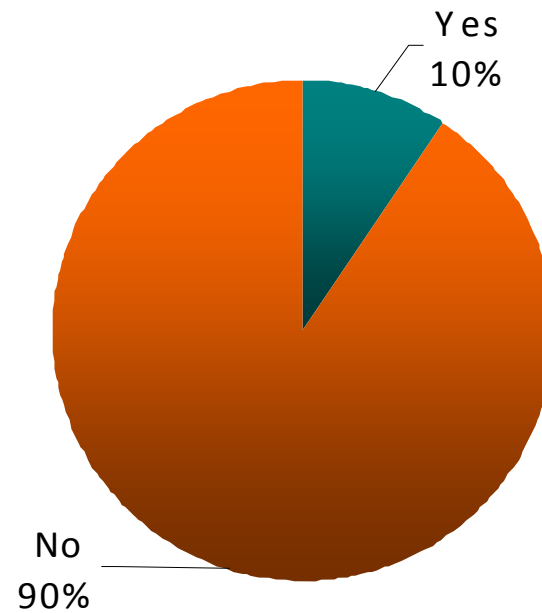
“A bad Curriculum Vitae and no experience in business.”

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Are you currently/ Have you been taking part in a career programme designed for athletes?

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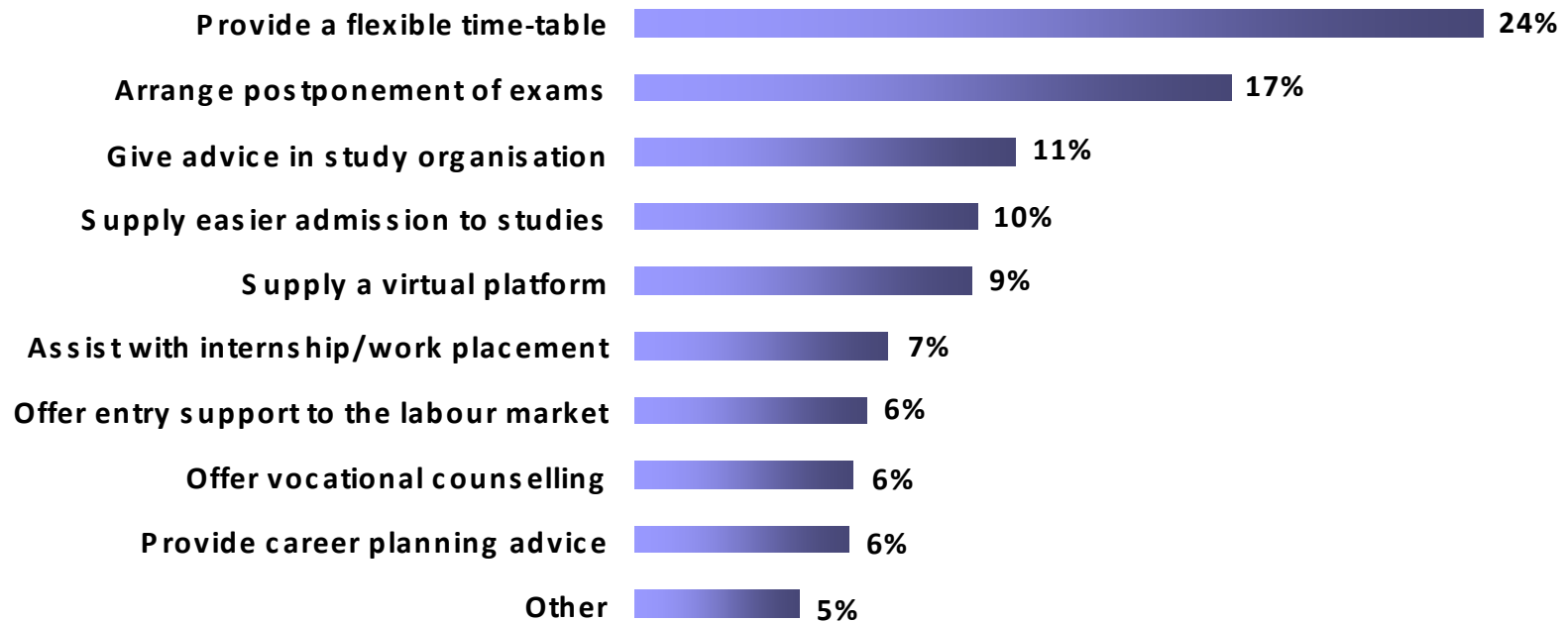


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How could your school or university provide/ have provided you with better support?

N=1329



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- Guidelines Athletes
 - Be Committed, Proactive and Ask
 - Athletes' Commissions inform and advocate DC
- Guidelines Businesses
 - Businesses Should Be Open and Available for Dialogue

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- Guidelines Educational Institutions
 - Flexibility
 - Cooperation SO and educational institutions
- Guidelines Sport Organisations
 - Commitment
 - Mainstream DC

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- Guidelines EU
 - Political support for DC
 - WG education and training
 - Council recommendation
 - Be athlete friendly
 - Support relevant networks which share good practices and knowledge

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Contact

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