

## ANNEX I

### 1. NAME OF THE BENEFICIARY:

EU OFFICE OF THE EUROPEAN OLYMPIC COMMITTEES

### 2. NUMBER AND NAME OF THE PROJECT

EAC/21/2009/061- "ATHLETES2BUSINESS"

### 3. AREA OF INTERVENTION:

EDUCATION AND TRAINING IN SPORT

### 4. SPECIFIC OBJECTIVE(S):

- Promote the concept of dual careers in Europe by improving the knowledge base and sharing good practices
- Identify good practices of sport organisations, universities, career programmes and businesses providing an enabling environment for dual careers
- Improve the potential access for athletes to the labour market by specifying an enabling environment
- Identify and remove barriers that prevent athletes from engaging with education in particular at tertiary level
- Provide a starting point for a network offering know-how on the concept and implementation of dual career and support to interested parties

### 5. DETAILED DESCRIPTION OF THE PROJECT:

The project builds upon the results and achievements of previous initiatives by incorporating recommendations delivered by the "Stuttgart Declaration - Workshop on Dual Career" during the German EU Presidency in 2007 and by taking into account the European Commission study on the training of young sports people in Europe.

The project's target groups (sport organisations, universities, career programmes and businesses) can play a key role in providing provisions and/or services to facilitate a dual career for athletes. These services and provisions are analysed, good practice examples identified and information as well as knowledge thereabout shared.

By analysing the provisions for dual career of the target groups, the project aims at becoming a European reference point for specific issues/ questions related to dual careers.

### 6. ACTIVITIES TO BE COMPLETED AS PART OF THE PROJECT:

- Stock taking: the present situation will be analyzed by a questionnaire designed for the project's target groups and study visits to specifically selected destinations. The results of the European Commission's study on the training of young sportspeople in Europe will be taken into account

- Analysis of the collected data and identify good practices and models for success
- Workshops and a final conference
- Draft tailor-made guidelines on dual careers
- Communicational tools such as press releases, press conferences, a website etc. will be used to disseminate the information, educational material and findings of the project.

## **7. PARTNERS OF THE NETWORK:**

- Finnish Olympic Committee, Finland
- L'Institut National du Sport et de l'Education Physique INSEP, France
- Olympiastützpunkt Berlin, Germany
- German Athletes Commission, Germany
- Semmelweis University, Hungary
- Dalarna University / EAS Network, members, Sweden
- EOC Athletes Commission, Germany
- European Non-Governmental Sports Organisation ENGSO members
- European Athletics, Switzerland
- Adecco Management and Consulting SA, Switzerland

## **8. ARRANGEMENTS FOR EVALUATION / SUPERVISION DURING THE OPERATION:**

The project will be continuously monitored and evaluated throughout its lifecycle. During each team meeting the participants will discuss the development of the project and compare it with the original planning. In order to provide high quality workshops and efficient project team meetings evaluation sheets will be distributed to and collected from the participants.

## **9. EXPECTED RESULTS AND THEIR USE:**

- Scientific analysis: The results of the scientific analysis (questionnaire) and of the study visits are used for the communicational/educational material (guidelines), the project website and press releases.
- Multilingual website: The website disseminates information about the project to the wider public. It is used to implement the online questionnaire and designed to be a virtual reference point for dual career questions/issues.
- Guidelines: Guidelines for formal education institutes, career programmes, business and sport organisations are drafted which provide support to interested parties for dual career initiatives/projects at national level.
- The final conference will present the results of Athletes2Business to European stakeholders.
- European Charter on Dual Careers.

## **10. EXPECTED DURATION OF THE PROJECT ACCORDING TO THE PRELIMINARY WORK PLAN:**

02/01/2010 to 31/03/2011

## 11. BUDGET:

Total budget of the project:	251.378,00 €
Of which EU grant:	201.102,46 €
Rate of EU funding:	80,00 %.

## 12. CONTACT:

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