EU CONFERENCE ON SPORT STATISTICS

Sport and Employment in Europe: Key Achievements and Challenges

Prof. Dr. Thierry Zintz - EOSE Secretary General
Brussels, 23rd March 2011
THE SECTOR

ECONOMIC
- Tourism

HEALTH
- Physical Activity

SOCIETY
- Social use of sport

EMPLOYMENT

RIGHT PEOPLE WITH RIGHT SKILLS AT THE RIGHT PLACE

SPORT and ACTIVE LEISURE

EDUCATION AND TRAINING
BACKGROUND

- The European Observatoire of Sport and Employment (EOSE)
- Created in 1994 and registered in 2002 as a not-for-profit association in France
- Head Office in Lyon (France)
- Members / Associates in 27 EU countries
- Scope: the entire Sport & Active Leisure Sector
To serve as a source of knowledge and a strategic facilitator to support the development of the sector (employment, standards, VET etc);

To promote a dialogue and a strong link between employment, education and training at the national and EU level;

To have a better understanding of the real needs of the labour market and also the changes affecting that market.

To develop comparative and qualitative studies, research methodologies and analyse the Labour Market of the sector in EU.
ACTIVITIES & EXPERTISE

➢ To undertake **comparative and qualitative studies**, research methodologies and analyse the Labour Market of the sector in EU.

➢ To provide **expert guidance**, common tools and mechanisms for the establishment of new Observatoires across EU.

➢ To ensure the **development of a competent workforce** with the right skills in the Sport and Active Leisure sector in EU.

➢ To take the major opportunity created by the EQF to **coordinate qualification & training for VET and HE** through the development, dissemination and implementation of a common methodology for Occupational and Training Standards (**Lifelong Learning Strategy**).
EOSE - Sport and Employment in Europe: Key Achievements and Challenges

CONCEPT

Education
Training Providers

Social Partners

Sport Ministry

Education Ministry

National Qualification Authority

Sport Movement

OBSERVATORY - SECTOR SKILLS COUNCIL
<table>
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<th>Year</th>
<th>Promoter</th>
<th>Title of the project / network</th>
<th>Reference Number</th>
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<td>2003</td>
<td>EOSE</td>
<td>VOCASPORT</td>
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<td>Building the Social Dialogue in the Sport Sector (BSDSS)</td>
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<td>ECVET-Fitness - Consultation on a European Credit system for Vocational Education and Training</td>
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<td>European Qualification Framework for Outdoor Animators (EQFOA)</td>
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<td>Implementing European Qualification Framework in the Sport Sector (EQF-Sport)</td>
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<td>Study on Sports Agents in the European Union</td>
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<td>Professionalising training and mobility for Outdoor animators in bridging the gap between sector Competences &amp; Learning Outcomes (CLO2)</td>
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<td>Becoming the Hub: The Health and Fitness Sector and the future of Health Enhancing Physical Activity</td>
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MAIN ACHIEVEMENTS

- VOCASPORT – 1st EU Map of employment
- EUROSEEN – Workforce Development Plan
- NEARS and NEORS Classifications
- EQF-Sport & LLL SPORT – A common Lifelong Learning Strategy for the sector
- Fitness & Outdoors & Golf – Development of occupational standards
All main stakeholders working together to:

- Maximise the potential of Sport
- Organise the Sport and Active Leisure Sector at EU level
- Respond to the VET challenges
- Establish a framework for workforce development and Lifelong Learning through EQF
- Implement the EU White Paper on Sport
SEGMENT APPROACH

Objectives of the Sector Approach:

- Improve the recognition of competences & qualifications;
- Promote a transparent and flexible education and training system with clear learning and career pathways;
- Ensure the development of a competent workforce with the right skills and competences in line with the expectation of the labour market;
- Facilitate the movement between education & employment;
- Develop mobility, transparency and mutual trust of qualifications.
LLL SPORT: Actions towards the Lifelong Learning Strategy for the Sport & Active Leisure Sector:

- Disseminate and present the LLL Strategy for Sport to the main stakeholders of the sector at EU, National, Regional and Local levels
- Encourage the transfer and implementation of the innovative methodology into national systems
- Help national and local stakeholders to align with EQF
- Introduce changes into national VET systems
- Encourage sub-sectors to use the same strategy to develop occupational standards
The Lifelong Learning Strategy for the Sport and Active Leisure sector (EOSE, 2009)
The economic and employment potential of Sport is not recognised/understood.

Sport can be fragmented (by sports, by subsectors e.g. commercial / volunteer / public) – poor communication and co-operation.

Sport training (in most states) sits outside the national qualification structure for most countries.

Need to update the Labour Market and Skills Map across Europe.
ENVISAGED PROJECTS

European Research on Sport & Active Leisure Employment and Vocational Education & Training

Benchmark Research in selected EU countries with a common research methodology, so that the Sport & Active Leisure sector for the first time would be able to receive a detailed picture of the workforce, labour market needs (paid & unpaid) and E&T provision with comparable data.
WHY

- Request from stakeholders for national information
- Difficulty to find an overall and general picture of the sport sector in most / each EU country
- Several reports, data, formats... but no common / synthetic document
- Need for a summary document with common layout to bring together key national information and characteristics

HOW

- Responsibility of selected EOSE members/collaborators to develop the fact sheet and update information when necessary
- Information and data obtained through different projects and sources – comparison is not an objective
FACT SHEETS

STRUCTURE

- General Data
- Sport System
- Educational And Vocational System in Sport
- Employment, Occupations, Qualifications & Training in Sport
- Implementation of the European LLL Tools
- Other Data
  - Financing of Sport
  - Voluntary Work
- Correspondent Data
COLLABORATION

- Bundle resources
- Share information
- Need for Collaboration
- Implementation of National / Regional Observatoires of Sport & Employment / National Sector Skills Councils for Sport
EOSE SECRETARIAT
1, Grande rue des Feuillants
69001 Lyon
France

eosesec@eose.org
+33 (0) 437 431 939
www.eose.org