



Athletes 2 Business

An initiative supported by the European Commission
and designed to reconcile top-level sporting achievement
with education



- Objective
 - Promote dual career in Europe
 - Draft recommendations/ guidelines
- Central question:
 - How to create an enabling environment and framework for “dual career” in Europe?
- Target groups
- Activities
- Expected results

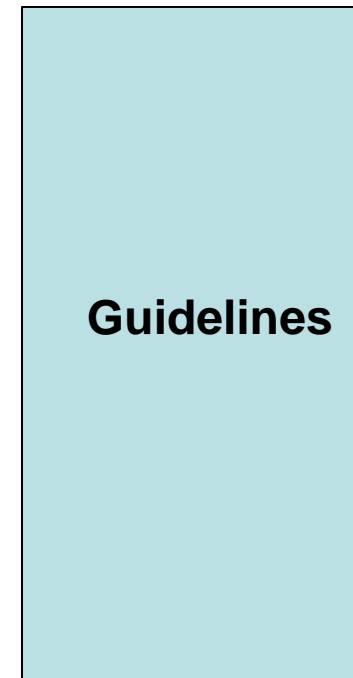
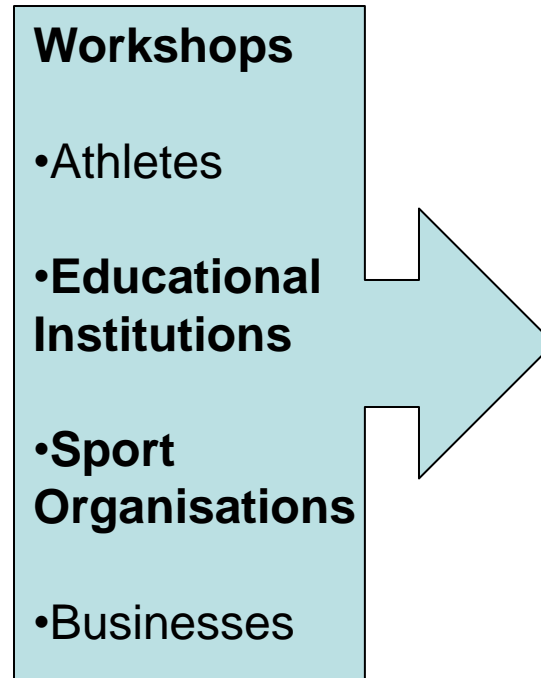
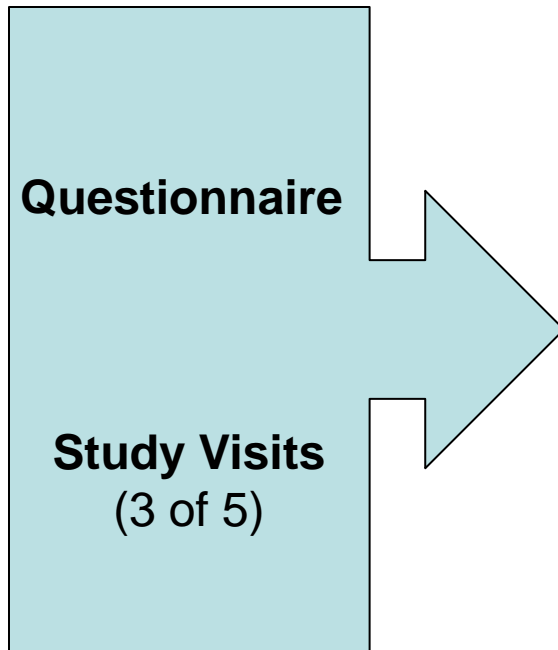
Project phases



Collecting

Analysing

Recommending





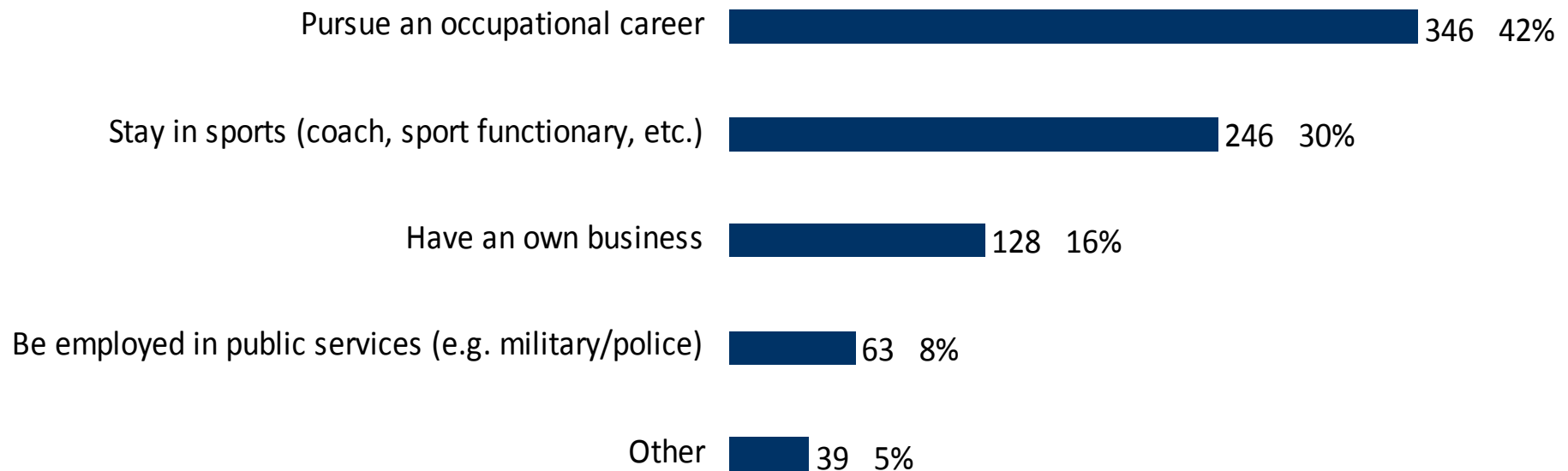
Results:

Athletes:	656
Sport organisations:	149
Educational institutions:	98
<u>Businesses:</u>	<u>38</u>
(Fully submitted) responses	941

Questionnaire: Prel. results on athletes



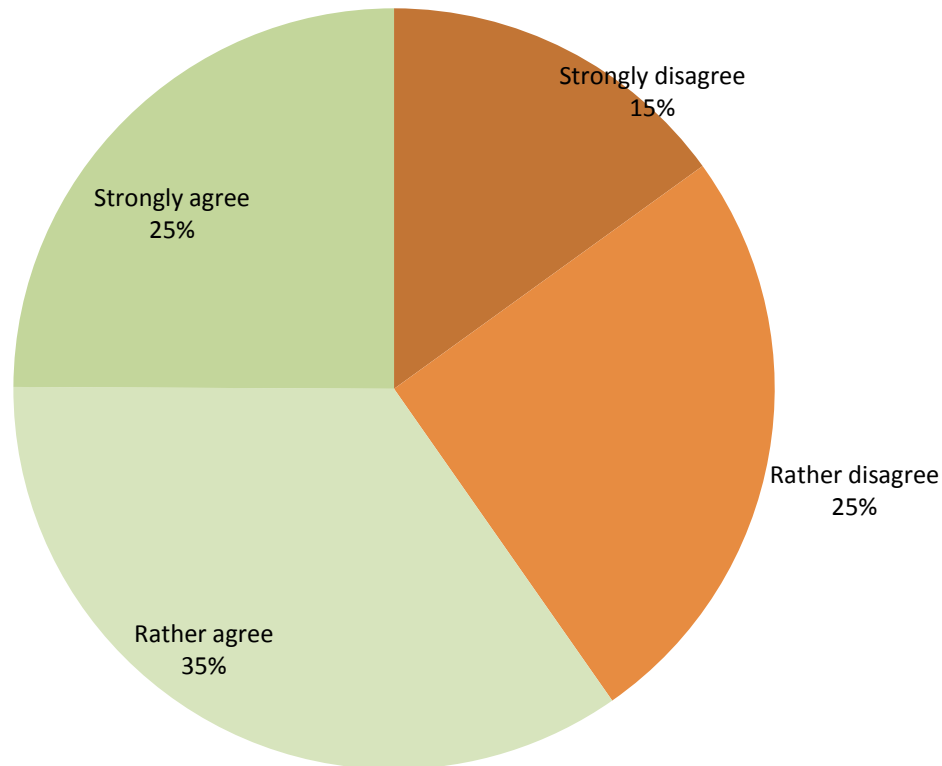
**If you are an active athlete, what are your plans for your post-competition career?
(multiple answers | N=822)**



Questionnaire: Prel. results on athletes



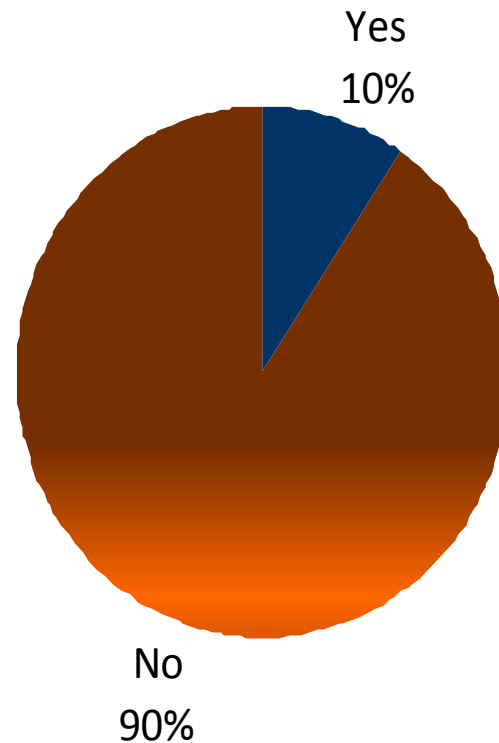
My school or university helps/ have helped me to combine sports and education. (N=638)



Questionnaire: Prel. results on athletes



**Are you currently/ Have you been taking part in a career programme designed for athletes?
(N=647)**



Questionnaire: Prel. results on businesses

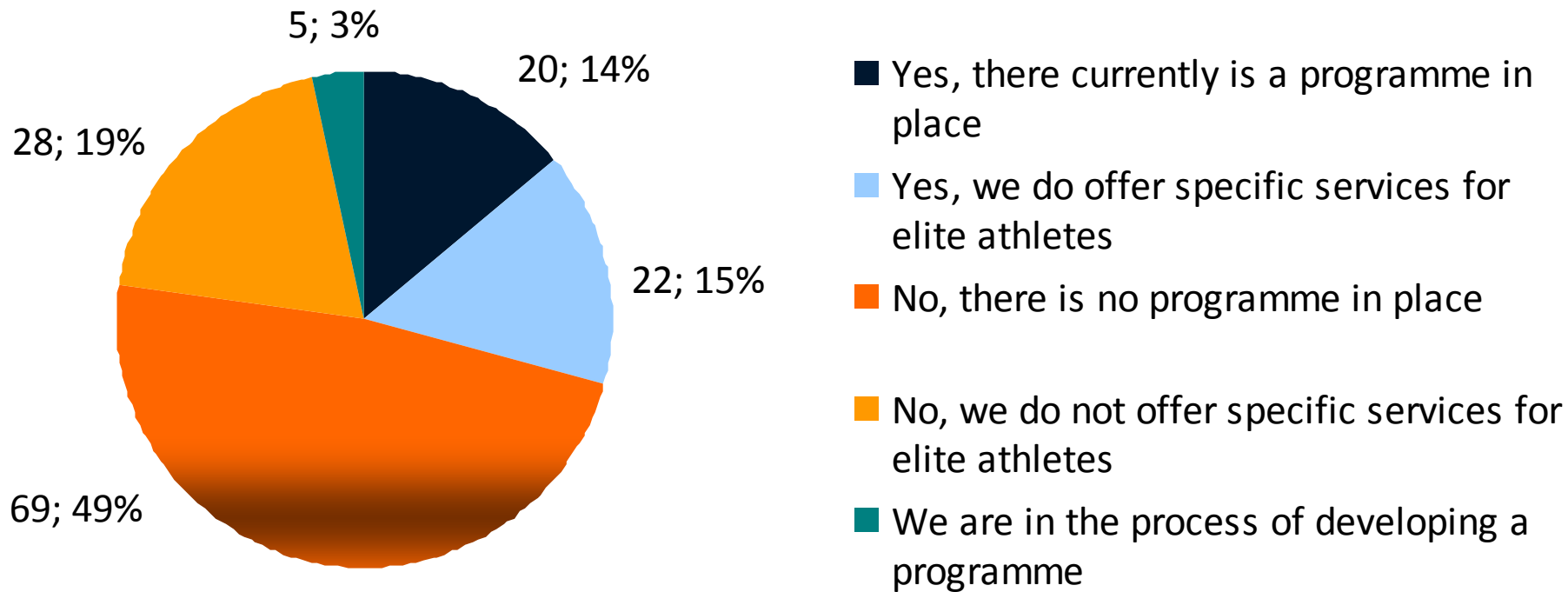


- A negligible number of businesses run a programme for hiring high-potential athletes
- But: Great Interest in a programme that promoted elite athletes

Questionnaire: Prel. results on sport organisations



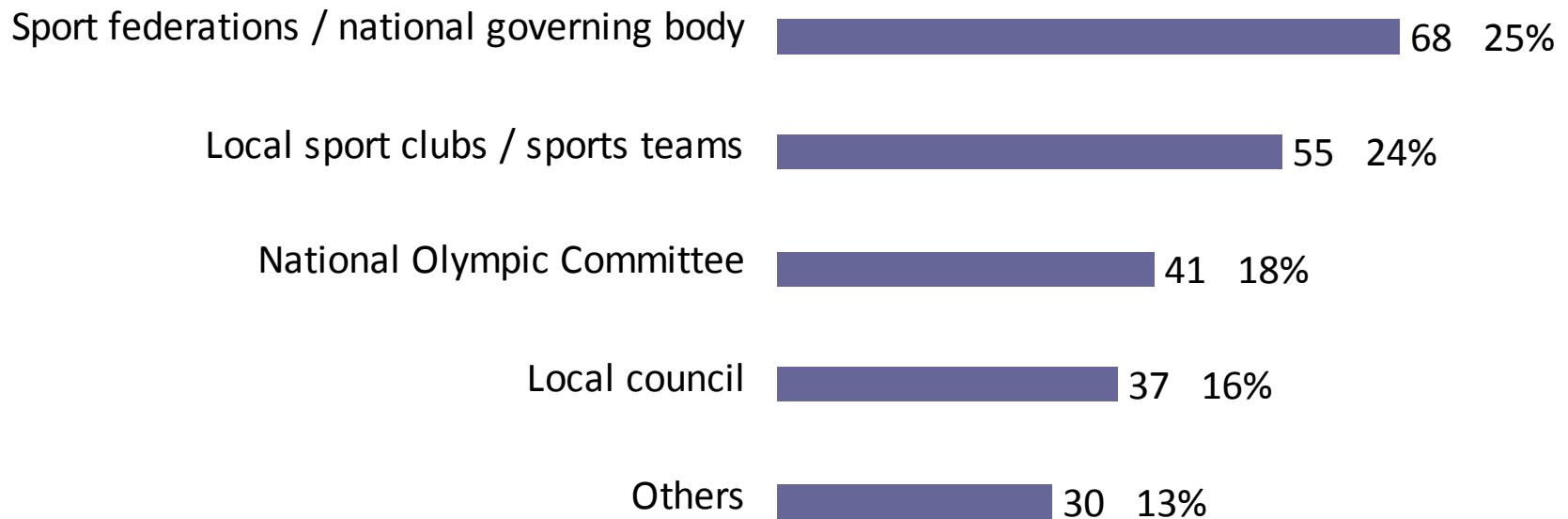
Does your organization have a specific programme, or offer tailored services regarding the preparation of athletes for their post-competition career? (N=144)



Questionnaire: Prel. results on educational institutions



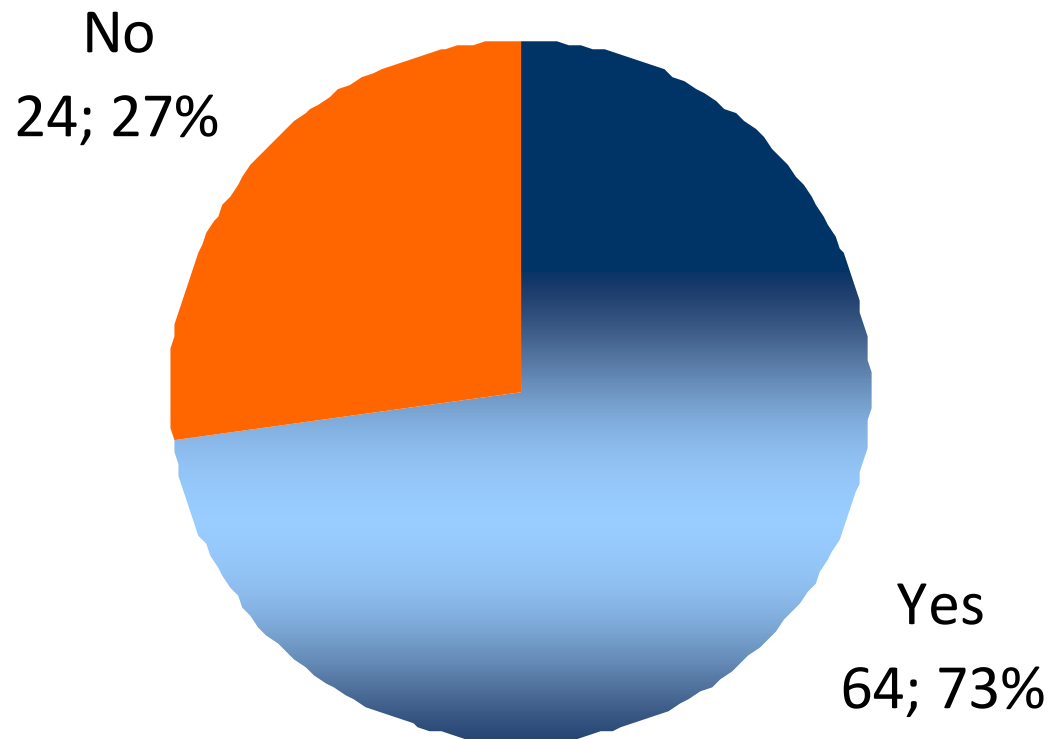
Do you currently work with any of the following bodies? (multiple answers | N=231)



Questionnaire: Prel. results on educational institutions



Do you have a special programme to counsel your student-athletes? (N=88)



Prel. results of workshops and study visits



- Great differences of dual career systems in the EU
- National networks on dual career bringing together stakeholders (sport organisations, educational institutions, businesses and athletes) are very beneficial
- Commitment of organisations and people



- Analysis of the questionnaire
- 2 study visits, 2 workshops and a final conference
- Drafting of the guidelines/recommendations
- Follow the progress of A2B on our website www.athletestobusiness.eu

Contact



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