

Athletes 2 Business

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

Athletes2Business

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

A2B – already implemented



- Questionnaire
- Organisation of 3 workshops (athletes, businesses, sport organisations)
- 3 study visits (Berlin, Helsinki, Vienna)
- www.athletestobusiness.eu

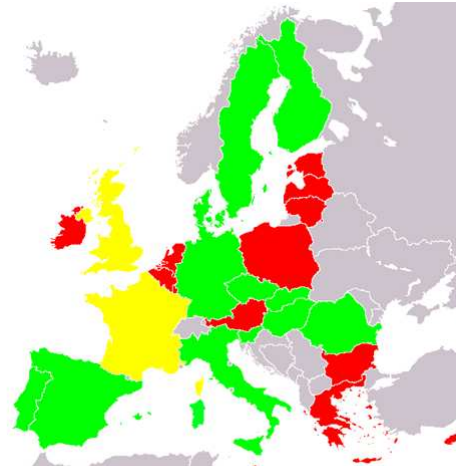
Prel. results of workshops and study visits



- Great differences of dual career systems in the EU
- Secondary level “works quite fine”
- Problem at tertiary level
- National networks on dual career bringing together stakeholders (sport organisations, educational institutions, businesses and athletes) are very beneficial
- Commitment of organisations and people

Athletes Career Programme of the IOC in cooperation with Adecco Group

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No, there is no programme in place	Red
Yes, there currently is a programme in place	Green
We are in process of developing a programme	Yellow

A2B – still ahead

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- Detailed analysis of the questionnaire
- 2 study visits, 1 workshop and a final conference
- Drafting of the guidelines/recommendations
- Follow the progress of A2B on our website www.athletestobusiness.eu

A2B – workshop on sport organisations



- What do sport organisations do in the field of dual career?
- How can sport organisations promote dual career?

Contact



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