



ACP Success Factors in Finland

- Small elite athlete population
- Athletes well educated
- Direct contacts to athletes and coaches existed
- Fulltime commitment possible:
athletes the #1 priority!
- Strong start
- Good cooperation between stakeholders
- NOC and Adecco agree on the objectives,
CEO's committed and involved

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ACP in Finland in the Future?

- Continueing good practices
- Increasing awareness of the services, information delivery to the athletes, federations and other stakeholders
- Increasing number of athletes in the program
- Coopearation with Sport Academies
- Building a network of ”athlete friendly companies/employers” for ”company/employer friendly athlete”s
- www.eliteathlete.fi
(www.huippu-urheilija.fi),

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Opened in the end on June 2010