



# PROMOTING A CONSTRUCTIVE DIALOGUE BETWEEN EMPLOYMENT, EDUCATION AND TRAINING

**Thierry Zintz, EOSE President**



*Barcelona, Spain - 16-19 October 2013*

***MOVE CONGRESS 2013***

*Barcelona, Spain*

*17<sup>th</sup> October 2013*

# STRUCTURE OF THE PRESENTATION

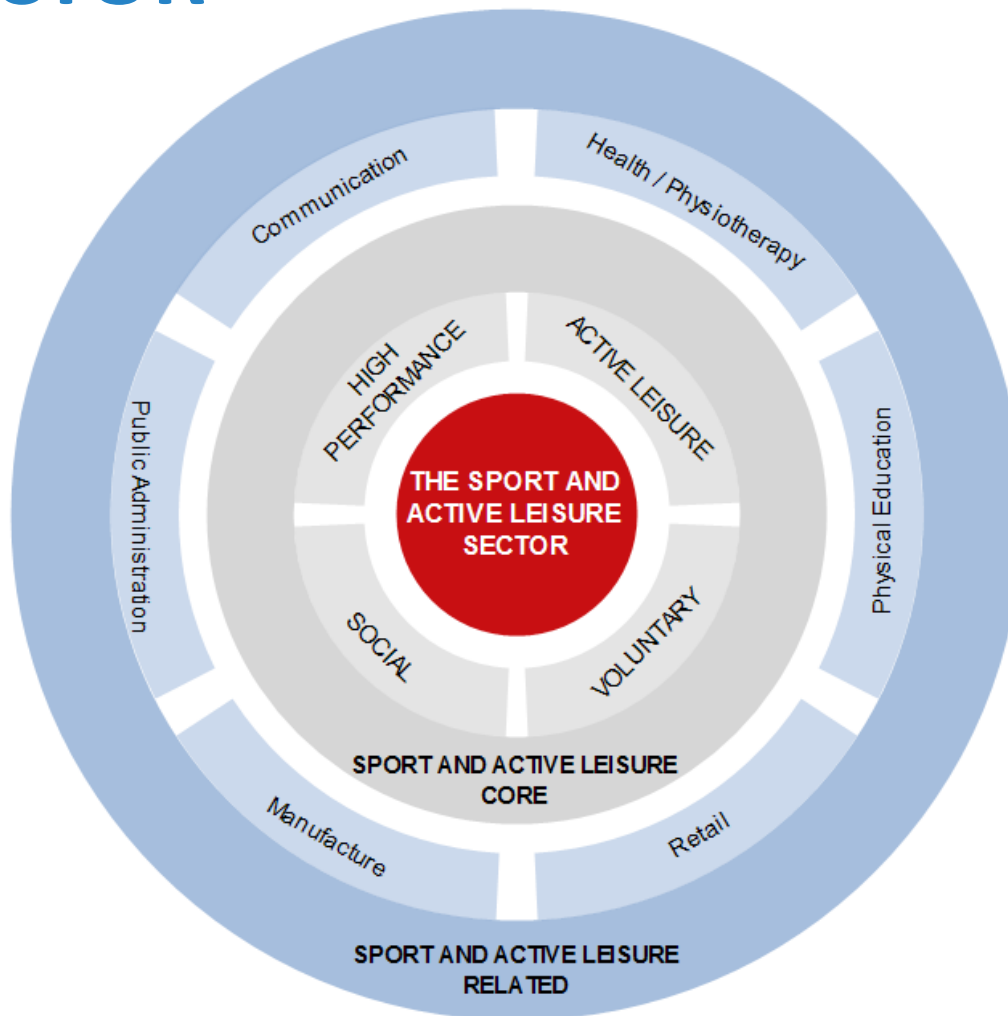
- ▶ **CONTEXT AND MAIN CHALLENGES OF THE SECTOR**
- ▶ **INTRODUCING EOSE**
- ▶ **A SOLUTION TO THE EDUCATION AND TRAINING CHALLENGES: THE LIFELONG LEARNING STRATEGY**
- ▶ **POTENTIAL BENEFITS OF SUCH DEVELOPMENT**



# CONTEXT AND MAIN CHALLENGES



# THE SPORT AND ACTIVE LEISURE SECTOR



# SPECIFICITY OF THE SECTOR

- ▶ A PEOPLE FACING SECTOR where a skilled and qualified workforce, from the grassroots level through to the high performance end of the spectrum, **is paramount to its success.**
- ▶ A sector driven by **VOLUNTEERS** in Europe:  
35 million Volunteers in Sport (= 7% population EU)

*To deliver new and different opportunities for everyone to participate in sport and physical activity, the sector must have a workforce with the right skills to lead and deliver to a new and expanding market*

# POTENTIAL OF THE SECTOR IN EU

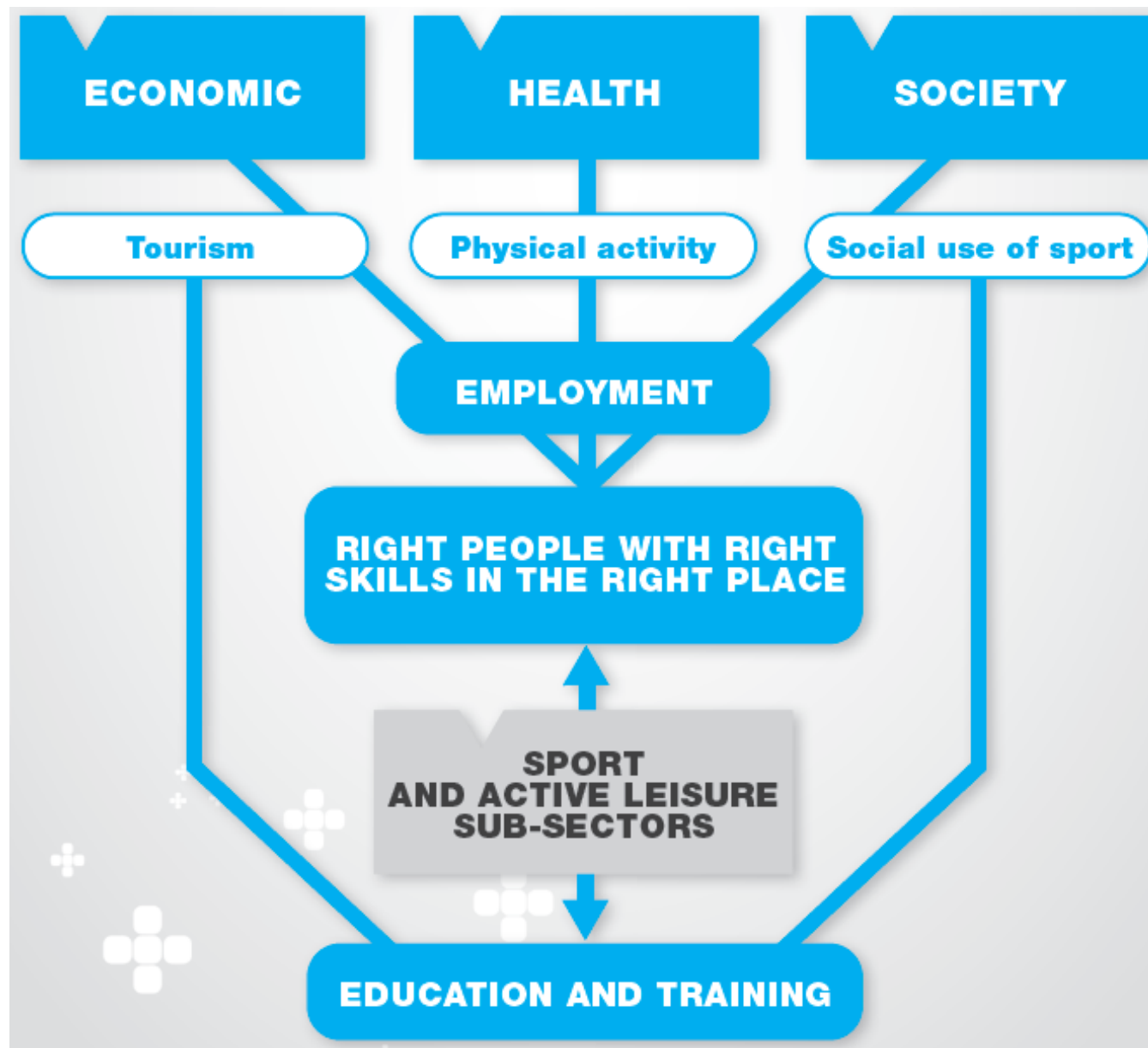
TOTAL POPULATION EU 28 = approx. 505 million people

- ▶ 305 million citizens (61%) = Physical Activity at least once a week
- ▶ 200 million citizens (40%) = Play sport at least once a week
- ▶ 700 000 sport associations
- ▶ On average 1.6 % of the GDP of the EU members. The economic added value of the sport sector is bigger than agriculture and fishery combined.
- ▶ Employment: no updated data but over 1.5 million

*Source: Eurobarometer, March 2010 & Study on the economic value of sport in the EU, November 2012*

**EOSE – working to unlock the economic and social potential of the sector – using tools and processes**

# THE POTENTIAL OF THE SECTOR



# REALITIES AND CHALLENGES OF THE SPORT AND ACTIVE LEISURE SECTOR

- ▶ The economic and employment potential of the sector is often underestimated or not recognised
- ▶ Employers are seeking well trained employees matching their requirements / expectations
- ▶ Existing courses and qualifications not enough regarded as relevant by employers and federations
- ▶ Gap between competences required by employers and Learning Outcomes acquired by employees
- ▶ VET is very limited in the sector in many countries and not coordinated at the European level



# REALITIES AND CHALLENGES OF THE SPORT AND ACTIVE LEISURE SECTOR

- ▶ Talent is wasted: there is no clear career structure and graduates cannot find employment in sport
- ▶ Sport is fragmented (by sports, by sub-sectors e.g. commercial / volunteer / public)
- ▶ Poor communication and co-operation between different stakeholders
- ▶ Sport training (in most states) sits outside the national qualification structure for most countries
- ▶ Increased desire of mobility (employment and learning)

# MAIN CHALLENGES FOR THE SECTOR

## IF THE SECTOR IS TO FULFIL ITS POTENTIAL IT NEEDS:

- ▶ A competent workforce with the right skills (paid/unpaid)
- ▶ New level of cooperation between the worlds of education and work
- ▶ Clear career structure / pathways with job opportunities
- ▶ Fit for purpose qualifications and training that equip people to work in the sector / labour market needs
- ▶ Definition of competencies, skills/knowledge needed
- ▶ Linking with European Policies and Initiatives, and mainstream national education systems



# INTRODUCING EOSE



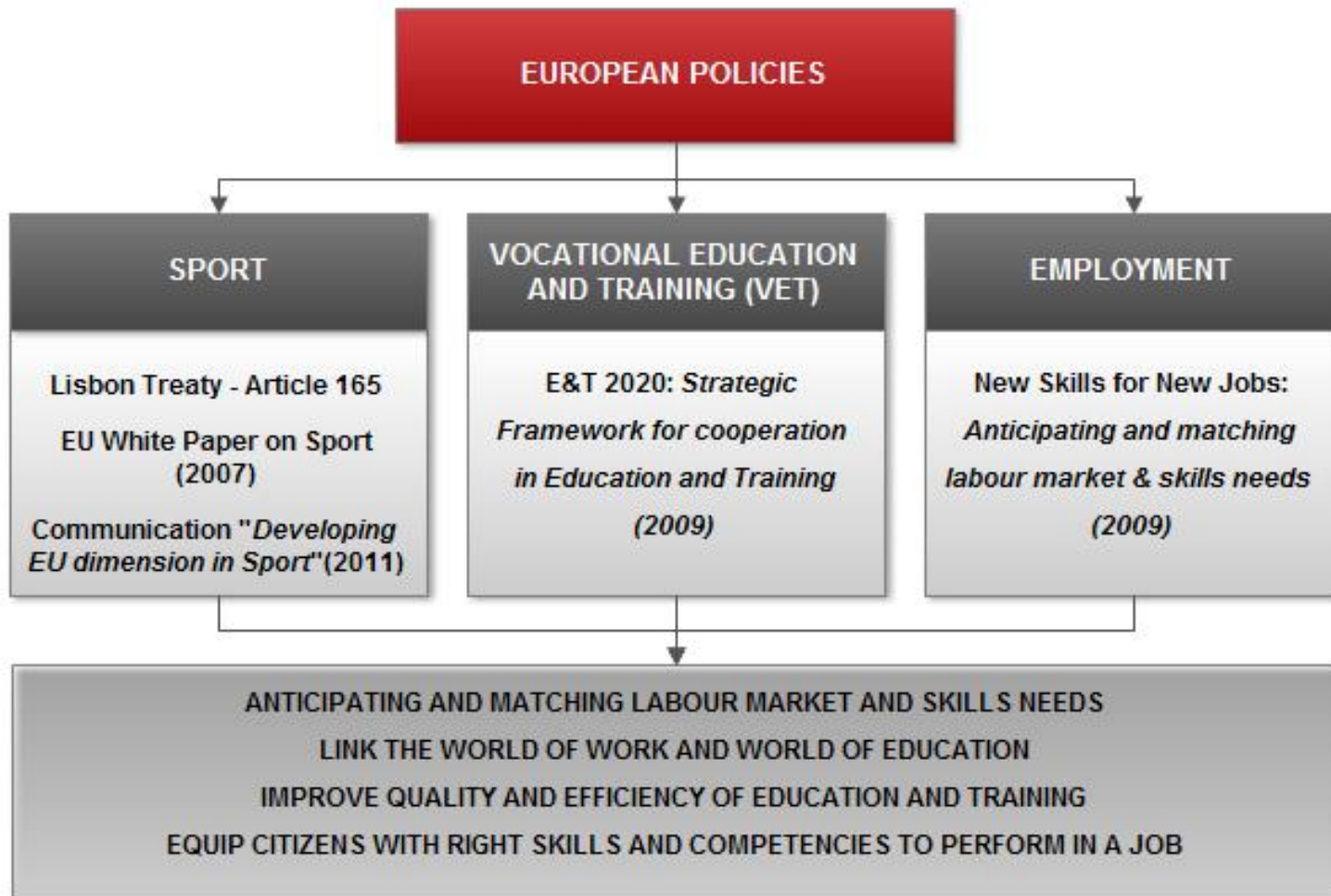
# INTRODUCING EOSE

- ▶ European Observatoire of Sport and Employment
- ▶ Independent not for profit organisation registered in France and comprising a membership EU Network
- ▶ Specialisation:
  - ▶ Sport and Active Leisure sector
  - ▶ Sport Education Systems
  - ▶ Workforce development
  - ▶ Linking education to the labour market
  - ▶ European policies and initiatives
- ▶ European network with contact worldwide (AUS/NZ/UAE)
- ▶ Recognised as expert/adviser on Sector VET by the EC

# EOSE ACTIVITIES

- ▶ Support and facilitate the development of sport and active leisure sector
- ▶ Ensure the development of a competent workforce with the right skills through fit for purpose qualifications
- ▶ Coordinate qualifications and training through common tools and methodologies
- ▶ Understand the Labour Market in sport in the EU
- ▶ Linking with EU policies and initiatives (EQF)
- ▶ Give the sector legitimacy and recognition
- ▶ Promote the benefits of sport to European society

# LINK WITH EUROPEAN POLICIES



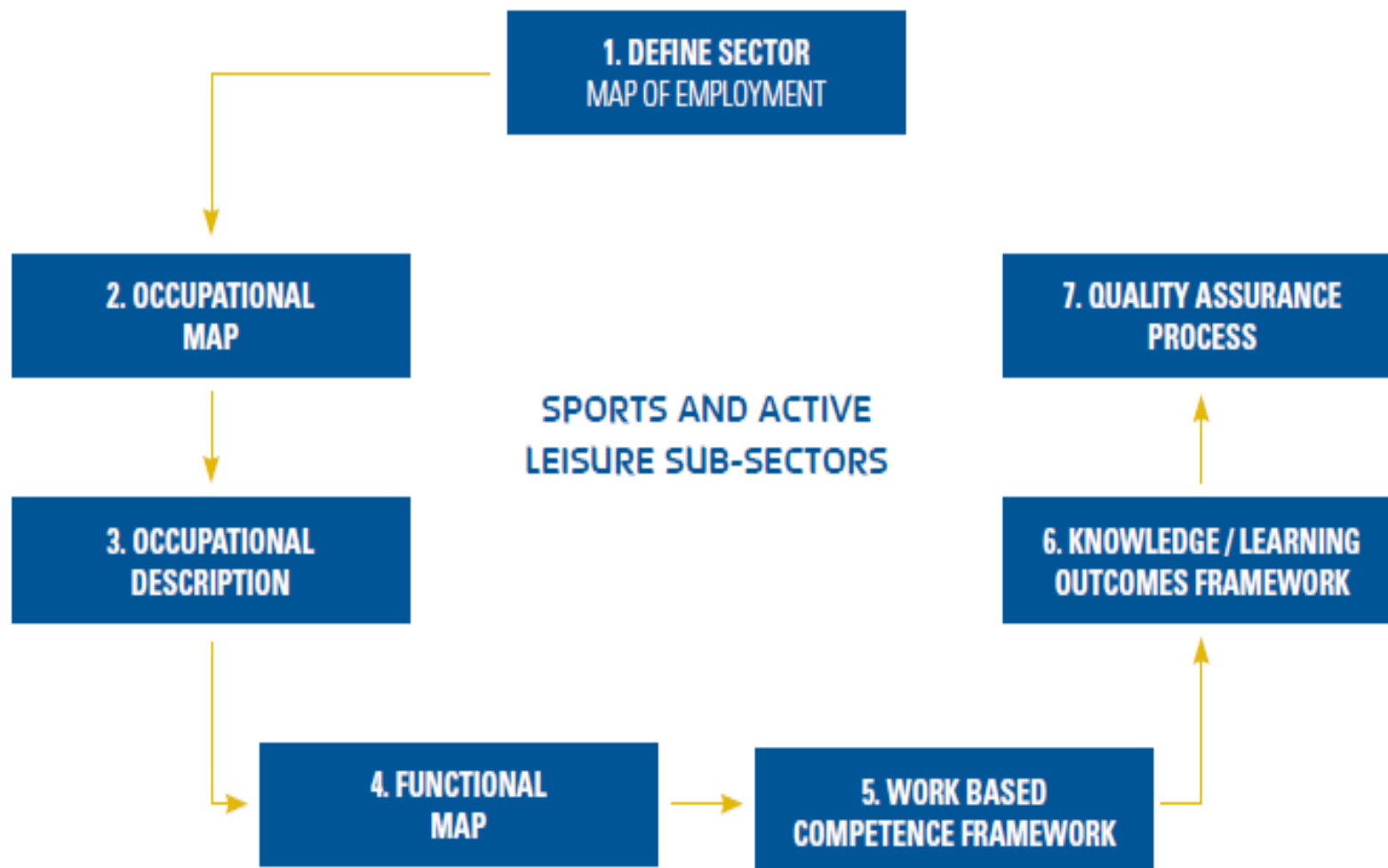




# THE LIFELONG LEARNING STRATEGY AS A RESPONSE TO VET CHALLENGES



# THE STRATEGY – 7 STEPS MODEL





# PURPOSE OF THE STRATEGY (7 STEPS)

## A FLEXIBLE STRATEGY FOR DEVELOPING THE SECTOR AND DEVELOPING A SPORT & ACTIVE LEISURE EDUCATION SYSTEM LINKED TO THE LABOUR MARKET

### Purpose:

- ▶ Understand the realities and changes of the labour market
- ▶ Organise the sector in support of EU policies and initiatives (EQF)
- ▶ Engage main stakeholders of the sector
- ▶ Facilitate the link between the worlds of education and employment
- ▶ Match education and training to the needs of the labour market
- ▶ Equip the workforce (paid or unpaid) with the right skills
- ▶ Improve the recognition of competences and qualifications.

# HOW DOES IT WORK?

The 7 steps model is a flexible strategy:

- ▶ Can be applied to a sub-sector, to a sport or to an occupation at the European, national or local level
- ▶ Implement all of the 7 steps or focus on some of them
- ▶ Designed to be implemented in a way that suits each country or sub-sector
- ▶ Can be used to develop new qualifications, training programmes and also to test what exists
- ▶ Concrete examples: Golf, Fitness and Outdoors

[www.eose.org](http://www.eose.org) / [www.vsportplus.eu](http://www.vsportplus.eu)

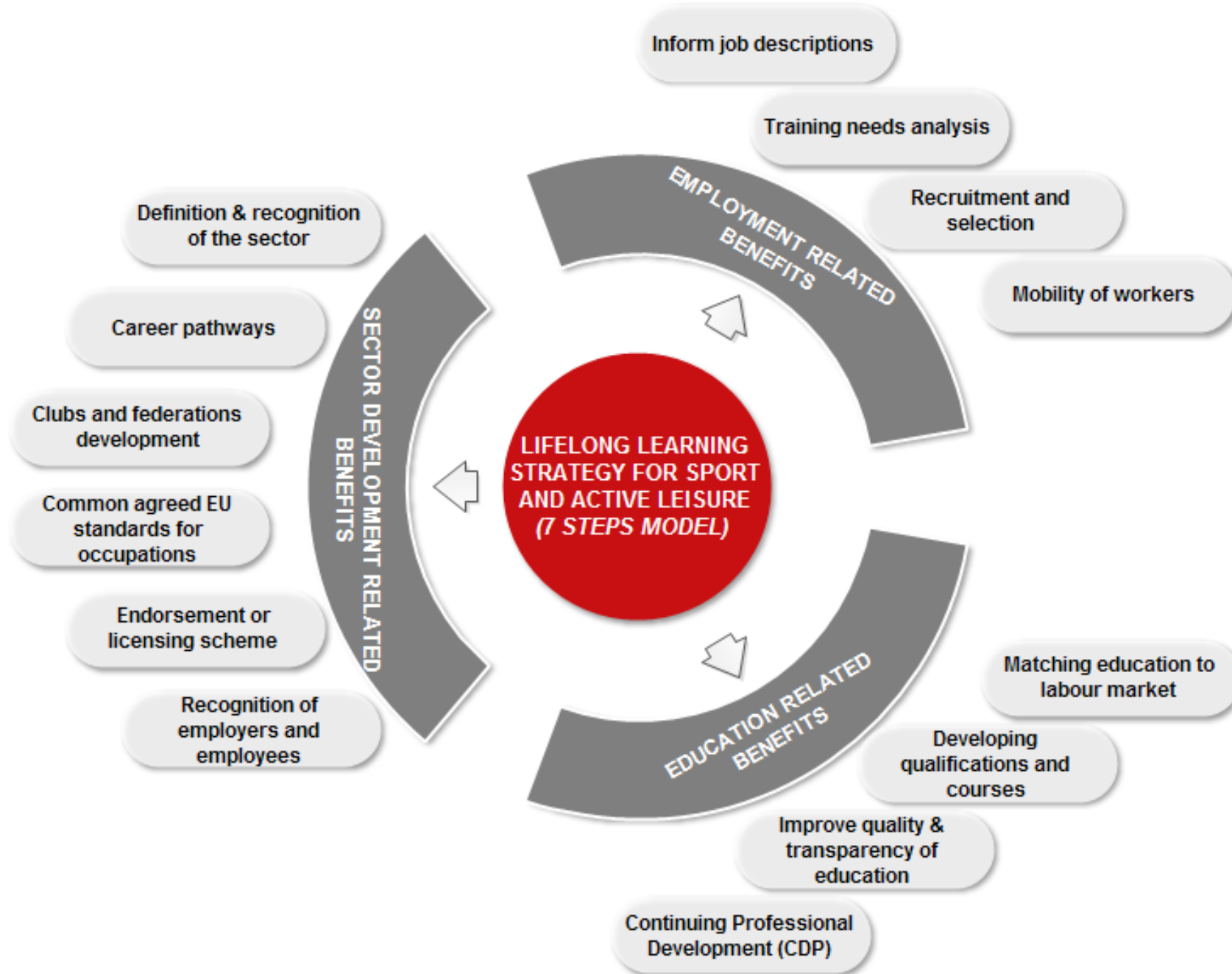
[www.golf-stand.eu](http://www.golf-stand.eu)





# MAIN EXPECTED BENEFITS OF THE 7 STEPS MODEL





# WHY DO WE BELIEVE WE COULD WORK HAND IN HAND ?

## We have a **shared vision and goal**:

- ▶ Sport and active leisure have a tremendous and yet underused appealing power.
- ▶ Developing new, safe and innovative offers is a key to ensure more people will be on the move.
- ▶ Only through cross-sector collaborative approach will be able to unlock the potential of sport and physical activities and ensure most people have access to their benefits.

## We can be **complimentary**:

- ▶ We can be a strategic facilitator & provide you with support for implementation.
- ▶ YOU ARE THE SPORT FOR ALL EXPERTS: it is only by working with you that the 7 steps approach can be adapted to the reality of grassroots sport.





# THANKS FOR YOUR ATTENTION

Further information, feel free to contact us:

EOSE SECRETARIAT  
1, Grande rue des Feuillants  
69001 Lyon  
France

*Mail: [eosesec@eose.org](mailto:eosesec@eose.org) / Tel.: +33 (0) 437 431 939 / Web: [www.eose.org](http://www.eose.org)*

