



A EUROPEAN SECTOR SKILLS ALLIANCE FOR SPORT (ESSA-Sport)

OFFICIAL LAUNCH WITH NATIONAL PARTNERS

Rio Maior (PT), 22nd November 2016



Co-funded by the
Erasmus+ Programme
of the European Union

OPENING AND WELCOMING MESSAGES

WELCOMING MESSAGE

▸ **COMBINED WITH EOSE ANNUAL SEMINAR AND GA 2016**

▸ **HOST PARTNER:**

Sport Sciences School of Rio Maior (ESDRM)



OBJECTIVES OF THE DAY

- ▶ Meet and get to know each other (face to face)
- ▶ Become familiar with the work programme, expected activities and outputs
- ▶ Present the role and responsibilities of each partner
- ▶ Validate the detailed timeline and next steps
- ▶ Clarify the administrative and financial management
- ▶ Arrange group discussions to obtain feedbacks and inputs from all partners
- ▶ Opportunity to involve members of EOSE (not partner)

EXCHANGE - INTERACTION - CONTRIBUTION - QUESTIONS

PROPOSED AGENDA (1)

09.00 **Registration**

09.05 **Setting the stage**

- ⇒ Opening and Welcoming messages
- ⇒ Tour de Table
- ⇒ Introducing the context of the day (*background and journey*)
- ⇒ Presentation of the EU Skills Panorama by Stelina Chatzichristou, Expert at the Department for Skills and Labour Market, Cedefop (*20 minutes + 10 minutes for Q&A*)

10.30 **COFFEE BREAK**

10.45 **Introducing the ESSA-Sport project (1)**

- ⇒ The work programme / Expected activities
- ⇒ Structure / Consortium
- ⇒ Role and responsibilities
- ⇒ Timescale

13.00 **COMMON LUNCH**

PROPOSED AGENDA (2)

- 14.00** **Introducing the ESSA-Sport project (2)**
- ⇒ Administrative / Financial management
 - ⇒ Communication / Dissemination activities
 - ⇒ Action plan and next steps
- 15.30** **Group discussion (*expectations / potential challenges / building the research protocol*)**
- 17.00** **Wrap up and final remarks**
- 17.30** **Closure of the day**
- 18.30** **Departure to Obidos**
- 19.30** **VISIT OF THE CASTLE OF ÓBIDOS FOLLOWED BY A COMMON DINNER**

TOUR DE TABLE

Organisation, country, position

THE CONSORTIUM

- ▶ Large partnership
- ▶ Led by EU Social Partners (EASE and UNI-Europa)
- ▶ Coordinated by EOSE
- ▶ 24 partners from 18 different countries
- ▶ 18 national partners // 6 EU Networks
- ▶ Mix of stakeholders and diversity of organisations
- ▶ Today: opportunity to also involve EOSE national members not acting as official partners (support role)
- ▶ 1 key note speaker from CEDEFOP (Stelina Chatzichristou)

TOUR DE TABLE (1)

EOSE	EUROPE
EOSE Services	EUROPE
EASE – European Association of Sport Employers	EUROPE
UNI-Europa Sport	EUROPE
UCL – Université Catholique de Louvain	BELGIUM
MRU – Mykolas Romeris University	LITHUANIA
UPEC / GAREF – Université Paris Est Créteil	FRANCE
SIF – Sport Institute of Finland	FINLAND
WOS – Dutch Employer Organisation in Sport	NETHERLANDS
SkillsActive	UK
UNICLAM – University of Cassino and Southern Lazio	ITALY
University of Nicosia	CYPRUS
NSA – National Sports Academy	BULGARIA

TOUR DE TABLE (2)

IDAN - Danish Institute for Sports Studies	DENMARK
FHSMP - University Applied Sciences for Sport & Management	GERMANY
UPE - University of Physical Education	HUNGARY
ITTralee - Institute of Technology Tralee	IRELAND
LASE - Latvian Academy of Sport Education	LATVIA
SportMalta	MALTA
Institute of Sport - National Research Institute	POLAND
ESDRM - Sport Sciences School of Sport	PORTUGAL
ArbetsgivarAlliansen	SWEDEN
<i>EuropeActive</i>	<i>BELGIUM</i>
<i>EC-OE - European Confederation of Outdoor Employers</i>	<i>BELGIUM</i>

OTHER PARTICIPANTS

General Secretariat of Sport	GREECE
IHRSA – International Health, Racquet & Sportsclub Assoc.	INTERNATIONAL
MSA – Association of Sports Managers	ITALY
<i>Associate Member – Corrado Beccarini</i>	ITALY
ISEF – Firenze Higher Institute of Physical Education	ITALY
CONI – School of Sport	ITALY
IDPJ – Portuguese Institute of Sports and Youth	PORTUGAL
NISR – National Institute of Sport Romania	ROMANIA
Technical University of Madrid	SPAIN
University of Chester	UK
University of Stirling	UK

INTRODUCING THE CONTEXT OF THE DAY

Background and journey

ESSA SPORT PROJECT: « European Sector Skills Alliance for Sport »

DG EMPL ⇒ DG EAC
Deadline 26 Feb. 2016
Skills needs identification
Submission application

2015-2016 Erasmus+ Call - ESSA

Final Report Feasibility Study 2015

June 2015 – validation DG EMPL
Strong support from sector (91%)
Council ⇒ Alliance

12 months study
EASE, UNI-Europa, EOSE,
WOS and SkillsActive
Explore potential ESSC

2014 Feasibility Study (Sport)

Call for proposals ESSC 2012

DG EMPL Feasibility Study
Call – Application rejected

Presentation of the
initiative for the 1st
time during EOSE GA

2010 European Sector Skills Council

“New Skills for New Jobs” 2009

Mention of the concept of
European Sector Skills
Council (ESSC)

BACKGROUND OF THE JOURNEY

Key Actions within Erasmus+

Learning Mobility

- Staff
- High education students
- Vocational and education training students
- Master students
- Youth mobility

Co-operation for innovation & good practices

- Knowledge Alliances
- **Sector Skills Alliances**
- Strategic Partnerships
- IT support platforms
- E-twinning
- Capacity building in third countries

Support for policy reform

- Open Method of Coordination
- EU transparency tools
- Policy dialogue

THE OPPORTUNITY

EUROPEAN SECTOR SKILLS ALLIANCES

LOT1 SKILLS NEEDS IDENTIFICATION

Will work at sectoral level to provide **detailed and clear evidence of what the needs and gaps** are as a basis for addressing those gaps through VET provision.

Duration 24-36 months
Grant: max. 500,000€

LOT2 DESIGN AND DELIVERY OF VET

Alliances for **design and delivery of VET** – common training content for one or more related professions using EU tools and work based learning.
Delivering core **curriculum** and quality control.

Duration 36 months
Grant: max. 1,400,000€

DEADLINE 26 FEB. 2016

START 01 NOV. 2016

MAIN OBJECTIVES OF THE CALL



To implement research on labour market needs in the sector for identification and definition of future skills needs



To encourage collaboration between public and private actors on the labour market



To identify and anticipate persistent skills shortages and mismatches at sectoral level



To help fill the gap between labour supply and demand



To maximise synergies with other sectoral initiatives

UNIQUE OPPORTUNITY

- ▶ To **build a partnership** for quality research AND consultation
- ▶ To **identify** realities and challenges facing the sector
- ▶ To create a **sector response** as the basis for action
- ▶ To undertake **the 1st real analysis** of labour market and skills needs/priorities
- ▶ To raise the profile and **understanding** of the sector
- ▶ To provide **an action plan** as the basis for the sector to achieve its potential and meet its challenges
- ▶ Based on a **national “bottom-up” approach** – whole sector

SUCCESSFUL APPLICATION

- ▶ Project approved in August 2016
- ▶ Total of 47 eligible applications – **15 selected**
- ▶ **Only 4 projects selected under Lot 1**
- ▶ *Textile Clothing & Footwear, Aquaculture, Dairy and Sport*
- ▶ Official start 1 November 2016 - 3 year project (36 months)
- ▶ Management and Leadership Meeting 4 November 2016
- ▶ Kick off Meeting of National Partners 22 November 2016



CEDEFOP

Centre européen
pour le développement
de la formation professionnelle

EU SKILLS PANORAMA

Stelina Chatzichristou

Department for Skills and Labour Market

CEDEFOP - EOSE

- ▶ Long time relationship
- ▶ Support from CEDEFOP to our work within the sector around skills development
- ▶ Participation of CEDEFOP experts to our events (NFIL, EQF)
- ▶ Participation of EOSE in sector specific events
- ▶ 7 Step Model as a good practice presented to other sectors
- ▶ CEDEFOP event *“How to make learning visible -Strategies for implementing validation of non-formal and informal learning”*, 28/29 Nov. 2016
- ▶ ESSA-Sport – relationship with EU Skills Panorama

COFFEE BREAK

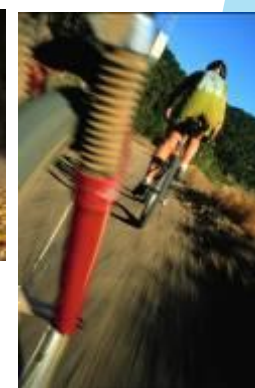
INTRODUCING THE ESSA SPORT PROJECT

(European Sector Skills Alliance for Sport)

The work programme and expected activities

SCOPE – Sport & Physical Activity

"ALL FORMS OF PHYSICAL ACTIVITY WHICH, THROUGH CASUAL OR ORGANISED PARTICIPATION, AIM AT EXPRESSING OR IMPROVING PHYSICAL FITNESS AND MENTAL WELL-BEING, FORMING SOCIAL RELATIONSHIPS OR OBTAINING RESULTS IN COMPETITION AT ALL LEVELS." *Council of Europe, 2001*



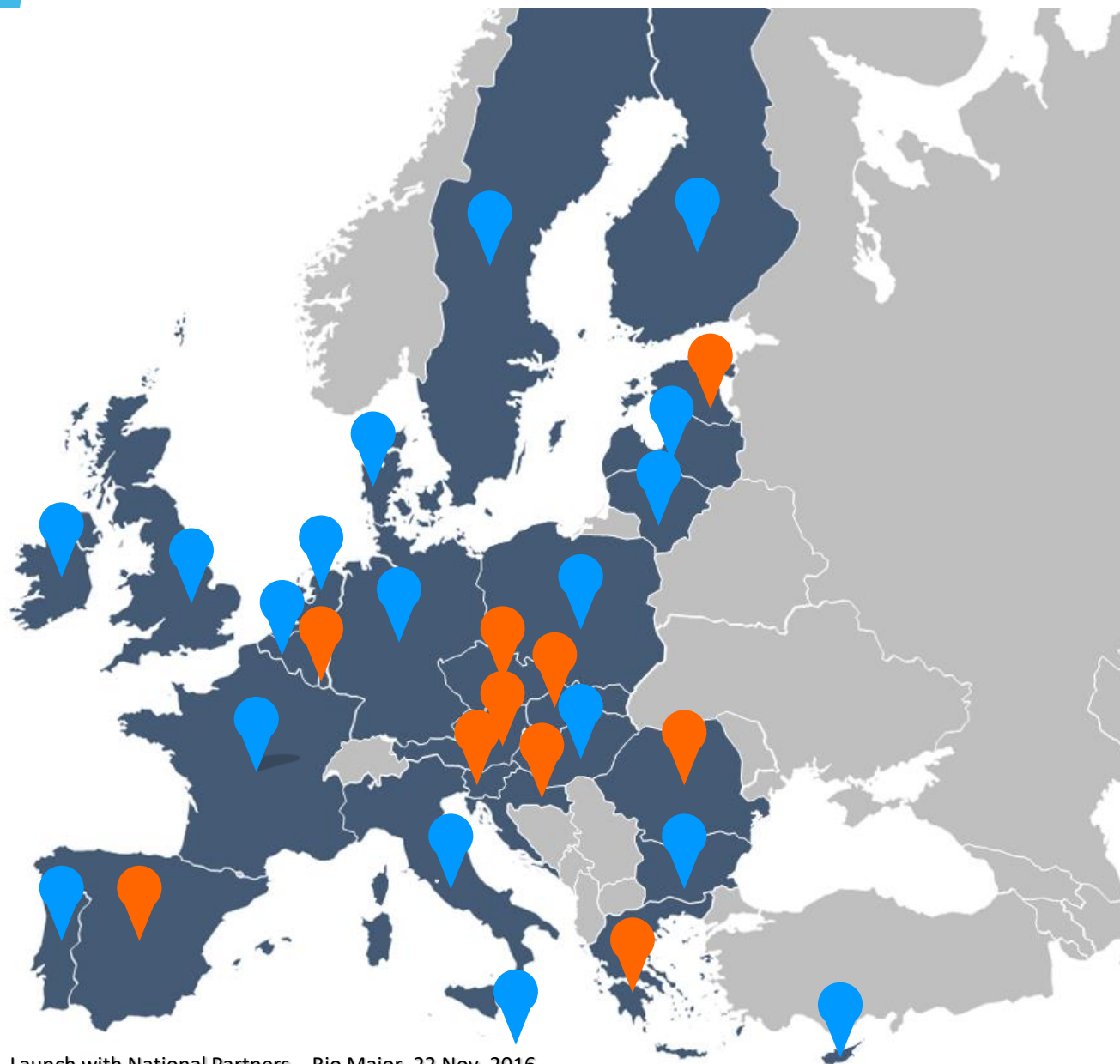
SCOPE - NACE CODES

= *Statistical classification of economic activities in EU*

- ▶ **93** Sports activities and amusement and recreation activities
- ▶ **93.1** Sports activities
- ▶ **93.11** Operation of sports facilities
- ▶ **93.12** Activities of sport clubs
- ▶ **93.13** Fitness facilities
- ▶ **93.19** Other sports activities
- ▶ **85.51** Sports and recreation education*

**This class includes the provision of instruction in athletic activities to groups of individuals, such as by camps and schools. Overnight and day sports instruction camps are also included. It does not include academic schools, colleges and universities. Instruction may be provided in diverse settings, such as the unit's or client's training facilities, educational institutions or by other means. Instruction provided in this class is formally organised. This class includes:- sports instruction camps, sports instruction, gymnastics instruction, riding instruction, academies or schools, swimming instruction, professional sports instructors, teachers, coaches, martial arts instruction, card game instruction (such as bridge), yoga instruction.*

SCOPE – EUROPEAN UNION



**OFFICIAL PARTNERS
OF ESSA-SPORT
= 18 COUNTRIES**



**COUNTRIES
WITHOUT OFFICIAL
PARTNER =
10 COUNTRIES**

SPECIFIC AIMS

1

**UNDERTAKE DESK
RESEARCH (N/EU)**
*(labour markets, sport
systems,
education/qual.
systems)*

3

**ENSURE WIDE
CONSULTATION
AT NATIONAL
AND EU LEVEL**
*(Bottom-up
approach)*

5

**IDENTIFY
PRIORITIES FOR
ACTION AT
NATIONAL AND
EU LEVEL**

2

**CONDUCT EU
ONLINE EMPLOYERS
SURVEY ON SKILLS
NEEDS**

4

**DEFINE AND
UNDERSTAND THE
SECTOR**
*(Realities, skills needs,
tendencies etc)*

6

**ESTABLISH
SUSTAINABLE
NETWORK OF
STAKEHOLDERS
AND WORK PLAN**

EXPECTED OUTPUTS

1 NATIONAL REPORTS (x18)

- Statistical analysis NACE 93.1
- Narrative sections from desk research
- Skills analysis from online survey
- Consultation outcomes/feedbacks
- Skills Strategic Action Plan (priorities)

2 NATIONAL REPORTS (x10)

- Available statistics NACE 93.1
- Narrative sections from desk research
- Data from online survey but no analysis and consultation

3 SUMMARY FACT SHEET PER COUNTRY (x28)

4 EUROPEAN REPORT: “Skills needs identification: situation, trends and priorities”

- Executive Summary + Infographics
- EU Map of Employment
- EU Skills Map from online survey
- EU Skills Strategic Action Plan
- Recommendations / priorities
- Sustainable Work Plan for ESSA

5 EU SPORT SKILLS SEMINAR (findings, debates, continuity, implementation)

ESSA-SPORT WORK PLAN

EU SKILLS SEMINAR

EUROPEAN REPORT – SKILLS NEEDS IDENTIFICATION

Situation, trends, perspectives & priorities for the sport & physical activity sector

NATIONAL REPORTS

(Content from desk research, online survey analysis and consultation)

CONSULTATION

RESULTS ANALYSIS

ACTION PLANS

ONLINE EMPLOYERS SURVEY ON SKILLS NEEDS

**National Sport
Labour Market**

*(National Statistics
Analysis)*

**National Sport
Sector**

*(Characteristics and
perspectives)*

**National
qualification, educ.
& training system**

*(national supply /
training provision)*

NATIONAL DESK RESEARCH ACTIVITIES

PREPARATION, RESEARCH PROTOCOL, TOOLS, ANALYSIS STRATEGY

MANAGEMENT AND QUALITY ASSURANCE

DISSEMINATION, CONSULTATION, SUSTAINABILITY

Structure / Consortium

MEMBERS FROM 18 DIFFERENT COUNTRIES

6 EUROPEAN PARTNERS & 18 NATIONAL PARTNERS

Quarterly Meeting
Leadership / Supervision
Monitoring
Risk management
Quality Assurance
Dissemination
Financial and Administrative obligations
Conflicts etc

LEADERSHIP AND MANAGEMENT TEAM

EU EXPERT ADVISORY BOARD

European Networks from Sport and Active Leisure

RESEARCH TEAM

Senior Researchers

STRATEGIC REFERENCE GROUP

EU Sectorial Social Dialogue Committee for Sport and Active Leisure

4 meetings in total
8 experts from National Partners
Research protocol, research tools, guidelines, online questionnaires, analysis, mentoring

Responsible for 10 countries



Total of 3 meetings
EU umbrella organisations
EASE to lead (UNI support)
Consultation/Dissemination Advice
(EC-OE, EuropeActive, EOC, EU Office, ENGSO, ISCA, ENSSEE, ECC...)

EASE to lead (UNI support)
Link with ESSDC for Sport and Active Leisure
Integration into Employment initiatives
Dissemination, link, relationship

SPORT CONSORTIUM STRUCTURE

Role and responsibilities

EXPECTED ACTIVITIES



WP5 - ANALYSIS OF NATIONAL SPORT LABOUR MARKETS BASED ON A DESK RESEARCH FOR EXISTING NATIONAL STATISTICS FOR THE SECTOR

- Common template and methodology
- Focus on 28 EU Member States
- NACE 93.1
- Contact with National Statistics Office (available data)
- Wide desk research for all available data
- Analysis of available data / missing data / incomplete
- Summary paper for each country



WP6 - DESK RESEARCH TO PRESENT THE CHARACTERISTICS, EVOLUTION AND FUTURE PERSPECTIVES OF NATIONAL SPORT SECTORS

- Common template and methodology
- Focus on 28 EU Member States
- Qualitative information on the sport sector in each country
- Information on national sport systems, structures & policies
- Information on sport participation
- Description of role/responsibilities of stakeholders
- Presentation of drivers for changes and tendencies
- Consult national stakeholders to test/validate information collated (flexible process to consult)
- Analysis of data and summary paper for each country

WP7 - DESK RESEARCH ON NATIONAL QUALIFICATION, EDUCATION AND TRAINING SYSTEMS, AND TRAINING PROVISION FOR THE SPORT SECTOR

- Common template and methodology
- Focus on 28 EU Member States
- Describe the national qualification, education and training systems for the sport sector
- Describe the current national supply and training provision
- Situation with EU Policy and EU tools (i.e. EQF)
- Consult national stakeholders to test/validate information collated (flexible process to consult)
- Analysis of data and summary paper for each country

WP8 - EUROPEAN ONLINE EMPLOYERS SURVEY ON SKILLS NEEDS IN THE SPORT SECTOR

- Desk research for existing Employer Surveys on Skills Needs
- Detailed database of contact (emails) - national and EU level
- Research guidelines / Protocol
- Online questionnaire (draft to be tested)
- Content: labour market, skills needs, gaps, tendencies etc
- Translation of the questionnaire (all languages partnership)
- Dissemination of the questionnaire (launch)
- Promotion by partners, members, associate partners etc
- Regular updates / reminders
- National data to national partners for analysis (key findings)
- Deep analysis of EU data (graphs)
- Summary report of EU situation

WP9 - NATIONAL REPORTS FROM THE DESK RESEARCH ACTIVITIES AND ANALYSIS OF THE EMPLOYERS SURVEY ON SKILLS NEEDS IN THE SPORT SECTOR

- Common structure for the development of National Reports
- National consultation - feedback on main findings and results - Use qualitative/quantitative data to develop the reports
- Use findings from consultation activities
- Follow the common structure
- Include a national Skills Map with key information on skills needs, gaps, shortages, and tendencies for the sector
- Develop a national Strategic Action Plan (Recommendations and priorities) to address issues raised
- Include infographics to make the reports more attractive

WP10 - EUROPEAN REPORT ON SKILLS NEEDS IDENTIFICATION: SITUATION, TRENDS, PERSPECTIVES AND PRIORITIES FOR THE SPORT SECTOR

- Purpose and structure for the development of the EU Report
- Analyse National Reports to understand realities and tendencies
- Use findings from desk research, online survey and consultation
- Underline existing/emerging skills needs, gaps and shortages
- Identify the mismatch in terms of training provision / supply
- Define the needs for training / qualification in the sector in EU
- Provide a European Strategic Action Plan with recommendations
- Identify priorities for collaborative actions
- Develop a sustainable Work Plan for the Alliance (continuity) WP12
- Produce an Executive Summary in 3 languages
- Develop some infographics



WP11 - EUROPEAN SPORT SKILLS SEMINAR

- Venue, date and format to be decided by partners
- Identify eventual key note speakers
- Develop a programme for the event
- Produce a list of potential participants and guests (invitations)
- Present the main findings from the project
- Discuss recommendations and priorities for the sector
- Collate feedbacks / working groups

ROLE OF NATIONAL PARTNERS



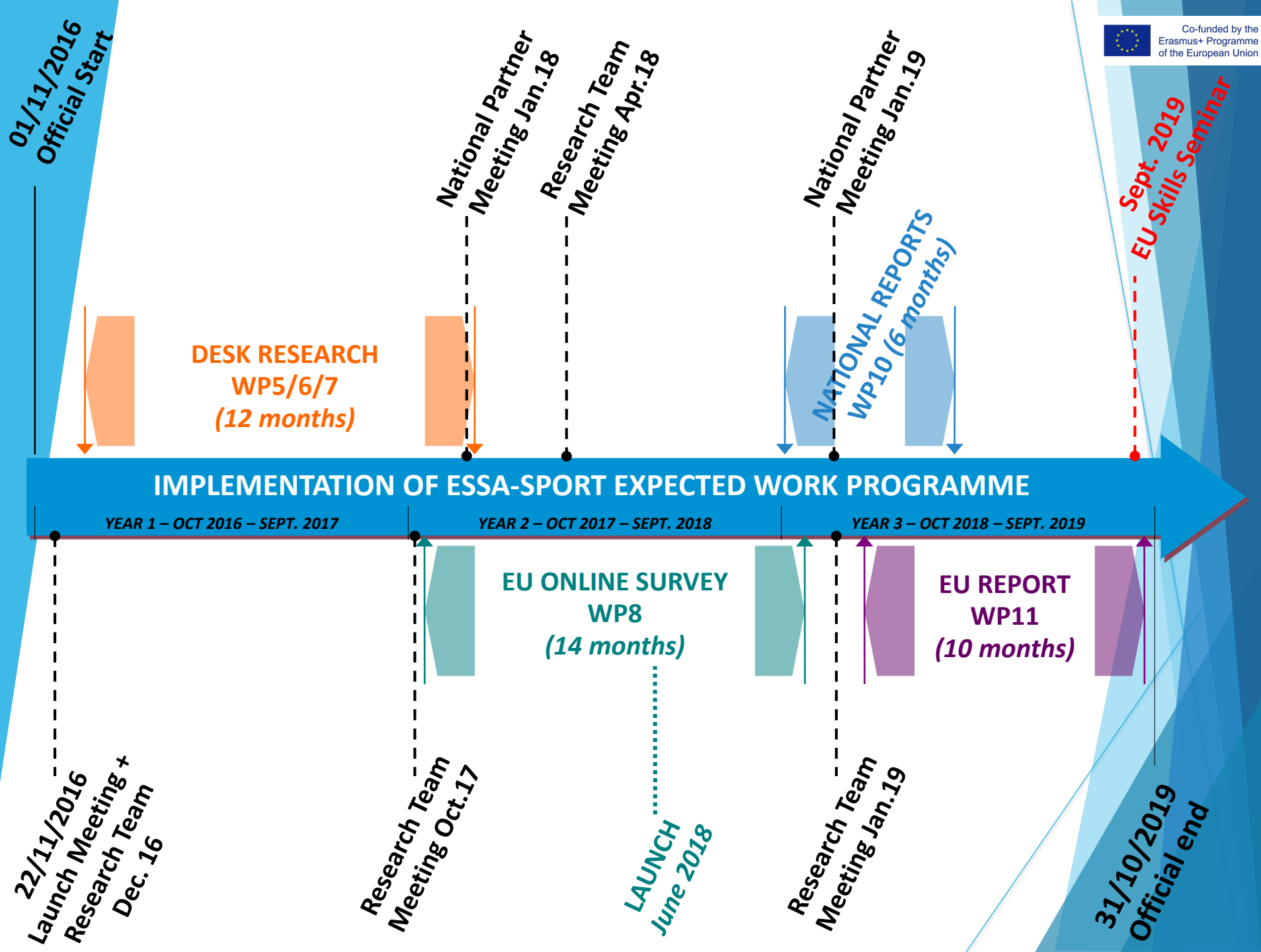
- 1** Desk research and analysis of existing and available data and statistics on the national sport labour market
- 2** Desk research to collate information on national sport systems, structures and policies, on sport participation, role/responsibilities of stakeholders, drivers for changes and tendencies
- 3** Desk research on national qualification, education and training systems, the current national supply and training provision for the sport sector
- 4** Translation of the online survey, building a national database of contacts, supporting the dissemination of the survey, encouraging stakeholders to take part etc
- 5** Deeply analyse the national data from the online survey, organise national consultation activities to collate feedbacks on main findings and produce a national report including a Skills Map as well as a strategic action plan with recommendations
- 6** Provide feedback and comments on the draft version of the EU Report on skills needs identification for the sport sector based on the analysis of the national reports and consultation with stakeholders.
- 7** Nominate a representative from your country to attend the seminar, dispatch invitation, contribute to the preparation and delivery of the seminar.

RESEARCH TEAM

- ▶ 4 meetings in total
- ▶ 8 experts from National Partners
- ▶ Composition of the team to be finalised
- ▶ Research protocol/guide, research tools, online questionnaire, analysis, mentoring...
- ▶ Responsible for 10 extra countries



Timescale



COMMON LUNCH

Administrative and Financial Management

CURRENT POSITION

- ▶ Result from European Commission (August 2016)
- ▶ Request for mandate letters and financial papers
- ▶ All submitted early September 2016
- ▶ Problems with some letters and PIC numbers
- ▶ Request for further documents from partners
- ▶ Exchange with European Commission
- ▶ Support to partners to upload documents
- ▶ Contract still not signed

CONTRACT AGREEMENT

- ▶ **Individual contract agreement signed with EOSE**
- ▶ **Legal document** – setting relationship EOSE/Partner
- ▶ **Content of the contract agreement:**
 - ▶ *Details of the project (name, reference, duration);*
 - ▶ *Obligations of the coordinator EOSE*
 - ▶ *Right and obligations of the partner;*
 - ▶ ***Role and responsibilities of the partner;***
 - ▶ ***Details of the partner's allocated budget;***
 - ▶ ***Payment schedule;***
 - ▶ *Bank account details;*
 - ▶ *Liability and termination of the contract;*
 - ▶ *Law and jurisdiction clause.*

CONTRACT AGREEMENT (2)

- ▶ Legal document **to be signed by legal representative**
- ▶ Deadline: *as soon as possible*
- ▶ Electronic version of the contract to be sent **by end 2016**
- ▶ **Partner to fill in address and bank details**
- ▶ **Print 2 copies in colour**
- ▶ **Sign/stamp last page + return to EOSE by post**
- ▶ 1 signed copy will be sent back to each partner
- ▶ **Linked with first pre-payment = official partner**

CONTRACT AGREEMENT (3)

▶ NECESSARY TO INFORM EOSE IF:

- ▶ there is a change of contact within your organisation
- ▶ there is a change in the name of your organisation
- ▶ there is a change in the address of your organisation
- ▶ there is a change of legal representative in your organisation
- ▶ there is a change of bank details in your organisation

Email aurelien.favre@eose.org

SCHEDULE FOR PRE-PAYMENTS

▶ EXPECTED SCHEDULE :

- 1) **Pre-payment 1 = 40% total budget (expected 1st quarter 2017)**
2 signed copies of contract + staff evidence
- 2) **Pre-payment 2 = 30% (expected July 2018)**
Interim report validation + advancement of work + timesheets
- 3) **Balance payment = 30% (expected April 2020)**
Final report and annexes validation (assessment/quality)

ALL PRE-PAID MONIES AS AN ADVANCE PAYMENT

Reports Assessment ▶ Rating ▶ Financial Implication

BUDGET CRITERIA

- ▶ Unit costs budget
- ▶ A rate per country **which includes all costs** such as project management, meetings, intellectual outputs, conferences, T&S, sub-C etc
- ▶ Category of staff: Researcher / Teacher
- ▶ *Example: Belgium = 257€/day Researcher*
- ▶ **Only staff from partners can claim eligible time** (people employed with a working contract)
- ▶ **Learners, volunteers and self-employees not eligible**

RECORDING STAFF COSTS

Staff costs comprise any salary and/or remuneration paid to the following categories of person:

- ▶ **Statutory staff**, having either a permanent or a temporary employment contract with a partner of the consortium.
- ▶ **Temporary staff** recruited by a partner through a specialised external agency.
- ▶ **Other types of contracts** as far as the national labour law assimilates them to staff.
- ▶ **Learners, volunteers and self-employees not eligible**

UNIT COST PER COUNTRY

Country	Teacher /Researcher
Austria	289€/day
Denmark	289
Ireland	289
Luxemburg	289
Netherlands	289
Sweden	289
Belgium	257
Finland	257
France	257
Germany	257
Italy	257
United Kingdom	257

Country	Teacher /Researcher
Cyprus	164
Czech Republic	164
Greece	164
Malta	164
Portugal	164
Slovenia	164
Spain	164
Bulgaria	88
Croatia	88
Estonia	88
Hungary	88
Latvia	88
Lithuania	88
Poland	88
Romania	88
Slovakia	88

ALLOCATION OF DAYS FOR DESK RESEARCH / CONSULTATION

- ▶ Methodology from previous projects
 - ▶ Micro countries (less 2M inhab.)
 - ▶ Small countries (2-9M inhab.)
 - ▶ Medium countries (10-25M inhab.)
 - ▶ Large countries (more 38M inhab.)

- ▶ *+ extra days for package leaders*

MONTHLY TIMESHEETS

- ▶ You will need **to claim your time** spent on ESSA-Sport
- ▶ **Monthly timesheet** = *description activities / allocation of days*
- ▶ To be signed by you and your superior
- ▶ **Originals** to be submitted to EOSE
- ▶ Official requirement from European Commission
- ▶ Honesty and transparency when filling timesheets
- ▶ **36 months project = 36 timesheets**
- ▶ Proposed solution:
 - ▶ *Electronic timesheet quarterly by email (not signed)*
 - ▶ *Original signed timesheets every 6 months by post*

RECORDING T&S

- Declaration of expenses (maximum period of 15 days after the meeting)
- Booking confirmation for travel tickets
- Plane tickets / e-ticketing
- Boarding passes to prove flights were taken
- Train, bus, underground tickets
- Taxi receipts
- Hotel receipts
- Receipts for meals and refreshments
- Private car option 1: the price of one corresponding train ticket for the same journey and a full explanation of the reasons why you used your private car instead of public transport.
- Private car option 2: for private car – on “rate per mile/km” up to 0.22€. *If you are in this situation, you need to attach to this declaration of expenses a letter with full explanation of the reasons why you used your car, the non-application of the above-mentioned mean of calculation and also a document from your organisation justifying the ‘rate per mile/km’ applied.*
- **NO RECEIPT OR BOARDING PASS = INELIGIBLE COST**

Communication and Dissemination Activities

WHAT DO WE TALK ABOUT?



▶ Dissemination: *to spread widely*

- ▶ Dissemination is the term used to describe the process of **communicating the key themes to end-users**, specific target groups, key stakeholders inside and outside the sector and the general public.
- ▶ Dissemination will be guided in order to **make all of the appropriate elements visible** to all interested actors.

WHAT WILL BE DEVELOPED?

- ▶ A visual identity
 - ▶ A logo



ESSA-SPORT
Improving the Supply of Skills to the Sector



ESSA SPORT



ESSA SPORT

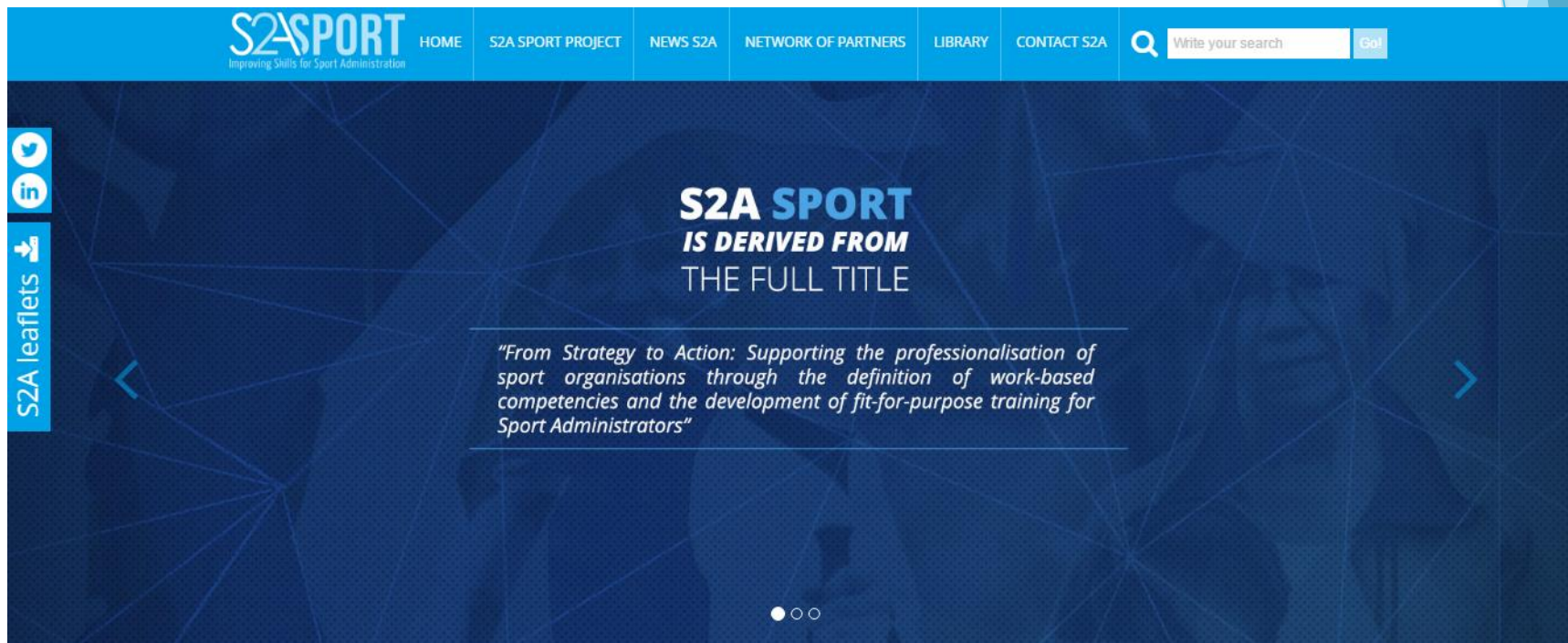
- ▶ A graphic charter to ensure coherency in the use of the logo, colours and fonts

WHAT WILL BE DEVELOPED?

- ▶ A Press Release
 - ▶ After the launch, for wide communication
- ▶ A project flyer
 - ▶ early stage of the project =>Jan 2017
 - ▶ to raise awareness and communicate all over Europe about the initiative
 - ▶ 2000 hard copies in EN
- ▶ Articles after each meeting

WHAT WILL BE DEVELOPED?

- ▶ A specific project web-section
 - ▶ By April 2017
 - ▶ For cost effective reason might follow the S2A website structure



WHAT WILL BE DEVELOPED?

- ▶ A specific project web-section
 - ▶ Would it be useful to have a « Project in Brief » page in each language?
 - ▶ Are you willing to translate this add-on piece?

WHAT WILL BE DEVELOPED?

- ▶ A common PowerPoint presentation
 - ▶ Catalogue of slides about the ESSA-Sport project
 - ▶ Help you to prepare potential presentations
 - ▶ Ensure consistency in the way to present the project
 - ▶ To be circulate in the coming weeks (once the graphic charter will be validated)

- ▶ Hard copies and electronic versions of the final results

WHAT WILL BE DEVELOPED?

- ▶ A final event: European Sport Skills Seminar
 - ▶ In Brussels at the end of the funding period
 - ▶ Opportunity to present and debate with stakeholders from the sector on the main results and findings of the survey.
 - ▶ Introduction of the European Strategic Action Plan
 - ▶ Gathering the whole partnership, some selected guests, each partner will be offered the possibility to invite one representative from the national Skills Partnership

Create the conditions for sustainability and concrete activities to be implemented

WHAT WILL BE DEVELOPED?

Internal communication

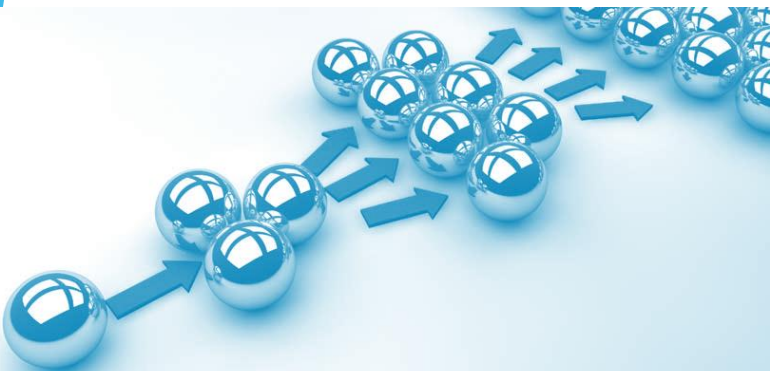
- ▶ Contact database
- ▶ Email exchange
- ▶ SKYPE call (*please create an account and send username*)
- ▶ Exchange between partners (share challenges and solutions found)
- ▶ Dropbox or Drive– latest versions of working documents / forms

**IF NOT DONE YET, PLEASE FILL IN THE CONTACT LIST
WITH YOUR CONTACT DETAILS!**

WHY SHOULD WE ALL BE ACTIVE?



WE ALL HAVE A KEY ROLE TO PLAY IN
THIS PROCESS AND SHOULD BE ACTIVE
TO SPREAD THE MESSAGE AND REACH
THE WIDEST RING OF STAKEHOLDERS



WHY SHOULD WE ALL ACTIVE?



**REQUEST FROM EC AND IT WILL BE
CLEARLY STATED IN YOUR CONTRACT!**

“Carry out all possible dissemination activities to raise awareness and promote the ESSA-Sport project through all possible channels at European, national and regional levels”

WHAT IS EXPECTED?

▶ FLYER

- ▶ Translate the flyer into own national language (16)
- ▶ Professional design, downloadable from web section

▶ COMMUNICATION ON WEBSITE

- ▶ A minimum of an official article on your organisation website (link to the ESSA-Sport web section)
- ▶ Can also include regular articles on the advancement of the work (progress made, meetings, online survey etc)

WHAT IS EXPECTED FROM YOU?

- ▶ **COMMUNICATION ON ALL AVAILABLE CHANNELS**
 - ▶ Social media
 - ▶ Regional/National/European events and forums
 - ▶ Newsletter/Journal/Articles
 - ▶ Informal discussions



**PLEASE INFORM US EACH TIME YOU DISSEMINATE
INFORMATION ABOUT THE PROJECT**

**=> USING THE DISSEMINATION REPORT TEMPLATE WE
WILL PROVIDE**

Available material

AVAILABLE MATERIAL

CONTENT

- NATIONAL KEY FACTS AND DATA (*geography, population, eco*)
- THE NATIONAL SPORT SECTOR (*participation, size, policy, LMI*)
- THE NATIONAL EDUCATION AND TRAINING SECTOR
- THE NATIONAL SPORT EDUCATION AND TRAINING SYSTEM
- THE NATIONAL MAP OF STAKEHOLDERS (*role, relationships*)
- SITUATION TOWARDS THE IMPLEMENTATION OF NQF/EQF



25 EU Member States

(2004)



(2014)

RESEARCH CHALLENGES

- *For discussion* -

RESEARCH CHALLENGES

- ▶ The Desk research and preparation period are vital - what information is available? How do we access it and analyse it?
- ▶ national reports to include "official" statistics from National Statistics Offices
- ▶ We want to identify all "enterprises/organisations" acting as employers and listed under the NACE codes: 93.1
- ▶ 85.51: a main challenge - 4 digits rarely available
- ▶ From these codes, we want to identify the numbers of organisations and numbers of employees
- ▶ There will be gaps, Government stats will not be a true picture

RESEARCH CHALLENGES

- ▶ What other sources exist for desk and published research to build this national picture?
- ▶ What can we gather from primary research through questionnaires?
- ▶ Which databases to use?
- ▶ We need more detail:
- ▶ is there a national register of sport facilities e.g. Swimming Pools, Leisure centres, fitness clubs, sports clubs etc?
 - ▶ Who operates these?
 - ▶ e.g. municipalities (public sector, city or district councils) - are these listed under another code because of their broader public sector role?
 - ▶ Facilities employing staff within education- university/ school?
 - ▶ Private operators with many sites?
 - ▶ Sports clubs - as employers

RESEARCH CHALLENGES

- ▶ We want an occupational breakdown:
- ▶ distinguish between **sport** and **sport-related** occupations e.g. Players, coaches, facility operating staff, lifeguards, managers, stewards etc.
- ▶ We need to identify - “other staff” employed in sport with generic roles or skills from other sectors e.g. Clerical staff, catering etc
- ▶ **ESCO classifications**
- ▶ Where do these occupations occur in 93.1 **and** in different NACE codes? e.g. Hotels, local government etc.
- ▶ Our objective - to quantify numbers of employees in sport organisations, **AND** sport employees in other organisations
- ▶ Other issues - seasonal occupations e.g. Skiing, tourism related
Part-time/full time Male/female Registered disabled?
- ▶ Age breakdown?

ESCO DATABASE

Arts, Culture, Entertainment, Sport and Active Leisure

Home My To Do's

Arts

Tutorial 2 ESCO tasks Sources Occupation pillar Competence pillar Qualification pillar

Create new Smart List Copy this Smart List Bulk update Full Screen Report Save changes Print

Title

- ▼ [arts, entertainment, media and recreation](#)
 - ▼ [arts, entertainment and recreation](#)
 - ▶ [artistic policy of an organisation](#)
 - ▶ [art mediation and community arts](#)
 - ▶ [live performance](#)
 - ▶ [artistic creation](#)
 - ▶ [exhibitions, collections and heritage organisations](#)
 - ▶ [zoological and botanical gardens](#)
 - ▶ [gambling, betting, and lottery](#)
 - ▶ [sport and active leisure](#)
 - ▶ [amusement and recreation parks](#)

CREATE NEW

ESCO DATABASE

L ▼ [sport and active leisure](#)

L ▼ [sport](#)

L ▶ [sport management and operations](#)

L ▶ [professional sportspeople](#)

L ▶ [sport coaching and instruction](#)

L ▼ [active leisure](#)

L ▶ [fitness activities](#)

L ▶ [outdoor activities](#)

- L ▼ [sport and active leisure](#)
- L ▼ [sport](#)
- L ▼ [sport management and operations](#)
- L [sport administrator](#)
- L [sport facility manager](#)
- L ▼ [professional sportspeople](#)
- L [sport official](#)
- L [professional athlete](#)
- L ▼ [sport coaching and instruction](#)
- L [artistic coach](#)
- L [sport coach for performance](#)
- L [sport coach for participation](#)
- L [sport instructor](#)
- L ▼ [active leisure](#)
- L ▼ [fitness activities](#)
- L [exercise for health specialist](#)
- L [advanced health and exercise specialist](#)
- L [personal trainer](#)
- L [fitness instructor](#)
- L [Pilates teacher](#)
- L [fitness assistant](#)
- L ▼ [outdoor activities](#)
- L [specialised outdoor animator](#)
- L [outdoor animator](#)
- L [outdoor animation coordinator](#)
- L [assistant outdoor animator](#)

RESEARCH CHALLENGES

- ▶ In first preparatory stage, we need to develop a **research protocol** reflecting how we will tackle and reconcile these challenges
- ▶ No source will be perfect.
- ▶ To point out the difficulties and shortcomings will be a success and there will need to be some estimations and make recommendations to improve the situation
- ▶ Remember:
 - ▶ Part 1: an analysis of what exists (official Government stats and industry sources
 - ▶ Part 2: our own questionnaires(s)
 - ▶ All supported by a narrative report
 - ▶ Part 3: qualitative sample - employer views on direction of growth, skills gaps, priority occupations issues affecting development of sector
 - ▶ **CAN WE INTEREST - A Ministry or Agency to sponsor a national survey as part of this process?**

GROUP DISCUSSIONS

GROUP DISCUSSIONS

- ▶ Group of 5 or 6 participants
- ▶ Mix between official partners and members
- ▶ Mix of nationalities
- ▶ 1 identified leader for each table
- ▶ 1 paper board (underline key elements and issues)
- ▶ First step: put your main ideas on a post it and give it to the leader of the table (maximum of 3 ideas per person)
- ▶ All participants to contribute
- ▶ Wrap up: leader to expose 2 main ideas/issues of the group

GROUP DISCUSSIONS

▶ TOPIC 1:

- ▶ **What are your expectations from this project?** (*e.g. for you, for your organisation, for your country, for the whole sector, at the European or national or local level*)
- ▶ **Have you already identified some potential challenges and barriers to implement the work?**
If yes, do you have in mind any solutions?
- ▶ **What can be the potential impact of such project?**

AROUND 30 MINUTES DISCUSSION

GROUP DISCUSSIONS

- ▶ **TOPIC 2:** Based on **the desk research and consultation activities** to be carried out at the national level...
 - ▶ **Can you underline the information and data which are the most important to collate in your opinion?**
 - ▶ **Which strategy are you going to use to conduct this desk research?**
 - ▶ **Do you already have in mind the stakeholders you are going to consult through the implementation?**
 - ▶ **Which methodology you are planning to use to consult with them?**
(e.g. national round table, face to face meetings, interviews)
- ▶ **AROUND 30 MINUTES DISCUSSION**

WRAP UP FROM GROUP DISCUSSION

AOB AND CLOSURE OF THE DAY