

# **COOPERATION BETWEEN SPORTS ORGANIZATIONS AND UNIVERSITIES: THE EXAMPLE OF THE UEFA EURO 2012™ HOST BROADCAST TALENT PROGRAMME**

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## **Abstract keywords**

UEFA EURO 2012, internships, football, Ukraine, Poland, Universities

## **Aim of abstract/paper**

This paper describes the goals and main characteristics of the UEFA EURO 2012™ Host Broadcast Talent Programme. The programme is an example of cooperation between a sport institution (UEFA) and local academic partners in light of one of the world's largest sporting events (UEFA EURO 2012™). The paper proposes an evaluation of the programme and demonstrates the way how this cooperation can be beneficial on both sides (win-win situation).

## **Practice description**

With the Host Broadcast Talent Programme, a first for UEFA, UEFA's aim was to invite highly talented students from the two host nations, Poland and Ukraine, to be involved in the UEFA EURO 2012™ as interns.

In order to achieve this mission, UEFA selected a partner university in each host city (Poland: Gdansk, Poznan, Warsaw, Wroclaw; Ukraine: Lviv, Kyev, Kharkiv, Donetsk) to work with on this programme. UEFA offered the selected students assistant level positions which related to their academic studies in the areas of television and video production, host broadcast logistics and broadcaster servicing.

## **Context description, actors involved**

In total, UEFA selected nine partner universities from across the eight host cities of the UEFA EURO 2012™. The programme was launched in April 2011, 431 days before the opening match. During the preparation period, more than 500 students across the two host nations were interviewed by UEFA. In the end, 212 university students were recruited for active positions.

## **Implications and learning**

This programme is an example of successful cooperation between a sport institution and universities. Thanks to this programme, UEFA succeeded to find motivated staff already on-site, to reduce costs travel and accommodation-related expenses and to increase the legacy of the tournament in the eight host cities. At the same time, the universities and students involved could enjoy being part of the biggest sporting event organised in their country. They received specific training and gained experience in domains related to their studies.