



## EASM Conference Legacy: The Malmö Charter

The Department of Sport Science at Malmö University hosted the **26<sup>th</sup> EASM - The European Sport Management Conference**, September 5<sup>th</sup>-8<sup>th</sup> 2018. There were about 500 participants from 43 nations. In connection to the conference a Student Seminar with 50 students and a PhD Student Seminar with 21 PhD students took place. The conference theme was **Managing Sport in a Changing Europe**.

The city of Malmö with its growing population, social and economic challenges and innovative and progressive projects, solutions and sport environment, has worked as an inspiring and illustrative frame for the conference. Malmö recognises the role that sport and sport management can play in meeting the challenges of a modern city.

Malmö will become the first EASM Legacy Charter City and representatives of Malmö University will regularly report at future EASM Conferences on the use of sport management in responding to challenges faced by the city. The three partners, EASM, The University of Malmö and the City of Malmö have decided to introduce the concept of EASM Conference Legacy called 'The Malmö Charter'.

Based on the key discussions and conclusions reached during the conference, Malmö University and the City of Malmö will continue their cooperation and commit to EASM to continue the work on expanding the use of sport management principles and integrate sport management as a response to future challenges.

Malmö, September 8th 2018

Mayor/Chairman of the City Council, Malmö:

*Kent Andersson*

President of EASM:

*Vassil Girginov*

Head of Department of Sport Science, Malmö University:

*Torun Mattsson*