



# Annual Report

2019-2020

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## Report from the President

Dear EASM Members,

Since the highly successful 27<sup>th</sup> EASM conference in Seville, the efforts of the entire Board have been concerned with delivering on our strategic priorities (SP) and serving better our members. The past six months of our annual calendar have been marked by the unprecedented challenges thrown by the global COVID-19 pandemic. Those challenges have not only demanded reconsidering how we go about our core business this year, but equally, they urged examining the implications of the current situation on how we operate as an association in the foreseeable future.

Despite challenges, I am delighted to report that significant advances have been made in all five strategic areas.

*SP1: Promote critical sport management scholarship*

Following the restrictions in European countries, early in March the EASM

Board, in consultation with the Local Organising Committee in London, took the decision to postpone the 28<sup>th</sup> EASM conference for 2021. This decision entailed renegotiating the agreements already achieved with the hosts of the 2021 and 2022 conferences in Innsbruck and Belfast, respectively. We are very grateful to our Austrian and Northern Irish colleagues who kindly agreed to host their conferences a year later than originally planned. A similar difficult decision was taken regarding the EASM Summer School due to take place in Madrid. Following extensive consultations, the 2020 Summer School was cancelled.

However, the current year is not going to go down in history as one without EASM's main scientific gathering. The first ever EASM virtual conference will take place from 17<sup>th</sup>-25<sup>th</sup> September 2020. Owing to the support of the international academic community, I am pleased to inform you that we have 163 presentations and over 800

registered participants (status: 31<sup>st</sup> August 2020). It is paramount that EASM supports the dissemination of knowledge and critical discussions for the advancement of the field, so we have made participation in the conference free for all. What is more, thanks to our partner Taylor & Francis, we have also made two influential academic articles for each of the scientific tracks on the conference programme freely available to all participants.

Under the editorship of Guillaume Bodet and Tracy Taylor, EASM has launched a new focused book series 'Sport Management in Europe' to be published by our main partner Taylor & Francis. This is an innovative and very successful book-publishing model that allows for a three-month turnaround between manuscript submission and publishing and we invite authors to submit book proposals to the editors. The first book of the series 'Implementing Sport Policy: Roles and Perspectives of Organisations in the UK

Sport System' (Keech, Lindsey and Hayton, Eds) is now available.

Despite a slight dip in its Impact Factor (IF) for 2019, the ESMQ remains a leading journal in the field with a 5 year IF of 2.27. It has retained its 3\* status with the UK Association of Business Schools Journal Rankings. As a result of the ever-increasing number of submissions, the ESMQ Board has also been significantly expanded and is now gender balanced. The EASM Board would like to thank the ESMQ chief editor Paul Downward for his excellent work and his initiative in achieving gender balance. Paul will serve for another term and will facilitate the transitioning to a female chief editor.

### *SP2: Advance the teaching of sport management and career development*

Advancing developments in the teaching of sport management followed two main approaches including grant applications and collaborative activities. Since the establishment of the working group on Employability and Entrepreneurship in Sport in Seville, a



grant application for the ERASMUS+ programme was submitted with the participation of colleagues from five EU countries. EASM is also a partner in two more ERASMUS grant applications aimed at developing different aspects of sport management including the production of teaching materials.

In cooperation with the Sport Management programme of Drexel University (Philadelphia, USA), we have launched the Global Classroom Programme (GCP). The GCP is based on the pedagogy of collaborative learning and aims to expose students and academics to the sport management models and issues in Europe and the USA. Several European universities have already signed up to the programme and we continue to invite expression of interest.

### *SP3: Grow and sustain the membership*

Since the approval of changes to the membership structure last year, the Board has focused on further enhancing the quality and range of services provided. To that end, under

the leadership of Karin Book and Stefan Walzel, we have launched a new brochure (also complemented by a relevant section on the EASM website) that communicates the benefits of becoming a member of the Association. We have also used the 2020 free Virtual Conference to invite colleagues to consider purchasing membership in EASM.

Practical steps were also taken to improve the governance within the EASM Board. We have launched a monthly report which documents all activities by the Executive Committee and Board Members including financial transactions. To further enhance the quality of our services, we have purchased and developed a new app "My EASM" which will allow members, conference participants and partners to communicate and benefit from our services more effectively. EASM has also significantly increased its presence on social media with an average growth of 4% in July 2020 across Facebook, Twitter, LinkedIn and website followers. These achievements are in

large part due to the work of our Communications Manager Lara Hudson and Office Manager Sarah Runzheimer. Following the decision of the EASM Board, I am pleased to report that we have established an Advisory Board currently comprising the outstanding experts Stefan Berg (President ENGSO, Sweden), Oleksandr Kucheriavyi (UEFA Manager of development of National Associations, Ukraine), Narcisa Lecusanu (International Handball Federation, Romania), Patrick Nally (UK), Antti Pihlakoski (Board Member World Athletics, Finland). Two further female members of the Advisory Board are in the process of being recruited. This new body will provide much needed links with the European and world sport industry and practical advice on the strategic priorities of the Association.

Despite the postponement of the 2020 annual conference, all award committees continued their work and have nominated highly qualified candidates for the EASM prestigious awards. The recipients of the awards

will be announced during the Opening of the Virtual Conference in September and they will receive their awards in person at the 2021 Conference in London.

#### *SP4: Forge partnerships*

EASM continued to further its partnerships with the European Non-Governmental Sport Organisations (ENGSO), European Observatory of Sport Employment (EOSE), Global Sport (GS), Sport Business, the Council of Europe Intergovernmental Organisation Enlarged Partial Agreement on Sport (EPAS) and the World Association for Sport Management (WASM). These partnerships have allowed us to participate in several important forums and projects including supporting the world-wide survey on the changes in the sport industry conducted by Global Sport. Forging meaningful relationships with established European and world organisations is of critical importance for EASM as these partnerships provide

legitimacy and access to resources and networks.

*SP5: Represent the interests of the sport management community*

Due to the travel restrictions in European countries, several important meetings where EASM was scheduled to participate were postponed or cancelled. Nonetheless, Jakob Wikenstaal took part in the sport management mobility workshop organised by the European Observatoire of Sport Employment. EASM is also involved in ongoing talks with UNESCO, World Athletics and European Athletics with the view to involve the Association in a global initiative aimed at a more inclusive and equitable sport. We have used those meetings to communicate the relevance of our work to the strategic objectives of these organisations, to promote our interests, and explore ideas for joint projects.

In concluding my report, I would like to thank all EASM Board Members, Stefan Walzel, Sarah Runzheimer and Lara

Hudson for their fantastic work in the day-to-day running of the Association. Our appreciative thanks are also extended to colleagues and partners who have supported EASM over the past year. Notwithstanding current challenges, I am confident that we are going to have another successful year.

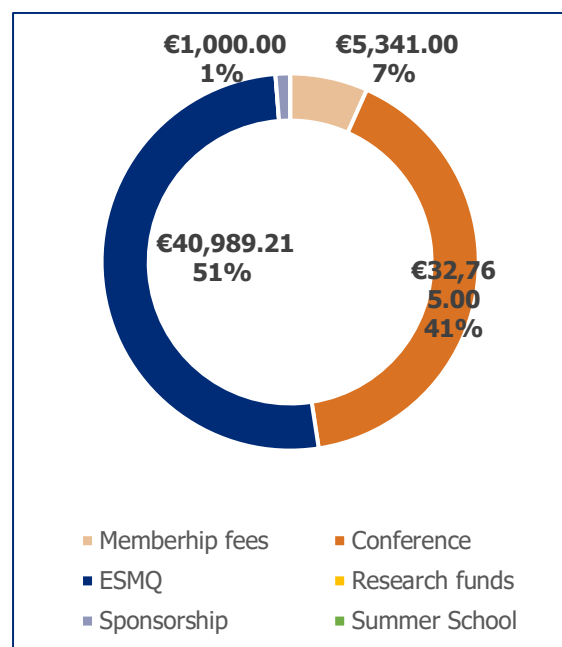
London, August 2020



Dr Vassil Girginov  
EASM President

## 2 Financial Report

EASM continues to be in a good financial position. In the fiscal year from 1<sup>st</sup> August 2019 to 31<sup>st</sup> July 2020 the revenues were 80,095.21 Euros. EASM has two main sources of income: royalties for the European Sport Management Quarterly (€ 40,989 | 51%) and the royalties for hosting the annual conference (€ 32,765 | 41%), which together account for 92% of our revenue.

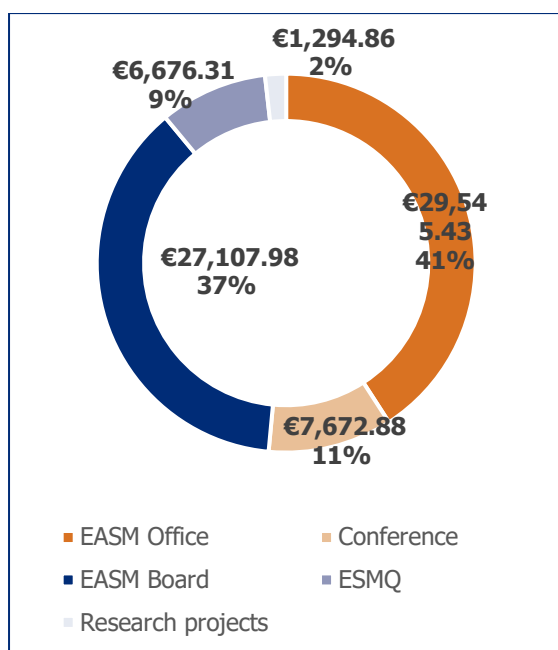


*EASM revenue distribution 2019-2020.*

The remaining revenues come from membership fees and sponsorship. While the revenues from license fees increased compared to the financial plan, the revenues from membership fees remained slightly below expectations due to last year's changes in the membership fee regulations. The budgeted revenues from the two ERASMUS+ research projects are postponed until the financial year 2020/21.

The total expenditure of € 72,297.46 turned out to be lower than budgeted at about € 20,000. This is partly due to a shift in the timing of expenditure on the ERASMUS+ research projects and partly due to lower expenditure on the activities of the EASM Board, the conference and the ESMQ. Only for the EASM Office were expenses slightly higher than budgeted (+5%) due to additional investments in the EASM App and the archiving of the predecessor journal of the ESMQ.





*EASM expenditure distribution 2019-2020.*

This means that EASM can report a net profit of € 7,797.75 for the financial year 2019/20. It is already foreseeable

today that financial year 2020/21 will be affected by the consequences of the COVID-19 pandemic. By hosting the virtual conference in September 2020, EASM will not receive any license fee for the conference. Increased efforts in membership recruitment should partly compensate for the lack of revenue. Additional cost savings will help to keep the net loss as low as possible. However, due to the financial reserves of EASM, the calculated deficit will at no time lead to liquidity problems. See the budget for the financial year 2019-2020 and the total outcome in Appendix A.

### 3 Promoting and Developing Critical Sport Management Scholarship

#### 3.1 European Sport Management Conference

##### *Malmö Workshop*

During the 2019 EASM Conference in Seville a workshop was conducted focusing on the EASM Legacy Charter City Malmö. At the 2018 EASM

European Sport Management Conference, Malmö became the first EASM Legacy Charter City. The charter was founded as a statement of co-operation between the city of Malmö and Malmö University for endeavours towards social aims and "the role that sport and sport management can play

in meeting the challenges of a modern city”, such as a growing population, migration and multi-culturalism. This workshop is one way of continuing the legacy work, with special focus on sport and integration.

The workshop was founded in the following questions: How can integration and inclusion in and through sport be promoted in modern cities? Are policies using sport as a vehicle of integration being efficiently implemented? How is integration interpreted in different policies and projects? What is the role of academics, of professionals and of sport management? How could new organisational settings and co-operations increase the goal fulfilments and achievements? What practical and theoretical insights can be drawn from projects and initiatives?

The workshop was organised jointly by Malmö University, the City of Malmö and the Skåne Sport Federation.

### *27<sup>th</sup> European Sport Management Conference in Seville*

The EASM Conference 2019 in Seville set new standards in many ways. Under the leadership of Gerardo Bielons, the local organising committee organised a fantastic event with a record number of participants. The conference programme was extremely diverse and varied, and Tim Breitbarth, as head of the Scientific Committee, once again did an exceptional job. Equally successful was the EASM Student Seminar and the PhD Student Seminar, which was led by José Bonal and Chris Horbel and Josef Fahlen respectively. The event was perfectly rounded off by the social events.

During the conference the EASM Distinguished Service Award was presented to Ruth Crabtree and the Chelladurai Award to Wladimir Andreff.



## *28<sup>th</sup> European Sport Management Conference*

Due to the COVID-19 pandemic, the EASM Board decided in spring, in close consultation with the local organising committee in London, to cancel the physical 2020 conference. After intensive discussions and examination

of feasibility, the EASM Board decided to hold a virtual conference in 2020.

In view of the lack of experience and the great organisational effort involved, this represents an enormous challenge for the organisation and the Board.

For the first time under the leadership of Guillaume Bodet,

the Scientific Committee worked in a targeted manner on the creation of a scientific programme. The submission and review process went very well despite the circumstances. As a result,

the programme comprises 163 presentations and two workshops. The speakers come from all continents. Due to the extension of the conference programme to seven days with a fixed time window of 1 pm – 4.30 pm, participants from all time zones have the opportunity to follow the

conference. Special thanks go to the reviewers, members of the Scientific Committee, the track chairs, speakers as well as Jacky Müller, Sarah Runzheimer and Lara Hudson for their support and commitment.

Unfortunately, the EASM Student Seminar had to be cancelled. Therefore, we are

even more pleased that Chris Horbel and Josef Fahlen made it possible to hold the PhD Student Seminar in digital form. Thank you very much Chris and Josef for your incredible support.



### *Future EASM Conferences*

Thanks to the great understanding and cooperation of the subsequent conference organisers, it has been possible to postpone all confirmed conferences by one year, i.e. London 2021, Innsbruck 2022 and Belfast 2023. The bidding process for hosting the conference in 2024 is open and interested parties can express their interest by 31<sup>st</sup> May 2021.

## **3.2 European Sport Management Quarterly**

### *Highlights*

- ESMQ has achieved almost 79,000 downloads from 1<sup>st</sup> January 2020 until 22<sup>nd</sup> July 2020 (+47%).
- The most downloaded article is 'Managing high-performance sport: introduction to past, present and future considerations', by Veerle De Bosscher and Popi Sotiriadou, with over 4,400 downloads.
- The top Altmetric scoring article was 'The Olympic Games and raising sport participation: a systematic

review of evidence and an interrogation of policy for a demonstration effect', by Mike Weed et al., with a score of 138.

- The top cited article was 'Identity crisis: a theoretical analysis of 'team identification' research', by Daniel Lock.

### *EASM Editorial decisions.*

Decision	2019	2020 (22 <sup>nd</sup> July)
Accept	8.95%	13.46%
Minor Revision	11.51%	12.31%
Major Revision	17.65%	9.62%
Reject	46.29%	49.62%
Reject & Resubmit	11.76%	9.62%
Unsuitable for the Journal	3.84%	5.38%

The journal's **2019 Impact Factor fell to 1.889**, ranking 37th of 56 journals indexed in the 'Hospitality, Leisure, Sport & Tourism' JCR category.

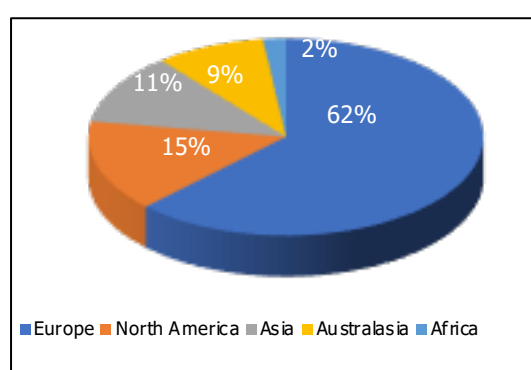
- There were 34 publications in 2019, four of which were Open Access.
- A slowdown in citations 944 (2019), 916 (2018), and 770 (2017).
- Reduction in cross-citation with other journals.
- The five-year Impact factor is 2.436.

As impact factors are driven by citations, authors and reviewers are encouraged to promote the citation of ESMQ literature if it is relevant.

The Journal remains a 3\* rating on the UK Association of Business Schools Academic Journal Guide in the UK and currently has an A rating on the Australian Business Deans Council Journal Quality list.

### *Global Accessibility*

ESMQ is accessible to readers via direct subscriptions, online-only sales packages with institutions and as part of the Social Sciences & Humanities Library.



*ESMQ Article Downloads by region 2019 – 22<sup>nd</sup> July 2020.*

### *Marketing*

ESMQ benefits from highly targeted promotion focused on article-level marketing leveraging the web of connections attached to every published article. These connections include colleagues, reviewers, funders, and cited authors.

Once new articles are published in one journal published by Taylor & Francis, they are included in the usage email service - a bi-weekly email that is sent to researchers within our network, and contains content based on their subject interest. These campaigns are designed to increase reach, readership, and potential citations, as relevant articles are presented every week to interested readers. The recipient does not need to be signed up to the journal to discover new articles, they just need to be registered with Taylor & Francis, which a specific subject area interest.

### *ESMQ Social Media*

ESMQ is promoted through regular posts, news updates, and features on Twitter and Facebook through the



EASM channels as well as **@EuroSportManQ**. We use social media to promote conferences and conference themes/sessions, key speakers, call for papers, call for Editors, association news, engaging articles, award winning articles, and article collections. Chris Horbel is the social media editor and, following discussions between the EASM and ESMQ Boards, now works with Lara Hudson from EASM to coordinate and maximise the impact from social media activity.

#### *Associate Editors and Editorial Board*

ESMQ's Associate Editors handle a large number of manuscripts and assist Paul in strategic reflection on the journal and his decisions on manuscripts. Paul wants to publicly thank them for their service to the journal: Kathy Babiak, Guillaume Bodet, Hallgeir Gammelsaeter, Andrea Geurin, Jörg Königstorfer, Katie Misener, Brian Soebbing and Pamela Wicker. Andrea and Brian have recently joined the team of Associate Editors, so on behalf of the

Board Paul very much welcomes them to their roles.

Paul's sincere thanks also go to all members of the Editorial Board who review multiple manuscripts each year and provide excellent feedback and assistance to researchers seeking to publish their work. Naturally, the work of ESMQ's many ad-hoc reviewers is equally appreciated by the Board. Their collective efforts are helping to sustain and develop ESMQ as a high-quality sport management journal. Paul also thanks Caron Walpole who has been assisting him, the Associate Editors, the Board and reviewers tirelessly in the management of the journal. Caron is instrumental to its smooth operations.

Last but not least Paul wants to welcome the following new members to the ESMQ Editorial Board; Larissa Davies, Leah Gillooly, Kathryn Heinze, Larena Hoeber, Shannon Kerwin, Thilo Kunkel, Rebecca Leopkey, Laura Misener, Steven Salaga, Nicolas Scelles, Katrin Scharfenkamp, Emma Sherry, Cecilia Stenling, Anna-Maria Strittmatter, Nicholas Watanabe,

Annick Willem, Grace Yan. This expansion of the Board has taken place following discussion at the last Board meeting in Seville to ensure that the Board:

- Becomes balanced in terms of gender diversity,
- Has gaps in areas of expertise filled, and
- Brings some earlier career academics onto the Board to help to ensure progression.

On behalf of the Board Paul would also like to offer sincere thanks to both Lucie Thibault and Dimitra Papadimitriou who have decided to step down from the Board because of other commitments. Lucie, Dimitra, the ESMQ community owes you a debt for the legacy of your work. Thank you both very much for your service to the journal.

### *Special Issues*

The Special Issue 'Brand Research in Sport Management' edited by Tim Ströbel and Claas Christian Germelmann was published as Issue 1 of Volume 20 in 2020. The Special Issue

'Societal Impact of Elite Sport: Positives and Negatives' edited by Veerle De Bosscher, Simon Shibli, Maarten Van Bottenburg and Jens De Rycke is in progress.

A call for papers for additional 'ad hoc' special issue 'Sport and COVID-19: Impacts and challenges for the future' edited by James Skinner and Aaron Smith is currently out. Paul would like to thank James and Aaron for leading on this initiative which gives the EASM community the opportunity to add their thought leadership to sport in these completely exceptional times.

### *The New Researcher Award (NRA)*

The NRA is awarded for the best original theoretical or conceptual advance and significant unpublished contribution to sport management. The award is organised by ESMQ and sponsored by Taylor and Francis Journals. The prize seeks to stimulate dissemination of new ideas and innovative research in sport management by encouraging new researchers at the start of their career.

The author of the best paper will receive a prize of 500 Euros, donated by Taylor and Francis, a complimentary one-year EASM membership, including a free subscription to ESMQ. The winner will also be invited to submit a full paper of their work to ESMQ for consideration of publication. The submission can take account of the comments and feedback of the NRA reviewers on how the paper may be strengthened. The two other finalists will win a book prize.

Paul would like to thank Jörg Königstorfer for his considerable efforts over the past few years in leading this award. He would also like to welcome and to thank Andrea Geurin for taking

on this responsibility from this year.

### *ESMQ Editors Workshop*

Timetable permitting, a 'virtual' workshop is planned for 2020. The aim of the workshop will be to give potential authors – particularly new researchers – an opportunity to better understand good practice in the submission and reviewing process, demonstrating originality and rigour. Specifically, the workshop will cover working with Editors/Associate Editors/Reviewers in submitting and responding to review, what is the scope of 'sport management' in selecting journals and horizon scanning for theoretical and empirical innovation.

## 4 Advancing the Teaching of Sport Management

### 4.1 Student Activities

After Jakob Wikenstaal's term as the Student Representative came to an end, the EASM Board recruited two successors as new student representatives: Christian Overduin and Emma Baker.

The past year's student activities have faced many challenges. Despite the COVID-19 outbreak, however, the working group around student matters (Irena Valantine, Jakob Wikenstaal, Christian Overduin and Emma Baker) further developed the students' interface with the EASM family.

During the Board Meeting in London on 30<sup>th</sup> November 2019, the following aims were agreed on:

- Support EASM members with career development pathways,
- Appeal more directly to interested students and inform students on the benefits of becoming a member of EASM, and

- Create a network with current and future sport management universities and students.

#### *Social Media*

The online (social media) presence was set up and improved with an Instagram account aimed at students (<https://bit.ly/2CNFkc1>), with the idea to attract students to the account after each student-related event and by doing so, creating an online community and network for all current and future students in order to stay connected to the EASM community and also promote future events and membership. In collaboration with Communications Manager Lara Hudson, the LinkedIn group was also transformed to a page, representing the Association and attracting new followers (<https://bit.ly/2ZYSDzp>).

#### *Alberto Madella Scholarship Fund*

The working group was constituted as the jury for the Alberto Madella

Scholarship Fund with the task of reviewing applicants and making recommendations to the Board. This is an important scholarship fund that helps sport management students attend the EASM conference, who would otherwise not be able to. We saw a rise in the applicant numbers in comparison to previous years. 17 applications were received, six of which were women. Two PhD students were announced as winners (<https://bit.ly/30HudJC>). As a result of the conference postponement, the winners will be awarded the scholarship to attend the London Conference in 2021.

### *Sport management programmes in Europe*

Another project initiated in the previous year was a proposal for EASM to create a database of all sport management study programmes in Europe. This progress of this project can be reviewed in Appendix B.

### *Student Seminars*

Jakob Wikenstaal has been involved in planning and managing the Student Seminar at the EASM Conference 2019 in Seville together with the LOC, GB Events and Universidad Pablo Olavide. From 30<sup>th</sup> August – 3<sup>rd</sup> September 2019 more than 60 students from universities across the world took part in the week long seminar, where the topic 'Connecting Sport Practice and Science' was discussed. The 2019 EASM Student Seminar mainly focused on looking at real cases from different sports organisations in Spain and the different challenges they face and experience in the sports industry. The week of the Student Seminar was filled with lectures, field trips and interesting meetings between sport organisations and academic scholars.

EASM and its members should be pleased with an outstanding and intensive week, where people networked, shared experiences, cultures and studied together. This is a great event where we build and maintain relations with current and



future sport management universities and students and support our members with career development pathways.

The PhD Student Seminar took place from 2<sup>nd</sup> – 3<sup>rd</sup> September 2019 with 20 PhD students. Constructive feedback was received in order to further improve the seminars and to be the driving force for developing sport management in Europe. A special thank goes to Chris Horbel and Josef Fahlen for their great work and outstanding commitment.

The EASM Student and PhD Seminar both saw record numbers of participants showing that there is a growing demand for EASM's student events.

In the 2019 report, the establishment of the Global Sports sponsored Young Talent Award was mentioned which has been a great way to promote and reward young scholars taking part in the EASM Student Seminars.

Prior to the COVID-19 outbreak, Jakob Wikenstaal, Christian Overduin and Emma Baker were involved in the planning of the Student and PhD

Seminars in London 2020 together with the LOC of the London Conference. There have been great discussions and even though the London Conference has been postponed, the plans will be valuable for the upcoming year.

### *Cancellation EASM Summer School*

Despite the tough decision not only to postpone, but (at a later stage) to cancel the EASM Summer School 2020, Christian Overduin and Emma Baker have remained in close collaboration with Gerardo Bielons and his team at GB Events. The cancellation of the summer school has been a big disappointment, as there were many student activities and membership promotions planned around this event. This would have been the first point of contact between the new student representatives Christian Overduin and Emma Baker and our student community. However, the project team is looking ahead to the new year and everyone is hopeful and working towards a successful 2021 Summer School.

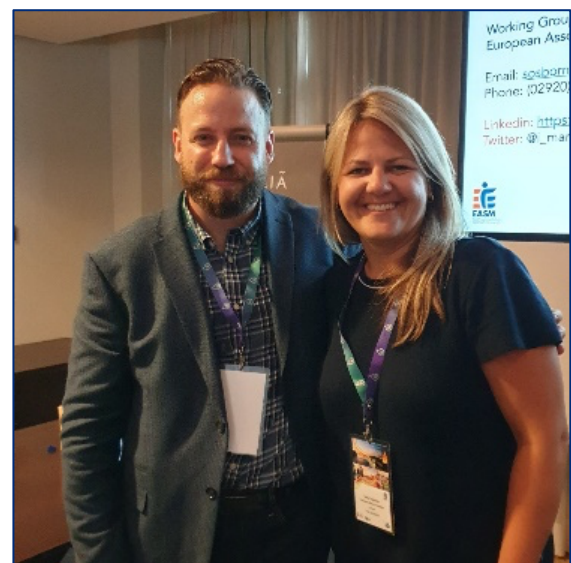
With the postponements of both the EASM Summer School 2020 and the Student Seminar 2020, Jakob Wikenstaal, Christian Overduin and Emma Baker have looked into alternative ways to stay connected and engaged with potential EASM student members and alumni. As the 2020 virtual conference will be free of charge, high potential is seen in organising online activities for past EASM students during the conference. Contact has been made with EASM student alumni in order to plan and build a retention programme.

In relation to EASM strategic priorities 2 and 3 we believe that despite COVID-19 we have managed to live up to a common motto at the student events: Learn, enjoy and never forget the experiences gained at EASM.

## 4.2 Working Group on Employability and Entrepreneurship

In line with EASM's strategic priorities, the Board has been working on the

establishment of a Working Group on Employability & Entrepreneurship. The Chair of the Working Group, Steve Osborne from Cardiff School of Sport & Health Sciences, Irena Valantine and Jakob Wikenstaal attended the first open workshop during 27<sup>th</sup> EASM Conference in Seville and discussed the main activities of the group together with other participants of the EASM Conference.



*The Chair of the Working Group Steve Osborne and Irena Valantine.*

Shortly after, EASM Working Group: Employability and Entrepreneurship on LinkedIn was created (<https://bit.ly/3hzQDTV>) which

currently has 47 active members and serves as an exchange forum for topical research, reports and information. Steve has also shared a number of key resources linked to adapting delivery from colleagues as they adapt to delivery in the current COVID-19 crisis. The EASM Employability and Entrepreneurship Working Group aims to develop employability, enterprise and entrepreneurship frameworks to assist the career development of future and existing sports managers (paid and voluntary) across Europe by supporting EASM members and the EASM Board with the creation of relevant resources and dissemination of best practice, including:

- Establishing a common language for developing employability and entrepreneurship,
- Monitoring of the sport management labour market trends in Europe,
- Identifying employment and career structures within the sport industry across Europe,
- Involving employers in discussing sport management curricula and research agendas,
- Working with professional support services (e.g. careers) to enhance curricular delivery,
- Enterprise and entrepreneurship education,
- Career development learning,
- Work Based Learning (e.g. Placements/internships),
- Work Related Learning (e.g. simulations, field study, insight visits), and
- Curricular, co-curricular and extracurricular innovation.

This working group will prioritise increasing employer engagement in EASM activities, including the integration of employers within the EASM conference. Appropriate parallel themes will be explored focused on the employers' perspective and knowledge exchange.

## 5 Growing and Sustaining the Membership of the Association

### 5.1 Membership

A strong and broad membership base is essential for the further development of the organisation. With a new membership fee structure, which is no longer included in the conference fee, added value for being/becoming a member of EASM has become increasingly important.

During the 2019 Seville conference, a membership working group led by Karin Book and joined by Anya Higgins and Seth Kirby was established. Based on the members survey carried out during 2019 as well as the new membership fee and benefit structure decided during the AGM in Seville, a Membership Action Plan was developed. The aim of the action plan is to create added value for members. Apart from existing membership benefits the Membership Action Plan includes the following activities:

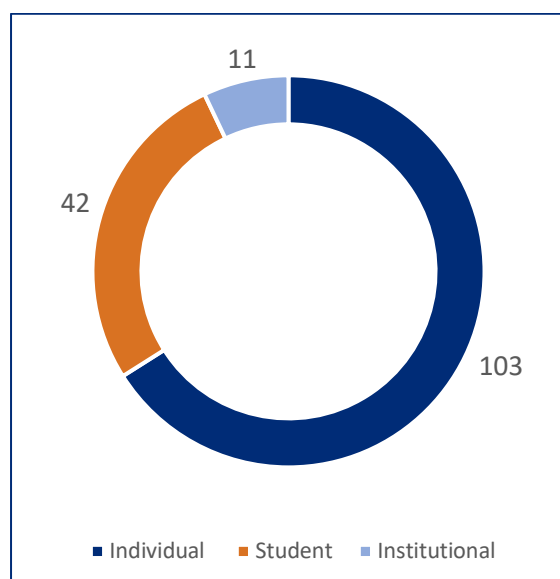
- Using EASM's communication platforms in a more active and

informative way towards and together with our members.

- Develop and circulate an up-to-date information folder (printed in spring 2020).
- Organise special member's events during the European Sport Management Conferences, commencing in London 2021.
- Develop special activities focusing on less represented regions.
- Develop mentoring services for members.
- Promote EASM to students, to further develop and make use of the experiences and networks of the students participating in the student seminars.
- Promote EASM to representatives of sport industry and organisations. Part of this work goes through the EASM Advisory Board Members who help us identifying relevant practical issues to further explore in order to

make EASM relevant for sport industry and organisations.

If you are interested in being part of the EASM membership working group or have some ideas you would like to share, please get in contact with Karin Book ([karin.book@mau.se](mailto:karin.book@mau.se)).



*EASM Members 31<sup>st</sup> July 2020.*

## 5.2 Marketing and Communication

With the appointment of Lara Hudson as Communications Manager as of 1<sup>st</sup> November 2019, the quality and intensity of communication has improved significantly in recent months. This is particularly reflected in the increased number of followers in

the social media channels of the EASM (Facebook, Twitter, LinkedIn and Instagram). Especially in preparation for the first virtual conference, it became apparent that the awareness of EASM and its activities is perceived by more people in the sports management community. This can also be seen in the increased number of members. The development and implementation of the EASM App "My EASM" was pushed forward with great effort and commitment. The app will be officially launched on 2<sup>nd</sup> September 2020 and will be a key communication tool for members. After a short introductory phase, it will be available to EASM members only, offering them the opportunity to exchange ideas and discuss with each other and to make use of EASM's services, such as the ESMQ archive and the Sports Management Library. With this app, members have the opportunity to exchange information 365 days a year. All information about the virtual EASM conference will also be integrated here in digital form.



### **5.3 EASM Office**

The work in the EASM Office has been further strengthened by the appointment of a Communications Manager and is now in a much better position to present the activities of EASM to the outside world. In addition, the resolutions of last year's General Meeting and those of the Board Meetings were consistently implemented. The preparation and follow-up of the Board meetings as well as monthly reports to the Board

Members support the work of the Board and ensure a good information situation.

Due to the increasing amount of work in the EASM Office, several discussions were held with the German Federal Ministry of the Interior in order to obtain long-term funding for the EASM Office. Unfortunately, this could not be achieved at this moment, but we will remain in contact with the government's decision-makers in order to prepare the ground for a positive decision in the future.

## **6 Partnerships and Projects**

### **6.1 S2A Sport Mobility**

In line with increasing employer engagement EASM together with seven partners have kicked off the EU project called "Enhancing the skills of sport administrators through international learning mobility" (S2A Sport Mobility). A 24-month long EU project with the

aim to support the sector in realising its full potential by enhancing the skills of sport administrators and strengthen their future employability and personal development through mobility experiences.

This initiative is co-funded by the European Commission under a specific call for proposals entitled "Exchanges

and mobility in Sport” (EAC/S23/2019). The main objectives of the call for proposals can be summarised as follows:

- To give the opportunity to staff of sport organisations (athletes entourage) to improve their competences as well as qualifications and acquire new skills through learning mobility by spending a period of time in a foreign country (in and outside of the EU);
- To support learning mobility and exchanges while promoting international dimension of sport.

The project will offer the opportunity to 40 participants from the European Union and 4 targeted countries from the Western Balkans (Albania, Kosovo, Montenegro, North Macedonia) to take part in a fit-for-purpose transnational training programme on sport administration followed by a 4 day tailor-made study visit in a foreign country. During this project EASM represented by Board Member Jakob Wikenstaal will be a European network

partner and the role is to contribute with inputs, perspectives and knowledge exchange.

## **6.2 ERASMUS + Run for Health**

EASM has participated in a second meeting in Utrecht from 19<sup>th</sup> – 20<sup>th</sup> September 2019 of the Run for Health Erasmus+ research project funded by the EU.

The project aim is to study running events, develop guidelines for health enhancing promotion through running events, increase awareness of their effects in physical wellbeing, and develop policy recommendations and at the European level.

The project results gained will be presented at the 2020 EASM Virtual Conference during a special Workshop titled: Run 4 Health. EASM is represented in this project by Vassil Girginov and Aila Ahonen. More information on the project can be found here:

<https://www.runforhealth.eu/>



*Irena Valantine represents Lithuanian Sports University (LSU) and act as researcher in this project. Aila Ahonen attended the project meeting on behalf of EASM.*

### 6.3 ENGSO European Sport Platform

EASM Board Member Irena Valantine had a meeting with ENGSO (The European Non-Governmental Sports Organisation) ExCom Members in Vilnius in the NOC office at the end of January 2020 and discussed the preparation of the 3rd European Sport Platform, which will be organised on 13<sup>th</sup> – 14<sup>th</sup> November 2020 in Vilnius, Lithuania. The 2020 edition of the European Sport Platform is hosted by the Lithuanian Sports University, in

collaboration with the Lithuanian Union of Sports Federations and the European Association for Sport Management and in partnership with the European Lotteries.

The themes of #ESP2020 are:

- Equality within sport – from policy to practice
- Respect! Sport against violence and bullying
- Evidence for impact – how sport can use research more efficiently? (will be facilitated by EASM president Vassil Girginov).



*ENGSO president Stefan Bergh (first from the right), Rector of the Lithuanian Sports University Diana Reklaitiene (second from the right) and Irena Valantine (third from the right).*

The European Sport Platform brings together ENGSO members and different European stakeholders – professionals, volunteers, policymakers and scholars alike – to stay informed, take part in the current debate on sport, network, and share ideas.

We look forward to welcome interested EASM Members at the #ESP2020 in Vilnius. Please follow the link for updates:

<https://www.engso.eu/post/save-the-date-european-sport-platform-2020>

## **7 Representing the Sport Management Community**

### **7.1 ERASMUS+ Sport Cluster Meeting**

On 4<sup>th</sup> and 5<sup>th</sup> December 2019, the Education, Audiovisual and Culture Executive Agency and the Sport Unit of the European Commission organised an Erasmus+ Sport Cluster Meeting in Brussels on the role of sport in education: enhancing skills development and dual career perspectives.

This third Erasmus+ Sport Cluster meeting focuses on the promotion of education in and through sport with special focus on skills development and implementation of the EU guidelines on Dual Careers of Athletes. The meeting's

objective was also to identify good practices which can be used as a basis for the new generation of sport calls for proposals.

The programme consisted of plenary sessions on dual career – from theory to reality, and coach as teacher and lifelong learner, with high level policy session on what we can learn by practicing sport and three thematic workshops:

#BeAble on combining education and/or work with a sport career,  
#BeMore on skills through participation in sport activities and

#BeBetter, focusing on coaching in a changing society.



*EASM was represented by Board Member Irena Valantine from Lithuanian Sports University (pictured with Aurélien FAVRE, Chief Executive Director of EOSE).*

The Cluster meeting was also an opportunity to meet partners and discuss progress of existing projects, as well as to explore new possibilities of cooperation.

## **7.2 EPAS Seminar Human Rights in Sport**

In October 2019 EASM has become a member of the consultative committee of the Enlarged Partial Agreement on

Sport (EPAS) of the Council of Europe. EASM was represented by Sarah Runzheimer at the seminar on Human Rights in Sport on 20<sup>th</sup> November 2020 in Strasbourg, France. Attendees were members of the consultative committee of EPAS as well as other relevant stakeholders in the field of human rights, sport and from the bodies of the council of Europe.

The meeting consisted of presentations by the director of anti-discrimination at the Council of Europe, the chair of the EPAS Governing Board, the head of public affairs at the IOC and the EPAS executive secretary. In a second part the HELP courses and the EPAS Handbooks on sport and human rights as a tool for promoting human rights were explained. Workshop sessions on the following questions were conducted

- How to tackle discrimination against lesbian, gay, bisexual, transsexual/transgender and intersexual (LGBTI) people in sports competitions?
- Are athletes denied economic and social rights?



- Is the freedom of the sports press in danger?
- Should the right to physical activity and sport be promoted as a legally enforceable right?

Following the workshops a panel of experts consisting of Karin Dupate, Associate Professor for International and European law, Folker Hellmund,

Director of the European Olympic Committees EU Office, and Matthew Graham, World Players Association, opened the conversation on how to enforce human rights in the sporting landscape and how legal expertise can help sporting organisation in those matters.

## Appendices

### Appendix A: Planned budget and actual financial position of the FY 2019/20

	<u>Planned budget</u>	<u>Final outcome</u>
<b>Revenues</b>	<b>94,955.00 €</b>	<b>80,095.21 €</b>
Membership fee	6,800.00 €	5,341.00 €
Conference	25,000.00 €	32,765.00 €
Journal - ESMQ	36,000.00 €	40,989.21 €
Research Projects	26,155.00 €	0.00 €
Sponsorship	1,000.00 €	- €
EASM Summer School	- €	1,000.00 €
<b>Expenditures</b>	<b>- 93,700.00 €</b>	<b>- 72,297.46 €</b>
EASM Office	- 28,100.00 €	- 29,545.43 €
Conference	- 12,500.00 €	- 7,672.88 €
EASM Board	- 29,000.00 €	- 27,107.98 €
Journal - ESMQ	- 10,500.00 €	- 6,676.31 €
Research Projects	- 13,600.00 €	- 1,294.86 €
<b>Surplus/Deficit</b>	<b>1.255.00 €</b>	<b>7,797.75 €</b>

## Appendix B

The database of European Sport Management Higher Education Programmes is work in progress. The below list shows an update of the collected programmes thus far. If you have information available about Sport Management Higher Education Programmes in European countries or wish to add to this list, please send the information to [irena.valantine@lsu.lt](mailto:irena.valantine@lsu.lt).

Country	Bachelor's	Master's	Doctoral
Albania		✓	
Belgium		✓	✓
Bosnia and Herzegovina	✓	✓	
Bulgaria	✓	✓	
Croatia	✓	✓	
Cyprus	✓		
Finland		✓	
France	✓	✓	✓
Germany	✓	✓	✓
Greece		✓	✓
Hungary	✓	✓	✓
Latvia	✓	✓	
Lithuania	✓	✓	
Luxembourg	✓		
Monaco		✓	
Montenegro	✓	✓	
Netherlands	✓	✓	
Norway	✓	✓	
Poland	✓	✓	✓

Republic of North Macedonia		✓	
Serbia	✓	✓	
Slovenia	✓	✓	
Spain	✓	✓	✓
Sweden	✓	✓	✓
Switzerland	✓	✓	
Turkey	✓	✓	✓
Ukraine	✓	✓	✓
United Kingdom	✓	✓	✓