

Annual Report

2020-2021

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1 Report from the President

Dear EASM Members,

The past 12 months of EASM's calendar have been marked by the continuing disruption of academic and social life caused by Covid-19. The impacts of the pandemic have been numerous and are being felt by all members. It will suffice to mention staff furloughs, cutting universities' budgets, moving teaching online and various health issues, all of which have affected how we conduct our business and engage with EASM.

Nonetheless, the EASM Board's work continued apace without interruption with biweekly meetings (Executive Committee) and three regular Board meetings. We have reviewed our strategic priorities, which set out the main direction of our development, and which have been published on EASM's website. In a nutshell, EASM is a steadily growing organisation with clear and realistic aims and priorities. I am proud to report that despite the challenging times,

significant advances have been made in all five strategic areas.

SP1: Promote critical sport management scholarship

Following the success of the first EASM virtual conference in 2020, which attracted over 1559 participants and delivered 158 presentations, we have expanded the format of our main scientific event. The Board has launched the EASM Festival of Sport Management Research & Practice, which is a series of eight thematic days held in September, October and November 2021 with the kick-off event being hosted by IST-University of Applied Science, Düsseldorf in May. This new format has allowed for a greater engagement with our members who have taken the responsibility to organise one of the thematic days. The 2022 EASM's conference is scheduled to take place in Innsbruck, Austria and the 2023 event in Belfast, Northern Ireland. It is extremely pleasing to note that

there are five candidate cities wishing to host EASM's 2024 conference.

EASM's new focused book series 'Sport Management in Europe' edited by Guillaume Bodet and Tracy Taylor, and published by our main partner Taylor & Francis now has the first title out and one further title commissioned and two book proposals under review.

ESMQ, under the editorship of Paul Downward, has continued to develop its Editorial Board and to deliver strong issues and has significantly raised its impact factor to 4.00.

In cooperation with the Russian International Olympic University and WASM, some of our members have been instrumental in launching the Sport Management Digest, which is a new free service to the sport management community. The Digest will be published twice a year and will provide an eight sections review-summary of the content of the top ten sport management journals.

SP2: Advance the teaching of sport management and career development

A twin-track approach including grant applications and collaborative activities. I am pleased to report that EASM is a partner in two successful ERASMUS+ grant applications (2020-2022) on developing sport managers and employability in sport (led by Steve Osborne, Cardiff Metropolitan University) and an online good governance game (led by Mathieu Marlier, LUNEX University). These projects will deliver important new insights and practical recommendations for the industry. EASM is also a partner in two new ERASMUS+ grant applications.

As advertised, in cooperation with the Sport Management programme of Drexel University (Philadelphia, USA), last year we launched the Global Classroom initiative (GC). The GC 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. The first edition of

the GC took place in January 2021 with the participation of Brunel University London. Several universities have already signed up to the programme and we continue to invite expression of interest.

SP3: Grow and sustain the membership

Work in this area was led by Karen Book and Stefan Walzel who have revamped the structure and improved the quality and communication of our membership services. Through a series of promotional initiatives, we have significantly expanded our institutional base to some 20 members as well as the regular and students' member numbers. I would like to acknowledge the excellent work with sport management students done by Emma Baker, Christian Overduin and Jakob Wikenstal, who helped organise the 2021 EASM Summer School and several other initiatives.

Under the leadership of Annick Willem, EASM has developed its ERASMUS+ policy determining the rules for our engagement with these projects

as well as the composition of the award committee.

The EASM Board continued to improve on its governance processes with a monthly report which covers all activities by the Executive Committee and Board members including financial transactions. We continued to invest in technology by further developing the MyEASM application, which now provides quality services to all members and non-members. EASM's presence across all social media is steadily increasing and our website is attracting on average over 4,000 visits a month. These results are largely due to the great work of EASM's office including the former and current communication officers Lara Hudson and Jacqueline Mueller.

Last year we have instituted an Advisory Board composed by outstanding experts including Stefan Berg (President ENGSO), Oleksandr Kucheriavyi (UEFA Manager of development of National Associations), Patrick Nally and Antti Pihlakoski (Board Member World Athletics), which was

complemented by Narcisa Lecusano (Board Member of the International Handball Federation). Advisory Board members have been involved in several initiatives and have been providing advice on our strategic priorities and work.

SP4: Forge partnerships

Forging meaningful partnerships with leading European organisation is of critical importance for our development as a discipline and for ensuring impact on the ground. In addition to several joint projects already in progress with the European Non-Governmental Sport Organisations (ENGSO), European Observatory for Sport Employment (EOSE), Global Sport Jobs (GSJ), Sport Business, the Council of Europe intergovernmental organisation Enlarged Partial Agreement on Sport (EPAS) and WASM, we have also established collaborative links with SportsPro a leading sport media company and TransStadia a major foundation in India concerned with developing sport management. For

example, both Sport Business and SportsPro have agreed to provide a regular platform for EASM members to share the practical significance of their research. This will significantly enhance the impact and outreach of the work of our members across the entire sport industry.

SP5: Represent the interests of the sport management community

EASM continues to grow its presence with ENGSO and led by Irena Valantine, we have facilitated the influential Sport Forum and Vilnius will host the 2021 Sport Forum in November. Stefan Walzel has represented EASM at the EPAS Consultation Committee's meetings and contributed to the discussions concerning the revision of the European Sports Charter.

In conclusion, I would like to thank all EASM Board members, and in particular Stefan Walzel, Sarah Runzheimer, Lara Hudson and Jacqueline Mueller for their dedication and professionalism in the day-to-day running of the Association. I also would

like to record our gratitude to many colleagues and partners who have supported EASM over the past year. EASM is in a very healthy organisational and financial position, and I am confident that with our collective efforts we will successfully deliver on the Association's mission and vision.

London, August 2021

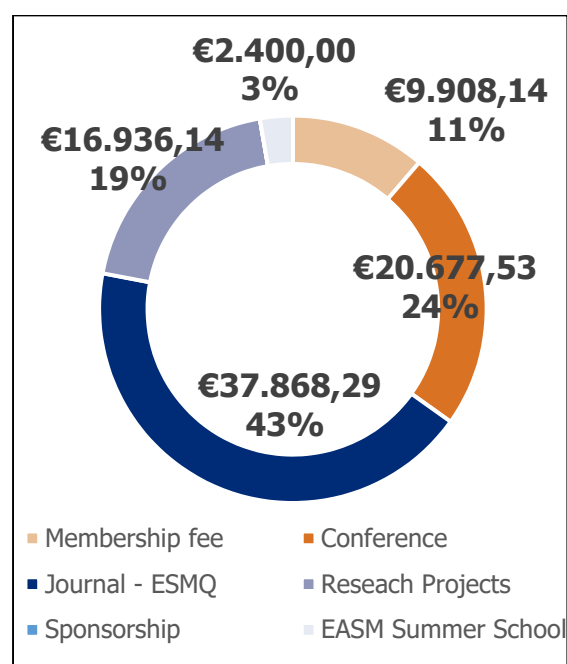


Dr Vassil Girginov
EASM President

2 Financial Report

EASM continues to be in a good financial position despite the challenges with Covid-19. In the fiscal year (FY) from 1st August 2020 to 31st July 2021 the revenues were 87,810.10 EUR. In pre COVID-19 times, EASM had two main sources of income: royalties for European Sport Management Quarterly and the royalties for hosting the annual conference, which together accounted for about 90% of EASM's revenues. While the royalties for the journal are similar to the previous FY (37,868.29 EUR) the revenues from the conference decreased significantly (20,677.53 EUR). The EASM Board decided to host the conference 2020 and 2021 in an online format, which resulted in some extra costs. For the upcoming FY 2021-22 EASM does not expect significant revenues from the "EASM Festival" 2021 conference since most of the participants have signed up during this FY. If the EASM Conference 2022 in Innsbruck will be held as planned, this will affect the FY 2022-23. EASM is

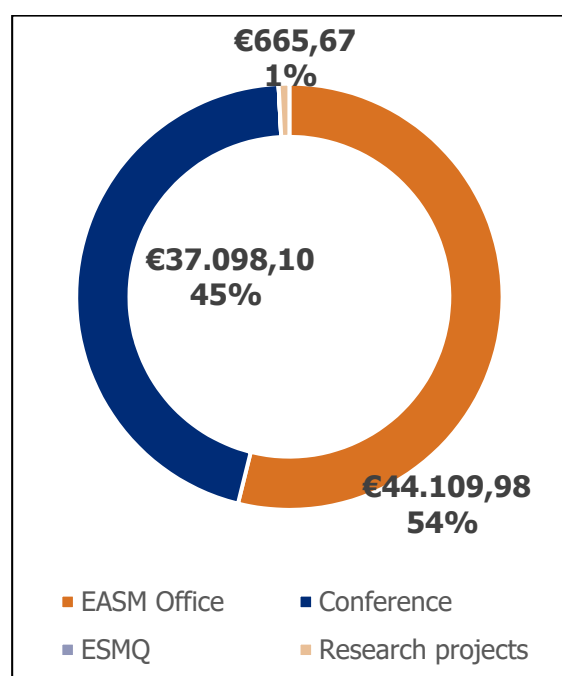
delighted to see a positive membership development, which has result in increased membership fees (9,908.14 EUR). Furthermore, EASM has participated in different Erasmus+ programmes and received research grants from the EU (16,926.14 EUR).



EASM revenue distribution 2020-2021.

The total expenditures of 76,335.69 EUR were on budgeted level but with significant differences in conference costs and board costs (see Appendix A).

The main reason here is the hosting of the online conference 2020 and 2021 (37,098.10 EUR). Due to the increased workload the EASM Office costs increased slightly (44,109.98 EUR). The costs for the EASM Board significantly decreased and due to refunds of pre-paid accommodation costs (London 2020), there is surplus for this expenditure position (-5,538.06 EUR). The cost for the research projects were lower than budgeted because the staff costs are calculated in the EASM office account.



EASM expenditure distribution 2020-2021.

This means that EASM can report a net surplus of 11,474.41 EUR for the FY 2020/21. It is already foreseeable today that FY 2021/22 will be further affected by the consequences of the COVID-19 pandemic. By hosting the virtual conference in 2021, 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. However, the German tax office has already noted that with further increasing assets, the status as a non-profit organisation could be revoked. The EASM Board carefully monitors the situation and will invest money in projects, which are beneficial for the organisation and its members.

3 Promoting and Developing Critical Sport Management Scholarship

3.1 European Sport Management Conference

28th European Sport Management Virtual Conference

Due to the COVID-19 pandemic the EASM board decided to hold its first virtual conference in September 2020. A record number of 1,559 registrations were logged on the conference platform. The virtual conference featured a total of 158 presentations attended by an average of 99 participants per session. Conference delegates from over 98 countries participated in the virtual event, making it the most diverse EASM conference yet. The conference programme was extremely varied, and Guillaume Bodet, as head of the Scientific Committee, in close cooperation with Secretary General Stefan Walzel and Conference Manager Jacqueline Mueller, did an exceptional job. The facilitation of the

first virtual conference at such short notice would not have been possible without the support of former EASM Office Manager Sarah Runzheimer and EASM Communication Officer Lara Hudson, as well as the volunteers of the German Sport University Cologne.

Likewise, the PhD Student Seminar with 20 participants, which was led by Chris Horbel and Josef Fahlen, was held virtually. The participating students highly appreciated the opportunity to discuss their progress and received valuable feedback for continuing their academic career.



During the virtual conference, Berit Skirstad was awarded with the

prestigious EASM Chelladurai Award. The awarding ceremony will take place in Innsbruck 2022.

29th European Sport Management Festival

In light of the on-going pandemic the EASM Board, in close consultation with the local organising committee in London, decided to cancel the physical 2021 conference. After intensive discussions and examination of feasibility, the EASM Board decided to hold a virtual Festival of Sport Management Research and Practice in 2021. The Festival features a series of eight events running from May until November. Each thematic event is co-hosted by a local university and the separation into multiple events enabled the engagement of the sport management community beyond European borders.

For the second time under the leadership of Guillaume Bodet, the Scientific Committee, in co-operation with the respective local organising committees, worked in a targeted

manner on the creation of a scientific programme spread across the eight thematic events.

The submission and review process went very well despite difficult circumstances. As a result, the programme comprises 93 presentations, one keynote per event, and multiple panels and round table discussions spread across the year.

Due to the extension of the festival programme to eight events with a time window of six months and event times around 1 pm – 4.30 pm, participants from all time zones have the opportunity to follow the thematic days. Special thanks go to the reviewers, members of the Scientific Committee, the track chairs for their support and commitment.

For a second year in a row, the PhD Student Seminar will be held virtually in September. EASM is grateful for the continuing efforts of Chris Horbel and Josef Fahlen. Thank you Chris and Josef for making the virtual PhD Seminar possible.

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. Innsbruck 2022 and Belfast 2023. The bidding process for hosting the conference in 2024 is closed and EASM received letters of interest from five cities. The bid presentations are scheduled for 15 Sep 2021 and the outcome will be announced shortly after the meeting. The bidding process for hosting the conference in 2025 is open and interested parties can express their interest by 31st May 2022.

3.1 European Sport Management Quarterly

Highlights

- ESMQ has achieved almost 88,612 downloads in 2021 from 1st January 2021 until 29th July 2021, compared to 68,879 at this point last year (+28.65%).

- The most downloaded article is 'Has UEFA's financial fair play regulation increased football clubs' profitability?', by Santeri Athiainen and Henry Jarva with over 2,816 downloads.
- The top altmetric scoring article was 'Topological network properties of the European Loan System', by Alexander John Bond et al., with an attention score of 64.
- The top cited article was 'Emotional Intelligence, emotional labour, coach burnout, job satisfaction, and turnover intention in sport leadership' research', by Ye Hoon Le and Packianathan Chelladurai with 21 citations.

EASM Editorial decisions.

Decision	2020	2021 (29 th July)
Accept	10.5%	19.2%
Minor Revision	13.6%	7.8%
Major Revision	9.1%	10.7%
Reject	52.0%	45.9%
Reject & Resubmit	11.1%	7.8%
Unsuitable for the Journal	3.8%	8.5%

The journal's **2020 Impact Factor** 'jumped' from 1.889 to **4.000**, and the

five-year impact factor also jumped from 2.436 to 4.968. The inflation is part of a general trend caused by the metrics now including online publication dates (as well as print dates) in the identification of papers in the numerator but NOT denominator of factor-score calculations. This will affect all journals because of cross-citation. This will change through time with transition to fully using electronic publication dates. Scores are likely to fall.

In this context it is worth noting is that the ESMQ has performed comparatively well and continues to play a central role in a suite of strong sport management journals.

- It has lifted to 26/58 compared to 37/56 of journals indexed in the 'Hospitality, Leisure, Sport & Tourism' JCR category.
- The new impact factors for Sport Management Review and the Journal of Sport Management were 6.577 and 3.691 respectively.

The Journal retained its 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.

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 Jacqueline Mueller from EASM Office to coordinate and maximise the impact from social media activity.

Associate Editors and Editorial Board

The pandemic has been (and continues to be) a source of great personal and academic disruption and stress for all of us in the ESMQ/EASM community. It is against this background that Paul wants to offer his sincere gratitude to:

ESMQ's Associate Editors

Kathy Babiak, Guillaume Bodet, Hallgeir Gammelsaeter, Andrea Geurin, Jörg Königstorfer, Katie Misener, Brian Soebbing and Pamela Wicker.

These colleagues have handled an increasingly large number of manuscripts and have assisted Paul in strategic reflection on the journal and his decisions on manuscripts.

The Editorial Board and ad hoc reviewers

Members and colleagues review multiple manuscripts each year and provide excellent feedback and assistance to researchers seeking to publish their work. This year members of the Board and reviewers often stepped in at short notice to help the Associate Editors to fill gaps in reviewer

recruitment because of the pandemic. The support of the journal is hugely appreciated.

Caron Walpole

Caron has provided immense support to Paul, the Associate Editors, the Board and reviewers to ensure the smooth operation of ESMQ.

Special Issues

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 was delayed because of the pandemic but is now complete and scheduled for publication in December 2021.

The 'ad hoc' special issue 'Sport and COVID-19: Impacts and challenges for the future' edited by James Skinner and Aaron Smith has just been published and, because of the unprecedented interest in the Special Issue a second volume based on accepted papers will be published early next year. Paul

would like to repeat his thanks to James and Aaron for leading on this initiative which has given the EASM community the opportunity to share their thought leadership associated with sport in the context of the exceptional challenges raised by the pandemic.

There are currently two special issues receiving papers:

- 'Sport Management: Mission and meaning for a new era' edited by Hallgeir Gammelsaeter and Christos Anagnostopoulos
- 'Environmental Sustainability Matters in Sport' edited by Tim Breitbarth, Brian P. McCullough, Andrea Collins, Anna Gerke and David M. Herold.

ESMQ will seek to increase its suite of special issues to address some of the core issues in sport that are arising and to meet the increasingly competitive world of open access publication around such themes. To facilitate this and also as a reflection of the increased output being generated by ESMQ an

additional issue will be added to ESMQ for each volume from next year.

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 publication, considering the comments and feedback of the reviewers on how the paper may be strengthened for possible publication. The two other finalists will win a book prize.

Paul would like to thank Andrea Geurin for once again organising this award this year and to thank the Award reviewers for their hard work in reviewing the papers. This year the reviewers are: Vassil Girginov, Tracy Taylor, Tim Pawlowski, Kathy Babiak, Simon Shibli, Bram Constandt and Daniel Lock.

ESMQ Editors Workshop

'Virtual' workshops are planned for 2021. The aim of the workshops 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 workshops 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

EASM is happy to share that we have bounced back successfully from the initial COVID-19 pandemic impact on student matters. Looking back at the past year, we can conclude that we have been able to deliver some great digital events. This report touches on the work around student matters (overlapping Strategic Priorities 1, 3 and 4), covering the work done between the digital AGM 2020 and the hybrid AGM 2021. This includes the EASM working group 'Employability and Entrepreneurship', the Alberto Madella Scholarship Fund, Sport Management programme mapping, student seminars, the virtual EASM Summer School, student networking sessions, the Impulse Summit, EASM app initiatives, and student membership growth. During the past year, the working group around student matters (Irena Valantine, Jakob Wikenstaal, Christian Overduin and Emma Baker)

has further developed the students' interface with the EASM family.

In the Board Meeting during last year's digital conference 2020, strategic priorities were updated and the working group aimed to achieve the following:

- Promote a strong junior researcher community (Strategic Priority 1);
- Develop an interactive promotional map of sport management under and graduate programmes in Europe (Strategic Priority 1);
- Provide a series of webinars to enhance the teaching in the field (Strategic Priority 1);
- Further develop services for different categories of members (Strategic Priority 3);
- Launch EASM mentorship service (Strategic Priority 3);
- Forge partnerships with established international sport management students' summits (Strategic Priority 4).

Alberto Madella Scholarship Fund

The student matters working group was constituted as the jury for the Alberto Madella Scholarship Fund with the task of reviewing applications and making recommendations to the Board. This is an important Scholarship Fund that helps sport management students who would otherwise not be able to attend the EASM conference. Due to the uncertainties of the past year, we transferred the funding available to promote the digital 2021 EASM Summer School. The EASM Alberto Madella Scholarship Fund jury led by Jakob Wikenstal (members Emma Baker, Irena Valantine and Christian Overduin) received 17 applications. Thanks to the financial support of the Sport Management Academy Bayreuth and the Alumni Association Sport Economics Bayreuth, EASM was able to provide 13 applicants with the opportunity to be part of our first ever digital EASM Summer School. Everyone was very satisfied with the digital format and below is just one quote of many received.

"The EASM Summer School definitely was a big opportunity for me to gain more knowledge and new insights in the international world of sports. I can only recommend this to everyone who is sports minded and who wants a future career in the sports business. You learn a lot of different things about the global sports market, and you get the chance to extend your international network." – Ruben Schoubben

Sport management programmes in Europe

Last year's start of the database of all sport management study programmes in Europe is almost ready to be launched. Still missing: Andorra, Armenia, Azerbaijan, Estonia, Iceland, Italy, Kazakhstan, Kosovo, San Marino, Slovakia, Moldova, Malta, Lichtenstein, Romania and Belarus. A visualisation of the progress of this project can be viewed in Appendix B. The European Sport Management map will be launched in September as confirmed at the EASM Board Meeting on 12th March

2021 as currently working on the update of the list.

Cancellation EASM Student Seminar

The 2020 EASM Conference was a special edition. The conference and PhD seminar took place virtually. Sadly, the EASM Student Seminar had to be cancelled.

Despite the cancellation of the Student Seminar, we managed to deliver value to the student members by hosting digital events for students only. Christian, Emma and Jakob arranged a number of social events, which were greatly appreciated. Besides, EASM delivered two webinars on employability in cooperation with Steven Osborne, and these sessions were received positively, too. More than 50 students attended these digital events. EASM and its members should be pleased with two outstanding digital student focused events, where people networked, shared experiences, and had fun together.

The PhD Student Seminar took place digitally from 14th – 16th September 2020 with 20 PhD students attending. Constructive feedback was received, which will help to further improve the seminar and continue to be a driving force for developing sport management in Europe.

In last year's report, we mentioned our achievement of the Global Sports Job sponsored Young Talent Award. A great way to promote and reward young scholars taking part in the EASM Student Seminar. Due to the cancellation of the Student Seminar, no one was awarded in 2020 and 2021. EASM hopes to relaunch this award in 2022.

EASM Summer School

The 10th edition of the EASM Summer School took place virtually from 12th to 14th May 2021. This was the first official student event since the COVID-19 outbreak, and the event was a success in many ways. 43 students from all around the world attended the event,

as well as 10 international guest lecturers. The programme took place on Airmeet, a digital networking platform which allowed a seamless digital experience.

Sessions revolved around International Sports Marketing and were led by academic coordinators Herbert Woratschek, Guido Schafmeister and Osmo Laitila. The programme included social activities such as quizzes and a guided digital tour of Madrid.

The collaboration between the EASM student team (Christian Overduin, Emma Baker and Jakob Wikenstaal) and the event manager Gerardo Bielons from GB events as well as the academic coordinators was highly positive. EASM hopes to continue this collaboration to organise the 2022 EASM Summer School in a physical format again in Madrid.

Big thanks to Gerardo Bielons, Guido Schafmeister, Herbert Woratschek and the team behind making the EASM Summer School possible.

Student Networking Sessions with SMAANZ and NASSM

In April 2021, the student representative of SMAANZ approached Christian and Emma about hosting a virtual student networking session. This soon developed into a small series with networking sessions being set up between NAASM and SMAANZ, EASM and SMAANZ and NAASM and EASM.

The two sessions involving EASM took place at the beginning of July with roughly 20 students joining per session. Using Hopin as the host platform, participants had the chance to be randomly matched with another student and had five minutes to get to know them. The feedback from all three organisations and participants was very positive and there are plans to make this a returning annual event. We are happy to expand our networking opportunities for students beyond Europe and create a truly global sport management network.

Impulse Summit Fellowship

2020 was the first year that EASM offered two student members a scholarship to attend the Impulse Summit organised by the St. Gallen Sport Business Club (Switzerland). Due to the COVID-19 pandemic, the Impulse Summit was converted to a virtual event, however, EASM was still able to offer two student members the possibility to partake in interesting conversations with likeminded students and leaders in the sports industry.

In 2021, we are happy to announce that we are again able to offer EASM student members the possibility to win a fellowship to attend the Impulse Summit that will take place in St. Gallen this October (COVID-permitted). Applicants need to submit a one-minute video answering the question why they should win a fellowship. The fellowship jury (Emma, Jakob and Christian) will select the best two applicants, and these will be awarded a full scholarship to attend the 2021 Impulse Summit.

Expanding EASM value for Students

As a result of all student events moving virtual due to the initial outbreak of COVID-19, the student team has been developing digital initiatives to continue to offer valuable services to students.

Initial ideas together with Steve Osborne, is to setup an employability page at the EASM website focused on students. Students will be able to access blog posts on employability, aiming to help them in their career development in the sport management world.

Student Membership

On top of these projects, the student team have several more student initiatives planned, and these are being worked through with the Board. We aim to be a driving force in the development of sport management in Europe, and this includes being of value to our student community. As such, we are incredibly happy to share that despite physical events being cancelled, our student efforts have led to an

impressive increase in student memberships from 29 in June 2020 to 87 in June 2021. This has been a collective effort and the result of more intensive focus on students.

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 is Steve Osborne from Cardiff School of Sport & Health Sciences, project lead of the ERASMUS+ Sport "Developing Sport Management Across Europe" project. Irena Valentine is a project partner of this ERASMUS-funded project, and Jakob Wikenstaal, Christian Overduin and Emma Baker are involved as student voices.

5 Growing and Sustaining the Membership of the Association

5.1 Membership

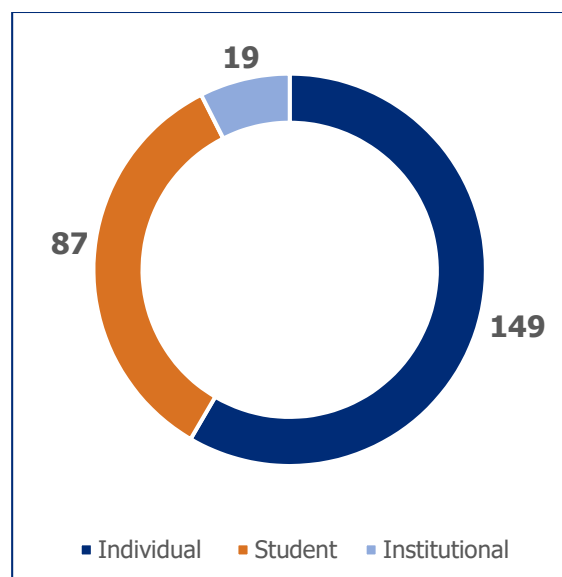
A strong and broad membership base is essential for the further development of the organisation. With the introduction of a new membership scheme in 2019 and various efforts to increase the membership base, EASM is delighted to report a significant growth in the membership in difficult times. Compared to 2019/2020 the membership base grew from 156 to 255 (+63%). The student membership

increased by 107%, individual membership by 45% and institutional membership by 73%.

The efforts of the membership working group led by Karin Book and joined by Anya Higgins and Seth Kirby payed off. EASM is willing to further enhance the membership base and will continue its activities on this front.

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).



EASM membership base by 31st July 2021.

5.2 Marketing & Communication

In light of the departure of Lara Hudson as Communications Manager in spring of 2021, the newly appointed Office and Conference Manager Jacqueline Mueller took over EASM marketing and communication matters as of 1st May 2021. The intensity of communication as well as number of followers across the various social media channels of EASM (Facebook, Twitter, LinkedIn and Instagram) continues to increase. On 15th July 2021 the number of followers

was as follows: 2,752 followers on Facebook, 2,557 followers of Twitter, 1,725 followers on LinkedIn, and 238 on Instagram. In preparation for the second 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.

Since the launch of the “MyEASM” App in September last year, the app has been downloaded over 10k times, making it a vital communication and networking tool. Notably, the EASM Festival 2021 is entirely hosted on the MyEASM app and can only be accessed via the mobile or the web version, further simplifying and streamlining the communication.

5.3 EASM Office

As for most organisations, the past FY was challenging due to the COVID-19 pandemic. The organisation and implementation of the Virtual Conference 2020 and the preparations

for the Virtual Festival 2021 increased the workload for the EASM Office enormously. Thanks to the great motivation and support of the staff, the work could be continued successfully and the facts and figures prove this.

At the beginning of the year, Sarah Runzheimer left EASM after three years of work to take up a full-time position after successfully completing her Master's degree. Since the beginning of the year, Lara Hudson has taken over the duties of EASM Office Manager. Since June, Lara took up a lucrative full-time position after her Master's degree and Jacqueline Mueller took over the tasks of EASM Office and Communications Manager plus the tasks for the organisation of the EASM

Festival. The EASM Board would like to take this opportunity to thank Sarah and Lara for their work over the last few years, which has gone far beyond the norm. Also thanks to their high motivation and their tireless commitment, EASM has developed very positively in the last few years.

However, the staff changes are also an enormous challenge for the daily work in the EASM Office, as processes have to be learned anew and cost significantly more time at the beginning. This also applies to familiarisation with ongoing research projects. Therefore, it is EASM's goal to stabilise the work in the EASM Office through good framework conditions.

6 Partnerships and Projects

6.1 ERASMUS+ projects

The ERASMUS+ EU programmes for sport is renewed and EASM continues to be interested in working with

partners to contribute and disseminate the important intellectual outcomes produced by the projects. EASM is actively involved in several Erasmus+ programmes and is open to

collaborations with partners that are interested in submitting an ERASMUS+ proposal related to contemporary sport management topics. A procedure is in place to handle request from potential partners interested to include EASM as partner in an Erasmus+ proposal. EASM is currently involved in three projects, namely S2A, Run for health, and Developing Sport Managers and Leaders Across Europe. Several partners showed interest to include EASM in proposals for the 2021 call. EASM partnered in three new project proposals.

6.2 S2A Sport Mobility

In line with increasing employer engagement EASM together with seven partners kicked off 2020 the EU project called “Enhancing the skills of sport administrators through international learning mobility”, which can be shortened to S2A Sport Mobility. A 24 months 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 learning mobility experiences.

Due to the COVID-19 situation the project has been postponed for a while. On June 3rd 2021, EASM and partners of the ongoing S2A Sport Mobility project, coordinated by EOSE and co-funded by the European Union, met online to discuss the delivery of the expected European course on Sport Administration.

The ideal situation is for 40 participants from countries within the EU and 4 targeted countries in the Western Balkans (Albania, Kosovo, Montenegro, and Republic of North Macedonia) to take part in a fit-for-purpose transnational European course on Sport Administration to be delivered through 3 modules of 1 week duration in 3 different Western Balkans countries.

Looking at the current health situation, the group of partners agreed to plan for a face-to-face delivery of the training

that will start at the end of September in Albania.

6.2 ENGSO European Sport Platform

EASM Board Member Irena Valantine had meetings with ENGSO (The European Non-Governmental Sports Organisation) representatives Sara Massini (General Secretary), Marie Denniton (Office Director), and Laurent Briel (Policy Director). Discussions during these meetings included the preparation of the 4th European Sport Platform (ESP), which will take place between 22nd – 23rd October, 2021, in Vilnius, Lithuania. For further information please visit:
<https://www.engso.eu/events>

The 2021 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. The

Event is organised in partnership with the European Lotteries.

Further, Irena attended the ENGSO General Assembly on 17th June, 2021. The GA in June took place virtually. All ENGSO members in attendance were invited to attend the European Sport Platform in October face-to-face.

The themes of #ESP2021 are:

- Session #1: EU Policies Update for Sport: Building Inclusive Process
- Session #2: Evidence for Impact – How Grassroot Sports can use Research more Efficiently? (will be facilitated by EASM president Vassil Girginov)
- Session #3: Workshop 1: Equality in Sport – Change that Inspires Change; Workshop 2: Dual Career – From Policy to Practice
- Session #4: Sustainability through Sport
- Session #5: Next Funding Programme for Sport

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.

ENGSO looks forward to welcome interested EASM Members at the #ESP2021 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 WASM

Due to the pandemic, WASM had to reconsider its programme of activities. Currently, work is underway on developing an independent journal ranking system for sport management publications. The next WASM Congress is planned for March 2022 in Doha and EASM is actively involved in its planning and delivery.

7.2 Consulting Committee of EPAS

Since October 2019 EASM has been being a member of the consultative

committee of the Enlarged Partial Agreement on Sport (EPAS) of the Council of Europe. EASM was represented by Stefan Walzel in various meetings and forums over the last year. The biannual meeting with the European Sports Ministers was split into several online meetings. One of the outcomes was a review of the European Sports Charter. Other topics were the impact of COVID-19 on the professional and leisure sport, athlete's rights, discrimination in sport and sport diplomacy.

Appendices

Appendix A

Planned budget and actual financial position of the FY 2020/21

	<u>Planned budget</u>	<u>Actual budget</u>
Revenues	68.025,00 €	87.810,10 €
Membership fee	7.400,00 €	9.928,14 €
Conference	- €	20.677,53 €
Journal ESMQ	40.000,00 €	37.868,29 €
Research Projects	19.625,00 €	16.936,14 €
Sponsorship	1.000,00 €	- €
EASM Summer School	- €	2.400,00 €
Expenditures	- 76.470,00 €	- 76.335,69 €
EASM Office	- 30.900,00 €	- 44.109,98 €
Conference	- 9.000,00 €	- 37.098,10 €
EASM Board	- 24.000,00 €	5.538,06 €
Journal ESMQ	- 3.500,00 €	- €
Research Projects	- 9.070,00 €	- 665,67 €
Surplus/Deficit	- 8.445,00 €	11.474,41 €

Appendix B

Sport Management Higher Education Database

The database of European Sport Management Higher Education Programmes is work in progress. The below map 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.

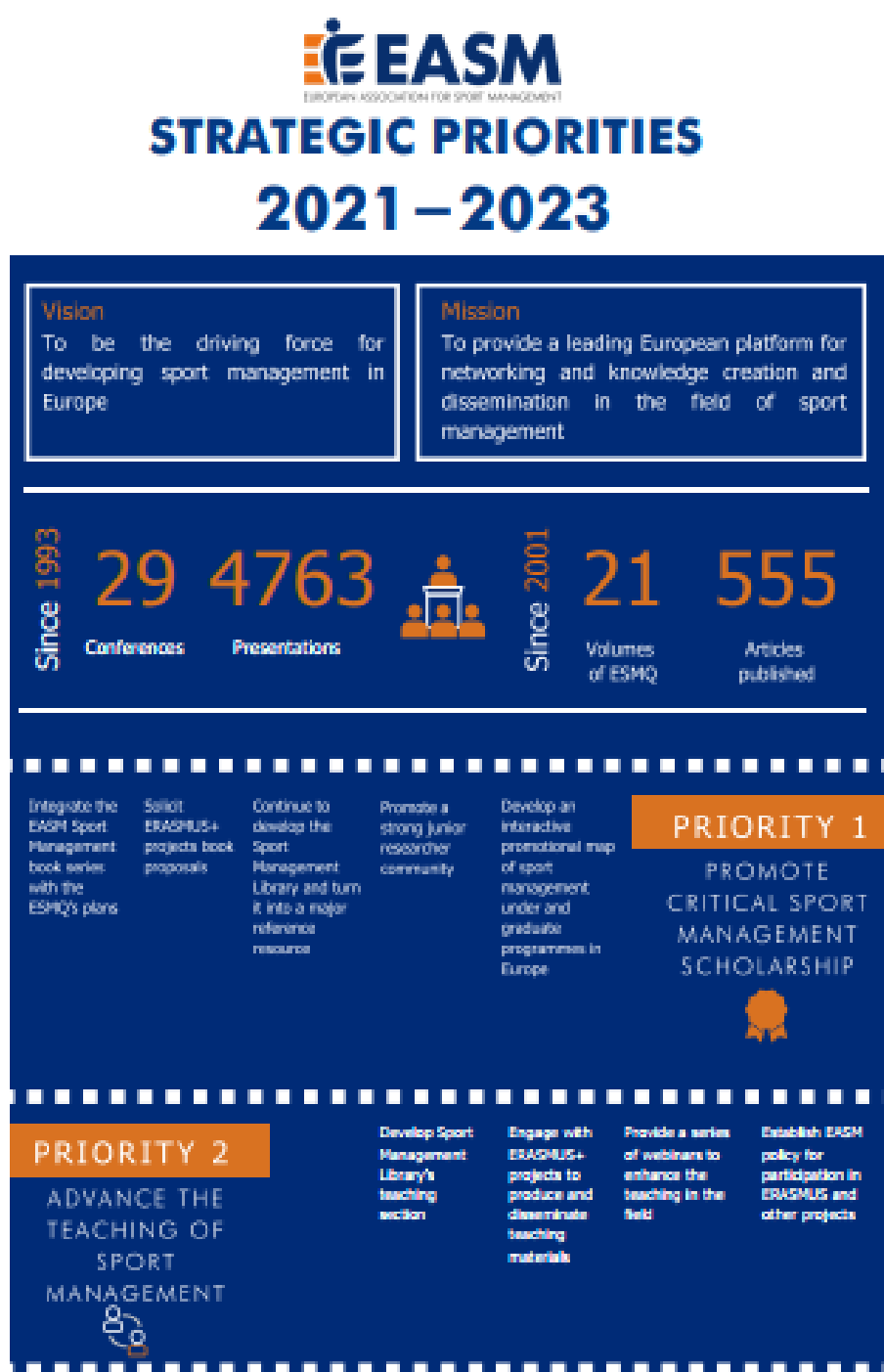
SPORT MANAGEMENT STUDY PROGRAMS IN EUROPE



Country	Albania	Belgium	Bosnia and Herzegovina	Bulgaria	Croatia	Cyprus	Denmark	Finland	France	Germany	Greece	Hungary	Latvia	Lithuania	Luxembourg	Monaco	Montenegro	Netherlands	Norway	Poland	Portugal	Republic of North Macedonia	Russia	Serbia	Slovenia	Spain	Sweden	Switzerland	Turkey	Ukraine	United Kingdom
Bachelor's		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Master's		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Doctoral		✓						✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Appendix C

EASM Strategic Priorities 2021-2023





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