



12th edition

How to develop the European Action of sport employers?

EASE

European Association of Sport Employers

With the participation of our members



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Why should sport employers develop their European action?



The degree of labour organization strongly influences the presence of **structured dialogue in the sport sector**. Statistical analysis has shown that social dialogue is stronger in countries where **collective agreements** exist more generally. **Social dialogue** varies greatly among European union member states and research points to the importance of social dialogue in shaping **fair employment conditions** in sport.



The importance of European action for the development of social dialogue

Fostering stronger dialogue at the European level could inspire national-level initiatives, reinforcing the position of both employers and athletes



“Key characteristics of national industrial relations systems, such as collective bargaining coverage rates, rather than the specific configuration of national sports policy systems, are associated with the existence (or absence) of social dialogue outcomes in professional sports” - Maximilian Seltmann

Gap in collective agreements between EU member states

-  Sweden = high-level of collective coverage, collective agreements are renewed regularly
-  Croatia = partial and low coverage (less than 50% of workers) , with little sectoral dialogue,

SDE Pro Sports project : developing social dialogue in professional sport

By mapping collective agreements across EU countries and creating a Guide for Implementing Social Dialogue in Professional Sports, the project strengthens cooperation between employers and athletes' organizations. This cross-border collaboration helps identify best practices, fill policy gaps, and promote **fair employment conditions** in sport. Acting at the **European level** enables employers to influence policy, professionalize the sector, and ensure consistent labour standards across Member States.



HOW EMPLOYERS CAN DEVELOP THEIR EUROPEAN ACTIVITIES ?

One of the best ways to develop action is to participate in European projects.

EUROPEAN PUBLIC FUNDING



Access and leverage European funds

Identify the right program (Erasmus+, ESF+, etc) once you have a solid, innovative project idea & seek contact with national Erasmus+ agencies for guidance.

Cooperation partnerships

They aim to help organizations improve the quality and impact of their activities by promoting transnational cooperation, the development of innovative practices, and capacity building, in order to respond to European priorities and promote sustainable change in the fields of education, youth, training, and sport.

Two types of partnerships :

- **Cooperative partnerships : + 3 countries, 12-36 months, €120k–€400k**
- **Simplified partnership projects : + 2 countries, 6-24 months, €30k–€60k**

KGH.conseil

KGH Conseil, managed by Gurvan Heuvé, is an organization that assists sports organizations in obtaining financing and European funds.

The SOPROS project, an example of how sport employers can expand their European activities through EU funding :

GOAL : Setting a framework for the implementation of concrete actions for athletes in the field of social protection

FUNDING : Erasmus+ Sport Programme

PARTNERS : EASE, German Sports University of Cologne, University of Rijeka Croatia, Sport Evolution Alliance Portugal, Edge Hill University, Institute for Sport Governance, European Olympics Academies, EU Athletes

WHAT THE PROJECT ACHIEVED THANKS TO EU FUNDING:

- Comparative research across EU countries on athletes' employment and social rights
- European workshops & roundtables bringing together employers, athletes, and authorities
- Policy recommendations for fairer working conditions in sport
- Development of practical tools (assessment guide, roadmap for social protection)

IMPACT FOR SPORT EMPLOYERS:

- Expanded European cooperation & partnerships
- Gained expertise in labour law, governance, and social dialogue
- Increased visibility and influence at EU level
- Contributed to fairer, more professional employment standards in sport

FOCUS:

How sport employers have successfully developed their European activities by addressing the digital transformation of the sport sector.

TechSportKit, For an Innovative Labor Market in the Sport Sector

Supported by Erasmus+ Sport funding, the project unites EASE, EOSE, Sportwerk, Arbetsgivaralliansen, Sport Evolution Alliance, Ready Sport Global, the University of Warsaw and the University of Bucharest to examine how new technologies are reshaping jobs, skills, and professional training in sport.

Through this collaboration, sport employers can:

- **Expand their European network**, engaging partners from different countries to exchange knowledge on digital innovation and workforce adaptation.
- Conduct a transnational study mapping the impact of digital tools (AI, data management, wearable tech) on employment structures in sport.
- Co-create European resources, such as a Digital Skills Inventory and a training toolkit, to help organizations identify and develop the skills needed for the jobs of tomorrow.
- Strengthen their **policy voice at EU** level, contributing evidence and recommendations to shape future European strategies on sport and digital transformation.
- Enhance their own internal capacity, as participation in the project improved staff expertise in EU project management, research coordination, and digital literacy.

