Project Name: Improving entrepreneurship and post-sports employability among women athletes

Project Venue: Denizli, Valencia Football Club, Valencia, Alzira

STEP 1

Needs analysis – Why this project is needed?

- key members, references/studies, insights in general for sportils in partials

- *%90 early exit, %99 before 40

- *women are less represented than men in sport organizations

ADVICE

- A problem analysis should be carried out prior to the project about the problem that the project wants to solve, in general in the world, in Europe and in the countries where the project will be implemented. (i.e. current figures, articles, analysis from references)

- BEFORE THE PROJECT APPLICATION a ''customized needs analysis'' study should be carried out in all countries where the project will be implemented specifically for the target audience that the project focuses on. The results of this study should be included in the general needs analysis of the project. By selecting a target group of 10-20 people from the countries where the project will be implemented - a total of 100 figures will make sense- the actual needs of the main theme of the project can be identified and the project activities can be shaped in this way. Furthermore, the fact that the project consortium makes such a needs analysis before the project will bring a significant plus point for the project evaluation. (This research can be published in pdf or infographic format on the web page of the project coordinator.) Linking

directly to this page in the project form will be very important for understanding the motivation of the project consortium to realize the project.

- In this section, reference should be made to the areas in which the project intersects with the priorities of the program.

Who will be the target group(s) of your project? (age group, characteristics of the target group)

Target Group: 20 - 40 age
Target: 300k women

ADVICE

- Project target groups should be classified as focus groups as much as possible according to their differences. (For example, Target Group 1: Unoccupied and unemployed young women between the ages of 20 and 25, living in relatively less developed areas of Madrid)

- When defining the target group, the history of each target group, the needs to be focused on the project objectives, the problems to be solved during and after the project, and the competencies they need should be defined.

- The methods to reach each target group should be discussed in detail. What methods, tools, activities will be used to reach the target group and the responsibilities of the project partners should be answered.

- In addition to the target group to be directly involved in the project, different groups/institutions/stakeholders to be reached through dissemination activities should be included in this section.

- - Objective / measurable criteria to be used for the selection of the target audience to be included in the project should be established with the project consortium. A scoring/evaluation system should be established for the weight of these criteria in the selection to be made. (Example: 25 points for being unemployed, living in the targeted area, the urgency of the need for the project, etc.)

- If there is a disadvantaged group among the project target groups, the special measures to be taken to reach this audience should be included in this target audience statement.

STEP 2

Defining the aim and objectives – What is the project for?

- To prepare women for the market in terms of professional adequacy and increasing employability by providing an incubation program and international internship.
- Providing them/increasing their knowledge in business management, marketing, entrepreneurship in the internship program
- pilot projects for 80 women in 4 different countries

ADVICE

General considerations for the project objectives and purposes;

- The project objective statement should be simple, understandable and, if necessary, divided into sentences. The objective statement should give a general answer to the question, ''Why does this project exist? '.

- The target sentences that will enable us to reach the general purpose of the project should be written based on the results you will reach in the project. While writing these, the needs of the target audience should be set out and concrete contributions should be made to meet these needs.

- Project objectives should include the short and medium-term. It should be numerical, measurable, clear and concrete.

For this project, for example;

Aim of the Project: We aim to ensure that female athlete who has difficulty in continuing their working lives after their active sports careers are employed in the market by increasing their professional competencies.

In this context;

Project Objectives :

- - Within the incubation area of our project partner, Social Nest Foundation, we will establish a ''Center for the Development and Implementation of Professional Career Skills after Sports'' which will be the first European center focused on women and will continue to serve in a sustainable manner after the project. The center will include training and development programs, job shadowing opportunities and career counseling experts. This will provide a 360-degree service.

- We will create a "Sportup Training and Development Program" to be implemented within this center, which will consist of business management, marketing, and entrepreneurship subjects to be formed by leading experts from the project consortium. The program will be implemented in a total of 100 hours, 4 weeks. With the project, 40 people from the target groups from 4 different countries will participate and graduate.

    - Together with the project, we will create a Job Shadowing ''pool'' for the benefit of the program graduates by the project consortium and stakeholders. All women who have successfully graduated will participate in the 2-week Job Shadowing Program in areas such as startups, institutions, companies, universities and incubation centers working in the sports industry in different regions of Europe and will have field experience.

- Individuals who complete all stages will be guided to start their new professional careers by taking professional career counseling services from the center.

STEP 3

Defining the Methodology (Activities & Outputs)

Activities: Visit the Valencia Football Club to have a workshop on ''sports marketing'', visit Volumes (France) to have workshops on Entrepreneurship

Output 1: Center for the Development and Implementation of Professional Career Skills After Sports

Output 2: Sportup Training and Development Program

Output 3: Job Shadowing Pool

Activities

1 - Good practice visits (successful training programs implemented in project countries, in organizations such as incubation centers, universities with innovative practice, etc. The visits will be completed in the first 3 months of the project and a total of 3 countries will be visited)

2 – Generating project outputs (experienced members from the project consortium will produce project outputs in an 8-month work program)

3 – Project execution meetings (start-up, mid-term and final meeting will be held. 2-day meetings in project consortium countries)

4 - Implementation of the Sportup Training and Development Program - 4 weeks, 40 participants from 4 countries

5 – Implementation of the Job Shadowing Program - 2 weeks, 40 participants will be involved in 10 different institutions from 4 different countries

6 – Professional Career Counseling Sessions - Each participant will have 10 different sessions with a total of 5 different experts.

7 – Organizing the Sportup Summit to disseminate the results of the project. In 3 days, all experts from different regions of Europe will be invited to create a network, the results of the project will be shared and the project will be transferred to different countries.

STEP 4

Dissemination and Sustainability:

A website will be created where the content and outputs of the project will be shared

ADVICE

For example; in order to disseminate the 3I project, similar tools and activities to the following tools and activity contents were produced.

1 – sportupproject.com

- The content of all the training programs created by the project will be recorded and installed professionally and uploaded to this site via an online training module. In addition, an online test system will be developed. Target groups will be able to receive the vocational field and all soft skills training. All systems will be free of charge and they will be able to get a certificate if they are successful in examinations made through the system. By taking part in Sportup Project's job shadowing/employment pool, they will be able to

benefit equally from these opportunities offered by the incubation. In addition, many dissemination tools that will be created by the project will be accessible on this site. The site will be available in all languages of the project partners.

2 – Sportup Project Magazine (Online and Hard Copy)

- The project magazine will be produced both online and hard copy. It will be included for all outputs and dissemination tools of the project like, photographs, special writings and many other topics that the project has produced over the 2 years of operation.

3 - Sportup Trainings Box

- All contents and outputs of the training programs produced by Sportup project will be available in the training box. In this way, all materials of the training and printed educational contents booklets and DVDs will be accessible directly.

4- Sportup project Presentation Presentations

- Presentations will use in all activities of the project. (seminars, congress, events, and online dissemination)

5 - Sportup project Documentary

Within the context of the project, all phases of the project will be recorded. We will produce a documentary about the project at the end of 2 years. This study will be an interesting tool to be used in expansion activities.

6 - Sportup Project Final Report

This report, which will set the initial targets and results of the project, will be an objective outcome, especially in reaching policymakers and producing new similar projects.

7 - Digital and Printed Images

Posters, brochures and social media images will be produced in printed and digital media for all promotion and dissemination activities of the project.

8 - Social Media Apps

Facebook, Instagram, and LinkedIn will be used to reach our target groups. We will produce innovative social media campaigns to spread the results of the project.

9 - Sportup Project Seminar Series

Our project stakeholders will organize 10 different spreading seminar sequences with the career centers of universities, sports clubs, incubators.

10 - Sportup Project Summit

Organizing the Sportup Summit to disseminate the results of the project. In 3 days, all experts from different regions of Europe will be invited to create a network, the results of the project will be shared and the project will be transferred to different countries.

11 - Regular Meetings of the International Sports Unions

- Effective dissemination of the Sportup Project will be held at these meetings. Regular Meetings of International Sports Unions

12 - EU Common Incubators and Networks Meetings

- Our project partners will disseminate the results of our project at regular networking meetings held by 25 institutions which are in the EDI networks.

13 - Meetings with Policy Makers

Face to face meetings with policymakers will be held with the European Commission by the organization of EDI. EDI has a strong lobby network in Brussels, which is directly related to youth policymakers in Europe. At these meetings, we will present the reports of our project, and we will disseminate the Sportup Project model for piloting by policymakers.