



Conference on Dual Career of European students - athletes „Time for a change“

EUHA – European University Hockey Association

- The European University Hockey Association (EUHA) was established in 2012 as an association that promotes the development of sporting activities for university students and universities in Europe
- The Association contributes to overcome intercultural, information and communication barriers across Europe
- EUHA is the governing body of the EUHL - European University Hockey League, which has been playing regular competition in Europe since 2013
- It builds own identity among students and university



EUHL – European University Hockey League

- The EUHL started in 2013 with 6 University teams from 2 countries
- In 2018 the EUHL has 13 teams from 4 different countries
- The EUHL is on the right path to create a new sport culture at the EU universities including :
 - New students identity and new spirit
 - Developing new career paths for all involved students
 - Strengthening the health of all students



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Main direct benefits created:

- Dual career opportunity
- Developing new career paths for all involved students
- Promoting sport activities among all students
- Cooperation between universities Exchange programs
 - Students / players
 - Coaches, referees, teachers ...
- Help to overcome intercultural, information and communication barriers
- Prevention of crime
- Improved university student lifestyle



Regular university competition is about



EDUCATION



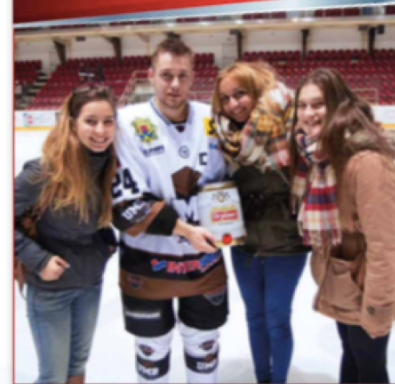
ENTERTAINMENT



COMMUNITY



RESPONSIBILITY



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Snow-ball effect of dual career - also non-athletes can voluntaries in :

- **Sport management** - team managers, logistics operations
- **Coaching management** – university coaches, assistants
- **Marketing** – marketers, accountants, fund raisers
- **Journalism** - Article writers, journalists, photographers
- **Mass Media Arts** – documentary films, TV & radio coverage
- **IT and design** – apps, creating web, design, logo
- **Medicine** - first aid, physiotherapy, massage, psychologists



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Main challenges:

- Securing regular financing
- Finding the right place in the International hockey landscape
- Awareness raising with universities and students-athletes
- Respecting the rules
- Not receiving enough promotional space in media
- Weak support from governments in realisation of dual career students - athletes
- Improving of the students - athletes support of the universities to enable dual career



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Future plans:

- Maintenance of the current league in an International structure and size
- Attempting to expand the league to other countries



- Improvement of documentation
- Awareness rising
- Improvement of promotional activities



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Future plans:

- Continuation of an international sport diplomatic activities and partnerships
- Sharing of good practice and knowledge
- Networking of students - athletes from different part of the world
- Creating common values for our children and the next generations



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... Thank you for your attention!



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