Sustainable Sport Manager

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ADCS Associação Desportiva Cultural e Social de Carvalhais

Univerzitetna športna zveza Primorske

ROOM SERVICE

Programme: Erasmus+, KA220 - Cooperation Partnerships for Higher Education

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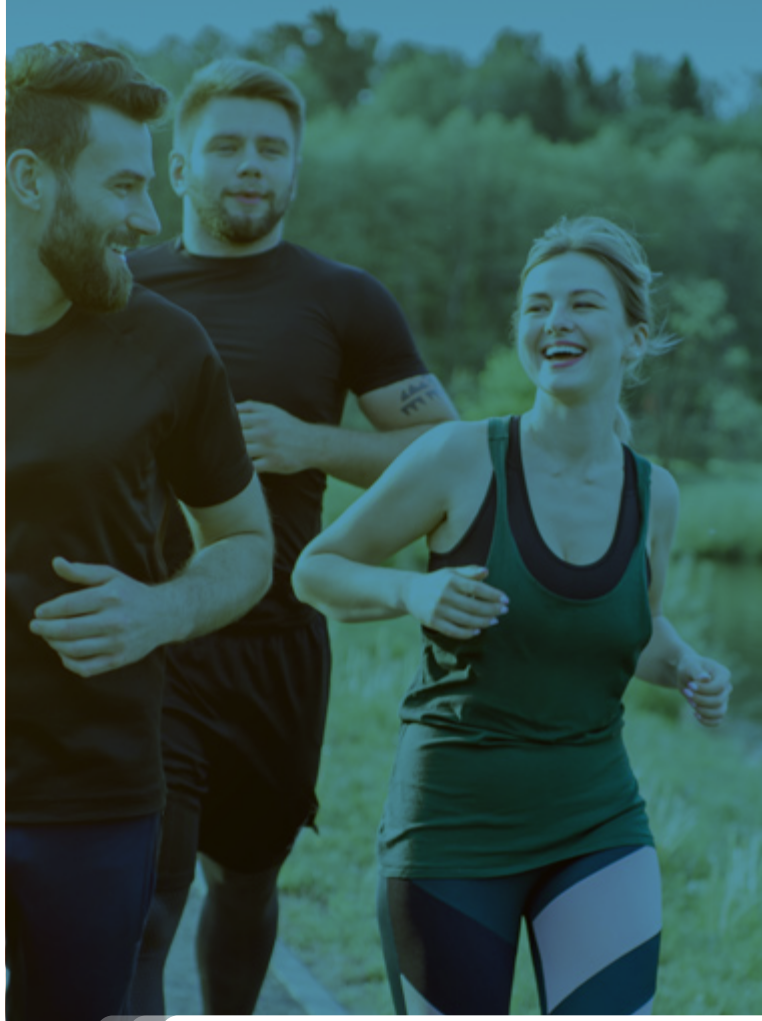
Driving Civic Engagement and Sustainability in AI-powered Sport Management



PLAYFORWARD
act green. play smart.

About PlayForward

PlayForward is an Erasmus+ project dedicated to modernising Sport Management education across Europe. Our vision is to empower Sport Managers who can lead positive change in the sports industry. PlayForward Sport Managers are equipped to plan and implement socially responsible and environmentally sustainable sport events – whether local or global – while making effective use of digital technologies. They recognise sport as a powerful driver of social cohesion, promoting democratic values and civic engagement across borders and beyond conflict. With this in mind, PlayForward's goal is to design and establish an innovative educational model for the Sport Managers of the future.

Act green. Play smart.

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Results

- Validated competence profile for a Sustainable Sport Manager
- Stackable Microcredential Sustainable Sport Manager (10-12 ECTS), recognised by industry and educational stakeholders
- 3-phase pedagogical model, supported by a digital teaching-learning environment
- 48 Sport Managers qualified through the PlayForward Microcredential
- Set of tools and recommendations for educational and industry stakeholders on adopting the PlayForward approach

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Target Groups

- Higher education students in advanced Bachelor's or Master's in the fields like Sport, Business, Marketing/PR, Tourism, Event, or General Management
- Sport management professionals seeking to enhance their skills and employability chances

Benefits for higher education students

- Earn additional ECTS to transfer to their current studies
- Accumulate ECTS for further studies
- Obtain the specific qualification Sustainability in Sport Management

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Pedagogical Model