

## ENDURANCE: Entrepreneurial Capacity-building for Sport

# Commonalities between Sport and Entrepreneurship

(ENDURANCE IO2T1 Output)

## Country Notes SPAIN

### Introduction

This Country Note on Commonalities between Sport and Entrepreneurship in Spain has been prepared by Internet Web Solutions as an initial output within the ENDURANCE Intellectual Output 2, Task 1 “Identify common traits and links between sports and entrepreneurship”. Its aim is to provide an informed insight within the area under investigation for the next stages of the project. In addition, its purpose is to inform project stakeholders and broader audience in sports and entrepreneurship communities about first advances of the ENDURANCE project.

### Disclaimer

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

### Commonalities between Sports and Entrepreneurship: ENDURANCE conceptual framework



### **Topic 1: Individual personality traits common for sports and entrepreneurship**

The review of resources on overlaps and links between sports and entrepreneurship in Spain yielded the following list of commonalities among the individual personality traits:

- Discipline
- Ambition
- Passion
- Tenacity
- Self-confidence
- Tolerance to frustration
- Vision
- Flexibility
- Breaking rules and limits

From a young age, sportsmen and women are used to being leaders, facing challenges, and rising in the face of defeat. This character, forged in the competition through willpower and training, is transferred to the business world. At the same time, passion, ambition and tenacity are the strength that drives both entrepreneurs and athletes to work hard to achieve success.

When things go wrong, or there are moments of uncertainty, both refuse to accept defeat and use fear as an impulse to face new situations. At present, in the training of sportsmen and women, aspects related to personality and emotional intelligence (withstanding pressure, stress or frustration) are worked on that are fundamental for the sportsman or woman and the sportsman or woman-entrepreneur.

### **Topic 2: Other individual-level fostering factors**

The review of resources in Spain yielded the following list of fostering factors strengthening the link between sports and entrepreneurship from among the other individual-level aspects:

- Family environment
- Training
- Networking
- Social / communication skills.
- Popularity
- Capital

A proper family environment is the basis for both a sportsperson's and an entrepreneur's career, an environment that keeps the person focused on their goals, without neglecting other important aspects of psychological, physical and social well-being. Adequate training will allow the sportsperson to broaden their vision of the world and learn about different realities beyond the merely sporting.

A vast network of contacts resulting from sports practice often improves social and communication skills, essential tools in the business world.

Other relevant and critical aspects to entrepreneurship are the capital to face investments, and the popularity or recognition to make a Project reach the maximum number of people.

### **Topic 3: External supporting & triggering factors**

The review of resources in Spain yielded the following list of external supporting and triggering factors that enhance the commonalities and foster pathways between sports and entrepreneurship:

- Programmes and policies to promote sport.
- Adequate material and human resources
- Specific training in sports entrepreneurship, marketing, investments, etc.
- Financing possibilities
- Work experience
- Knowledge of other entrepreneurs

As supporting or triggering elements we highlight the presence of policies and programmes that promote the practice of sport, adequate technical means and materials, and professionals prepared not only in sport but also in other fields such as psychology or marketing.

To offer sportspeople specific training in entrepreneurship, marketing or investment and the possibility of financing their initiatives.

Work experience in sport-business environments is also an essential supporting factor and the knowledge of real entrepreneurs who are an example and inspiration.

#### **Topic 4: Pedagogical approaches and education**

The review of resources in Spain yielded the following main findings on pedagogical approaches and education that develop and capitalize upon the commonalities between sports and entrepreneurship:

- Wide and varied sports training at all educational levels
- Sports education programmes include very few business management subjects
- Some sports federations offer good training
- The Autonomous Regions, through their sports councils, also provide training programmes for sportsmen and women
- There are a large number of masters and postgraduate courses specialised in sports management and management

From a pedagogical and educational perspective, the best connection between sport and entrepreneurship occurs at the highest levels, masters and postgraduate. The pedagogical offer at these levels covers both sportsmen and women or ex-sportsmen and women looking to boost their professional career, and people from the business world who are looking to specialise in the sports industry.

In Spain, most sportsmen and women who study, choose official university training with the aim, in most cases, of devoting themselves professionally to teaching, a safer option but less related to entrepreneurship.

This university and pre-university training hardly includes any content related to entrepreneurship. This would be the biggest gap, very much in line with a society that is increasingly focused on civil servants.

On the other hand, as an example of good practice, the Andalusian Sports Institute is developing an attractive training programme covering topics such as sports administration and management, sports infrastructure management, sports events, adapted sports and an engaging module called transition entrepreneurship for sportsmen and women.

#### **Topic 5: Connecting sports and entrepreneurship to create social impact**

The review of resources in Spain yielded the following list of findings on how commonalities between sports and entrepreneurship have potential to create social impact:

- Effort
- Overcoming
- Teamwork
- Ethics

Effort, self-improvement and teamwork, these three values associated with sports practice represent the values that every company wants to transmit with its brand image and explain why sport and Corporate Social Responsibility are a perfect tandem.

Business and sports institutions work actively and coherently with the social aspect. In all cases, the objective is to generate a benefit to the community and contribute to its improvement.

The social impact is achieved in many ways, such as creating sports scholarships for disadvantaged groups, social awareness and sensitisation campaigns, against school bullying, the fight against cancer, in favour of the integration of disabled people through sport, etc.

In these cases, the company and the world of sport try to help and promote some initiative. Obviously, the company will gain reputation and improvement of its brand image, but all efforts will be focused on improving and projecting a certain group.

### List of references

1. Agencias (2020, June 17) Deportistas y emprendedores el negocio de las estrellas. El Confidencial Digital. <https://www.elconfidencialdigital.com/articulo/tendencias/deportistas-emprendedores-negocios-estrellas/20200612124317146645.html>
2. Capital Humano ( 2017, April, 18) Siete características de éxito que comparten los deportistas y los emprendedores. <https://capitalhumano.emol.com/5853/caracteristicas-exito-comparten-deportistas-emprendedores/>
3. Efe/Iusport (2020, June, 17) El emprendimiento, los negocios y el éxito de los deportistas empresarios. <https://iusport.com/art/108303/el-emprendimiento-los-negocios-y-el-exito-de-los-deportistas-empresarios>
4. Fundacion Indyde, Camaras (2018 October) Emprendimiento en el ámbito deportivo. <https://www.incyde.org/ficha/emprendimiento-deportivo>
5. International Center for Entrepreneurs in Barcelona (2017, August 7).El deporte, una excelente oportunidad para emprender. <https://www.iceb-edu.com/blog/el-deporte-una-excelente-oportunidad-para-emprender>
6. Facultad de Ciencias de la Actividad Física y del deporte. Universidad de las Palmas de Gran Canaria. (2020 December) <http://fcafd.ulpgc.es/>
7. Instituto Nacional de Educación Física de Cataluña. (2020 December) <https://inefc.gencat.cat/>
8. Instituto Andaluz del Deporte. Junta de Andalucía. (2020 December). Cursos de formación Continua. <https://ws226.juntadeandalucia.es/iadformaconti/wordpress/>
9. Bengoetxea, B. (2020, May 22) Los 48 mejores Máster de gestión deportiva en 2020. Esportter.com. <https://www.esportter.com/blog/masteres-de-gestion-deportiva-en-espana/>
10. Matamoros, S. (2018, August 11) Deporte y Responsabilidad Social Corporativa, un tándem perfecto. Expansion.com <https://www.expansion.com/directivos/deporte-negocio/2018/08/10/5b6da0b422601d7e0e8b460a.html>