



Literature review on social entrepreneurship in Bosnia and Herzegovina

Developed by:

Olympic Committee of Bosnia and Herzegovina



October, 2019



ENTREPRENEURSHIP AND DUAL CAREER OPPORTUNITIES IN SPORT

In Bosnia and Herzegovina, the idea of entrepreneurship is well developed and has been researched in detail. However, when it comes to entrepreneurship opportunities for athletes, and in sport sector, such research is limited and vague.

In this regard, we would focus on EU projects implemented by Olympic Committee of Bosnia and Herzegovina, which have been among the first to introduce entrepreneurship in connection to elite athletes, athletes, former athletes and in general to sport sector.

Athletes Learning Entrepreneurship - A New approach to Dual Career - AtLETyC, is an Erasmus + sport project, coordinated by FH Joanneum, and successfully implemented in partnership with over 10 institutions. Among these partnership institutions, Olympic Committee of Bosnia and Herzegovina was one of the partners of the Consortium and in charge of implementing project activities in Bosnia and Herzegovina. The project focused on developing a unique online training programme, which was implemented on a MOOC (Massive Open Online Course) platform.

AtLETyC MOOC was available for all to participate, and it has reached very high numbers of participants, and not just from countries of the consortium. For athletes in BiH, this was a unique opportunity to participate in an online course in entrepreneurship, and to socialise with other athletes in Europe and the world. The content of MOOC online programme was:

- Starting line
- Team up
- Marketing clues
- Understanding business
- Leading business
- Finish line

For Olympic Committee of Bosnia and Herzegovina, this project represents a milestone in its initiatives to raise the awareness of the necessity of dual career in athletes.



The second project which Olympic Committee of Bosnia and Herzegovina is currently implementing is called ELIT-in. This project is coordinated by University of the Balearic Islands and Olympic Committee of Bosnia and Herzegovina is a partner in the consortium and in charge of implementing activities in BiH. This project is specifically dealing with the integration of elite athletes in the labour market by researching the transversal skills which could best assist their transition from a sport career to a successful entrepreneurship.

According to the research conducted, athletes have singled out the following transversal skills:

- Problem solving
- Time Management
- Teamwork
- Ethics at work
- Entrepreneurship
- Communication
- Negotiation

The project envisages an online education course, which is planned to take place in November 2019.

Unfortunately, apart from the Erasmus + projects, and the involvement of Olympic Committee of Bosnia and Herzegovina, there is no research or literature produced on the topic of entrepreneurship in sport.

Social Entrepreneurship

Social entrepreneurship has been defined as *business, whose primary goals are social, and the profit is reinvested towards a social goal, and not towards maximising the profit of stakeholders and owners.*



Furthermore Social entrepreneurship has been characterised by *emphasized social responsibility when selecting a business activity and towards the social community and individuals when implementing certain business-entrepreneurial activities.*

This means, that the activities resulting from social entrepreneurship reflect on a wider community, and that the success is viewed as long term.

The basic characteristics of social entrepreneurship are represented as: social responsibility, innovation, market orientation.

When it comes to social entrepreneurship, and its development in Bosnia and Herzegovina, there is low presence of three basic kinds of entrepreneurship:

1. Lack of early entrepreneurship activities with medium/high expectations of increase of work places
2. Lack of early entrepreneurship activities with no or low expectations of increase of work places
3. Lack of entrepreneurship activities of the employees

The greatest reason listed as to the low presence of social entrepreneurship in Bosnia and Herzegovina has been characterised as lack of knowledge of social entrepreneurship and what possibilities it offers, non-existent institutional framework, sporadic programs and initiatives for employment through social entrepreneurship, lack of the initial capital, needed knowledge and skills.

The focus group research conducted revealed that the interviewees believe that it is the public sector that is the main actor or implementer of social entrepreneurship activities.

The research conducted was quite extensive, but it is noteworthy to mention that the interviewees believed that they do not possess adequate knowledge in social entrepreneurship.

Unfortunately, among the good practices singled out, there isn't a one good practice of social entrepreneurship in sport.



Most of the research conducted in regards to social entrepreneurship focused on problems such as disabled persons, youth unemployment, displaced people and poverty.

The literature review revealed that the issue of social entrepreneurship has been one of the burning topics in Bosnia and Herzegovina. However, it is not in any case connected to sport, or sport sector. Athletes are not viewed as a group which should be addressed separately. Usually after they end with their successful sport career, they fall into a group of unemployed people, with an even greater disadvantage than others, as not having any previous work specific expertise, or skills. Elite athletes, former athletes, and athletes in general in Bosnia and Herzegovina are not recognised as a group in dire need of career opportunities. Those athletes that do succeed, follow the pattern of social entrepreneurship in becoming sport club owners or coaches.

Lately, increasing awareness of the importance of education of athletes during their sport career has been fruitful, but there are still greater numbers of athletes who refuse to self-initiate any informal education, start-ups, let alone private and public partnerships.

Educational opportunities for elite athletes in regards to formal education are still underdeveloped in Bosnia and Herzegovina. Namely, an elite athlete is encouraged to enrol a University, however, the absence from classes of such a student is tolerated on a personal level of each university professor. Online learning programmes in formal education are scarce, and athletes often face the difficulty of leaving their studies in order to pursue their sport career.

In regards to informal education, there is a small number of specifically designed educational programmes for athletes. Even though there is a wide number of online education programmes in entrepreneurship, athletes scarcely participate, and instead the focus on their sport career takes the prevalent.



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