ATHLETILEARN

Unlocking the Path to Entrepreneurial Success Through Sport-Based Skill Development

Press Release

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Most students learn about marketing, finance and business from a textbook. What if they could learn it through sport instead?

"Entrepreneurship doesn't only belong behind a desk — it can be learned on the move."

This is the idea behind AthletiLearn, a European project that helps vocational education and training (VET) teachers bring entrepreneurial skills into the classroom through sport. Many VET students, especially in rural areas, experience subjects such as finance or marketing as abstract and hard to engage with. AthletiLearn turns these "hard" skills into active, sport-based lessons, and gives teachers a ready-to-use curriculum, course and teacher guide to deliver them.

From 3 to 5 November 2026, the AthletiLearn partners will come together in Bratislava, Slovakia, for the project's international training week, hosted by the sports school Súkromná stredná športová škola. Thirty students aged 16 to 25 and ten teachers will take part, with six students and two teachers from each partner country putting the AthletiLearn course to the test in practice.

Over three days, the participants will explore five themes: marketing, financial management, technology and digital entrepreneurship, leadership and risk management, and social entrepreneurship and inclusion. Each theme will be taught through sport, from athletics relays and football to basketball, tennis and a mini-triathlon. The feedback from the students and teachers will shape the final version of the course and the accompanying teacher guide.

By combining sport with entrepreneurship, AthletiLearn makes learning more active and memorable, while reaching young people who might otherwise miss out on entrepreneurial skills that strengthen their position on the labour market. All project materials will be made freely available, so that schools and organisations across Europe can use them.

AthletiLearn runs from December 2024 to December 2026 and brings together five partners from five countries: coordinator Inqubator (the

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Netherlands), CEBANC (Spain), Profesionalna gimnazia "Asen Zlatarov" (Bulgaria), Súkromná stredná športová škola (Slovakia) and HPO Media Management (Cyprus). The project is funded by the European Union through the Erasmus+ programme.

Would you like to know more about AthletiLearn or use the materials in your own school or organisation? Please get in touch!

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