



# **D13: Impact Assessment Report on Dissemination and Communication**

*Deliverable No: 13 (D5.4)*

**Promoting Employability of Young Student-Athletes through  
“Competence Hub” on Sport Innovation**

**COMPATH – 101050955**



**Co-funded by  
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## 1. Introduction

This **Impact Assessment Report on Dissemination & Communication (D13)** provides a comprehensive overview of the awareness-raising, publicity, and stakeholder engagement efforts undertaken within the **COMPATH** project between its inception and May 2025. The COMPATH initiative aims to enhance employability among young student-athletes (aged 16–25) by equipping them with competencies in sport-oriented technologies (AI, Big Data, IoT, VR/AR, eSport, etc.) and 21st-century skills (critical thinking, communication, media-technology literacy, entrepreneurship) through both face-to-face workshops and an online, gamification-based **Competence Hub**.

By focusing on disseminating project outcomes and communicating key messages to a broad set of audiences—student-athletes, educators, sport organisations, policy-makers, and the general public—COMPATH seeks to foster greater appreciation of sport innovation, dual-career pathways, and digital transition in the sports sector. This report assesses how effectively these goals have been met, including the scope, reach, and impact of various dissemination and communication activities.

## 2. Objectives of Dissemination & Communication

Under **Work Package 5 (WP5)**, the project set out to:

- **Create awareness** of COMPATH’s innovative outputs and emerging lessons among target groups (e.g. student-athletes, coaches, educators, policy-makers).
- **Engage** both European and international stakeholders (sport clubs, universities, youth organisations, technology providers) to encourage the uptake of the Competence Hub and training modules.
- **Consolidate networks** for sustained impact, leveraging the reach of project partners such as the European Athlete as Student (EAS) network, academic associations, and the Council of Europe’s Enlarged Partial Agreement on Sport (EPAS).

- **Measure and evaluate** the effectiveness of dissemination tools and channels (social media, events, press releases, newsletters) in contributing to the project's core objectives.

### 3. Dissemination Channels and Tools

COMPATH adopted a multi-channel strategy, aiming to maximise visibility and engagement across different stakeholder groups:

1. **Project Website:** A dedicated website was created (and periodically updated) to serve as a central information hub. The site hosts project news, downloadable materials, and links to the digital Competence Hub, ensuring easy access for all interested parties.
2. **Social Media**
  - **LinkedIn:** Used primarily for professional and academic outreach, fostering engagement among sport-tech companies, university staff, and policy stakeholders.
  - **Instagram:** Employed to target younger audiences, particularly student-athletes and coaches, through short-form Reels, Stories, and static visuals.
3. **Communication Package:** A set of branded materials (logo, social-media templates, flyers, banners) offered partners uniform messaging and visual identity across channels. These were adapted for local contexts as needed.
4. **Events and Networking**
  - **Face-to-Face & Hybrid Conferences:** Showcases, panel discussions, and networking booths at academic forums, ministerial conferences, and EAS events.
  - **Local and International Workshops:** Train-the-trainer seminars, demonstration sessions of modules, and user testing of the Competence Hub platform.
5. **EAS and EPAS Platforms**
  - **EAS Newsletters & Website:** Regular updates shared with an opt-in network of ~12,000 student-athletes, staff, and researchers.



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- **Council of Europe/EPAS Meetings:** Distribution of promotional materials and project flyers to ministries, national sport bodies, and European sport organisations.

## 4. Social Media Performance

### 4.1 LinkedIn

The project published LinkedIn posts. In total, these posts achieved around **1,700 impressions** and **440 engagements**, with a combined **engagement rate of 25.63 %**, far exceeding the Year-2 KPI target of 12 %.

- **Carousel posts** (B, D) generated exceptionally high engagement rates (~35 %) and click-through rates (>30 %), underscoring the appetite for richer, more interactive content.
- **Single-image teasers**, by contrast, showed **minimal click-through**.
- **Total link clicks** reached 365, translating into a 21.26 % overall click-through rate (CTR).

This suggests LinkedIn remains an effective channel for professional outreach and fosters a valuable audience for knowledge exchange on sport-innovation topics.

### 4.2 Instagram

The project shared Reels and static posts:

- **Total reel views:** ~6,300
- **Average reach:** ~4,187 unique accounts
- **High non-follower proportion:** ~75 %, confirming Instagram's strengths in attracting new audiences.
- **Top reel:** 3,333 views, 54 likes, and 3 comments—outperforming single LinkedIn posts in raw reach.
- **Accrued watch time:** ~3 hours 47 minutes across the short-form videos, indicating strong viewer retention.

While static posts averaged ~20 likes, they struggled to broaden audience reach. Reels thus emerged as the most effective format for discovery and engagement among younger demographics and potential Competence Hub users.

**Key Recommendation:** Maintain a fortnightly reel schedule to sustain momentum and direct traffic toward the Competence Hub sign-up link (via bio and story CTAs).

## 5. Events & Networking

### 5.1 Academic and Policy-Level Exposure

During the project lifetime (July 2022–May 2025), COMPATH was actively presented at **16** face-to-face and hybrid events, reaching an estimated **7,250** participants (including student-athletes, policy-makers, academics, and sport organisations).

- **Council of Europe / EPAS:** Participation at three major meetings, showcasing COMPATH to **41** member-state delegates, **30+** sport bodies, and multiple ministerial representatives.
- **EAS Platforms:** 18 dedicated news items, disseminated across EAS newsletters, social media, and website, connecting with ~12,000 subscribers.
- **Ministerial Conferences:** Contributed to shaping debates on digital transition in sport, especially around the revised European Sport Charter.

Through these high-level engagements, COMPATH strengthened its legitimacy and visibility in policymaking circles, paving the way for future exploitation and adoption of the project's deliverables.

### 5.2 International Reach

Events such as the **SIDUCA Conference** in São Paulo (Brazil) extended COMPATH's impact beyond Europe. Presentations by EAS members and other partners promoted the outcomes of EU-funded dual-career initiatives, reinforcing Erasmus+ aims for global cooperation. More than 90 Brazilian participants, as well as international guests from Europe and South Korea, engaged with COMPATH, broadening the project's global footprint.

### 5.3 Local and International Workshops

Under **WP4**, the project organised:

- **Local training seminars** in five countries (Croatia, Norway, Poland, Spain, and Sweden), each reaching around 50 participants, including teachers, trainers, sports-organisation staff, and local authorities. These “multiplier events” offered hands-on demonstration of COMPATH's workshop modules (O2) and the digital Competence Hub (O3).



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- An upcoming **international workshop** in Oslo, with 15 young participants from all partner countries. This event will further validate the training modules, facilitate peer learning, and encourage user testing of the Competence Hub.

Such local and international gatherings have been pivotal for immediate, tangible feedback on the learning content and digital tools.

## 6. Collaboration with EAS

The **European Athlete as Student (EAS) network** has been a core partner in disseminating COMPATH to its extensive membership of student-athletes, sports managers, and academic experts:

- **18 COMPATH-related news items** published, ensuring steady project updates.
- **Symposia and Panel Sessions** at EAS Annual Conferences, Executive Board meetings, and EAS Cafés (including the 16th EAS Café on 19 May 2025, attended by ~70 participants from across Europe).

By using EAS channels, COMPATH secured ongoing visibility within Europe's dual-career ecosystem, increasing the likelihood of sustained adoption of the Competence Hub well beyond the project end date.

## 7. Overall Impact and Key Findings

1. **High Social Media Engagement:** LinkedIn and Instagram collectively fostered a larger-than-anticipated online following. Carousel posts on LinkedIn and Reels on Instagram proved particularly successful, as they catered to different segments of COMPATH's target audience: professional networks on one side, and younger, digitally savvy users on the other.
2. **Policy and Academic Outreach:** Showcasing COMPATH across **EPAS meetings, ENSE forums, and European ministerial conferences** significantly increased policy-level awareness. Academic sessions at SISMeS, ENSE, and EAS events garnered peer reviews and citations, further enriching the project's credibility and promoting the significance of technology and entrepreneurship in sport.

3. **Global Recognition:** Engagements in **Brazil** and contacts with **South Korean** representatives highlighted COMPATH's adaptability to different cultural contexts, showcasing a universal need for digital transformation in sport.
4. **Strong Partnerships:** The synergy with **EAS** and participating universities was instrumental in reaching thousands of student-athletes and coaches. By contextualising COMPATH within broader dual-career discussions, the project gained traction with individuals seeking career development and new vocational pathways.
5. **Multiplier Events' Success:** Five local seminars attracted 50 participants, mostly educators and sport professionals, who provided vital user feedback on the digital Competence Hub's design and content. These events fostered local ownership and deepened the sense of community around COMPATH's resources.

## 8. Challenges and Lessons Learned

- **Content Suitability:** Single-image promotional posts on social media yielded lower click-throughs. Future campaigns should emphasise interactive visuals or short-form videos to spark interest.
- **Monitoring Conversions:** Despite encouraging reach, further refinements in tracking sign-up conversions would help quantify the Competence Hub's usage more accurately.
- **Differentiated Messaging:** Aligning the project's narrative to diverse audiences—from policy-makers to young athletes—requires continuous adaptation of tone, language, and technical depth.
- **Event Logistics:** Co-ordinating physical and hybrid events across multiple countries necessitated detailed planning to ensure consistent branding and to address emergent travel or scheduling constraints.

## 9. Conclusions & Recommendations

The COMPATH dissemination and communication activities have successfully reached and, in many instances, exceeded initial targets, particularly in social media engagement and stakeholder participation at events. The project has effectively used its partner network



(notably EAS) and public platforms (EPAS, ENSE, ministerial conferences) to embed COMPATH content in policy agendas and academic discourse.

### Recommended Next Steps

1. **Maintain Fortnightly Instagram Reels:** Continue producing short-form video content with clear calls to action linking to the Competence Hub.
2. **Adopt UTM-Tagged Links:** Embed unique tracking codes in EAS newsletters, LinkedIn posts, and event flyers to better measure platform registrations.
3. **Strengthen Cross-Promotion:** Ensure synergy between LinkedIn and Instagram by referencing cross-platform content, thereby attracting a broader audience.
4. **Targeted Policy Engagement:** Leverage established relationships with EPAS and national ministries for deeper policy integration, especially relevant for dual-career frameworks and digital skilling initiatives.
5. **Post-Project Legacy:** Encourage partners to continue distributing COMPATH modules within their networks, sustaining the platform's usage beyond the project lifecycle.

With these measures in place, COMPATH is poised to consolidate its reputation as a beacon of innovation in dual-career development and pave the way for future EU-funded collaborations that harness sport innovation for youth employability.

### 10. Links

- <https://sportsinnovationshub.com/>
- <https://portal.sportsinnovationshub.com/>
- <https://www.instagram.com/p/DJy6kQjqU1j/>
- <https://www.instagram.com/p/DCJZhqUqr0J/>
- <https://www.instagram.com/p/DABylA9K-iH/>
- <https://www.instagram.com/p/C35z0nrqOQh/>
- [https://www.instagram.com/p/Cs3MHuoq082/?img\\_index=1](https://www.instagram.com/p/Cs3MHuoq082/?img_index=1)
- [https://www.instagram.com/p/CfttDRAsQ\\_F/?img\\_index=1](https://www.instagram.com/p/CfttDRAsQ_F/?img_index=1)
- [https://www.linkedin.com/posts/collective-innovation-as-erasmus-sport-compathproject-sportsinnovation-activity-7330098878551101440-h4l3/?utm\\_source=share&utm\\_medium=member\\_desktop&rcm=ACoAACnJZawBCdghTNIYNdHU-20z97Lm1X8Z7ik](https://www.linkedin.com/posts/collective-innovation-as-erasmus-sport-compathproject-sportsinnovation-activity-7330098878551101440-h4l3/?utm_source=share&utm_medium=member_desktop&rcm=ACoAACnJZawBCdghTNIYNdHU-20z97Lm1X8Z7ik)
- <https://www.linkedin.com/feed/update/urn:li:activity:7258042543278333953/>
- [https://www.linkedin.com/posts/sportidealisten\\_eu-euproject-employability-activity-7327980998023892992-](https://www.linkedin.com/posts/sportidealisten_eu-euproject-employability-activity-7327980998023892992-)



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- <https://www.dualcareer.eu/?s=compath>



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