



SUSTAINABILITY CASE STUDIES

The EY Women Athletes Business Class of 2021



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Objective

1. Provide help, support and wellbeing for athletes in their career transition

Description

- The programme aims to support elite athletes as they make the transition from a sports career to a career in business. The EY programme is a mix of webinars, workshops and a mentor programme – each athlete is paired with a mentor according to their career aspirations. Mentees are taught how to translate their experiences in sport into business excellence. They also identify their strengths and set clear goals for their future.
- For the 2021 programme, applications were made by female athletes from a wide range of sports from all across the globe, with just 15 athletes being selected for the prestigious programme. The trio of successful athletes from hockey were Janne Müller-Wieland of Germany, Hollie Pearne-Webb of England and Great Britain and Aki Yamada from Japan.
- Partnering with organisations providing these kind of services is key as it is equally important to ensure this support can come directly from within the hockey community.

