

Spin-off from the VUB Department of Sports Policy and Management.

Established in 2004.

Milestones

- **2004:** Founding of the company.
- **2005:** Start Foot PASS Deutschland (1. and 2. Bundesliga).
- **2005:** Quality manual 'how to manage a youth academy'.
- **2006:** 1st audits in grassroots clubs.
- **2008:** 1st certification of Bundesliga clubs.
- **2008:** Authorized audit company for the Flemish government.
- **2010:** Agreement with Flemish Football Federation.
- **2010:** 1st edition of the 'Quality in Sports Happening'.
- **2011:** Start Foot PASS England (Premier League and Football League).
- **2012:** ECA Youth Survey (European Club Association).
- **2013:** Start Foot PASS Hungary (Hungarian Football Federation).

Double PASS BVBA

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Quality Assurance of Talent Development Systems in Sports

Double PASS BVBA originated from the **VUB's Sports Management Department** and is the brainchild of founding members Jo Van Hoecke, Hugo Schoukens and Robbie De Sutter. Their complementary skills form the basis of a solid management team. Professor Jo Van Hoecke, PhD from the VUB, is currently teaching Sports Management at the Faculty of Physical Education and Physiotherapy. Hugo Schoukens received his MBA in Sports Management from the University of Leicester, UK and is an ex-banker. Robbie De Sutter, PhD, is a computer scientist and developed the PASS software.

With their international team of sports professionals it's their mission to inspire, stimulate and support federations, leagues and clubs to optimize their talent development system.

Focus on youth development

Several national sport federations and professional leagues use the Professional Academy Support System (PASS), a unique **system for effective measurement and quality assurance in sports**. The focus is on the talent development system of sport clubs. By monitoring critical success factors (CSFs) in youth development programs, Double PASS helps sporting bodies to develop better players and state-of-the-art academy systems resulting in sustainable competitive advantage.

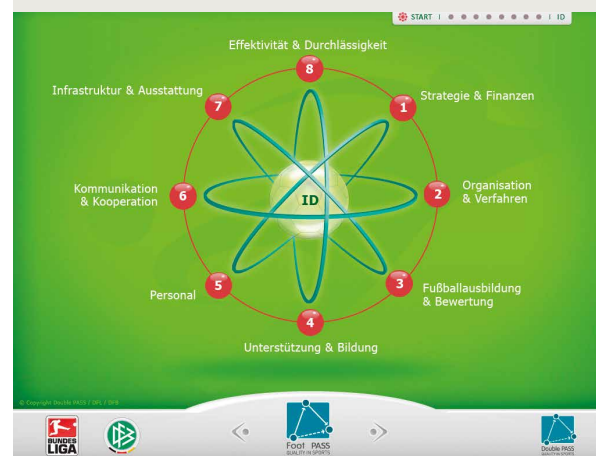
Foot PASS as core product

In the **German Bundesliga**, the independent auditing and certification of academies in professional clubs is considered a key element in their further development and German football as a whole. **Foot PASS** has been used in Germany for more than six years and has increased the development potential of clubs there. In **England**, the **Premier League** and the **Football League** have appointed Double PASS to undertake the independent auditing of the academies of all the professional clubs. Something that has been followed by the Hungarian Football Federation in 2013. In **Belgium and Finland**, PASS is also used to advise amateur clubs on organizing their youth academies. Based on the PASS model, an international survey was recently conducted for the **European Club Association (ECA)** resulting in the most comprehensive analysis ever attempted of youth development in football across Europe.

As Matthias Sammer, former Technical Director DFB explains: "Foot PASS is a quality measurement based on relevant and objective criteria, offering tangible conclusions that shed a clear light on the strenghts and weaknesses of a club's youth development system. The clubs and their managers receive guidelines and support in order to improve quality and operations. The certification system with quality stars urges us to reach higher levels."



From left to right: Hugo Schoukens, Robbie De Sutter, Jo Van Hooeck



Software: Dashboard Foot PASS Deutschland

'The introduction of the quality assurance system Foot PASS has meant the greatest breakthrough in the relationship between the federation and the clubs.'

Bob Browaeys, Technical Director VFV



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