

Heidi Pekkola is Deputy Director at the EU Office of European Olympic Committees (EOC EU Office) in Brussels. The EOC EU Office is the representation of the European Olympic Committees (EOC) to the European institutions. It represents furthermore the interests of the International Olympic Committee (IOC) and other major sport organisations at national, European and international level. Before her current position Heidi worked as Policy Director at the European Non-Governmental Sports Organisation (ENGSO). She has strong expertise in European sports policy for over 10 years and over the years, she has been involved in many activities, projects, seminars and conferences addressing all the major policy topics in sport. Heidi is an advocate for equality and diversity, and has worked a lot in different activities related to gender equality. In 2015-2016, she was Project Manager of successful SCORE (“Strengthening Coaching with the Objective to Raise Equality”) project on gender equality in coaching. Heidi holds a Master’s degree in Social Sciences (Political Science as a major) from the University of Helsinki. She is a passionate sportswoman and a European Champion in ultimate frisbee (2007).