

Press release

Sundsvall, October 27, 2025

SCA and Maqs launch the Association Academy – to strengthen local sports organisations in Västernorrland

SCA and MAQS Law Firm are launching the Association Academy – a new, multi-year development programme aimed at strengthening leadership, organisation, and long-term sustainability among the region's sports clubs.'

In its first edition, the initiative targets Timrå IK (hockey), GIF Sundsvall (football), and Sundsvall Hockey, with the purpose of providing inspiration, knowledge, and practical tools for building professionally managed, value-driven, and community-engaged organisations.

"Sports are one of the strongest unifying forces in our region. Through the Association Academy, we want to help clubs grow even stronger – organisationally and financially – so that they can continue to develop young people, build community, and create pride in Västernorrland," says Anders Edholm, Senior Vice President Sustainability & Communications at SCA.

The Association Academy consists of four training modules to be conducted during 2025–2026, covering topics such as:

- Building a strong organisation
- Economy and sustainable financing
- Communication and brand
- Leadership and culture

The background to the initiative is that many sports clubs today face increasing demands for professionalism, transparency, and long-term planning – from members, partners, and society at large. By bringing together experience from business, law, and successful sports management, SCA and MAQS aim to give clubs better conditions to develop into modern and sustainable organisations.

"In practice, sports clubs are businesses – with employees, sponsors, rights, and responsibilities. Through the Association Academy, we want to share knowledge and tools that strengthen leadership, legal confidence, and trust across the sports movement," says Jan Svedjebrant, Partner at MAQS Law Firm.

The core of SCA's business is the forest, Europe's largest private forest holding. Around this unique resource, we have built a well-developed value chain based on renewable raw material from our own and others' forests.

We offer packaging paper, pulp, wood products, renewable energy, services for forest owners and efficient transport solutions.

In 2024 the forest products company SCA had approximately 3,400 employees and net sales amounted to SEK 20 bn. www.sca.com
SCA was founded in 1929 and has its headquarters in Sundsvall, Sweden. More information at www.sca.com.

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“Thriving clubs attract talent, audiences, and sponsors. With our expertise, we want to help make the region’s sports organisations strong and attractive for the long term,” adds Marie-Anne Lindhardt, Lawyer and Head of Sport & Event at MAQS Law Firm.

The programme will begin on 23 November in Sundsvall, where the three clubs will gather for the first session, themed *“Building a Strong Organisation.”*

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