



Education and Culture DG



European Sport after the White Paper

5th Annual EAS-Conference, Limerick, Ireland,

September 18th-20th, 2008

Andrzej Rogulski

Sport Unit, European Commission

The EU and Sport: 2007 a landmark year

- Adoption by Commission of the **White Paper on Sport** (July 2007)
 - first comprehensive EU initiative on sport
 - strategic approach to pave the way for the future
 - 53 actions in the “Pierre de Coubertin“ Action Plan
 - Within the context of existing EU Treaties

- Inclusion of sport in the **Treaty of Lisbon** (Dec. 2007)
 - soft EU competence for sport inserted in Article 149 EC, alongside education, vocational training, youth
 - complementary, supporting, coordinating action
 - no harmonisation
 - “The Union shall contribute to the promotion of European sporting issues” (policy)
 - possibility for Council + European Parliament to adopt “incentive measures” (programme)

White Paper:

Based on 2 years of consultations with

- sport stakeholders
- MS Governments
- other EU Institutions (esp. EP)
- other COM services (Inter-Service Group Sport)

Response to consultations:

- Comprehensive initiative – holistic approach
- Respect of subsidiarity
- Respect of autonomy of sport organisations
- Respect of current EU legal framework

A **balanced approach** between different sports; amateur and professional sports; specificity and European Treaties

The EU and Sport: 2008 – year of implementation & preparation

- First full year of **White Paper implementation**
 - White Paper will form framework for practical work for at least 5 years
 - Prioritisation by Member States, EP and the sport movement:
 - **EU Sport Ministers**
 - **EU Sport Directors**
 - **EP** – e.g. Resolution on White Paper, May 2008
 - Structured dialogue with sport movement: Annual **EU Sport Forum**, Biarritz (11/2008), informal meetings

- Preparing the **possible** entry into force of the Lisbon Treaty

Thematic Part I: Societal role of sport

Overview:

(Among other things:)

- A. Public health
- B. Fight against doping
- C. Education and training
- D. Active citizenship and volunteering
- E. Social inclusion, integration and equal opportunities
- F. External dimension



A. Public Health

- Overweight and obesity are due to inappropriate nutrition and a lack of physical activity
- EU physical activity guidelines before the end of 2008 (accent on implementation; inspiration for national policy making):
 - Sport (sport organisations are encouraged to do more)
 - Health care, health insurance
 - Urban planning, transport
 - Education/school sport
 - Working environment
- Support for an EU Health-Enhancing Physical Activity Network



B. Fight against Doping

- Doping has left the narrow confines of top-level professional sport
- It has become a societal problem and must be tackled by all relevant actors, incl. the EU
- WP:
 - strengthen cooperation at different levels, esp. among law-enforcement agencies
 - support closer anti-doping cooperation at EU level: new Working Group (1st meeting in June 2008: transport of samples by air; personal data protection; criminalisation of trafficking in doping substances)



C. Education and Training

- Through its role in formal and non-formal education, sport reinforces Europe's human capital
- WP:
 - support sport and physical activity through the Lifelong Learning programme
 - Strategic priorities for 2008-2010 for the LLL programme:
 - Priorities for Comenius actions: 1.1 Mobility and partnerships - School partnerships: - "extending participation in educational opportunities through sports activity"
 - Priorities for Erasmus actions: 2.3.1 Academic networks - "physical education and sport"
 - Priorities for Grundtvig actions: 4.2.3 priority 3: Promoting adult learning for marginalised and disadvantaged citizens and migrants - "using sport to provide learning opportunities to marginalised and disadvantaged citizens."



C. Education and Training

- European Qualification Framework (EQF)
- European Credit transfer system for Vocational Education and Training (ECVET)
- **2 new European projects within the Sport and Active Leisure sector have been accepted** and will be granted European funding (health and fitness and outdoors sectors)



C. Education and Training

- Rules on “home-grown players”: UEFA rules endorsed by the Commission in May 2008:
 - They promote objectives of general interest
 - No direct discrimination (but possible indirect discrimination based on nationality)
 - Rules endorsed subject to a review of their practical consequences by 2012
 - Other team sports welcome to meet and consult Commission



C. Education and Training

- Study on the training of young sportspeople in Europe
 - Results published in July 2008
 - Not an official position (independent study) but
 - Useful input for cooperation with stakeholders
 - A set of 16 recommendations on:
 - Promotion of a workforce with appropriate formal qualifications
 - Protection of the health and the environment of high-level young athletes
 - Promotion of dialogue and cooperation between sports and education
 - Promotion of new financing mechanisms for the training of high-level young athletes
 - Promotion of the societal role of sports
 - Protection of young professional athletes
 - Creation of a European label for training centres



D. Active citizenship and volunteering

- Support through the Europe for Citizens and Youth in Action Programmes
- Europe for Citizens (priorities for 2008):
 - Sport for active citizenship and social inclusion

"In line with the Commission's "White Paper on Sport" priority will be given to actions which – particularly at grass root level – will make use of the potential of sport in promoting volunteering, active citizenship, social inclusion, integration and equal opportunities."
 - "Organisations active in the field of amateur sport" are specifically targeted among the direct beneficiaries of the programme.



D. Active citizenship and volunteering

- Youth in Action (priorities for 2008):
 - sport as a tool to promote active citizenship and social inclusion of young people
 - promoting healthy lifestyles through physical activities including sport
 - sport is also one of the areas of intervention of the European Voluntary Service.



E. Social Inclusion, integration and equal opportunities

- Sport contributes to social cohesion and more integrated societies
- WP:
 - EU programmes and European funds (ERDF, ESF): promote social inclusion through sport and combat discrimination in sport
 - Action Plan on the European Union Disability Strategy:
 - Joint declaration signed with European Paralympic Committee on 8 September 2008: cooperation and financial support
 - Roadmap for Equality between Women and Men 2006-2010



F. External dimension

- Sport plays a role in the EU's external relations
- WP:
 - sport as a tool in the EU's development policy, incl. as a means to make schools more attractive (International Working Group on Sport for Development & Peace)
 - access for girls and women to physical education and sport
 - health promotion and awareness-raising campaigns through sport



Thematic Part II: Economic dimension of sport

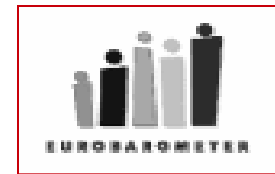
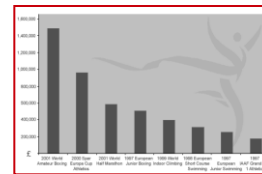
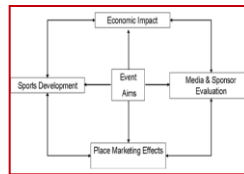
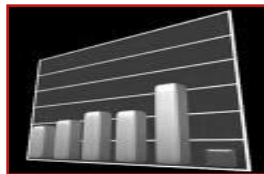
Overview:

- A. Evidence-based sport policies
- B. Public support for sport



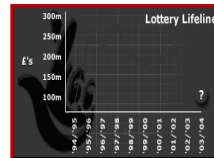
A. Evidence-based sport policies

- Sport policies need to be underpinned by a sound knowledge base
- WP:
 - European statistical method: measuring the economic impact of sport
 - EU statistical definition of sport (“Vilnius definition”)
 - Sport Satellite Accounts
 - Regular sport-related European information surveys (Eurobarometer)



B. Public support for sport

- Public support for grassroots sport is of major importance, not least to ensure open access to sport for all
- WP:
 - EU study on the financing of grassroots sport as contribution to sustainable financing models
 - Defend reduced VAT rates and exemptions for sport



Thematic Part III: Organisation of sport

Overview:

(Among other things:)

- A. The specificity of sport
- B. Free movement and nationality
- C. Players' agents
- D. Licensing systems for clubs
- E. Media

A. The specificity of sport

- The word "specificity" does not appear in earlier EU texts
- WP:
 - Commission's position on what makes sport specific (specificity as "source of inspiration" for application of the *acquis communautaire* to sport)
 - Annexes on competition and internal market rules: further clarity on the application of EU law to the sport sector



B. Free movement and nationality

- Discrimination on grounds of nationality prohibited in the Treaties
- Limited and proportionate restrictions to the principle of free movement in certain areas (e.g. national teams; limits on number of participants in competitions; deadlines for transfers of players in team sports)
- WP:
 - combat discrimination based on nationality in all sports
 - study the complex issue of access to individual competitions for non-nationals



C. Players' agents

- Bad practices in the activities of some agents: instances of corruption, money laundering and exploitation of underage players
- These practices are damaging for sport
- Agents are subject to differing regulations
- WP:
 - get a clear overview of the activities of players' agents in the EU:
 - call for tenders for a study launched in July 2008
 - deadline: 1 October 2008
 - evaluate whether action at EU level is necessary (Impact Assessment in 2009)

D. Licensing systems for clubs

- Robust licensing systems for professional clubs promote good governance in sport
- Such systems must be compatible with EU competition and internal market provisions
- WP:
 - implement and strengthen self-regulatory licensing systems
 - conference on best practices



E. Media

- TV rights: primary source of income for professional sport in Europe
- Right to information and wide access for citizens to broadcasts
- WP:
 - Robust solidarity mechanisms
 - Mechanisms can take the form of a system of collective selling of media rights or of individual selling by clubs, with redistribution



Follow-up mechanisms

Improved structured dialogue on sport at EU level:

- ✓ Annual EU Sport Forum with sport movement
- ✓ Thematic discussions in smaller groups

Strengthened cooperation with EU Member States:

- ✓ Regular meetings of Sport Ministers, Sport Directors, Working Groups
- ✓ Joint definition of priorities
- ✓ Regular reporting by Commission on progress

Enhancing European social dialogue in the sport sector:

- ✓ Address certain governance questions in sport through dialogue between the social partners. European Social Dialogue Committee in Professional Football – launched in July 2008 (EPFL, ECA, Fifpro, UEFA, COM)

Thank you for your attention !

