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1. Preparatory phase


- Dialogue and consultations with sport stakeholders
- Cooperation and consultations with EU Member States
- On-line consultation (777 replies)
- Internal consultations within the Commission:
  - 15 DGs
  - Inter-Service Group “Sport”
2. Main features

a) WHY a White Paper?

- Political momentum
- Expectations: give sport a higher profile in EU policy making
- Potential of sport to contribute to EU's policy goals
- Social and economic developments affecting sport
- IESR, EP Reports
b) WHAT is the WP aiming at?

- Strategic orientation on the role of sport in the EU
- Awareness of the specificities of the sport sector
- Knowledge about the application of EU law to sport
- Visibility of sport in EU policies, programmes and actions
- Debate on specific problems
- Appropriate level of action
3. Part I: Societal role of sport

Overview:

A. Public health  
B. Fight against doping  
C. Education and training  
D. Volunteering and active citizenship  
E. Social inclusion, integration and equal opportunities  
F. Fight against racism and violence  
G. External dimension  
H. Sustainable development
3. Part I: Societal role of sport

What is the “societal role”?

- Not economic and not purely sportive.
- Greatly interest among citizens of the EU.
- Enormous outreach (60% of citizens participate in sporting activities on a regular basis within or outside some 700,000 clubs)
2.1. Enhancing public health through physical activity

*Why have this in a White Paper on Sport?*

- Lack of physical activity leads to overweight, obesity and connected chronic conditions
- Not just a question of nutrition
- Commission's White Paper "A Strategy for Europe on Nutrition, Overweight and Obesity related health issues“ (20.05.2007) stressed the importance of physical activity.
3. Part I: Societal role of sport

2.1. Enhancing public health through physical activity

*Proposals:*

- (1) Commission to develop new physical activity guidelines with Member States by 2008.
- (2) Commission to support EU Health-Enhancing Physical Activity (HEPA) network.
- (3) The Commission will make health-enhancing physical activity a cornerstone of its sport-related activities and will seek to take this priority better into account in relevant financial instruments.
2.2 Joining forces in the fight against doping

Doping = not just a problem for sport

- (4) Develop partnerships between law enforcement agencies (bo, laboratories accredited by the World Anti-Doping Agency (WADA) and INTERPOL
- Commission recommends that doping trade substances be treated in the same manner as drugs trade.
- (5) Commission to play a facilitating role, e.g., for a network of national anti-doping organisations of Member States.
2.3 Enhancing the role of sport in education and training:

- (6) Sport and physical activity to be supported through the Lifelong Learning programme.
- (7) Sport sector to get support via the European Qualifications Framework (EQF) and the European Credit System for Vocational Education and Training (ECVET).
- (8) Commission to introduce an award or label for most sport-minded schools.
- (9) Study to look further into implications for young professional players in connection with training centres.
Part I: Societal role of sport

2.4 Promoting volunteering and active citizenship through sport

- (10) Commission and Member States to identify key challenges for non-profit sport organisations.
- (11) Commission to support grassroots sport through the Europe for Citizens programme.
- (12) Commission encourage young people's volunteering in sport through the Youth in Action programme.
- (13) Commission to develop exchange of information and best practice on volunteering in sport involving Member States, sport organisations and local authorities.
- (14) Commission to launch study on volunteering in sport.
2.5 Using the potential of sport for social inclusion, integration and equal opportunities:

- (15) The Commission to suggest using PROGRESS, LLL, Youth in Action and Europe for Citizens programmes to support actions promoting social inclusion through sport and combating discrimination in sport.
- (16) Sport into the EU European Union Disability Strategy
- (17) Use Roadmap for Equality between Women and Men 2006-2010 to encourage the mainstreaming of gender issues into all its sports-related activities
Part I: Societal role of sport

2.6 Strengthening the prevention of and fight against racism and violence:

- (18) Commission to continue promoting existing cooperation frameworks such as Football against Racism in Europe (FARE).
- (19) Promote exchange of operational information and practical know-how between law enforcement services and with sport organisations;
- (20) Analyse possibilities for new legal instruments and other EU-wide standards
2.5 Using the potential of sport for social inclusion, integration and equal opportunities: (continued)

- (21) Promote a multidisciplinary approach, prevention, fan-coaching…
- (22) Cooperation among law enforcement services, sport organisations and other stakeholders
- (23) Mobilise programmes (Youth in Action, Europe for Citizens, DAPHNE III, Fundamental Rights and Citizenship and Prevention and Fight against Crime)
- (24) High-level conference with stakeholders … November 2007
Part I: Societal role of sport

2.7. Sharing our values with other parts of the world:

- (25) Commission to use sport in its development policy
- (26) Include sporting issues in Commission’s dialogue with partner countries
- (27) Mainstream sport into migration and mobility issues
- (28) Mainstream sport into the Policy Plan on Legal Migration
Part I: Societal role of sport

2.8 Supporting sustainable development:

- (29) Link sport with the Eco Management Audit Scheme (EMAS) and Community Eco-Label Award schemes
- (30) Promote green procurement
- (31) Raise awareness with relevant stakeholders (policy makers, SMEs, local communities)…
- (32) Take sport into account as part of the "Information and Communication" component of the new LIFE+ programme.
4. 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
  - Regular sport-related European information surveys
  - Study the sport sector’s contribution to the Lisbon Agenda
  - Exchange of best practices on the organisation of large sport events
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:
  - Sustainable financing model: long-term support to sport organisations
  - EU study on the financing of grassroots sport
  - Reduced VAT rates for sport
5. Part III: Organisation of sport

Overview:

A. The specificity of sport
B. Free movement and nationality
C. Transfers
D. Players’ agents
E. Protection of minors
F. Corruption, money laundering, and other forms of financial crime
G. Licensing systems for clubs
H. Media
A. The specificity of sport

- "Specificity" = source of inspiration for the application of Internal Market and competition rules to the sport sector

- WP:
  - Commission's position on what makes sport specific: specificity of sporting activities and sporting rules; specificity of sport structure
  - In line with past cases (ECJ, COMP), the specificity of sport will continue to be recognised.
  - No general exemption from the application of EU law. A case-by-case approach necessary to assess compatibility with EU law
  - Annexes on competition and internal market rules: useful guidance 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: examples of specificity:
  - Right to select national athletes for national team competitions
  - Need to limit the number of participants in competitions
  - Setting of deadlines for transfers of players in team sports
- WP:
  - Combat discrimination based on nationality in all sports (dialogue, infringements), unless justified by specificity
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 national regulations
- WP: Impact Assessment:
  - get a clear overview of the activities of players' agents in the EU
  - evaluate whether action at EU level is necessary
D. Protection of minors

- Trafficking of minors in some sports is an issue of major concern
- WP:
  - implementation of existing EU legislation
  - cooperation on the protection of the moral and physical integrity of young people: information on existing legislation, minimum standards, exchange of best practices
E. Corruption, money laundering and other forms of financial crime

- Concerns about illegal financial practices in the field of sport
- WP:
  - public-private partnerships: identify vulnerabilities to corruption in sport, develop preventive and repressive strategies to counter corruption
  - implementation of EU anti-money laundering legislation with regard to the sport sector
F. 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 with UEFA, EPFL, Fifpro, national associations and national leagues on best practices
G. Media

- TV rights: primary source of income for professional sport in Europe
- Sport media rights: key content for media operators
- Right to information and wide access for citizens to broadcasts (TVWF Directive)
- WP:
  - Robust solidarity mechanisms
  - Mechanisms can take the form of a system of collective selling of media rights (specificity) or of individual selling by clubs, with redistribution
6. Next steps

A. Improving the structures for dialogue on sport at EU level:
   ✓ greater efficiency while remaining inclusive

B. Strengthening cooperation with EU Member States, including a re-enforced Rolling Agenda for Sport:
   ✓ ensure progress and coherence in the political debates on sport

C. Enhancing European social dialogue in the sport sector:
   ✓ address certain governance questions in sport through dialogue between the social partners
June 2007: European Council sets Mandate for IGC, including sport

IGC to conclude later this year

Ratification foreseen by summer 2009

Likely result: Reform Treaty including provision on sport:
- Sport becomes part of work of EU Council
- Sport programme

The White Paper: A steps towards the integration of sport in the Reform Treaty
Thank you for your attention!