



Education and Culture DG



White Paper on Sport

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1. Preparatory phase

White Paper consultation phase (2005-2007)

- 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)



3. Part I: Societal role of sport



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.



Part I: Societal role of sport



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.



Part I: Societal role of sport



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.



Part I: Societal role of 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
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Part I: Societal role of sport



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

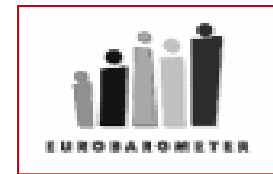
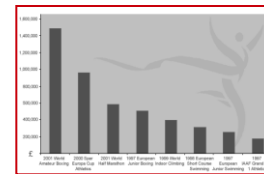
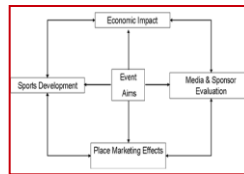
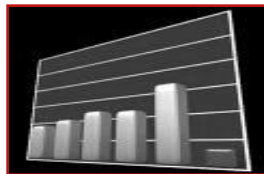
Overview:

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



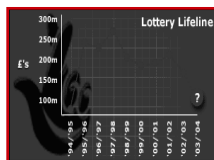
A. Evidence-based sport policies

- 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

Perspectives for the future:

- ❑ 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 !

