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# *EOC*

Liaison Office at the European Union



**Report on the impact of the activities  
of the European Union  
on sports**

**July 2003**



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## General policy

### 1st Italian Presidency

On 1 July 2003 Italy took over the Presidency of the European Union from Greece. In January 2004 Italy will be relieved by Ireland. During the Italian Presidency, the priorities in the field of sport lie in the following areas:

- fight against doping; WADA and its financing
- expansion: introduction and inclusion of the new Member States in European sports policy
- improving international cooperation
- sports article in draft constitution.

The informal meeting of Sports Ministers will take place on 2/3 October 2003 in Florence, and the European Sports Forum on 21/22 November 2003 in Verona.



## Sport

### Legal questions

#### 2nd Olympic Games: issuing of visas

On 15 July 2003 the EU Council adopted a 'Regulation relating to measures envisaged to facilitate the procedures for applying for and issuing visas for members of the Olympic family taking part in the 2004 Olympic or Paralympic Games in Athens '. This follows on from the Commission's proposal of April 2003 (see Ministerial Decree of 04/03), which is aimed at simplifying the procedure for applying for and issuing visas.

According to the Regulation, the national Olympic and Paralympic Committees can submit applications for the issuing of visas for each of the selected participants in the 2004 Olympic and Paralympic Games (athletes, officials, media representatives, etc.) jointly as a group application to the Organising Committee for the 2004 Games. This should happen together with the applications for the issuing of accreditation cards, which contain the full names, nationality, sex, date and place of birth together with the number and type of passport, indicating the period of validity. Both applications will be passed on by the Organising Committee for the 2004 Olympic Games to the Greek authority responsible for issuing visas. The visa will come in the form of two specific numbers directly on the Olympic accreditation card, so that the simultaneous presentation of accreditation card and passport will allow the



holder to travel to Greece. This applies for the Olympic Games from 13 July to 29 September 2004 and for the Paralympic Games from 18 August to 29 October 2004.

The collective and free application and issuing of visas for all members of the Olympic family is intended to facilitate the organisation of the Games. An evaluation of this measure will determine to what extent the measures taken for Athens 2004 can also be applied to future Olympic and Paralympic Games.

This Regulation is not binding and/or applicable as regards Denmark, the United Kingdom and Ireland. However, Denmark will decide over the next six months whether to transpose the Regulation into national law. In the other twelve States it came into force on the twentieth day after its publication in the Official Journal of the European Union, i.e. on 11 August 2003. The Regulation can be requested from us:



[info@eu-sports-office.org](mailto:info@eu-sports-office.org)

### **3rd UEFA – marketing rights**

The Commission has exempted the regulation of the European football association UEFA on the joint marketing of the media rights to the Champions League by decision (see Monthly Report 08/09 2002). Alongside broadcasters,



recent media such as Internet and phone operators will now also have access to the games, and associations can also market some of the rights themselves.

The new regulation will apply from the 2003/04 season. The new marketing system can be summarised as follows:

- In addition, UEFA is also selling the rights to the live transmissions of games, which will be shown on Tuesday and Wednesday evenings. The most important rights will be divided into two bundles (gold and silver packages), from which buyers will be able to select the two most interesting games.
- Furthermore, UEFA will initially have sole authorisation to sell the other games. However, should UEFA not be able to sell this so-called bronze package within a certain period, the individual associations will be allowed to market the rights themselves.
- The new marketing regulation also offers the new media greater commercial prospects, since both UEFA and the associations will be able to sell Champions League content to Internet operators and telecommunications companies wishing to develop or promote the new UMTS mobile services.
- For the first time, the individual associations will also be able to utilise the rights to delayed broadcasts on television and archive material, e.g. for the production of videos, and therefore provide their fans with a better and greater choice.
- In each case UEFA will offer the rights for a maximum of three years in a



public invitation to tender, giving every broadcasting corporation the opportunity to submit a bid.

#### **4th German national football league: new broadcasting rights**

Following the formal approval of the broadcasting rights for the UEFA Champions League, the European Commission announced its intention to exempt the new marketing model for the broadcasting rights to the 1st and 2nd German national divisions from the cartel ban. In contrast to the usual joint selling, the new marketing system should provide greater competition between the associations and the media companies and more live TV broadcasts through the sale of a variety of rights packages for the maximum duration of three seasons. The packages will be offered by the league association or an independent marketer.

Specifically, the regulation provides for a package with the main game days and a package with the other game days for the live broadcasting rights to the 1st and 2nd leagues. A further package contains the rights for an initial highlights programme as well as either the live broadcasting rights for two games from the 1st division or four games from the 2nd division. In addition, packages for the second and third usage rights will be made available. The Internet and mobile rights for live and delayed transmission will be marketed



centrally. The associations can market their home games themselves on free TV 24 hours after the match. Each association can also offer live clips on mobiles and use game scenarios for its Internet site.

As in the case of the UEFA marketing rights for the Champions League the Commission will outline the model of the league association in the Official Journal prior to final approval and invite all interest parties to submit observations.

The regulations should enter into force as regards television in July 2006, and in all other areas two years earlier, in July 2004.

#### **5th Commission proposes reduced VAT rates**

On 16 July 2003 the European Commission has presented a “Proposal for Council Directive amending Directive 77/388/EEC as regards reduced rates of value added tax”.

The purpose of the proposal is to afford Member States equal opportunity to apply reduced rates in certain fields (e.g. restaurants, housing and the supply of gas and electricity) and to rationalise the numerous derogations currently applying in some Member States. The aim is to improve the functioning of the internal market and avoid potential distortions of competition.





Therefore, the Commission proposes the rationalisation of the list of goods and services to which the Member States have the option of applying reduced rates laid down in the old Directive from 17 May 1977 (77/388/EEC, Annex H). Instead of numerous derogations concerning certain Member States, all the fields mentioned in the new list will be valid in all Member States, including the admission to sporting events and the use of sporting facilities

Nevertheless the Commission's proposal is based on the principle of voluntary action, i.e. the Member States are not obliged to introduce new reduced VAT rates.

From the sports point of view, the proposal offers to all Member States the possibility to apply reduced VAT rates of at least 5% (instead of the normal rates of at least 15%) on the admission to sporting events and the use/ renting of sporting facilities.

The final version of the proposal will be forwarded to the European Parliament and the Council within the consultation procedure.





## Support programmes

### 6th Call for proposals: Integration of third-country nationals

The European Commission published a call for proposals for the integration for migrants from third-countries within the INTI programme (integration of third-country nationals) in the Official Journal.

The pilot projects shall promote the following objectives:

- Promoting the integration of nationals of non-member countries through specific projects notably language courses and information on the distinctive cultural, political and social characteristics of the country in question, including citizenship and European fundamental values,
- Developing dialogue with civil society,
- Seeking out and evaluating best practice in the integration field. In this context a multicultural capital of Europe should be selected from among the cities which have achieved the most successful practical integration of refugees and asylum seekers, through programmes of education, including the arts, drama and music, **sport** and local community initiatives,
- Developing integration models,
- Setting up networks at European level.

Part of this appropriation may be used to address root causes of migration.



This call for Proposals is addressed to any legal persons, registered in one of the 15 Member States. Actions may include partners and participants from candidate countries and third countries on a no-cost basis.

Projects must be submitted by at least three organisations (private, public companies or NGOs ) registered in different Member States , one of which will be the lead partner.

Proposals must be sent by 29 August 2003 at the latest.



[http://europa.eu.int/comm/justice\\_home/funding/inti/docs/appel\\_inti\\_2003\\_en.pdf](http://europa.eu.int/comm/justice_home/funding/inti/docs/appel_inti_2003_en.pdf)

[http://europa.eu.int/comm/justice\\_home/funding/inti/funding\\_inti\\_en.htm](http://europa.eu.int/comm/justice_home/funding/inti/funding_inti_en.htm)

## 7th General call for proposals : SOCRATES

The Commission called for proposals for the year 2004 concerning the programme of Socrates (closing date for certain actions is 1 November 2003).

This community action programme in the field of education covers the following actions:

- **Comenius** (school education)
- **Erasmus** (higher education)



- **Grundtvig** (adult education)
- **Lingua** (teaching and learning of languages)
- **Minerva** (open and distance learning, information/communication technology)
- **Observation and Innovation in Education Systems and Policies**
- **Joint Actions** (linking Socrates with other Community programs)
- **Accompanying measures** (supporting a range of initiatives)

Grants are also available to enable to undertake preparatory activities in another participating country in order to lay the foundations for future projects or networks. This general call adds specific calls for proposals relating to certain actions within the programme.

Besides the general criteria and priorities the Commission can define annual horizontal priorities that cover all actions of the programme for the period covered by the present call for proposals. In the call at hand the European Year of Education through Sport 2004 is listed as one of those priorities. The focus is on the promotion of the social and educational values of sport as well as on the cooperation between education establishments and sport organisations. As a consequence the general set-up to receive EU-support for the implementation of sport-related projects in the sector of education will be rather well.



Also “health education” should be considered by defined actions.

The budget available for the Socrates programme (covering the 2000–2006 period) in 2004 amounts to about EUR 328 million (enlarged EU 25). In addition to the 15 Member States of the European Union, the programme is also open to participation by the EFTA–EEA countries (Iceland, Norway, Liechtenstein) as well as the acceding and candidate countries (also Turkey).

The call also contains the deadlines for the specific actions as well as the contact addresses of the national agencies for Socrates in the participating countries.



<http://europa.eu.int/comm/education/socrates.html>

## **8th Call for tenders in the field of sport**

Yesterday the European Commission has published a contract notice concerning the carrying out of four studies on education and sport, which will include organizing a sector–based conference for each lot.

The four lots are:

1. how young sportsmen and women are trained in Europe and the methods



employed to reintegrate them into the education system and/or working world once their sporting career has come to an end.

2. situation in Europe of training in sports occupations and its bearing on job creation in the sector.

3. how sport, which is a non-formal educational tool, contributes to multicultural dialogue between young people, encouraging new migrant groups to integrate.

4. new habits tending to involve young people in sedentary activities; analysis of the consequences for education and the role of sports activities in providing an equilibrium.

The final date for the submission of tenders is the 3<sup>rd</sup> October 2003. Tenders may be submitted for one lot, for several lots or for all the lots. A time limit of 8 months from award of the contract is foreseen for the completion of the studies.

In case of interest please contact the Sports Unit of the EU Commission.

Contract and additional documents can be ordered until 10<sup>th</sup> September 2003

at the following address:



European Commission

Education and Culture DG, Unit C.5 Sport

Att: Secretariat of the Sport Unit (B100 5/48)

Rue de la Loi/Wetstraat 200

B-1049 Bruxelles/Brussel

Tel.: (32-2) 295 03 56

Fax: (32-2) 295 77 47

E-mail: [eac-unite-c5@cec.eu.int](mailto:eac-unite-c5@cec.eu.int)

A further call for tender for an external evaluation of the European Year of Education through sport will be published in autumn this year. The available amount for this study will probably be between EUR 150.000 and 200.000.

We will inform you about the call as soon as possible.



## Miscellaneous

### 9th Italian proposal on hooliganism

The Italian Presidency would like to extend bans imposed in a Member State on travelling to football stadiums to the whole EU, in particular for international encounters. Italy will submit a proposal to the other Member States in this respect. Therefore those States that do not yet possess the appropriate legislation should first modify their laws so that people who acted violently at previous sporting events can be denied access to other football matches.

To ensure that stadium bans can also be observed in other Member States, the Member States should inform each other of any bans imposed via the national information centres in line with the Italian proposal.

A study carried out for the Council into violence at football matches during the 2001–2002 season shows that up to now access bans have only been used in a few countries in the EU. Thus Italy, the United Kingdom, Germany and the Netherlands each imposed between 2200 and 1000 bans, while in all the remaining Member States only 68 stadium bans were imposed over the same period.





## Glossary

### **Cooperation procedure (Art. 252 EC Treaty)**

The cooperation procedure applies solely in questions of economic and monetary union.

In contrast to the information procedure, the cooperation procedure provides for two readings in Parliament. The common position of the Council is only established after the first reading in Parliament. If the Parliament rejects the common position at the second reading, the Council can only take the decision unanimously or block it entirely. If the Parliament makes suggestions for changes at the second reading, the Council can decide by simple majority, provided the Commission has adopted the Parliament's suggestions for changes. However, the Council must decide unanimously if it wishes to depart from the proposal examined by the Commission or if the Commission has not accepted the Parliament's suggestions for changes.



**Communication:**

We would like to inform you that our new web site [www.eu-sports-office.org](http://www.eu-sports-office.org) has been launched.

From now on you will find the monthly headlines in a new shape, an overview of European sport policy, useful links and of course information about our office.

**Due to the summer break, the next Monthly Report will appear at the end of September as a double edition!**