

# *EOC*

Liaison Office at the European Union



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

**May 2007**



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## General Policy

### **1st New Sports Minister in Sarkozy Government**

Roselyne Bachelot-Narquin, the future Minister in charge of health, youth and sports in the Sarkozy government, was born on December 24th, 1946 in Nevers. She holds a Doctor title in Pharmacy. In 2002 she was spokeswoman of the presidential campaigning team of Jaques Chirac in 2002 and from 2002 to 2004 she was Minister for Environmental and Sustainable Development in the government of Jean-Pierre Raffarin.

Since June 2004 she is Member of the European Parliament for the Europeans People's Party (Christian Democrats).

## Sport

### **News from the Institutions**

### **2nd European Commission launches on line information tool on taxes in Europe**

The European Commission has launched a new information tool for citizens and business "Taxes in Europe". This very complete on-line database provides information on the main taxes in force in the EU Member States. It offers information on around 500 taxes, such as tax base, main exemptions, applicable rate. In addition, it gives information on the revenue generated by each tax. Access is free for all users. The database will also be updated every



year by national authorities.

On sport related matters, this new website will be a very useful tool for the organisation of major international sport events, taking place in Europe, as well as for the professional athletes, who often have to face the complexity of different levels of national taxation. It will therefore be much easier for sports actors involved in a transnational activity to know quickly which and how the taxation rule is applicable.



[http://ec.europa.eu/taxation\\_customs/taxation/gen\\_info/info\\_docs/tax\\_inventory/index\\_en.htm](http://ec.europa.eu/taxation_customs/taxation/gen_info/info_docs/tax_inventory/index_en.htm)

### **3rd European Commission: Annual Report on Water Quality**

The European Commission has presented its latest annual report on the quality of coastal waters, rivers and lakes in the countries of the European Union.



[http://ec.europa.eu/news/environment/070531\\_1\\_en.htm](http://ec.europa.eu/news/environment/070531_1_en.htm)

### **4th European Commission: White Paper on Nutrition approved**

On 30 May, the European Commission (EC) approved a White Paper on Food containing many proposals concerning how the EU could deal with food-related health problems of overweight and obesity.



For example, the EC calls on the food industry to optimise product composition as well as to provide better food labelling. It also wishes to emphasise the benefits of physical activity and to encourage Europeans to take more exercise.

The EC also calls upon private players in the EU to take action. Physical activity is to be promoted through advertising and marketing campaigns by sports associations.

## Legal Questions

### 5th Political agreement on new Directive for Europe's audiovisual media

After a legislative process of 18 months, a political agreement has been reached on the new Audiovisual Media Services without frontiers Directive. Both the European Parliament and Council agreed on the main aims of the Commission original proposal to modernise the rules governing the audiovisual services industry. The Directive should enter into force by the end of 2007.

The new Audiovisual Media Services without frontiers Directive will allow the audiovisual sector confront the profound changes it faces to accommodate technological and market developments. The Directive covers all audiovisual media services – from traditional TV broadcasts to emerging on-demand TV–



like services.

The modernised Directive remains fully based on the country of origin principle.

Audiovisual producers will also benefit of less detailed and more flexible advertising rules, opening up new attractive avenues of finance, and will ultimately stimulate the content production sector.

Citizens are granted new rights by the modernised Directive. This includes the right to access extracts of important events for general new purposes, clear identification of the media service provider; improved access for people with visual or hearing disability to audiovisual media services, and clear rules on product placement, obliging broadcasters to inform consumers when it takes place.

The new Directive also reasserts key European values, requiring Member States to protect minors and to prohibit content that would incite religious or racial hatred.



[http://ec.europa.eu/information\\_society/newsroom/cf/itemlongdetail.cfm?item\\_id=3430](http://ec.europa.eu/information_society/newsroom/cf/itemlongdetail.cfm?item_id=3430)



## Aid Programms

### 6th Launch of the new “Europe for Citizens” programme

The new “Europe for Citizens” programme was launched on 10 May. Its aim is to promote active European citizenship through the joint financing of projects to be carried out in the participating countries within the framework of the following four Actions:

Action 1, “**Active Citizens for Europe**”: involves citizens directly, either within the context of town twinning programmes or through other citizens projects;

Action 2, “**Active Civil Society in Europe**” is targeted at European civil society organisations that may either apply for structural funds on the basis of their work programme or for financial aid for cross-border projects;

Action 3, “**Together for Europe**”: promotes events with a large public impact, studies and publicity to reach a cross-border audience that is as wide as possible and to make Europe more accessible to its citizens;

Action 4, “**Active European Remembrance**”: supports measures to maintain the most important sites and archives that have a connection with mass deportations as well as measures to remember the victims of National Socialism and Stalinism.

The total funds for the programme amount to EUR 215 million for 2007–2013.



In the process of setting up the programme, the EU Office of German Sports, together with its Partner Organisations, was successful in its endeavours to have sport explicitly included.



[http://ec.europa.eu/citizenship/index\\_en.html](http://ec.europa.eu/citizenship/index_en.html)

### **7th Local capital for social purposes – best practice example from Baden-Württemberg**

Cooperation, projects, action and fun – the LOS funding programme in Reutlingen is developing many activities. LOS stands for local social capital and it is being funded by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth and the European Social Fund. It is taking place in Reutlingen for the third time from September 2006 to summer 2007. LOS enables participants to gain further training, to prepare for vocational goals or to set up their own a business and to get involved in the town with others. Participation in LOS projects is free of charge.

Schools, kindergartens, a youth centre, the health authority, doctors, clubs and other institutions, for example, are cooperating in a health network offering the following activities:

– Javelin: Through sporting and practical educational challenges, young people in grades 8 and 9 practise skills and the ability to work in a team as





preparation for the world of work.

- Dance and the body: Perception of the body and social learning between school and work.
- Cooking and exercise: Nutritional and physical awareness, first experiences with jobs in the field of nutrition.

### **8th Appeal in the field of equality of opportunity and integration**

The European Commission's appeal is based on the strategies which the individual EU Member States have developed within the framework of the Community programme for employment and solidarity PROGRESS. The main aim of the programme is to make decisive progress in alleviating poverty and social exclusion.

Projects are sought which occupy themselves with such things as improving access to high-quality services such as health care, social services and life-long learning, as well as promoting the integration of people with disabilities or with a migration background.

The activities have to begin between 1 November and 31 December 2007 and have a term of between 18 and 24 months. In all, some EUR 5.6 million will be available, which will be distributed among approximately 10 projects. Up to 80 per cent of their costs may be funded.



The deadline for the submission of applications is 13 July 2007.



[http://ec.europa.eu/employment\\_social/emplweb/tenders/tenders\\_en.cfm?id=1485](http://ec.europa.eu/employment_social/emplweb/tenders/tenders_en.cfm?id=1485)

## Miscellaneous

### **9th Workshop “Dual Career: Balancing Top–level Sport, Education and Occupational Career”**

Within the framework of the German Presidency of the European Council, a workshop entitled “Dual Career: Balancing Top–level Sport, Education and Occupational Career” took place from 5 – 6 May. Sportsmen and sportswomen and experts from Federal and Land governments, EU Member States, umbrella sports associations, National Olympic Committees, companies and sports scientists convened in Stuttgart to find out about possibilities of making it easier to follow a career path (also after a sporting career).

As well as Dr Wolfgang Schäuble, Federal Minister of the Interior, the speakers on the subject of supporting dual careers were Dr Thomas Bach, President of the German Olympic Sports Confederation, Patrick Hickey, President of the European Olympic Committees, Sir Philip Craven, President of the International Paralympic Committee, and Claudia Bokel, Chairwoman of the EOC Athletic Commission.

The workshop participants underlined the responsibility of the sportsmen and



sportswomen themselves for their occupational career after the end of their sporting career. At the same time, specialist sports associations and sports organisations should set up or expand advisory services in order to support sportsmen and sportswomen during and after their top-level career. The educational systems in the different countries should become more flexible so as to optimise the compatibility of sports training, competitions and vocational training. Within this framework, courses should be adapted to the requirements of top-level sport.