March 2022





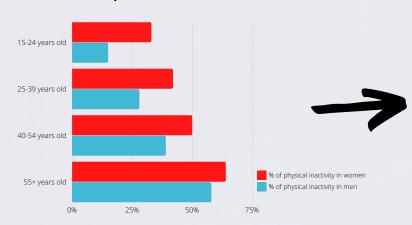




MARCH 2022

FACTS & FIGURES

Physical inactivity of women compared to men



Source: Towards more gender equality in sport - Publications Office of the EU (europa.eu)

Recommendations to increase gender equality in sport



Mainstream gender equality in policies and legislation



Create gender equality action plans



Guarantee equal access



Monitoring of progress/implementation













♡ 23

Reply 🛆 Share this Tweet





The EOC EU Office is looking for new trainees for the period September 2022 - January 2023! If you are interested you can send your CV and letter strobach@euoffice.eurolympic.org before the 30th of April. All information on our website: https://euoffice.eurolympic.org/internships





• Editorial 4



EU SPORT POLICY AND FUNDING NEWS

French Presidency organises first Ministerial Conference on the topic of Green Sport
 High-Level Group on Gender Equality in Sport hands over its recommendations to Commissioner Gabriel
 The European Parliament launches discussions on E-Sport and Videogames
 Council of Europe hosts 'Women in Sport' roundtable to celebrate International Women's Day
 Online piracy: event advocates for effective measures in the fight against illegal livestreaming

PARTNERS' CORNER

Athletes' representatives discuss the future of sport in Europe with
 Vice-President of the European Commission
 European Youth Olympic Festival delivers message of hope for young athletes
 New ASOIF paper highlights IF role and the importance of the solidarity model of organised sport
 Upcoming events







EDITORIAL

Dear Readers.

The war in Ukraine continues to dominate political headlines inside and outside Europe. While many Ukrainians are struggling to survive, organised sport in Europe is trying to help as much as possible. The countless activities go far beyond the reception of individual athletes or teams. Many activities are in line with the actions of aid organisations and are aimed at providing basic supplies for the population in Ukraine. This commitment is to be expressly appreciated and linked with the hope that the rapid integration of the refugees will not fail due to excessive bureaucratic hurdles.

It is not easy to talk about sporting events at this time. But the European Youth Olympic Festival in Vuokatti, Finland, is worthy of an exception. Europe's largest multi-sport event for young people aged 14-18 made it clear that in particular this age group needs such sporting events to overcome for a while the thoughts surrounding Covid-19 and the start of the war in Ukraine. The participation of the Ukrainian team was only made possible by the joint support of many delegations and especially by the commitment of the Finnish hosts. In the "European Year of Youth", such sporting events are an important signal and the summer EYOF in Banska-Bystrica, Slovakia, at the end of July will also make an important contribution in this regard.

The Erasmus+ Sport Programme can certainly be considered a success project of the European Commission. The annual increase in the number of applications is an important indication, but also leads to an increase in the rejection rates and thus the frustration of many applicants. This is especially true for the first years of the newly launched programme, as the budgets only increase from year to year. This development was predictable and also difficult to avoid. Less understandable is the delay of several months in the selection of projects, which turns the original planning of many applicants upside down. It is to be hoped that the responsible agency, EACEA, will react flexibly to requests for changes, as it has already done in the context of Covid-19.

The "High-Level Group on Gender Equality in Sport", convened by EU Commissioner responsible for Sport, Mariya Gabriel, presented its final recommendations in mid-March. In it, many topics that have been discussed for many years are called up once again. The six topics range from higher participation in leadership positions in federations or among coaches to areas such as equal pay, media presence and gender-based violence in sport.

The EOC EU Office, together with eight NOCs, will address the issue of "Promoting Women in Leadership" in its just approved EU project GAMES and hopes that the other recommendations of the High-Level Group will also see further steps of implementation.

Kind regards,

Folker Hellmund Director EOC EU Office

Jolb. Cellell







EU SPORT POLICY AND FUNDING NEWS

French Presidency organises first Ministerial Conference on the topic of Green Sport

The French Presidency of the Council of European Union organised a ministerial conference on 3 March entitled "Towards a green and sustainable deal for sport" in the European Parliament in Strasbourg.

During the conference, 6 roundtable discussions were held across three sessions. High profile including Roxana Maracineanu. speakers (Minister Delegate for Sport, France), Anders Ygema (Swedish Minister for Integration and Migration), Filip Neusser (Head of the Czech National Sports Agency), and Mariya Gabriel (European Commissioner for Innovation. Research, Culture, Education and Youth) highlighted the relevance of the event towards furthering the sport movement's commitment to climate action and environmental sustainability. In this view, sport's ability to promote societal change was praised, and the need to engage all sectors of society in the Sustainable of the UN's achievement Development Goals was underlined.

Transversal views on sport and environment

The impact of sport on the environment, biodiversity and the consequences of climate change on sport and physical activity were discussed in the first two roundtables. Participants from diverse backgrounds (e.g. International Union for Conservation of Nature - IUCN, Surfrider Foundation Europe, WWF, Protect Our Winters, Decathlon, universities) discussed innovative ideas, perspectives and environmental strategies to promote sustainability of sport-related activities. In this view, speakers commented on the need to promote combined initiatives towards climate action, to foster cross border cooperation and the dissemination of good examples, to use sport as a mean to mainstream climate issues, to promote active mobility, and to increase awareness of the impact of sport to the environment.

The impact of environmental sustainability in the sport goods industry was later discussed by highly relevant stakeholders within the sector. In this view, new business models leveraging climate action on a systemic level were presented and endorsed.

Initiatives for a greener and sustainable sport

In the third roundtable discussion, participants (including from the Spanish Ministry of Culture and Sports, Strasbourg Tennis International, International Cycling Union and Discovery) discussed the impact of major sporting events on climate, and presented suitable strategies and initiatives to increase their sustainability. Major sports equipment manufacturers were invited to provide their views on the production and sale of sporting goods and equipment during the fourth roundtable. In this panel discussion, initiatives towards sustainable production were set forth and new trends in circular design and eco design were addressed. A final round table discussed the intersection of sport activities with tourism, and the impact on environmental policy. In this view, French National Olympic and Sports Committee's initiatives to raise awareness climate action among associations at national level were highlighted and a testimony on Formula E's sustainability efforts was put forward.

European perspectives

The third session of the day "what perspectives at European level?" entailed a final round table discussing the European outlook and how EU action and policies can contribute to sustainable and eco-friendly sport.





MARCH 2022

In this view, the European Commission's strategy to use sport to leverage climate action was detailed by Peter Fischer (Sport Unit), as well as suitable strategies to incentivise the engagement of firms in climate action. Mattew Campelli Furthermore. from Sustainability Report advocated for the importance of sport organisations developing projects in climate action and the need to educate people in leadership positions towards environmental sustainability. Representing the Milano-Cortina 2026 Organising Committee, Gloria Zavatta mentioned the employed strategies to reduce the footprint of the whole event. A final conclusion on the event was provided by the great witness Andrew Georgiou, President for Sport at Discovery. In his speech, Georgiou advocated for the use of sport as a tool to raise awareness and demand change and provided a comprehensive background on Eurosport's initiatives, partnerships and policies leveraging climate action.

French Minister for Sports, Ms. Maracineanu, provided the final remarks of the day, urging for the need to anticipate change and calling EU Members States to act collectively in tackling climate change – not only in and through sport, but also beyond. It was the overall goal of the event to raise awareness towards environmental sustainability and mobilise stakeholders within the European sports ecosystem to engage in climate action.

FURTHER INFORMATION

Full programme of the conference

High-Level Group on Gender Equality in Sport hands over its recommendations to Commissioner Gabriel

On 15 March, the High-Level Group on Gender Equality in Sport handed over their recommendations to European Commissioner Mariya Gabriel, who established the Group in December 2020.

The recommendations cover six main thematic areas, which are listed below with examples of recommendations for each area:

Participation

- "Create gender equality action plans highlighting the wider benefits of sport."
- "Secure equal access to resources including venues, equipment and clothing."

Coaching and officiating

- "Set gender-equal participation targets for educational programmes for coaches and officials, and develop initiatives to give women national and international experience."
- "Develop mentoring initiatives at all levels."

Leadership

- "Set a 50% representation quota for women in all decision-making bodies and fix term limits."
- "Set up programmes to raise awareness of biases keeping women out of leadership roles."





MARCH 2022

Social and economic aspects of sport

- "Promote equal contract conditions and ensure that labour laws are applied."
- "Secure equal opportunities for female athletes and transparent recruitment processes."

Media coverage

- "Encourage the development of initiatives to increase coverage of women's sport and ensure that female athletes are portrayed fairly."
- "Raise sports journalists' awareness of biases in coverage of women's sport."

Gender-based violence

- "Implement educational and prevention programmes at all levels."
- "Get sports leaders and organisations to commit to ending sexual harassment and violence."
- "Appoint safeguarding officers holding appropriate certification."

Furthermore, and more specifically, for each of these areas there are also targeted recommendations to the European Commission, Member States, sport organisations at national and international level, and to grassroots sport. In addition, the report addresses 8 cross-cutting concepts, such as gender mainstreaming, intersectionality or effective communications.

Many of the recommendations are in line with those belonging to the Olympic movement, and the IOC has welcomed the report.

Members of the High-Level Group included, for instance, Sarah Keane, President of the Irish Olympic Council; Marisol Casado, IOC Member; Marijke Fleuren, President of the European Hockey Federation; and former MEP and handball player, current Mayor of Kielce, Bogdan Wenta.

The EOC EU Office followed and supported the process very closely. We are also pleased to start our new Erasmus+ Sport co-funded project "GAMES" on gender equality in leadership positions together with 8 National Olympic Committees. The High-Level Group's recommendations considering the leadership will be taken into account in the project.

FURTHER INFORMATION

High-Level Group report and factsheet

The European Parliament launches discussions on E-Sport and Videogames

On 14 March 2022, Members of the European Parliament, in particular the Culture and Education Committee (CULT), commenced the discussion on its own initiative report on "esport and videogames". This report will be the first file by the European Union on the topic. Own initiative reports are legally not binding, but outline the Parliament's point of view.

The Rapporteur for the report, Laurence Farreng (Renew, France), briefly outlined the main objectives of the report and the timeline, whilst exchanging views with other MEPs and experts in the field.

The discussion versed essentially on how policymakers will intervene in laying down the foundations for a common framework regarding videogames and e-sport, considering the rapid development and nature of these ever-growing industries, and the important distinction to be made for e-sport and traditional sports, especially from a governing perspective.





MARCH 2022

Contrary to traditional sports, there is no pyramid of well-established international and national governing bodies to provide a legal framework for e-sport, and there are many stakeholders and rightsholders (such as the editors and publishers of videogames) to consider when committing to establish common ground of a structural and legislative nature. This derives from e-sport being a relatively new industry that is commercially driven, with an exponentially increasing number of content creators in fierce competition.

Farreng began the exchange by Ms. acknowledging the phenomenon of e-sport and videogames in today's society as a crosssectoral activity that possesses, besides the obvious entertainment value, a cultural, educational and inclusive component, that starts from a young age, but branches all age groups. The recent pandemic also demonstrated economic potential, resilience adaptability of the industry that could no longer be overlooked by the EU institutions, the MEP stated. The videogames and e-sport market are dominated by countries outside the EU, while the EU could be a major player if it properly included the phenomenon in European cultural policy and allocated sufficient funds to research and development, Farreng said. She also emphasized that the sector has many features in line with the EU values and that this lever should be used to spread these values, so that grassroots e-sport can be reached through a European network of federation and leagues.

The invited experts, Dr. Tobias Shulz and Nepomuk Nothelfer from Esports Research Network, intervened in the meeting to shed light on the special aspects of competitive esport, and the challenges moving forward, referring to the publishers that encompass all the rights in an e-sport competition and the need to collaborate with these publishers.

This is what ultimately separates e-sport from traditional sports, the experts stated. Sports federations cannot simply include e-sport in their structures and would have to enter individual agreements with the producers of videogames.

They also took the opportunity to clarify the members of the CULT Committee on various subjects, on the links between addiction to videogames for children and teenagers and esports, how e-sport organisations deal with the subject of doping in a competitive setting and helping the members identify what are the current overseeing organisations to e-sport.

Present during the discussion were Shadow Rapporteur Tomasz Frankowski (EPP, Poland) who contributed to the discussion by stating that there is a need to protect European intellectual property, which is the basis of the creation and publication of videogames, and also the need for a long-term sustainable strategy in order to nurture this industry that combines art, creativity and technology, urging European lawmakers to boost and promote funding, from an EU and local government level.

Finally, from the European Commission (DG CONNECT), Mr. Maciej Tomaszewsk, announced that a report overview from the Commission on the videogames sector will be ready in February 2023. The report will verse on the value of videogames in Europe, how the sector performs, what is the legislative background, what are the biggest challenges, and how the market has developed.

The CULT Committee disclosed that the draft report will be presented in May 2022. The EOC EU Office will closely monitor any further developments on the topic.

FURTHER INFORMATION

E-sport and videogames legislative page





Council of Europe hosts 'Women in Sport' roundtable to celebrate International Women's Day

To mark International Women's Day on 8 March, the Council of Europe held a roundtable discussion on the topic of 'Women in Sport' to celebrate the achievements and successes of female athletes and those working at grassroots level.

The breakfast roundtable featured prominent guests from European institutions engaged in sport, including Snežana Samardžić-Marković at the Council of Europe, Director General of Democracy, Emine Bozkurt, Chair of the EU High Level Group on Gender Equality, and Sophie Kwasny, Head of the Council of Europe's Sport Division.

"Promoting gender equality has been part of the work of the Council of Europe in the field of sport for many years," the event organisers said. "Many initiatives have been promoted by the Council of Europe to contribute to promoting greater gender equality in sport and this ongoing work to achieve greater equality is firmly enshrined in the Council of Europe's revised European Sport Charter (ESC)."

International experts shared their experiences and know-how during the online event, and showcased the work which they have done in their organisations, including ENGSO and Global Observatory, to ensure a more level playing field between women and men in sport.

During the event, Emine Bozkurt referenced the EU High-level Group on Gender Equality in Sport report that the Group handed over to the European Commission, which was successfully delivered and published later in March (see a separate article). She spoke about how women are still underrepresented and marginalised within the sporting sphere, are paid less and receive less media coverage.

Ms Bozkurt said the Commission was firm in its commitments to developing initiatives to combat these issues, in order to achieve more equity for female athletes in the years ahead.

Hosted in Strasbourg, the event also welcomed engaging presentations from Pauline Harrison, International gender equality expert at International Working Group on Women and Sport (IWG), Nagin Ravand, a football coach in Denmark and gender equality activist, and Charlotte Girard Fabre, Secretary General of the International Federation for Sports Officials (IFSO), who spoke about the need for greater equality amongst referees and officials.

These individual presentations were followed by an informal coffee table discussion, which brought together expert panelists who discussed which steps can be taken to improve women's position in sport.

Moderated by Francine Hetherington Raveney, Deputy Executive Secretary, the panel discussion included Jane Dennehy, Director of the Gender Hub, Kole Gjeloshaj, Chair of the EPAS Consultative Committee, and Sarah Townsend, Co-President of the European Gay and Lesbian Sport Federation.

The panelists shared their experiences fighting for more equality in sport, noting that International Women's Day was an important moment to highlight and celebrate the inspiring achievements of female athletes across Europe.

FURTHER INFORMATION

A full list of speakers from the Council of Europe's event can be found here

More details about the event are available here

Read more about The Sport Division's work on gender equality

Read more about The Council of Europe's work on gender equality





Online piracy: event advocates for effective measures in the fight against illegal livestreaming

On 16 March, an event was held in Brussels to raise awareness among policymakers about the problematic scale and easy accessibility of illegal livestreams. Through a live demonstration, the Champions League match Chelsea vs. Lille was used to show how users can access pirated live content. The event called for better protection for rights holders of live events. Since the value of live events lies in their live character, it must be possible to block illegal streams as quickly as possible, i.e. within a few minutes, participants agreed.

The event was organised by the "Association pour la protection de programmes sportifs" (APPS) with the support of the French Presidency of the Council of the European Union. Julien Taieb, Head of Legal and Public Affairs of the French Football League (LFP), moderated the evening and emphasised the importance of a robust legal basis to be able to act quickly and efficiently against illegal streams. In her video message, French Culture Minister Bachelot also emphasised Roselyne importance of providing rights holders with appropriate legal remedies. She referred to a law passed last year in France that provides for socalled "dynamic blocking injunctions" in the fight against illegal streams.

French Sports Minister Roxana Maracineanu stressed that online piracy threatens the revenues of sports rights holders and thus the entire sports ecosystem. The problem should be debated and solved at the European level, she said.

MEP Tomasz Frankowski recalled the adopted resolution of the European Parliament on the "Challenges of sports event organizers in the digital environment" and again, called on the Commission to submit a legislative proposal without delay.

Mark Lichtenhein, Chairman of the Sports Rights Owners Coalition, stressed that online piracy is not just a football issue, but is found in equal percentages in other sports compared to market size. Overall, he said, piracy of live sports streams is taking place on a commercial scale. Admittedly, pirate copiers do not file tax declarations, which makes exact figures difficult. But independent studies estimate the illegal market at around €25 billion per year, which is roughly 50% of the legal market.

Miruna Herovanu, Senior EU Policy Officer of ACT (Association of Commercial Television and Video on Demand Services in Europe) expressed concern about the current developments regarding the Digital Services Act (DSA), which could lead to further complications in the fight against illegal live streams. She therefore advocated for a specific tool that takes into account the specificity of live content.

Afterwards, Olivier Toth (European Arenas Associations) and Silke Lalvani (Pearle-Live Performance Europe) emphasised that the problems in the music and culture sector regarding illegal livestreams are the same as in sports. Mathilde Persuy (Arcom) and Jonathan Friend (Friend MTS) showed how illegal live streams can be found and blocked from a technical point of view. Lastly, Céline Boyer - Canal+ Group demonstrated how illegal live content can be accessed from a user perspective either via IPTV or via a web browser.

Overall, the evening highlighted not only the request of rights holders, but also the economic urgency to find a European solution in the fight against illegal live content. From a sports perspective, it is to be hoped that the EU institutions will provide rights holders with robust, legal mechanisms to contain the illegal market as soon as possible.

FURTHER INFORMATION

Recording of the event





MARCH 2022



PARTNERS' CORNER

Athletes' representatives discuss the future of sport in Europe with Vice-President of the European Commission

On 10 March, representatives from the EOC and IOC Athletes' Commissions had the opportunity to meet with Margaritis Schinas, Vice-President of the European Commission and Commissioner for 'Promoting our European Way of Life'.

EOC Athletes' Commission Chair Gerd Kanter, EOC Athletes' Commission Member Viktor Knoch and IOC Athletes' Commission Chair Emma Terho presented the European Athletes' Commissions' recommendations from European athletes on ways the European Union should deal with sport in the future, in the framework of the Conference on the Future of Europe.

The proposals, developed following a consultation of all Athletes' Commissions of Europe, concerned the topics of:

- The European Sport Model
- Athletes' representation within sports organisations
- Support for athletes (e.g. regarding retirement, dual careers, parental leave, inclusion and diversity, gender equality, sustainability of sport activities)
- · Funding for sport in Europe

Accompanying the athletes, EOC President Spyros Capralos informed Vice-President Schinas about the efforts made by the European Olympic Movement to support the Ukrainian Olympic Community. EOC Secretary General Raffaele Pagnozzi, EOC EU Office Director Folker Hellmund and IOC Athletes' Department Director Kaveh Mehrabi also attended the meeting.

Vice-President Schinas listened carefully to the athletes' recommendations on the future of sport and assured the participants that these will be heard and effectively taken into account.

Schinas also praised the role of sport in times of conflict and divisions and thanked the European Olympic Committees for its contribution to support Ukrainians since the beginning of the war. Following this important meeting, Vice-President Schinas declared: "Cooperation between the European Olympic Committees and the European Commission is excellent. In these unprecedented, challenging times we confirmed that, hand in hand, we are committed to promoting shared Olympic and EU values, including tolerance, equality, respect, and solidarity."

A document summarising the athletes' contribution to the Conference on the Future of Europe was handed over to Vice-President Schinas at the end of the meeting, and further discussion on the recommendations will take place in the upcoming months. The EOC and IOC will organise a follow-up meeting with representatives of European Athletes' Commissions in Brussels before the summer.



FURTHER INFORMATION

EOC Press Release





European Youth Olympic Festival delivers message of hope for young athletes

The 2022 Winter European Youth Olympic Festival (EYOF) marked an important celebration of unity and togetherness for the European Olympic family in Finland this past month. The event will be remembered as the most gender equal EYOF in its history and, in light of current world events, also highlighted the strength, spirit and determination of Ukrainian athletes. Close to 1,000 young athletes, representing 46 NOCs from across Europe, took part in this year's festival held in Vuokatti. With 494 boys and 438 girls taking part in the competitions, this year's EYOF has been recorded as the most gender balanced edition in the event's history so far.



Reflecting on the impact of the event, European Olympic Committee President Spyros Capralos praised the incredible achievements of all participants, who he said were the future of European sport. "I stand here now with great emotion, filled with optimism, and proud to be European," he said during his speech at the closing ceremony in Finland. "Your spectacular performances, on and off the field of play, have embodied the Olympic Values. Not all of you leave here with medals. But all of you leave here as champions. Champions of peace. Champions of unity. And champions of a better and brighter tomorrow."

Medals were given out in 39 different disciplines, with gold medallists from 13 different NOCs and over 1,000 volunteers contributed to the success of the event, confirming the great Finnish tradition in volunteering.



More than a sport event

The side events of the EYOF played a great role in engaging also other young participants than only athletes. The theme of the event was "By the young for the young" and for instance many of the EYOF volunteers were also youngsters. The fourth edition of the European Young Olympic Ambassador (EYOA) Programme also took place during this year's festival, featuring 20 ambitious young ambassadors from across Europe. Organised by the European Olympic Committees (EOC) Culture and Education Commission, the EYOA programme promotes strengthens the Olympic Values of excellence, friendship, and respect among young athletes. In addition, International Youth Media Camp was organised during the EYOF for young participant aged 18-29 to develop their media skills through their experience as active operators in the EYOF Vuokatti 2022. Another side event included "Modern Coach" seminar for young coaches. The side events could only be successfully implemented through the support by the Erasmus+ Sport programme of the European Commission.





MARCH 2022

Undoubtedly the most memorable moment of this year's festival was the emotional speech delivered by Ukraine's Chef de Mission, Anna Sorokina. She praised the event organisers, hosts and other NOCs for making it possible for her country's athletes to travel and compete in Vuokatti.

"From the bottom of the hearts of our athletes, coaches, their families, and all Ukrainian people, I want to thank you for making us feel alive," she said. "The most important thing for every country is the youth. They are our future."

Her speech received a standing ovation from all NOC representatives present in a moment that highlighted the importance of youth sports and the continued solidarity shown to Ukraine by the Olympic community.



Credit: EOC/ EYOF Vuokatti 2022

FURTHER INFORMATION

EYOF Vuokatti's Website

New ASOIF paper highlights IF role and the importance of the solidarity model of organised sport

Olympic The Association of Summer International Federations (ASOIF) just released a position paper titled "The solidarity model of organised sport in Europe and beyond - A stable platform for collaboration", aimed contributing to a better understanding of the role International Federations (IFs) play in the global organisation of sport, and to a more informed debate on its future.

Primarily addressed to public authorities in Europe and beyond, sport organisations and the business sector, this paper was developed against the backdrop of ongoing discussions at European level on how to best safeguard values-based sport while IFs regularly face challenges to their operations, including proceedings and lawsuits in various territories. In particular it aims to provide a proactive and constructive response to the Resolution on the key features of a European Sport Model recently adopted by the European Union's Education, Youth, Culture and Sport Council.

The document explains the role and diversity of IFs as worldwide governing bodies of their respective sports; it outlines the solidarity model of organised sport and details its key features; and it looks at other models of sport organisation, recent trends and developments which keep transforming the world of sport, providing both opportunities and challenges. The proposed framework at the end of the paper contains clear commitments on how IFs, public authorities and commercial entities can work together efficiently, expanding on the recent reflections of the European institutions and beyond.

FURTHER INFORMATION

Click here to download the document

Read the full press release







UPCOMING EVENTS

6 April 2022

International Day of Sport for Development and Peace

7 April 2022

Delegation from NOC Denmark with President Hans Natorp visits the EOC EU Office

13 - 14 April 2022

French Presidency - French Ministry of Sports, Paris
Peer Learning Activity: "What are the best practices in the EU for implementing waste-free and carbon-free sports events?"

26 - 27 April 2022

Erasmus+ project of the EOC EU Office: GAMES Kick-off meeting

28. April 2022

3. Funding Webinar of the EOC EU Office European Structural and Investment Funds





EOC EU Office 71, Avenue de Cortenbergh 1000 Brussels, Belgium



+32 2 738 03 20



info@euoffice.eurolympic.org



www.euoffice.eurolympic.org



