



# ***EOC***

**Liaison Office at the European Union**



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

**October 2003**



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## Sport

### News from the institutions

#### 1. Informal meeting of sports ministers

Sports ministers of the EU and future member states held their informal meeting in Florence on the 2 and 3 of October. The following items were on the agenda: sport and its educational value, the fight against drug-taking, co-operation with developing countries in the field of sport, the enlargement of the union and sport in the forthcoming European constitution.

IOC President, Jacques Rogge, again made a plea for ministers to complete the draft convention relating to sports organisations, in particular with regard to the essential items from the Nizza declaration.

Ministers agreed to continue their existing co-operation in the field of the development of European sport, including its educational value, and to support the European year of education through sport.

The European Union is to be represented in WADA by the TROIKA minister [present, past and future council presidency]. After the anti-doping code for sports organisations, the UNESCO initiative to get a worldwide convention against doping underway, which could then be binding on governments, was unanimously welcomed and ought to be supported. In view of the varied national legislation for combating doping and especially the various sanctions available, ministers commissioned the Italian presidency to set up a



consultancy and co-ordination procedure to examine harmonisation measures. No agreement was reached with regard to adapting the article relating to sport in the proposed constitution. Although the majority of ministers present came out in favour of an amendment of the article with reference to the Nizza declaration, Denmark, Ireland and Finland wanted to leave the existing draft unchanged.

## **2nd New directive on bathing water**

The European Parliament passed the first reading of the proposal to reform the directive on the quality of bathing water. As part of the joint decision-making procedure, the proposal now goes before the Council of Ministers. There, environment ministers will decide on the draft bill. If the Council agrees with the suggestions from the Parliament, it will adopt a joint position, otherwise there will be a second reading in Parliament, or even the conciliation committee may be called in. The latter is to be expected, since the Council took a different view from Parliament with regard to the sports-related issue of the inclusion of water sports in the directive.

Parliament was in favour of the proposal's suggestion that the criteria for water quality should be extended to cover stretches of water used for various types of water sports. Water sports enthusiasts now fear that stretches of water that



fail to meet the very strict criteria for swimming could be closed to sportsmen and women, or else the costly test procedures might not be carried out in all places. The French and German water sports committees sent relevant comments on this possible conflict to the decision-makers.

The adoption of the directive is not expected until the next legislative period, after the European Parliament elections in June 2004.

### **3. Reliability of services**

In the summer/autumn of 2003, after the European Commission had presented its report on the reliability of services to the Council and the European Parliament for discussion [see 6/2003 monthly report], it authorised the European standardisation authorities to examine possible general standards for service providers, in order to promote compatibility and comparability [of services]. The standardisation authorities were further to examine to what extent Europe-wide standards could contribute to the reliability of services. Maintenance of such standards would be on the basis of voluntary agreement, but they could also be used as a sort of „stamp of quality“ and thereby serve as a prerequisite in terms of access to certain markets.



The European standardisation authorities [CEN] have traditionally concerned themselves primarily with product specifications, and are venturing into a new field of activity with this exercise. Standards for services should boost competition within the EU, while this initiative will make it easier for consumers to compare, choose and/or change service providers. **Points of contact with sport** occur in the standardisation plans in the field of tourism or sports tourism. Thus for example, standardisation possibilities are being examined specifically for scuba-diving.

## Legal issues

### 4th Broadcasting rights for the English Premier League

Competition commissioner, Mario Monti, announced at the beginning of October that if necessary proceedings would be taken against the English Premier League marketing regulation.

The live broadcasting rights had been awarded entirely to the commercial channel BskyB, after it had made the highest offer in the bidding for all four live packages. In the next three seasons the channel will pay over £1.2 billion for the broadcasting rights. Mario Monti meanwhile sees disadvantages in the deal in terms of competition in the selling of broadcasting rights, and for consumers. He is afraid that the channel's monopoly of live broadcasting



rights could increase further. From the outset BskyB has exclusive rights to the broadcasting of Premier League matches. The present contract allows for the live broadcasting of 138 matches on Saturdays, Sundays and Mondays. The Commission will send a reasoned opinion to the Premier League, which will then have two months to respond.

In December 2002 the English Football Association Premier League had already received a reasoned opinion, on the marketing of rights from the European Commission. At that time the reason was the lack of selling rights for clubs that could not market their own games, even when these did not form part of the larger packages. As a consequence, only a quarter of matches could be broadcast live. Moreover, in the Commission's opinion, the development of new media in the awarding of rights was not sufficiently taken into consideration.

## **5. German private versus public channels**

The Pay-TV channel, Premiere, RTL and the association of private channels [VPRT] announced in Brussels that proceedings would be taken against the television broadcasting rights for matches in the German Football Association [DFB] cup.



ARD and ZDF have extended their contract with the German Football Association for the broadcasting of international and cup matches by five years until 2009. Private channels reproach the public channels for broadcasting only one match live out of a total of 16 in this year's cup competition. Since no sub-licences are planned for private or subscription channels, viewers would be denied many interesting games. ZDF and ARD and the European umbrella organisation for the public channel, EBU, could not make full use of their broadcasting rights, but offered other interested parties no opportunities to participate. Premiere is trying to broadcast all DFB cup matches in the future and is calling for a package solution similar to that involving the Champions League.

That summer the European Commission had given the go-ahead for broadcasting rights in the German national league. Various packages are to be offered for live broadcasting of matches on the match and adjacent days, reports of highlights and second and third party rights.

The Commission recently published the planned regulations in the Official Journal [2003/C 261/07] and invited interested parties to comment. The publication is available for consultation on our partner website.



<http://www.eu-sports-office.org/en/>





## 6th FIA contract practice / Formula 1 approval

Following the agreement between the Commission and the FIA, the international motor sports governing body, and Formula 1 companies on the conflicts of interest and restrictions for race track owners, F1 teams and television organisations, the trial observation period dating from October 2001 is now up. The Commission declared itself satisfied with the new regulations, since they allow for competition among rival race meetings and race track owners. The length of television contracts was shortened so that interested radio companies have more chance of acquiring broadcasting rights.

Prior to the agreement the FIA had been reproached for exercising its monopoly, whereas now it restricts its role to the one regulatory body.

The Commission's press report is available for consultation on the EU office website.



<http://www.eu-sports-office.org/en/>



## Support programmes

### 7th Support for international non-governmental youth organizations

The Commission published a call for proposals for supporting international non-governmental youth organizations for the year 2004 which operate in a European framework.

Organizations handing in applications must have been legally established for more than one year, be non-governmental, be non-profit-making, be youth organizations, have active member organizations in at least eight countries with at least two EU-countries and have, among their own staff, at least one full-time employee.

Organizations must make provision in their annual program for a series of activities which should be connected with the subjects covered by the Commission's White Paper on youth.

Grants are intended to cover part of the beneficiary organization's operation costs, so as to enable it to carry out youth activities in a European context like:

- exchanges of young people and voluntary service
- education programs and informal training courses
- seminars, conferences, meetings, debates
- various cultural activities: drama and music courses and workshops, festivals, summer camps, etc.
- information (infopoint, website, publications, etc.)



The overall budget of this call amounts to approximately 1,7 Mio. EUR. The rate of the Commission funding may not exceed 50% (or 35.000 EUR) of total operating costs.

The applications must be sent no later than 5 December 2003. The forms may be downloaded from the following website:



[http://europa.eu.int/comm/youth/call/index\\_en.html](http://europa.eu.int/comm/youth/call/index_en.html)



## 8th Call for submission: Youth Programme, Action 5

The European Commission published a call for submission of European large-scale cooperation, training and information projects in the field of non-formal education within Action 5 "Support Measures" of the community YOUTH action programme.

Support measures aim to assist in the development of the three major actions of the YOUTH programme through the support of training, cooperation and information projects. Furthermore they should contribute to achieving the objectives of the Youth programme, fostering and strengthening cooperation in European youth matters as well as to supporting capacity building and innovation with regard to international training and cooperation in the field of youth work.

One of the priorities of this call refers to the **European Year of Education through Sport 2004**. Applications should refer to only one of the following themes:

1. projects promoting mutual respect and diversity by facilitating dialogue and joint activities of young people from multiethnic and multifaith backgrounds;
2. projects using **sports and outdoor education** as a tool for social integration



and non-formal education;

3. projects developing and implementing innovative methods of youth work and the international cooperation, training and information related to it;

4. projects aiming at the inclusion and empowerment of young disadvantaged people by efficiently using the variety and synergy of different instruments such as youth exchanges, the European Voluntary Service, youth initiatives and support measures and various partners at local, regional and international level to develop and implement new creative approaches in this field.

Applicants can be all non-profit organisations and public bodies with legal identity which have their seat in one of the programme countries (EU member states, EEA/EFTA countries, candidate countries).

The total amount for the call is EUR 2.000.000 (probably 10-15 high quality projects can be supported).

The grant application must be sent per post mail by 31 December 2003, at the latest.



[http://europa.eu.int/comm/youth/program/lsp\\_action\\_5\\_en.html](http://europa.eu.int/comm/youth/program/lsp_action_5_en.html)



## 9th Invitation to tender for the EJES 2004 Evaluation

The Commission published in the Supplement to the Official Journal of the European Union a contract notice to carry out an external and independent assessment of the European Year of Education through Sport 2004.

The estimated workload is 250 days during 11 month.

The Commission requires the contracting party to guarantee (bank guarantee) the entire pre-financing amount should it come to more than 50.000 EUR. Payments will be staggered as follows: a pre-financing payment (30%) will be paid within 30 days of the contract being signed; the second payment (40%) within 30 days of the Commission approving the second mid-term report; the balance (30%) shall be paid within 30 days of the Commission approving the final report.

Tenderers may form a partnership or a consortium and must come from one of the EYES participating countries. Tenderers must supply prove that they are experts in that particular field and financially as well as technically capable of carrying out the assessment; e.g. prove of academic or professional qualifications, list of the main services provided over the last three years etc.

The Contracting form may be obtained by addressing directly the Commission



until the 19.12.2003. The deadline for handing in proposals is fixed with 07.01.2004.

#### Contact

European Commission, Education and Culture DG, Unit C.5 Sport

Att: Jaime Andreu Romeo

rue Belliard 100

B-1040 Brussels

Tel.: (32-2) 299 92 52

Fax: (32-2) 295 77 47

E-mail: [eac-eyes2004-evaluation@cec.eu.int](mailto:eac-eyes2004-evaluation@cec.eu.int).



[http://www.europa.eu.int/comm/sport/index\\_en.html](http://www.europa.eu.int/comm/sport/index_en.html)

### **10th 6. Research framework programme supports physical activity**

In the course of the 6th framework programme a third call was recently published for specific measures for scientific support for the policy. This involves topics which could also be of interest to sport, for example:

Health factors and the provision of high quality and sustainable health and retirement services [in particular in connection with the ageing of the



population and demographic change] [2.1.]

- Better understanding of health factors: intensification of research in all member and applicant states into the most important factors for the promotion and protection of health, such as for example, life-style [smoking, alcohol abuse, nutrition, physical activity, stress, drug abuse]; [...]
- Examination of which life-style and other health factors are decisive in cancer illnesses: conducting an investigation into the most important health factors and their effect on cancer. This research covers health factors such as socio-economic and ecological factors and life-style factors [for example, alcohol and tobacco, nutrition, physical activity and so on].

The topic of „quality of life for the disabled“ is also considered.

Suggestions must be submitted by 13 January 2004 at the latest. The research framework programme has a very complex structure. The EU office can assist in negotiating with concrete contacts in participating countries, and can make additional information available.



[eac-eyes2004-evaluation@cec.eu.int](mailto:eac-eyes2004-evaluation@cec.eu.int)

[http://europa.eu.int/comm/research/fp6/index\\_en.html](http://europa.eu.int/comm/research/fp6/index_en.html)

## 11. EU information seminar

On 11 October 2003 the president of the Middle European Volleyball Zonal Association [MEZVA] invited the engineer, Karl Hanzl, to an EU information seminar in the Schwechat-Rannersdorf sports centre [Austria]. The purpose of





this seminar was to inform sports officials from Croatia, the Czech Republic, Slovakia, Slovenia and Hungary about the „new“ EU special schemes, which will become available with the accession of the ten middle and eastern European countries to the EU on 1st May 2004. Michael Trinker, the EU speaker from the Austrian national sports organisation presented the background to the EU special schemes.

As part of this seminar, the ever-present topic of „transfer rules“ was discussed in view of the EU principle of the free movement of workers. Apart from a wealth of information on support, the seminar closed with two concrete outcomes: on the one hand, an application would be submitted for assistance for a youth meeting in 2004 in the context of the EU YOUTH action programme, and on the other, the association would carry out a closer examination of the effects of the free movement of workers in the EU.

## 12. EU supports „Y-SPORD“

The Austrian national YOUTH agency approved the application of the Austrian disabled sports association [ÖBSV] to run a contact seminar for young speakers from European disabled sports organisations from 12 to 16 January 2004. The



Commission subsidises travel, accommodation and activity costs.

The „Y-SPORD“ contact seminar, short for „Youth Sport Relay for People with Disabilities“, aims to build up a strong network among participants and to make an application for a youth meeting in the context of the YOUTH support programme for 2004.

The EU office supported „Y-SPORD“ in this idea and assisted with the application procedure.



Further information on this project [www.y-sport.eu.tc](http://www.y-sport.eu.tc)



## Miscellaneous

### 13th European symposium on Olympic Education Programme

On 16/17 October in Athens a symposium on Olympic education was held on the initiative of the organising committee for the 2004 Games [ATHOC] and with the support of the European Commission.

ATHOC and the Greek Ministry of Education presented their Olympic education programme, which can be used in all European school systems. The teaching material is already being implemented in over 85% of Greek schools and should continue to convey Olympic values after the Olympic Games are over.

As part of the symposium, the pilot project „Sport, School and Olympic Values“ successfully conducted by the European Commission and the International Olympic Committee in the 2001/2002 school year, was also presented.

Thereafter the president of the Athens 2004 organisation committee, the EU Commissioner for Education and Culture and the Greek Minister for Education and Sport signed the „Athens declaration“. In this they pay tribute to what has been achieved to date for sport at European level, such as the Nizza declaration and the proclamation of 2004 as the European Year of Education through Sport, and point to the important role played by sport in informal education. They reiterate their desire to further develop co-operation among education institutions and sports organisations and to incorporate Olympic training into formal lessons as a means of expressing democracy, tolerance



and active citizenship.



<http://www.athens2004.com/Page/default.asp?la=2&pl=425&id=24&pk=1280&ap=225>

#### **14. EOC–Forum on EU enlargement in Warsaw**

Representatives of the European National Olympic Committees met on 24 October 2003 in Warsaw to discuss EU enlargement and its effects on organised sport. The Polish Olympic Committee hosted the meeting. The event, comprising various contributions on topics such as the position of sport in the EU draft constitution, the effects of EU legislation on sport, representation of interests, support possibilities and so on, was chaired by Patrick Hickey, the EOC general secretary. Mario Pescante, the EOC president, provided information on intervention by the Olympic movement for the incorporation of sport into the EU draft constitution.