



European Union and Sport



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IOC-Seminar on illegal betting on sport: Creation of a task force

On 1 March a meeting, chaired by IOC President **Jacques Rogge**, was held at the headquarters of the International Olympic Committee (IOC) in Lausanne in order to set up actions to fight against irregular and illegal sport betting aiming at the creation of a task force. The purpose of the meeting was to share knowledge, strengthen cooperation and take steps to set up a permanent system of information exchange.



Representatives from governments, sports movement, international organizations (such as the United Nations, INTERPOL or WADA) and betting operators were present. It is important to note the attendance of Michel Barnier, European Commissioner for Internal Market and Services; Denis Oswald, IOC Member and ASOIF President; Hein Verbruggen, IOC Honorary Member, SportAccord/GAISF President; Patrick Baumann, IOC Member, FIBA Secretary General and Marco Villiger, Director of Legal Affairs, FIFA.

The task force will be made up of representatives from the stakeholders present at the meeting.

The task force will seek to address the following action points:

- The necessity and possibilities for governments, international organisations and sports betting operators to support the sports world in its efforts to protect the integrity of sports competitions;
- The various means to strengthen cooperation amongst themselves to fight more effectively against all forms of cheating in sport, particularly those linked to irregular and illegal betting;
- The various existing systems, national laws, self-regulating systems and implementation methods, in order to identify effective methods for cross-border cooperation;
- The various existing systems of enforcement, punishment and measures in terms of education;
- Appropriate methods of funding to support the efforts of the sports movement to protect the integrity of competitions.

During the meeting, Jacques Rogge stated: "Today's meeting was the latest effort in an ongoing process that will grow to involve many more countries, international organisations and Olympic partners."

More information on the IOC website:
<http://www.olympic.org/ioc?articlenewsgroup=-1&articleid=118685>

The European Commission held a conference on Sport Statistics

On 23 March, the European Commission (DG EAC-Sports Unit) held a conference on Sport statistics in Brussels. For the first time at EU level, 80 experts from the national statistical

offices, national governments, the EU (EUROSTAT) and sport organizations exchanged thoughts on statistical and information needs in view of the



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development of sport as a new EU policy area.

Since 2007 and the publication of the White Paper on Sport, the Commission noted the lack of comparable EU-wide information on the sport sector's economic role as a basis for evidence-based policies. It encouraged work on a European Sport Satellite Accounts (SSA) in the EU Working Group on Sport & Economics. This was further highlighted in the Communication on sport in January 2011: in the chapter on the economic dimension of sport, the Commission proposes to produce EU SSA compatible with the agreed European definition and to study the feasibility of establishing a sport monitoring function in the EU to analyze trends, collect data, interpret statistics, facilitate research, launch surveys and studies, and promote exchange of information.

A European Satellite Account is a statistical accounting framework in a specific economic sector, which allows valid comparisons from country to country in a consistent manner. If completed, it contains detailed production accounts of a sector and its linkages to other industries, employment, capital formation and additional non-monetary information. In the field of sport, SSA would help policy makers from the EU down to the local level in formulating sport policies. SSA would also be a labour market analysis reference point and ultimately would help to attain the goals of the EU 2020 strategy.

During the conference, Christian Helmenstein (Managing Director of SportsEconAustria – SpEA) presented the current work conducted for the European Commission on “the impact of sport on the European Economy”, which shall be completed in 2012.

The Office EUROSTAT explained how the sport sector is included in the analysis and statistical surveys, e.g. the survey on “Sport and Physical Activity” (February 2010).

Wladimir Andreff (sport economist – France) further detailed the constraints of data collection for the sport economy. He explained that accounting classification of the sports economy must be harmonized. For example, he considered that non trade sport goods and services, such as volunteering, are of crucial importance in the sports economy. In general, the idea that sport is much bigger than what is currently measured was also shared by the participants.

While most of experts concurred that gathering data was a huge challenge, it was also added that the SSA need to rely on recent data, in order to be taken into account by European policy makers.

During the conference, some recommendations were made:

- To create a long lasting administrative structure of data collection about sports economy capable to “routinize” the work ;
- To sign an agreement between Ministries in charge of sport in the EU and statistical institutes in Member States committing the latter to deliver data pertaining to the sport's economy.
- To produce a guide for national statistical authorities on statistical data for sport.

The European Commission concluded the conference announcing that the next action plan on sport, which shall be adopted by the Council of the EU on sport on 20 May, might



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include an action foreseen in this area and a new EU study. Finally the European Commission took note of the importance to identify the needs of policy makers while continuing the work on SSA.

More information

The results of the conference and the presentations of the speakers shall be made available soon on the European Commission's website (Directorate General Education and Culture – Sports Unit):

http://ec.europa.eu/sport/index_en.htm

The agenda of the conference is currently available on

http://ec.europa.eu/sport/news/news999_en.htm

Hearing on Sport at the European Parliament

On 30 March, the EPP Group took the initiative to organize the first hearing on sport following the publication of the Communication of the European Commission on Sport at the European Parliament in Brussels. It brought together experts and representatives from the sport movement from professional to amateur.

The hearing was divided into three sessions: Social Dimensions of Sport, Dual Careers of Sportsmen as well as Professional Sport. The Commissioner Androula Vassiliou opened the meeting by recalling the major aspects of the Communication on Sport published in January.

The first session on sport inclusion was chaired by the MEP Sean Kelly and topics such as sport at school or the importance of volunteering in sport were discussed.

During the second session chaired by the MEP Santiago Fisas, former professional athletes such as Pedro García Aguado (water polo) and Ramón Alfonseda (football) explained the difficulties they had to face during their reconversion after their sport career.

During the last session on professional sport, led by the MEP Ivo Belet, issues such as relationship between professional sport and the EU institutions; anti-doping or players'

agents were discussed. William Gaillard, UEFA's Director of Communication and Public Affairs, welcomed the improving dialogue between sport movement and EU illustrated by the Communication on Sport as an important step forward in the repositioning of sport in its European context. Then he mentioned two areas of concerns where the support of the EU is required: the current liberalization in



different Member States of the online gambling market on sport which could impact the integrity of competitions and the future of the national teams jeopardized by the commercial and sporting interest of the clubs. The last speaker was Omar Ongaro, Deputy Director Legal Affairs of FIFA, who presented the Transfer Matching System (TMS), the rules adopted in 2009 in terms of protection of minors and the new concept of players' agents based on "intermediaries" in the framework of a possible reform.

The rapporteur of the CULT Committee on the Communication on Sport, Mr Fisas concluded by indicating that the outcomes of

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this hearing will be added to the Parliament's proposal to be drafted in June.

More information:

EPP Group website (agenda and press release):

http://www.eppgroup.eu/Press/peve11/eve013_en.asp

EU-policy matters

Mainstreaming of Sport far from being accomplished

The European Commission has already announced in the White Paper on Sport to mainstream sport into existing EU funding programmes. Recent developments in EU funding programmes show that the mainstreaming of sport is far from being accomplished. On the contrary despite the new EU competence for sport (Art. 165 TFEU), there are less funding opportunities now for sport organisations than before the Lisbon Treaty came into force.

Sport has not been included as a funding priority in the revised version of the 2011 Programme Guide of the "Youth in Action" Programme. In 2009 and 2008, "promoting healthy lifestyles through physical activities including sport" was explicitly mentioned in the Programme Guide. As for the Europe for Citizens Programme, the only explicit reference to sport has been removed from the programme guide 2011 ("Action 2 – Measure 3 Support to projects initiated by Civil Society Organisations"). Another example is provided by this year's Call for Proposals for the Health Programme, published on 22 February. In 2011, a total amount of € 4,650,000 is available for projects in seven areas.

However, funding priorities are so specific that it is virtually impossible for sport organisations to benefit from it.

On top of that, only one project per funding priority will be funded. Projects must also involve on average 6-10 partners, run over several years and demonstrate a genuine European dimension. In the past years, several sport related projects with a focus on health-enhancing physical activity have been funded by the Commission in the framework of the Health Programme. If sport is to make a positive contribution in fields such as youth, active citizenship, health or social inclusion, as emphasized by the Commission in its recently published Communication "Developing the European Dimension in Sport", then it must be better included into existing EU funding programmes.

The EOC EU Office has submitted a position paper to the EU institutions with concrete proposals on how to better include sport into existing programmes. This paper could serve as a basis for further action in this field.

More information on mainstreaming:

http://www.euoffice.euolympic.org/cms/index.php?p=248&s=eoc_news&id=66



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EU Green Paper concerning on-line gambling: Launch of a public consultation

On 24 March, the European Commission finally launched the long awaited Green Paper concerning on-line gambling. The initiative aims to gather contributions from stakeholders until the end of July 2011 and shall help the European Commission to further define its role and future actions in this complex and sensitive issue: *"The European Commission seeks the views of*

stakeholders and wishes to collect detailed information and data on key policy issues such as organisation of on-line gambling services and enforcement of applicable laws; consumer protection and other relevant



public policy challenges as well as commercial communications and payment services..." (extracts from the Press release *"On-line gambling in Europe: let's discuss"*).

Commissioner BARNIER added that *"[...] this consultation is not about liberalisation of the market, it is about ensuring that the market for on-line gambling services within the EU is well-regulated for all."*

The European Commission's intention is indeed to approach the on-line gambling sector from a very large angle: 51 questions are addressed to a predefined list of actors: States, public and private gambling operators, intermediaries such as internet providers, TV broadcasters, consumers, sport organizations, charity sectors, etc.

These 51 questions are broken down into 4 key policy areas:

1. Definition and organisation of on-line gambling services.
2. Related services performed and/or used by on-line gambling services providers.
3. Public interest objectives.
4. Enforcement.

Sport is primarily covered within the key policy area "public interest objectives" which includes:

- Consumer protection
- Public order
- Financing of benevolent and public interest activities as well as **events on which online sports betting relies**

The consultation will look at differing systems of revenue channeling for public interest activities and mechanisms for redistributing revenues from public and private on-line gambling services to the benefit of society such as sport.

The European Commission further develops this point in the Green Paper, stating that *"National and non-domestic sport events are used by on-line operators to present an attractive selection of gambling services to their potential customers. These events may benefit from such gambling activities in that they create additional public interest and possibly also increase the event's media exposure. There is a broad consensus that sport events, on which gambling relies, should receive a fair return from the associated gambling activity"*.



In addition, the European Commission refers to the Communication on sport published in January 2011 and the on-going EU study on financing of grassroots sports, *"which should show the real importance of the different funding sources, including revenue from the*



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organisation of gambling services, for grassroots sports”.

Thus, the need to ensure integrity of sport and to prevent sport events from match fixing and criminal activities is also addressed.

Stakeholders have until 31 July 2011, to respond to the consultation.

More information

All relevant documents are available on the European Commission's website (Directorate General Internal Market):

http://ec.europa.eu/internal_market/services/gambling_en.htm

Funding programs and studies

Youth in Action Programme: New call for proposals

The European Commission recently launched a new call for proposals within the sub-action 3.2 “Youth in the World”: Cooperation with countries other than the neighbouring countries of the European Union. It aims at promoting cooperation in youth sector with partner countries which have signed with the European Union an agreement relevant to the youth field.



Its objectives are as follows:

- To improve the mobility of young people and youth workers;
- To foster capacity-building for youth organisations and structures in order to contribute to civil society development;
- To promote cooperation and the exchange of experience and good practice in the field of youth and non-formal education;
- To contribute to the development of youth policies, youth work and the voluntary sector and
- To develop sustainable partnerships and networks amongst youth organisations.

Moreover, in the context of the 2011 EU-China Year of Youth, particular attention will

be given to projects aiming at promoting dialogue, exchange and cooperation in the field of youth between the EU and China. Sport can be involved within the framework of youth people exchange for example.

Eligible applicants:

Proposals must be submitted by non-governmental organizations such as federations or sport clubs; public bodies at regional or local level; or National Youth Councils.

Partnerships:

Projects must involve partners from at least four different countries (including the applicant organisation), including at least two Programme Countries (countries members of the EU, of the EFTA, Croatia and Turkey), of which at least one is a Member State of the European Union, and two Partner Countries (countries from all over the world, full list available in the call for proposals).

Start of the projects:

Projects must start between 1 September 2011 and 31 December 2011, with a minimum duration of six months and a maximum duration of 12 months.



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Budget: The global budget allocated will be € 3 million and the maximum grant per project will be € 100,000.

Deadline for applications: 6 Mai 2011

For more information:

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2011:071:0019:0022:EN:PDF>

European Year of Volunteering 2011 gains momentum

With spring already well on its way, the European Year of Volunteering 2011 is starting to take shape through various conferences and other events.

Conferences bringing together volunteers, volunteer organisations and policy makers

As part of the official programme of the EYV2011, the European Commission is organising a series of conferences on volunteering. Three more European conferences remain this year: First, the conference "Volunteers: The difference they make and the challenges they face" will take place on 23-24 May 2011 in Brussels. Second, a conference on the quality of volunteering, targeting civil society organisations, will be organised on 3-4 November in Athens. Finally, the closing conference will sum up the EYV 2011 in early December. While these conferences tackle

issues related to volunteers from all fields of the civil society, the Polish EU Presidency is also planning a sport-specific conference on volunteering in



September.

Many more conferences, seminars and hearings will be organised during the year on national level and by other European institutions.

For more information:

EYV2011 Alliance website:
<http://www.eyv2011.eu>
<http://www.eyv2011.eu/newsletter>,
EYV2011, Commission website; contacts of the national coordinating bodies:
<http://europa.eu/volunteering>
Conference "Volunteers: the difference they make and the challenges they face":
<http://europa.eu/volunteering/en/conference/brussels-conference>

EuroMed Youth IV Programme launches

The EuroMed Youth IV Programme will launch on 1 April 2011. The first deadline for the calls is the 1 June.

The EuroMed Youth IV Programme intends to cooperate closely with the YOUTH IN ACTION programme. An estimate of around **100 projects** in the fields of Youth Exchanges, Voluntary Services and Youth Support Measures (such as Contact Making Seminars, Study Visits, Training Courses and Seminars)

are expected to be funded. Addressing the Youth NGOs on local and national level as well as youth leaders, youth workers and volunteers the programme's general objectives are to **support and strengthen the participation and contribution of youth organisations and youth from the Euro-Mediterranean region** towards the development of civil society and democracy.



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Hence the EuroMed Youth IV Programme offers a broad range of **funding opportunities** to sport organisations active in the youth field. Project examples imply voluntary services in preparation of international sporting events, youth exchanges dealing with sport related topics (cultural, diversity, anti-discrimination, fair play etc.) and measures to support the capacity of youth organizations (preparatory visits, partnership building activities, training courses).

Participating countries include the 27 EU Member States and the **8 Mediterranean partner countries** (Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestinian Authority, Tunisia and Israel).

More information as well as contact addresses of the partner countries' Youth Units can be found here: <http://euromedyouth.net/>

A2B project: Guidelines on Dual Career adopted

On 30 March 2011 in Budapest, Hungary, in the presence of representatives of the European Commission and national sport ministries, the project participants of "Athletes 2 Business" (A2B) adopted unanimously the guidelines to promote dual careers in Europe. The A2B guidelines are not binding and contain concrete proposals of action which are modeled after good practices to create a better framework and environment for athletes to reconcile top-level sporting achievement with education. They will now be distributed to relevant stakeholders.



The EOC EU Office led the A2B project in close cooperation with athletes and partners coming from the business world, education

and sport. During 15 months, the project team of A2B organized workshops and study visits to collect pertinent information and identify good practices in the field of dual career.

The A2B guidelines are addressed to athletes, businesses, educational institutions, sport organisations and public authorities and highlight what each of them can do to promote dual career. The A2B participants hope that the European Commission and the other stakeholders identified will follow-up on these guidelines and use them extensively to support athletes successfully in their dual endeavours.

For more information:
<http://www.athletestobusiness.eu/>

At a glance/ Internal

Annual Partner Meeting of the EOC EU Office

On 8 March, the Annual Partner Meeting was held at the EOC EU Office. The meeting brings together the partner organisations of the office and serves as a platform to discuss and exchange views on recent developments in the field of sport at the European level.



The main focus of the seminar was on the European Commission's Communication

"Developing the European Dimension in



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Sport", published 18 January. The document complements the White Paper on Sport (2007) and sets out the Commission's view on how the provisions of article 165 AEUV should be implemented in the future. The partners of the EOC EU Office welcomed the document as a first step forward in developing a more coherent European Sport Policy, but raised also concerns about different aspects of its content. The overwhelming majority of the participants regarded the lack of funding for sport related projects still as the biggest challenge for the future and expect more activities for the mainstreaming of sport in existing EU-programmes. In this regard the added value in comparison to the White Paper on Sport is limited. However, positive aspects were mentioned as well, especially the reference to Regional Policy and Sport and the backing for the collective selling of media rights and for strengthening of sport owner rights.

The working plan on sport prepared by the Hungarian Presidency and scheduled for

adoption on 20 May by EU Sport Ministers was discussed as well as the upcoming consultation on the green paper on online gambling as well as the recent judgements of the European Court of Justice (ECJ) in the field of sport.

A great deal of attention was also dedicated to the green paper on the future of VAT published by the European Commission on 1 December. The Commission invites all interested parties, among them sport organisations to provide their views on this matter in the framework of a consultation open until 31 May. Under the current VAT directive, sport organisations profit from certain exemptions.

Partners also discussed the upcoming activities of the EOC EU Office under the Hungarian presidency. The participants welcomed namely the "Conference on Regional Policy and Sport" on 24 May commonly organised with the Committee of the Regions and the "European Evening of Sport" on 15 June in the Brussels representation of Baden-Württemberg.

MESGO meeting at the EOC EU Office

On 9 March 2011 the EOC EU Office hosted a one-day workshop of the first "Executive Masters-Programme in European Sport Governance" (MESGO) focussing on the legal framework of European sport, with a particular focus on EU law and EU institutions and the management of legal disputes.

The logo for MESGO (Executive Master in European Sport Governance) features the word 'mesgo' in a bold, lowercase, sans-serif font. Below it, the text 'EXECUTIVE MASTER IN EUROPEAN SPORT GOVERNANCE' is written in a smaller, uppercase, sans-serif font.

MESGO is a high level management development

programme aimed at senior executives in the European sport industry. It is organised by 5 European universities and supported by five of Europe's leading sport federations: CEV (European Volleyball Confederation), EHF (European Handball Association), FIBA Europe (International Basketball

Confederation-Europe), FIRA-AER (European Rugby Association) and UEFA (Union of European Football Associations).

There are twenty candidates enrolled in the program - they include a member of the UEFA Executive Committee, the General Secretary of the International Ice Hockey Federation, the deputy head of the European Commission sport unit, the president of FIBA-Europe and senior managers from a number of European sports associations.

During the Workshop Folker Hellmund (Head of the EOC EU Office) had the opportunity to give insight into sport's lobbying at the European level. He reiterated the aims of the office, gave an overview on the different services to its partner organisations and explained the functioning of the different EU



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institutions when it comes to lobbying. Moreover, he stressed the special relationship with the European Commission which gives the EOC EU Office privileged access and a higher standing.

Stefan Brost (German Football Association - DFB) laid out why a national single-sport federation decided to open an own liaison office in Brussels. The main objective is to be better informed about legislation and legal developments at EU level. Besides monitoring DFB's activities, including internal and external communication concerning EU matters as well as identifying political issues of special importance for German football, Online-Gambling and the protection of Intellectual Property Rights for organizers of sport events are DFB priorities for the upcoming years.

As representative of the French Olympic Committee (CNOSF) Mathieu Fonteneau explained how lobbying at EU level works in detail. He illustrated that the voice of sport is only a very small one within the choir of 15,000 lobbyists in Brussels. However, CNOSF was able to make its interests taken into account by the EU when dealing with such diverse issues like the Services Directive, the Water Bathing Directive, the inclusion of an article on sport into the European Treaties or the White Paper on Sport.

Folker Hellmund concluded that the meeting with the freshman year of MESGO-students was very fruitful for both sides and is looking forward to receive next year's students in 2012.

Dates in April

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| 03.-08. | SportAccord International Convention (London) |
| 06. | Working Council Party on Sport |
| 11.-12. | CULT Committee Meeting of the EP |
| 27. | Working Council Party on Sport |

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