

The House of European Sport

Tweets of the month



EOC EU Office

@EOCEUOffice Jun 5
Commissioner @TNavracicsEU opens the @EPPGroup event "Time to act for Europe against sports manipulations". Sport ministers from Bulgaria, Slovenia, Denmark as well as representatives of @coe, @iocmedia, @UEFA and @INTERPOL_SPORT will discuss fight against #matchfixing in Europe

EOC EU Office

@EOCEUOffice Jun 18
Practical Seminar on EU funding opportunities for NOCs from non-EU countries is kicking off in Belgrade with welcome and introduction by @OKSrbije Sec Gen and @EOCmedia ExCom member Djordje Visacki and @EOCEUOffice Director @FolkerF. Follow the discussions with #EOCEUBelgrade

EOC EU Office

@EOCEUOffice Jun 22
We are pleased to host our partner's @EuroAthletics Women's Leadership Seminar at our office starting today and including e.g. @paolao from @EuSport as a speaker. Welcome to all participants and speakers!
#genderequality #womeninsport #womeninleadership #athletics

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EDITORIAL

Dear readers,

As of 1 July and in political challenging times, Austria has taken over the Presidency of the European Union. While the ongoing negotiations on the Multiannual Financial Framework 2021 - 2027, Brexit and the Migration and Asylum Policy will be the hottest political dossiers, the Presidency programme on sport contains a number of interesting policy fields as well.

As earlier announced, Austria will focus on the economic dimension of sports, the relation between physical activity and health, doping and the future Erasmus+ programme. For the latter, the Austrian Presidency intends to prepare a contribution from a sport point of view in the upcoming six months.

Apart from sport's already known contributions to economic development and employment, Austria would like to highlight the regional economic importance of sport, its role as a driving force for innovation, the quantifiable effects of physical activity on health and raising awareness on the significance of volunteer work from a macroeconomic perspective. Another key aspect is sport and physical activity at the workplace and how it contributes to the preventive occupational healthcare.

Especially the promotion of physical activity as a tool for disease prevention deserves a stronger backing by the European Institutions and the related EU programmes. In this context, the positive role of sport clubs in Europe, providing easy and affordable access to sport facilities, should be promoted as well.

The creation of a "European Solidarity Corps" was informally agreed by the European Parliament and the Council under the lead of the previous Bulgarian Presidency. The proposed budget for the programme between 2018-2020 is € 375,6 million. It was agreed on to earmark 90 % of the budget for volunteering activities and 10 % for traineeships and job placements. A final vote in the plenary of the European Parliament to endorse the new rules is likely to follow in September. By offering opportunities to young people to volunteer or work in projects that can benefit communities, the European Solidarity Corps could be regarded as the main entry-point of solidarity activities in the EU. That is another example of a European initiative that could be used by sport organisation for their own activities.

The EOC EU Office has organised in June in Belgrade a successful seminar with NOCs from non-EU countries affected by the Western Balkan strategy or the European Neighbourhood policy of the EU. In this regard, the announcement of the European Commission to launch accession negotiations with Albania and Macedonia most likely as of June 2019 is a great signal for the whole region. However, the start of the negotiations is only guaranteed if the candidate countries manage to progress on reforms demanded by the EU. Sport related projects have already been financed by different EU programmes in the past and should be even more targeted due to their potential to bring people and different ethnic groups together.

Enjoy your read,



Folker Hellmund
Director EOC EU Office

EUROPEAN UNION AND SPORT

Bulgarian EU Presidency: Sports Directors Meeting and Conference on Tradition and Innovation in Grassroots Sport

As last events of the Bulgarian EU Presidency in the field of sport, the informal meeting of the EU Sports Directors, as well as a Presidency Conference on “Grassroots Sport as a Tool for Integration and a Bridge between Tradition and Innovation” took place in Sofia on 11-13 June.

Future Erasmus programme on the agenda of the Sports Directors

First of all the Sports Directors discussed the sport part of the future Erasmus Programme 2021-2027 proposed by the EU Commission. The EOC EU Office was invited to represent the sport movement’s view on the recently published proposal. In its comments, the Office welcomed the proposal to double the budget of the Erasmus Programme, as well as the new mobility activities. In addition, the Office raised its concerns regarding the proper participation of grassroots sport organisations to the Programme and proposed some improvements, which would increase the participation of sport stakeholders from all levels to the programme: This could be done by reducing the administrative burden, by making the participation of one sport organisation in each project mandatory and by providing guidance in the application process at the national level. In addition the EOC EU Office proposed to introduce small-scale sport events as a new action to be financed. This would attract more local and regional sport clubs to apply and would at the same time increase the visibility of the Programme.

In general, the comments of the EOC EU Office were well received by the Sports Directors and other representatives of the EU Member States

representatives. The Office is closely following all the negotiations on the future funding programmes with an extra attention to Erasmus and its sport part.

Bulgarian Presidency Conference on tradition and innovation in sport

The Sports Directors meeting was followed by the Bulgarian Presidency Conference on “Grassroots Sport as a Tool for Integration and a Bridge between Tradition and Innovation”. The topic was discussed from different points of views in several panels also taking the aspect of health-enhancing physical activity through tradition and innovation into account. The last panel of the event focused on innovation in sport. The President of the European Volleyball Federation, Aleksandar Boricic, underlined the need for innovation also in the popular and well-established sports to stay relevant. As an example he used beach volleyball, which is now one of the most popular sports in the summer Olympic Games, but which was also doubted in the beginning when the idea was introduced. In the end, it has turned out to be a very successful innovation, which are important in organised sport. The new concept of Snow Volleyball could be the next innovative example in this regard.

After the last events and successful six months, EOC EU Office would like to thank the Bulgarian EU Presidency and its sport colleagues for a good cooperation. The Office is looking forward to the Austrian Presidency, which took over the lead in the Council on 1 July until the end of the year.

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DSM: Developments on Audiovisual Media Services and Copyright

Several of the Digital Single Market initiatives of the European Commission saw progression over the last weeks, with an agreement reached on the reform of the *Audiovisual Media Services Directive* (AVMSD), parliamentary votes on the Copyright Directive and ongoing negotiations on online transmissions. Several of these developments are relevant for sport organisations as they could affect the way that sport-broadcasting rights are licensed and subsequently affect the income that sport organisations can generate with their events.

Regarding AVMSD, on 13 June EU ambassadors confirmed an agreement reached on 6 June between the Bulgarian Presidency of the Council and the European Parliament representatives on modernising the existing rules on the provision of audiovisual media services in Europe. This legislation defines inter alia advertisement restrictions and also includes the listed events, which have to be broadcasted publicly (if broadcasted at all) and often include sport events like the Olympic Games. In the agreement, which is expected to be voted by the EP's plenary in

October, the rules on listed events have however remained unchanged.

Negotiations on the *Copyright Directive* are at a considerably earlier stage, with negotiations inside the European Parliament potentially nearing an end, but no trilogue yet in sight. The leading JURI Committee voted their report on the topic last week, opening the way to a plenary vote to define the EP's position in the first week of July. The JURI Committee included an amendment to include a so-called neighbouring right for sport event organisers, which would help sport organisations to defend against digital piracy.

On the related *Regulation on certain online transmissions of broadcasting organisations and retransmissions of television and radio programmes* that would have very negative impacts in its initially proposed form, the institutions are on the other hand still locked in trilogue negotiations. However, both the European Parliament and the Council had in their first positions reduced the scope of the regulation by excluding sport content.

“Time to act for Europe”: conference on sports manipulation at the EP

On 5 June 2018, MEP Bogdan Wenta (POL, EPP) held, at the European Parliament, a conference dedicated to the fight against match-fixing and other forms of manipulation of sports competitions. The panellists represented numerous stakeholders including representatives of national governments and agencies, sport organisations and betting operators. All speakers emphasised that the absolute priority should be a fast and unanimous ratification of the Macolin Convention as this is the only internationally available instrument designed to effectively deal with the issue across borders. The Commissioner for Education, Culture, Youth and Sport, Tibor Navracsics, voiced his concerns

about the future of sport should the Convention fail to enter into force as soon as possible. His concerns were echoed by Minister of Youth and Sports from Bulgaria, Krasen Kralev, who spoke about coordination in information exchange being a key to fighting global criminal networks responsible for sports manipulation.

The speakers observed that thanks to the Macolin Convention, Europe would be at a forefront of the global movement dedicated to boosting integrity in sports. All the parties recognised that since sport manipulation is a matter of cross-border concerns, the solution should also go beyond national

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measures aimed at tackling the problem. On this matter, it was observed that there is an increasing interest in ratifying the Convention by non-European countries, such as Australia, Cape Verde, Morocco and Qatar. The main quality of the document is the burden of proof established by balance of probabilities rather than beyond reasonable doubt, which makes it easier to convict defendants using this international instrument as opposed to national legislation.

The parties also observed that sport organisations often lack expertise when dealing with sports manipulation and as such, there is a need for cross-sectoral cooperation. The example of using national platforms as facilitators of an initial dialogue was praised by the panellists. It was put forward that since both sport and betting thrive on uncertainty, there is a close link between a healthy sport sector and well prospering betting industry. As such, betting operators are increasingly seen as

part of the solution, rather than the cause of the problem.

Lastly, the panellists emphasised that education on all levels should be supported and encouraged as a way of tackling the problem at its inception. In the view of Friedrich Martens from the Ethics and Compliance Office at IOC, education is of particular importance in the grassroots sports movement.

The EOC EU Office actively contributes to the fight against manipulation of sport competitions by the running of the Erasmus+ POINTS project which focuses on the development of Single Points of Contact dealing with integrity issues within sport organisations in Europe.

FURTHER INFORMATION

www.points-project.eu

FUNDING PROGRAMMES AND STUDIES

Study on the Economic impact of Sport

“Around every 47th Euro and every 37th employee in the EU are directly sport-related”

The European Commission released its second study on the Economic impact of sport through sport satellite accounts. The study aims at assessing the sport sector's macroeconomic importance in the EU, in particular its growth and employment potential. It demonstrates the fast-growing importance of sport sector in national economies. The analysis uses 2012 data and updates the original study published in 2012 which was based on 2005 data. The study can serve as a basis for sport organisations to showcase the benefits of investing money in the sport sector, including towards public authorities.

According to the conclusions of the study, the share of sport-related Gross Domestic Product within the EU is 2.12 % and amounts to € 279.7 bn. Furthermore, the share of sport-related employment amounts to 2.72 % of total EU employment, equivalent to 5,666,195 persons. Despite the economic and financial crisis between the two studies (data from 2005 and from 2012), the sport sector has continued to grow.

The researchers explain in the study that *“Sport is an employment-intensive economic activity, therefore generating a greater sport share in employment than in GDP. In fact, an increase of GDP by 1 % goes hand in hand with an additional 1.35 % of employment”*. Furthermore, as regard to GDP, statistics show that education services and sport services (sport facility operations, sport clubs, fitness facilities, and other sport services) are the two main sport-related GDP contributors, respectively 0.39 % (€ 51,237million) and 0.33 % (€ 43,075 million) of the EU's GDP. Countries

which economically benefit the most from sport are Austria, Germany, Poland and France.

The third part of the study analyses the economic effects and characteristics of sport in each EU Member State. Those data can be used by national sport organisations to stress the importance of sport in each country providing reliable figures on sport and sport industry's contribution for example to employment and GDP.

More general comments are also made on the technical support to Belgium in their effort to create Sport Satellite Accounts (SSA) and recommendations towards a European SSA are also included.

The EOC EU Office considers the study as very useful and hopes that sport organisations will make great use of it along their discussions with public authorities to advocate for the added value of funding the sport sector. The timing of this publication seems ideal, just before the negotiations between the EU institutions on the Multiannual Financial Framework 2021-2027, which should include sport in several funding programmes.

The EOC EU Office is actively working for the EU institutions to take the existing evidence on the crucial role of sport as a driver for growth, employment and skills development, as well as for social cohesion into account in national and regional policy making.

FURTHER INFORMATION

[Study on the Economic impact of sport through sport satellite accounts](#)

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CULT Committee exchange of views on Erasmus

On 15 June 2018, the European Parliament's Committee on Culture and Education (CULT Committee) held an exchange of views with the European Commission on the evaluation of the current Erasmus+ programme in light of the proposal for the new edition of the programme.

In this context, the speakers from the European Parliament made it clear that they saw the proposed doubling of the Erasmus budget as insufficient. The MEPs believe that a tripling of the budget is the more adequate solution which will enable for participation of more people. They believe that due to inflation, the overall budget would amount to 26 billion rather than the announced 30 billion. Consequently, the MEPs believe that there will not be enough money for all the objectives of the programme, including new initiatives such as the pilot programme Discover EU.

The evaluation of the programme showed that Erasmus is a huge success. The mid-term evaluation has shown various improvements in the functioning of the programme, including increased

visibility and simplicity, inclusiveness, cross-sectoral cooperation and better results orientation. However there are still many areas which should be reformed. The biggest challenges remaining are for the programme to reach people from disadvantaged backgrounds or remote regions. Another aspect to be improved is a better targeting of smaller and newer organisations and building better synergies between different EU programmes, for example Erasmus and ESF+. Reaching smaller organisations could also be reached by the recommendation of generally simplified application processes.

In terms of sports, the Commission acknowledged a lot of positive effects of the sports chapter of Erasmus, especially at the grassroots level. Furthermore, supporting the sports chapter was seen as crucial to engage those who want to broaden their horizons through sports mobility programmes. The EOC EU Office welcomes this assessment and is further committed to supporting its partners in exploring the opportunities offered under Erasmus programme to the maximum.

SportHub: New name and activities regarding regional development

On 15 June 2018, the Sport Unit of the European Commission and their consultant KEA organised another meeting of the Sport Action Network. The network is a result of the 2016 Study on "Contribution of sport to regional development through the structural funds" and aims to support sport organisations to receive regional funding as well as collect evidence on the contribution of sport to the priorities of the structural funds.

In the last meeting, Arthur Le Gall (KEA) and Roland Farkas (Commission Sport Unit) presented a number of new activities and also proposed a name change for the group. The membership has

furthermore increased, with a number of new organisations joining, especially more representatives of local municipalities. Roland Farkas furthermore mentioned that there had been an [update to the 2016 study for the European Parliament's CULT Committee](#).

Following this, the group accepted the proposed name change to "SportHub: Alliance for Regional Development in Europe" to better reflect the structure and aims of the groups.

Following this, Arthur Le Gall presented the two types of activities planned until the end of 2018:

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Regional Conferences

- KEA and the Commission plan to organise four conferences of around 50 participants on the national level during the second half of 2018.
- These are meant to sensitise the national audience for the positive evidence of sport for the objectives of the structural funds, to share knowledge of existing best practices and to present a national networking opportunity by bringing all actors involved, sport organisations and responsible authorities, together.
- The events will be organised by a national host organisation, with KEA supporting the implementation.

Mentoring visits

- It is planned to organise 18 mentoring visits to sport organisations in different regions, which would receive help in how they can use the structural funds in their region for their work.
- Based on a needs analysis, experts from the SportHub including KEA personal would analyse the opportunities and travel for two day seminars to discuss these.

The group furthermore agreed to be active in the course of the current negotiations for the EU funding for regional development for the period after 2020. Additionally, it is planned to create a subpage on the Commission's Sport website to inform about the activities of SportHub. The next meeting is planned for September 2018.

INTERNAL AND VISITS

Seminar on EU funding opportunities for NOCs from Eastern Europe, Western Balkans and Turkey

The EOC EU Office organised for the first time a seminar only dedicated to EU funding opportunities and cooperation with the EU for NOCs from Eastern Europe, Western Balkans and Turkey.

Hosted by the NOC of Serbia in Belgrade on 18 and 19 June 2018, the gathering brought together representatives from 10 NOCs keen to learn more about EU programmes and policy developments which are relevant to their countries.

The seminar presented a number of sport-related



projects, which have been co-funded by the EU in the respective countries through various programmes, such as Erasmus+ and cross-border or regional schemes. The participants learnt about many possibilities for NOCs and sport organisations based outside the EU to benefit from these programmes. They also heard presentations by expert speakers from the EU Delegation to Serbia and from the National Erasmus+ Office in Serbia.

Folker Hellmund, Head of the EOC EU Office said on the occasion of the seminar: "I am confident that the seminar was beneficial for both sides. My feeling is that we were also able to sensitise our

guest speakers from the EU Delegation for the value sport can add to EU programmes and projects. We were able to present to them a good number of successful projects to date, which tap the huge potential of sport in one way or the other, be it in the field of education, active citizenship, regional development or culture, to name just a few."

Accordingly, these examples will be also provided to other EU Delegations in the respective countries to raise awareness of the quality and wide scope of sport-related projects in the Western Balkans and Eastern Europe.

Djordje Visacki, Secretary General of the NOC of Serbia and Member of the EOC Executive Committee, who was instrumental in making this event a success, said: "I feel that all participants really benefitted from the seminar. They acquired an extensive amount of know-how and information in a short time and were provided with a great networking platform to exchange expertise and experiences regarding the implementation of EU funded projects."



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In addition and as a next step, **the organisers and participants of the seminar agreed to focus on the concrete preparation and implementation of project ideas as well as on lobbying activities towards national governments and the European Commission.** The objective is to better integrate sport in various (future) funding

programmes and to make sport more visible as a potentially important tool and element of EU's relations with third countries.

PARTNERS' CORNER

European Athletics Women's Leadership Seminar takes place at EOC EU Office in Brussels

Some 42 participants from 33 countries gathered in Brussels from 22-24 June for the European Athletics Women's Leadership Seminar, a follow-up of the successful Women in World Athletics Seminars which were held annually from 2013 to 2017.



The three day programme took place at the EOC EU Office and was opened by the European Athletics Vice-President Jean Gracia which was

followed by an extensive programme of discussions and presentations by women in prominent leadership positions in athletics as well as academic experts.

Prominent speakers during the three-day seminar included IAAF Women's Committee Chairperson Esther Fittke, former Vice-President of the German Athletics Federation Dagmar Freitag and IAAF Council Member Sylvia Barlag and European Athletics Young Leaders Community member Katrin Heyers.

The seminar took place as part of European Athletics' ongoing efforts to reach gender equity and to implement the constitutional changes agreed during the last European Athletics Congress in Vilnius last October.

Convention held on 19 April 2018 "Tackling Corruption in Sport - towards a strong public-private alliance within the framework of the UNCAC (United Nations Convention Against Corruption) Resolution 7/8. The Italian scenario"

Further to a proposal submitted by Italy, on 14 November 2017, the 7th Conference of the United Nations Convention Against Corruption (UNCAC), Member States adopted a Resolution to fight corruption in sport, an issue currently affecting many multilateral fora's endeavours. The UNCAC bears witness to the efforts made by the international community to fight corruption as a transnational problem.

Following the Convention, a high profile workshop "Tackling Corruption in Sport - towards a strong public-private alliance within the framework of the UNCAC (United Nations Convention Against Corruption) Resolution 7/8. The Italian scenario" was organised on 19 April, where representatives of Embassies, spokespeople of institutions and civil society, Italian and foreign subject matter experts attended. Sport was represented by the Chief Ethics and Compliance Officer of the

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International Olympic Committee Pâquerette Girard-Zapelli, the President of the Italian National Olympic Committee (CONI) Giovanni Malagò and former Italian Olympic athletes who presently hold key positions within CONI.

The purpose of the workshop was to improve knowledge and awareness of Italy's sport regarding the UNCAC Resolution.

The event proved to be a platform for exchanges among the representatives of the International organisations aimed at providing meaningful insights into the prevention of corruption in sport.

During the workshop, focusing on the international reference framework, speeches were delivered by representatives of the European Parliament, IOC, UNODC (United Nations Office on Drugs and Crime), UNESCO, Council of Europe, OCED and Transparency International.

Everyone underlined the need for a strong co-operation between public and private sectors to support sports organisations in countering the criminal interests that revolve around sport. The importance of preventing corruption in a sector such as sport was also pointed out, with special reference to the promotion of best practices when staging major sports events. The sports system alone does not have the ability to counter illegal activities, hence there is a need for a global vision and co-operation among the different institutions. In this respect, Italy plays a key role in the fight against corruption within the sports context.

During his speech, the President of the Italian National Olympic Committee highlighted the efforts made by the Olympic Committee and Italy's sport system as a whole to prevent corruption as well as

the commitment shared with the National Anti-Corruption Authority (ANAC, Autorità Nazionale Anticorruzione) to adopt a set of guidelines in line with international standards governing integrity and corruption prevention.

During the second session, the Italian scenario was illustrated, with speeches delivered by representatives of national authorities responsible for fighting corruption conducts, including the Head of the Department of Justice Affairs of the Ministry of Justice, the National Anti-Mafia Prosecutor, the State Police Deputy Chief.

Attention was drawn to the (a) danger of mafia organisations in this context, (b) the need to ensure greater supervision of betting circles and prohibit betting in minor championships/leagues and (c) the importance of prevention not only in team sports but also in individual sports.

The third session centred on integrity standards in Italy's sport, with speeches also delivered by the General Secretary of the Italian National Olympic Committee, the National Sports Prosecutor and former Italian Olympic athletes who currently hold executive positions within the Italian National Olympic Committee.

The importance of synergies between the sports system and the judicial system at a national and international level was stressed and a new way of performing audits by the Italian National Olympic Committee on National Sports Federations was presented, such method consisting of measuring and assessing the governance, risk and internal control systems for the purpose of gaining a better understanding of the degree of maturity and opportunities to create stakeholder value.

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ENGSO Policy Programme and updated statutes adopted at the ENGSO General Assembly

On 8–9 June 2018, more than 70 representatives of member and partner organisations of the European Non-governmental Sports Organisation (ENGSO) gathered in Visby, Sweden for the association's General Assembly.

The programme of the weekend kicked off with welcome addresses from ENGSO President Carlos Cardoso, Secretary General Stefan Bergh, and Margareta Persson, the Vice Chair of the Gotland Regional Executive Board. The agenda of the consecutive member seminar included updates on EU sport policy by Yves Le Losteque, Head of Sport Unit of the European Commission and a presentation on gender equality in the Swedish sports movement by gender equality expert and Research and Development Manager Jenny Svender from the Swedish Sports Confederation (RF).

Freshly elected as member of the ENGSO Equality Within Sport (EWS) Committee, David Hofstetter presented the work of the European Gay and Lesbian Sport Federation, which is the newest of the ENGSO associated members. Project Manager Orsolya Tolnay also gave an update on the Erasmus+ Sport co-funded ASPIRE project.

The last presentation of the seminar was the inspiring personal story of Shamima Aktar, a journalist, women's rights activist and basketball

leader who has made her way through death threats in her native Bangladesh to found a basketball team, World Wide Ladies, in her new home in Sweden.

The seminar also included a lively and positive workshop on the ENGSO Policy Programme, which was adopted by the ENGSO General Assembly on the second day of the meeting. The document serves as a handbook on ENGSO's positions on topics ranging from health-enhancing physical activity to good governance, and EU funding to the European model of sport, as well as guides the advocacy work of the organisation for the years to come.

Following the General Assembly, an Extraordinary General Assembly was organised to adopt new statutes that better reflect the ENGSO's current status and functioning as an organisation.

The weekend also included opportunities for fun and networking, including an exciting medieval dinner, sightseeing in the beautiful old town and surroundings, and a magnificent final evening reception hosted by Gotland's Governor, Ms. Cecilia Schelin Seidegård in her residence overlooking the port of Visby.

FURTHER INFORMATION

www.engso.eu

Estonian NOC visits the EOC EU Office

As part of their study visit to Brussels to learn more about the EU and the impact of its activities on sport, the staff of the Estonian Olympic Committee chaired by Siim Sukles, Secretary General of the NOC, visited the EOC EU Office on 5 June. Before

the EOC EU Office, the group paid also a visit to the Permanent Representation of Estonia to the EU, as well as had a meeting with MEP Urmas Paet, who is also a Board Member of the Estonian Olympic Committee.

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At the EOC EU Office, Director Folker Hellmund welcomed the group and gave them an overview on the activities of the Office, as well as an update on the current hot topics on the EU sports policy agenda. Discussions varied from the data protection regulation, which came into force just a couple of days before the visit, to the ISU case and

the Erasmus+ sport funding programme. The exchange on these important topics was very useful and interesting for both parties. The EOC EU Office is always pleased to welcome NOCs and other partners for a visit to learn more about the EU and its impact on sport.

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NEXT MONTH

- 3 July** Commission Sport Unit Breakfast “Digital Single Market and Sport”
- 9 July** Meeting Council Working Party on Sport
- 10-11 July** POINTS Meeting (Prague, Czech Republic)
- 11-12 July** Commission Expert Group on Skills and Human Resources Development in Sport (Split, Croatia)