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The House of European Sport

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EDITORIAL

Dear readers,

Since 24 November, the European Olympic Committees are entering a new era after having elected Janez Kocijančič as new President at the General Assembly in Zagreb. Kocijančič has already chaired the EOC as acting President since September 2016. In his first speech as elected President Kocijančič reiterated the importance of Good Governance and underlined the need of solidarity and cooperation between all actors in the Olympic Movement order to face the existing challenges for the Sport worldwide. Furthermore, the successful implementation of the "European Games" 2019 in Minsk and the acquisitions of new financial resources for the EOC in order to decrease the dependence from Olympic Solidarity will be on his priority list.

Niels Nygaard, President of the Danish Olympic Committee, was elected as Vice-President and echoed afterwards the requirement of Good Governance and Gender Equality and promoted the European Sport Model as well. With Daina Gudzineviciute of Lithuania and Liney Rut Halldorsdottir of Iceland for the first time two female candidates have been elected to the EOC Executive Committee. Their election should be regarded only as a first step towards full gender equality in sport organisations. The EOC EU Office is looking forward to work with the new Executive Committee and hopes that many of them will show up in our new premises soon.

On 21 November, IOC President Dr. Thomas Bach has addressed the European Sport Ministers in the course of the Sports Ministers Council meeting in Brussels. On this occasion, President Bach defended the European Sports Model and emphasized the societal role of sport when applying antitrust policy to sport.

There is no doubt that decisions of sport federations, such as sanctions, should always be proportionate. However, the role of federations goes far beyond disciplinary measures. Investments in young athletes, education of referees, safeguarding the integrity of competitions or organising the calendar of sport competitions are important for the development of a specific sport and are executed by federations. These kind of activities are meant in Art. 165 TFEU when targeting the preservation of the existing sport structures in Europe. Disputes between federations and other stakeholders are often a consequence of the commercialisation of sport. The organised sport must be prepared for this by revising the statutes and by finding ways to engage with stakeholders and to solve disputes (whenever possible) before reaching national or European Courts.

Enjoy your read,

Folker Hellmund

Director EOC EU Office

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EUROPEAN UNION AND SPORT

Structured Dialogue, challenges for sport and European Sports Model discussed at Sports Ministers Council Meeting

On 21 November 2017, the European Sports Ministers gathered in Brussels during the second day of the formal Education, Youth, Culture and Sports Council meeting. The meeting was chaired by the Estonian Presidency of the EU.

Role of coaches

During this Council meeting, the Member States adopted Council conclusions on the role of coaches in society. The topic of coaches was one of the main priorities of the Estonian Presidency. The conclusions highlight the important role of coaches in sport, for instance in getting people active, for social inclusion and for tackling ethical challenges in sport. With this document, the Member States invite the Commission among other things to "continue the promotion of comparability of the coaching qualifications of the Member States and of sport organisations in the context of the EQF' and to "use the possibilities of the European Social Fund, the Erasmus+ programme and the European Week of Sport to highlight and promote the benefits of coaching and encourage the mobility of coaches".

Structured Dialogue

In addition, the Council adopted a Resolution on further developing the EU Structured Dialogue on sport, which is the "regular dialogue between the EU and its Member States, the representatives of international, particularly European, sport movement and other relevant stakeholders". This resolution builds on the Council resolution on the EU Structured Dialogue of November 2010.

The resolution sets out the three main structures for the dialogue being: the annual EU Sport Forum, the EU high-level dialogue on sport and the EU

operational-level structured dialogue. Regarding the latter, the aim is to make more use of meetings such as the EU Sports Directors meeting and the informal meetings of Ministers and to consider well in advance the most appropriate way to involve the sport movement. Furthermore, the communication of EU policies towards the sport movement is a major concern. In this regard, the resolution invites the Member States to "promote, disseminate and discuss EU sports policy documents, with sports movement at national level on a regular basis".

One particular element related to the interaction between the EU and the sports movement is the work of the Expert Groups of the European Commission. These Expert Groups will be established in the upcoming months to contribute to the implementation of the new EU Work Plan for Sport 2017-2020. Regarding the role of the sports movement in these Expert Groups, the Sport Ministers invite the Commission to "include, where appropriate, as participants or observers, the representatives of the sport movement and other relevant stakeholders". The EOC EU Office has already stressed on various occasions the important role that the sports movement played in the past to facilitate the work of the Expert Groups in terms of providing expertise and good practice examples from the field. In this regard, the EOC EU Office highly appreciates this reference to the upcoming Expert Groups in the resolution.

And finally, the Sport Ministers also invite the sports movement to "engage more actively in the structural dialogue". The EOC and the EOC EU Office welcome this invitation and are looking forward to an even closer cooperation in the upcoming period.



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Discussion with the IOC President

During the Council meeting, the Sport Ministers discussed the main challenges facing sport in the 21st century. The President of the International Olympic Committee (IOC), Dr. Thomas Bach, was invited to take part in this debate. In his contributions, he called upon the sports ministers to preserve the 'European Sports Model' and its beneficial role in civil society. He expressed his



concerns about the business-focused interpretations of EU competition rules when they are applied to sport organisations. "It is my sincere hope that we do not lose sight of the important social role of sport by equating it with commercial sports business", he stated.

The debate also touched upon the important societal role of sport. The Minister for Culture (and sport) of Estonia, Mr. Indrek Saar, stressed that: "Culture, arts and sport are the glue that binds our communities together. They create a sense of belonging, and contribute to healthy, inclusive and cohesive societies. In these challenging times for Europe, it is all the more important that we step up

our efforts at all levels to encourage citizens' participation in such activities."

Following the debate, national delegations got the opportunity to share their views. Representatives from Bulgaria and Romania briefed their colleagues on the outcome of the WADA meetings that were held in Seoul on 15-16 November 2017 (e.g. Budget, Good Governance, the Code review process and the Code compliance). The Greek delegation presented its <u>support to the Olympic Truce</u> during the next Winter Games in PyeonChang, South Korea. The Polish delegation informed the attendance that a world conference on doping in sport will take place in Katowice, Poland, in November 2019.

The Sport Ministers concluded the meeting by going through the work programme of the incoming Bulgarian Presidency (January - June 2018). The main priorities for the coming semester will be: promoting European values through sport, fighting against doping (in the context of the WADA Code review) and using grassroots sports as a tool for integration.

FURTHER INFORMATION

Outcome of the Council meeting

<u>IOC Press release on the IOC President at the EU</u> Council

Podcast with Dr. Thomas Bach on POLITICO

European Week of Sport: Advisory Board and coordinators discuss future developments

On 17 November 2017, the Advisory Board for the European Week of Sports (EWoS) met to discuss the last developments regarding the initiative and consider future developments.

The European Commission reported on the successful 2017 edition, with over 15 million

participants in over 35.000 events. Partner organisations reported on their activities, before Donatas Pocius (contractor PPMI) presented methods and first tentative findings of the external evaluation that his company is preparing. The advisory board subsequently discussed the planned survey, especially considering the



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question how participation and activation of citizens could be evaluated. PPMI will publish a public survey in December 2017 and will contact coordinators and partners for interviews to support its work.

Following this, on 23 November 2017, National Coordinating Bodies (NCBs) of the European Week of Sport met in Brussels for the last time this year exchange experience from this year's Week and to learn more about the plans for the 4th edition of EWoS (23-30 September 2018).

While continuity is the key word for national-level activities, several important novelties were presented by the European Commission. First, NCBs were invited to organise, as part of their national activities, a BeActive Night on 29 September 2018, drawing inspiration from "nights of sports" organised in several EU Members States including Belgium and Hungary. Most of the NCBs have expressed their interest to organise such event, which they will have to

include in their action plan due to be submitted by 19 December this year. The Commission is furthermore considering to organise a Brussels based flagship event around such a #BeActive night as well, possibly with a Sport Village.

Second, the EWoS 2018 will be opened to 11 new countries from the Western Balkans and Eastern Europe (Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Georgia, Kosovo, Moldova, Montenegro, Serbia and Ukraine), for the moment without direct financial support from the Erasmus+ Programme, but with the most important elements in place, including the nomination of NCBs, provision of branding, and inclusion of the countries in all the main transnational activities of the Week. The decision to enlarge geographical scope of this initiative to the countries neighbouring the EU follows a recommendation of the High-Level Group on Sport Diplomacy, which delivered its final report in June 2016.

Digital Single Market: Trilogue agreement on Geo-blocking, JURI vote on online transmissions

The European institutions are currently negotiating several files regarding the Digital Single Market (DSM), one of the main priorities of the current Juncker Commission. Many of these files could have a profound impact on the sale of sport broadcasting rights. Several initiatives under the DSM initiative are especially calling the territorially and regionally exclusive tenders of rights into question, which are the basis of the current licensing model and guarantee regionally specific broadcasts, both regarding specific sports and aspects of the same competitions (e.g. focus on local athletes/teams). After a first agreement regarding a regulation on portability of online content (30 June 2017), which came into force, the Council announced on 29 November 2017 that it had reached an agreement with the European Parliament in its trilogue negotiations to ban unjustified geo-blocking. The agreement, which still needs final adoption by the Council and the Parliament, aims to remove barriers to e-commerce by avoiding discrimination based on customers' nationality, place of residence or place of establishment. Regarding sport broadcasts, geo-blocking is the main technology used to prevent online access to content for people from outside of the licensed territory. Positively for sport broadcasts, audio-visual services will be excluded, in line with the Services Directive, therefore allowing its use for sport broadcasts.

Earlier this month, the European Parliament's Committee on Legal Affairs (JURI) had already voted on its report on "copyright and related rights applicable to certain online transmissions of broadcasting organisations and retrains-missions of television and radio programmes". This vote opens the way for negotiations with the European



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Council to reach a final agreement. The Commission proposal had included potential risks for sport broadcasts, especially regarding the principles of "country of origin" (CoO) and of retransmission, that potentially allow online broadcasts to other countries than the contracted area. The EP report now focuses the scope of this on online news and current affairs content and allows broadcasters to geo-block their online content if the right-holder and broadcaster so agree in their contracts.

FURTHER INFORMATION

European Council – Press release (29/11/2017): "Geo-blocking: EU ambassadors confirm agreement on removing barriers to e-commerce"

<u>European Parliament – Press release</u> (21/11/2017): "More online TV and radio across borders"

First edition of the #Belnclusive EU Sport Awards

On 22 November 2017, the European Commission organised the first ceremony of the #Belnclusive EU Sport Awards. Launched with the strong support of Tibor Navracsics Commissioner for Education, Culture, Youth and Sport, this award aims at recognising and providing financial support to organisations using the power of sport to increase social inclusion for disadvantaged groups.

This first edition was a success with more than 200 projects who applied to receive the awards.

Following an evaluation on the impact, the reliability and the innovation of the project, the jury short-listed nine projects.

Finally, during the #Belnclusive EU Sport Awards ceremony, Commissioner Tibor Navracsics, presented the three winners with their awards and a prize of 10,000 euro each:

 MitternachtsSport e.V. - Verein für interkulturelle Jugendsozialarbeit e.V. (Germany)

- De Rode Antraciet (Belgium)
- Asociacion danza integrada meet share, dance (Spain)

Prior to the announcement of the winners, an interesting panel discussion on "Social inclusion through sport" took place with Ratko Kovacic, President of the European Paralympic Committee, Dr Rimla Akhtar, Rikke Ronholt English FA Councillor, Global Goals World Cup, and Manuel Comeron, Prevention of violence and urban safety department at municipality of Liège.

The EOC EU Office welcomes the initiative of the Commission as many local, regional and national sport organisations are involved on a daily basis in activities improving the inclusion of disadvantaged groups.

FURTHER INFORMATION

Website of the European Commission



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FUNDING PROGRAMMES AND STUDIES

Commission publishes results of two Pilot Projects' calls for Proposals: "sport and refugees" and "sport against radicalisation"

On 30 November 2017, the European Commission published the list of the successful applications for two calls for proposals for sport projects: "Sport as a tool for integration and social inclusion of refugees" and "Monitoring and coaching, through sports, of youngsters at risk of radicalisation". The Commission had published the call for proposals in the beginning of July 2017 with 18 August 2017 as deadline.

For the first call for proposals: "Sport as a tool for integration and social inclusion of refugees", the Commission received applications of 101 organisations. On the basis of the available funding (i.e. €1,000,000), the 19 best applicants were selected to be financially supported by the Commission.

The second project focuses on "Monitoring and coaching, through sports, of youngsters at risk of radicalisation". For this call, the Commission received 39 applications. Given the funding available (€750,000), the Commission selected 14 organisations that stood out by the quality of their project.

The 33 projects selected will be implemented in the course of next year.

(See Monthly Report of July 2017 for more information on the content of the calls).

FURTHER INFORMATION

Results of the call for proposals (Sport Unit)

List of selected projects

INTERNALS AND VISITS

Janez Kocijančič elected President of the European Olympic Committees during the 46th General Assembly in Zagreb

On 24 and 25 November, the National Olympic Committee of Croatia (HOO) hosted the European Olympic Committees (EOC) 46th General Assembly, in Zagreb. On the top of the traditional programme, elections for the 2017-2021 quadrennial took place during the first day of the meeting. Janez Kocijančič (Slovenia) who has led the EOC as Acting President for the past 15

months, has been elected as the European Olympic Committees (EOC) President while Raffaele Pagnozzi (Italy) and Kikis Lazarides (Cyprus) were re-elected unopposed for their positions as Secretary General and Treasurer. Niels Nygaard (President of the Danish Olympic Committee) was elected as Vice-President.



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Finally, the 12 Executive Committee Members were also elected – Zlatko Mateša (Croatia), Jean Michel Brun (France), Bill Sweeney (Great Britain), Spyros Capralos (Greece), Liney Rut Halldorsdottir (Iceland), Daina Gudzinevičiūtė (Lithuania), Andrzej Krasnicki (Poland), Djordje Visacki (Serbia), Jozef Liba (Slovakia) Alejandro Blanco (Spain), Hasan Arat (Turkey), and Peter Mennel (Austria).

Beyond the election, the GA gathered representatives of the 50 NOCs composing the EOC, European federations as well as visiting delegations from hosts of upcoming Olympic Games or European Youth Olympic Festival (EYOF).

Following welcome addresses, Dr. Thomas Bach, IOC President, was the first on the agenda. President Bach started by giving the Assembly an update on various activities of the Olympic Movement including the recent activities in the fight against doping and the situation of Russia. Furthermore, President Bach stressed the challenges related to the European Sports Model, notably at the EU level recalling that "a purely market-based approach can be in nobody's interest. It neglects the social contribution of organised sport and its existing solidarity mechanisms".

This event was also the opportunity for the Chairs of the different commissions of the EOC to present their final report. In this regard, Juri Tamm, Chair of the EOC EU Commission, reported on the different activities conducted by the Commission in the past four years before presenting a set of recommendations for the next Commission:

 Increase the number of meetings and link them with EU Presidencies

- Increase the visibility and the involvement of the Commission at EU level
- Improve relations between NOCs and EU officials
- Increase the impact of the Commission at the EOC level
- Strengthen and support activities of the EOC Athletes at EU level
- Provide special attention for non-EU NOCs on EU activities that can have an impact or can be beneficial for them

EU activities were also central in Folker Hellmund's presentation during which he updated participants on the work done by the EOC EU Office as well as recent EU activities. He notably outlined the increasing number of challenges faced by organised sport at the European level, in relation with EU Competition policy and the governance of sport organisations. Folker Hellmund also announced some positive opportunities at the EU level including the Erasmus+ Sport chapter or the European Week of Sport, for which the EU aims to further expand the reach in 2018 to non-EU countries.

Finally, he announced the first activities of the POINTS project, which will officially be launched on 10 January in Brussels.

Finally, Janez Kocijančič announced that the EOC will organise the next General Assembly, in Marbella, Spain, in 2018.

FURTHER INFORMATION

EOC press release

IOC press release



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Croatian NOC becomes Partner of the EOC EU Office

On 24 November 2017, the NOC of Croatia officially signed a bilateral agreement to become partner of the EOC EU Office as of 1 January 2018. The agreement was signed on the occasion of the 46th General Assembly of the European Olympic Committees in Zagreb by EOC President Mr. Janez Kocijančič and NOC Croatia Secretary General Mr. Josip Čop.



The partnership between the NOC of Croatia and the EOC EU Office is the next step in a fruitful cooperation that started already many years ago. Already in 2012, the NOC of Croatia was one of the core partners of the EU-funded "Sport 4 Good Governance" Project of the EOC EU Office. But also after the conclusion of the Project, the NOC and the EOC EU Office worked together on various occasions, for instance in the framework of the SUCCESS Project of the NOC of Croatia.

EOC President Mr. Janez Kocijančič expressed his satisfaction with the partnership by stating that this new agreement demonstrates the European-wide approach of the EOC EU Office. He added that Croatia, having joined the European Union only in 2013, shows the willingness of the National Olympic Committees of Europe to cooperate closely with the European institutions in various fields. "This cooperation has great significance not only for the NOC of Croatia, but for the entire sport in Croatia." Although the EOC is the umbrella of 50 NOCs, President Kocijančič expressed his satisfaction with the recent openness of the EU



institutions towards non-EU countries and NOCs, for instance in the framework of the Erasmus+ Programme or the European Week of Sport.

NOC Secretary General Mr. Josip Čop added the following: "The NOC of Croatia has recognised the importance of cooperations with the EOC EU Office. This agreement will improve our cooperation on European projects and in relation to formulation of European policies in the field of sport."

Folker Hellmund, Director of the EOC EU Office, welcomes the partnership and stresses the already cordial relationship with the NOC of Croatia. One concrete field of cooperation between the NOC of Croatia and the EOC EU Office will be the new "Single Points of Contact for Sports Integrity" (POINTS) Project of the EOC EU Office that will start in January 2018. The NOC of Croatia will be one of the partners together with ten other National Olympic Committees.

For the EOC EU Office, the NOC of Croatia is the 12th NOC to become an official bilateral partner and the 26th partner organisation overall.

FURTHER INFORMATION

NOC Croatia becomes Partner of the Office



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EOC EU Commission meets in Brussels for final meeting

On 8 November 2017, the EOC European Union (EU) Commission organised its annual meeting in Brussels. The meeting was hosted by the EOC EU Office. It was the final meeting of the Commission 2014-2017 with the composition of the Commissions to be reviewed in the upcoming months following the EOC elections in Zagreb at the General Assembly.

The meeting was attended by six members of the Commission: Chair Juri Tamm (Estonia), EOC Executive Committee Member Niels Nygaard (Denmark) and members Rusudan Aptsiauri (Georgia), Larus Blondal (Iceland), Jean-Michel Brun (France) and Olga Piperidou (Cyprus).

On the agenda of the meeting was an overview of EU topics related to activities of National Olympic Committees. In particular, the members of the Commission discussed EU competition policy and the impact on sport, VAT policy and the implementation of the new EU Work Plan for Sport 2017-2020. The members paid close attention to how NOCs coming from non-EU countries could benefit from the activities of the EOC EU Commission. The activities of the EU in terms of sports diplomacy as well as the possibilities offered through the Erasmus+ Sports Programme are worth to mention in this regard.



The meeting was also an excellent occasion to look back on the achievements of the Commission over past four years and to recommendations for the EOC EU new Commission 2018-2021. All members expressed their support for a continuation of the activities of the EOC EU Commission in the new four-year period.

Juri Tamm concluded the meeting by thanking all members for their active contribution. He also thanked the EOC EU Office for their support to the Commission throughout the period.

The EOC EU Office organised its Special Competence Seminar 2017

On 13-14 November 2017, the EOC Office organised its annual Special Competence Seminar in Brussels. Representatives from various partner organisations participated in the two-day conference.

For the first time, the meeting was held at the new premises of the EOC EU Office and Folker Hellmund Director of the EOC EU Office, warmly invited all partners to use this new facility to

organise meetings in Brussels. Following these introductory words, a brief overview of the recent internal activities (including the recently published Guide to EU Sport Policy) was presented.

After this introductory part, the partners of the office had the opportunity to share their recent activities, projects and current issues at the European level. Various projects with a connection to Erasmus+ (e.g. Sport Parks inspired by the Olympics) were



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presented as well as national activities with a link to European policies or initiatives (e.g. development projects by NOCs, activities in the framework of the European Week, etc.). The end of the afternoon was dedicated to discussion on the recent developments in specific policy fields at the EU level. The staff of the EOC EU Office notably made presentations on Erasmus+, on the new Erasmus+ project of the EOC EU Office POINTS, which will start in January 2018, the Digital Single Market, Gender Equality or new developments in EU Tax policy.

The second day was devoted to one key topic: the application of antitrust policy t, to sport. The EOC EU Office decided to test a new format by inviting a number of external experts to share their views. Professor Marian Olfers, Vrije Universiteit Amsterdam, gave a presentation of EU antitrust policy and its impact on Sport. In addition, Benoit Keane, a lawyer specialised in European competition law and sport, provided more information on activities of federations and sport organisations and the potential impact of antitrust policy on these activities before a roundtable discussion moderated by Folker Hellmund explored the current/potential challenges currently faced by sport organisations.



Following an interesting panel discussion, a number of recommendations gathering Professor Marjan Olfers, Benoit Keane, Robert Klotz from Sheppard Mullin and Romano Subiotto QC Member of the Court of Arbitration for Sport on how organisations should deal with antitrust policy and other legal challenges were discussed.

The EOC EU Office would like to thank all the partner organisations for their participation and contributions during the meeting and looks forward to upcoming partner meetings and the next year's Special Competence Seminar.

PARTNERS' CORNER

NOC Finland: Report on EU funding awarded to sport projects in Finland during the period 2014-2016

The Regional Sport Federations (of Finland) and Finnish Olympic Committee published, in cooperation with Ministry of Education and Culture, a report on the different EU funds granted to sport projects in Finland during the years 2014–2016. For this period, over 57 Million € has been distributed to national sports projects supported by the Rural Development Programme. The report

aims to provide a summary of these projects as well as to give an overview of the financial support given by the EU. In addition, this report contains a list of all sport development projects partly financed via EU Programmes implemented at national level.

The report shows that in 2014–2016, 642 EUsupported sports development projects were conducted in Finland. In total 483 projects received



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the support of the rural development Programme via Leader groups while ELY Centres (regional development centers that are operating by state) financed 85 projects. EU Structural Funds also financed 74 projects.

The total budget of these projects is estimated to be around 99,2 Million Euros, including 57,4 Million Euros of EU funds.

An important part of sport development projects was located in the western part of Finland, but most of them were smaller projects while bigger structural fund projects could be found in the northern part of Finland. North Finland also got the biggest share of the public funding in a comparison between regions.

Non-profit organisations (e.g. village associations in rural areas) carried out 29 % of the projects while

companies carried out 22 % and sports clubs 20 %. Even if, projects lead by companies received the biggest individual budgets, the most important share of public funding was granted to universities and universities of applied sciences.

The report also highlights that development and coordination projects were the most popular topics with 28% of all sport development projects supported via EU-funding, while the second most popular items were outdoor and indoor facilities.

FURTHER INFORMATION:

Please contact Mr. Timo Hämäläinen, Special Adviser at the Regional Sports Federations/Finnish Olympic Committee.

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NEXT MONTH

4-5 December 2017

6 December 2017

22 December 2017 - 2 January 2018

Erasmus+ Sport Cluster meeting on "Encouraging participation in Sport and Physical activity", Brussels

Sport Diplomacy Seminar, Brussels

Christmas holidays, EOC EU Office is closed, Brussels