

MONTHLY REPORT

April 2022



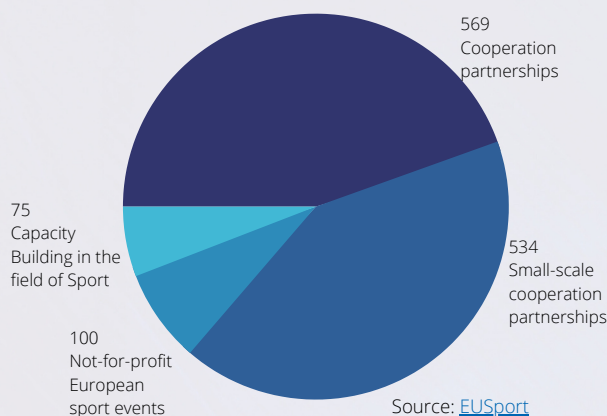
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FACTS AND FIGURES

Erasmus+ Sport calls 2022 closed: Total of 1278 applications



INTERVIEW OF THE MONTH

Brigitte Henriques, President of the French National Olympic and Sports Committee (CNOSF)



"Sport must be given its rightful place in view of the many challenges and hopes it holds for the years to come. Sport must be considered in its fair value because it is vital for our society in terms of public health, employment and education."

See full interview on page 5

INTERNATIONAL DAY OF SPORT FOR DEVELOPMENT AND PEACE

#Whitecard - Digital Campaign 2022

The digital campaign celebrating the International Day of Sport for Development and Peace on 6 April reached



171 million people

in



113 countries

The motto of the 2022 International Day of Sport for Development and Peace was:

**"Securing a Sustainable and Peaceful Future for All:
The Contribution of Sport"**

Source: [Sport and Peace](#)



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EDITORIAL

Dear Readers,

The political agenda in Europe and especially in the European Union is still dominated by the consequences of the war in Ukraine. There is no question on the general solidarity with Ukraine, but it seems still be controversial what kind of military and other support will be provided, by whom and when.

The world of organised sport is contributing with countless actions to support sport in Ukraine, be it through the accommodation and supply of entire teams or through donations in cash and kind. One critical point remains the question of sanctions for Russian and Belarusian sport. In recent weeks, there have been decisions of varying degrees of severity, involving the total exclusion of athletes and teams, the withdrawal of events, or the exclusion from meetings and the loss of voting rights in boards. But there were certainly differences in terms of the severity of the sanctions and the groups of people and actors involved.

The spectrum of arguments ranged from neutral sport, which should not be allowed to dispense with its own role as a bridge-builder, to those who see sport as a part of society which has to bear the political and economic sanctions in its field. From a legal point of view, sanctions are not always based on a solid ground, that describes the risks that a number of sport organisations are taking at the moment.

Therefore, the extent of the sanctions in the federations remains different and will therefore occupy the CAS in the coming weeks and months. In any case, differing sanctions for Russian athletes, as in Grand Slam tournaments in tennis, perpetuate the image of incoherence and should be avoided in the future.

The issue of the future of major sport events will be addressed by a high-level panel meeting at the 6th European Evening of Sport in Brussels on 21 June. The event, organised by the EOC EU Office every two years, brings together representatives from organised sport, the European institutions and politics. Besides IOC President Thomas Bach and IPC President Andrew Parsons, speakers will include EU Commissioner Mariya Gabriel and EOC President Spyros Capralos.

On 27 April, the EOC EU Office held its first face-to-face meeting since the start of the Covid-19 pandemic. It was evident to the participants of the kick-off meeting of our new EU project GAMES, which is about promoting women in leadership positions in sport, how important such meetings are. We look forward to the next two years of working with the IOC, eight NOCs and our experts to make concrete progress on this important issue.

With kind regards,



Folker Hellmund
Director EOC EU Office



INTERVIEW OF THE MONTH



Brigitte Henriques is a former international footballer who then became a manager. She has been the President of CNOSF since June 2021 after being the NOC's Vice-President between 2017 and 2021. Henriques was the deputy Vice-President of the French Football Federation since 2017, after having been its General Secretary since 2011, in charge of the development of women's football and of the "Sport and Disability" and "Football in Schools" files. She has also been the General Secretary of the Fondation du Football since 2014 and was Vice-President of the local organising committee for the Women's Football World Cup in 2019.

1. Ms. Henriques, after nearly a year at the head of the French National Olympic and Sports Committee (CNOSF), what is your assessment of the initiatives you have already put in place?

While accompanying the French delegations to the Games in Tokyo and Beijing and then to the European Youth Olympic Festival in Finland, we have set up a new organisation. A "Members' Service" will enable us to have all tools for the benefit of federations at the same place. A resource plan for sustainable development, for education and inclusion through sport for the underprivileged has been deployed.

A division in charge of Economic Transformation will help federations to become less dependent on financial resources from licenses or state subsidies. These are just a few examples of what the "Brigitte Henriques" CNOSF has accomplished in just nine months, thanks to a team of committed and dynamic elected officials.

2. What priorities have you defined for the development of the French Olympic movement in the years to come?

Sport must be given its rightful place in view of the many challenges and hopes it holds for the years to come. Sport must be considered in its fair value because it is vital for our society in terms of public health, employment and education.

Finally, we must live up to the expectations of the Paris 2024 Games. With this in mind, the Ambition 2024 plan, led by Claude Onesta, High Performance Manager of the National Sports Agency (ANS), will accompany coaches and athletes.

3. France holds the Presidency of the Council of the European Union until the end of June and has focused on the sustainability of sports activities and events, the role of sport and physical activity in the development of children and young people, and the European Sport Model. What do you think these discussions can bring to European sport?

The Slovenian Presidency has deliberated on this European model, but we want to go further in order to preserve it, following the pyramid principle:

the club, the detection of young athletes, the training centres and the clauses preserving athletes for national selection. This is essential because sport, through its meritocratic model that rewards effort, plays a decisive role in education.

4. The world of sport, like the rest of society, is facing a new situation brought about by the war in Ukraine. What measures have been and will be put in place by the French sport ecosystem to welcome and support Ukrainian refugees, and in particular athletes?

Federations have rallied in the face of this tragedy to welcome Ukrainian refugees in France, to allow athletes to pursue their careers and to keep their families safe. Others have collected basic necessities to send to Ukraine.

Finally, CNOSF set up an exceptional aid fund of €100,000 to support federations that wish to go further in their solidarity actions for the benefit of the sports movement and the Ukrainian people.

5. You have played an important role in women's sport in France (former professional player, coach, in charge of the development of women's soccer within the French Football Federation, vice-president of the organizing committee of the 2019 Women's World Cup, first woman elected to the head of CNOSF). In your opinion, what obstacles still exist for gender parity in sport to be established in the long-term and what actions can be taken by sports organizations?

Young girls must be allowed to practice the discipline of their choice from a very young age, thanks to sports programs at school, in cooperation with the federations. The CNOSF-Ministry of Education framework agreement also contributes to the development of women's sport. Of course, high-level women's sport still lacks visibility.

This is why, on the French sports movement's TV channel, "Sport en France", we broadcast 45% of programs dedicated to women's sports each month to an audience of one million viewers. This exposure highlights the disciplines and raises the interest of sponsors. But more needs to be done to ensure that women have access to the same rights and conditions of practice as men.

6. Several initiatives have been launched in France to promote inclusion and diversity in sport since you took office. Today more than ever, considering the international context, what place do you see for sport as a vehicle for the values of welcome, openness and respect?

Last March, during our symposium on gender equality, we launched the "300 Women Leaders" program to enable women already involved in the sports movement to train for positions of responsibility. We also organized a conference on inclusion through sport for LGBT and transgender athletes, with testimonials from committed athletes. CNOSF has made a stand on these societal issues.

Finally, concerning the city's priority groups, Sarah Ourahmoune, Olympic boxing vice-champion in Rio, and Nadir Allouache, President of the French Kickboxing Federation, are working on an initiative to promote integration through sport in prisons, using the network of federated clubs.

7. The Covid-19 pandemic has had a considerable impact on sports clubs and the involvement of volunteers, on whom mass sport relies. In this period of presidential elections, what is the CNOSF asking the government to do to help clubs and ensure the lasting commitment of the volunteers who keep them going?

The French government has supported the sports movement during the two-year health crisis. Under the impetus of Emmanuel Macron, on two occasions €10 million were allocated to compensate for the loss of financial income related to licenses for clubs.

As for the commitment of volunteers, CNOSF, as part of its contribution to the 2022 Presidential campaign, has proposed a Marshall Plan for sports volunteers, including the creation of a status of "volunteer leader" and a one-stop shop to reduce administrative constraints. It is absolutely necessary to value the 3.5 million volunteers who constitute the base of the sport movement in France.

8. France will host the Summer Olympic and Paralympic Games in 2024. How can such sporting events contribute to the development of a country's entire sporting landscape, in addition to high-level sport?

The Paris 2024 Games must allow France to shine at the international level. CNOSF is preparing the 'Club France de la Villette' where we will celebrate French athletes, promote the activities of federations and receive representatives of foreign NOCs. We are working on a hypothesis of 100,000 visitors/day.

On the sports front, an additional €10 million has been made available by the National Sports Agency in order to reach France's goal of 80 medals, so that our athletes can use and reach the "home advantage", and so that we can fully experience this historic event that France has been waiting 100 years for.

The EOC EU Office is thanking Brigitte Henriques for her interview and contribution to the monthly report.



EU SPORT POLICY AND FUNDING NEWS

EU Sport Minister Council discuss European Sport Model, Ukraine and sustainable development

On 4 April, a meeting of the European Union Education, Youth, Culture and Sport Council (EYCS) was held in Luxembourg.

On the agenda was a policy debate on “promoting EU values through sport and the organisation of sport”, the adoption of conclusions on “sport and physical activity, a promising lever to transform behaviour for sustainable development”, a discussion on the impact of the war in Ukraine on the sport sector in Europe and an update on the upcoming Czech Presidency of the Council of the EU. A working lunch on gender equality in sport was also held behind closed doors.

Sport and sustainable development

After a speech by French Minister for Sport, Roxanna Măărăcineanu, EU Sports Ministers approved the ‘Conclusions on sport and physical activity, a promising lever to transform behaviour for sustainable development.’ The text aims “to speed up behavioral change” among producers and consumers of sporting goods and services, businesses involved in sports infrastructure, and organisers of events to reduce the impact on the environment. The conclusions also seek to better position sport as a lever for education and for taking account of the EC’s Sustainable Development Goals.

European Sport Model

European Olympic Committees (EOC) President Spyros Capralos was invited to address delegates ahead of a policy debate on ‘Promoting EU values through sport and the organisation of sport’.

EOC President Capralos prefaced the debate by delivering a detailed speech which carefully outlined the key factors impacting how sport is organized in Europe.

Capralos emphasised the importance of the European Sport Model and offered insights into how sport should be regulated in the future, following the emergence of new actors. Stating that he was grateful to represent the EOC at the public session, Mr Capralos also emphasized the solidarity and unity shown within the Olympic Movement following the invasion of Ukraine. In a nutshell, he stated: “We must continue to adapt and innovate, but we must remain committed to our European values too. We must welcome newcomers but also continue to educate our stakeholders about the European sports model. It is our collective duty to work in unison to maintain sporting values. This does not mean standing still or ignoring the commercial possibilities. But we must continue to invest in grassroots level sport and also confront the challenges we face in the future. Our actions must be geared towards athletes. Today marked an important step in our journey.”

Following Mr. Capralos’ remarks, EU Sports Ministers each responded with their view on the European Sports Model.

Ukraine

The public session also witnessed a speech by the Ukrainian Sports Minister, Vadym Gutzeit, who thanked the EU for all its efforts in supporting his country’s athletes following the invasion of Ukraine by Russia and called for continued support from EU governments and sports organisations to support the rebuilding of Ukrainian sports. Polish Sports Minister, Kamil Bortniczuk, took a moment to respond to the Ukrainian Sports Minister Vadym Gutzeit, and outlined Poland’s efforts to welcome Ukrainian refugees to Ukraine. He stated: “More than 2.5 million refugees have entered Poland since the war began. Refugees include sports people, who have had to leave their homes without documents and sports equipment, meaning they have found it difficult to continue their training and sports careers.

We have offered sports equipment to them and opened a hotline for sports athletes to help get support. We encourage other Member States to do the same.”

Czech Presidency

Both Commissioner Gabriel and Minister Mărăcineanu concluded by offering their support and well wishes for the incoming Czech Presidency, who earlier outlined their priorities for sport during their term, focusing on sustainability in sport, making sport greener and the impact of sports infrastructure on the environment, especially after the hosting of major sporting events.

FURTHER INFORMATION

[Video: Education, Youth, Culture and Sports Council - Public session \(Sport\)](#)

[Provisional Agenda for the Council meeting](#)

[Main results from Sports Council meeting 4-5 April 2022](#)

E-Sport: Parliament's CULT committee publishes a draft report on E-sport and videogames

The European Parliament Committee on Culture and Education (CULT) has published its draft report on “E-sport and videogames”. It is the first time an EU-Institution deals with the topic. The report is an own initiative report by the European Parliament. By this means the Parliament can request the European Commission to put forward a legislative proposal on a certain issue. However, the Commission is not obliged to act, which is why an own-initiative report is not legally binding.

The rapporteur for the report is Laurence Farreng (Renew, France). Shadow rapporteurs are Tomasz Frankowski (EPP, Poland), Heléne Fritzon, (S&D, Sweden) Niklas Nienass (Greens, Germany), Gianantonio da Re (ID, Italy), Tomasz Poreba (ECR, Poland) and Alexis Georgoulis (GUE, Greece).

Focussing mainly on videogames, only a smaller part of the report deals with e-sport. In general, the draft report outlines a supporting approach trying to strengthen the sector in terms of recognition and funding.

The draft report calls on the Commission to develop “a long-term video game strategy, also taking into account e-sports” and to “finance the establishment of a European Video Game Academy”.

The draft report does not entail a sharp definition on what exactly is considered e-sport and what is considered videogames. But it seems clear that the report considers e-sport as “competitive gaming” no matter which type of game is played.

Many sports federations, however, see e-sport only as the transfer of a real sport (e.g. football or basketball) into the virtual world, irrespective of whether such a virtual sports game is played competitively or non-competitively.

Regarding e-sport (in its own definition), the draft report amongst other things:

- “Considers that e-sport and traditional sports are different sectors, especially given the fact that video games used for competitive gaming or e-sports belong to a private entity and are played in a digital environment”;
- “Calls on the Commission to develop, in partnership with publishers, clubs and tournament organisers, a charter to promote European values in e-sport competitions”;
- “Asks the Commission to study the possibility of creating a framework for harmonised rules regarding the employment status of professional e-sport players”;
- “Calls on the Member States and the Commission to consider the creation of a visa for professional e-sport players, similar to the Schengen sports visa”;
- “Warns that intensive video gaming, in particular for players seeking to become professionals, can lead to addiction and toxic behaviour”

In the explanatory notes, the draft report explains that “the logic behind the organisation of [e-sport] competitions necessarily has a lucrative component, which is not the case for traditional sport, which is governed by federations with no commercial purpose.”

Now, since the draft report has been published, other CULT Committee members can table amendments until 23 May to influence the report. An exchange of views is expected to take place on 16 or 17 May. Voting in the CULT Committee and in the Parliament’s plenary is only foreseen to take place after the summer break.

Moreover, the EP’s [Sport Group](#) together with EP’s Cultural Creators Friendship Group will organise a webinar on the topic entitled “GameOn: Taking E-Sports to the next level”. The webinar will take place on Wednesday, 11 May at 14:30 CEST. Registration is open via this [page](#).

The EOC EU Office will follow the report closely and will keep its partners informed.

FURTHER INFORMATION

[Draft Report](#)

[Procedure File](#)

[Webinar of EP’s Sport Group](#)

French Sports Ministry gathers sports stakeholders to discuss zero carbon and zero waste sports events

On 13-14 April a Peer Learning Activity was hosted by the French Ministry of Sport on the topic of “zero carbon and zero waste sports events”. Organised under the French Presidency of the European Union, the event gathered representatives of several Sports and Environment Ministries, sports events organisers and sport organisations in Paris.

The EOC EU Office was represented by Eva Rebmann, Policy Officer. The programme combined presentations from sports events organisers on the evaluation of their footprint and/or waste production and measures to reduce these indicators, with group workshops to concretely identify sources of pollution and exchange on reduction strategies.

Zero carbon sports events

During the first day, dedicated to “zero carbon”, participants heard about and discussed the different carbon emissions scopes (namely scope 1 - direct emissions, e.g. fuel, heating, air conditioning; scope 2 - indirect emissions generated from the purchased energy and scope 3 - all indirect emissions, e.g. staff commuting, business travel, purchased goods, procurement), methodology of carbon footprint measurement, success factors for a low carbon strategy and hints on carbon compensation. Represented sports events organisers included 24h Le Mans, FIFA Women’s World Cup 2019, UEFA Euro 2024, Formula E.

Zero waste sports events

The second day focused on “zero waste” and gave participants opportunities to hear about the main waste types and sources (e.g. food and beverage, merchandising, signage and branding), products lifecycle, the four R principle (Refuse, Reduce, Reuse, Recycle), and ways to smartly use and re-use products during and after sports events. Participants heard from European Eco Trail, London Marathon and a French NGO, namely “Les Connexions”, re-using and transforming events’ waste (FIFA Euro 2016, Paris Marathon, Tour de France).

EYOF 2022

Most notably, Anni Heikkinen presented the environmental responsibility strategy of the European Youth Winter Olympic Festival (EYOF) 2022, organised in Vuokatti, Finland, in February. Waste production was minimised by avoiding disposable materials as much as possible (e.g. refillable bottles for all athletes), and all material will be either reused at future events, sold, passed on or recycled, Ms. Heikkinen said.

Most notably, all competition venues and accommodation were pre-existing to the EYOF, in line with the Olympic Agenda 2020, and a EYOF 2022 Vuokatti forest was planted to act as a carbon sink.

This meeting was a great opportunity for participants to focus on this important topic for two dedicated half-days and to share experience and expertise as to how the impact of sports events is tackled by different countries or organisations across Europe.

The EOC EU Office is glad to have been invited to attend the Peer Learning Activity and is looking forward to continue working on the topic of greener sport with all European partners.



Credit: French Ministry of Sports

FURTHER INFORMATION

[Draft Report](#)

[Procedure File](#)

[Webinar of EP’s Sport Group](#)

European Commission proposes new rules on circular economy and sustainability of products

On 30 March, the European Commission put forward a new set of proposals under the European Green Deal. Following legislative proposals notably on energy, mobility, forests or biodiversity, the European Commission is this time tackling the resource-efficiency and circularity of the products we use.

Four initiatives compose this set of proposals:

- [Regulation on Ecodesign for Sustainable Products](#) (revision), extending the current Ecodesign Directive to practically all products (except food, medicine and plants, animals). This Regulation will set new requirements to make products more durable, reliable, reusable, upgradable, repairable, easier to maintain, refurbish and recycle, and energy and resource-efficient. Green public procurements and incentives for sustainable products are also foreseen.
- An [EU Strategy for Sustainable and Circular Textiles](#), to increase the recycling of textile and the use of recycled material in textile, improve the social rights and environmental standards of the production, support circular business models (including reuse and repair services).
- [Construction Products Regulation](#) (revision), with new product requirements (e.g. materials' origin, recyclability and recycling, reparability, energy-efficiency).
- [Consumer Rights Directive](#) (revision), aiming at better informing consumers on the environmental performance of products, protect against greenwashing and planned obsolescence, etc.

The European Commission's proposals will now be examined by the European Parliament and the Council in the upcoming months.

While the scope or intensity of the proposed measures could be affected along the discussion process, the above-mentioned texts will in any case all be relevant for sport organisations to some extent. Sport organisations will be expected to react and adjust some of their practices, especially around sports events but also pertaining to daily activities.

The Regulation on Ecodesign could have an impact on the procurement of products for sports events, while the Strategy for Sustainable and Circular Textiles could influence the choice of volunteers' or athletes' apparel, and the Construction Products' Regulation would impact sport infrastructures, but also the organisation's headquarters. In addition to the awaited regulatory changes, sport organisations are under increased public scrutiny for their sustainability and will in any case be expected to change.

The EOC EU Office will monitor the discussions on the Circular Economy Package closely to understand in which extent sport organisations will be impacted and what opportunities there will be.

FURTHER INFORMATION

[European Commission press release](#)

Factsheets on: [Ecodesign](#), [Textiles](#), [Construction Products](#), [Consumers Rights](#)

EU institutions agree on the Digital Services Act

On 23 April, the Council and the European Parliament reached a provisional political agreement on the Digital Services Act (DSA). According to the EU institutions, the DSA follows the principle that what is illegal offline must also be illegal online. It aims to protect the digital space against the spread of illegal content, and to ensure the protection of users' fundamental rights. Also, it is intended to provide stricter supervision of online platforms. As the final text is not yet public and details are still being worked on at the technical level, not all specifications are known yet.

European Commission President Ursula von der Leyen said: "Today's agreement on the Digital Services Act is historic, both in terms of speed and of substance. The DSA will upgrade the ground-rules for all online services in the EU. It will ensure that the online environment remains a safe space, safeguarding freedom of expression and opportunities for digital businesses. It gives practical effect to the principle that what is illegal offline, should be illegal online. The greater the size, the greater the responsibilities of online platforms."

The DSA contains EU-wide due diligence obligations that will apply to all digital services that connect consumers to goods, services, or content. In scope of the DSA are thus, in particular internet providers, hosting providers, cloud services, social networks, messengers and online marketplaces. Their obligations under the DSA depend on their role, size, and impact on the online ecosystem. The bigger their size and impact, the bigger their obligations.

Platforms accessible to minors will have to put in place special protection measures to ensure their safety online in particular when they are aware that a user is a minor. Platforms will be prohibited from presenting targeted advertising based on the use of minors' personal data as defined in EU law.

The political agreement reached by the European Parliament and the Council is now subject to formal approval by the two co-legislators. Once adopted, the DSA will be directly applicable across the EU. Most likely the rules will start to apply in 2024, depending on the exact date of publication in the EU Official Journal.

Relevance for sport

Even though the DSA will set up new rules on how to tackle illegal content online, it does not seem to entail elements improving the fight against illegal online sport livestreams. Ultimately, the DSA does not clarify on the concept of "expeditious" removal of illegal content in terms of time limits. As the value of sport streams derives from its live character, an immediate removal within a few minutes would be needed. Thus, the European Commission should now follow up on the Parliament's resolution on the "[Challenges of sports event organisers in the digital environment](#)" from May 2021. In a [letter](#) in July 2021, Commission Vice-President Maroš Šefčovič already announced to "set out, in the first half of 2022, the legislative or any other concrete actions that it intends to take to address online piracy of live content, including live sport events". In that very letter Šefčovič stressed that once the DSA provisions are set, they "could serve as a basis for more specific policy action aimed at ensuring timely removal of illegal live sport content".

FURTHER INFORMATION

[Commission press release](#)

[Council press release](#)

[Parliament press release](#)

Rural Development Fund and Sport: Commission study finds the renovation of sport facilities perceived highly effective

The European Commission has published a [study](#) assessing the impact of "LEADER" on territorial development. The acronym 'LEADER' derives from the French phrase "Liaison Entre Actions de Développement de l'Économie Rurale". The idea is to engage the energy and resources of people and local organisations as development actors, empowering them to contribute to the future development of their rural areas by forming area based Local Action Group (LAG) partnerships between the public, private and civil sectors. Thus, the LEADER approach implemented through the LAGs is a bottom-up approach based on the idea that local people are the best experts to drive the development of their territory.

Against this background, the Commission study concluded that LEADER effectively developed solutions to address economic and social development challenges and opportunities at local level. The study suggests that LEADER's strongest areas are job creation and maintenance, local added value of products and enterprise modernisation.

While only accounting for roughly 7% of the European Agricultural Fund for Rural Development (EAFRD), LEADER demonstrated its relevance and effectiveness in contributing to sustainable rural development across the EU.

Relevance for sport

For many people living in rural areas, sport and especially sport clubs, play a major role in their daily lives. Sport clubs in rural areas are often vital to local communities and create a sense of belonging. Additionally, modern sport facilities and good sport offers increase the attractiveness of rural areas for both inhabitants and tourists.

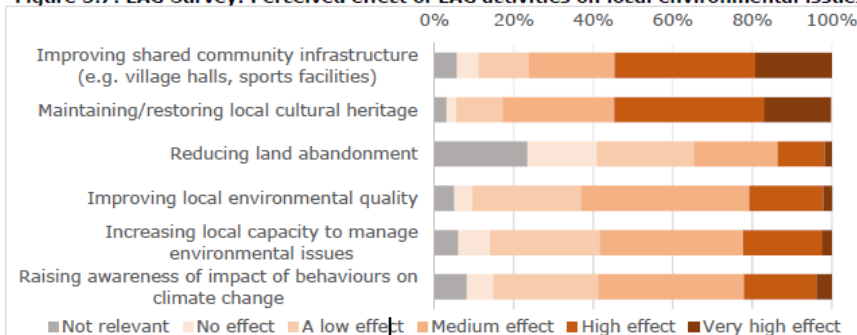
It is against this background that the Commission study finds that "improving shared community infrastructure e.g. village halls and sport facilities" is perceived to have a high or very high effect on local environment issues.

The 7 Features of LEADER

- Bottom-up approach**, where local actors design a local development strategy and measures to be funded within it;
- Area-based approach** - the territory forms the basis for development of the local strategy;
- Partnership** - Local Action Groups (LAGs) are balanced groups involving public, private-sector and third sector actors, mobilising all available skills and resources;
- Integrated, multi-sector action** - combining economic, social, cultural and environmental resources to achieve synergies between them;
- Networking** - bringing actors together in disseminating and sharing knowledge, ideas and information, and building capacity;
- Innovation** - fostering new and innovative responses to local problems and opportunities;
- Cooperation** - enabling rural areas to work together, spreading good practice via LAGs all across the EU.

Source:
Commission
Leaflet on LEADER

Figure 3.7: LAG Survey: Perceived effect of LAG activities on local environmental issues



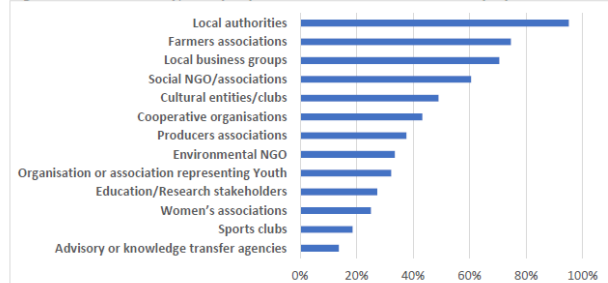
Source: Study team, LAG survey data set 2021

Indeed, improving sport facilities can not only contribute to strengthening energy efficiency, thus lowering CO2 emissions, but also get more people physically active and contribute to social cohesion in rural areas.

However, in contrast to those positive interlinkages that sport and rural development have, the study finds that sport clubs are not well represented in the LAGs. Only in 20% of the LAGs sport clubs are represented. Sport clubs are thus significantly lacking behind comparable actors such as cultural entities or other NGOs.

Still engaging in the LAGs can be very beneficial for sport stakeholders, as funding decisions are taken directly by those LAGs. Therefore, sport clubs or sport federations in rural areas are advised to seek access to the LAG of their respective region. This could open up additional funding possibilities for sport projects benefiting the rural community.

Figure 3.22: LAG Survey, Group representation in the LAG leadership by % of LAGs



Source: Study team, LAG survey data set 2021

Examples of LEADER funding for sport

Unfortunately, a European wide database on all projects funded by LEADER/ LAGs does not exist. Still some examples of sport projects that have received LEADER funding are highlighted in the project data base of the [European Network for Rural Development](#) such as “[Fagersta Södra – supporting immigrants integration](#)” in Sweden, “[Construction of a multisport field at Plenita Village](#)” in Romania, “[Supporting a healthy lifestyle for all generations](#)” in Slovenia, or the “[Aktivpark Lumdatal](#)” in Germany.



Picture of the Aktivpark Lumdatal in a rural area

FURTHER INFORMATION

[Press release: Commission study on the impact of LEADER on Balanced Territorial Development](#)

[Full study: Evaluation support study on the impact of leader on balanced territorial development](#)

European Commission launches #BeActive Awards prize competition



The European Commission has officially launched the #BeActive Awards 2022. The European Commission has announced that the nominations are now open, with a brand-new category “Across Generations”, in addition to Education, Workplace and Local Hero.

In its 7th edition, the #BeActive Awards continue to recognise and celebrate outstanding sport-related projects which have been successfully implemented to promote participation in sport and physical activity in EU Member States and [countries associated with the Erasmus+ Programme](#).

Accordingly, the overall objective of the #BeActive Awards 2022 is to reward projects and initiatives that have successfully promoted sport and physical activity across Europe, in particular by contributing to the HealthyLifeStyle4All initiative and the promotion of sustainability and green sport. The projects will not necessarily be transnational nor will they be EU-funded.

In 2022, the #BeActive Awards will feature four categories:

- **#BeActive Across Generation Award (New)** aspires to reward projects promoting the inter-generational sport, celebrating the fact that everyone can benefit from activities that improve health and well-being. Projects may include promoting activities for raising awareness, promoting adapted activities or easing access to physical activities for all generations.
- **#BeActive Education Award** pertains to demonstrating how education can encourage kids to be more active in sports and physical activity outside the typical school curriculum dedicated to those activities. Projects may focus on an active educational environment (i.e outdoor sport-related classes) and complementary sports activities (i.e afternoon clubs), among others
- **#BeActive Workplace Award** celebrates exemplary activities in the workplace that encourage an active work environment for all employees. In this context, projects setting up a staff task force responsible for promoting physical activity, organising lunchtime walks, implementing sports clubs/activities throughout the day and other creative solutions to form an active working environment appear eligible.
- **#BeActive Local Hero Award** aspires to celebrate those individuals who work consistently to motivate others to participate in sport and physical activity in their local community.

As of this year, applications must no longer be submitted via National Coordinating Bodies or Partners of the European Week. Those interested can directly submit their proposal via the [Funding and Tenders Portal](#) of the European Commission before to the deadline of 19 May 2022 at 17.00 (Brussels time).

MONTHLY REPORT

APRIL 2022

Applications must be complete and contain all requested information according to the [call document](#) and set eligibility criteria. The Application is composed of Part A and Part B and the latter can be maximum of 20 pages.

Per each category, successful applications who are ranked 1st, 2nd and 3rd will be awarded a prize. Each of the four categories will reward one winner with €10,000 and two finalists (ranked 2nd and 3rd) with €2,500 each. Those successful will receive their prizes at the award ceremony.

Further information on the #BeActive Awards 2022's results and awards are expected to be announced in November 2022.

FURTHER INFORMATION

[Call Document](#)

[Submission: BeActive Across Generation Award](#)

[Submission: BeActive Education Award](#)

[Submission: BeActive WorkPlace Award](#)

[Submission: BeActive Local Hero](#)

[Examples](#) of previous winners [#BeActive Awards](#)



PARTNERS' CORNER

Kick-off Meeting of GAMES

Erasmus+ Project to increase the number of women in leadership positions in sports

The Kick-off Meeting of the [GAMES project](#) (Guidance to Achieve More Equal Leadership in Sport) was hosted by the EOC EU Office in Brussels on 26-27 April 2022.

GAMES GUIDANCE TO ACHIEVE MORE EQUAL LEADERSHIP IN SPORT



The meeting brought together 23 representatives from the eight partner NOCs (Turkey, Greece, Belgium, Latvia, Ireland, Czech Republic, Germany and North Macedonia), experts on gender equality and sport namely Professor Kari Fasting (Equal Rights in Sports) and I Trust Sport, as well as the IOC. Hence, the GAMES project by bringing together scientific knowledge and practical experience strives to be as tailor-made and impactful as possible.

The GAMES project is a 24 months project co-funded by the European Commission through the [Erasmus+ Sport Programme](#) 2021. GAMES aims to promote integrity and values in sport by improving good governance, particularly focusing on promoting structural and cultural changes in terms of gender equality in leadership and decision-making positions among partner NOCs.



Co-funded by the
Erasmus+ Programme
of the European Union

Day 1

The Kick-off meeting was opened by Folker Hellmund (Director, EOC EU Office) who welcomed all the participants to the meeting and underlined how gender equality should be regarded as a strategic priority for European NOCs and an essential element of good governance for sports organisations as a whole. In this regard, it has been reiterated the relevance to involve NOCs' member federations in order to ensure a holistic, sustainable and long-lasting impact in terms of gender equality in sports leadership. After which, each partner had the opportunity to briefly introduce themselves, their organisation and expectations for the project, as well as the national context/policies in terms of gender equality and leadership.

The keynote speaker, Professor Kari Fasting, gave inspiring insights in terms of definitions, main initiatives and challenges faced by European NOCs and sport organisations when addressing gender equality in leadership. Accordingly, the IOC (Sandra Lengwiller, Diversity, Equality and Inclusion) provided brief insights regarding the policies and objectives of the Olympic movement in terms of gender equality. Besides, Annamarie Phelps (Chair of EOC Gender Equality Commission) further discussed the most relevant policies and upcoming initiatives involving European NOCs.

Day 2

The second day commenced with the EOC EU Office's presentation on the [EU High-Level Group on Gender Equality on Sport Recommendations and Action Plan](#), which focused on the key thematic areas and concrete recommendations on leadership in sport emerging from the European Union.

After which, the consortium discussed the initial activities of the project under the guidance of I Trust Sport. Most remarkably, the foreseen procedures and arrangement to ensure high-quality data for the baseline study, which will lay the foundation to better comprehend the current situation in partner NOCs – and main sports federations – in terms of gender equality.

Aligned with the previous presentations, the meeting continued with the scope to present the work packages, deliverables, meetings and events. Accordingly, the EOC EU Office then showcased the objectives and activities of the project overall; likewise, the project and the essential administrative and financial tasks foreseen within the project were discussed with the aim being to ensure a shared understanding regarding partners' roles and responsibilities, as well as monitoring and reporting procedures throughout the project lifetime.



The two-day meeting was concluded by the EOC EU Office, which thanked all participants for their active participation and commitment in promoting gender equality in sport leadership, whilst looking forward to further implement GAMES project.

EOC EU Office hosts third funding webinar focusing on the European Structural and Investment Funds and sports

On 28 April 2022, the EOC EU Office continued its series of webinars dedicated to the topic of EU funding. The third webinar was dedicated to the European Structural and Investment Funds, its structures and priorities and relevance for sport. The third webinar brought together around 30 attendees from 16 National Olympic Committees and 8 sports federations.



EU
Office

EU FUNDING WEBINAR

European Structural and Investment Funds

April 2022

The webinar was opened by EOC EU Office Director Folker Hellmund who highly recommended partners and European NOCs to engage with the financial support available through the European Structural and Investment Funds. Subsequently, the EOC EU Office provided a brief introduction and valuable insights on each of the following European Structural and Investment Funds:

- [European Regional Development Fund](#)
- [European Social Fund+](#)
- [European Agricultural Fund for Rural Development](#)
- [European Territorial Cooperation \(Interreg\)](#)



Accordingly, per each of the above-mentioned programmes, Carlotta Giussani and Andreas Bold from the EOC EU Office presented a series of project examples in the realm of sport from different EU countries. Besides, a series of common challenges and relevant mitigation actions were described to promote awareness of the required steps from sports stakeholders to successfully access the European Structural and Investment Funds.

Furthermore, the webinar was enriched by four testimonials: Tom Schmit showcasing the implementation of the Luxembourg Judo Committee's Interreg project which appeared particularly relevant for other sports federations attending.

After that, Timo Härmäläinen further illustrated the NOC of Finland's experience and lessons learnt from implementing sport-related projects under the European Structural and Investment Funds. Aleš Šolar showcased how the NOC of Slovenia has made European Structural and Investment Funds a strategic priority and in turn, designed a successful "modus operandi" to access the funding. Ultimately, Michael Serneels (Sport Unit, European Commission) reinforced the relevance of timing, partnership, resources and strategic planning for a successful applicant.

Following up to the testimonials, the EOC EU Office showcased online resources and tools that NOCs and sports federations should use in order to reach out to their Managing Authorities, as well as to access the Operational Programmes and to acquire a better understanding of previous projects financed in a specific ESIF's programme and/or region.

The webinar was concluded by the EOC EU Office Director Folker Hellmund, who provided an overview of the next steps regarding the ESIF, as well as an overview of the EOC EU Office's upcoming activities and services in the realm of EU funding.

The EOC EU Office thanks all participants for their interest and stands ready to support its partners on their way to accessing the European Structural and Investment Funds.

Upcoming webinars

The EU Funding webinar series is expected to continue in Autumn 2022 with the 4th webinar on the "EU's Funding for International Cooperation".

ASAP project helps sport organisations to adopt a strategic approach to sustainability



The project “[ASAP](#)” (As Sustainable As Possible), which brings together six National Olympic Committees (NOCs) from Europe under the leadership of the Czech NOC, has reached a major milestone. To celebrate [Earth Day 2022](#), it launched the long-awaited [Roadmap for Creating a Sustainability Strategy and its Toolbox](#).

The Roadmap presents a process-based framework for the creation of a Sustainability Strategy. While primarily drawing on the expertise and experiences of Olympic Movement actors, the Roadmap can be used by any sports organisation wishing to embark on a journey towards sustainability. It provides enough flexibility for each organisation to adapt the process to its own environment and to the circumstances in which it operates.

The initial draft of the document was used by the mentee organisations (NOCs of the Czech Republic, Hungary and Slovakia) in the preparation of their respective sustainability strategies. Their experiences with the process, together with the expertise of their mentors (NOCs of Denmark, Finland and Germany), helped to shape the Roadmap into a truly practical guidance document. The text is accompanied by a number of useful tools ([ASAP Toolbox](#)), which aim to further facilitate the process. The IOC has contributed to the Toolbox with a draft of the “NOC Sustainability Strategy Template”, the final version of which will be available later this year.

Besides the development of the Roadmap and its Toolbox, the three-year project has enabled its partner organisations to take great strides on their respective sustainability journeys. With the support of their mentors, the mentees have successfully developed their [sustainability strategies](#) and are already in the process of implementation. Through the exchange of good practises and experiences and intensive cooperation with the IOC, mentor NOCs, too, moved forward with their sustainability activities and that both internally and externally while working with their member organisations and stakeholders (for more information, see [ASAP News](#)).

The ASAP project will run until the end of 2022 and still has on its agenda the preparation of case studies and development of the ASAP Sustainability Communications Cheat Sheet. Its main part will be closed at the final conference organised in Prague later this year.

In the meantime, the ASAP Project Team hopes that the Roadmap and its Toolbox will help as many sport organisations as possible to move from words to actions, and from plans to a truly strategic approach to sustainability.

The ASAP project is co-financed by the Erasmus+ Programme of the European Union and is supported by the IOC.

Danish NOC visits the EOC EU Office

On 7 April, the EOC EU Office had the pleasure to welcome a delegation from the Danish National Olympic Committee and Sports Confederation (DIF) in Brussels.

After two years of disruption because of the Covid-19 pandemic, our team was happy to meet in person with Hans Natorp (President), Per Nylykke (Deputy Director), Poul Broberg (Director of Public Affairs) and Martin Juhl Madsen (Head of EU and International Affairs) for open discussions on our common topics of interest and spheres of cooperation.

The EOC EU Office provided an update on some of the latest developments in EU sports policy related notably to the European Sport Model, sustainability of sport, gender equality, sports organisations' support to Ukraine, and e-sports. The Danish delegation then shared some insights pertaining to Danish sports.



The EOC EU Office is looking forward to continuing this good cooperation on the different projects shared with DIF.



UPCOMING EVENTS

04 May 2022

BelInclusive Awards Ceremony

16 - 17 May 2022

Annual Partner Meeting - EOC EU Office - Brussels

18 - 19 May 2022

Executive Board Meeting - IOC - Lausanne

20 May 2022

139th IOC Session - Lausanne

30 May 2022

Flame of Peace Ceremony - Banska Bystrica 2022 - Rome



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