

# 10 years after the White Paper – What has the EU achieved in Sport?



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A start based on myths and neglecting history ('fake news')

David vs Goliath - The sport political power game.

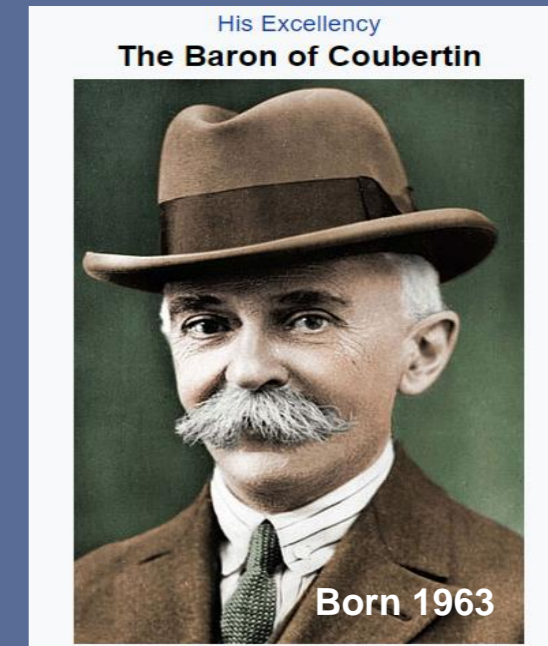
A success – despite of limited political and € resources !

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## 1. INTRODUCTION

*"Sport is part of every man and woman's heritage and its absence can never be compensated for." – Pierre de Coubertin<sup>1</sup>*

Sport<sup>2</sup> is a growing social and economic phenomenon which makes an important contribution to the European Union's strategic objectives of solidarity and prosperity. The Olympic ideal of developing sport to promote peace and understanding among nations and cultures as well as the education of young people was born in Europe and has been fostered by the International Olympic Committee and the European Olympic Committees.



MOVING PEOPLE

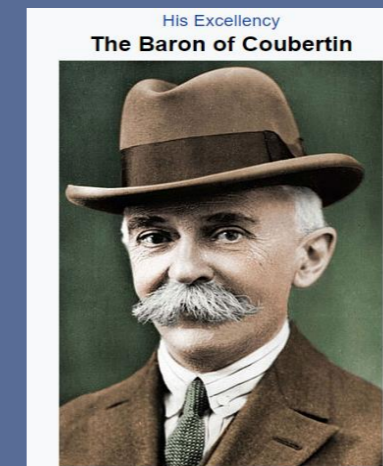


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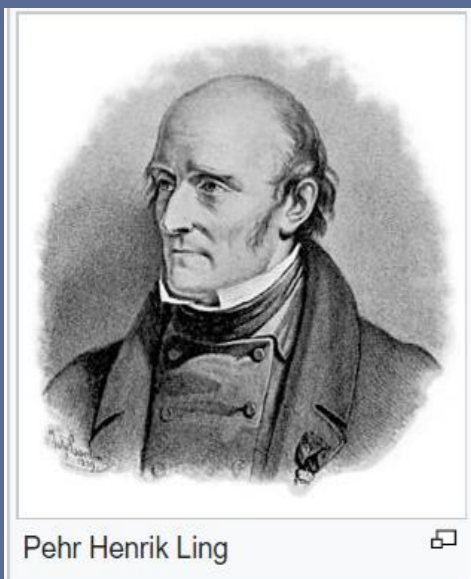
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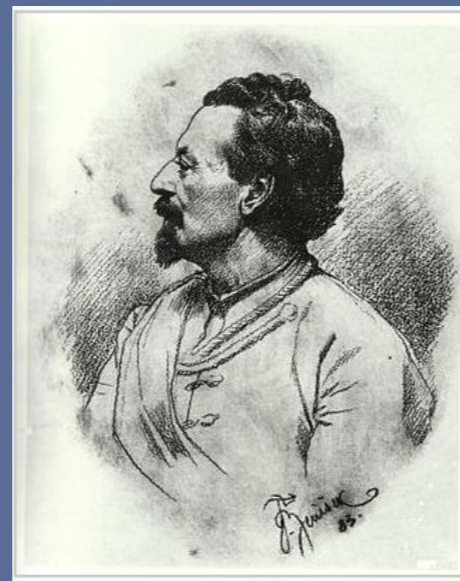
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Born 1963



1776 – 1889. Founder of Swedish Gymnastics



Miroslav Tyrš – 1832-1884  
Founder of Sokol Movement  
'Mens sana in corpore sano'



Friedrich Ludwig Jahn 1778-1852  
Founder of Turnen in Germany 1811  
'First clubs established in 1814

# A start based on myths and neglecting history ('fake news')

Outdated illusion – but still communicated by many!



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## The outdated idea:

Big foundation creates a better elite  
Elite sport promote grassroots sport  
Same game - "one big family"  
Financial solidarity



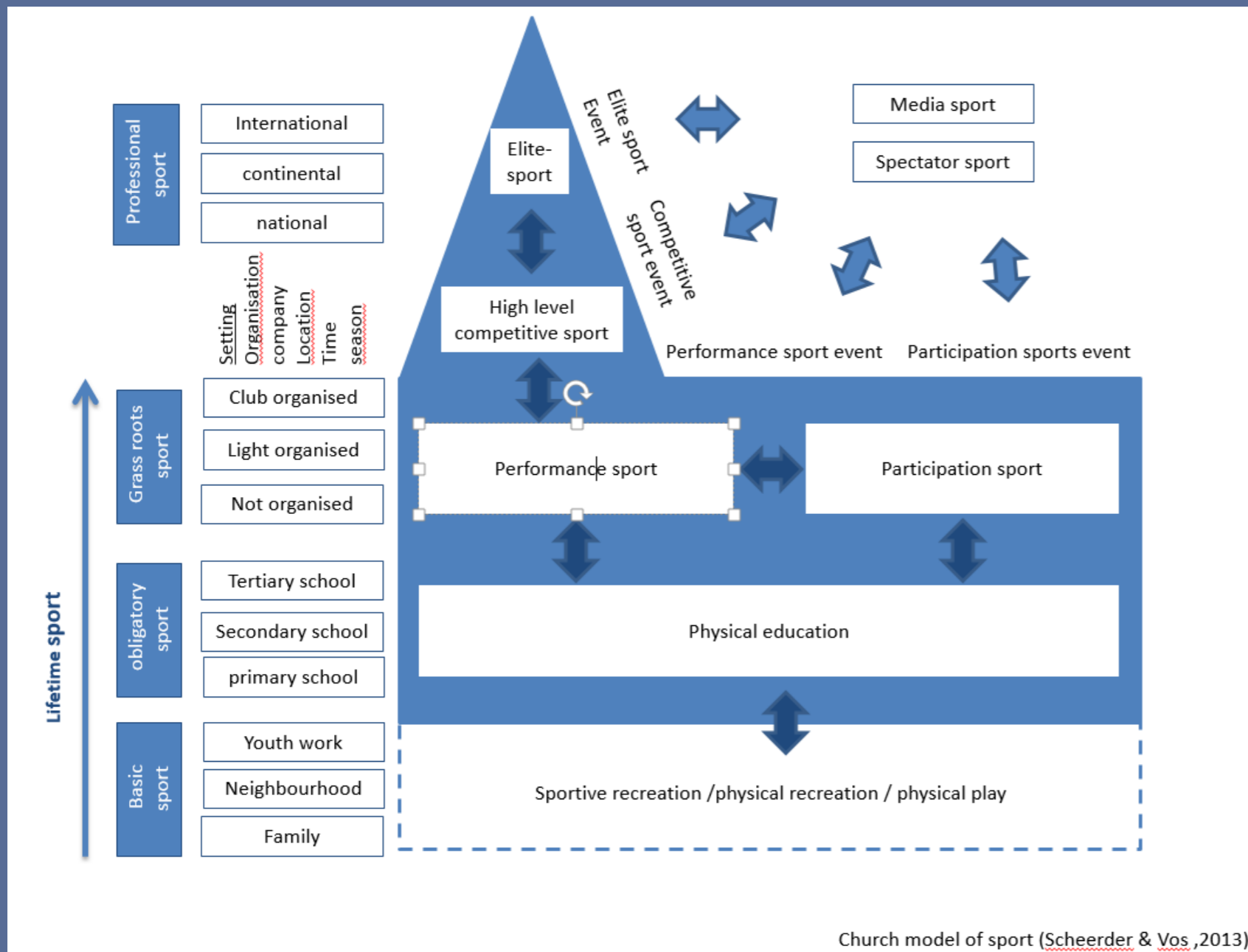
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Source: Scheerder (2007: 19)



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David vs Goliath - The sport political power game.

**IOC and most of the Federation based structures wanted exemption from EU rules/regulation.**

Referring to the 'specificity of sport' and autonomy of sport organisations



## David vs Goliath - The sport political power game.

The recognition by the European Council, in a **declaration made at Nice, France, in 2000**, of the special characteristics of European sport. This followed on from a full consultation paper by the European Commission's Directorate General X, in 1998, in which the fivefold (educational, health-related, social, cultural, and recreational) functions of sport were recognized, and in particular the pyramid model of European sport (from the apex, the European, down to the broad base of the grass-roots, via the national and the regional). The declaration is as follows: The European Council has noted the report on sport submitted to it by the European Commission in **Helsinki in December 1999 with a view to safeguarding current sports structures and maintaining the social function of sport within the European Union**. Sporting organisations and the Member States have a primary responsibility in the conduct of sporting affairs.



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## Lisbon Treaty – article 165

– developing the European dimension in sport, by promoting fairness and openness in sporting competitions and cooperation between bodies responsible for sports, and by protecting the physical and moral integrity of sportsmen and sportswomen, especially the youngest sportsmen and sportswomen.



**David vs Goliath - The sport political power game.**

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**The short story is that David won over Goliath:**

Fundamental EU "Single market" rules also includes commercial parts of sport.

- and a primary focus on sport participation, social sport and HEPA was the results!

## David vs Goliath - The sport political power game.

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Evaluation  
Sport Movement

- *“A missed opportunity”.*
- *“structured in full contradiction with the actual architecture of the Olympic Movement”.*
- *“ignoring the regulatory competences of the IF, the global nature of the issue and the solutions which are today necessary”.*

FIFA-IOC (joint declaration)

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### Evaluation Sport Movement

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### Evaluation Sport Movement

- *“Much work remains to be done”*
- *“there needs to be a clear legal environment as regards the scope of regulatory discretion for sports governing bodies in sports related matters”*

Statement of the European team sports  
(FIBA, UEFA, EHF, IIHF, FIRA-AER,CEV)



MOVING PEOPLE

HUMAN  
RIGHT  
TO  
MOVE



# A success – despite of limited political and € resources !

Friendly dialogue between the Head of Sport Unit Michal Krejca and Mogens Kirkeby (2006)

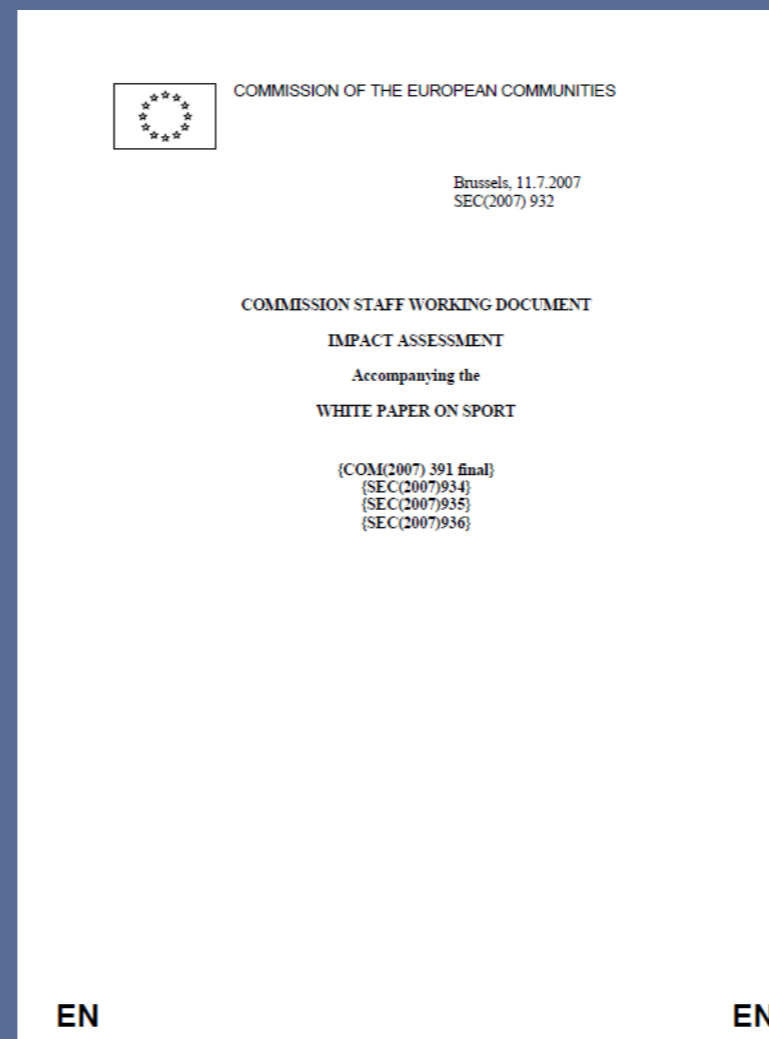
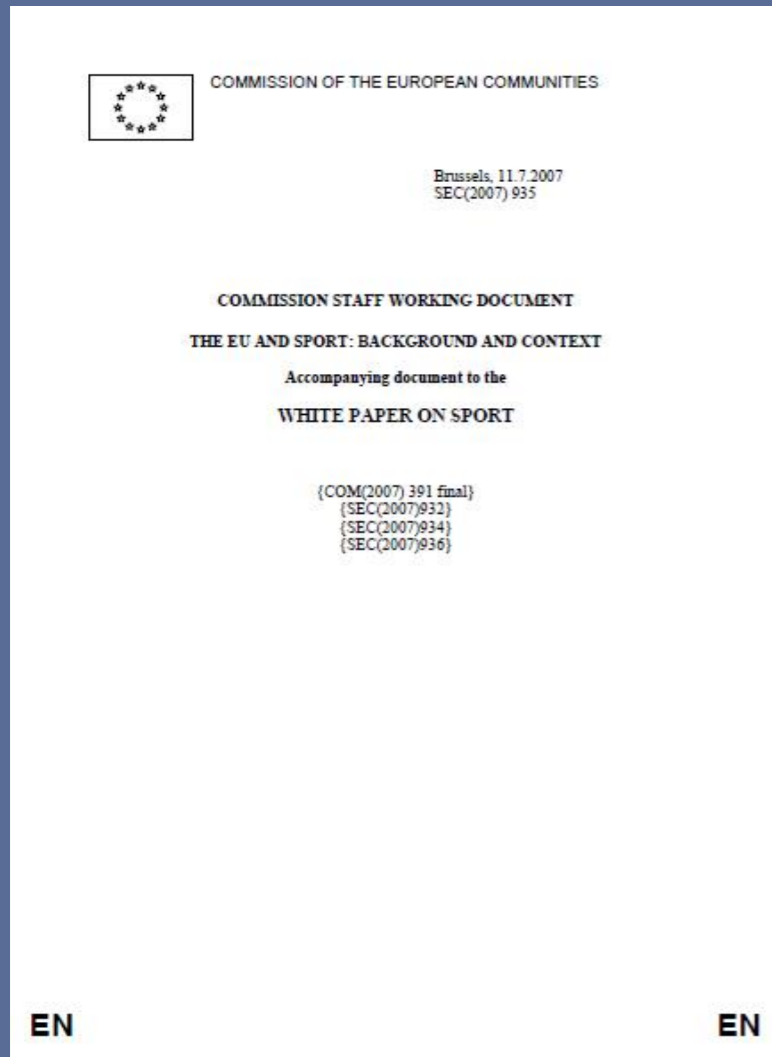
Michal Krejca: *“Mogens kan you tell me what is Sport for All”*

Mogens : *“How long time to I have?”*

Michal Krejca: *“ One minute”*

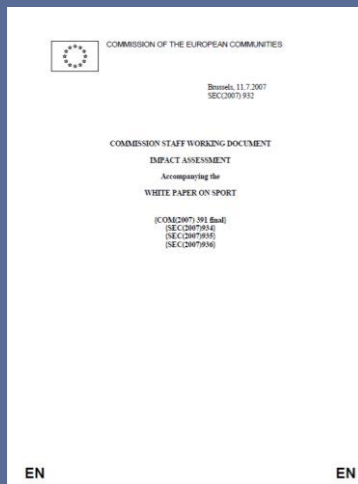
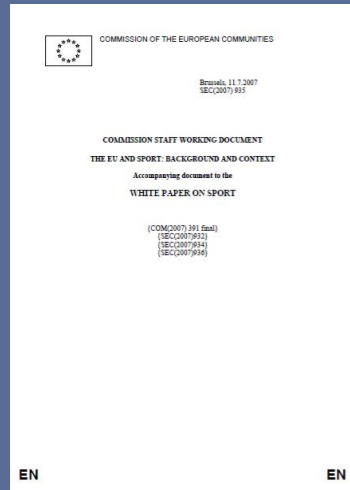
Mogens Kirkeby *“It is all the sport you never see in television”*

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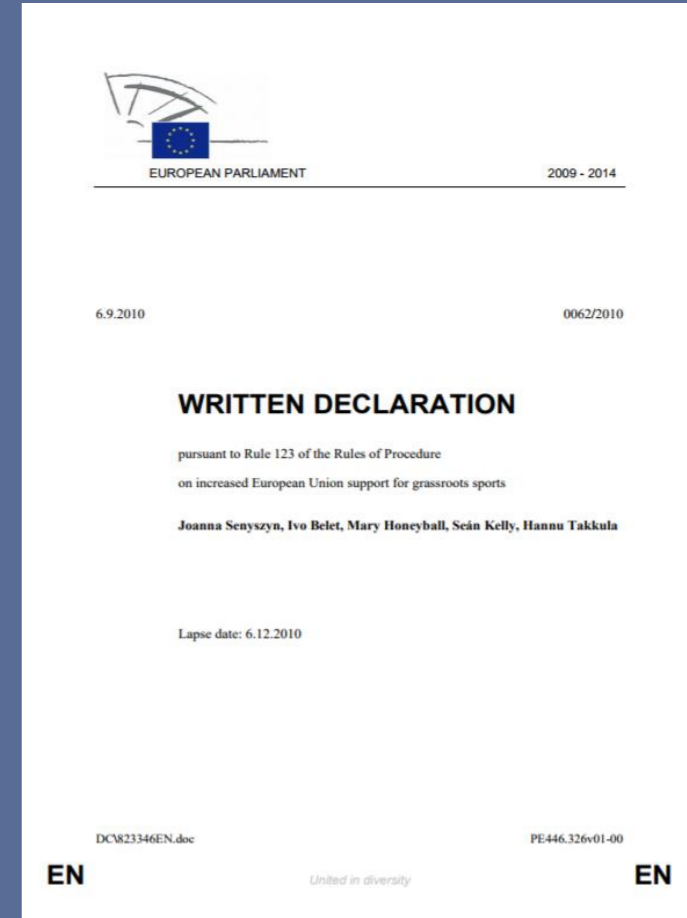




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## EUROPEAN PARLIAMENT ADOPTS WRITTEN DECLARATION ON INCREASED EUROPEAN UNION SUPPORT FOR GRASSROOTS SPORTS



# A success – despite of limited political and € resources !

- # Managed to keep an overall focus on Grassroots sport (societal role of sport)
- # Interaction between EU institutions, member states and civil society
- # Some integration of the elements of Grassroots sport, recreational physical activity – most successful in the field of HEPA. (EU and WHO Europe collaboration)
- # Raised aware on the social and economic dimension of (all) sport) +2% of GDP and labour intensive.
- # Erasmus+ sport gives some opportunities – despite very small part of Erasmus+ budget (1,8% = less than €300 million over seven years)
- # European Week of Sport – has potential
- # Not very succesful cross sector (Diretorate) collaboration. Tartu Call for Healthy Lifestyle is an attempt. But is need investments.

*Horizon 2020 - EU Research and Innovation programme approx. €80 billion (2014 to 2020)  
And European Regional Development programme.*



# A success – despite of limited political and € resources !

On 23 May 2017 the Education, Youth, Culture and Sport Council, in its session devoted to sport, adopted the new EU Work Plan for Sport (2017-2020). The overall aims are:

- Integrity of sport, with a focus on good governance, the safeguarding of minors, combating match-fixing, doping and corruption;
- Economic dimension, focusing on innovation in sport, and sport and the digital single market;
- Sport and society, focusing on social inclusion, coaches, media, environment, health, education and sport diplomacy.