

*Play the Game, creating coalitions for good governance in sport*

*Reykjavik, Iceland 28 October – 2 November 2007*



# The many faces of European Sport

Mogens Kirkeby, president  
International Sport and Culture Association  
[www.isca-web.org](http://www.isca-web.org)



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## The many faces of European Sport

- Diverse structures
- Diverse challenges
- Diverse solutions



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## The many faces of European Sport

### Diverse structures:

-Most European Countries have parallel to the sport confederations two or more national organisations for sport for all.

(Italy, France, Austria, Slovenia, Slovakia, Belgium, The Netherlands, UK, Ireland, Poland, Latvia, Lithuania, Denmark, Estonia, Czech Republic, etc )



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Diverse structures

Diverse challenges

Diverse solutions

~~Unified European Sport Model~~

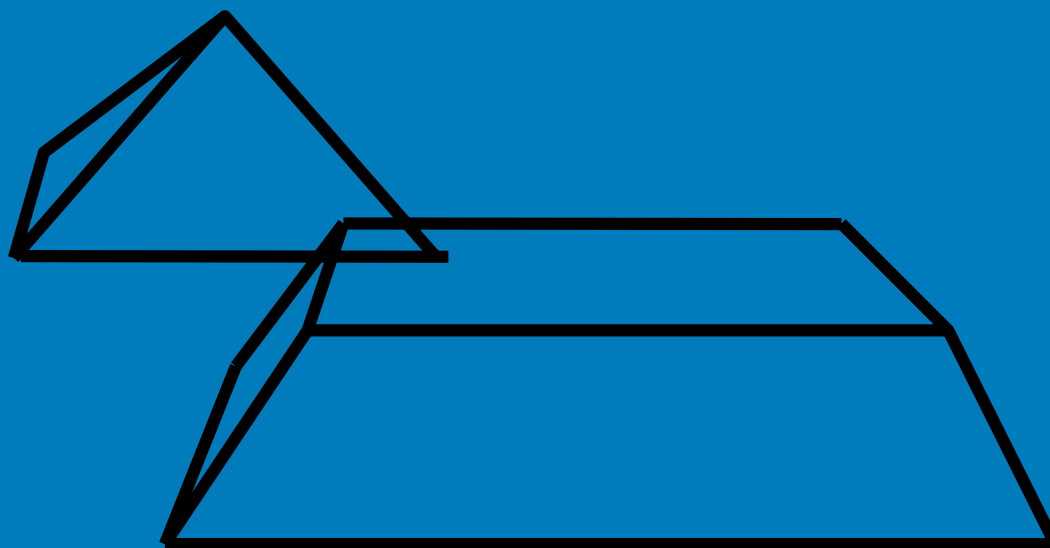


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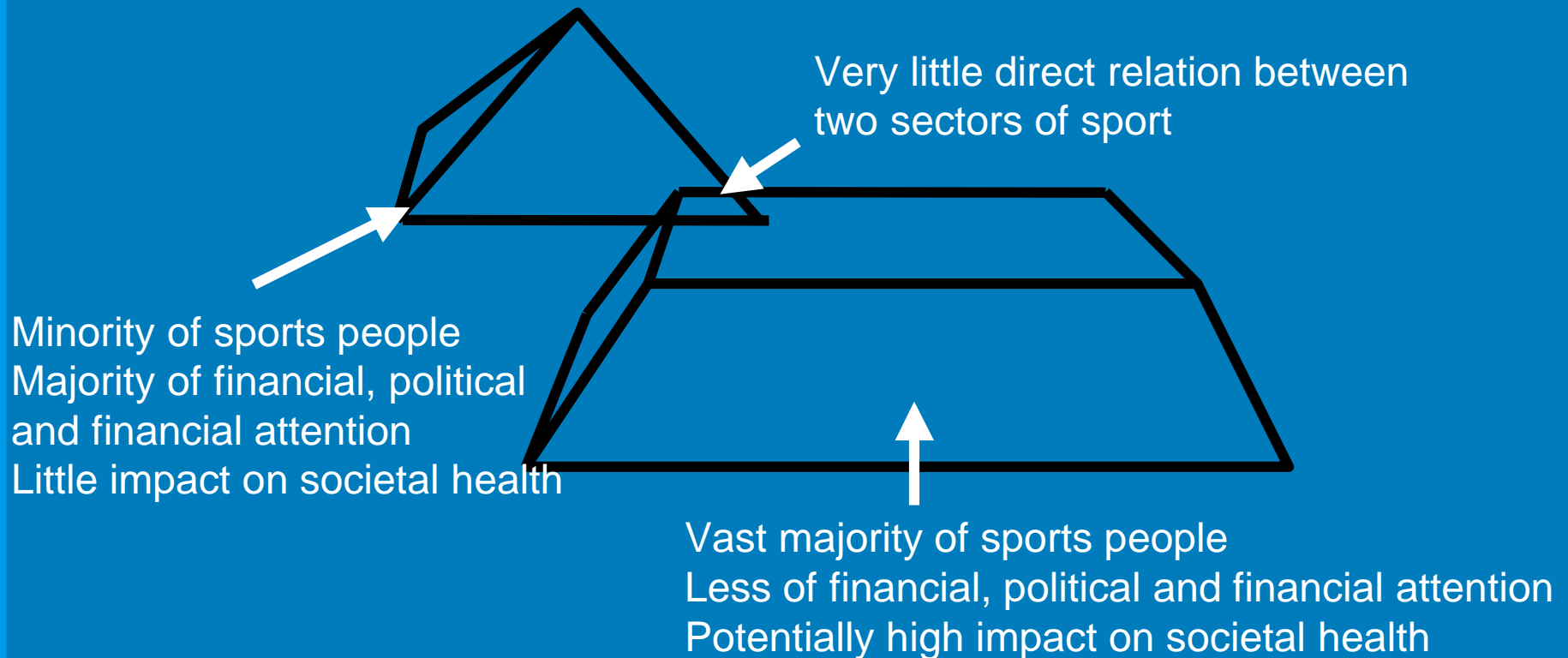


## The Pyramid(s) of Sport





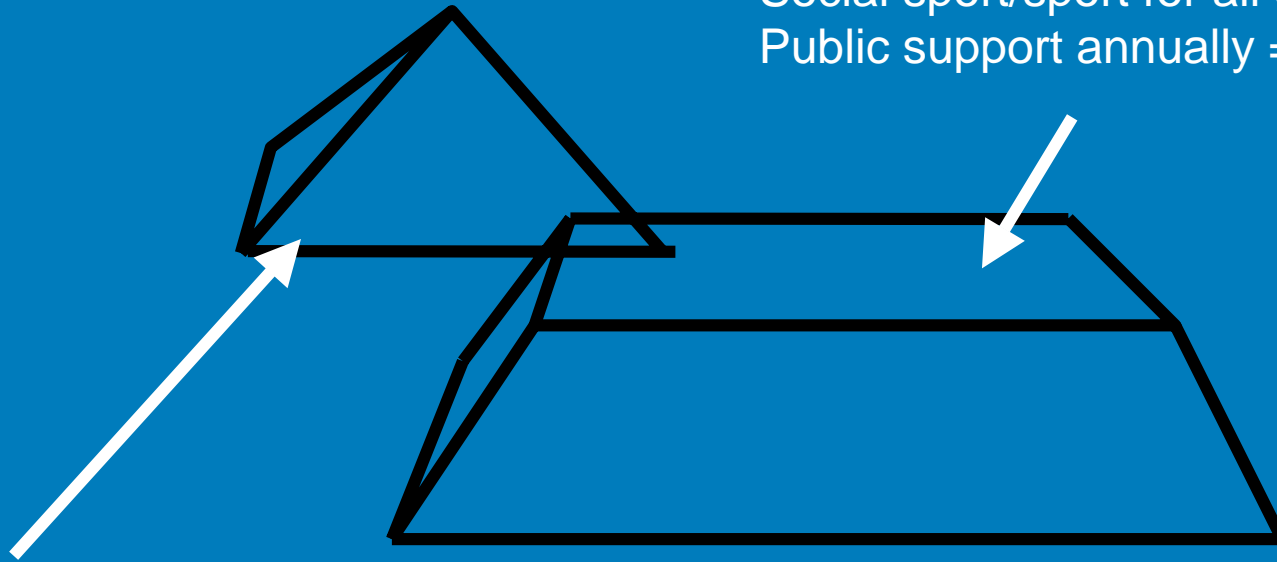
## The Pyramid(s) of Sport





## The Italian case

Social sport/sport for all organisations  
Public support annually = 20 mill €



The Italian Olympic Committee (CONI)  
Public support annually = 460 mill €

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The White Paper on Sport use the definition:

”all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels”



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White Paper on Sport focus on:

*Societal role of sport*

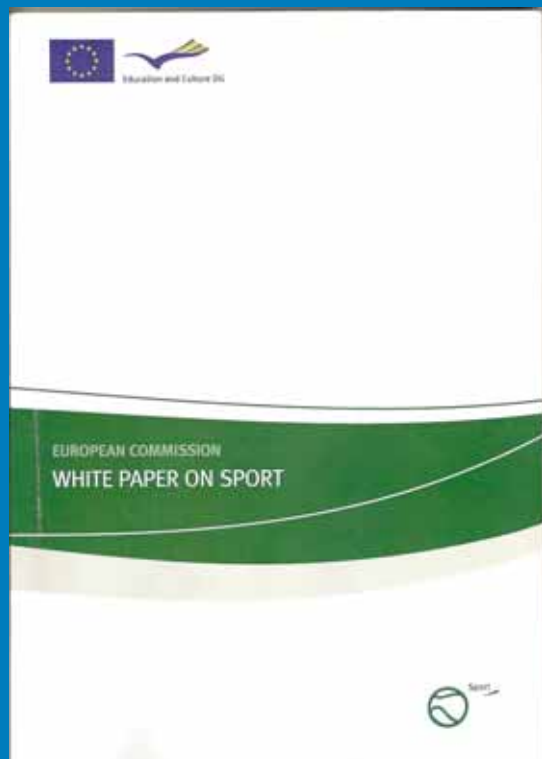
*Economic role of sport*

*Organisation of sport*



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The "societal role of sport" reflects the significance of sport as a social phenomenon

- Enhancing public health through physical activity
- Fight against doping
- Enhancing the role of sport in education and training.
- Promoting volunteering
- Using the potential of sport for social inclusion, integration and equal opportunities
- The environmental challenge



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**Paper make no change  
by itself.....**

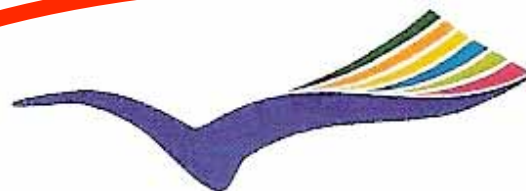
**Can the White Paper  
be turned into action ?**

**Action Plan :  
"Pierre de Coubertin"**



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Education and Culture DG



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The White Paper could encourage public authorities in the European Countries to a more balanced support to the diverse sport sector and a higher priority of the societal role of sport. (Health, Integration, etc.)

- Inspiration to “Non EU sceptic” countries.
- Joint focus on White Paper topics between Sport sector and European Commission
- Action from other DG’s - Staff working documents
- EAC’s own initiatives with sport article in the Treaty



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International umbrella organisation for sport and popular culture – founded in 1995

130 member organisation with focus on “sport for all”  
( hereof 40 member organisations in Europe)

To assist the *demanded* development of the organisations and institutions governing Sport for All



European Commission – cooperation:

- Youth and sport programmes (EYSF)
- Education programme (non-formal education of leaders)
- Consultancy to Commission initiatives (Integration through sport – [www.integrationthroughsport.org](http://www.integrationthroughsport.org))
- European Commission Sport Forum
- Member of the “Platform for Diet, Physical Activity and Health” (DG SANCO)



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We hope the White Paper on Sport can be an inspiration to governments, ministries, foundations and private companies to invest in Sport for All sector and support this production of Human Capital.



**It is an investment that pays back – not in medals - but in better and healthier societies.**



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