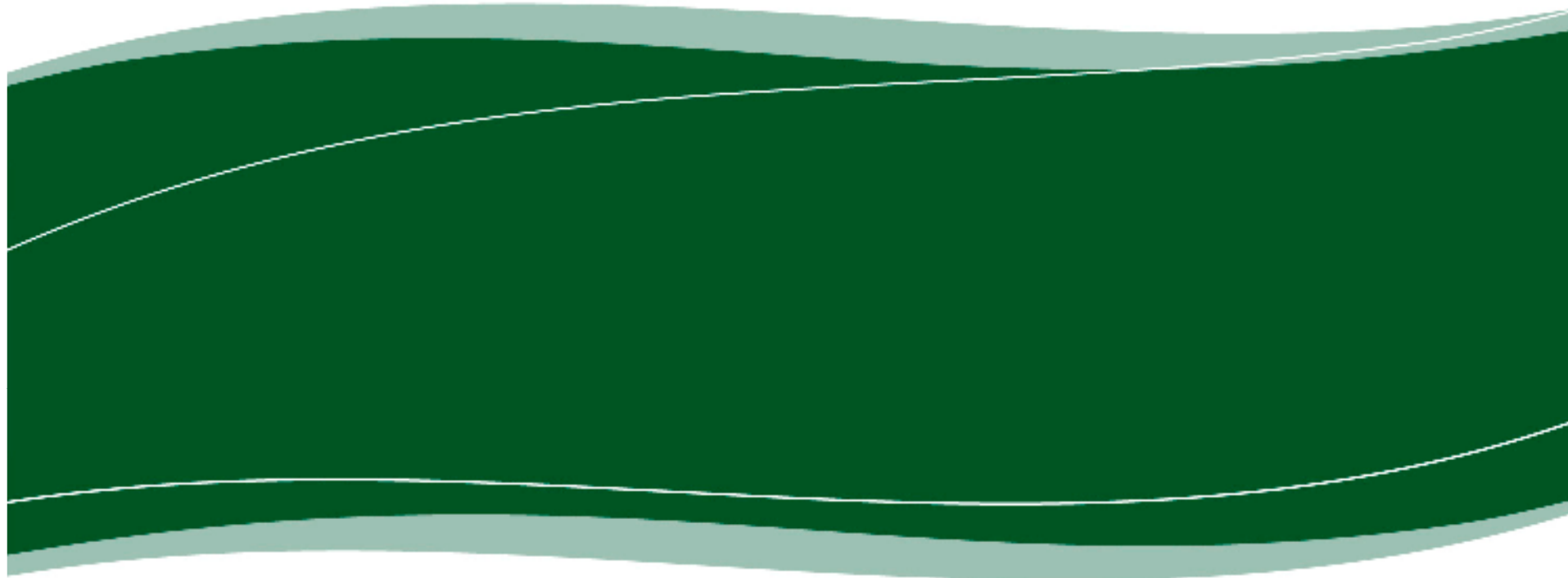




Education and Culture DG



The role of EU in European sports policy

Play the Game 2009

Coventry, 9 June 2009

Pedro Velázquez, Deputy Head of the Sport Unit
European Commission, DG Education and Culture

White Paper on Sport

- Strategic document: framework for cooperation (Governments, sport stakeholders, within COM)
- Balanced approach between different sports, amateur and professional sport, specificity of sport and EU Treaties
- Core elements of the White Paper package:
 - Action Plan «Pierre de Coubertin »: 53 actions in three areas: societal role, economic dimension, organisation
 - Staff Working Document: Application of Internal market and competition provisions to sport
 - Soft instruments: studies, conferences, mainstreaming





EU and Sport

- Swift implementation of the Action Plan. ("home grown players", study on sport agents, Physical Activity Guidelines, etc.)
- Principles of the White Paper: Autonomy (promotion of self-governance respectful of EU law) and Subsidiarity
- Impact of the White Paper :
 - Governance - Structured dialogue
 - EU Commission
 - An "EU sport policy"?





EU Physical Activity Guidelines

- Action no. 1 of the Pierre de Coubertin Action Plan. The White Paper establishes the link between this project and the fight against overweight, obesity and related illnesses.
- Physical Activity Guidelines drafted by an Expert Group of high-level academics. Document welcomed by Sport Ministers and delivered to Health Ministers
- Philosophy of the Guidelines: to define the types of public policies which would make it easier for Europeans to move more in their daily lives.
- The aim of the EU Guidelines: to define which are the policy initiatives and practices needed to make most people meet the target.



Added value of the Guidelines



- Addressed primarily to policy makers in the Member States, to aid the formulation and adoption of national policies in various relevant sectors.
- Action-oriented, focusing on the implementation of WHO recommendations and targets.
- Cross-sectoral, easy to understand.





EU Physical Activity Guidelines

Structure of the Guidelines

- Cross-sectoral approach:
 - The sport sector
 - The health sector
 - The education sector
 - The transport sector, in combination with the environment, urban planning and public safety services
 - The working environment, and
 - Services for senior citizens.

- 41 guidelines preceded by a short explanatory text and by examples of good practice from one or more Member States.



Financing of sport



- Study on the financing of sport launched
- Aim: to cover all financial streams into sport (public, private, solidarity mechanisms) and to analyse cross-border aspects.
- Current developments in the field of gambling affecting the financing of sport will also be covered.



Next steps

- Preparatory Actions 2009 (€ 7.5m – test actions: HEPA, education & training, disability, equal opportunities; Tampere, Pescara)
- Possibly Preparatory Actions in 2010-11

- IF the Lisbon Treaty comes into force:
 - Formal meetings of EU Sport Ministers and new Working Group Sport in the Council
 - EU Sport Programme (not before 2012)
 - Better promoting the specific characteristics of sport in other policy areas and programmes
 - One voice for the EU in international fora (WADA, third countries)





**Thank you for your
attention !**

http://ec.europa.eu/sport/index_en.html

