



Sport and Physical Activity importance within the EU policy context

Paris, 16 March 2017



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Sport within the EU context



Subsidiarity

The EU's role in the field of sport

protection and improvement of **human health**, education, vocational training, youth and **SPORT**



The Union **shall have exclusive competence**

The Union **shall share competence** with the Member States

The Union shall have **competence** to carry out actions **to support, coordinate or supplement the actions of the Member States**

Sport

Effects of increasing activity level

- Increasing the actual activity level in the EU (33.2%) could lead to the following economic effects:

		Health Economic Effects	Macroeconomic Effects (GVA)	Macroeconomic Effects (Employment)
increase by	activity level	<i>in bn Euro</i>	<i>in bn Euro</i>	<i>in heads</i>
10%	36,5%	14	6.6	39.280
15%	38,2%	21	9.8	58.920
20%	39,8%	27	13.1	78.560

Source: SpEA.



What is the Cost of Inactivity in the EU?

(direct and indirect) in \$1,000s (Lancet, 2016)

Austria	255,555
Belgian	388,653
Bulgaria	61,055
Croatia	38,570
Cyprus	19,979
Czech Republic	181,496
Denmark	118,105
Estonia	7,754
Finland	183,188
France	1,390,540
Germany	2,716,254
Greece	146,983
Hungary	103,110
Ireland	165,607
Italy	1,404,701
Latvia	19,859
Lithuania	33,586
Luxembourg	31,272
Malta	12,310
Netherlands	428,454
Poland	391,872
Portugal	326,658
Romania	198,246
Slovakia	63,216
Slovenia	34,009
Spain	2,311,652
Sweden	244,349
UK	2,407,960
EU Total	11,530,641 (\$11.5 billion!)



Physical activity promotion through EU sport policy

- Policy actions:
 - 2013 Council Recommendation on promoting HEPA, Council Conclusions
 - Expert Group recommendations, studies
- Funding (e.g. Erasmus+ Sport)
- Awareness-raising campaign (European Week of Sport)
- Smart Specialisation / EU platform/ Structural funds



EU Work Plan for Sport

Sport



EU Work Plan for Sport

Following the adoption of the **new EU Work Plan for sport**, the European Commission has been asked to **set up five expert groups** to look at particular areas related to sports policy.

- **Match-fixing**
- **Good governance**
- **Economic dimension**
- **HEPA - Health-Enhancing Physical Activity,**
- **Human Resource Management in Sport**



Evaluation

- **Duration:** the current 3-year duration is appropriate; it could however be longer.
- **Arrangements related to the Expert Groups (XGs):** need for a more focused approach with less topics to deal with, less XGs and less meetings would be an improvement for a future EU Work Plan for Sport.
- **Outputs from XGs:** too numerous, too broad; more focused scope and a lower number of deliverables preferable.
- **EU structured dialogue:** the yearly EU Sport Forum is the main and a valuable event. The form of the structured dialogue meeting taking place in the margins of the Council should be reconsidered.



Commission Report on the implementation of the *Council Recommendation on promoting HEPA across sectors*

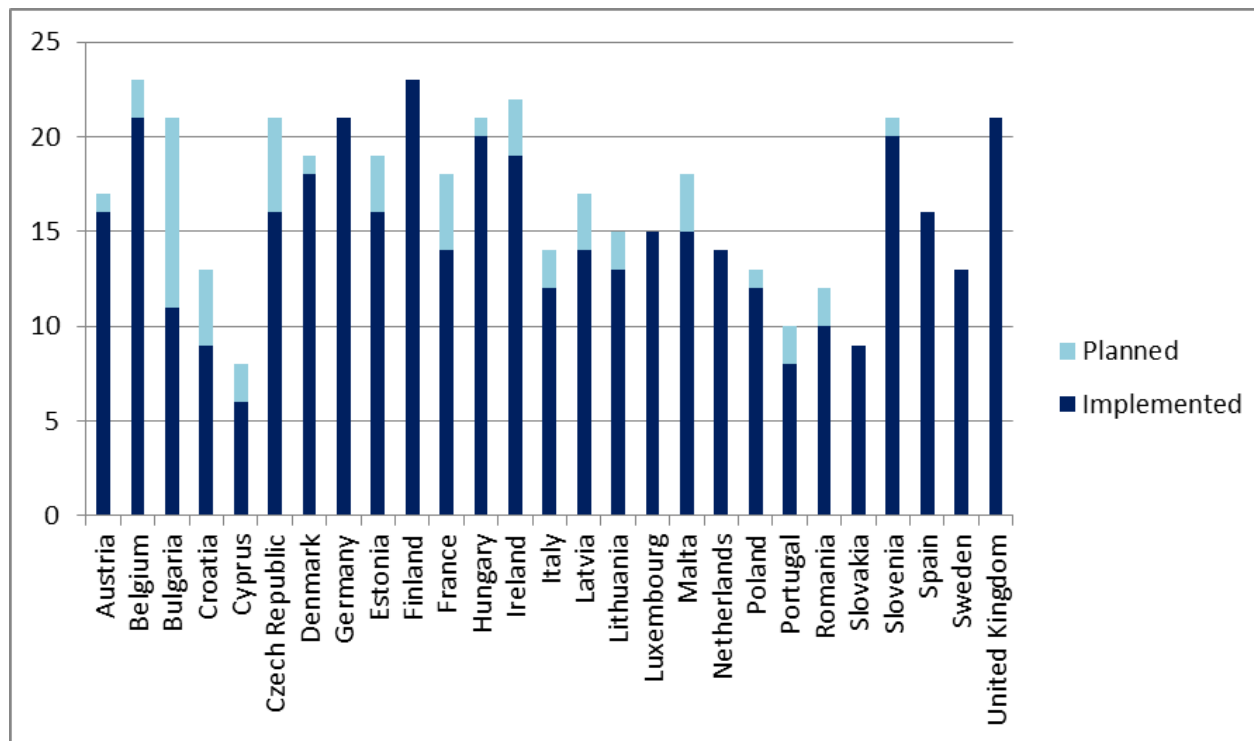


Commission Report on the implementation of the Council Recommendation on promoting HEPA across sectors

- Council Recommendation on promoting HEPA across sectors adopted in November 2013
- Reporting by the Commission every 3 years
→ First reporting covers 2014-2016
- Report adopted by the Commission on **5 December 2016**



HEPA policy development and implementation at national level



37 new HEPA-related policies since the adoption of the Recommendation



Member States to...

- Develop a cross-sector approach involving policy areas including sport, health, education, environment and transport (national strategies and action plans)
- Cooperate closely among themselves and with the Commission

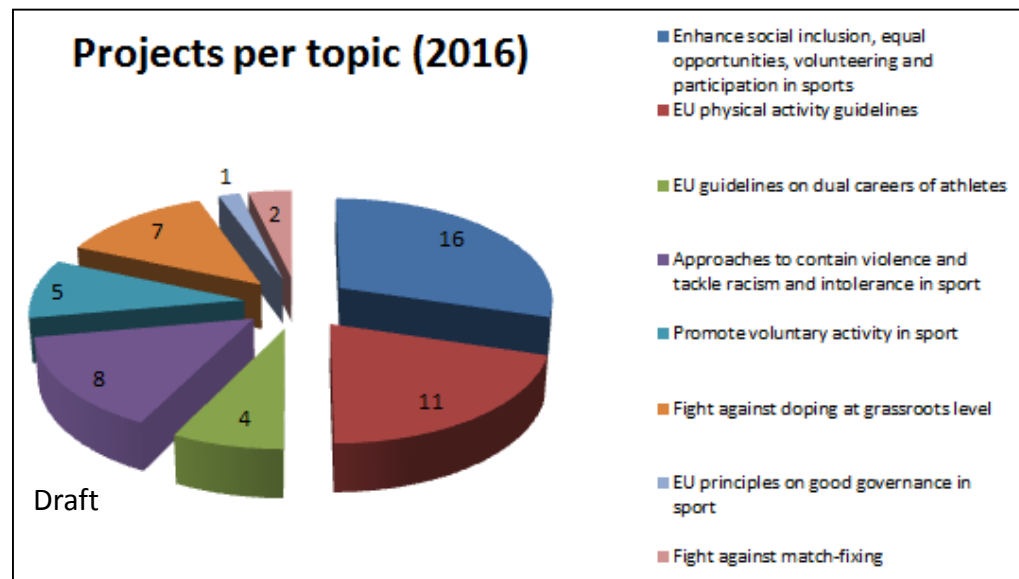
The Commission to...

- Assist MS & provide support to national HEPA Focal Points
- Support and closely cooperate with the WHO in the preparation of country factsheets on HEPA
- Potentially produce European statistics on physical activity levels

Promoting HEPA

- 2014 & 2015 (out of Week of Sport): 7 major events (3,3M€) and 26 collaborative partnerships (about 10M€)
- 2016: 11 projects (4.3M€)

http://eacea.ec.europa.eu/erasmus-plus/selection-results/sport-collaborative-partnershipsmall-collaborative-partnerships-in-sport-field-and-not-for-profit_en



**See Erasmus+
projects database!**



Contribution of Sport to Regional Development & Structural Funds

- Evidence base of nearly 230 projects from all Member States, involving sport and physical activity supported by the Structural Funds, mainly in 2007 – 2013
- Not comprehensive mapping, but illustrating the variety & range of actions supported
- 33 cases of good practice, with compelling illustrations of different kinds of intervention
- From this evidence base, conclusions on the nature, range, context, strategies and intervention categories, but also the advantages and strengths of sport as an instrument of economic & social development



Categorisation of intervention

ERDF, mainly:

1. Direct support to sport SMEs
2. Improvement of the physical environment
3. Promoting sustainable transport
4. Other environmental effects
5. Promotion & encouraging inward investment:
6. Creating employment in sport and physical activity
7. Impacts on related employment
8. Indirect impacts on employment
9. Business growth & other economic impacts:
10. Encouraging developments in sport technology and other innovation



Categorisation of intervention

ERDF mainly:

11. Systematic development of a broader sport-based strategy
12. Linking sport actions with the development of tourism

ESF mainly:

13. Improving sport skills & competences
14. Using sport to develop broader skills for employment
15. Social engagement
16. Improving governance and administrative capacity
17. Addressing health and other societal challenges and contributing to happiness & well-being



EU and national initiatives



European Week of Sport

- Evaluation Report published:
https://ec.europa.eu/sport/news/2017/evaluation-report-european-week-sport-2016-published_en
- **Findings:**
 - Events and participants was doubled compared to 2015, reaching to over 15.000 events with 10 million active participants.
 - The number of sport organisations committed to supporting the Week (now 35 European partners) has increased.
 - Strong visual branding.
 - Social media campaign - the hashtag BeActive was used more than 34000 times during the campaign (May-Sept.) with potential reach over 180 million users.



Urban mobility

- European Mobility Week 16-22/9
- **Civitas** initiative: database of innovative measures by cities
(<http://www.civitas-initiative.org/mobility-solutions-page>)
- **ELTIS** - the urban mobility observatory (<http://www.eltis.org/>)
- Member States Expert Group on Urban Mobility
(<http://ec.europa.eu/transparency/regexpert/index.cfm>)
- Commission webpage on cycling:
(http://ec.europa.eu/transport/themes/urban/cycling_en.htm)



Thank you

Web: <http://ec.europa.eu/sport/>