

EU Programmes and Sport – information and experiences



Vipuvoimaa
EU:lta
2007-2013

Auli Toiviainen
Organisation and Role of Sport in the EU
and Its Member States
28 May 2009

Outline

- My background
- EU programmes and sport in general
- Preparatory action in sport
- Youth in Action Programme
- Europe for Citizens Programme
- European Social Fund
- Experiences and examples of projects funded by EU
- Conclusion

Sport and EU programmes in general

- EURATHLON (1995-1998) was the only Community programme ever supporting genuine sports-project.
- No legal basis for sport in the Treaties → this sport programme had to be stopped → no specific EU-sports-programmes
- Sport-projects can be funded indirectly under other programmes relating to other Community policies (e.g. health, youth, education, environment, regional policy etc.)
- Need to demonstrate sport's valuable contribution to the implementation of a number of Community policies
- Pure sport events, such as championships, competitions, traditional international events etc. **cannot** receive any funding at all.

NEW: Preparatory action in sport

- On 15 May 2009, a call for proposals to implement the 2009 Preparatory Action in the field of sport (EAC/21/2009) was published in the Official Journal of the European Union
- This call for proposals will support **transnational projects** proposed by **public bodies or civil society organisations** in order to identify and test suitable **networks and good practices** in the field of sport.
- Providing policy support for the identification of future policy actions in the area of sport through studies, surveys, conferences and seminars
- Promoting greater European visibility at sporting events

NEW: Preparatory action in sport

Call for proposals in the following fields:

- a) Promoting health-enhancing physical activity
- b) Promoting education and training in sport
- c) Promoting European fundamental values by encouraging sport for persons with disabilities
- d) Promoting gender equality in sport

The budget available for this call for proposals is € 4,000,000.

The deadline for submission of applications to the European Commission is 31.08.2009

Youth in Action (2007-2013)



General objectives of the programme:

- promote young people's active citizenship in general and their European citizenship in particular;
- develop solidarity and promote tolerance among young people, in particular in order to foster social cohesion in the European Union;
- foster mutual understanding between young people in different countries;
- contribute to developing the quality of support systems for youth activities and the capabilities of civil society organisations in the youth field;
- promote European cooperation in the youth field.

Youth in Action (2007-2013)



The Youth in Action programme has four permanent priorities and additional annual priorities which potential projects will have to be aware of as they frame their bids for support:

- **European Citizenship**
 - Involvement, awareness, key topic in projects
- **Participation of young people**
 - Active citizenship among young people
- **Cultural Diversity**
 - Fight against racism and xenophobia
- **Inclusion**
 - Young people with fewer opportunities
- **Annual Priorities**
 - Sport as a tool for active citizenship

Youth in Action (2007-2013)



Who can take part in the programme?

- Young persons aged between 13-30 and youth workers
- non-governmental youth organisations
- informal groups of young people
- a local or regional public bodies
- bodies active at European level in the field of youth

Youth in Action 2007-2013



Actions of the programme

- **Action 1 - Youth for Europe**
 - 1.1. Youth exchanges
 - 1.2. Support for young people's initiatives
 - 1.3. Participative democracy projects
- **Action 2 - European Voluntary Service (EVS)**
 - helps young people to develop their sense of solidarity by participating, either individually or in group, in non-profit, unpaid voluntary activities abroad

Youth in Action 2007-2013



- **Action 3 - Youth of the World**
 - promotes partnerships and exchanges among young people and youth organisations across the world
- **Action 4 - Youth workers and support systems**
 - 4.3. Training and networking of youth workers
 - 4.5. Information activities for young people and youth workers
 - 4.6. Partnerships
- **Action 5 – Support for policy cooperation**

Youth in Action ***2007-2013***



Youth in Action in figures

- Duration: 2007-2013
- Budget: 885 million euros for seven years
- Geographic reach: EU Member States, Iceland, Liechtenstein, Norway, Turkey, the EU neighbours (Eastern Europe and Caucasus, the Mediterranean region, South-East Europe) and other partner countries in the world
- Age brackets: 15-28 (in some cases 13-30)

Youth in Action (2007-2013)



Want to know more?

Take a look at the **Youth in Action Programme guide** – it will give you a deeper insight into the Actions and types of activities that can be supported by the Programme.

Get in touch with your **National Agency** or **Eurodesk national office** for further information and advice.

Youth in Action 2007-2013



Contact and information

European Commission
DG Education and Culture
Unit D.2 – Youth: programmes
http://ec.europa.eu/youth/index_en.htm

SALTO-YOUTH Resource Centres
www.SALTO-YOUTH.net

National Agencies of each member state
http://ec.europa.eu/youth/contact_en.html

Europe for Citizens 2007-2013



- Promoting active European citizenship
- Puts citizens in the centre
- Enhances citizen's participation in the construction of Europe
- Encourages cooperation between citizens and their organisations from different countries in order to meet, act together and develop their own ideas
- Intercultural exchanges → the mutual knowledge of the culture and history of the European peoples
- Promotes especially mutual understanding, solidarity and the feeling of belonging to Europe

EUROPE FOR CITIZENS PROGRAMME 2007-2013



- ◆ **Action 1 "Active citizens for Europe"** involves citizens directly, either through activities linked to town-twinning or through other kinds of citizens' projects.
- ◆ **Action 2 "Active civil society for Europe"** is targeted to Europe-wide civil society organisations, receiving either structural support on the basis of their work programme or support trans-national projects.

EUROPE FOR CITIZENS PROGRAMME 2007-2013



- **Action 3 "Together for Europe"** supports high visibility events, studies and information tools, addressing the widest possible audience across frontiers and making Europe more tangible for its citizens.
- **Action 4 : "Active European Remembrance"** supports the preservation of the main sites and archives associated with the deportations and the commemoration of the victims of nazism and stalinism.

EUROPE FOR CITIZENS PROGRAMME 2007-2013



- ◆ More information concerning the Europe for Citizens Programme:

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

European Social Fund



- one of the EU's Structural Funds, set up to reduce differences in prosperity and living standards across EU Member States and regions → promoting economic and social cohesion
- devoted to **promoting employment** (better skills and job prospects) in the EU. It helps Member States make Europe's workforce and companies better equipped to face new, global challenges
- Funding is spread across the Member States and regions, in particular those where economic development is less advanced
- Over the period 2007-2013 some €75 billion will be distributed to the EU Member States and regions to achieve the goals

European Social Fund



- Fields of activity
 - Workers and new skills
 - Business undergoing change
 - Access to employment and social inclusion
 - Education and training
 - Women and jobs
 - Fighting discrimination
 - Working in partnership
 - Better public services
 - Transnational projects and networks
 - Innovative actions

European Social Fund



- More information about the European Social Fund at:

http://ec.europa.eu/employment_social/esf/index_en.htm



All(b)right Training Course, Holland 2004

- Title: "A learning opportunity for youth workers to address discrimination through sport and outdoor activities"
- 21 participants from various European countries
- Themes: Anti-discrimination, Human rights education, using sports in combating discrimination, EU Youth Programme
- Working methods: Lectures, discussions, workshops, sports, simulation games, sharing good practices
- Good place to build networks and partnerships
- In 2007 was followed by an evaluation seminar





All Different – Together in Sport, Slovenia 2005

- 31 young people aged 17-25 from Slovenia, Serbia-Montenegro, Bosnia-Herzegovina and Finland
- Themes: antidiscrimination + fighting social exclusion by using sports, intercultural learning
- Methods: workshops, lectures, sports
- Taking part in a youth sport event
→ involving local youth in the project



European Youth and Sport Forum 2005 (England) & 2006 (Finland)



- Around 100 young people from over 30 European countries
- Themes:
 - Volunteering and active citizenship
 - Combating discrimination through sport
 - Health and sport
 - Future perspectives for youth and sport
 - Equality
 - Volunteering
 - Project planning & Managing organisations
- Aims: To empower young people and give them a real say in the matters related to sport and physical activities
- Declaration: Received by the Sport Ministers, representative from the EU Commission + representatives from the organising associations, declaration taken to the sports ministers meeting

”Well being and know-how through sport”



Vipuvoimaa
EU:lta

- A project run by the Football Association of Finland & Finnish Ice-hockey federation
- Duration 1.5.2008-30.12.2010
- Funding
 - € 570,769 from ESF
 - € 119,250 from municipalities
 - private funding € 67,190
 - € 394,553 from selling services

”Well being and know-how through sport”



Vipuvoimaa
EU:lta

- Main aims:

- 1) To develop the know-how of football and ice-hockey clubs in developing and offering health enhancing physical activities for companies and employees
- 2) To enhance the possibilities of companies to utilise the skills and knowledge of sport clubs in supporting the wellbeing of the employees
- 3) To develop and model new sport services for companies (which rise from their needs)

”Well being and know-how through sport”



Vipuvoimaa
EU:lta

- How to reach the goals
 - 15 full-time professionals in the field of sport have been employed to sport clubs for two years
 - Clubs get € 1000 each month for the first year, € 500 each month for the second year
 - Education and training for the 15 employed ”hobbymanagers”
 - Strong emphasis on promoting the project: 10 TV programmes (á 25 minutes) on Urheilukanava (Sport channel), stories on print media, exposure on websites

”Well being and know-how through sport”



Vipuvoimaa
EU:lta

Benefits for the clubs involved:

- 1) Getting more full-time workers for clubs → developing the activities in a larger scale**
- 2) Creating a financial ”stone base” for the club activities → creating even business activities and offering something in return to sponsors**
- 3) Strengthening the societal importance of the clubs in the local surroundings → bigger social responsibility (in addition to competitive sports) is expected from clubs by companies, municipalities and the state**

Well being and know-how through sport”



Vipuvoimaa
EU:lta

- Local project in Jyväskylä region:
 - 3 football clubs, Youth Centre Piispala and FA of Central Finland
 - A model of cooperation
 - Activities:
 - recreational football activities for women (training and tournament)
 - recreational football training for men and women
 - Recreational football tournament for young people
 - Sport related activities offered for companies



Conclusion

- Sport is an excellent tool in bringing people together and educating them on various values; sport can act as a "universal language"
- It might be difficult to find information concerning the EU programmes, BUT...
- **Many opportunities exist and people involved in sports should make more effort to explore and use them better!**

References and more information:

- http://www.engso.com/Data/EU_projekty-Funding_Possibilities_for_Sports_in_the_EU1.doc
- Youth in Action: http://ec.europa.eu/youth/index_en.htm
- Europe for Citizens: http://ec.europa.eu/citizenship/index_en.htm
- ESF: http://ec.europa.eu/employment_social/esf/index_en.htm
- Preparatory actions:
http://ec.europa.eu/sport/preparatory_actions/doc745_en.htm
- FA of Finland Project:
http://www.palloiluesr.fi/mp/db/file_library/x/IMG/12208/file/PalloliitonESR-hankkeenkuvaus.pdf
- Guide to European Funds:
http://www.together50years.eu/1/promo_en.htm