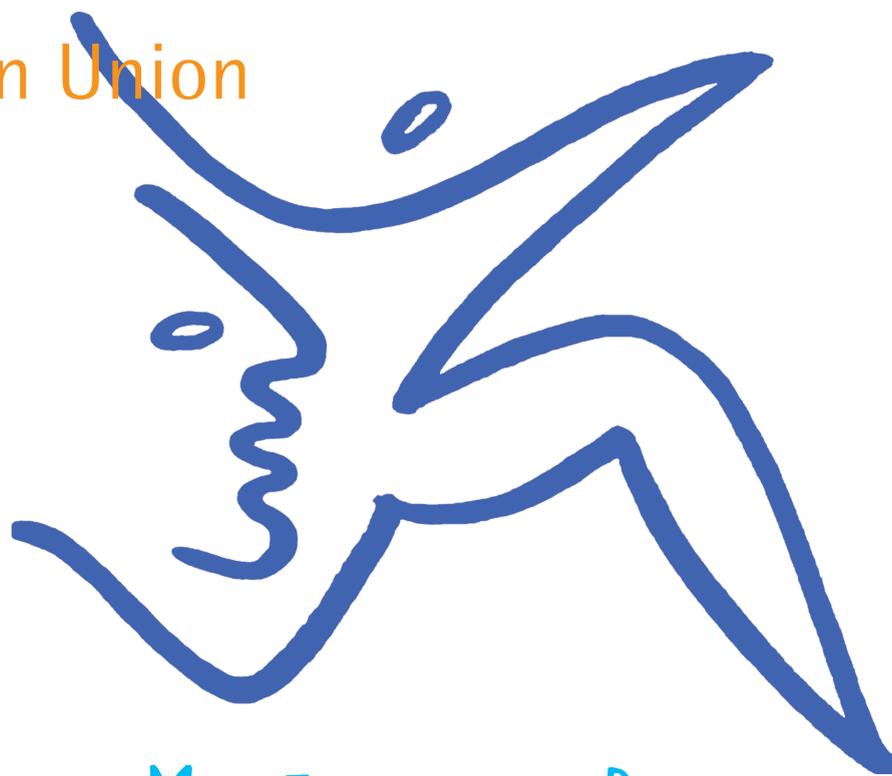


The Magazine

EDUCATION AND CULTURE IN EUROPE

ISSUE 23 - 2004

The European Union
and **sport**



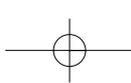
MOVE YOUR BODY
STRETCH YOUR MIND



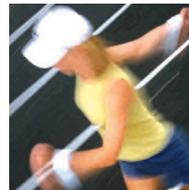
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European Commission
Directorate-General for Education and Culture





3 Foreword — Move your body, stretch your mind



4 The changing face of European sport

6 Europeans and sport → Opinions and facts

8 Legal basis for EU action

8 The Bosman case, a turning point for European sport

10 Some key dates — A review of the past decade

11 2004: The European Year of Education through Sport

12 EYES 2004 projects

13 Learning to move and moving to learn

14 Olympic spark for schools

15 Physical and mental well-being

16 Doping threatens the level playing field

17 How television keeps the ball rolling

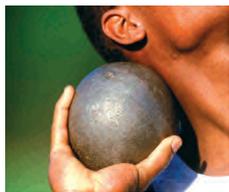
18 The industrialisation of sport

19 The king and his court

20 Sport: fun and open to all

22 Give racism the red card

23 Amersfoort: using sport to communicate

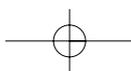


#23 The European Union and sport 2

- ▶ European Commission, B-1049 Brussels; tel. (32-2) 29-91111; fax (32-2) 29-50138
- ▶ Education and Culture DG, fax (32-2) 29-64259; e-mail: eac-info@cec.eu.int; Internet: http://europa.eu.int/comm/dgs/education_culture/index_en.htm
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Directorate-General for Education and Culture



Amersfoort:

using sport to communicate



In September 2003, the EU Youth programme held its first European Youth Week, culminating in the 'Youth in action' awards which recognised innovative youth-based projects.

The Deuziem sports project, hailing from Amersfoort in the Netherlands, was nominated in the 'Youth Initiatives' category. This project uses sport as a medium to connect with young people at risk, to help them reintegrate into the community and to prepare them for the world of work. It specifically encourages girls to become involved with different sporting activities.

Deuziem began in 2001, building on previous local projects which aimed to get vulnerable youngsters back to school or to find employment. Deuziem targets disadvantaged people aged 16 to 23 who have dropped out of school and spend their time loitering on the streets, getting into trouble with the police, taking drugs or becoming involved in petty crime.

Kees Grovenstein, an experienced youth worker, went out to meet these youngsters and encouraged them to play sport. As a keen sportsman himself, he recognised that sport is a great leveller, offering a neutral platform to meet, discuss and play. 'Sport is an excellent means of interacting with these youngsters,' Mr Grovenstein asserts. 'It helps them to learn all sorts of skills – social skills, communications skills and how to work in a team with others.'

In Amersfoort, the local council agreed to let them use a sports hall in a run-down area of the city and, from this base, the Deuziem project began by inviting the youngsters to football training sessions. Activities were then expanded to include street hockey, tennis, mountain-bike excursions, beach football, and fitness and ice-skating sessions. Younger children were also catered for and now have their own weekly activities.

One of Deuziem's innovative aspects is to encourage the youngsters themselves to take the lead. 'We use their talents and knowledge of the street to reach out and relate to people in a way that wouldn't be possible for us,' says Mr Grovenstein.

The project is run by two professionals who rely on the support and involvement of the young people as club workers. At any time, between 6 and 10 of them are in charge of the activities and doing outreach work. This responsibility gives them the self-confidence and experience that they need to facilitate a return to school, to take up work-experience placements or even to seek full-time work.

Contact

Kees Grovenstein
Tel. (31-611) 38 70 56
E-mail: veld42@hetnet.nl or europa@nizw.nl
Internet: www.nizw.nl (The Netherlands Institute for Care and Welfare)

Other links:

Youth programme on the Internet:
http://europa.eu.int/comm/youth/index_en.html
European Youth Portal: <http://europa.eu.int/youth/>

23

#23 The European Union and sport

EN



Education and Culture



Move your body, stretch your mind

The website of the European Year of Education through Sport 2004 hosts information about the EYES campaign, an events calendar, news and press sections, general information about sport, links to national coordinators of the campaign, project descriptions, etc.

Available in 22 languages at <http://www.eyes-2004.info/>

E-mail: eyes@eyes-2004.info



The sport site

On the sport website of the Directorate-General for Education and Culture, one can find dossiers on the most important themes related to sport, information about the EU policy towards sport, and calls for proposals addressed to project promoters.

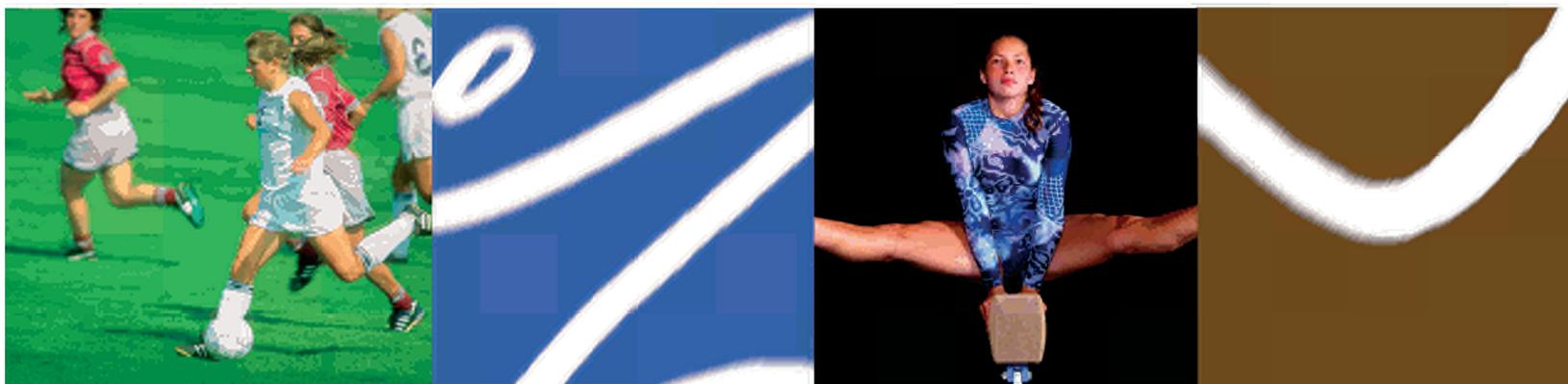
http://europa.eu.int/comm/sport/index_en.html



The information network on education in Europe

For further information on education systems and policies throughout Europe, consult the Eurydice website and its Eurybase at

http://www.eurydice.org/accueil_menu/en/frameset_menu.html



Foreword

MOVE YOUR BODY
STRETCH YOUR MIND



This year will undoubtedly be a climax for sport in Europe: The Olympic and Paralympic Games in Athens and Euro 2004 in Portugal are three of 2004's highlights, alongside hundreds of other international sporting events.

But it may well be more than just a major year with regards to competition. It may also be the starting point for a new EU policy on sport. In declaring 2004 the 'European Year of Education through Sport', the European Union is sending a clear signal that it wants to play an active role in promoting and restoring sporting values and the educational and social potential of sport. Should it be enshrined in the future EU Constitution, as proposed by the Convention, sport will be added to complementary policies of the Union for the sake of our citizens, whereas the main responsibilities for sport will be retained by Member States and sports organisations.

Over the past few years, we have seen a steady increase in the influence of EU policy on the world of sport, with sport becoming an increasingly economic activity. For this reason, just 30 years ago in 1974, the European Court of Justice ruled that sport falls under the jurisdiction of Community law, notably for fundamental rights such as the free movement of persons. Since 1999, the Prodi Commission has initiated a fruitful dialogue with sports organisations, in order to help them adapt to different management styles and meet the new requirements of free competition and accountability.

Europe is a continent whose situation is unique in terms of sport: On the one hand, national organisation differs greatly from Member State to Member State; on the other hand, European sport is the only instance where trans-national competitions are organised in all sporting disciplines and for all ages. Sport is widely perceived as an instrument of social integration and multicultural dialogue. The medical profession has raised the alarm regarding the disastrous consequences of the increasingly sedentary lives being led by young people in Europe, a phenomenon linked to the resurgence of diseases such as obesity and juvenile diabetes. Simply participating in a game of basketball or ice-hockey would guard against this worrying tendency and would foster an ability to work in a team, to learn essential communication skills and to ensure that the talent of the individual is combined in the work of the whole. Patience, tolerance and working towards a common goal are core educational values for the youth of today.

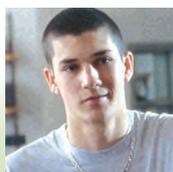
We must make the most of the attention given in the media to competitive sport in order to ensure that the motto of the European year 'Move your body, stretch your mind' – from the Latin *Mens sana in corpore sano* – has a far reaching influence.

Education and sport are two areas that play key roles in our efforts to ensure the harmonious development of our society. Our major objective in 2004 is to achieve a new joint framework for cooperation and dialogue, allowing both areas to derive mutual benefit from best practice for the sake of the people of Europe, who are the focal point of our policies.



Viviane Reding,
Member of the European Commission,
responsible for education and culture.

The changing face of European sport



THE EUROPEAN MODEL

When trying to understand the true nature of the European sports model, picture your favourite sports superstar and ask yourself how he or she began to develop. Most probably it was first at school, excelling in physical education lessons and showing outstanding technical skills in one or more disciplines. Keen to build upon his/her burgeoning talent, our future star then joins a local club, funded by local authorities, parental generosity and, in an ideal scenario, supported by a local business that pays for new sports kit on which its logo is printed. There, good amateur players – who want to share their wealth of experience and passion for the sport – will teach the fundamental technical, tactical and moral aspects of their sport and will physically prepare and coach our developing starlet towards competing in his/her first weekend competitions.

With a growing appetite for success, a move to a bigger club that regularly wins medals and honours, has more accomplished trainers and provides state-of-the-art facilities, is a natural progression. Sport, whilst still a game, now becomes more serious: more training sessions, more tactical considerations, more results to achieve.

Yet, for our future star, fame is growing at the same pace as talent develops. For the best youngsters in the country, international competition is the next step up. Scrutiny from professional club scouts leads to a serious career proposition. The first contract signed, our star's status is now professional and a journey begins: building upon a glowing reputation through hard work, dedication, fair play and unwavering support. Flying from one victory

to another, our star has become a role model, achieving hero status on the bedroom walls and office screensavers of sports fans young and old alike!

A pyramid structure

This portrayal, a depiction of the classic make-up of the European sports model, conforms to the shape of a pyramid. Clubs, their fans and volunteers, form the foundations of this pyramid, offering everyone the possibility of engaging in sport locally and fostering the development of sportsmen and sportswomen. At this level, unpaid participation of both the players and the clubs' management is commonplace. This amateur character highlights another important feature of the European model, namely sport's strong social function. After all, sport brings people together and helps to create and reinforce identities.

The second level of the pyramid is represented by the regional federations, of which local clubs are members. Regional federations are responsible for organising championships and coordinating sport at this level.

Regional sports federations, in turn, join together to form national federations which act both at a national and international level in competitions, championships and events. These national bodies regulate their respective disciplines, develop facilities and safety standards, invest in training of coaches and officials and support volunteer schemes, as well as many other tasks.

4

#23 The European Union and sport



Since the 1980s, European sport has been strongly influenced by three major changes.

1. The International Olympic Committee (IOC) decided to abolish the distinction between amateur and professional sport, allowing the Games to be commercially sponsored. This led, in turn, to a general commercialisation of sport.
2. The State television monopoly was broken. As in the United States, fierce competition ensued to win broadcasting rights for major sporting events. The sale of television rights and sponsorship accounts for 65–85 % of the funding of these events and has become the primary source of financing professional sport in Europe. What should also be taken into account are the rapid, far-reaching, wholesale technological changes affecting television.
3. The Eastern Bloc disappeared and with it the restrictions for those engaging in sport. Consequently, a European Union that comprised only 10 Member States in 1985, now numbers a total of 25.

These changes, reinforced by a globalisation process which had consequences far beyond the sporting sphere, have made EU actions in the field of sport more necessary. With widespread professionalisation, sport has become an industry, with issues concerning employment (see page 8), education (see page 13) and health (see page 15) — all areas of EU competence — brought to the fore.



Finally, there is an international level. The top national federation in each discipline goes forward to represent its sport in the European and international federations, forming the peak of the pyramid.

The promotion and relegation system

Another principle of the European model is the premise of hierarchy. Clubs compete at many different levels, starting from the local level, going through sub-regional, regional and national stages and culminating in European competition. Some sports — English football's FA Cup, for example — also permit teams or players from vastly different levels to compete against one another in the same competition.

In league championships, teams or players can, according to their results, be promoted or relegated. This promotion and relegation system is a key principle of the European model, a principle that differentiates it from that of north America, where most leagues are 'closed' and the conditions to join them may not rely on results, but rather upon financial capacity.

Yet one crucial evolution has changed the European sport landscape and brought it closer to the north American model. Opening up the European market to competition in the TV broadcasting sector — a process that started in the mid-1980s — has hastened the professionalisation of sport and heralded a new era of sports media coverage, advertising and marketing. For professional clubs,

this new era has resulted in a dramatic rise in income, but also in a steep inflation of costs, notably in terms of salaries and transfer fees. Competition prize money has increased significantly, with some clubs in wealthier sports, such as football, often talking about creating closed leagues, accessible only to the elite. However, the implications of more money in sport are not only visible at the highest levels: money also flows from the top of the pyramid, filtering its way further down the whole structure. As a direct result, professionalisation (or at least the first signs of it) is beginning to flourish at lower levels, sooner than ever before.

Europeans^{and} sport

→ → → Opinions and facts ← ← ←

After watching television and surfing the Internet, sport is Europe's favourite activity and is highly valued for its team spirit and ethos of fair play. These are among the findings of two recent special *Eurobarometer* surveys published in November ⁽¹⁾ and December 2003 ⁽²⁾.

With sport widely viewed as beneficial to healthy development, it is not surprising that most of Europe favours greater cooperation between education systems and sports organisations in their own countries. Devoting more time to sport in schools is also an issue of concern.

Of the people questioned, 8 out of 10 thought of sport as a means of promoting cross-cultural dialogue, understanding, and even – according to just over half of those surveyed – as a means of combating discrimination.

Despite the largely positive attitudes, many people expressed concern over activities, such as drug-taking in sport, which undermine core sporting values. Similarly, the issue of money in sport was a worry for 6 out of 10 people interviewed.

From theory to practice

What happens in practice, however, is often far removed from the theory. The surveys show wide disparities in patterns of physical activity across the European Union, with noticeable differences between age groups and between men and women.

Although nearly half of all Europeans take part in some kind of physical exercise at least once a week, those living in northern countries exercise most. People in Finland, for example, are three times more likely to be involved in weekly exercise than those in Portugal or Greece. In this north-south divide, it may be significant that more northern Europeans than southern Europeans felt strongly that their area offered adequate sporting facilities. However, it was also ascertained that Spaniards and Greeks were

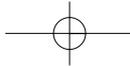
more likely to exercise in a fitness centre than Finns, Swedes or Austrians. This might suggest that southern Europeans prefer to deliberately place exercise in a social context. In order to understand the different exercise habits of the regions, however, it is necessary to explore the role of sport in formal education, in people's attitudes towards health and in the different cultural perceptions that shape patterns of behaviour.

About two thirds of the women questioned, as opposed to half of the men, said they had taken no vigorous exercise during the past week. Unsurprisingly, younger people (15–25 years) are roughly twice as likely to take weekly exercise than people over 45. Perhaps less predictably, for the age ranges 15–25 and 26–44 years, the proportion of those taking up to one hour of vigorous exercise per week is the same. It would thus appear that good exercise habits at a young age continue through into adult life.

⁽¹⁾ *Eurobarometer* special survey, EB60.0, 'Les citoyens de l'union européenne et le sport'. For more details, see

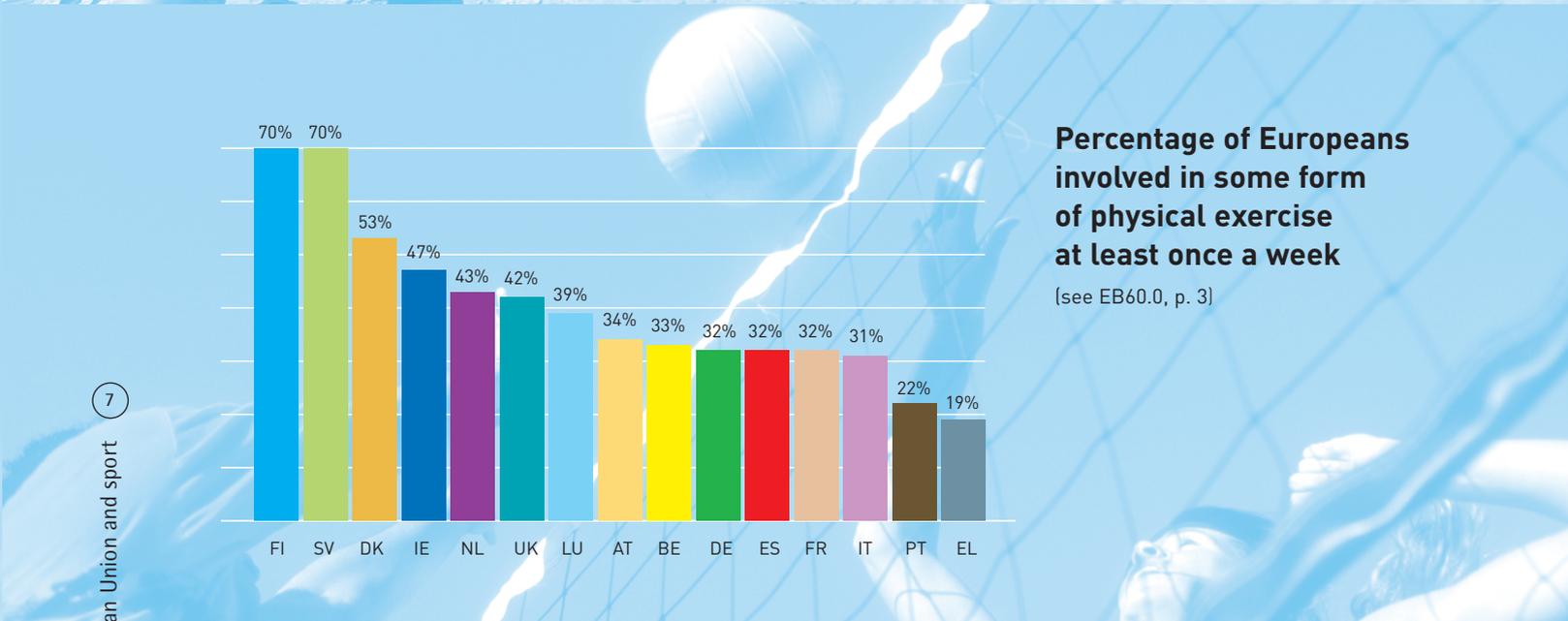
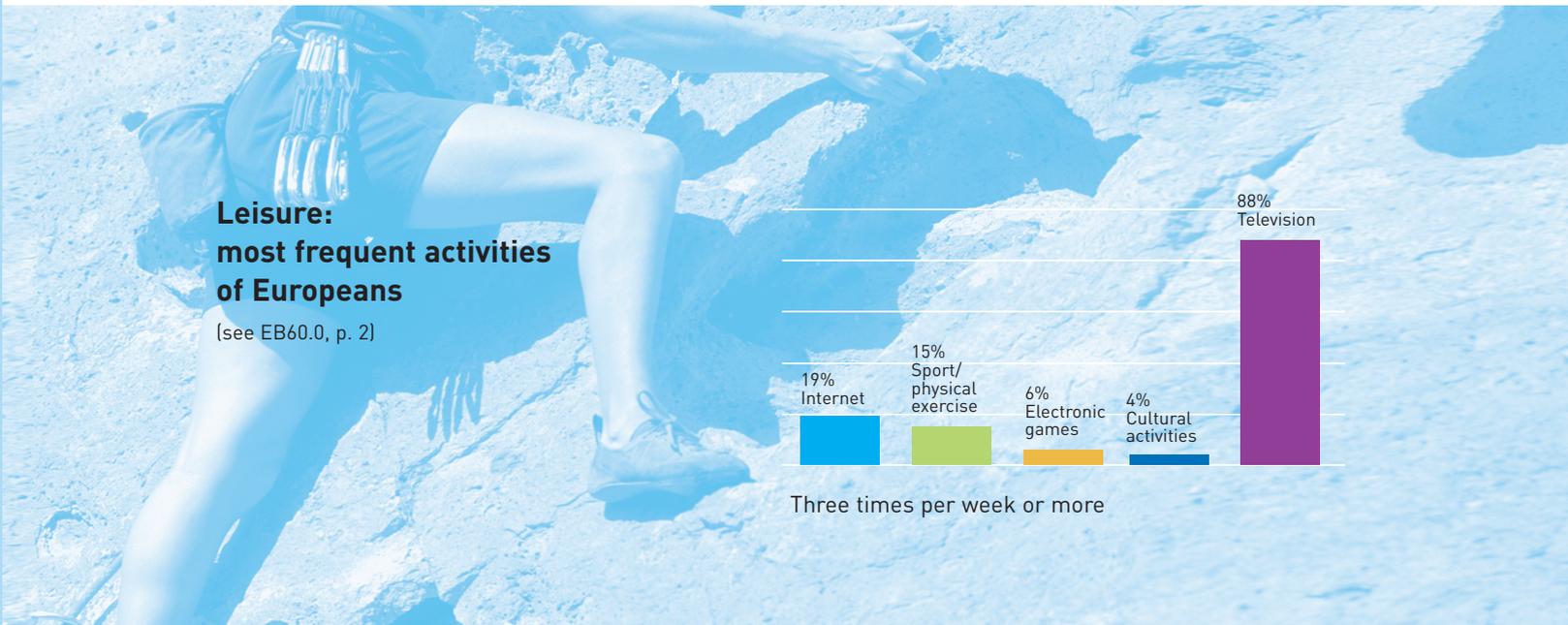
http://europa.eu.int/comm/public_opinion/archives/ebs/ebs_197_fr_summ.pdf

⁽²⁾ *Eurobarometer* special survey, EB58.2, 'Physical activity'. Physical activity in the Member States was assessed using the 'International physical activity questionnaire' (IPAQ). The IPAQ measures the frequency, duration and level of intensity of physical activity in the past seven days. For more details, see http://europa.eu.int/comm/public_opinion/archives/ebs/ebs_183_6_en.pdf



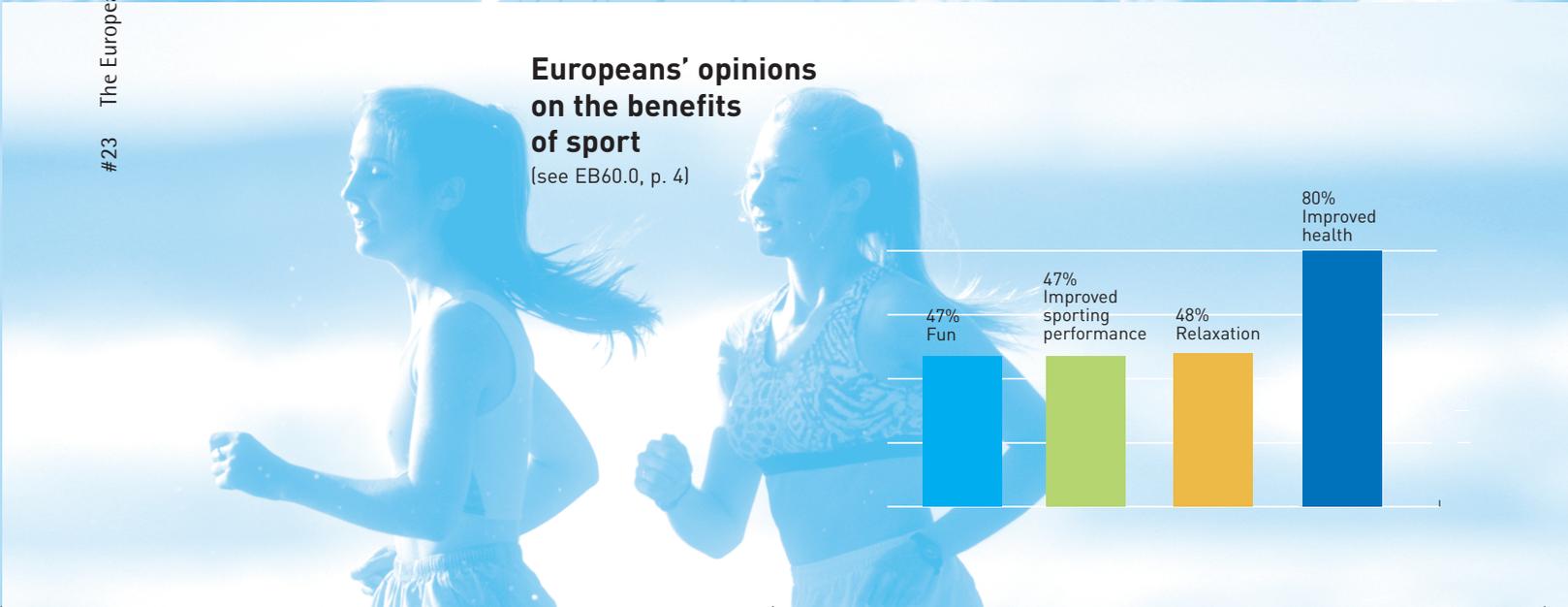
Tables and charts

All figures are expressed as a percentage of the overall population of the 15 EU Member States in November 2003.



7

#23 The European Union and sport



Legal basis for EU action

The inclusion of a 'Declaration on sport', annexed to the Amsterdam Treaty (1) of 1997, gave the first strong political signals that sport and its values were regarded as important issues by the governments of EU Member States. This declaration stresses the social dimension of sport, calls upon the European institutions to listen to sport organisations when deliberating on matters of importance to the world of sport, and recommends that special attention be paid to amateur sport (for key dates, see page 10).

Today, sport is directly affected by many EU policies, including areas such as health, audiovisual media, education, training and youth, promotion of social inclusion, fighting against discrimination, environment, etc.

A European Court of Justice judgment in 1974 (the Walrave and Koch judgment (2)) established that sport is subject to EU law, insofar as it constitutes an economic activity. Since then, various cases (Lehtonen, Deliège, Kolpak), particularly concerning free movement of workers as a result of the Bosman case (see below), have confirmed this judgment.

The Commission has also adopted several important decisions in order to clarify how EU competition rules are to be applied to European sport. Amongst the subjects relating to competition law, the following have been tackled:

- the principle of organising sports on a national territorial basis;
- the creation of new sporting organisations;
- club relocation;
- the ban on organising competitions outside a given territory;
- the regulatory role of sporting event organisers;

- the transfer systems applying to team-game players;
- nationality clauses;
- selection criteria for athletes;
- the agreements governing ticket sales for the football World Cup to prevent abuse of dominant position;
- broadcasting rights;
- sponsorship; and
- the ban on clubs belonging to the same owner taking part in the same competitions.

If the draft Constitutional Treaty is adopted, the EU action will aim to promote the educational and social values of sport, in line with the goals of the EYES 2004 initiative. In doing so, the Union would coordinate, support or complement the actions undertaken primarily by the Member States themselves and their respective sporting organisations.

The Treaty will exclude any harmonisation of Member State legislation.

(1) <http://europa.eu.int/eur-lex/en/treaties/dat/amsterdam.html>

(2) For case law, see http://europa.eu.int/eur-lex/en/search_case.html

The Bosman case, a turning point for European sport



The case

Jean-Marc Bosman is a former professional football player who joined the Belgian club RFC Liège in May 1988. Prior to the expiry of his contract on 30 June 1990, Liège offered Bosman, a Belgian national, a new one-year contract which would have reduced his monthly wage by almost 75 %, and placed him on the minimum wage permitted by the URBSFA, Belgian football's governing body. Bosman refused to sign this contract and was subsequently placed on the transfer list. He eventually attracted attention from French club, US Dunkerque, set personal terms and a transfer fee between the two clubs was agreed. However, RFC Liège had doubts about US Dunkerque's solvency, did not ask the URBSFA to issue the transfer certificate and so neither contract came into effect in time for the new season.

In 1990, Bosman brought a claim against the transfer rules and foreigner clauses laid down by the Union of European Football Associations (UEFA) and the Fédération Internationale de Football Association (FIFA), both of which restricted his freedom to choose a place of work and were thus incompatible with European competition laws and provisions on the free movement of workers. He claimed that, as he was earning his living as a footballer, he was a worker in the sense of Article 39 of the EC Treaty (1). Consequently he should be free to change clubs upon expiry of his contract. His club should not be allowed to demand a transfer fee and thus block a transfer.

As a result of the judgment on 15 December 1995, no transfer fees can be demanded for a professional athlete wishing to move from one country to another within the EU, after the expiry of their contract. In addition, teams within the EU may play with an unlimited number of EU nationals.

(1) See http://europa.eu.int/eur-lex/en/treaties/dat/EC_consol.pdf



It has been over eight years since the Bosman ruling⁽¹⁾, by the Court of Justice of the European Communities (ECJ), turned the world of football completely upside down. Before Bosman, football clubs were afforded longer periods of time in which to build up their squads. Nowadays, the need and pressure to perform each and every year puts clubs in financial straight jackets and heralds the arrival of money as the central player. At the same time, the depleted and often precipitous finances of clubs across Europe continue to hit the headlines, with the German magazine Kicker⁽²⁾ reporting that the combined total debt of European clubs is fast approaching EUR 7 billion.

Traditionally, sport is a test of strength and ability under conditions that are as equal as possible. For decades clubs have tried to maintain a competitive balance through rules limiting a player's freedom to change clubs. In the days of amateur sport, such rules were needed to bind a player to a club in order to prevent competition fraud. As time passed and football turned professional, attitudes at club level changed. In the Orwellian sense, some clubs became more equal than others. Moreover, professionalisation meant that sport was no longer merely sport, but also an economic activity and therefore under the auspices and jurisdictions of European law.

Following a succession of cases concerning the status of paid sportsmen and sportswomen, the ECJ in the Bosman case used a number of employment criteria to define the term 'worker' and further to determine its relationship to sport. These criteria were that (1) for a certain period of time (2) a person performs services for and under the direction of another person (3) in return for which he receives remuneration. So, in the case of a professional footballer: He is under contract with a club (1), is trained and coached (2), and receives a salary (3). Therefore, a footballer and indeed any athlete who meets these criteria, enjoys the freedom of movement. Consequently, a transfer system that does not allow for such freedom contravenes European law. At the same time, the ECJ ruled that the nationality clause – the so-called '3 + 2' rule⁽³⁾ that placed a limit on the number of non-nationals in a team – violated the principle of non-discrimination on the basis of nationality.

What was the ruling good for?

In the broadest sense, the Bosman ruling strengthened European integration. The EU is built on the premise that a free market improves the quality of our lives. The free movement of workers is one of the founding principles of the common market, which now facilitates our pursuit of work within the EU. By ruling in favour of Bosman, the ECJ protected our freedom of movement and the principle of non-discrimination on the basis of nationality.

In fact, the Bosman case was to confirm more than 20 years of jurisprudence, beginning with a case in 1974 involving two professional Dutch cyclists, Walrave and Koch⁽⁴⁾. What has changed in this period is the degree to which EU citizens, whether they are athletes or spectators, now expect sporting activities to be investigated where they believe EU law is not being applied. The Bosman case has heightened awareness of the role of EU law in sport, with the European Commission now obliged to intervene wherever it finds that significant breaches of sporting rules are taking place.

Although the case shook many football clubs – particularly clubs with smaller attendances at their games, who relied heavily on transfer fees as a vital source of income – Bosman had the effect of forcing the football authorities to recognise football players as they would any other employee. When their contract expired, they could join another club anywhere in the EU, without the previous employer demanding a fee from the player's new club in compensation.

What would have been the effect of the ECJ ruling **against** Bosman? Football would probably not be in the dire financial straits it currently finds itself in. So, would it have been the better of two evils for the ECJ to have ruled against Bosman? The answer to that can only be a resounding 'No!' The ECJ is a body of judicial review and should not as such be led by external influences, whether the issue is sensitive or not.

Never before has a ruling of the ECJ had such an impact and influence as the Bosman case. This will continue to be a major factor in the shaping of the game in Europe and beyond for the foreseeable future. In the post-Bosman era and in the context of the redefined club/player relationship, one thing is for sure: Football has never been more international than it is now.

(1) C-415/93 Union Royale Belge des Sociétés de Football Association (ASBL) and others v Jean-Marc Bosman [1995] ECR I-4921.

(2) Kicker Sportmagazin, nr. 6/3.Woche, 12 January 2004.

(3) This rule limited to three the number of foreign players a club may field and to two the number of foreign players who have played in the country for an uninterrupted period of at least five years.

(4) For further details, see: http://europa.eu.int/comm/sport/doc/ecj/b_case36-74_en.html.

Some key dates

A review of the past decade

95

96

97

15 December 1995: The Court of Justice of the European Communities (ECJ) makes its ruling on the Bosman case. It asserts that sport as a professional activity is subject to European rules on freedom of movement for workers and fair competition. (See the article on page 8.)

2 October 1997: Sport is mentioned for the first time in an EU Treaty. A declaration annexed to the Treaty of Amsterdam states the following: 'The conference emphasises the social significance of sport, in particular its role in forging identity and bringing people together'.
<http://europa.eu.int/abc/obj/amst/en/>

20–23 May 1999: The first European Conference on sport in Athens (Greece). Issues such as the European model of sport, the relationships between TV and sport, the problem of drug-taking, are discussed.
http://europa.eu.int/comm/sport/doc/ecom/assises_conclusions_en.pdf

11 and 12 December 1999: For the Helsinki European Council, the European Commission drew up a report (known as the Helsinki Report on Sport) 'with a view to preserving the current sports structures and protecting the social function of sport within the Community framework'. This report is the result of the mandate given to the Commission by the Vienna European Council in 1998.
http://europa.eu.int/comm/sport/doc/ecom/a_doc_en.html

7–9 December 2000: In response to a request by the Santa Maria da Feira European Council, June 2000, the Nice European Council includes a declaration on sport in the annex to the Council conclusions. This 'declaration on the specific characteristics of sport and its social function in Europe (...)', follows the theme of the Amsterdam Treaty Declaration from 1997.
http://europa.eu.int/council/off/conclu/dec2000/dec2000_en.htm

6 February 2003: The European Parliament and the Council adopt a decision establishing 2004 as the European Year of Education through Sport ⁽¹⁾.

5 May 2003: The Council, at a meeting of the EU Ministers of Education, Culture and Youth, issues a declaration on 'the social value of sport for young people'. This declaration emphasises the role of sport in promoting social cohesion, tolerance and respect, and its contribution to combating racism, xenophobia, sexism and discrimination in general.
http://europa.eu.int/comm/sport/key_files/youth/a_youth_en.html

20 and 21 June 2003: The draft Constitutional Treaty is presented to the Thessaloniki European Council. The draft refers to sport and, in particular, its educational and social functions in Article III-182, while Article 16 includes sport amongst the areas in which the Union may take supporting, coordinating or complementary action.
http://europa.eu.int/futurum/constitution/index_en.htm

2004: The European Year of Education through Sport (EYES 2004). Numerous activities and initiatives are launched at European, national, regional and local levels. In this way, the EU hopes to promote sport as an educational tool and to re-assert the value of sport within society.
<http://www.eyes-2004.info/>

⁽¹⁾ Decision No 291/2003/EC, published in the *Official Journal of the European Union*, L 43, 18.2.2003.



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2004: The European Year of Education through Sport

Education and sport have been closely associated throughout history, with sport already a central element of education in Ancient Greece. Today, sport is a fundamental part of school curricula in most countries of the European Union and, according to a recent poll, almost one third of Europeans regularly participate in a sporting activity (1).

With the slogan 'Move your body, stretch your mind', the European Year of Education through Sport (EYES 2004) aims to promote sport as an integral part of the lives of all Europeans and especially to highlight sport's educational value. Exercise, sport and their inherent benefits – fitness, health, strength of character and team spirit – all motivate young people to develop their physical abilities and social skills against a fun, sporting backdrop. At the same time, cooperation between educational and sporting organisations will be strengthened, increasing awareness, participation and performance at all levels across Europe.

The European Parliament and the Council of the European Union, in conjunction with the European Commission, introduced the EYES initiative in the spring of 2003. Consequently, EYES coordinating bodies were set up in all 28 participating countries – the EU Member States, and Norway, Iceland and Liechtenstein, in order to implement the initiative at national level. Cultural differences in the individual countries will thus be taken into consideration.

At the pan-European opening in Dublin in January 2004, the initiative's patron, Viviane Reding, the EU Commissioner responsible for education and culture, outlined her expectations for the thematic year, asserting that 2004 will give fresh impetus to European sport in all its dimensions – in competitions at the highest level, at schools and in society as a whole.

Sport in early childhood and adolescence has a considerable impact on physical, psychological, social and intellectual development: it promotes responsible behaviour, forms character and identity and enhances overall well-being. In addition, sport contributes to the mental balance of each and every individual and unites apparently contradictory aspects of community life through a social dimension. It instils a sense of competition and solidarity, readiness to perform and the ability to work in a team.

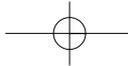
The thematic year will also highlight the significance of work carried out behind the scenes – the important contribution of voluntary work to informal education, or the role of sport in the social integration of disadvantaged groups.

As well as bringing education through sport to the fore, 2004 also sees a series of premier sporting events hosted in Europe. The year began at the Four Hills Tournament in Garmisch-Patenkirchen on New Year's Day. The EYES initiative since featured at the Handball European Championship in Slovenia, the European Championship in Artistic Gymnastics in the Netherlands, the Ice Hockey World Championship in the Czech Republic and the EURO 2004 football championship in Portugal, amongst many others. It is also represented at both the Olympic and Paralympic Games in Athens. These events are supported by the EYES All Star Team.

This team is an invaluable asset to the EYES 2004 campaign. All members, either active sportsmen and sportswomen or former professional sports celebrities, have devoted their lives to sport. Many of them have supported charitable projects throughout their impressive careers, some even setting up foundations after their involvement in professional competition has ended.

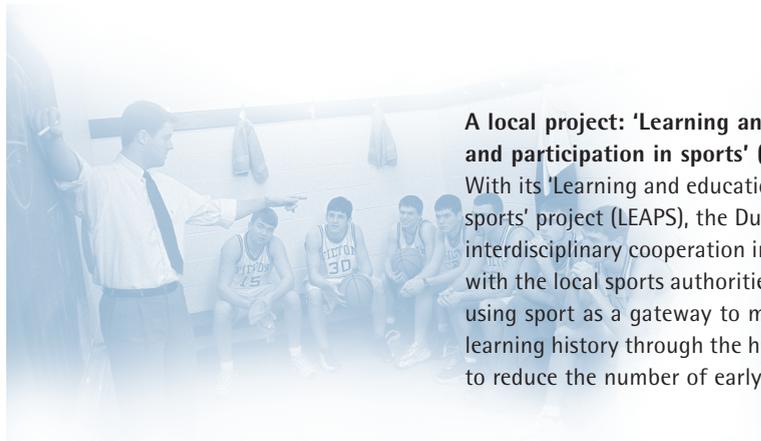
Each of the 28 participating countries in the EYES campaign has one or more All Star members who help to promote the aims of the thematic year and the significance of education through sport at national and pan-European levels and the values of tolerance, team spirit and fair play. The All Stars have more than 50 medals between them, and titles too numerous to mention – in 2004, this number is certainly set to rise. For additional information on the team and its members, consult the website at <http://www.eyes-2004.info/4184.0.html>

(1) See the article on page 6.



EYES 2004 projects

The European Union does more than simply lend its moral support to the aims of the EYES 2004 campaign. Within the framework of the initiative, the EU provides financial aid, totalling some EUR 6.5 million, for a series of co-financed projects originating in the 28 participating countries. The local, regional, national and pan-European projects back up the EYES campaign, involving volunteers at sporting events, highlighting the educational values of sport, and providing a forum for the exchange of ideas and experiences regarding further training in the fields of sports and education. After three calls for project proposals, up to 190 projects were selected for co-financing.



A local project: 'Learning and education through activity and participation in sports' (LEAPS)

With its 'Learning and education through activity and participation in sports' project (LEAPS), the Dublin City Council set a good example of interdisciplinary cooperation in the educational sector. In conjunction with the local sports authorities, their project explored the benefits of using sport as a gateway to mainstream curriculum subjects, such as learning history through the history of sport, with its overall objective to reduce the number of early school leavers across the board.



A national project: Hockey Carnival

In Finland, the Hockey Carnival promotes quality teaching of ice sports in and outside of school. The main goals of the initiative are to develop child-centred methods and models for sports clubs and to increase the possibilities for young people to act as voluntary instructors in sport for children. At the same time, a nationwide TV channel broadcasts information about nutrition, healthy lifestyles and drug prevention. About 34 500 pupils from 23 municipalities participate in the project.



EDUCATION THROUGH SPORT

Regional project: FairPlay to education

Since the European Year against Racism in 1997, the initiative 'Fairplay. Many colours. One game.' has dealt with the development and implementation of anti-racist and integrative measures in sport. In connection with EYES 2004, the Vienna Institute for Development and Cooperation organised a school and youth competition in which pupils and football players were asked to present their ideas on how sport, and in particular football, can contribute to the fight against racism and discrimination in society. FairPlay events in the United Kingdom, Ireland and Norway serve as models for this project, which is implemented in cooperation with the Association for Foreigners, the refugee organisations, and the city's School Council. All the schools and football clubs in the Vienna area are invited to participate in various activities.



The co-financed projects are concrete measures supporting the long-term goal to promote the values of every-day sport amongst all Europeans, increasing understanding, tolerance, participation and fair play.



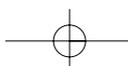
© Media Consulta

Volunteers for the beautiful game

Helping out among the crowds at the Euro 2004 football competition in Portugal were 53 volunteers, aged 18 to 25, selected from hundreds of candidates around Europe by the Portuguese Youth Institute. Acting as guides and interpreters, most of them were on sports-related courses and hoping to use the experience as a step towards their future careers.

12

#23 The European Union and sport



Learning^{to} move and moving^{to} learn

Professor Dr Margaret Talbot
is the Vice-President
(physical activity,
physical education and sport)
of the International Council of Sport
Science and Physical Education
(ICCSPE)



Physical education at school

Physical activity alone has little educational purpose; only systematic, high-quality physical education embodies both educational purpose and the positive values of sport – and can thus justify a place in school curricula. All European boys and girls need good quality physical education, which:

- (i) aims at developing physical literacy and integrated development of the whole person⁽¹⁾;
- (ii) is a systematic introduction to and progression through the skills and understandings required for lifelong involvement in physical activity and sport, and for effective participation in 21st century work, family life and leisure; the systematic and progressive approach marks out good quality physical education from the kinds of learning which are dependent on opportunity and happenstance⁽²⁾;
- (iii) involves both 'learning to move' and 'moving to learn'⁽³⁾.

'Learning to move', or education into sport, is the most common concept of physical education. It includes learning the skills and understanding for participation in activities; gaining a knowledge of one's body, its range of and capacity for movement; learning those things which are inherent to physical education – hand-eye coordination, coping with space, speed, distance; and knowing 'what' and 'how' about activities.

'Moving to learn', on the other hand, uses physical activity as a context for and a means of learning. It involves a whole range of learning outcomes which are not inherent to physical activity, but which are valuable for education – social skills, managing cooperation and competition, making aesthetic judgments, using language and number, and knowing when and why different behaviours and actions are appropriate and effective. This unique, dual approach to learning distinguishes physical education from other ways of introducing physical activity, along with the focus on learning as an enjoyable and physically involved process⁽⁴⁾.

Physical education has distinctive features within the educational process.

It is the only educational experience where the focus is on the body, physical activity and physical development⁽⁵⁾.

- It helps children to develop respect for the body – their own and others'
- It contributes towards the integrated development of mind and body⁽⁶⁾.
- It develops understanding of the role of aerobic and anaerobic physical activity in health⁽⁷⁾;
- It positively enhances self-confidence and self-esteem⁽⁸⁾.
- It enhances social and cognitive development and academic achievement⁽⁹⁾.

There are further positive outcomes and features which are possible:

- preparing children to cope with cooperation, competition, winning and losing;
- making distinctive contributions to the development of social skills, moral and aesthetic development;
- providing the skills and knowledge for a future working life in sport, physical activity and leisure;
- including all children and young people, whatever their gender, cultural background or ability;
- providing the **only** comprehensive way of helping **all** children and young people learn the skills and understandings necessary for lifelong participation in physical activity and sport.

All children and young people, whatever their abilities and despite living in a wide range of countries, cultures and material circumstances, need to develop physically and to grow. They are all predisposed to being physically active; all need to experience being children before they take on the responsibilities of being adults; all learn best through physical activity; and all respond best and most positively to learning, when it is enjoyable and supports achievement. If physical education is to be available to all children, then it must be offered within school curricula. It is the foundation for a complete education and for future development and learning in and through sport and physical activity.

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(2) Talbot, Margaret (1993): *Why Physical Education?*, Sports Council, London.

(3) Sugden, David and Talbot, Margaret (1997): *Physical education for children with special needs in mainstream education*, Metropolitan University & University of Leeds, Leeds, on behalf of Sports Council.

(4) Talbot, Margaret (1999): 'The case for physical education', *Proceedings – World Summit on Physical Education*, ICCSPE, Berlin.

(5) Department of Education and Science (1991): *Physical education in the national curriculum*, Her Majesty's Stationery Office, London.

(6) Gallahue, David L (1993): *Developmental physical education for today's children (second edition)*, Madison, Brown & Benchmark, New York.

(7) World Health Organisation (1998): *Promoting active living in and through schools: a WHO statement*, Part 1 of the report of the WHO meeting on promoting active living in and through schools, Esbjerg, Denmark.

(8) Fox, Ken (1988): 'The child's perspective in physical education – Part 1: the psychological dimension in physical education', *British Journal of Physical Education*, 19(1) pp. 34–38.

(9) Shephard, R. (1997): 'Curricular physical activity and academic performance', *Pediatric Exercise Science*, 9, pp. 113–126; Hannaford, C (1995): *Smart moves: why learning is not all in your head*, Great Ocean Publishers, Arlington, VA.

Olympic spark for schools



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The upcoming Olympic Games and Paralympics in Athens provide a golden opportunity to promote the ethos of sport among young Europeans – and to celebrate the European Year of Education through Sport 2004 (EYES 2004)!

The 'Olympic champions of education' project is initiated by the Organising Committee for the Olympic Games in Athens (Athens 2004). In close cooperation with the EYES coordinating bodies, 28 young European athletes – one from each of the 28 EYES countries – have been selected to participate in the International Olympic Youth Camp, a cross-cultural exchange programme staged alongside the Games. Each of them must have demonstrated excellence in academics and in their respective summer Olympic disciplines. These athletes will become 'champions of education' and ambassadors of the EYES 2004 at the Camp, promoting education through sport and international cooperation, in line with the Olympic spirit.

In accordance with Olympic tradition, a ceremony to light the Olympic flame and inaugurate the Athens Games was held at the ancient site of Olympia in March 2004. At the same time, it signalled the start of the 'Schoolsport meets Olympia' project, run in association with the International School Sport Federation and supported by the Greek Ministry of Education and the European Commission as part of EYES 2004. A number of sporting events, involving 160 school pupils aged 14–17, were organised by the project. In all, 32 pupil delegations immersed themselves in the values of sporting competition for five days. Each comprised two swimmers, two athletes and a young disabled sportsperson, competing in a friendly spirit both within and between their disciplines.

However, these projects are not the European Commission's first involvement with the Olympic movement.

In October 2003, ATHENS 2004 organised the first European symposium of Olympic education with the support of the European Commission, presenting their Olympic education programme drawn up in cooperation with the Greek Ministry of Education. The programme is already being taught in Greece and in Greek schools abroad. At the end of the symposium, a declaration on Olympic values in education – the Athens declaration – was launched, aiming

to implement the programme in educational systems across Europe and to highlight the importance of sport as an educational tool.

This declaration recognises the experiences and results of a previous pilot project, entitled 'Sports, schools and Olympic values in Europe', co-funded by the European Commission in 2002. Under the Socrates/Comenius umbrella (1) and proposed by the International Olympic Committee, the project raised awareness in schools of the values that underpin sport and the Olympic movement, including concepts of fair play, team spirit and respect for the culture and traditions of different nations. It ran for a year in three participating countries (France, Italy and the Netherlands), involving 150 000 schoolchildren aged 10–16, from 6 100 classes. Through discussion in lessons, presentations and competitions, the Olympic ideals were brought closer to the pupils. A notable feature was the partnership between sports organisations and the ministries of education in the respective countries.

More info:

Olympic champions of education:
<http://www.athens2004.com/athens2004/page/legacy?lang=en&cid=c77db8c0d24ebf00VgnVCMserver28130b0aRCRD>

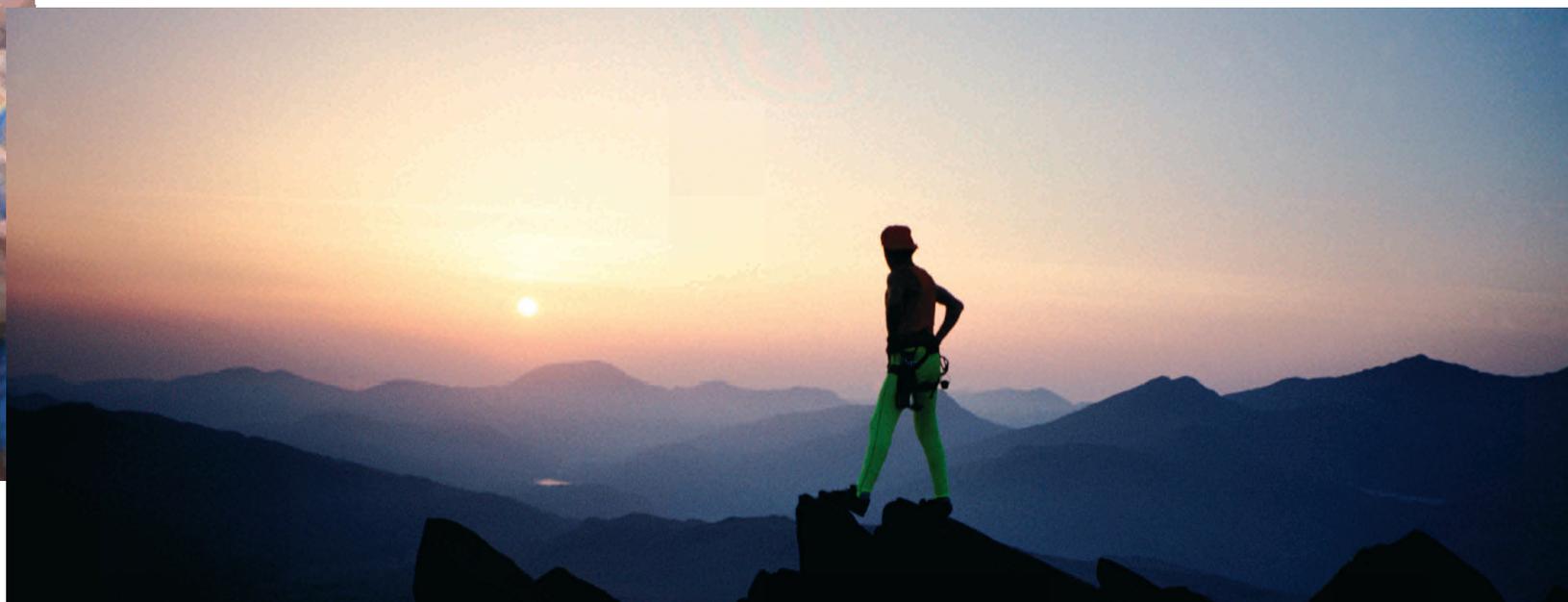
Schoolsport meets Olympia:
<http://www.schoolsport.org>

Symposium of Olympic education:
http://europa.eu.int/comm/sport/action_sports/aees/docs/2003-sympol-concl_en.pdf

Sport, school and Olympic values:
<http://www.eu-sportvalues.net/index-EN.html>

(1) Socrates is the EU programme dedicated to promote the European dimension and cooperation in education, see http://europa.eu.int/comm/education/programmes/programmes_en.html

Physical^{and} mental well-being



Many of us often take our health for granted. But very little else can have as negative an impact on society than poor health – low health standards weaken the functioning of communities and, in extreme instances, lead to their very breakdown.

That is why the European Union regards the importance of good health among its citizens as incalculable and is redoubling its efforts concerning its actions concerning public health.

The general state of health in most EU Member States seems satisfactory, but there is still much room for improvement in some areas. Social exclusion – a combination of linked problems such as unemployment, low income, poor living conditions and family breakdown – is highlighted as a particular cause for concern, leading to a decline in levels of physical and mental well-being.

Regular physical exercise, a varied diet and a reduction in smoking and drinking are widely recognised as crucial catalysts in improving and maintaining standards of health.

In 2003, the European Commission published a report entitled *The health status of the European Union – Narrowing the health gap*⁽¹⁾, which outlined aims and measures intended to improve public health. It stated that, at all ages, physical activity improves not just people's health, but also the quality of their lives. The report asserted that physical exercise in childhood and adolescence plays a vital role in later life, combating heart disease, strengthening bones and expanding lungs.

Exercise is not only the domain of the young. Of course, not everyone likes to play high-tempo sports like squash or rugby, but gentle exercise practised by the elderly within their own capabilities reduces osteoporosis and increases muscle mass and strength. It can also enhance the functioning of the mind, uplift the human spirit and lead to an overall sense of well-being. In addition, exercise reduces the rate of deaths as a result of circulatory diseases and cancers.

When we consider the terms 'sport' and 'exercise', popular recreations such as football or athletics often spring to mind. But, for most people, walking provides the most frequent form of exercise. Of course, a large number of adults play sport regularly, but the numbers fall sharply after they reach the age of 30, largely attributed to work and domestic commitments.

Nevertheless, in a recent *Eurobarometer* poll on physical activity⁽²⁾, this decline appeared to have been arrested. Present data, albeit limited, suggest that 42 % of the EU population above the age of 15 spend more than three hours a week doing some form of physical activity, with 26 % spending between one and three hours, and 32 % doing no exercise at all.

In response, the EYES 2004 initiative endeavours to encourage all people to get involved in sport and to benefit from improved physical fitness. *Mens sana in corpore sano* – to be healthy in mind and body – is one of sport's enduring truths. EYES will reinforce this value and the position of sport in our society.

⁽¹⁾ http://europa.eu.int/comm/health/ph_information/documents/health_status_en.pdf

⁽²⁾ See the article on page 6.



Doping threatens the level playing field



In the years 2001 and 2002, a total of 32 projects received EU funding. Some were scientific, others educational, and the organisations running them included universities, public authorities, associations and clubs, schools and grass-roots organisations. Among these was the first-ever comparative study of doping practices in commercial fitness studios: the study 'Dopingbekämpfung in kommerziell geführten Fitnessstudios', coordinated by the Ministry of the Interior of Lower Saxony (Germany), included data from a range of Member States. It is available in German at

http://europa.eu.int/comm/sport/action_sports/dopage/call2000/2000-c116-24_de.pdf

Throughout the course of history, sport has come to represent all that is admirable in the human condition: dedication, commitment, self-discipline and a will to compete and succeed. It is these ideals – and even the very ethics of sport – which doping jeopardises.

In December 1998, the European Council in Vienna expressed its mounting concern at the extent of doping in sport and called for mobilisation at European Union level. It invited Member States and the Commission to examine, together with international sports organisations, possible measures to combat it, particularly through better coordination of existing national measures.

So, what is doping? Whilst the origins of the word are fairly innocent ⁽¹⁾, it has taken on a much more sinister meaning today. It now involves the misuse of drugs or techniques to enhance performances so as to gain an upper hand over those participants who simply rely on their skill and talent to compete. Apart from being dangerous to health, dealing in and taking of doping substances constitutes a criminal offence in some national jurisdictions.

The doping scandals at the world swimming championships in Australia ⁽²⁾ and also in the 1998 Tour de France ⁽³⁾ highlighted the problem of harmonising anti-doping legislation worldwide, particularly with regard to testing and disciplinary sanctions. Cooperation between judicial, police and customs authorities to tackle the traffickers and other suppliers of banned substances is now a priority.

As a result of the invitation made by the Heads of State or Government at the European Council of Vienna in December 1998, the Commission presented a Community Support Plan in December 1999 that laid out the action already taken against doping in sport and outlining proposals for the future. The EU's participation in the creation of the World Anti-Doping Agency (WADA) was at the time an important part of this strategy.

WADA comprises representatives of the Olympic Movement, public bodies, intergovernmental organisations and the private sector. Its objective is to promote and coordinate the fight against doping

at international level. It is partly funded by the participating public authorities and partly by sporting organisations. In August 2001, the Agency adopted a five-year action plan geared primarily to the adoption of a universal anti-doping code ahead of the 2004 Olympic Games in Athens. In addition, the Commission has made a contribution of EUR 2 million towards the Agency's programmes, of which there are three: education through the Internet; establishing the Agency as an independent observer of sports events; the athletes' passport project. The latter is designed to give athletes access to anti-doping information and to their personal files.

Doping is now a serious public-health problem. It affects everyone involved in sport, including amateurs and young people, and the drugs and methods are becoming more sophisticated, more dangerous and more addictive. Athletes' rights and privacy aside, identifying these products once in the body, along with the wider issue of prevention, remains a difficult task.

⁽¹⁾ Doping originates from the Dutch word 'doop' meaning a thick liquid (usually in reference to a South African drink). 'Dope' was a drink to help one work hard, if only for a short period of time.

⁽²⁾ A large quantity of growth hormones was found in the luggage of young Chinese swimmers, while Irish gold medal-winning swimmer Michelle Smith de Bruin received a four-year ban for tampering with a urine sample.

⁽³⁾ Three days before the start of the 1998 Tour de France, one of the Team Festina support cars was stopped by customs officers at the French-Belgian border and was discovered to contain a wide range of doping products. The team was barred from the Tour and the subsequent investigation by French police uncovered evidence that doping in professional cycling was widespread.

How **television** keeps **the ball** rolling

Television has been the engine that has principally driven the financial growth in sport over the past two decades. With broadcasting rights and their distribution now so integral to sport in recent years, great emphasis has been placed by the European Union on scrutinising sport rights and their application under European competition law.

Audio-visual policy, which includes broadcasting rights, has been on the EU agenda since the Treaty of the European Union in 1993. It states that the European Community shall encourage cooperation between Member States and, if necessary, supplement their actions in the audiovisual sector.

The EU will also take cultural aspects into account in its actions, under other provisions of the Treaty. In addition, the Protocol on the system of public broadcasting, attached to the Treaty of Amsterdam signed in 1997, clarifies exactly how the Treaty rules apply in this area.

Although the EU has no specific competence in sport, the 'television without frontiers directive' aims to create the conditions necessary for the free movement of television broadcasts within the Member States. It establishes the legal framework for the free movement of television broadcasting services in the Union, in order to promote the development of a European market in the field of broadcasting.

The directive also ensures that events regarded by a Member State as being of major importance to society, such as the Olympic Games, may not be broadcast in such a way that a substantial part of the population of that Member State is deprived of seeing them.

The Olympic Games have seen tremendous growth in broadcast coverage over the past 20 years. They have achieved this in spite of pressure from the fundamental assertion that all television agreements should be based on free-to-air broadcasting, with viewing for all. From 1984 until 2008, the International Olympic Committee has concluded broadcast agreements worth more than EUR 8 billion.

Some 24 years ago, rights to the 1980 Moscow Olympics were equivalent to EUR 80 million, but the figure had risen to more than EUR 1 billion for the 2000 Sydney Games and is projected to reach EUR 1.2 billion for the forthcoming games in Athens this summer.

Broadcasters realise that sport is often the biggest selling tool they have when attracting viewers to their channels, as well as advertisers who wish to publicise their products and services to captive audiences. In the UK, 65 % of subscribers to pay-TV claimed sports were a principle reason for subscribing. In Spain, this figure was even higher at 85 %. For the broadcasters themselves, football accounts for 30-65 % of their total rights expenditure and nearly 80 % of all sports programming.

As for the football clubs, between 30 and 70 % of their total revenue comes from television. This dependency on money from

broadcasting perhaps explains why the EU's efforts to bring the selling of broadcasting rights into line with competition rules is sometimes received with apprehension by the football leagues and clubs alike, despite them existing to benefit all.

Television and sport clearly enjoy a symbiotic relationship, growing and prospering together. Despite criticism that sport has, as a result, lost its integrity, televised sport is now considerably more accessible to its public than ever before.

For further information

on EU audiovisual policy, see http://europa.eu.int/comm/avpolicy/index_en.htm

The industrialisation of sport



In 2004–08, Europe is the scene of the following major sporting events:

- ▶ **2004:** the UEFA European Football Championship in Portugal and the Olympic and Paralympic Games in Athens
- ▶ **2005:** the Helsinki World Championships in Athletics and the Mediterranean Games in Almería
- ▶ **2006:** the Winter Olympic and Paralympic Games in Turin and the FIFA World Cup football in Germany
- ▶ **2007:** the Rugby World Cup in France and the America's Cup in Valencia
- ▶ **2008:** the UEFA European Football Championship in Austria and Switzerland

The arrival of commercialism in sport has brought with it corporate sponsorship, television and radio broadcasting rights and merchandise sales that together run into billions of euro per year. This business-orientated philosophy has had a dramatic impact upon sport in recent years and has led to sport making a considerable contribution to the European economy.

The importance of sport today is easily illustrated, given that between 2004 and 2008, Europe will host many of the world's most important sporting events. Sponsorship contracts for all these events are set to top EUR 8 billion and represent a unique opportunity to relaunch economies and urban regeneration programmes, as will be the case for the Attica region of Greece with the Athens Olympics or for the Piedmont region of Italy with the 2006 Turin Winter Olympics.

What was once primarily a recreational activity is now popular, big money commercial entertainment. Together with sponsorship in sport, this has led to the Olympic Games, and sport in general, becoming increasingly commercialised.

What has created this market is the vast number of people who now follow sport and, especially, those who pay for the priv-

ilege. Every year, millions of Europeans attend live events, hosted in purpose-built venues and stadiums, with many millions more watching on both free and subscription-based television channels. This has provided television stations with large numbers of viewers and advertisers with massive audiences to whom they can publicise their products and services. In addition, corporations pay significant sums to have their names and logos printed on athletes' shirts and shoes, or to sponsor leagues, cups and special events.

This increase in media exposure has helped to turn sport from an amateur recreation into a leisure industry leader and, just like almost any other industry, sport operates in a political, economic and social environment that is subject to external influences. This dictates that sport is affected by the major trends in society.

Under the spotlight

Since the abolition of national broadcasting monopolies, the race by TV stations to televise major events has intensified greatly and tough competition has emerged in Europe to win the rights. For an industry that has traditionally operated outside the remit of competition authorities, it has suddenly discovered that many of its activities are now under the spotlight.

Private and public organisations pump hundreds of millions of euro into sports each year. In the United Kingdom, for example, the first live broadcast of English league matches was signed in 1983 for GBP 2.6 million (EUR 3.85 million) per year. The equivalent contract signed in 2001 was worth GBP 533 million (EUR 789.4 million), although this time the broadcaster was not a terrestrial channel, but a satellite-TV company.

Together with sponsorship, broadcasting rights for major events can account for 65–85 % of total event income. Broadcasters realise that the ability to transmit sports events is a real catalyst in persuading viewers to watch their channel and for advertisers to pay for airtime. Unquestionably, the right to broadcast top football matches is the greatest prize and the money being spent to secure them has risen sharply. Broadcasting rights to the 1990 World Cup amounted to less than EUR 100 million, but that had risen to more than EUR 800 million for the 2002 World Cup.

In addition to television, many football clubs now have several other sources of income. There are profits to be made from selling players to other clubs, from ticket sales and, increasingly, well-marketed merchandising. Some clubs have chosen to list on stock markets and allow anyone with

the financial means to buy a stake in their enterprise. While many supporters do buy shares in their favourite clubs, it tends to be large investment companies, often with little sporting interest, who acquire the majority holding and who can then exercise considerable influence in the directors' box.

Rules of the game

Investment in sport is widely seen as a positive phenomenon, providing the money is distributed fairly. As long as the intrinsic values of the game are not lost in the process, injections of funds can help to develop sport at all levels.

For this reason, questions must be raised regarding how EU law and competition

rules are applied in the sports world. Although the EU currently has no specific policy competence in sport, it must work as an intermediary, to champion and uphold traditional sporting principles and to ensure transparency and accountability.

As a result of the growing sports economy, thousands of new jobs have been created, either directly or indirectly. Over the past 10 years, the number of jobs in the sports sector in Member States has risen by 50 %, to almost 1 million. Along with heightened interest in sport, come increased opportunities for sales. For instance, one of Europe's biggest sports accessories companies now employs more than 14 000 people worldwide, with the majority in Europe, and in 2002 recorded net sales of EUR 6.5 billion.

Sport, as a financial entity and as a large, dynamic employer, has changed beyond all recognition over the past 20 years and whilst large injections of money can help develop it further, it is clear that this money must be distributed for the good of all.

The king and his court



By looking at a picture of a professional football player and thinking about the forces which shape his environment, one realises the scope of economic activity and employment opportunities that sport generates today, particularly at a professional level and, to a lesser extent, at an amateur level.

1. Brain: Vital for learning tactics and strategy and for dealing with the psychological aspects of the modern game – mental strength and motivation being two crucial factors.

2. Body: Requires extensive training, physical preparation, medical check-ups and, sometimes, even specialised surgery when injury occurs.

3. Figure: The modern game has brought fame and glamour at every turn. Sport now relies on the media to relay images and stories to the widest possible audience. Specialised sports media, benefiting from this sports boom, have in some cases, become as powerful as the more mainstream media, dedicated to news and current affairs. The daily Spanish newspaper *Marca* is a good

example, dedicated exclusively to sport, especially football, with a circulation of over 500 000 copies. This is fast approaching sales of Spain's leading daily newspaper, *El País*. As for the sports stars themselves, a myriad of agents, advisors, publicists and lawyers look after their client's image and image rights, off the field activities and financial interests.

4. Appearance: The sportswear industry is flourishing. Multinational empires have been built around well-known brands, providing a wide range of garments and accessories for on and off the sports field. This sporty image has never been more fashionable.

5. Grassroots: Sports infrastructure and facilities constitute a huge market for the construction sector. The famous 'Stade de France' in Saint-Denis, built for the 1998 World Cup in France, cost some EUR 500 million and provided between 1 500 and 3 000 jobs in the construction sector.

6. Club: All professional clubs are structured in the same way as companies, with directors, management and other staff

members. For example, English football club Liverpool has 331 permanent staff and an additional 635 officials, catering staff and volunteer stewards on an average match day during the season. In 2003, their turnover amounted to GBP 102.51 million (EUR 150.82 million).

7. Sponsors: Sports sponsorship and merchandising activity has become more professional too, in parallel with the professionalisation of sport. There are now agencies specialising in sport sponsorship management and there are special university degrees for would-be sport marketers.

Sport: fun and open to all



After a promising basketball career was cut short by injury, Brussels born Chico Keksi, 38, turned his talents to coaching, refereeing and even event management. Today he chairs Promobasket Promojeunes, a non-profit association in Brussels that deals mainly with issues concerning social integration. He has worked as an expert for a project co-funded by the EU's MEDA programme and is a devotee of the idea of integration through sport.

The Magazine: **You were player, manager, trainer, head coach and even referee. How do you explain such uncommon versatility?**

Chico Keksi: It might come from my early experience with basketball. The first club I played for did not have much money, not any really. There was no trainer, no coach, no officials, no car for road-trips. We had to do it all on our own, exchanging roles. We even had to share our kit. For example, when we were playing at home, we got shirts and shorts from clubmates in other divisions that had performed just before us.

The Magazine: **Something to look back on and laugh about when you became head coach of a professional team ...**

Chico Keksi: Well, not really. Inequalities also exist among the elite in sport. Money draws a clear distinction between top-class teams and underdogs that have to fight to survive. I'll give you an example: since our budget wasn't that big, I had to call reinforcements from lower divisions; young guys that had to adapt too quickly to the rhythm of the 'pro' league and were squeezed like lemons and burnt out after two or three seasons. How can you compete in these conditions? Okay, you can

say there are big fish and small fish and that is what competition is all about. But you also have to bear in mind that the biggest ones twist the rules to their own advantage. Just think about the play-off systems. Besides the fact that they generate more money, they also mean more games. The more games you have, the fewer chances for the weakest ones ... And I prefer not to go into how they might influence referees. It's the system that has to be changed.

The Magazine: **Could what you describe be related to the professionalisation of sport? You have experienced this process since you managed and coached top league teams when basketball became professional in Belgium. Which changes did this development bring in?**

Chico Keksi: Both positive and negative changes. On the positive side, professionalisation has allowed sportsmen and sportswomen to dedicate more time to their sport and be reasonably well paid for it. At the same time, since money started to flow, sport has offered more promising career prospects and more people have grasped the opportunity. But the flow of money has had side effects. Sportsmen and sportswomen have been asked to perform

better and more often. This has meant that more candidates have been knocking on the door of the elite. As a consequence, professional careers have become shorter and less secure. The hunger for results and prestige has definitely changed the face of sport, sometimes at the expense of ethics.

The Magazine: **Do you mean that professionalisation has weakened the basic values of sports – fair play, competition, and equality of conditions?**

Chico Keksi: Well, for the elite, I am afraid the answer is yes. They smile in front of the cameras but, behind the scenes, money and results are the driving force, especially the financial and entrepreneurial structures on which the sporting elite rely. The elite provide the 'glitz and glamour', but the real spirit lives in the minds of the kids at the bottom of the pyramid. With Promobasket, we have organised a lot of street-basket games. Some of these offered juicy rewards such as trips to the USA. Nonetheless, there was a strong sense of fair play. You know, we had no referee at all for these games. So self-control prevailed and they did rather well. Big organisations are playing with fire if they don't respect the spirit of sport. They will be rejected by the young.



The Magazine: **Do you think the emergence of less-structured sports that are more popular with the young – sometimes at the expense of more traditional sports – is a chance for a return to core values?**

Chico Keksi: I am happy to see new, 'fresher' sports emerge, but I am convinced that letting the more established ones spoil the basic values will not help. Organisations have to evolve and I hope they can, because I have placed more hope on integration than in disintegration and marginality. But this change must take place at a number of different levels. Professionalisation also has an impact on the bottom of the pyramid. Amateur clubs, even in the youngest categories are affected by what I call the 'champions' disease'. Managers, coaches and even parents or the kids want to be champions of something, whatever this 'something' may be. To win tends to become the main, and sometimes only, goal. At the lowest level, it is sometimes even more evident than at the highest level. This kind of mentality may distract young people from organised sport. We should never forget that sport is, especially at the beginning, a game that should be played for fun and be open to all.

Contact

Chico Keksi
 Promobasket Promojeunes
 Tel. (32-2) 219 65 48
 Fax. (32-2) 219 65 48
 Internet: www.promobasket.be

Give racism the red card



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One of sport's great attributes is that it exists for everyone. People of all cultures, backgrounds and religious persuasions compete together and against each other, respecting one another for their individual talents and characters. Yet, even in the 21st century, too many sportsmen and sportswomen are still exposed to unacceptable behaviour simply because of the colour of their skin or their nationality.

Players and supporters should feel safe inside a sporting arena, free from discrimination and verbal and physical violence. In today's multicultural society, racism has no place in sport.

With this in mind, the European Union is working with many sports organisations to support national and pan-European anti-racism initiatives. This includes those of European football's governing body UEFA and FARE (Football Against Racism in Europe), the fan-orientated network of more than 70 football supporters' clubs and migrant and ethnic minority organisations.

The European Year of Education through Sport (EYES 2004) is the current European Commission-led campaign to promote sport in its social dimension and is a crucial instrument in the development of a more tolerant and open society.

It is not the first time that the EU has used sport as a means of spreading a message of friendship, unity and mutual understanding.

The year 1997, for instance, was the European Year Against Racism, during which the European Commission and UEFA co-organised a football match between European and African All-Stars. The match took place in Lisbon, Portugal, and was broadcast by a number of European television stations as well as by national broadcasters in the majority of African nations.



With the backing of both UEFA with its 52 member associations and the European Commission, FARE continues to have a positive impact on the problem across the Continent. In 2002, FARE assisted UEFA in issuing a 10-point plan of action, which offered national associations, clubs and leagues a set of practical guidelines to prevent racism in the game. UEFA also introduced a scheme to support anti-discrimination projects that were implemented by their 52 national member associations. This included players and supporters holding up anti-racism cards before matches to demonstrate their stance.

However, racism continues to be a serious concern, not only on some football terraces, but also from deep within the fabric of society itself. Together with UEFA and other sporting organisations, the European Commission is calling on the sporting establishment to be more dynamic in this battle and to once and for all give racism the red card.

For further information
on FARE, see
<http://www.farenet.org/>