

EU WORK PLAN FOR SPORT (2017-2020) SOME HIGHLIGHTS FROM THE FITNESS SECTOR PERSPECTIVE



1. Framework

- **Lisbon Treaty** (entry into force in 2009): EU has the competence to support, coordinate and supplement the actions of Member States in the area of Sport. Member States remain leader in the area of Sport.
- **2011-2014 and 2014-2017**: First and second work plan for Sport
- **23 May 2017**: Council of the EU voted for the third

EU work Plan for Sport (1), from July 1st 2017 to December 31st, 2020. The European Commission, together with the Council and the Presidencies will work together to implement the current work plan according to the priorities highlighted by the Council.

- **First half of 2019**: mid-term reflections to set-up the post 2020 period and the future orientation of sport policy at EU level.



2. The EU Work Plan for Sport – Content

The Council reaffirmed that Sport:

- Contributes to the overarching priorities of the EU's security, economic and social agendas; and in particular to the Europe 2020 strategy for smart, sustainable and inclusive growth.
- Has a positive role in the cross-sectoral cooperation at EU level, to "ensure sustainable development and to adequately tackle the overarching socio-economic and security related challenges facing the EU, including migration, social exclusion, radicalisation that may lead to violent extremism, unemployment, as well as unhealthy lifestyles and obesity."

The Council defined 3 main priority areas for the 2017-2020 Plan:

- 1) Integrity of sport**, in particular promoting good governance including the safeguarding of minors, the specificity of sport, combatting corruption and match fixing, as well as fighting doping;
- 2) The economic dimension of sport**, in particular innovation in sport, and sport and the digital single market;
- 3) Sport and society**, in particular social inclusion, the role of coaches, education in and through

sport, sport and health, sport and environment and sport and media, as well as sport diplomacy.

The Council defined 3 main priority areas for the 2017-2020 Plan:

In line with the previous work plan, the Council decided to continue with expert groups but reduced them from five to two: 1. on integrity of Sport and, 2. Skills and Human Resources Development in Sport. Presidency conferences and seminars, informal meetings of Sport Ministers and Directors, Commission studies, conferences and seminars will continue as it was in the past.

Cluster meetings were introduced with the aim to discuss policy-relevant outcomes of EU funded project, foster exchange of good practices and identify where further action is needed. The role of sport stakeholders will be central.

Cooperation with competent European and International organisations, such as the Council of Europe, WADA, and the WHO, will be highly encouraged.

(1) Resolution of the Council and of the Representatives of the Governments of the Member States, meeting within the Council, on the European Union Work Plan for Sport (1 July 2017 - 31 December 2020) <http://data.consilium.europa.eu/doc/document/ST-9639-2017-INIT/en/pdf>

3. The impact of the new EU Work Plan for Sport for the fitness sector?

Highlight of the importance of sport

stakeholders: the Council confirms the decisive role of sport stakeholders and sport movements to "ensure relevance and visibility of the activities". For many years, EuropeActive is involved in several expert and technical groups contributing to the development of the sport and fitness industry. The expertise brought by sport movements are absolutely necessary to ensure a fair and coherent expansion of the Sport policy.

Reaffirmation of the importance of the European

Week of Sport – EuropeActive and the fitness sector are key players of the European initiative (official partner and member of the Advisory Board, launch in September 2017 of the the National Fitness Days event). However, EuropeActive regrets that the added value of the Week and its future are not further detailed and calls for a reinforcement of the initiative in the coming years. The #BEACTIVE message should be has known as the "5 a day" message (related to fruits and vegetables consumption).

In the three priority areas, the fitness sector has a role to play.

Within the priority (1) on integrity, EuropeActive and the fitness industry are particularly involved in the fight against doping in recreational sport. With an annual revenue of 26,3 billion euro (Deloitte), the fitness sector is a big contributor of the economic development of the sport and active leisure sector, covered by the priority (2). Finally, the topics covered by the area (3) are absolutely crucial. EuropeActive is fully contributed to the development and improvement of education and training of people working for the fitness sector (see SIQAF and Blueprint projects), works on a daily basis on the defence and improvement of people working for the sector (social dialogue for sport and active leisure sector) but also highly promote the role of fitness in making a more active and healthier Europe. Nevertheless, EuropeActive is regretting the very broad range of topics covered by the third priority area.

Call for a reinforcement of activities launched under the Erasmus+ programme in the field of sport

– EuropeActive welcomes the decision of the Council. With the support of the Erasmus+ programme, EuropeActive has been able to substantially develop the fitness sector (education and recognition of qualification, health enhancing physical activity, active ageing, and anti-doping) but also to promote and raise the profile and dynamism of the sector on tackling current challenges. Over the years, the successful results of Erasmus+ co-funded project attested the need for further funding and continuation of the programme after 2020, including the sport chapter.

4. Key topics and events for the fitness sector in the Work Plan 2017-2020

Anti-doping	Seminar	Ways of preventing the use of doping by young people in professional and in grassroots sports	Report, exchange of good practices	Second half of 2017
Specificity of sport	Seminar	Specificity of sport within the EU	Exchange of views; report	Second half 2019
Innovation in Sport	Conference	Raise awareness of the economic dimension of sport in particular with regard to the Europe 2020 Strategy – focusing on the economic benefits of sport and innovation	Report, exchange of good practices	Second half 2018
Role of coaches	Conference	Role, status and responsibility of coaches in society	Report, exchange of good practices	Second half 2017

Education in and through sport	Conference	Physical activity, sport and athlete's dual career with the focus on university and education	Report, exchange of good practices	Second half of 2017
Education in and through sport	Expert group	Skills and human resources development in sport	Guidelines	2018-2020
Education in and through sport	Seminar	Sport qualifications and competences for coaches	Report	First half 2020
Sport and health	Cluster meeting	Promoting health enhancing physical activity	Exchange of best practices	Second half 2017
Sport and health	Seminar	Sport and physical activity at the work place	Report	Second half 2018
Sport Diplomacy	Seminar	Follow up of the Commission High Level Group, Council conclusions of November 2016 and Seminar on Sport Diplomacy	Strategy on the way forward	Second half 2017

