

Lecture 3:

Third Sector in Sports (I): Grassroots Sport - Shaping Europe

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Outline of the lecture

- role of sport in the EU policy
- different functions of grassroots sport with a focus on its societal role
- large-scale action to **foster a sense of social inclusion and integration** through sport

Questions

Why do we talk about sport importance in the society ?

What is the EU policy towards grassroots sport ?

Are we happy with ongoing processes towards grassroots sport and its societal role in our countries?

What are the later actions and challenges towards grassroots sport?

Definitions

Sport

means all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels
(Council of Europe, 1993)

Grassroots sport is physical leisure activity, organised and non organised, practised regularly at non-professional level for health, educational or social purposes.

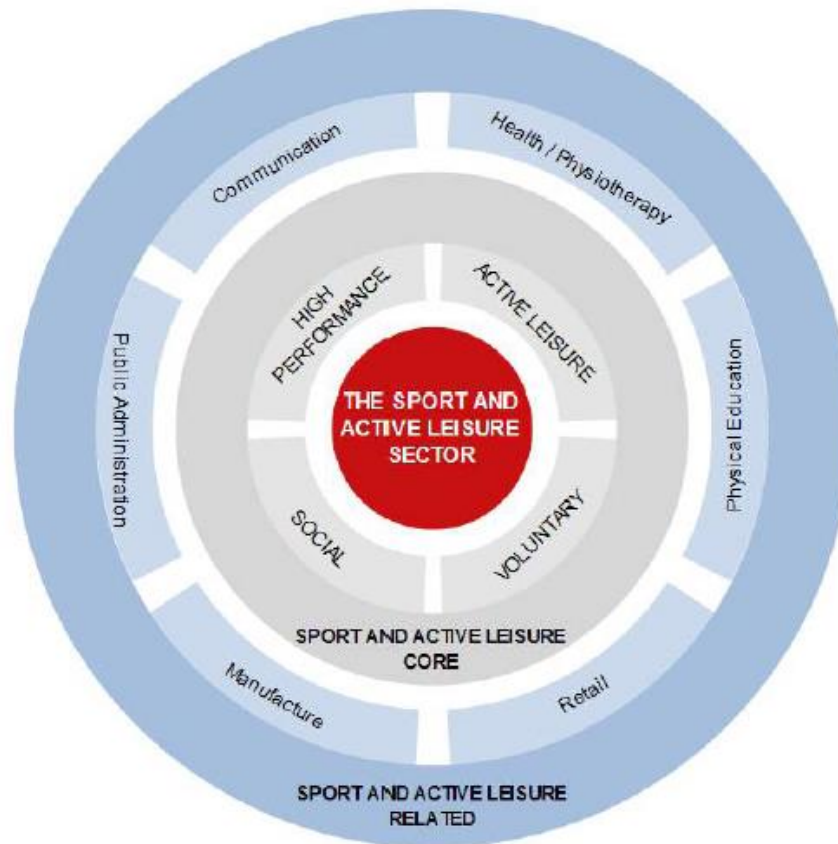
Society

- people in general thought of as living together in organized communities with shared *laws, traditions, and values*
- the people of a particular country, area, time, etc., thought of especially as an *organized community*
- people who are *fashionable and wealthy*

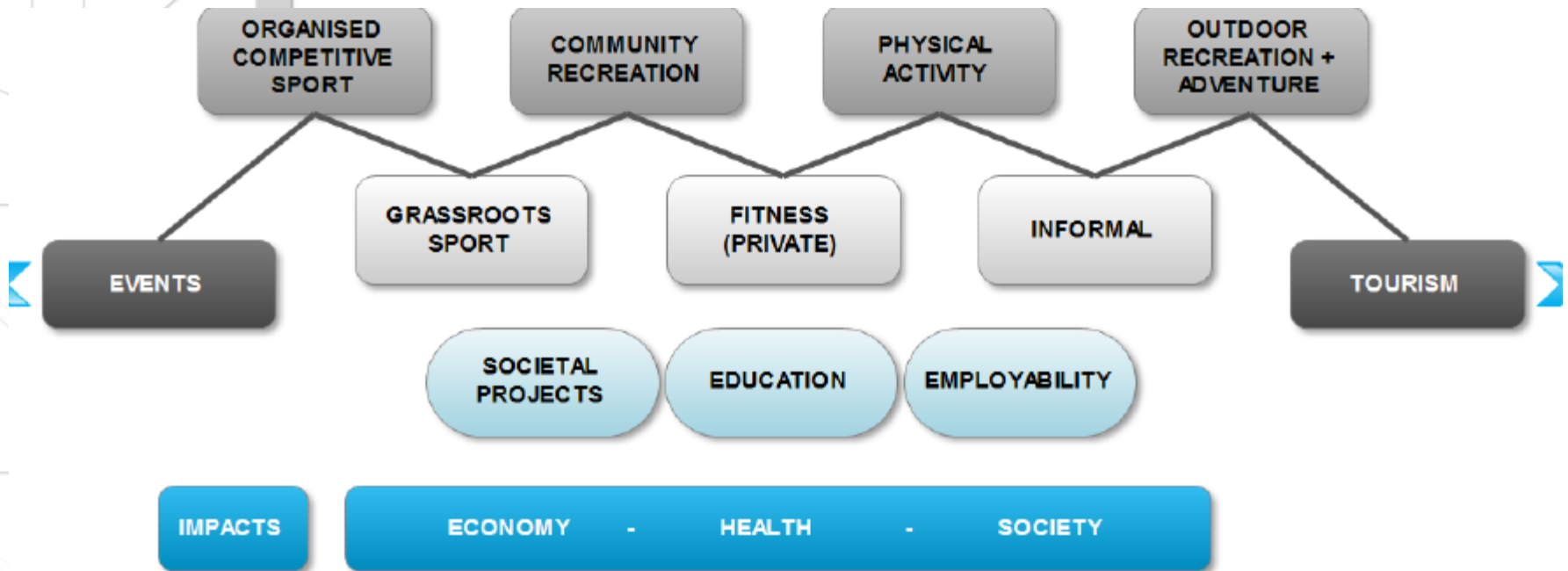
(Merriam-Webster's Learner's Dictionary)

Role of sport in the EU policy



Sport and active leisure sector



The growth of sport active leisure sector



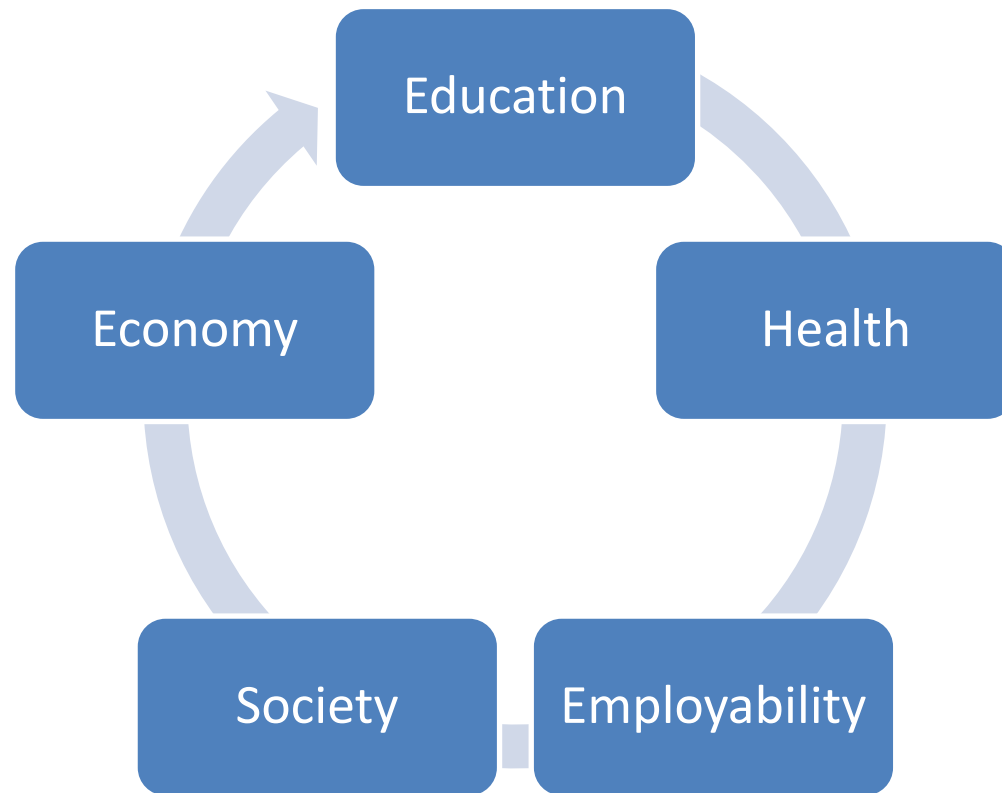
Realities of the sector

- A **GROWING** and **CHANGING** sector
- From Formal  Informal
- From Sport  Physical Activity
- Delivery:
 - Public sector + Voluntary sector + new Private sector
Mixed Economy
- **Changing roles/expectations** of States and Federations
- New OPEN Market OR Government Regulation
 - a national challenge
- Austerity and public spending cuts

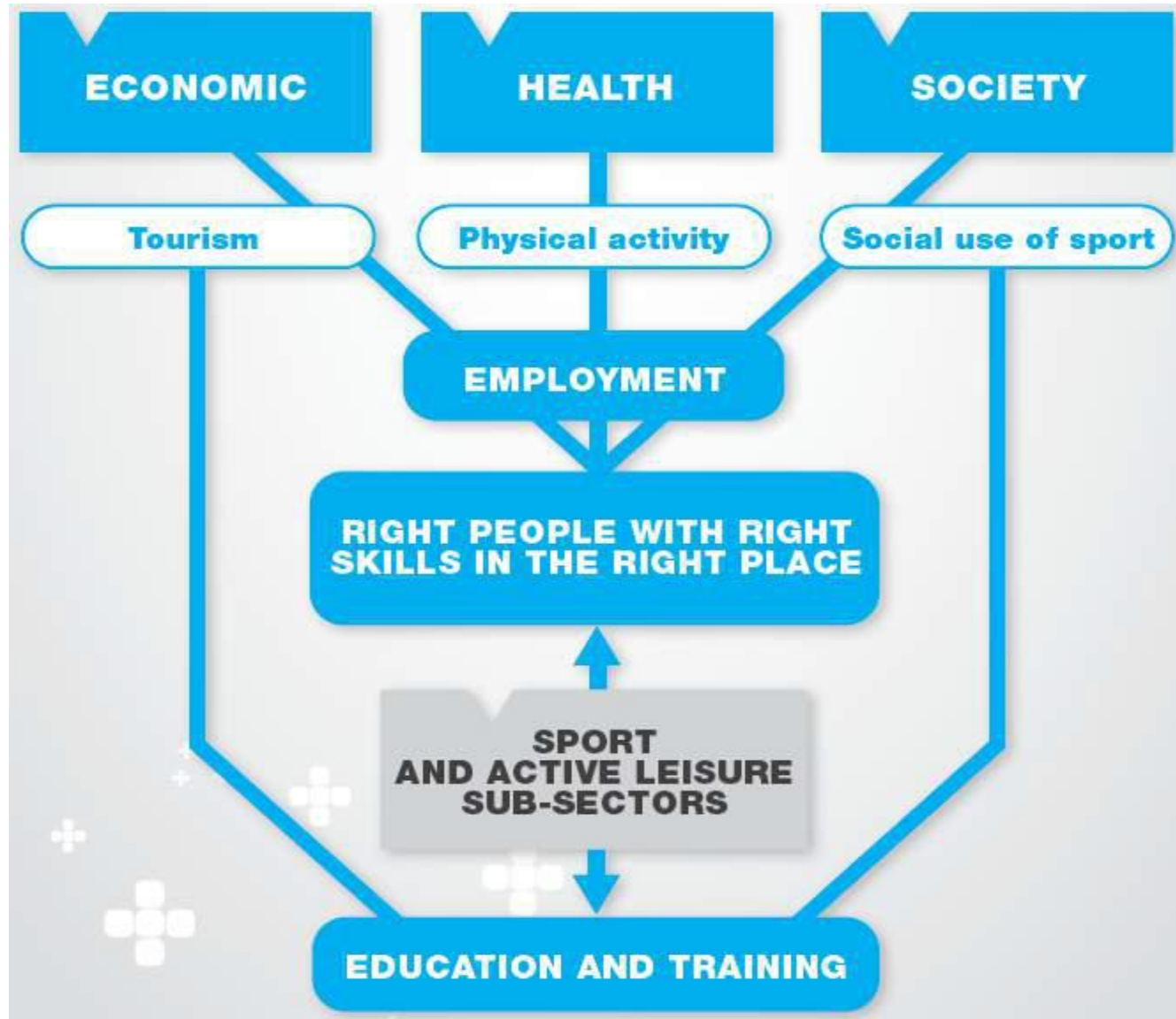
Realities of the sector

- A **PEOPLE FACING SECTOR** where a skilled and qualified workforce, is paramount to its success
- A sector driven by **VOLUNTEERS** in Europe: 35 million Volunteers in Sport (= 7% population EU)
- Needs of Volunteers OR Paid Professionals
- Challenges in:
 - delivery,
 - government,
 - skills
- Sport reflects the **cultural and societal development of each nation** – a very mixed economy of state, community and emerging commercial interests

Impacts and expectations



Contribution of the sector



EU sport policy background

- **White Paper on Sport / Action Plan Pierre de Coubertin (2007)**
 - 1st EU initiative / strategic orientation on the role of sport in EU
- **Lisbon Treaty (2009)** - art.165 TFEU
 - gave EU formal competence on sport to implement sport policy
- **Preparatory Actions: 2009 to 2013 (88 projects / 37M€)**
 - Paved the way for ERASMUS+ program (sport chapter)
- **Communication “Developing EU dimension in Sport” (2011)**
 - The societal role of Sport
 - *Education, training and qualifications in sport*
 - The economic role of sport
 - The organisation of Sport

EU sport policy background

➤ **EU Work Plan for Sport (2021-2024)**

- **Protect integrity and values sport** – safe environment, *anti-doping, sport and education, gender equality, sport diplomacy, European model of sport, athletes' rights, match fixing, good governance,*
- **Socio-economic and environmental dimensions of sport** – *innovation and digitalization, green sport, sport facilities, major sporting events, investments, recovery from COVID-19*
- **Promotion of participation in sport and HEPA** – *creation of opportunities for HEPA, promoting physical activity*

➤ **Erasmus+ – 7 years work programme (2021-2027)**

- EU Programme for education, training, youth and sport
- Dedicated budget line for sport (Sport Chapter)
- Around 5505M€
- Collaborative partnerships, NFP sport events, studies etc

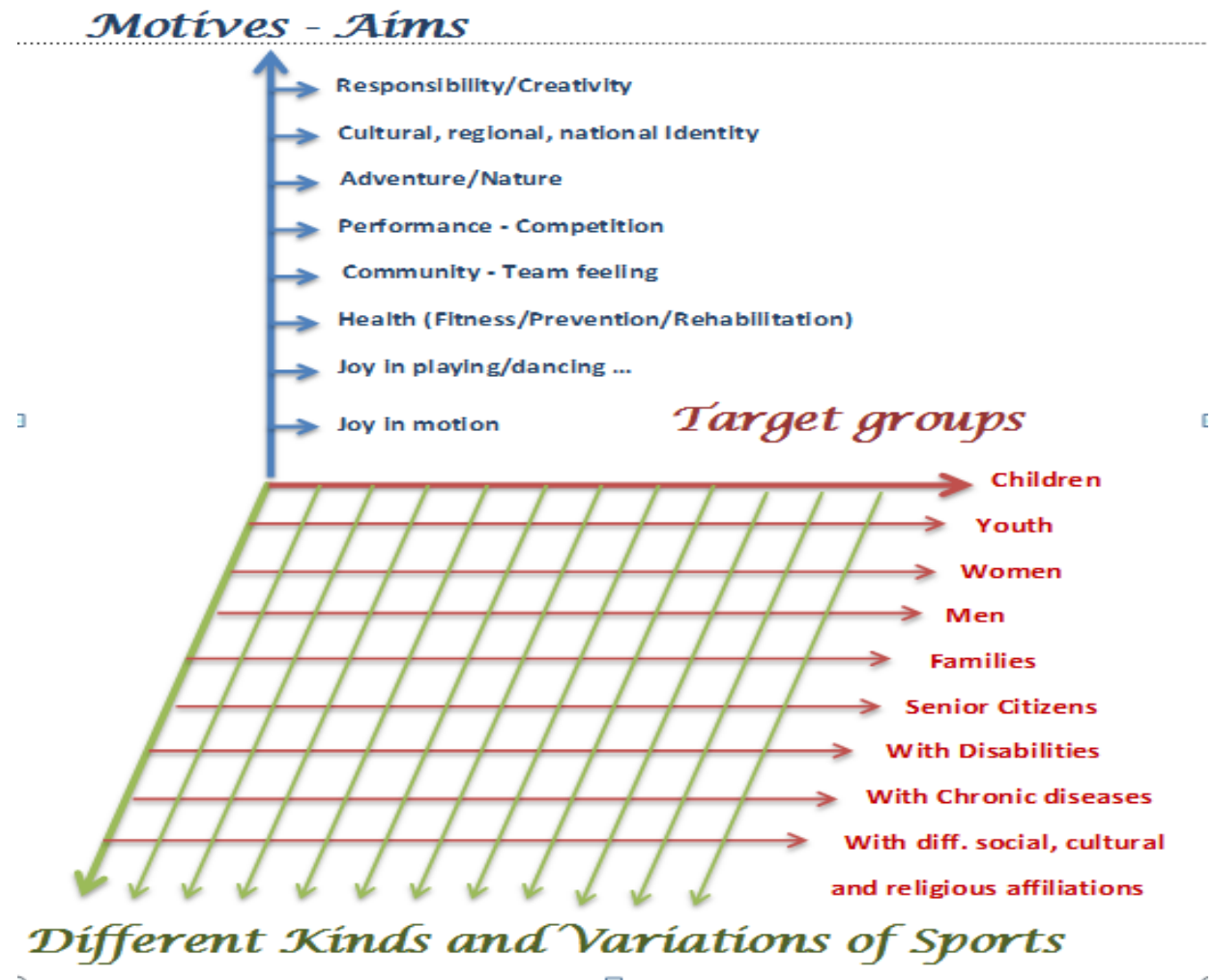
Different functions of grassroots sport with a focus on its societal role

Grassroots Sport - Shaping Europe, 2016: objectives

- Health
- Social inclusion
- Informal learning and skills development
- Volunteering
- Economic dimension
- Sustainable financing
- Urban planning and infrastructure

Grassroots sport is physical leisure activity, organised and non-organised, practised regularly at non-professional level for health, educational or social purposes.

Three dimensions of the grassroots sports development



Added value of grassroots sport





Report to Commissioner Tibor Navracsics

'Grassroots Sport - Shaping Europe'

*High Level Group on
Grassroots Sport*

June 2016

Sport



Grassroots Sport - Shaping Europe, 2016: recommendations:

- “EU Vision for grassroots sport” was presented at EU policy level in 2017
- promotion of grassroots sport in the EU WP for Sport (2017+)
- good governance
- best practice, in the spirit of subsidiarity
- cross-sectoral approach
- recognise and support sport clubs, programs and events
- innovations and new partnerships
- contribution of volunteering
- to encourage early positive experiences in sport and PA
- social and economic benefits of participation in grassroots sport



Grassroots Sport - Shaping Europe, 2016: key issues:

Health

Role of team sports, disability and elderly people, more health-enhancing offers

Social inclusion

Migrants and refugees (staff), networking outside sport, qualitative data on effective interventions

Informal learning and skills development

Transversal skills*, decreasing unemployment



Grassroots Sport - Shaping Europe, 2016: key issues:

Volunteering

Recruiting and retaining for ongoing positions,
prestige

Economic dimension

Data and trends in employment, participation
impact



Grassroots Sport - Shaping Europe, 2016: key issues:

Sustainable financing

Innovative ways, PPP in all levels, role of lotteries

Urban planning and infrastructure

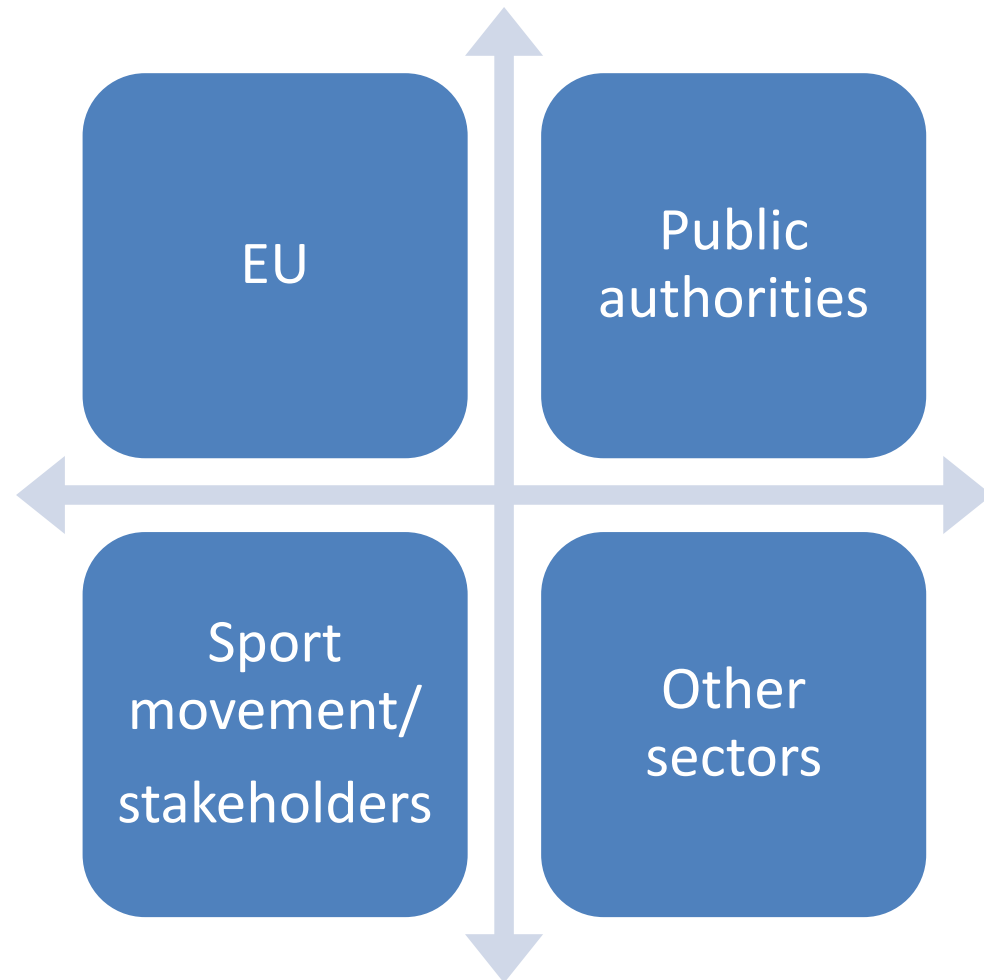
Local policies for the facilities usage, sports involvement in the design or modification of urban areas, infrastructure

Large-scale action to foster a
sense of **social inclusion** and
integration through sport:
Policy specific recommendations

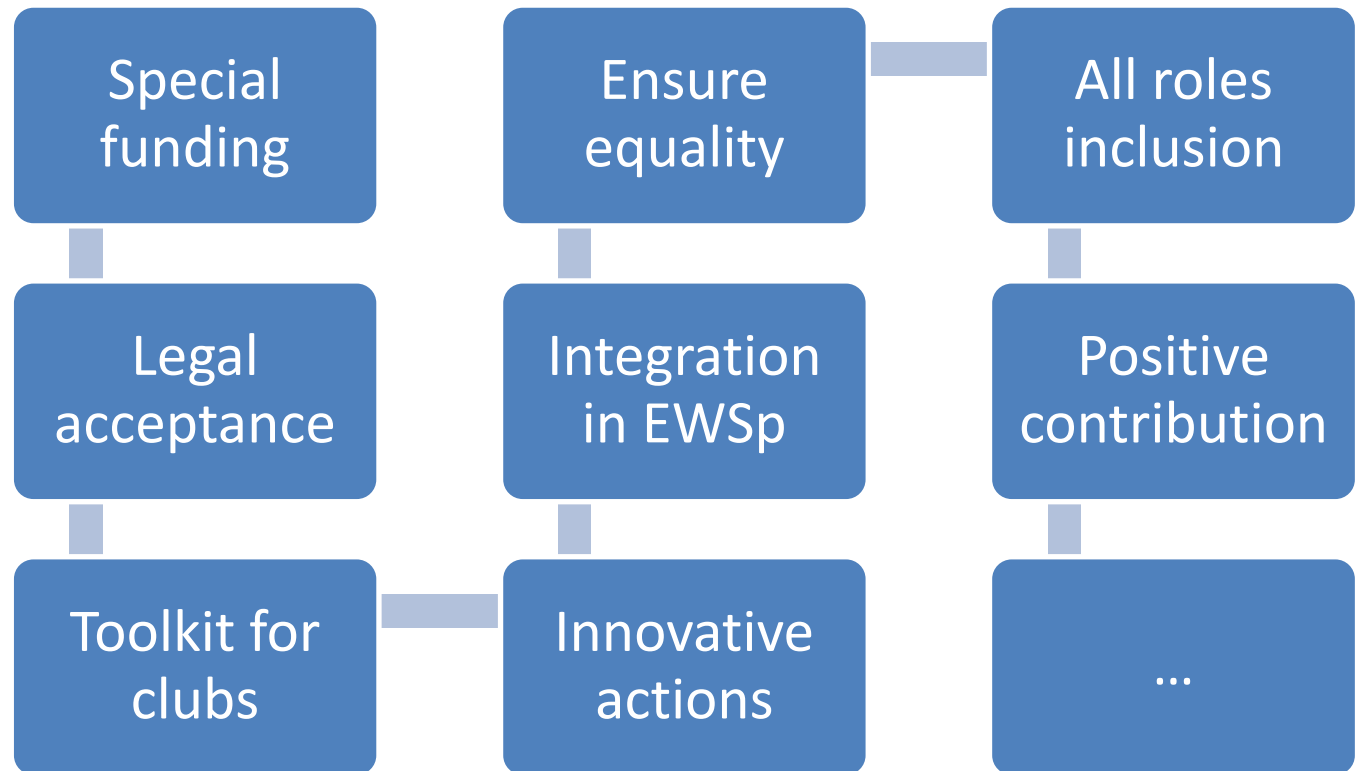


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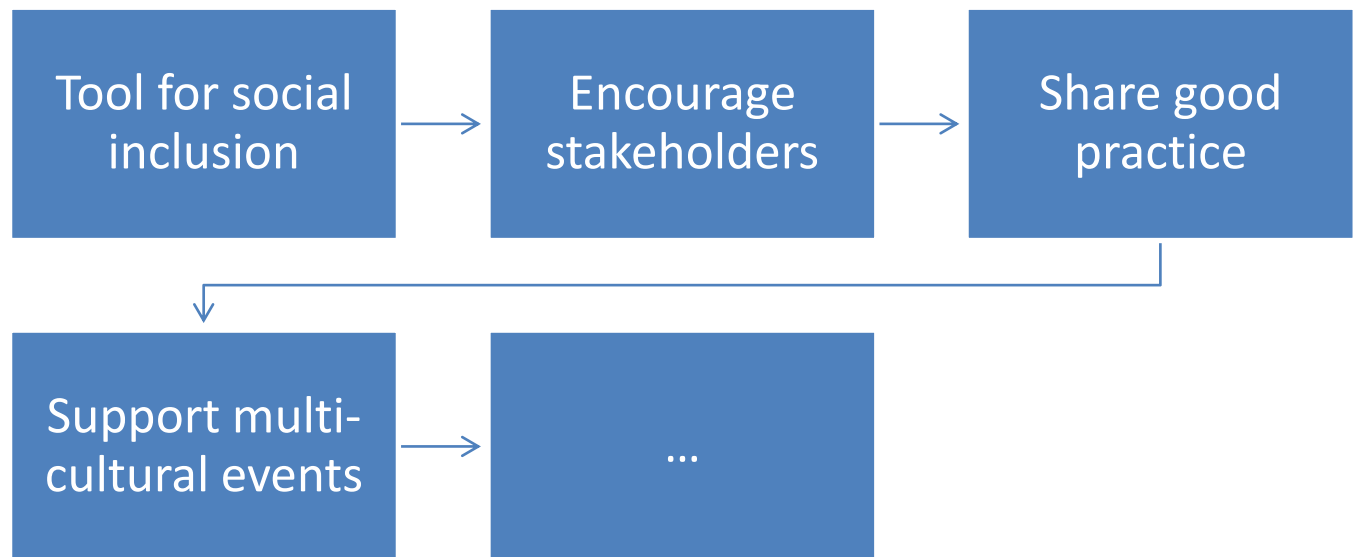
Grassroots Sport - Shaping Europe, 2016: specific recommendations:



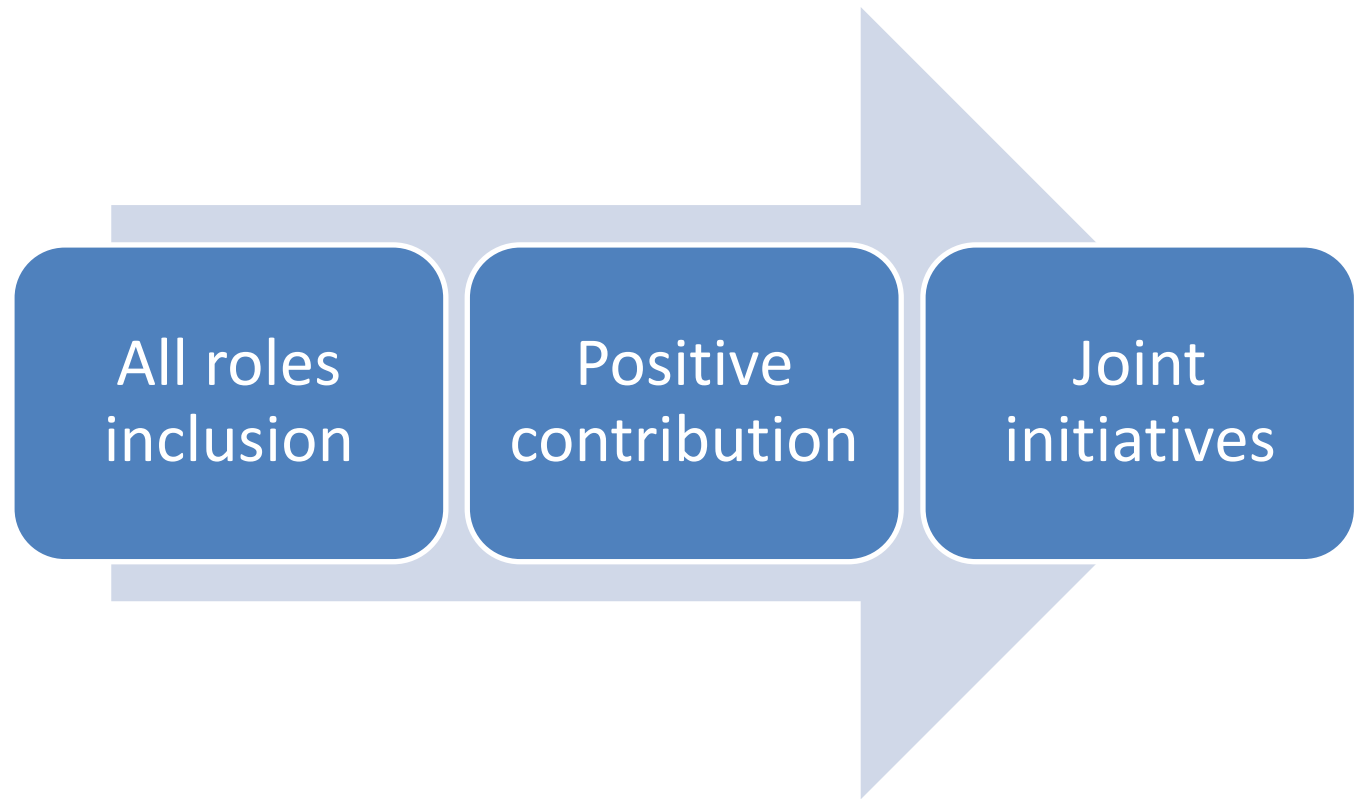
Recommendations to the EU



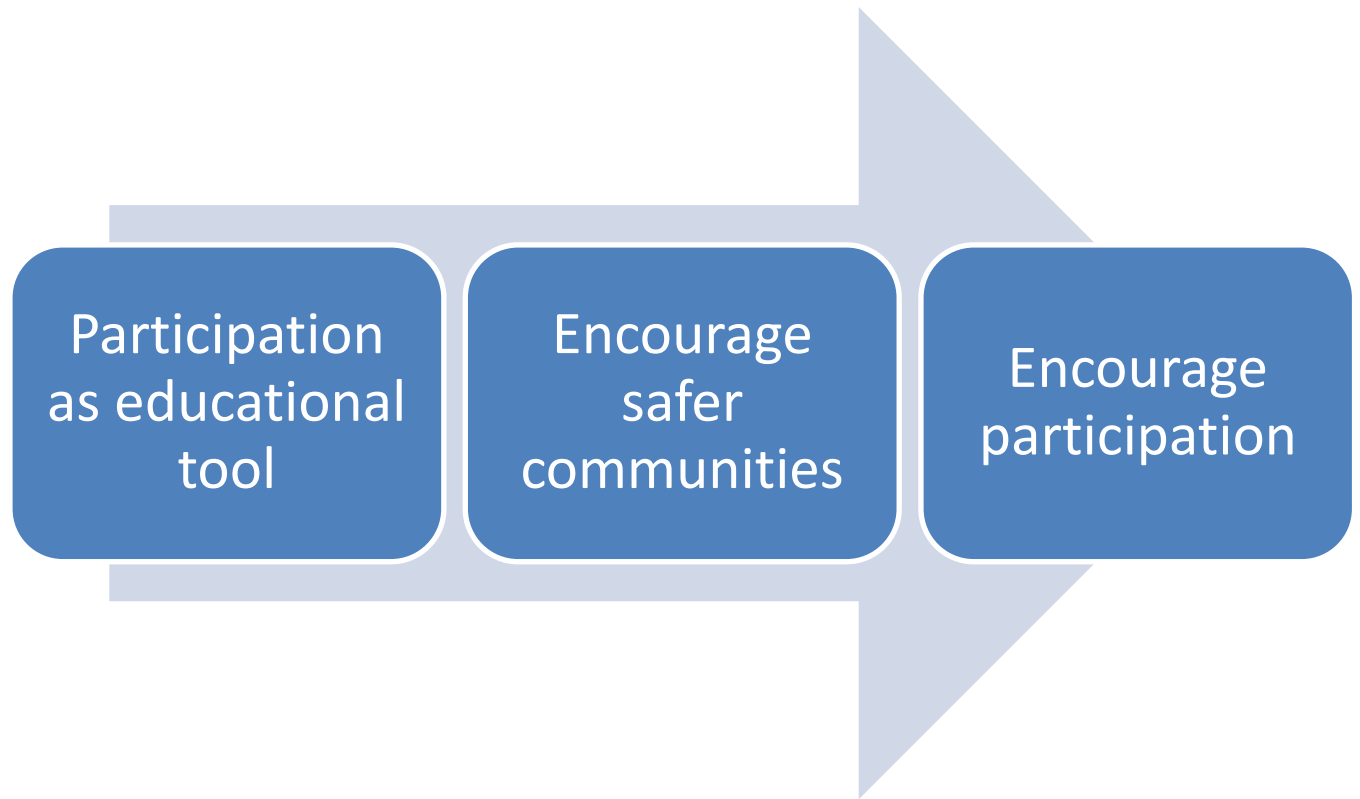
Recommendations to public authorities in the Member States



Recommendations to the sport movement / sport stakeholders



Recommendations to other sectors and parts of society



Cross sectoral co-operation: main indicators

Sector / Indicator	Public	Voluntary	Private
Shared responsibility	Leading force	Civil society	Entrepreneurship approach
Social relations	Public-private partnerships	Inter-institutional co-operation: shared values	Expectations based
Strength based-approach	Business linked: <i>effectiveness, efficiency, accountability</i>	Respond to own situation and balance the interests	From profit to social responsibility

Future challenges for more accessible and diversified grassroots sport (example: Latvia)

- Public authorities responsible for different sectors should support each other through cross-sectoral cooperation to implement policies that can make it **easier** and more **attractive** for individuals to increase their level of physical activity
- In order for sport to further develop its full potential, it is important to work towards a **cross-sectoral** approach involving other policy areas such as education and training, youth and employment
- Recognise and support the specific contribution made by grassroots sport organisations in providing **non-formal** and **informal** learning
- Raising awareness among staff in sport of the **positive benefits** of transversal skills and values acquired in sporting activities via the overall social and economic added value of grassroots sport

Task: Assessing the significance of grassroots sports development

Statement	Very significant	Significant	Insignificant
Implement the principles of good governance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promote the principles of subsidiarity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promote cross-sectoral cooperation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support sports clubs, programs and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Innovate and initiate new partnerships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Develop volunteering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage early positive experiences of sport and physical activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Justify the socio-economic benefits of participating in amateur sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

References

Grassroots Sport - Shaping Europe, 2016
EU Work Plan for Sport (2021-2024)