



ISCA Europe

Primary targets for ISCA Europe sport political communication

With this document we would like to give an overview of the primary for ISCA Europe sport political communication. The document include a public institutions at a European level.

European Parliament

- Committee on Culture and Education
- Committee of the Regions

European Commission

- Commissioners of ISCA EUROPE priority
- Directorate General for Education and Culture
- Directorate General for Education and Culture
- Directorate SANCO Health and Consumers
- Directorate Enlargement

Council of Europe

- Directorate Youth and Sport
- European Partial Agreement on Sport (EPAS)

World Health organisation

- HEPA Europe

European Parliament

<http://www.europarl.europa.eu/parliament/public/staticDisplay.do?id=146>

The European Parliament is the only directly-elected body of the European Union. The 736 Members of the European Parliament are there to represent the citizens. They are elected once every five years by voters right across the 27 Member States of the European Union on behalf of its 500 million citizens. The Parliament approved budgets, but can also suggest specific budget lines for sport. As example the European Parliament in the spring 2010 decided a budget for special sport events: a total budget of €8 million for supporting the organisation of two special sports events - the 10th biannual European Youth Olympic Winter Festival, which takes place in February 2011 in Liberec (Czech Republic) will be supported with €2

million. A further €6 million is allocated to the European Special Olympics Summer Games in Warsaw in 2010 and the World Special Olympics Summer Games in Athens in 2011.

The dedicated 8 million € to special events is then more than the allocated budget of 6,5 million € for preparatory actions to prepare the EU sport program 2012. More than 300 projects including more than 1500 partners have competed about the 6,5 million € to give inspiration and prepare future EU actions on sport.

The allocation of earmarked budget to special events directly from the European Parliament is **problematic** as they are allocated in a non-transparent process. What are the criteria and selection process?

Committee on Culture and Education - CULT (See also special info document about CULT committee)

<http://www.europarl.europa.eu/activities/committees/homeCom.do?language=EN&body=CULT>

The CULT committee is the committee where the formal responsibility of sport and related topics are dealt with. CULT members are therefore important for ISCA Europe communication. However, also a number of MEP's who are not member of the CULT committee have interest in the field of Sport – and it is therefore important for ISCA Europe and national organisations to communicate with these sport interested MEP's.

Committee of the Regions

http://www.europarl.europa.eu/parliament/expert/displayFtu.do?language=en&id=74&ftuld=FTU_1.3.12.html

The Committee of the Regions is formed of 344 members representing the regional and local authorities of 27 Member States of the Union. It gives its opinions in the cases of mandatory consultation established by the Treaty, voluntary consultation and on its own initiative, whenever it seems fit. The Committee of Region seem to gain more influence on also cultural and sport topics

European Commission

Commissioners of ISCA EUROPE priority

Education, Culture, Multilingualism and Youth: **Mrs Androulla Vassiliou:**

http://ec.europa.eu/commission_2010-2014/vassiliou/index_en.htm

Health and Consumer Policy: **Mr John Dalli:**

http://ec.europa.eu/commission_2010-2014/dalli/index_en.htm

Enlargement and European Neighbourhood Policy: **Mr Stefan Füle:**

http://ec.europa.eu/commission_2010-2014/fule/index_en.htm

Justice, Fundamental Rights and Citizenship: **Mrs Viviane Reding:**
http://ec.europa.eu/commission_2010-2014/reding/index_en.htm

Directorates of ISCA EUROPE priority:

Directorate General for Education and Culture

Main themes of the directorate are: Education and Training, Youth, Culture, Multilingualism, Citizenship, Sport. Web site: http://ec.europa.eu/dgs/education_culture/index_en.htm

Some changes were made in the European Commission directorate of Education and Culture from 1 June 2010.

The most important are:

- New Director General: Jan Truszczyński
- Deputy Director General to be appointed and this person seem to get direct responsibility of the Directorate E of Youth and Sport.
- New director of Directorate E of Youth and Sport : Pascal Lejeune (Acting). The former director Pierre Mairesse is now director at Directorate A for Lifelong learning, horizontal policy issues and 2020 strategy.
- **Michal Krejza is still head of Unit EAC E3 for Sport** (deputy head of Unit is Pedro Velazquez)

Organigram of the Directorate General for Education and Culture:
http://ec.europa.eu/dgs/education_culture/organi_en.pdf

During the last ten year ISCA has cooperated with the DG EAC - mainly on practical (politically illustrative) projects. We have completed more than 20 contracts/projects during this period.

Directorate SANCO Health and Consumers

(often mentioned as DG SANCO)

The goal of the directorate is to help make Europeans citizens healthier, safer and more confident.

Part of the program “Europe in action for healthier, safer, more confident citizens” includes actions related to food and physical activity. It is estimated that 200 million adults and 14 million children in Europe are either overweight or obese. The DG SANCO has however most of its focus on the diet side, but increasingly on the physical activity side. The general attitude is that the overweight and obese challenge is not solved by motivating people to eat less and or do more physical activity – a double sided strategy with behaviour change as the goal, should be the strategy.

Three years ago the DG SANCO established the “EU platform for action on Diet, Physical Activity and Health”. Six physical activity organisations (including ISCA) are member of the Platform. However, the platform is very much dominated by the food industry including Coca Cola, Cadbury Schweppes, Vending Machines – and other “healthy” companies!!

The ISCA managed “PATHE – Physical Activity towards a healthier Europe” project was supported by Directorate SANCO Health and Consumers budget. It was also the first project run by a sport association receiving funding from DG SANCO.

See more about the DG SANCO at: http://ec.europa.eu/dgs/health_consumer/index_en.htm

Directorate Enlargement

DG Enlargement is responsible for the process for candidate countries (Croatia, Former Yugoslavian Republic of Macedonia and Turkey) and potential candidates (Albania, Bosnia & Herzegovnia, Serbia, Kosovo and Iceland).

As ISCA and several ISCA members are cooperating with organisations in these countries the European Commission focus especially at citizens level involvement (NGO's) has our interest.

See more at : <http://ec.europa.eu/enlargement>

Council of Europe

The Council of Europe is the intergovernmental cooperation between the 47 European Countries which has sign the Human Right declaration. The Council of Europe work within Treaties. However, even though a number of different types of “binding” treaties are mentioned, there are not many ways to make sanctions against those countries not following the different types of treaties.

Directorate Youth and Sport

Both Youth and Sport is on the agenda of the Council of Europe. ISCA has worked together with the directorate on several youth projects and the European youth Foundation has supported 1-3 ISCA projects per year the last 10 years.

The Council of Europe (CoE) has a long history of working in the field of Sport. In 1975 the CoE launched the “**Sport for All Charter**”. CoE conducted Sport Committee meetings (with GO and national NGO + European Observers) during the 1990 to 2005, where the sport Committee was closed. Two years ago a voluntary agreement between some countries was established. It is the so-called **Enlarged Partial Agreement on Sport (EPAS)**. EPAS consist of 33 countries who contribute to the EPAS budget. The governing structure consists of a Governing Board and Consultative Committee. ISCA has applied for being member of the Consultative Committee.

See more about the Council of Europe at: http://www.coe.int/T/E/Cultural_Co-operation/

See more about the (EPAS): http://www.coe.int/t/dg4/epas/default_EN.asp?

World Health Organisation - regional office for Europe

The regional office for Europe is located partly in Copenhagen and partly in Rome. Zsuzsanna Jakab, is the WHO Regional Director for Europe. Zsuzsanna Jakab took up her duties as Regional Director on 1 February 2010. A native of Hungary, she has held a number of high-profile national and international public health policy positions in the last three decades. ISCA has meetings with the office of Non-communicable Diseases and Environment at the regional office.

WHO Regional Office for Europe see more at : <http://www.euro.who.int/en/home>

One of the topics on the WHO agenda is the Health Enhancing Physical Activity. Under the HEPA headline the WHO support and “host” the network/organisation HEPA-Europe. The European network for the promotion of health-enhancing physical activity (HEPA Europe) is a collaborative project, which works for better health through physical activity among all people in the WHO European Region, by strengthening and supporting efforts to increase participation and improve the conditions for healthy lifestyles.

WHO/Europe closely collaborates with the network, consistently with the goals of its programme on transport and health that include the promotion of physical activity as a healthy means for sustainable transport.

The current chairman is Professor Willem van Mechelen. ISCA communicate with HEPA Europe and investigate possible cooperation. See more at:

<http://www.euro.who.int/en/what-we-do/health-topics/disease-prevention/physical-activity/activities/hepa-europe>