

PRESS PACK

Special issue

“Volunteering in sport: trends, opportunities and challenges”
2011

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**Sport and
Citizenship**
Sport serving society



**Sport et
Citoyenneté**
Le Sport au service de la société



HORS SÉRIE / SPECIAL ISSUE

**BÉNÉVOLAT SPORTIF :
TENDANCES, OPPORTUNITÉS ET MENACES**
VOLUNTEERING IN SPORT: TRENDS, OPPORTUNITIES AND CHALLENGES

PRESS RELEASE

Publication of the ***Sport and Citizenship***'s special issue
"Volunteering in sport: trends, opportunities and challenges"

Brussels, 20th of October 2011 - The association ***Sport and Citizenship***, the first European think tank specialized in the study and promotion of sport values, is publishing a special issue of its scientific journal, in partnership with the International Sport and Culture Association (ISCA), the partners of the EuroVolNet project and with the support of the European Commission.

"Volunteering is a creator of human and social capital. It is a pathway to integration and employment and a key factor for improving social cohesion. Above all, volunteering translates the fundamental values of justice, solidarity, inclusion and citizenship upon which Europe is founded into action. Volunteers help shape European society, and volunteers who work outside of their home countries are actively helping to build a Citizens' Europe."

***Communication of the European Commission
"Communication on EU Policies and Volunteering: recognising and promoting crossborder
Voluntary Activities in the EU"
20th of September 2011***

Volunteering is indeed a catalyst which should be supported and developed. Even if European governments and politicians have long since recognised the importance of volunteering to the economy, society and individuals, and the sports movement is fully aware of the vital role played by volunteers, are we, as citizens, conscious of this?

In this respect the European Year of Volunteering is already a success as it casts the light on the whole subject and reveals the work of these millions of European citizens hidden in the background.

In fact, the picture in Europe is very patchy as a result of differing historical, political and cultural attitudes towards volunteering in each European country.

How to measure the social and economic impact of volunteering, develop a common framework to build a European volunteer status, promote this typically human activity, develop the relevant tools for welcoming, training and recognizing volunteers –in other words, attracting and keeping them– these are some of the various challenges facing us today. That is the reason why -with only a few months left of the European Year of Volunteering- ***Sport and Citizenship***, in partnership with ISCA and the EuroVolnet project partners, has decided to devote its special issue to the theme of volunteering in sport, its trends, opportunities and challenges.

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Special issue: "Volunteering in sport: trends, opportunities and challenges"



Featured in this issue

- Exclusive interviews

Vivane Reding, Vice-president of the European Commission, Commissioner in charge of Justice, Fundamental Rights and Citizenship



"The European Commission is developing tools to help improve the recognition of volunteering. This is essentially about promoting some form of official acknowledgement of the skills and competences that people gain outside the classroom setting, such as in the course of a voluntary activity."

"There is such variety in the way volunteers are defined and treated across the EU. So, much of the responsibility for change will lie with the relevant national and local authorities. But one thing is sure: the 2011 European Year is proving to be a useful catalyst for that change, all across the EU."

Mercedes BRESSO, President of the Committee of the Regions



"Regional and local authorities have a key role to play in facilitating cross-border volunteering, first and foremost by supporting the development of new host and sending organizations and promoting international volunteering to young people locally. We therefore have an educational task to perform, especially if the costs are covered, volunteering can work as a temporary solution for unemployed young people."

- The analysis of the European sports policy

Marian HARKIN, Chair of the European Parliament Interest Group on Volunteering



"As far as the economic value of volunteering is concerned we still have a long way to go. While the International Labour Organization and John Hopkins University have prepared a manual to measure volunteering we still have not persuaded Member States to use it. However, while we hope to make some progress in this area I do not see any final outcomes by the end of this year."

Jeannette BOUGRAB, French Secretary of State in charge of youth and community life



"Recognizing civic service is also very important. We have signed several charters with big businesses and issued a decree envisaging recognition in higher education curricula."

"With its requirement for exemplary behaviour, I think that sport can be a special channel for passing on values and raising awareness."

Carole PONCHON, European project leader, **Sport and Citizenship** think tank.



"As far as sport is concerned, the Union has on many occasions recognized the important role played by this sector in developing volunteering and has undertaken specific work in order to develop existing synergies. The recent adopted Commission Communication on EU policies and Volunteering is the last step of this long process."

Małgorzata SZUKALSKA-WRONA, Expert on EU matters, Polish Ministry of Sport and Tourism



"Within the framework of the Polish Presidency of the European Union, we did organise the conference "From volunteering to leadership in sport" in Warsaw on September 13th and 14th."

"Sport is the biggest sector for volunteering in the EU. Sport is the largest provider of volunteers in Europe. Clearly, any coming EU policy on volunteering would have to take this into account."

John MACDONALD, Head of Task Force for the European Year of Volunteering 2011, European Commission.



« Le sport est le plus grand secteur pourvoyeur d'activités bénévoles en Europe. L'UE doit en tenir compte lors de l'élaboration des prochaines politiques européennes du volontariat ».

Gabriella CIVICO, Project Manager EYV 2011 Alliance.



"We have to work towards the reduction of barriers and discrimination that people face when wishing to volunteer, especially migrants and third country nationals, and the socially excluded."

• Words of a Sportsman

Souza Vieira de Oliveira RAI, World football champion. Responsible for creating the "Gol de Letra" foundation and the "Athletes for Citizenship" organization.



"We want our projects to serve as examples, to help civil society to mature and to show that if we get organized, we can change things. Sport is an outstanding means of doing this: it opens minds; it is enjoyable so messages pass more easily."

• "Volunteering in sport: trends, opportunities and challenges"

Thierry ZINTZ, Dean of the Faculty of Motricity Sciences, Université Catholique de Louvain. President of the **Sport and Citizenship** European network on "Sport and Volunteering"



"How to measure the social and economic impact of volunteering, develop a common framework to build a European volunteer status, promote this typically human activity, develop the relevant tools for welcoming, training and recognizing volunteers –in other words, attracting and keeping them– these are some of the various challenges facing us today."

Colin MIEGE, Civilian Administrator, Co-director of the **Sport and Citizenship** Scientific Committee



"It is recommended that the legal and regulatory framework be improved in favour of volunteers, and also that measures aimed at retaining volunteers be developed within organisations (for example: better coordination, support and encouragement). It is also important to raise the profile of volunteering, particularly among young people."

Eva HAMBACH, President of the European Volunteer Centre



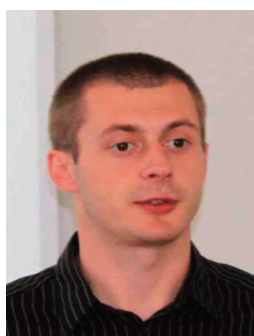
"The most important outcome of the European Year would be first of all an overall support system towards volunteering infrastructure, not only within the different EU member states, but as well on the European level."

Sabrina IACOBUCCI and Ksenija FONOVIC, SPES - Centro Servizio per il Volontariato del Lazio



"The ILO Manual on the Measurement of Volunteer Work guides national statistics agencies in inserting a short set of questions into their regular Labour Force (or other household) Surveys, which can yield comparable data. The fact that these data would be comparable across countries increases the enormous potential of the information this method could produce."

Primož JAMSEK, Head of the Center for developing and promoting volunteering, "Slovene Philanthropy" Association



"For volunteering to be successful, we don't just need a good system and motivated individuals, but also individuals who are informed about the various opportunities to participate in volunteer activities. In many states in Europe, the issue of volunteering -because of EYV became more interesting for the media."

Herbert HARTMANN, Vice-président de l'ISCA, Membre du comité Sport pour Tous du Deutscher Turner-Bund



"One of the most outstanding aspects of volunteering is its educational value and impact. The recognition and valorisation of the time that citizens invest in volunteering is essential as a motivational factor, in particular among the younger generations as a bridge between voluntary work, education and the labour market."

Jacques DEFOURNY, ISCA Vice-President, Member of the Deutscher Turner-Bund board of Sport for All



"The first steps on green issues, cooperation, improving employability and in many other areas have almost always been volunteer initiatives. Once they have proved their usefulness with a creativity, energy, flair and leadership worthy of the best entrepreneurs, these pioneers have found economic models which are at the same time financially viable and socially useful."

Birgitta Kervinen, European Non Governmental Sports organisation (ENGSO) President



"National and local sports structures are heavily dependent on the special status of non-profit sports organisations with regard to taxation and revenues guaranteed by lotteries. One thing that the EU could do is to secure the current system of public financing of non-profit volunteer-based sport through contributions from state-run lotteries and state-licensed gambling bodies"

FIFA Women's World Cup 2011: a call to action!



"The success of the FIFA Women's World Cup 2011 volunteer programme shows the extent to which major sporting events can motivate a lot of people around a common objective. It also illustrates the way volunteer commitment is changing, particularly for young people, who are less interested in traditional fields for volunteering. That does not alter the fact that the success of these mega-events has the added advantage of motivating more volunteers in the future."

Jean-Benoît DUJOL, Director of the Agency for Civic Service



“Civic Service will be taken into account in the education courses followed by volunteers. An edict outlines details of the recognition and validation process for skills acquired doing Civic Service. A student who has done a spell of Civic Service may not have to study certain courses or modules or may have access to other modules because of the knowledge and skills gained during their mission.”

Rosarita CUCCOLI, Member of **Sport and Citizenship** board and Scientific Committee



“The press, both the sporting press and the press at large, can also play the key role of “active mirror” of the society, i.e. a mirror that instead of passively reproducing the violence and superficiality of 21st century society discourages such deviations by representing them in all their absurdity.”

Saska Benedicic TOMAT, ISCA Project Manager and **Julian JAPPERT**, Director of **Sport and Citizenship** think tank



“European member states should promote equitable and sustainable funding mechanisms supporting the sound development of voluntary organizations. National sport organizations and public authorities should support grassroots sport associations by protecting their income, through enhanced guidance on funding streams and income generating activities.”

Few examples of best practices of the EuroVolNet Project, led by ISCA with the support of the European Commission



EuroVolNet is a transnational project that fosters the exchange of best practices regarding legal, organizational and funding related aspects of voluntary activity in sport. The project partners form a network of actors involved in the management and running of sport associations as well as knowledge institutions in the field.



Club of the Ambassadors of Volunteering", Sports Union Slovenia.



"Recruiting and Training instructors for Seniors", Czech Sokol Organization.



"A certificate for students", Centre for Sports Studies, University of Kent-Medway.



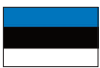
"Leadership in rural areas", Scottish Association of Local Sports Councils.



"The Latvian family Sport festivals", Latvian Sports for All Association.



"Euro-regions as a source for development", Romanian Federation of Sports For All.



"The Estonian Summer Games 2011", Estonian Sports Association Joud.



"Civic service, an additional trump card", French Union of Secular Physical Education Activities (UFOLEP).



"The pluspunktEhrenamt.DTB program", Deutscher Turner-Bund.



"The new generations of volunteers", Danish Gymnastic and Sport Association.



"The role of empowerment in recruiting volunteers", Special Olympics Europe/Eurasia.



"More sports? -Yes please!", The Norwegian Olympic and Paralympic Committee and Confederation of Sport.



"Volunteer Education pathway", Community Games.



"Why networking opportunities matters? », think tank **Sport and Citizenship**.

SPORT AND CITIZENSHIP

A European reference think tank in the field of sport

Launched in September 2007 in France, ***Sport and Citizenship*** is a forum for new thinking and lobbying which aims at putting forward the core values of sport in society, in the realm of politics, economics and media issues.

To achieve its goals ***Sport and Citizenship*** relies on a scientific committee, made up of more than eighty French and European scientists considered as experts in their field. Each quarter a bilingual scientific journal on sport is being published in which we develop an important theme of society (Sport and Health, Europe and Sport law, Women and Sport, Sport and Social Inclusion, Sport, Ethics and Economics, Sport, Volunteering and Active citizenship, Sport governance in Europe, Sport and European identity...).

Thanks to multidisciplinary and transverse reflection, the aim is to put people in relation with others (associations, federations, politicians, sportsmen, scientists...) to enable an exchange of views and an analysis of the different policies.

The association also organizes and takes part in roundtables and conferences which deal with citizenship through sport across Europe.

Sport and Citizenship thus wish to promote intercultural and civic dialogue in Europe while consulting citizens and civil society on major sport issues.

Therefore, ***Sport and Citizenship*** is:

- **An organ of reflection** on role and place of sport in society.
- **A force for suggestion** which deals with sport as an educational tool and a vector of the awakening of citizenship.
- **A reference platform** and a federative entity for sport movement, institutions and actors of civic sport in general.

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