



# **The Future of Sports Volunteering in Europe: Room for Innovation?**

**Jacob Kornbeck**

European Commission, Sport Unit

EuroVolNet conference

Copenhagen, 21 March 2012

# The EU and sport: balancing various expectations, listening to different stakeholders



# The Commission and sport: different reasons to act


- Guardian of the Treaties: transfers, data protection...
- Cooperation with Member States
- Foster innovation in the sector
- Manage the EU budget





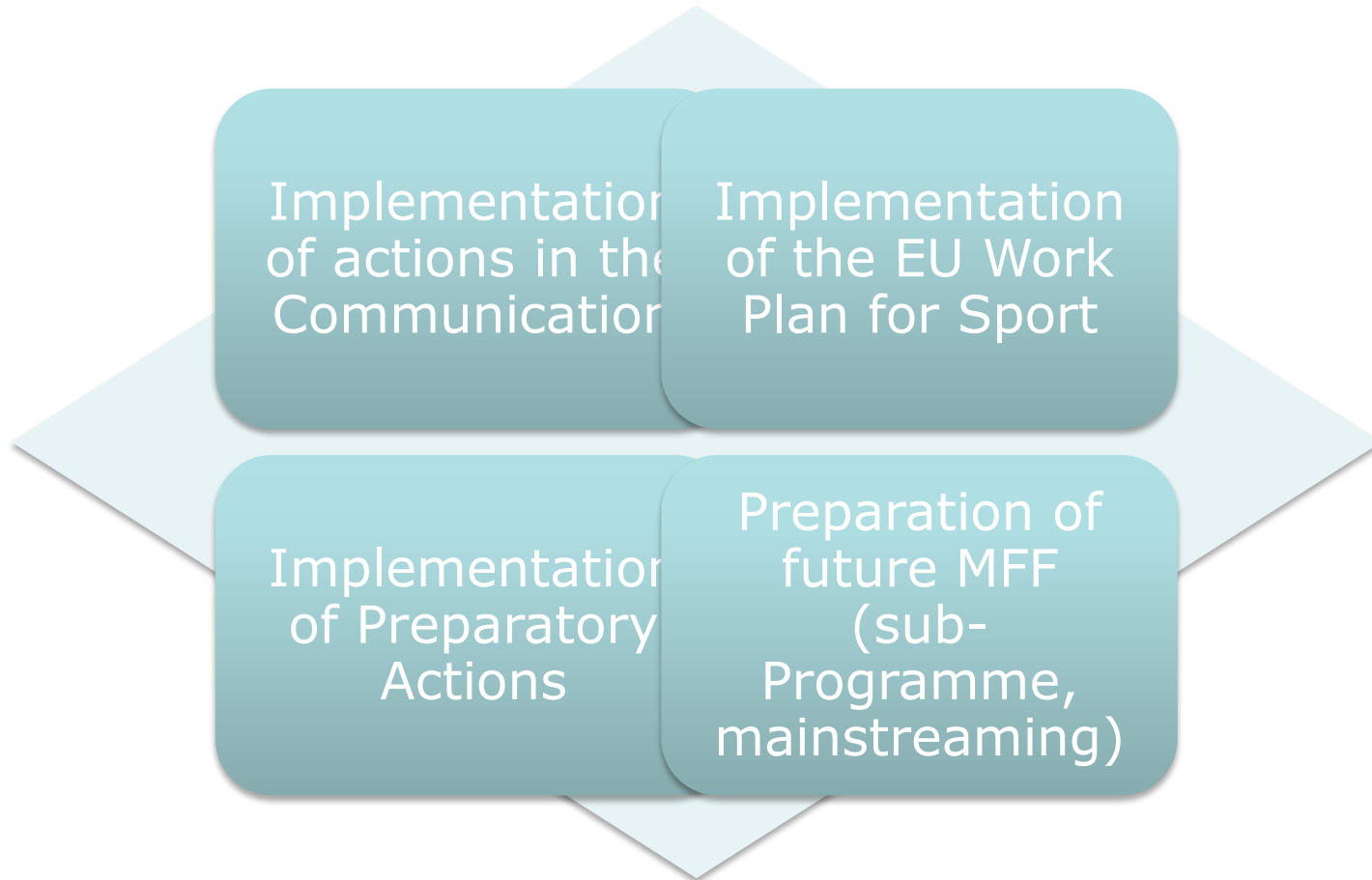
**Extremely challenging policy and budgetary context:** Europe 2020, EU Budget Review (intelligent spending, EU added value); MFF 2014-2020

Need for EU policy responses and a focus on core tasks within COM



High expectations from stakeholders  
(Sport: ambitions COM/DG EAC to meet the sport sector's interests)

# What are we doing about it?



## **The EU and sports volunteering: the sources**

- The Treaty: take account on “structures based on voluntary activity” (Article 165 TFEU)
- Strong interest in volunteering in the EU in general
- 2011: “European Year of Volunteering” (EYV)
- Sport: a sector mobilising high numbers of volunteers (opportunity, dependency)

# The EU and sports volunteering: the Treaty (1)

“The Union shall contribute to the promotion of European sporting issues, while taking account of the specific nature of sport, its structures based on voluntary activity and its social and educational function.” (Article 165 TFEU (1))

- “Union action shall be aimed at: developing the European dimension in sport, by promoting fairness and openness in sporting competitions and cooperation between bodies responsible for sports, and by protecting the physical and moral integrity of sportsmen and sportswomen, especially the youngest sportsmen and sportswomen.” (Article 165 TFEU (2))

## **The EU and sports volunteering : the Treaty (2)**

"In order to contribute to the achievement of the objectives referred to in this Article:

- the European Parliament and the Council, acting in accordance with the ordinary legislative procedure, after consulting the Economic and Social Committee and the Committee of the Regions, shall adopt incentive measures, excluding any harmonisation of the laws and regulations of the Member States,
- the Council, on a proposal from the Commission, shall adopt recommendations." (Article 165 TFEU (4))



# The EYV objectives

- creating an environment that encourages volunteering;
- providing organisers with means to improve the quality of voluntary activities;
- developing the recognition of voluntary activities;
- raising awareness of the importance of volunteering.

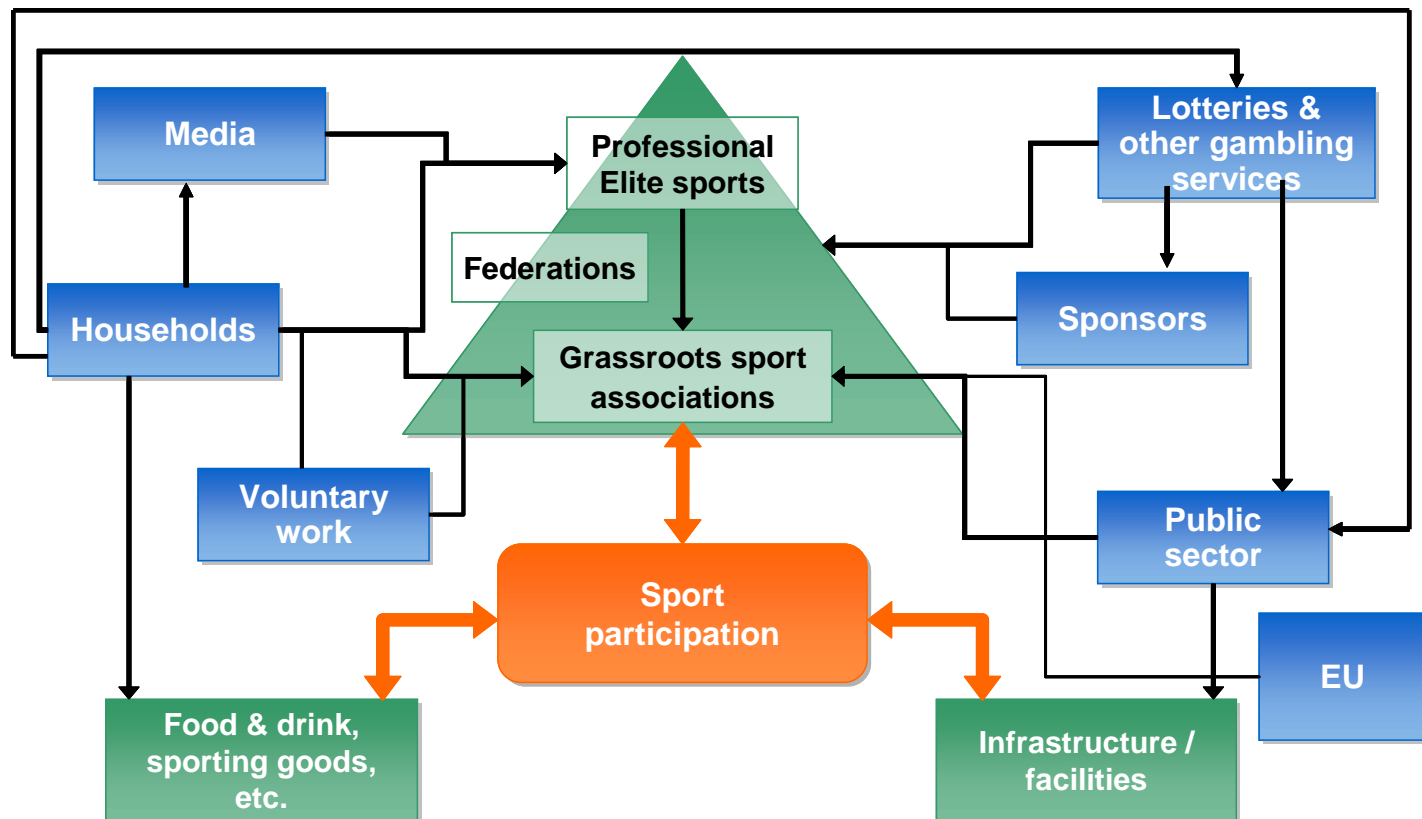
# Study on the financing of grassroots sports (1)

Study on the funding of grassroots sports in the EU: With a focus on the internal market aspects, concerning legislative frameworks and systems of financing – Eurostrategies, Amnyos, CDES & Deutsche Sporthochschule Köln (2011)

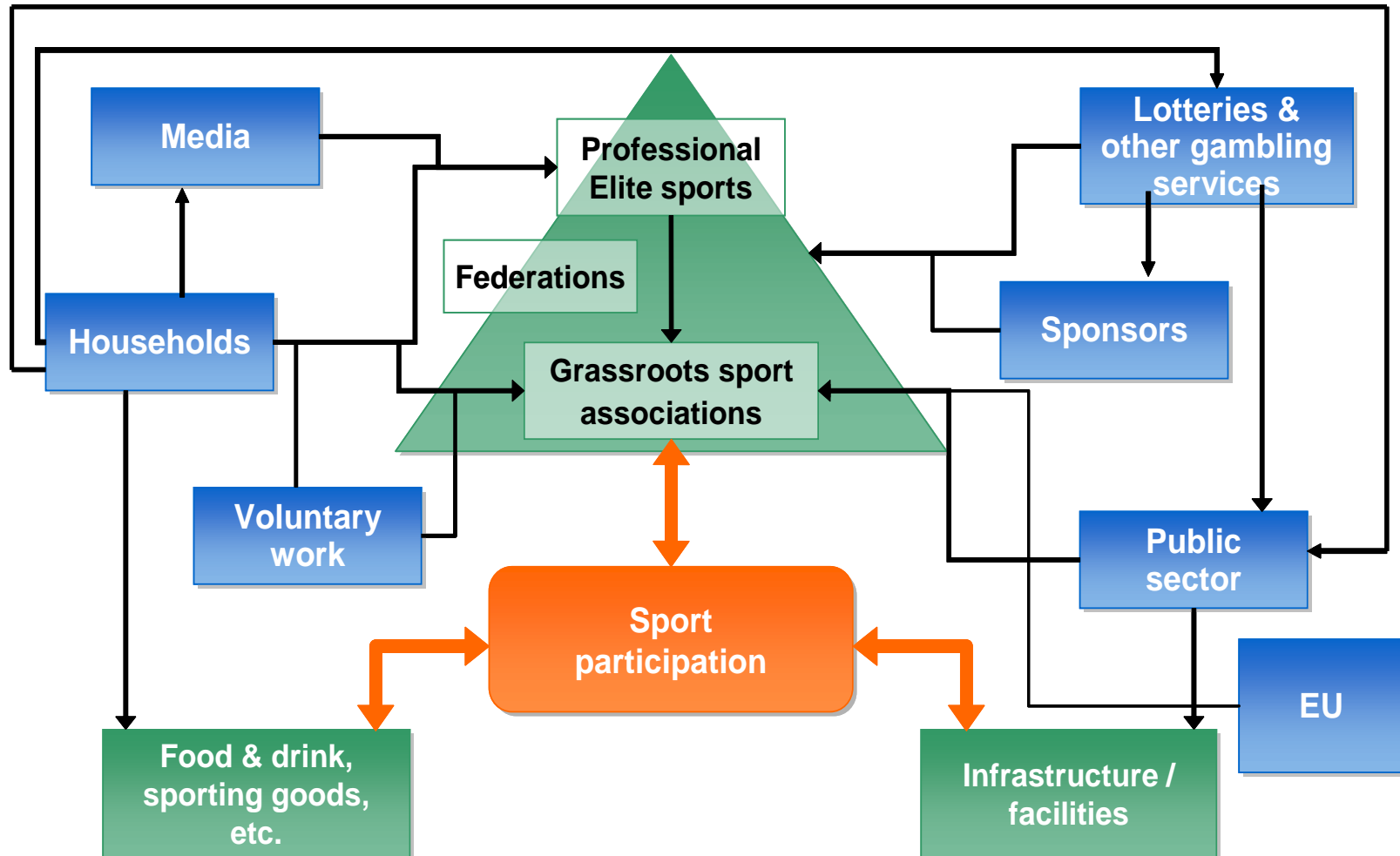
[http://ec.europa.eu/internal\\_market/top\\_layer/services/sport/study\\_en.htm](http://ec.europa.eu/internal_market/top_layer/services/sport/study_en.htm)



# Study on the financing of grassroots sports (2)



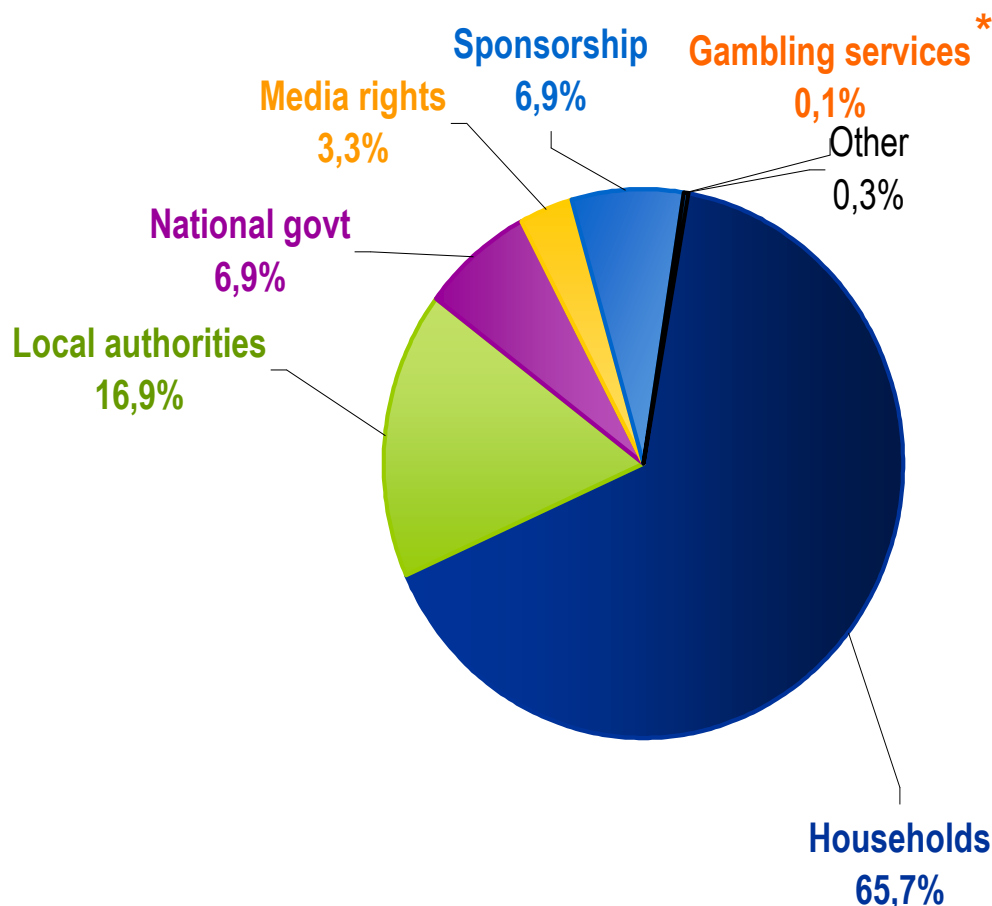
# Study (3)



## Study (4)



### How is sport funded?



*\*Excluding the share of revenue from compulsory levies channelled to sport via public sector accounts*

**- 2/3 of the funding of the global sport system (grassroots + high-level sport) comes from households**

**- The public sector accounts for 24%**

**Total revenue allocated to the sport system in 2008: € 153.8bn (estimate)  
(excl. estimated €28.4bn monetised contribution from voluntary work)**

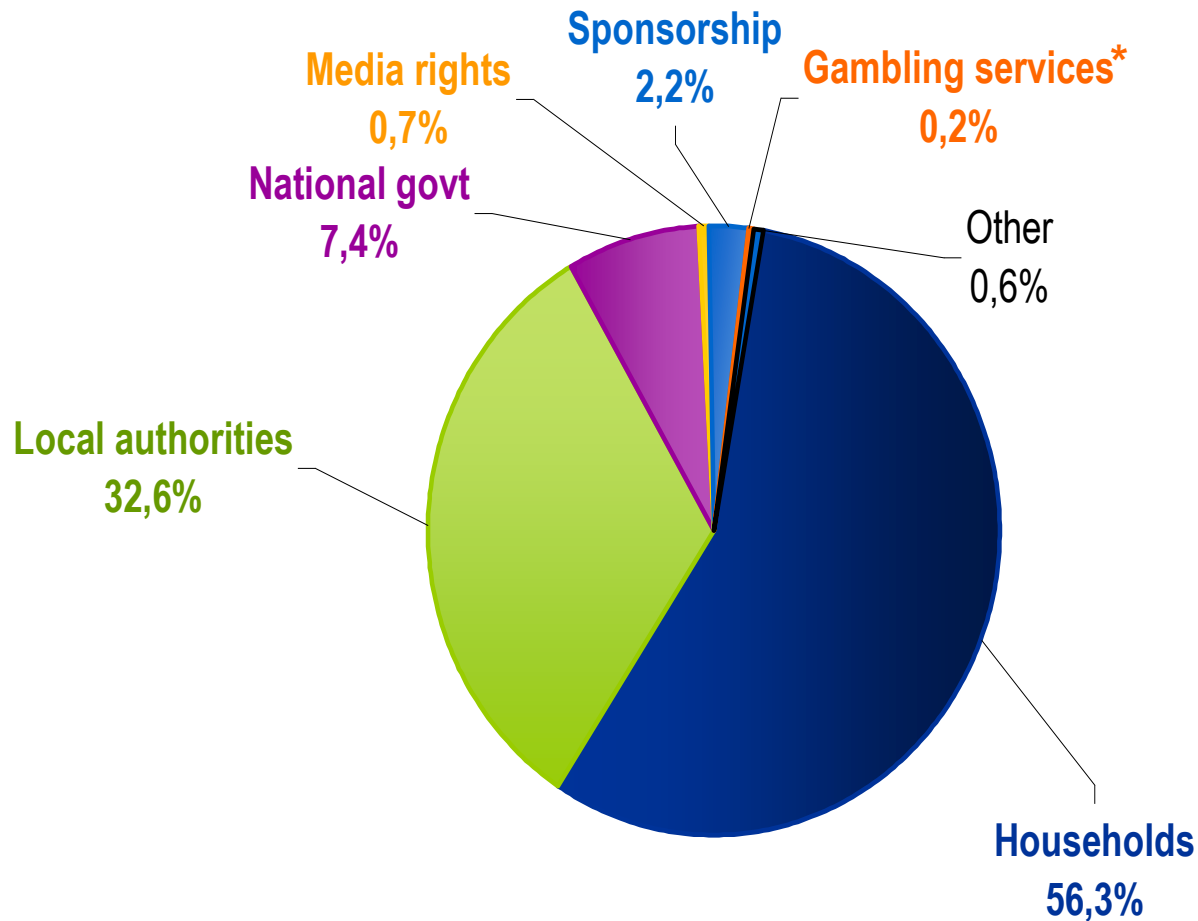
# Study (5)



	<i>Public Funding</i>	<i>Household expenditures</i>	<i>Voluntary work contribution</i>	<i>Share of levy on state lotteries etc.</i>	<i>Membership rate</i>
<b>AT, BE, CY, DK, DE, IR, FI, LU, NL, SE</b>	<b>+++</b>	<b>+++</b>	<b>+++</b>	<b>+ / -</b>	<b>&gt; 15%</b>
<b>ES, GR, IT, MT</b>	<b>++</b>	<b>++</b>	<b>++</b>	<b>+ / -</b>	<b>4-8%</b>
<b>EE, HU, LT, LV, PT, RO, SI, SV</b>	<b>++</b>	<b>+</b>	<b>+</b>	<b>+ / -</b>	<b>2-10%</b>
<b>BG, CZ, PL</b>	<b>+</b>	<b>+</b>	<b>+++</b>	<b>++</b>	<b>4-8%</b>
<b>UK</b>	<b>++</b>	<b>+++</b>	<b>+++</b>	<b>+</b>	<b>0%</b>
<b>FR</b>	<b>+++</b>	<b>+++</b>	<b>+++</b>	<b>+</b>	<b>10%</b>

+++ : High ; ++ : Moderate ; + : Low ; +/- : variable across the group

# Study (5)



*\*Excluding the share of revenue from compulsory levies channelled to sport via public sector accounts*

**- Households and local authorities account for almost 90% of grassroots sport funding**

**Total revenue specifically allocated to grassroots sport in 2008: €71.7bn (estimate)  
(excl. estimated €28.4bn monetised contribution from voluntary work)**

# Four Volunteering Projects (2011-12)

## Call for Proposals 22/2010: priority area: "Promoting volunteering in sport"

- ☺ Association for the European Capital of Sport- ACES  
EAC/22/2010/035 - European Cities for Volunteering in Sport
- ☺ Vlaamse Sportfederatie VZW (VSF) – DYNAMO PROJECT  
EAC/22/2010/046 – Promoting and securing volunteering in sport.  
Focus on management support in sports clubs
- ☺ International Sport and Culture Association - ISCA  
EAC/22/2010/078 - EuroVolNet: A network for developing  
voluntary competence in sport organisations
- ☺ Führungs-Akademie des Deutschen Olympischen Sportbundes  
e.V. (DOSB Leadership Academy)  
EAC/22/2010/080 - Training 4 Volunteers: Mapping Strategies  
and Good Practices of Human Resource Development for  
Volunteers in Sports Organisations in Europe - T4V



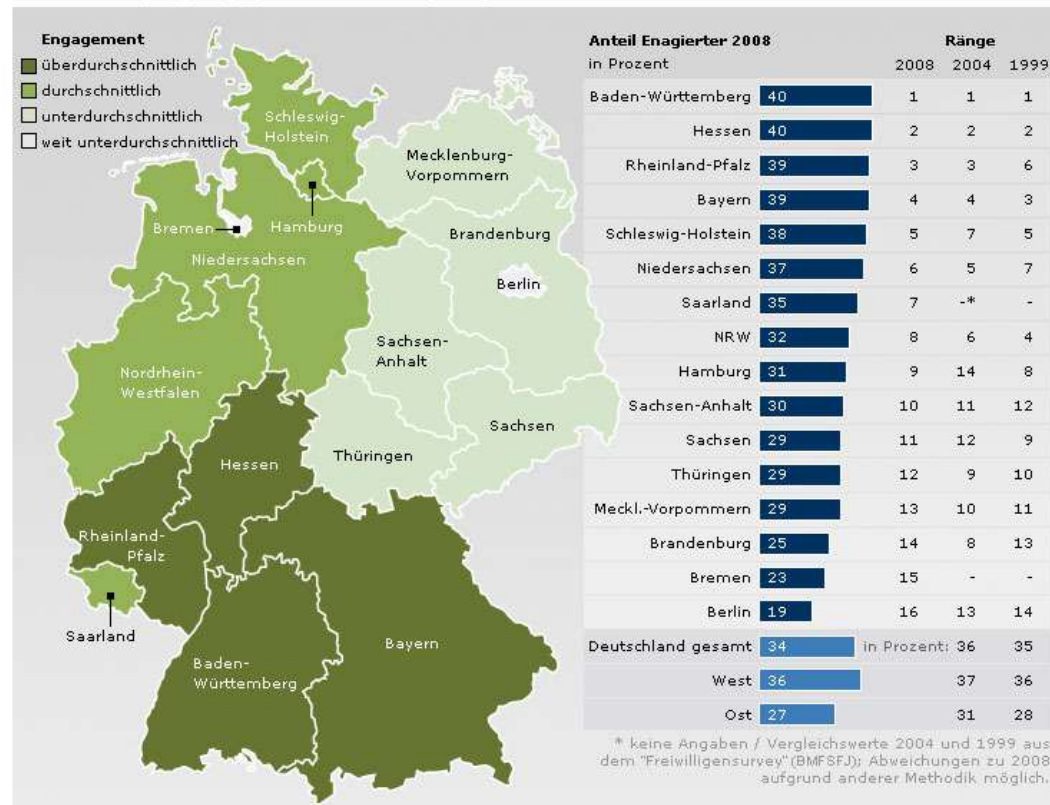
## **Four Volunteering Projects: what do we need now?**

- Evidence for policy development work: nature and prevalence of the problems, types of new initiatives needed, points where actors/structures are not working enough together...
- Evidence that this type of project is worth funding with EU taxpayers' money (in a post-2014 perspective)
- Examples of good practice
- Ideas for the entire sport movement: new types of networks, new roles (just like in the case of Health-Enhancing Physical Activity = HEPA)

# Is it possible to change attitudes and behaviours relevant to volunteering?

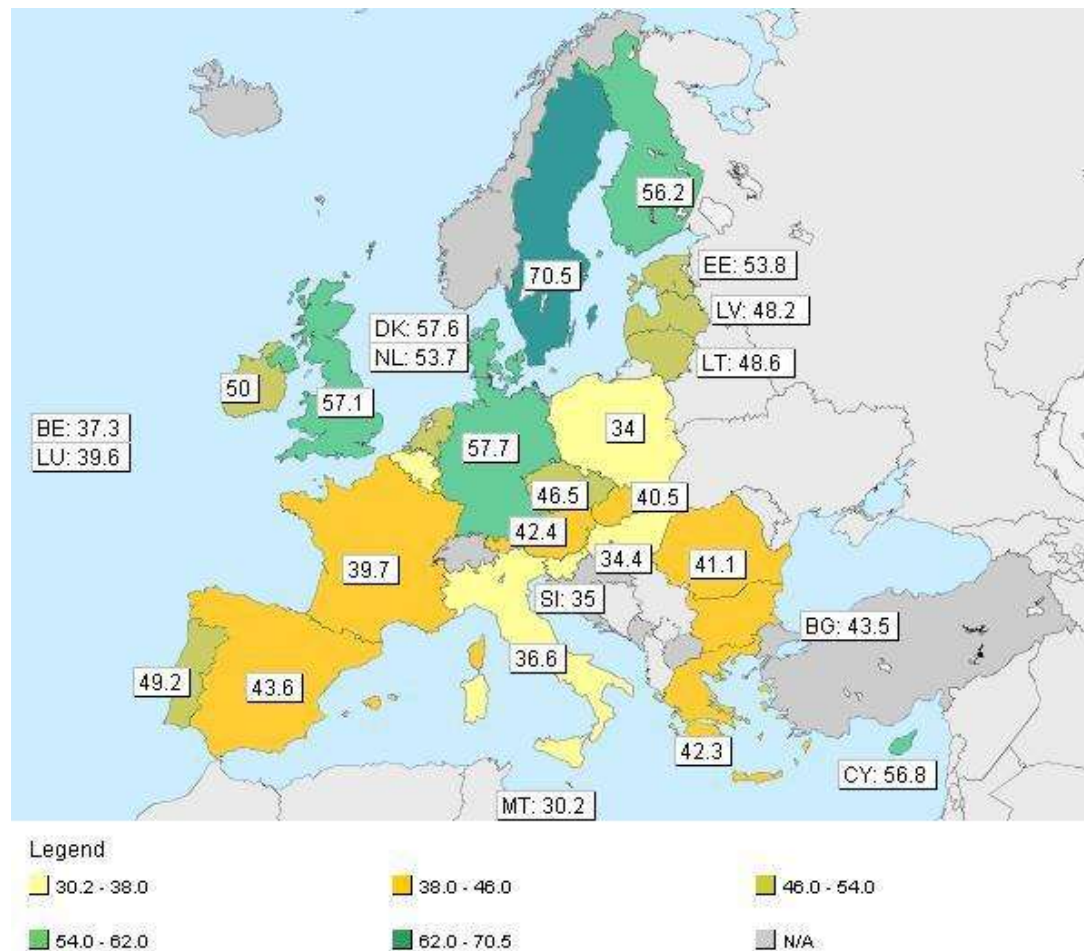
Example: Germany two decades years after reunification (Sources: Ehrenamts-Atlas, Der Spiegel)





























## EHRENAMTLICHES ENGAGEMENT IN DEN BUNDESLÄNDERN



# Active ageing and senior employment

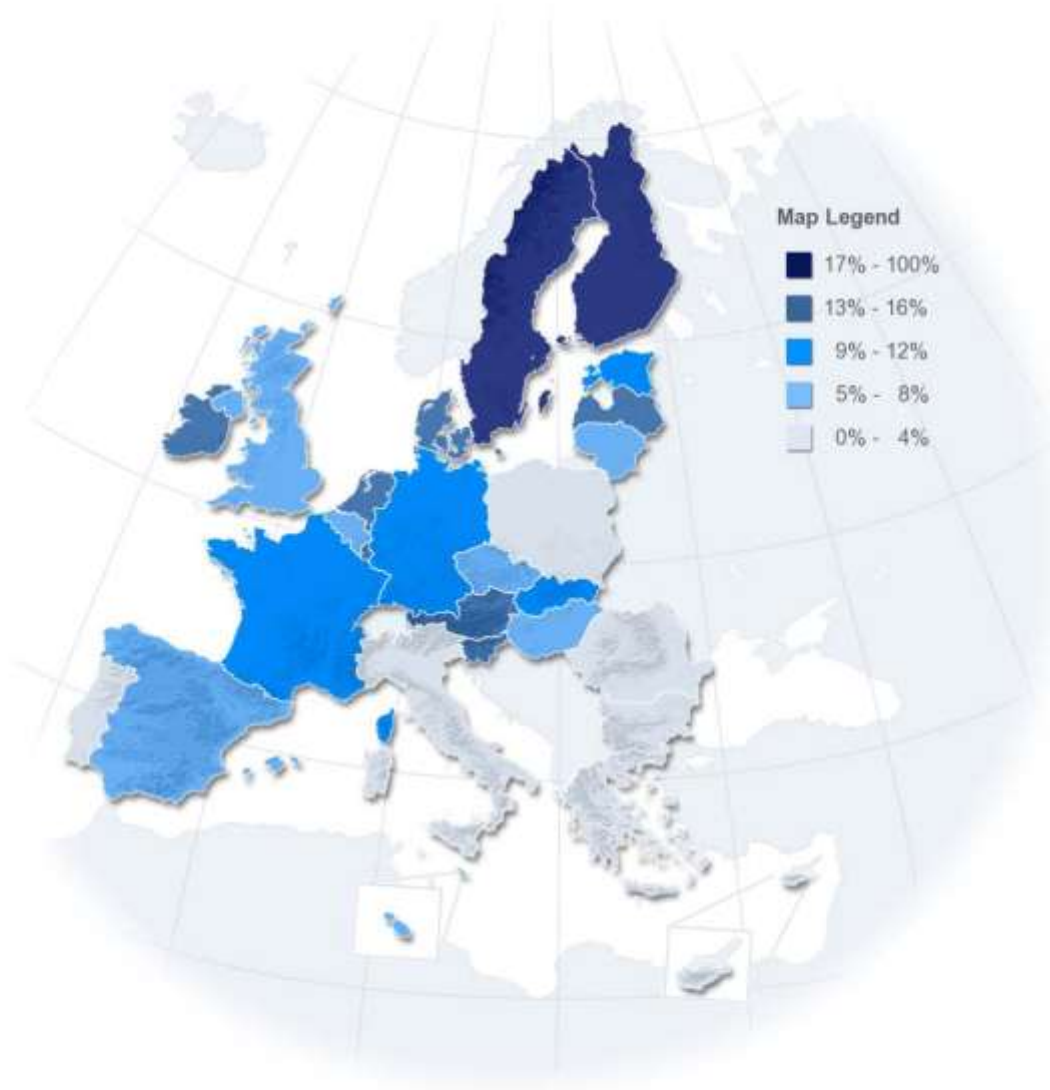
(Source: White Paper on Pensions (COM(2011) 933, 20.12.2011))



	SE	18%
	FI	18%
	NL	16%
	AT	15%
	DK	15%
	IE	14%
	SI	14%
	LU	14%
	LV	13%
	EE	11%
	FR	10%
	SK	10%
	DE	9%
	MT	8%
	BE	8%
	CZ	7%
	LT	7%
	EU27	7%
	HU	6%
	UK	6%
	ES	5%
	RO	4%
	CY	4%
	BG	3%
	IT	3%
	PT	2%
	EL	2%
	PL	2%

Question: QF8. Do you engage in voluntary work that support sporting activities?

Answers: Yes



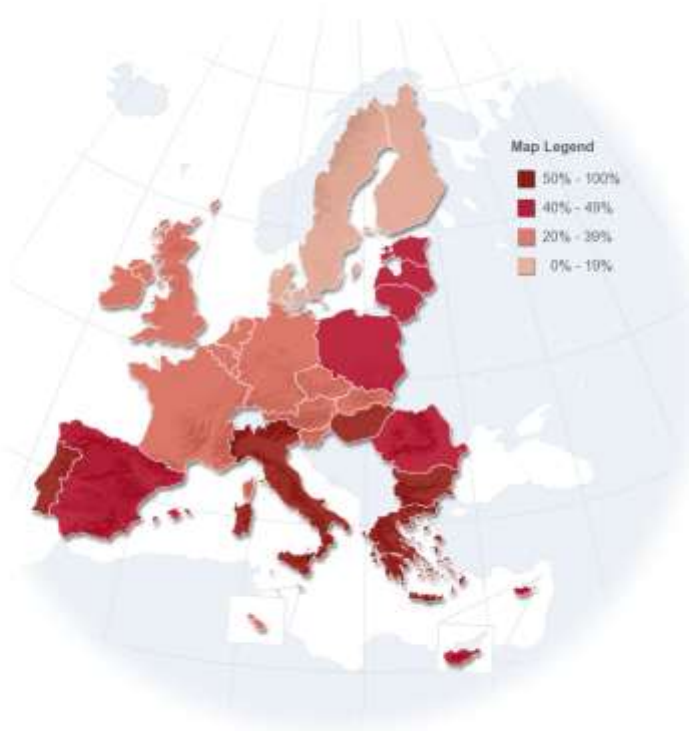


Eurobarometer

EL	67%
BG	58%
PT	55%
IT	55%
HU	53%
PL	49%
RO	49%
CY	40%
LV	34%
LT	44%
ES	42%
EE	41%
EU27	39%
MT	36%
CZ	37%
SK	35%
FR	34%
UK	32%
LU	32%
DE	31%
AT	29%
BE	28%
NL	26%
IE	26%
SI	22%
DK	18%
FI	7%
SE	6%

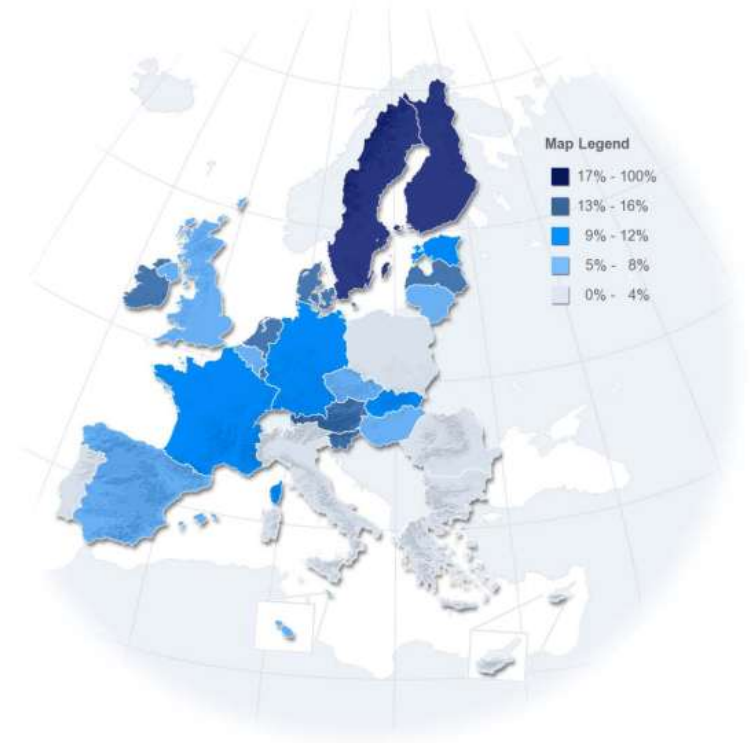
Question: QF1. How often do you exercise or play sport?

Answers: **Never**



Question: QF8. Do you engage in voluntary work that support sporting activities?

Answers: **Yes**



## Four Volunteering Projects: lead questions

- 🔔 What new knowledge did the project generate for your own organisation?
- 🔔 Which new skills did the project generate for your own organisation?
- 🔔 What new evidence about realities in the field did the project generate which can be shared with the sector, policy-makers, the general public?
- 🔔 (How) did volunteering change in the participating Member States during the time you were running the project?  
Which impact has your project had in your local area, in your country, in the sector or across the EU?
- 🔔 **Which incentives have you identified? Where are the barriers (disincentives) and can they be overcome?**
- 🔔 **Where do you see room for innovation and mobilisation?**



# Thanks...

[jacob.kornbeck@ec.europa.eu](mailto:jacob.kornbeck@ec.europa.eu)

