



Burson • Marsteller

Sport and Tourism

Last updated in October 2011

Latest Developments

Overall assessment of sport developments and impact on golf in Q3 2011:

From an EU sports and tourism policy perspective, there have been two developments of note in the last quarter. The first one being that a recent independent evaluation of funding for EU sport, found that the sector is considerably underfunded. In addition an own-initiative report prepared by MEP Carlo Fidanza (EPP, IT), on the role of tourism in making Europe more competitive, was also adopted by the Parliament.

The results of an independent evaluation of EU sports policy were announced at the beginning of September, with researchers finding that a dramatic increase in funding is needed in order to be fully effective. As it stands a 25.5million euros has been earmarked for funding sports in the EU between 2009-2011, however the report has found that at least 20 million euros would be needed annually, to maximise the benefits.

Speaking after the publication, Dennis Abbot, a spokesman for Androulla Vassiliou, the EU Commissioner responsible for sport, said "*this is an independent report for the Commission which provides a useful contribution to its work*".

[Report](#)

At the end of September the European Parliament adopted a resolution on "Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe", prepared by MEP Carlo Fidanza (EPP, IT). The own-initiative report, has a particular focus on how to make Europe more competitive and modern through the promotion of tourism and although the text will have no direct legislative impact, it will nevertheless influence stakeholders. SMEs are encouraged to take advantage of tourism to become more competitive and dynamic, while the importance of recognising and raising awareness of the impact tourism has on environment, is also addressed.

[Report](#)

Impact for golf management

- Course management
- Funding
- Promotion of health, environment, etc.



Burson•Marsteller

Background

Last updated in July 2011:

Overall assessment of sport developments and impact on golf in Q2 2011:

The new EU competence in sport will be an opportunity for the EGA GCC to become even more engaged in EU policies. The EGA GCC has already become active by submitting an amendment to Mr. Santiago Fisas, EP rapporteur on the Commission proposal "Developing the European Dimension in Sport". The amendment suggests the need for sports facilities to be developed and managed so as to contribute to the environmental goals of the European Union. In particular, this will be done by providing facilities which are compatible with a high level of environmental protection and in line with the principles of sustainable development and by preserving and enhancing biodiversity.

On 15 June, Mr. Santiago Fisas presented his thoughts on his report "The European Dimension in Sport." The report will focus on strengthening cooperation of sports between the Member States and will look into education, social inclusion, health and environment. The draft report is scheduled to be available for after the summer.

On 23 June, the Environment Committee drafted an opinion to this report. The draftswoman of the report is Ms. Sophie Aucione, French conservative. The environment committee calls for Mr. Fisas to incorporate the idea that sport can make a worthwhile contribution to achieving the objectives of the Europe 2020 strategy for smart, sustainable and inclusive growth of Europe. In addition, the committee would also like the report to include the health benefits from sport.

On 31 May, there was a hearing in the European Parliament on the Grassroot Sports organized by the ISCA (International Sport and Culture Association) in cooperation with British Conservative MEP Ms Emma McClarkin (ECR, UK) who is a member of the European Parliament's sport intergroup. Main topics discussed during the hearing were related to the individualization of citizen's physical activity and the sources for funding of grassroots sports. However, there was a direct mention of pesticide legislation and its impact on golf courses. MEPs called for the EU to take into account possible impacts on sports whenever a piece of legislation is put forward. This supports the need for our advocacy on environmental legislation and confirms the need for the golfing industry to showcase all of its best practices on sustainable golf course management in order to demonstrate that the industry is using resources and pesticides responsibly.

On 20 May, the EU's first ever Work Plan for Sport was approved by the sports ministers. This is a new area of EU competence introduced by the Lisbon Treaty. Another issue addressed at the meeting was sport-related aspects of on-line betting, which was discussed between EU and national public authorities and representatives from the sports movement. For the period 2011-2014, the main objective of the Work Plan is to strengthen cooperation in the field of sport between member states and the EU. The document identifies three priority themes for action: integrity, social values and the economic aspects of sport. Several working groups will be set up to address issues such as anti-doping, education and training in sport, and sport statistics.

On 30 March, the EPP Hearing on Sport was organized by the European Parliament's Intergroup on Sport. The discussion focused on three main sessions addressing the social dimension of sport, the dual career of sportsmen and professional sport. The first session focused on furthering sports via schools and volunteer organizations. The director of a sports school in Austria called for more flexibility in adapting the school's calendar to the special needs of



Burson•Marsteller

athletes. The representative of the Gaelic Athletic Association was in favour of more support for amateur coaches and recognition of volunteers. The second session focused on the dual career of professional athletes. They discussed the need for more support and flexibility in the field of politics, business, education and sports associations in order to make dual careers for professional athletes possible so that professional athletes have enough skills to pursue a career after they retire. The third session on professional sports addressed various issues such as doping and good governance in sports. The representative from UEFA highlighted the improved relationship of the EU and the sports world and urged to refrain from a liberalization of the online gambling market.

Mr. Santiago Fisas, EP rapporteur on the Commission proposal "Developing the European Dimension in Sport" concluded the hearing by stating that the discussion will be a good starting point for his report and that he would like to add a chapter on the European identity with a European Day and European Erasmus for sports. Moreover, at the end of the meeting a short film about the Ryders Cup was shown to demonstrate the European component. As Mr. Fisas would like to develop a part in his report on the "European" dimension in Sport, he felt that the Ryder Cup film illustrates this as it is the only sport with the EU flag representing it.

On 18 January 2011, the European Commission adopted a Communication entitled "Developing the European Dimension in Sport". This is the first policy document issued by the Commission in the field of sport after the entry into force of the Lisbon Treaty, which gives the EU a mandate to support, coordinate and supplement sport policy measures taken by Member States.

- Sport has become a new EU Competence
- The Treaty of Lisbon has given the EU new powers to initiate and manage a direct and coherent European sports policy and to allocate financial resources to it.

The Commission's 'Communication' gives the EU Competence in the following areas:

- Cooperation between bodies responsible for sports
- Anti-doping
- Combating violence and corruption in sport
- Promotion of good governance
- Funding programmes on social inclusion and social change
- Health promotion
- Education and training
- Volunteering
- Protection of minors
- Supporting the development of research on current issues in individual Member States.

Links

European Commission on Sport
http://ec.europa.eu/sport/news/news984_en.htm