



Sport in the EU: *for citizens, the community and the economy*

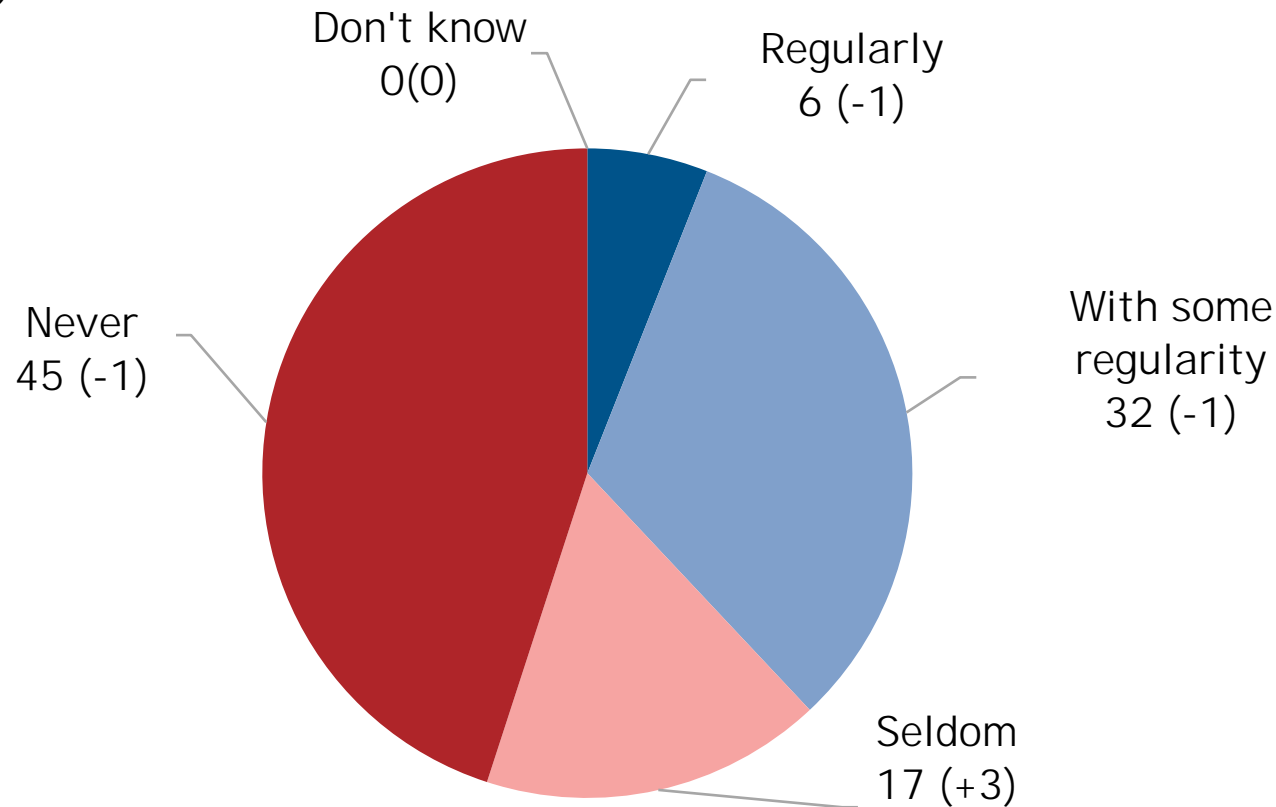
Brussels, 02 December 2024

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Eurobarometer Sport and Physical Activity 2022

QB1R How often do you exercise or play sport? By “exercise” we mean any form of physical activity which you do in a sport context or sport-related setting, such as swimming, training in a fitness centre or a sport club, running in the park.
(% - EU)

[New Eurobarometer on sport and physical activity \(europa.eu\)](https://europa.eu)

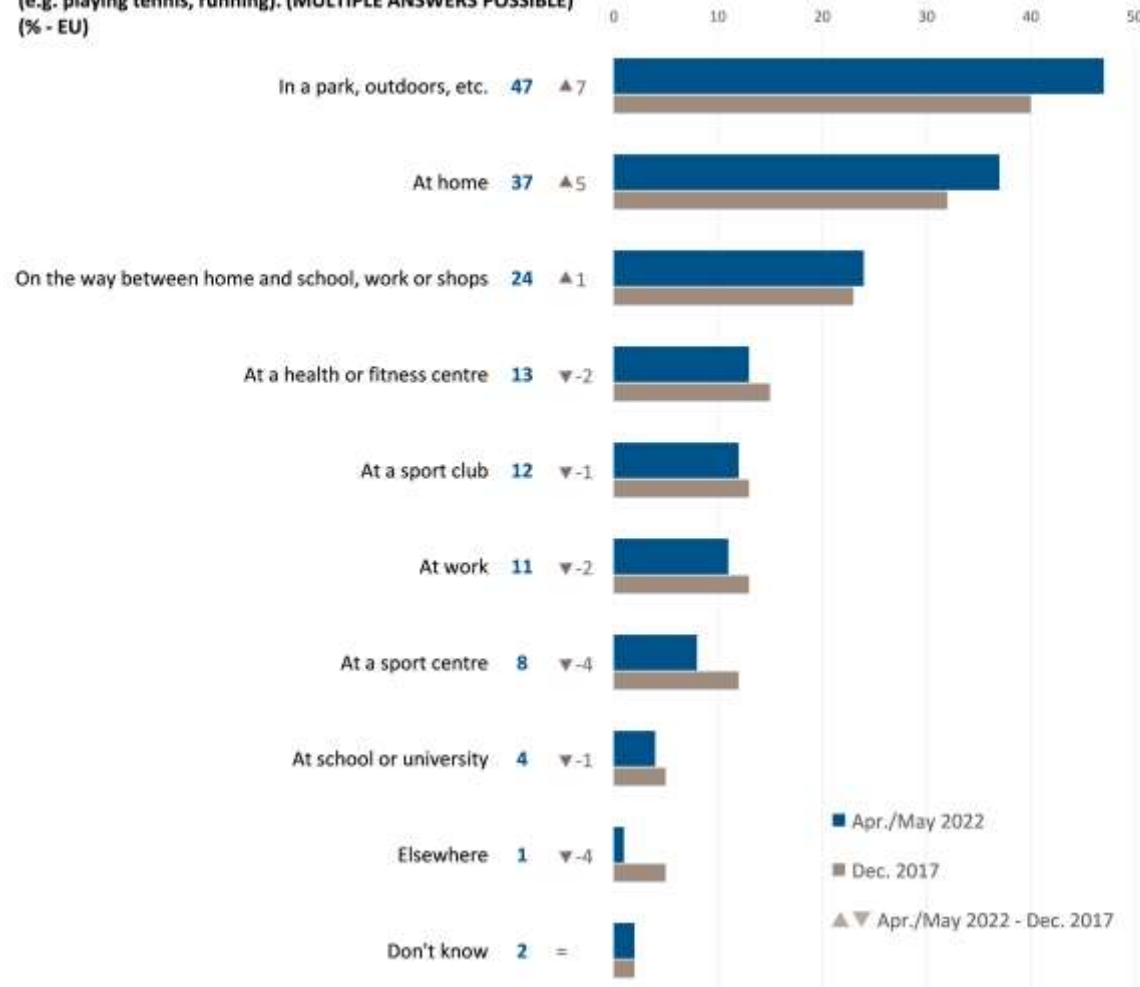


(Apr.-May 2022 - Dec. 2017)

Base: all respondents (n=26,578)

Eurobarometer Sport and Physical Activity 2022

QB10 Earlier you said you engage in sport or another physical activity, vigorous or not. Where do you do this? A sport club is an organised setting (for example karate club, football club). A sport centre is more generally a place where people can do different sports (e.g. playing tennis, running). (MULTIPLE ANSWERS POSSIBLE) (% - EU)

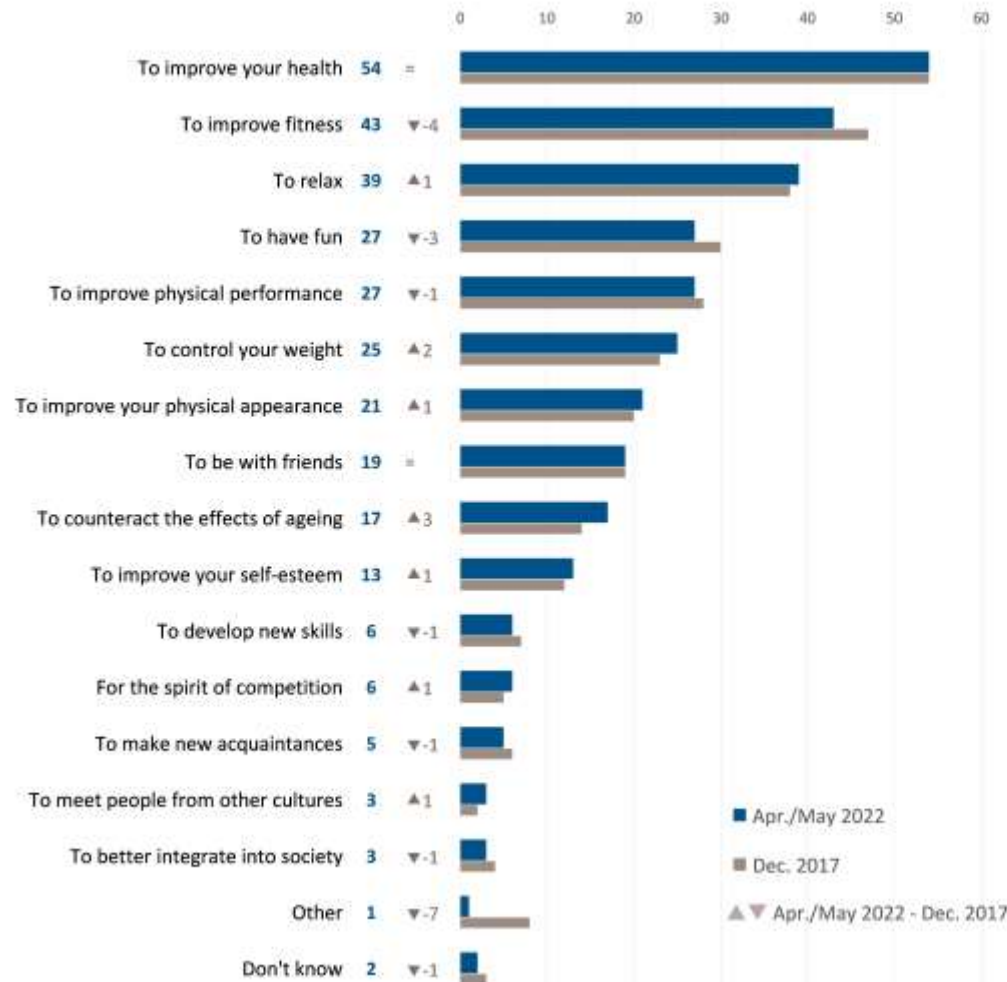


Most activity takes place in informal settings, such as parks and outdoors (47%) or at home (37%)

Base: If practices a sport or a physical activity (N=19,246)

Eurobarometer Sport and Physical Activity 2022

QB11 Why do you engage in sport or physical activity? (MULTIPLE ANSWERS POSSIBLE)
(% - EU)

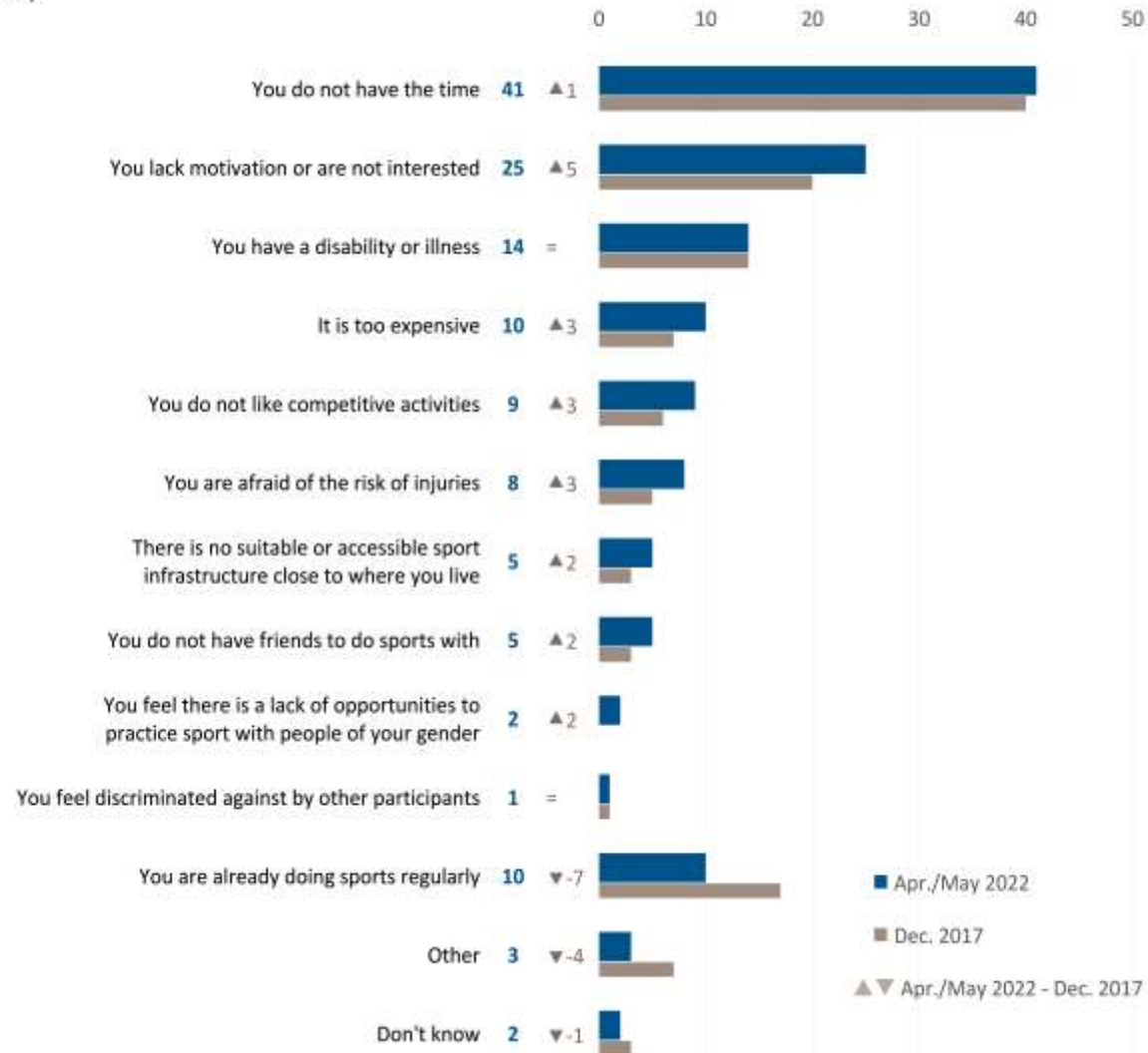


Base: If practices a sport or a physical activity (N=19,246)

Improving health (54%) and fitness (43%) are the main considerations for EU citizens when engaging in sport or physical activity

Eurobarometer Sport and Physical Activity 2022

QB14 What are the main reasons currently preventing you from practising sport more regularly? (MULTIPLE ANSWERS POSSIBLE)
(% - EU)



Lack of time (41%) is the main reason given for not practising sport

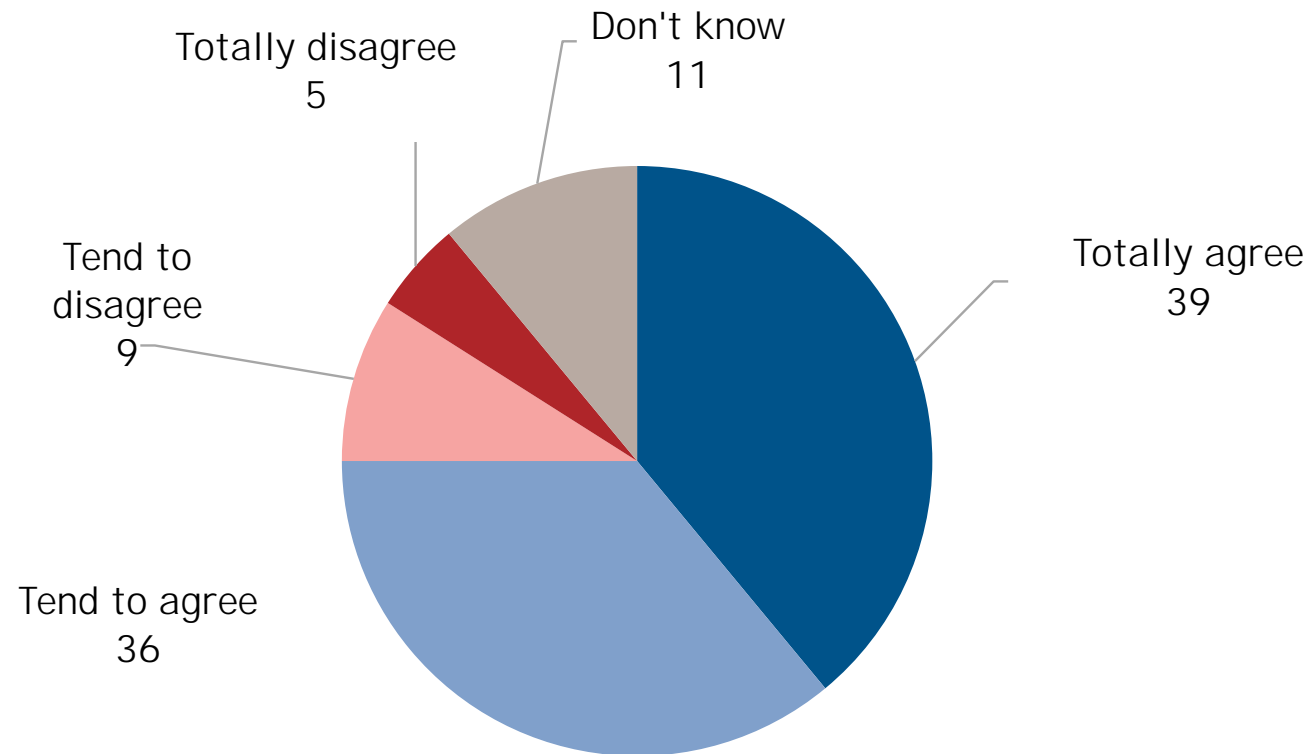
Base: all respondents (n=26,578)

Eurobarometer Sport and Physical Activity 2022

QB20.3 To what extent do you agree or disagree with the following statements about gender equality in sport and physical activity?

Gender based violence in sport deserves more attention

(% - EU)



More than seven in ten (75%) agree that gender based violence in sport deserves more attention

(Apr.-May 2022)

Base: all respondents (n=26,578)

The importance of sport policy at EU level

Legal basis

- Sport is included in the Treaties since 2009 (Lisbon Treaty)
- Article 165 TFEU

Lisbon Treaty

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.
(Art. 165)

EU Work Plan for Sport 2024-2027



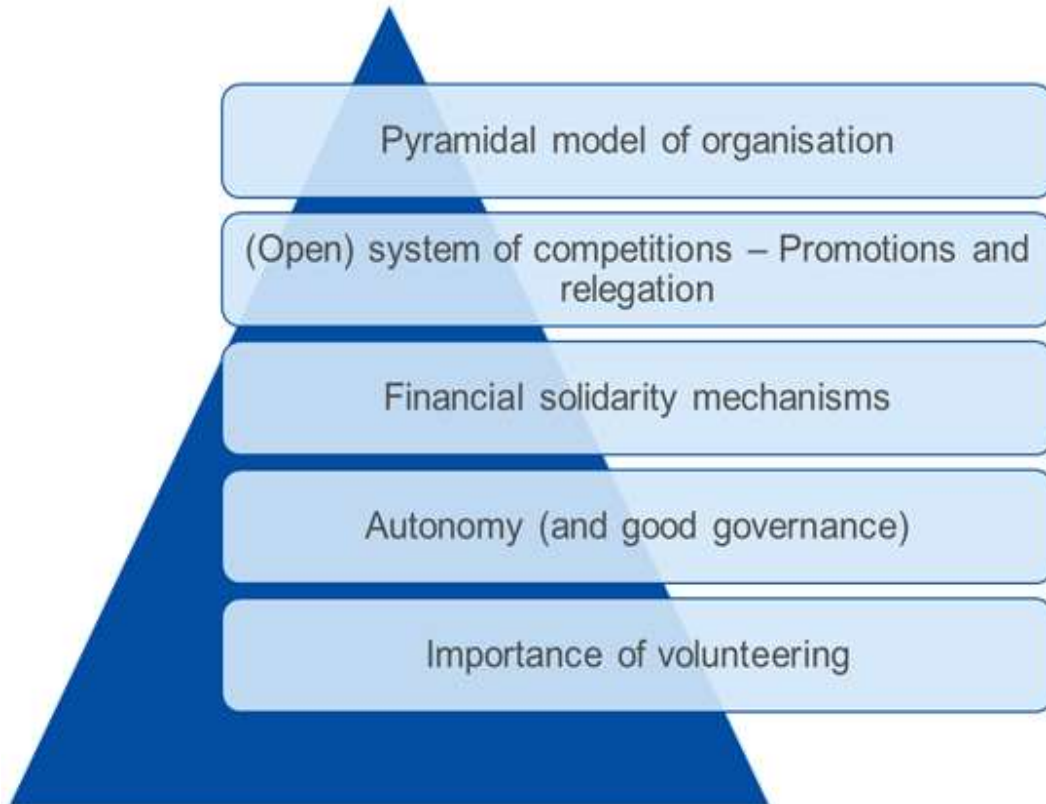
Priorities

- ✓ Integrity & values in sport
- ✓ Socio-economic & sustainable dimension of sport
- ✓ Participation in sport & health-enhancing physical activity

Main types of action

- ✓ Political cooperation with EU Institutions (Council, EP)
- ✓ Exchange of good practice, expert groups, communities of practice (health, innovation, sustainability)
- ✓ Events and campaigns
- ✓ Cooperation with sport movement (IOC, UEFA, ...)
- ✓ Erasmus+ Sport Actions

European Sport Model



- Supported by EP, Council and Member States
- Threat due to **internationalisation** (audiences, investment), **commercialisation** (competitions, media) and **dropping out of volunteers.**

Council Recommendation on Health Enhancing Physical Activity (HEPA)

- ✓ **HEPA Council Recommendation (2013)**
 - Supports Member States to promote physical activity
 - Commission and **World Health Organisation** (WHO) support the **implementation** together with a network of national experts. Commission reports every three years.
- ✓ **Latest report on HEPA Council Recommendation (2024):** satisfactory implementation with stabilising results (from 65% in 2015 to 82% implementation reached) but some important indicators lagging.



Council Recommendation on Health Enhancing Physical Activity (HEPA)



- EU Work Plan for Sport 2024-2027: Commission to propose a **revision of the HEPA Recommendation**
- Next steps:
 - ✓ Step up efforts on **lagging indicators and address new issues** (mental well-being, the impact of screen time; climate change)
 - ✓ Preparations and consultations with stakeholders in 2025
 - ✓ Commission's proposal in 2026 with a view to adopting the revised Recommendation in 2027

Main funding instrument: Erasmus+ Programme

Erasmus+ Sport Actions:

- 2014-2020: 265 million EUR
- **2021-2027: 470 million EUR**

- **Sport covered by all the three Key Actions**
 - Mobility of sport staff
 - Cooperation partnerships
 - Support to policy development

Successful initiatives

1

European Week of Sport (first launched in 2015)

Objective: to respond to physical inactivity

Every year from **23 to 30 September**

2

EU Sport Forum

Organised **once per year** in the framework of the dialogue between the European Union and the sport movement

High-level event with a European and international dimension

3

The Sport Info Day (first launched in 2014)

Event organised once per year in cooperation with the Executive Agency (EACEA)

Objective: to inform potential applicants of the opportunities offered by the Erasmus+ Sport Programme

The
“big five”

Successful initiatives

4

#BeActive Awards (launched in 2016)

Objective: to support projects and individuals dedicated to the promotion of sport and physical activity across Europe

Specific categories every year: Education, Workplace and Local hero, Across Generation

The best projects promoting physical activity win 10,000 euros each

Award ceremony organised in the European Capital of Sport



5

#BeInclusive EU Sport Awards (launched in 2017)

Objective: to valorize projects which have successfully supported social inclusion through sport

The three best projects promoting social integration win 10,000 euros each

Award ceremony organised every year



The

“big five”



Thank you!

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