



“Edutainment in and through sport: a key to promote a constructive dialogue between European citizens”

Friday 11th of October 2013,
2:00-5:00 PM

UFR STAPS. Université Paris-Sud

From 7th to 13th of October, Europe moved thanks to the second edition of the European Week of Sport and Physical Activity: MOVE Week 2013.

The European conference *“Edutainment in and through sport: a key to promote a constructive dialogue between European citizens”* was organised on Friday 11th October 2013. Organised by BelInnovActiv’ for the AEMSO (Association of Students in Sport Management of the Paris-Sud University) was a true component of the « Viens partager ton énergie » (Come share your energy) initiative (aiming at moving the University Paris-Sud campus from the 7th to the 13th of October) an official event of the MOVE Week 2013 lead by ISCA (International Sport and Culture Association) and supported by Eurosport.

The initiative "Come share your energy" aimed at **changing the society’s perspective and raising the public and participants’ awareness on access to sport and physical activities for all.**

Bringing together high level sportsmen, civil society organisations active in European thinking, public authorities, academics, sport organisations and the private sector,

the conference launched a debate on the potential of edutainment through sport as regard European identity and citizenship.

Organised at the heart of the University Paris-Sud, the conference aimed at taking opportunity of the powerful triptych: research, training, practice that is the DNA of the University but also to make the future move agents sensitive to European issues and their own responsibilities.

Designed to be integrated into a fully European perspective (outcomes available all over the continent through LiveTweet and webcoverage) and intended to identify what should/could be done to further nurture initiatives aiming at promoting European citizenship through sport and physical activities, the conference raised two key questions:

1. Why is sport fundamental to and in European society?
2. How to unlock the potential of sport and physical activity?

Speakers firstly highlighted to what extent the sport sector in its wide diversity is a fundamental component of European society.

With the participation of:
Jacques BITTOUN (University Paris Sud),
Dominique CHARRIER (University Paris Sud),
Lahcen MADJI (Wheelchair Tennis),
John MBUMBA (Boxing),
Eric VILLALON (Alpine Skiing),
Sylvana MESTRE (Play and Train),
Alexandre Miguel MESTRE (Lawyer),
Ann BECKER (Ann Becker Consulting Sprl),
Mogens KIRKEBY (ISCA),
Gurvan HEUZE (EFCS),
Malik BADSI (Yoola)

With the special support of:
Edwige AVICE, President of the Foundation du Sport Français (French Sport Foundation)
Sophie BRIARD AUCONIE, French MEP, Chair of the “Friends of Sport” Informal group.**IP**

Chair: **Claude DROUSSENT** (Ex L’Equipe, Sporteens)

Reporter: **Carole PONCHON** (EOSE, BelInnovActiv’)

Public: More than 150 participants

They indeed discussed the impact of Europe on sport development and vice versa. They all agreed that **around sport and physical activity has emerged a growing but immature industry which has the potential to unlock even greater benefits to nations and individuals citizens:** benefits in terms of health, society, the economy and jobs.

It was especially recalled that it currently represents stricto sensu on average **1.6 % of the GNP of the EU members.** The direct effects of sport combined with its multiplier (indirect and induced) effects add up to 2.98% of EU Gross Value Added (€ 294.36 bn)... **bigger than agriculture and fishery combined!**

As for jobs, speakers reminded the audience that the share of sport-related employment (direct effects) amounts to 2.12% of total EU employment, equivalent to 4,460,888 persons. If indirect effects are added, sport leads to employment of 3.51% of EU employment.

Panellists also pointed out sport and physical activity as **a powerful health and well being enhancing tool for society and individuals.** Indeed the testimonials by the sportsmen were strong evidence of the impact of sport on individuals. They all expressed how sport is about identifying your physical but also psychological limits, work on it and surpass them to set new ones, therefore being a tool to optimise your own potential. They also pointed out how sport contribute to opening up new opportunities for people while being a vector of citizenship, a way to learn rules and how to live all together but also to set your own objectives and focus on reaching them.

In terms of sport and physical

activities' potential on public health policy, significant figures from the World Health Organisation stating that "for each dollar invested in sport, 3 dollars are saved for the health system" were reminded.

Last but not least many speakers insisted on the idea of sport and physical activities as **a major medium between European citizens.** The "edutainment" potential of the sector was indeed highly praised. Panellists reminded that for many European citizens, football competitions were and still are the first key towards the idea and experience of Europe. The universal unifying power of sport was also highlighted in relation to breaking down barriers between people (eg: social dialogue within companies, social entrepreneurship inclusive projects), therefore representing a promising educative tool.

Participants clearly agreed that **sport and physical activity have a key role to play in bringing together citizens of the old continent and contributing to a better and healthier society.** This in fact has long been stated and recognized by many institutions and they also pointed out **the crucial role EU has to play in order to support the movement.**

They express some kind of optimism considering that 28 years after the first step towards the recognition of the specificity of sport and its social impact, the EU is about to get historical marks in terms of institutional development in the field of sport.

Indeed if the "Adonino Report" of the Committee for "the Europe of the Citizens" (1985) was the first Community document to recognise the importance of sport in European

Viens Partager ton énergie

32 activities during a week, more than 3000 participants

A European conference: 5 countries, 14 panellists, more than 150 participants

65 volunteers



society and was endorsed by the Milan European Council in 1985 (it initiated campaigns to raise public awareness of belonging to the Community by way of sport), panellists reminded that since then many other steps have contributed to the recognition of sport as a contributor to European society and few of them were reminded by the speakers.

A particular focus was made on the Lisbon Treaty, which came into effect on **1 December 2009**, and sets the **first legal basis for EU action**. The audience was reminded that this provides the **European Union with a soft competence on sport** therefore establishing sport as a domain coming entirely under the ruling of the Member States, but which can receive support or coordination actions from the EU. Indeed this legal basis was crucial to develop concrete tool and get an official budget line in the upcoming EU multiannual financial framework 2014-2020.

Speakers expressed their **expectations as regard the upcoming Sport Chapter of the Erasmus+** with a total proposed amount over 7 years of € 238 million (which objectives and mechanisms were explained to the audience) as well as **the Commission proposal for a Council Recommendation on HEPA** (Health Enhancing Physical Activity). They also highlighted that we shall not forget to connect these milestones with 2011 European Year of Volunteerism, 2012 Year of Active Ageing and 2013 European Year of Citizens, three thematic to which sport can highly contribute.

Finally speakers reminded that **the role of the EU is especially important in defining guidelines and initiating some impulse** for the Member States to then develop their

their own policies. A crucial role indeed when taking into account that access to sport is currently highly determined (gender, income, social status, environment are some of the discriminatory factors which were highlighted).

Yet, though **sport and physical activities are increasingly being mainstreamed in public policy as an efficient tool for development, education, health-enhancing and inclusion**, there is still a lot to be done to secure its recognition and reach their full potential while **combining its educational and fun dimensions**.

How to develop integrated and energizing policies, innovative, refreshing and relevant offers that would allow as many citizens as possible to enjoy the benefits of regular exercise or physical practice? What are the **keys to a successful activation**? These questions were **the core topics of the second leg of the debate**.

The panellists opened 4 main tracks on which we should focus in the future.

Firstly they suggested **thinking global but acting local**. Indeed they referred to some studies and to past experiences to show that the transfer per se of good practices is not the ideal solution. While you can get inspiration from other territory, you shall always come back to the specificity of your own environment in order to develop an appropriate offer. Panellists therefore stated that Move Agents are the true heroes of the Move Week and reminded that sport

Viens Partager ton énergie

32 activities during a week, more than 3000 participants

A European conference: 5 countries, 14 panellists, more than 150 participants

65 volunteers



in Europe is first and foremost made by volunteers (about 35 million people volunteering every day in sports projects in Europe!).

Secondly they call for **recognition of sport as a fundamental component of human lifestyle** hence as a true field of study. While many participants expressed their worried about the lack of data as regard the impact of sport and physical activities, it was also reminded that data & information do not necessarily lead to action. Indeed it was clearly stated that policy should be build on concrete evidence and that therefore data are needed. However those data should be significant, relevant and comparable to ease the decision making process. Speakers clearly said that it is the duty of sport believers and advocators to make the existing figures and evidence known well enough for the sector to be recognised. Indeed we, sport believers speak sometimes too much and with too much passion: rationalising our approach and thinking wider will help us to reach more people and convinced other sectors to develop cross-sectoral approach. It is only through this prism that we will be able to unlock the sport and active leisure potential.

Thirdly they **chime for a campaign of "movement"** hence asking all stakeholders to forget about the political and cultural fight on what sport is and rather focusing on synergies and the fight against physical inactivity. The importance of going back to basics and therefore the joy of play was reminded by many speakers. They clearly showed how "sport" can be too narrow while "physical activity" is definitely not sexy to citizens. Referring to the "Let's Move" campaign from Michelle

Obama but also to the legacy of the Erasmus programme they expressed the opinion that we should work on building upon strong and appealing brand to gather more citizens and ensure they experience Europe through sport and get access to new opportunities of being physically active.

Last but not least they **ask for a better recognition and support to social entrepreneurship and emphasised a shared responsibility.**

All the testimonies from the sportsmen showed their will to give back to society what sport has brought to them. They said they feel a moral responsibility for doing so not as a pressure from society but rather as kind of natural contract. Panellists also put emphasis on our responsibility as citizens to include action at the heart of our development and make our voice heard to ensure boss and representatives are aware of our will to move!

To conclude, the reporter called all participants and speakers to be innovative. She suggested keeping in mind that sport is fun, sport is healthy, sport is great and already plays a positive role in the life of millions of Europeans. However it shall not be considered as the only way to attract inactive people into activity as it accounts for just 8% of the physical activity done by active people. Considering the results of recent surveys (eg: researchers found that the longer you spend sitting down every day, the higher the risk of dying prematurely, even if you engage in regular daily exercise) and the non communicable diseases epidemic, it is important to monitor not only physical activity but also

Viens Partager ton énergie

32 activities during a week, more than 3000 participants

A European conference: 5 countries, 14 panellists, more than 150 participants

65 volunteers



sitting time! We need to bring back basics and should focus on trying to take more opportunities to move during our daily activities. This is the purpose of Move Week and NowWeMove and this is the reason why MOVE agents are undoubtedly the 21st century superheroes. Making sure people can find their move is also about emphasizing the playful dimension of sport and PA and taking advantage of its educative and attractive power. We need to bring back play and physical activity into our daily life via innovative approach, integrated and cross-sectoral policies and adequate environments and we share a common responsibility to do so.



Viens Partager ton énergie

32 activities during a week, more than 3000 participants

A European conference: 5 countries, 14 panellists, more than 150 participants

65 volunteers

“ *As a former doctor, I am worried that physical activity gradually fades away of our daily life. This is the reason I believe it is of importance for our University to contribute to the NowWeMove campaign* ”

Jacques Bittoun (President of the University Paris Sud, France)

“ *Sport has the potential to be an efficient tool but it requests: 1. Implementation parameters (funding, training, partnership) to be correctly coordinated; 2. A revolution of public policy (towards longer term investment,*

” **Dominique Charier** (Professor at University Paris Sud, France)

“ *Sport has made me learn the rules that society failed to teach me* ”

John Mbumba (Boxing, 4 times French Champion, Bronze medallist at the World Championships in 2007, Quarter finalist at the Beijing OG 2008, France)





“ *Sport is a school for life. Wheelchair tennis has been and is still a social opening and a meeting with other ways of working* ”

Lahcen Madji (Wheelchair-tennis, Silver medallist at the Athens OG 2004, current world ranking: 27, France)



“ *Society is handicapping impaired people! Sport helps us to show to society our ABILITY!* ”

Eric Villalon (Alpine skiing, Multiple Paralympic medallist, Paralympic champion in 1998 and 2002, Spain)



“ *DATA & information do not necessarily lead to action. We are all responsible to develop new opportunities for people to find their move* ”

Mogens Kirkeby (ISCA President, Denmark)



“ *The ERASMUS SPORT concept is based on one goal: experiment Europe through sport mobility* ”

Ann Becker (EU consultant, Founder of Ann Becker Consulting Sprl, Belgium)



“ *Whatever the sector, I believe one day, or one week is not enough! We need to ask ourselves: what's happening after? What is the next step? We need to make sure sport clubs and organisations will have the mean to ensure activities all year long* ”

Alexandre Miguel Mestre (Lawyer and former Secretary of State for Sport and Youth, Portugal)



[Viens Partager ton énergie](#)

32 activities during a week, more than 3000 participants

A European conference: 5 countries, 14 panellists, more than 150 participants

65 volunteers



“

I see the interest of sport in using its entertainment power to have a long lasting impact on disabled people life. While warning sport events organisers about the accessibility issue, Yoola contributes to developing adequate facilities

”

Malik Badsì (Founder and CEO of Yoola, France)

“

I am calling today for the establishment of a real European week of sport and physical activities for “Sport” to be granted with the recognition it deserves as well as the appropriate means to become a central public policy in the years to come

”

Sophie Briard Auconie (MEP, Chair of the “Friends of Sport” Informal group, France)

“

Speaking about ‘Physical Activities’ is not sexy. ‘Move’ is a more dynamic terms and has some great potential. Think of the “Let’s Move” campaign by Michelle Obama

”

Claude Droussent (Founder of Sporteens & Former Redactor in Chief at l’Equipe, France)

“

Sport is a medium between people. It is a unifying language that can help breaking down barriers. We encourage our members to use sport as tool to ease the social dialogue

”

Gurvan Heuzé (Head of the Cabinet of the President of the European Federation of Company Sport, France)

Viens Partager ton énergie

32 activities during a week, more than 3000 participants

A European conference: 5 countries, 14 panellists, more than 150 participants

65 volunteers





“

Sport is first and foremost a game. What a shame that sometimes high level sportsmen and women forget to play and have fun!

”

Sylvana MESTRE (Chairperson of the International Paralympic Committee (IPC) Alpine Skiing Sport Technical Committee & Co-founder of Play and Train, Spain)

“

Considering the results of recent surveys and the non communicable diseases epidemic, it is to my mind important to monitor not only physical activity but also sitting time! We need to bring back basics and should focus on trying to take more opportunities to move during our daily activities. This is the purpose of Move Week and NowWeMove and this is the reason why MOVE agents are undoubtedly the 21st century superheroes!

”

Carole Ponchon (PR & Projects manager at EOSE, Founder of BeInnovActiv', France)

Viens Partager ton énergie

32 activities during a week, more than 3000 participants

A European conference: 5 countries, 14 panellists, more than 150 participants

65 volunteers



Contacts

Carole Ponchon
Conference Coordinator
CEO BeInnovActiv'
+33659816160
caroleponchon@gmail.com

Romain Fermon
“Viens Partager Ton Energie” Organiser
Student in Management
+33671562809
romain.fermon@gmail.com

