Sport Unit
Directorate-General for Education & Culture

Sport for Development: EU funding opportunities
Overview

• Based on research undertaken between October-November 2017 by Ecorys
• Focus: use of sport as a tool for building external relations in third countries
• Presentation outline:
  ➢ Background
  ➢ Themes
  ➢ EU funding sources
  ➢ Project examples
Background

• Priorities of the High Level Group on Sport Diplomacy:
  ➢ Understand how sport can serve as a tool for fostering social inclusion of minorities, disabled persons or vulnerable groups not only within the EU, but also in the context of external relations
  ➢ How sport expertise in Europe can be used to provide technical and policy support to third country public authorities and sports organisations
  ➢ Examine how EU funding sources could be used to support such projects
Sport for development themes

- **Disadvantaged young people** - new skills; use of sport as hook
- **Disability** – improve social inclusion; develop awareness
- **Gender** – developing positive attitudes for both genders
- **Refugees** – promote community spirit in camps
- **Health awareness** – use sport events to spread educational messages
- **Links to major events** - catalysts for international development initiatives; economic relationships
Case studies - examples

- Youth Development through Football (Germany)
  - Reached 60,000 young people aged 7-25 in South Africa
- Play International (France)
  - 10,000 sessions in Burundi attended by 200 children
- Sports activities for disabled in Ghana (Denmark)
  - Using ‘cascade’ model to develop organisational capacity
- East African Refugee Programme (Sweden)
  - Address inactivity / build relationships
- Leadership and Excellence in Athletics (UK)
  - Tools applied in 72 schools in Azerbaijan
Funding sources (1)

• European Neighbourhood Instrument
  ➢ ‘...promotion of people-to people contacts, in particular in relation to cultural, educational, professional and sporting activities’ (EU regulation on ENI)
  ➢ Cross-border Cooperation Programme: 12 programmes borders EU/non-EU countries; projects based on balanced partnerships; generally €50,000 to €100,000 per project
  ➢ Example: Project to develop common sporting activities and events for school children in regions near border crossing, near Slovakia, Hungary and Ukraine
Funding sources (2)

• Instrument contributing to Stability and Peace:
  - Conflict prevention through community stabilising initiatives
  - Eligibility: Bodies of any EU Member State, partner country, partner region or other country contributing to the objectives of this instrument
  - Large-scale area-based projects; usually based on agreements with international organisations – calls rare
  - **Examples**: projects in Burundi and Iraq that use sport to help integration of IDPs and reduce tensions
Funding sources (3)

• European Instrument for Democracy and Human Rights (EIDHR)
  ➢ Focus on civil society and support for vulnerable groups
  ➢ Examples of projects using sporting activities to promote human rights (e.g. prisoners in Zambia)

• EU Peacebuilding Initiative
  ➢ Civil society projects supporting Middle East peace process
  ➢ Generally initiated by Middle-East based organisations, but includes partnerships with EU-based actors
  ➢ Predecessor programme has supported sports-based projects
Funding sources (4)

- Health programme
  - Supportive environments for healthy lifestyles including addressing physical inactivity
  - **Examples**: European Physical Activity Promotion Forum; ‘Focus on Youth, Football and Alcohol’

- Erasmus + (education, training and youth actions)
  - Opportunities to support sport activities in third countries under the education, training and youth parts of the programme
Conclusions

• International sport projects a key priority of the EU Sport Diplomacy agenda
• Range of funding opportunities identified where sport can be used to support wider policy goals
• EU added value: development of collaborative approaches
• Recommendation: sport introduced as a more explicit priority in relevant instruments; guidance manual
Any questions?