

ISSN 2040-5847

SPORT & EU
REVIEW

the Review of the Association
for the Study of Sport & the European Union

Volume 2 Issue 2 November 2010

1. EDITORIAL

This third issue of the Sport&EU Review comes shortly before the European Commission is expected to publish its communication on how it intends to implement sport provisions in the Lisbon Treaty. Commentary on the powers that are available to regulate, fund, or in some cases, offer special treatment for sport has varied from the reserved September 2010 report published by the European Parliament (on which one of the editors and several members of Sport&EU collaborated) to the enthusiastic visions offered in particular by some sports stakeholders. Whatever the ultimate outcome of legal debates may be, the published roadmap towards the communication yields some support for those reservations, and mainstreaming sporting issues into other areas of EU action or the prospects for achieving this receive comparatively little attention. Nevertheless, the roadmap's emphasis on policy actions and incentive measures in the implementation of Article 165 may mask a renewed vigour with which other EU policies are being mainstreamed into sport. A report on ethnic and racial discrimination in sport has been published by the EU's fundamental rights agency in October 2010. The Commission's study on the equal treatment of non-nationals (on which the editorial team must also declare an interest) is also nearing completion, and the study on the contribution of sport to economic growth further underlines sporting activity as an increasingly economic activity. When recent minority and non-discrimination issues have featured strongly in the public rhetoric of some Commissioners, there is reason to believe that sport, too, could be under more intense legal scrutiny in the near future. This, together with the possible fallout from the present global economic crisis could mean that sport in the EU receives rather more regulation and less funding than originally anticipated.

The July 2010 Sport&EU conference held at Gent University set a new standard for our annual events. A new attendance and paper record was set despite a very competitive paper selection process. Some of those papers will be appearing in the review in due course, including the contribution in the present issue from Elia Chatzigianni on sports lobbying. The challenge of organising the 2011 conference has been taken up by Nottingham Trent University, and a call for papers is included in the calls section of this issue. Also arising from the sessions held in Gent, we are especially pleased to welcome Simon Ličen to the editorial team. Simon will take the lead in developing our current events section, and welcomes contributions for calls or short pieces on past events by email to simon.licen@guest.arnes.si or to us collectively at review@sportandeu.com. The next issue will be due during the early months of 2011.

Simona Kustec-Lipicer, Simon Ličen and Samuli Miettinen
Editors

2. ORIGINAL RESEARCH

Sport Lobbying in the European Union: an empirical analysis

Efthalia (Elia) Chatzigianni¹

University of Peloponnese, Greece

Abstract: The EU interest group system is a complex, constantly changing environment. Interest group activity has been shaping EU policy for many years and has been developing according to institutional reforms while expanding in all EU - existing and potential - policy areas. Sport is no exception. Even though EU sport policy is at an early stage of development, sport related interest group activity in the framework of European supranational institutions is intense. The present paper examines the lobbying activity of sport related interests as they respond to EU involvement in sport and the challenge of EU competence in the field of sport. It aims to identify the range and kind of sport interests performing European lobbying activities and the methods and techniques used to influence the decision-making process. Empirical research based on EU documentation and communication with European officials and interest group representatives shows that sport related interest group attention to European supranational institutions has progressively increased in the past decade and has been integrated in the EU policy-making system, and that relevant activity follows a complex mix of pressure group strategies.

Keywords: lobbying, influence process, sport lobbying, sport interest groups, sport policy, European policy-making

Introduction

Sport related interest group activity in the EU policy-making area, whether to prevent or encourage EU sport regulation in specific fields, is evident in all aspects of relevant policy-making. The aim of this study is to empirically examine how sport-related interests lobby the EU, as they respond to the challenge of an EU sport competence. It therefore focuses on sport related interest group European lobbying so as to demonstrate the variety of these groups, the nature of their involvement, and the degree of adaptation to the European lobbying pattern and policy making system.

This study is based on existing literature, internet resources, communication with European officials and interest group representatives and nine interviews². Limitations to the research were imposed by the fact that, a phenomenon frequent to empirical research related to lobbying, a small number of interest groups denied to

¹ Elia Chatzigianni (echatzi@hotmail.com) is Assistant Professor in the Department of Sport Management at the University of Peloponnese in Greece.

² The author would like to thank all the interviewees for their valuable input.

provide the author with information or never responded to her requests. As a result the list of interest groups provided in this paper is not exhaustive.

Overall, the paper shows that sport-related organizations have progressively transformed into European sport interest groups and are integrating in the EU policy process through the development of an interactive relationship between the European institutions and sport interest groups. It also provides evidence that sport related interests structure or restructure their interest representation to suit the EU political system. In many cases, the result of this activity has substantial consequences to the core philosophy of these groups.

European Union, Lobbying and Influence Process

Even if lobbying has not been part of the political tradition of the majority of European countries, today it is a familiar tool for every group of people with an interest in European policy-making, whether of a private or public nature. Political scientists and policy makers have both recognized the legitimacy of interest representation in the policy process (Richardson, 2006).

European lobbying may be defined as *'an activity performed by the representatives of the economic sector, of a union or of a government, or professionals seeking to promote their clients' interests, regardless their nature, which aims at the achievement of specific political and professional goals in the framework of European policy-making and implementation through the use of specific methods and techniques'* (Chatziagianni, 2007: 179).³ As an activity, it involves all European institutions in the framework of multi-level system governance, is open to anybody interested in influencing European policy-making process and aims to inform European officials on specific issues and, in certain cases, inform and persuade national policy-makers or other national actors on European regulation. In this framework, a lobbyist is *'one who is professionally employed to lobby on behalf of clients or who advises clients on how to lobby on their own behalf'* (McLean, 1996: 289)⁴.

³ According to the Commission, lobbying is defined as *'activities carried out with the objective of influencing policy formation and decision-making processes of the European institutions'* (European Commission, 2007b).

⁴ The exact number of lobbyists in the EU is not known, but in early 2000 about 2,600 interest groups had a permanent office in Brussels (EP Working Paper, AFCE 104 EN) and 20,000 lobbyists were active in the framework of the European Parliament and the Commission (Greenwood, 2003). As a result, the supranational European institutions, the Commission and the Parliament have been trying to regulate lobbying activity through the *'Register of Interest representatives of the European Commission and List of Lobbyists accredited to the European Parliament'* as to guarantee transparency and best interest representation

(http://europa.eu/lobbyists/interest_representative_registers/index_en.html, accessed 02/06/2010). Contrary to the US political system, where lobbying was recognized as an integral part of the political system as early as 1832 (Davies, 1985) and the evolution of lobbying activities took place in parallel with the related regulatory measures, the European

With the term ‘European interest group’⁵ one refers to the group of people which consists of a significant number of members with specific goals and demands, is active in the framework of European institutions in Brussels, follows specific strategy in order to achieve its goals and performs lobbying methods and techniques (Chatzigianni, 2007: 185).⁶

The evolution of the European Union, and the increasing transfer of competences to the European institutions has resulted to a proliferation of interest group activity in all areas of European policy-making and implementation. Whether traditional, new or potential areas of European policy, related interest groups lobby supranational European institutions so as to influence policy on their behalf even at the early stage of agenda setting.

The Influence Process

Even though there are significant theoretical studies about European lobbying activity, research has mainly focused on an empirical analysis of European interest group activity (for example, Greenwood, Grote & al. 1992; Mazey & Richardson 1993; Van Schendelen 1993; Pedler & Van Schendelen 1994; Greenwood 1997, 2003; Pedler 2002; Chatzigianni, 2003, Coen & Richardson, 2009)⁷. One of the common features of these empirical approaches is the discussion of the influence process in relation to the access of interest groups to European institutions.

In general, when a policy is about to become European, relevant interests seek to find access to European officials and establish channels of influence. European interest representation varies as well as interest structure and organization. Additionally, even though groups neither follow the same patterns of representation nor the same techniques, the goal is the same: how to best represent their interests and achieve the maximum influence over European officials in a way that European legislation

supranational institutions, the European Commission & the European Parliament, have only recently established a joint *EP-EC High Level Working Group on a Common Register and Code of Conduct for Lobbyists* in response to the already existing intense multi-faceted European lobbying activity, (http://ec.europa.eu/archives/commission_2004-2009/kallas/doc/joint_statement_register.pdf), even though the first official Commission policy paper was published in 1992 (http://ec.europa.eu/civil_society/interest_groups/docs/v_en.pdf).

⁵ In the literature the term is often used equally with the term ‘pressure group’ (Chatzigianni, 2007: 180-6).

⁶ Closely linked with the development of EEC since its birth, in recent years, European interest group activity has been studied in relation to in the EU and the existence of various public spheres (Lavdas, 2004), the EU democratic deficit and EU legitimacy (Greenwood, 2004) and the strengthening of the European Parliament (Chatzigianni, 2003, 2007).

⁷ For theoretical studies on European lobbying activity see Mazey & Richardson, 1993; Schmitter & Streeck, 1991; Michalowitz, 2004 (on the corporatist or pluralist character of European interest representation), Greenwood, Grote et al. 1992; Mazey and Richardson 1993 (approaches of collective action based on Olson’s theory), Bouwen, 2002, 2004; Michalowitz, 2004 (lobbying as a political exchange), and Imig & Tarrow, 2001 (about civil society).

reflects their positions. This goal is by no means an easy task; it involves various methods and techniques and presupposes the existence of a lobbying strategy at various stages of policy-making. In many cases, European lobbies are eager to participate in European policy-making in order to look for allies at European level and among the European institutions.

Interest group influence methods vary according to where the power lies in one political system (McLean, 1996: 244). In the case of the EU, particular attention is paid to influencing the European Commission which is the primary target of interest groups; intensive lobbying takes place even during the early phases of agenda setting so as to influence the content of the EU agenda (Greenwood, 2003, Bouwen, 2009). The rationale of this focus on the Commission is that it is entrusted with the role of 'policy entrepreneur' (Nye, 1970) in the sense that it is responsible for drafting European legislation in accordance with European policy-making prerequisites and requirements, as prescribed by the European Treaties. To this end, the Commission is in constant dialogue with representatives of interest groups. The Commission needs the input of interest groups on almost all fields of European policy-making because it lacks technical expertise and knowledge on specific issues of potential policy. 'At the beginning [the Commission official] is a very lonely official with a blank piece of paper, wondering what to put on it...' (Hull, 1993: 83). In this context, the role of the Commission in the area of legitimizing and further expanding interest group activity on European level is essential as it creates 'demand structure for integration' and promotes the establishment of transnational networks of cooperation (Greenwood, 1997: 261). Consultation contacts between Commission officials and interest groups representatives vary from ad hoc meetings on specific issues to semi-formal meetings and formalized agreements depending on the issue of discussion and stage of policy. It has been a strategic actor in constructing constellations of stakeholders within each of the EU's policy sectors...' (Mazey & Richardson, 2006: 256). One key instrument is the creation and frequent organization of EU Forums to identify EU priorities on various European existing or potential policy areas with the participation of governmental and non-governmental interest representatives. Another device is the establishment of European Committees to pursue open dialogue with stakeholders on several policy issues, and the creation of EU Working Groups. Among these Commission initiatives lie the establishment of the European Sport Forum and of the European Social Dialogue Committee in the sport sector as well as the creation of an Advisory Group in the field of sport (European Commission, 2010) and a number of EU sport related Working groups.

The European Parliament has become a significant lobbying target after the increase of its legislative power by European treaties. With its development closely linked with EU legitimacy (Judge & Earnshaw, 2003), the EP consists another important forum for interest group activities in all policy areas where codecision procedure applies. Their activity, though, is not limited to this; EP resolutions on various potential European policy issues follow intense consultation procedures with interest groups.

EP officials need technical expertise and knowledge provided to them by interest representatives in the same way that the Commission does.

The Council and the European Council are less important targets for lobbyists due to their low degree of accessibility (Hayes-Renshaw, 2009). In the case of the Council, usually, representation is achieved through national channels: the national subsidiary of an organization lobbies the related national governmental representative, whether Minister or member of the Permanent National Delegation or COPERER (Lavdas et al. 2006).

In general, European lobbies participate in the European policy-making process in order to initiate policy-making, influence policies, collect information on EU policy and look for allies on the European level and among the European institutions. Their strategy and method of influence depends on their resources, financial means, constituency and kind of represented interests (Mazey & Richardson, 1993, Greenwood, 2003). Even so, policy information is deemed to be the main lobbying tool for access and influence on the European institutions.

The following section will demonstrate the role of sport interest groups in influencing the development of EU sport related policy. In particular, it will outline the lobbying methods and strategies of sport interests groups in the framework of European institutions.

European Lobbying & Sport Interest Groups

Until recently, EU policy actions on sport had a pure regulatory character with the EU main regulatory institution, the European Court of Justice trying to ensure the efficient operation of the Single Market rules in the field of sport economic activity. In the light of the Lisbon Treaty (2007), though, and with the 'burden' of ECJ decisions, the European Commission, unwilling at first to directly interfere in sport issues, had to find new areas of policy-making to include into EU competencies (Interview with Commission official, 25/03/2010) and functioned as 'a purposeful opportunist in terms of policy expansion' (Mazey & Richardson, 2006: 256); it included sport in future European policy initiatives. As a result, the ratification of the Lisbon Treaty on 1 December 2009 has provided the EU with soft competence on sport (Article 165, Official Journal of the EU, 2009).

EU soft competence in the field of sport implies the development of a new EU policy area of supporting, coordinating or supplementing measures vis-à-vis Member States actions. The current general objectives of the EU in the field of sport at policy level aim, taking into account the 'specificity and autonomy of sport', at the promotion of the social and educational function of sport, the protection of the integrity of sport people, the support of existing sport structures and mainly of the ones of voluntary character, the promotion of fairness in sporting competitions, the enhancement of cooperation between sport stakeholders and the greater promotion of sport by the Commission in other EU policy areas (European Commission, 2010). To achieve

these goals the Commission will have a budget directed to the development of an EU sports programme.

EU intervention in sport has raised many concerns or expectations among sport stakeholders. In order to achieve consensus regarding EU involvement and create the necessary preconditions for the development of EU policy in several aspects of sport activity, the EU institutions have been engaged in broad consultations with sport organizations and other sport related interest groups.

Considerable sport related interest group activity started after the Bosman judgment (European Court of Justice, 1995) but intensified with the EP Resolution on Professional Football (2007) and the Commission WP on Sport (2007e). The CJEU ruling in the Bosman case, by stating that ‘...sport is subject to [EU] law in so far as it constitutes an economic activity...’ and ‘...rules governing business relationships between employers in a sector of activity fall within the scope of the Community provisions relating to freedom of movement for workers...’ (CJEU, 1995) reflected the inter-sectoral nature of sport. The ruling was a landmark for sport organizations which, since then, under the ‘threat’ of the change of existing sport governance status quo, started performing lobbying activities towards EU member states on a national level, especially in countries with special business interest in sport such as the UK, Germany, France where sport lobby is well established,⁸ as well as to the European Commission on a European level so as to protect the ‘specificity and autonomy of sport’ and prevent further EU involvement in sport.

At European level, the supranational institutions have been engaged in intense dialogue with sport interest groups, mainly in the light of the Lisbon Treaty. Especially in the case of the White Paper on Sport, it has been clearly stated by the Commission that it relied on dialogue and consultation with in-house expertise, officials of the Commission and the European Parliament and governmental and non-governmental stakeholders for the identification of main interests in Europe in the field of sport regulation (European Commission, 2007d) so as to prepare the White Paper on Sport and its follow up action. The Commission Impact Assessment Accompanying the White Paper on Sport (2007c) identified three categories of sport interest groups: interests representing the Olympic Movement, civil society interests and other diverse sport related private interests. Within these groups, the most significant lobbying has until now been exerted by football related interests not only because football is the most popular sport in Europe, but, also because it is a multi-billion euro industry with great financial and social interests at stake.

For the purpose of this paper, sport interest groups are divided in the following categories:

- a) Groups objecting to (or allowing only restricted) EU involvement in sport regulation.

⁸ For UK see for example, <http://www.publications.parliament.uk/pa/cm200708/cmselect/cmcmds/347/347.pdf>.

b) Groups supporting further EU involvement in Sport.

Interests opposing or restricting EU involvement in the field of sport

The basic argumentation of this interest group category is related to the specificity and autonomy of sport which, in combination with the protection of the European Sports Model, are considered essential for the best practice of sport in Europe (European Commission, 2005).

In this category, lobbying activity is mainly performed by the United European Football Association (UEFA), the governing body for football regulation in Europe.

Until 2003, UEFA lobbying was exerted in Brussels by a company called APCO-WorldWide (Interview with Football interest group official, 10/04/2010). Until about then, there was reluctance from UEFA to consider EU involvement in Sport (Garcia, 2007a). However, following challenges arising from football modernization and the EU's inevitable involvement in sport, UEFA modified its philosophy to embrace the social character of football and changed its strategy towards EU in order to efficiently keep its position as football governing body in Europe (Garcia, 2007a). In this sense, the organization's current philosophy is to operate as an umbrella organization for all football related issues, including labour issues (Interviews with football interest group representatives, 01/04/2010, 02/07/2010).

Having abandoned its initial position against EU involvement in sport and changed its pattern of interest representation from reactive to proactive (Interview with Football interest group official, 10/04/2010); UEFA officially launched its EU office to represent its own interests in Brussels in January 2004. This office was fully operational until October 2009 when UEFA President, M. Platini decided to change the organization's strategy towards EU and move the office to UEFA headquarters in Nyon, Switzerland. As of 2010 the UEFA office in Brussels is staffed by administrative personnel. Platini's decision was based on the ascertainment that, due to the specificity of football, UEFA's technical experts who are employed in Switzerland are all needed to provide their knowledge and know-how on several specialized football issues for football-related EU discussions. Also, given the fact that, until recently, there was no concrete legal basis for direct EU action in the field of sport, and consequently, there was no need for UEFA specialized personnel to be permanently employed in Brussels (Interview with UEFA official, 10/04/2010).

Important lobbying influence is also exerted by the European Olympic Committees (EOC), the European umbrella association for 49 European National Olympic Committees (NOCs). Following the Maastricht Treaty, the EOC opened in 1993 a liaison office to the European Union in Brussels to lobby on behalf of the Olympic Movement and monitors EU activities so as to safeguard the special nature of sport if needed (<http://www.eurolympic.org/en/about-us/history/relations.html>, accessed 11/12/2009). The liaison office was replaced in 2009 by the EOC-EU office representing also the IOC, the NOCs of France, Germany and Austria and 14

associated members. The International umbrella organizations of the above Associations, the International Olympic Committee (IOC) and the Fédération Internationale de Football Association (FIFA) have been part of the lobbying groups in this category but to a lesser extent than their European affiliates (Interviews with European official, 25/03/2010).

Additionally to the above mentioned interest groups, the European Non-Governmental Sports Organization (ENGSO) also performs important lobbying activity in support of the specificity and autonomy of sport and, additionally, promotes the strengthening of cooperation between the European institutions and the national umbrella organizations of sport (ENGSO, 2007).

Interest representation in this category includes the European Lotteries and Toto Association (AELTE). With 72 member associations from all European countries, AELTE is an independent association responsible for the development of communication channels between its members, related industry, the EU and national governments (<http://www.european-lotteries.org>, accessed 25/01/2010). AELTE is against EU involvement in gambling and betting and the related sport financing structures and maintains close relations to European and international sports associations such as ENGSO, EOC and IOC, UEFA and FIFA, etc. (Interview with AELTE official, 17/09/2010).

Methods & Techniques

These organizations exerted significant influence (Interview with ISCA representative, 03/09/2009) which involved many different methods and techniques of direct and indirect lobbying mainly to the European Commission as an agenda setter but also to the European Parliament in the framework of EP sport related resolutions. In the case of sport, lobbying in the framework of the Council is still at an early phase because until the ratification of the Lisbon Treaty, the Council had no official role to play in sport-policy making. Consequently, given that the EU member states had no official Council meetings for sport issues, lobbying activity was directed to national ministers responsible for sport, heads of state and government of EU member states who met on an ad hoc unofficial basis to discuss sport issues. Also, intense lobbying activity mainly of the sport governing bodies towards the member states took place before certain European Council meetings, considered of importance to the sport world. These include the Amsterdam Summit (1997), when sport governing bodies pursued the addition of the issue of sport in the agenda of the European Council, Vienna (1998) and Helsinki (1999) European Councils, when they aimed at the safeguard of current sport structures and the maintenance of the social function of sport and the Nice Summit (2000), when sport bodies pursued a constitutional base for sport (Parrish, 2003). In sum, as of early 2010, lobbying efforts have been exerted on a national level and interviewees have suggested that organized sport interests had direct contacts with national political authorities (Interviews 17/09/2009, 10/04/2010), with the intention to influence EU sport related policy making through national authorities.

a) Direct Lobbying

Direct lobbying involves contacts between interest group representatives and EU officials and is closely linked to the issue of access to policy-makers (Eising, 2007). In this context, UEFA strategy is based on the establishment and maintenance of good working relationships with the European institutions at all levels (Garcia, 2007a) so as to be recognized and consulted by them on all football related issues in European policy-making process (Interview with Football interest group official, 10/04/2010). Conversely, European institutions need the technical expertise and knowledge provided by UEFA and other sport organizations on sport related issues (Interview with Commission official, 25/03/2010).

Before exerting lobbying activities, interest groups identify their natural allies in the framework of the Commission or the Parliament. In other words, groups seek Commission Units or DGs or Parliament Committees or political parties that tend to support group argumentation due to shared beliefs or ideas.

An interesting lobbying case is provided by UEFA activity in the framework of the Commission WP on Sport. In this case, UEFA's natural ally was the Sport Unit of the Directorate General Education and Culture (Garcia, 2007b). UEFA influence activity started at an early stage of the procedure, a method which is highly advisable for all lobbies since no proposal is formal until written. Its lobbying varied from *low level* to *high level* lobbying; low level lobbying activity included day-to-day *consultations* with personnel from all 17 DGs and high level activity focused on *meetings* with the College of Commissioners and members of their Cabinets. Lobbying activity was exerted when intervention from the College of Commissioners was deemed necessary before the final wording of the WP on Sport (Interview with Football interest group official, 10/04/2010).

In the framework of the Parliament, a good example of lobbying is provided by football interest group activity in the framework of the EP Resolution on the Future of Professional Football in Europe. The Resolution was an EP own initiative and the Belgian MEP Ivo Belet, a former public broadcaster, was appointed as the Rapporteur. The role of the EP Rapporteur is to study the assigned project, consult with interest group representatives or other specialists, discuss the political line which to follow with his fellow MEPs and present a draft report to the responsible Committee about the issue.

The main goal of the European Parliament Resolution on Professional Football was to enhance the consultation process between the Commission and the European football authorities with the aim of setting up a formal framework agreement between the EU and the football governing bodies. The target of football lobbies was for the Resolution to clearly state the specificity and autonomy of sport. To this end, they had several meetings with the Rapporteur, the Shadow Rapporteur Guy Bono, and other MEPs. They also attended Parliamentary hearings and participated in semiformal EP Intergroups. Football governing bodies were fully satisfied with the final text of the Resolution (Interview with Football interest group official, 10/04/2010).

Participation of interest groups representatives in these Intergroups provides them with the opportunity to be part of an unofficial network, gather information on intended legislation or proposals and influence EP officials on their behalf through unofficial meetings or, even, dinners. For example, the EP Kangaroo Group hosted a dinner with debate on Wednesday 28 March 2007 chaired by MEP A. Radwan on the future development of European Union & Football. Participants included Karl-Heinz Rummenigge, CEO of Football Club Bayern Munich, G. Infantino, CEO of UEFA, B. Bierverte, Member of the cabinet of Commissioner Ján Figel, responsible for culture, sport and citizenship policy, competition, internal market, justice and home affairs, I. Belet MEP, European Parliament's main rapporteur on 'the Future of Professional Football' and T. Manders MEP, European Parliament's opinion rapporteur on 'The Future of Professional Football' (www.kangaroorgroup.eu). A Sports Intergroup is also operational in the EP.

Both the European Commission and the Parliament institutions rely highly on the provision of facts and figures on specific issues for their policy decisions and statements which in many cases are provided to them by interest group representatives specialized in an issue. This has been the case of AELTE which, for example, provided such facts & figures, on how much money AELTE members give to sport. To be able to do that, AELTE carried out a comprehensive data gathering exercise among its members and additionally, provided legal and factual information on gambling and betting in the Member States of the European Union (Interview with AELTE official, 17/09/2009).

b) Indirect Inter-institutional Lobbying

One of the main lobbying instruments used by these groups was the publication of scientific documentation. An important inter-institutional indirect lobbying example of this category was the publication of the Arnaut Independent European Sport Review (2006). This Review aimed at the reconciliation of 'competing interests and priorities of sport' within the new European political reality as framed by the EU developments and the commercialization of Sport (pp. 13) with main objective to '... consider certain concrete issues facing sport and to adopt a series of recommendations on how the EU institutions, the EU member states and the European football authorities could play their own part and thus implementing the Nice Declaration in order to provide a comprehensive and robust legal framework for European sport in general and football in particular' (<http://www.independentfootballreview.com>, accessed 02/02/2010). The Report was an initiative of the UK Sports Minister and was based on research undertaken by sport technical experts in the field of political, economic and legal aspects of sport with the support and participation, among others, of the European Commission, the European Parliament, UEFA, FIFA, CEV – volleyball, EHF – handball, FIBA Europe – basketball and IIHF – ice hockey and the wider public. The main conclusion of this 177 page technical report was related to the establishment of UEFA as a formal partner to the EU institutions for issues related to football and the creation of similar structures of cooperation for other sport governing bodies and the EU (p14).

Research has shown that this argument is currently being adopted by European institutions and UEFA participates as a 'supranational partner' to the EU in sport related discussions (Interview with football related interest group official, 11/04/2010). This fact also partly explains the change of status for UEFA's EU office in Brussels.

Another method used was the formation of interest group coalition. Sport umbrella organizations, which represent five European team sports – CEV (volleyball), EHF (handball), FIBA Europe (basketball), FIRA-AER (rugby), UEFA (football) – and one of main international team sport federation – IIHF (ice hockey) formed the Association of European Team Sports (ETS) in December 2009. The ETS is a non-profit organization in accordance with Swiss law and membership open to 'any pan-European team sport federation having its headquarters in Europe and which is the European governing body in its sport and, in principle, open to world-wide federations where no European federation exists (as is the case with IIHF)' (www.europeanteamsports.com, accessed 02/02/2010). This cooperation was preceded by the publication by these organizations of a scientific document titled 'Safeguarding the heritage and future of team sport in Europe' as an expression of their common position regarding the future of team sports in Europe aiming at the 'recognition and respect of the true values of sport within the law' (p 3). This document, signed by the Presidents of the respective six sport organizations, was attached to an open letter to the French Presidency of the Council of the European Union and the EU Ministers in charge of European Affairs in July 2008. The main focus of the report, 'why sport should not be treated like any other business' (<http://www.uefa.com/uefa/stakeholders/teamsports/index.html>, accessed 07/01-2010) was reflected in the 2008 European Council Declaration on Sport which stressed 'the need to take account of the specific characteristics of sport, over and above its economic dimension' (European Council, 17271/08, 12 December 2008, Annex 5, p. 21).

The launch of the ETS website, as part of ETS lobbying strategy, took place in April 2010 (URL www.europeanteamsports.com). The ETS uses the UEFA office in Brussels for administrative issues.

The adoption of Common Positions and Joint Declarations by interest groups which are on 'the same side' is a common European lobbying method. One example is 'The Common Position on the implementation of the new Treaty on the Functioning of the European Union' adopted by the Olympic & Sports Movement in January 2010. The document was submitted on behalf of the Olympic and Sports Movement by the IOC, the EOC, the Association of Summer Olympic International Federations (ASOIF), the Association of International Olympic Winter Sports Federations (AIOWF), SportAccord (previously GAISF, General Association of International Sports Federations) with the cooperation of FIBA, FIFA, IIHF and the International Rugby Board (IRB). The document once more stresses out the need to 'take account of the specific characteristics of sport' and the promotion of dialogue between the EU and sport governing bodies (<http://www.euoffice.eurolympic.org/cms/getfile.php?98>).

Other lobbying methods include:

- Participation in European Sport Forums organized on a yearly basis by the European Commission since the White Paper on Sport. The AELTE President, for example, made a speech on the ‘National lotteries – A sustainable, reliable and integrity-preserving tool to finance sport’ in the panel discussion ‘Support for grassroots sport in Europe’ during the 2008 Sport Forum (http://ec.europa.eu/sport/library/doc/b1/eu_sport_forum_08_drwortmann_european_lotteries.pdf).
- Organization of Conferences such as the International Conference on the Autonomy & Specificity on Sport in Budapest in September 2009 with the participation of representatives from the EP, EU member states, the IOC, International Sport Team Federations for Football (FIFA), for Basket (FIBA), for Handball (IHF), for Ice Hockey (IIHF) and European Football Federations resulting to the Budapest Declaration on the Specificity and Autonomy of Sport (http://www.ihf.info/upload/THE_BUDAPEST_DECLARATION.pdf)
- Organization of Seminars such as the First Seminar (September 2006) on the Autonomy of the Olympic and Sports Movement which brought together IOC members, Presidents of International Federations and National Olympic Committees (IOC, 2009)
- Scientific Studies such as the document ‘Safeguarding the heritage and future of team sport in Europe’
- Written contributions to Commission and Parliament officials such as the ‘ENGSO Position Statement on the White Paper on Sport’
- Participation in online consultations including the Online Consultation for the WP Follow-Up and the Olympic & Sports Movement position paper in the framework of the Commission EU-wide public consultation on ‘Strategic Choices for the Implementation of the New EU Competence in the Field of Sport’ (7 April-2 June 2010, http://ec.europa.eu/sport/library/doc/a/100726_online_consultation_report.pdf)
- Publication & distribution to parties concerned of Statements, Open Letters etc. such as the Statement on Intended White Paper on Sports by the Nordic Sports Confederations and Olympic Committees
- Editing & Distribution of flyers describing the Organization’s activity, strategy and argumentation such as the ENGSO flyer on ‘Sport for an Active & Competitive Europe’.

Associations supporting EU involvement in Sport

This category includes:

a) Sport Business Interests

These groups are in favour of EU involvement in the sport sector because they see sport as an economic activity governed by the principles of free market economy.

Consequently, they believe that the EU should be fully engaged in sport policy activities regardless of any resistance by sport governing bodies.

The first group to belong in this category is the former G14 (in operation 2000-2008), currently European Club Association, representing 18 professional clubs with significant financial interests and power on European – and international level - from England, Spain, Italy, Germany, Netherlands and Portugal including Real Madrid, Liverpool, Barcelona, Juventus and others. Following a compromise with FIFA, the ECA was created to represent football clubs within the UEFA structure. Even if clubs are also represented by the Association of European Union Premier Professional Leagues (EPFL), certain football clubs perform lobbying on their own. A good example is given by an MEP during the EP debate about the Report on the future of Professional Football, who commented on another MEP 'having tabled an amendment given to him by a lobbyist from Real Madrid' on the individual sale of TV rights by individual clubs (European Parliament, 2007).

Another organization in this category is the Fédération Internationale des Associations des Footballeurs Professionnels (FIFPro), a worldwide umbrella organization for professional players. Established in 1965, it represents about 50.000 footballers and 41 national player associations (www.fifpro.org, accessed 02/05/2010). The Association is closely working with the Commission in the framework of the European Social Dialogue in Europe (Interview with FifPro representative, 02/07/2010). The basic argument of their lobbying activity is about the recognition of the relationship between a club and an athlete as a normal labour relationship.

FifPro works closely with the European Elites Athlete Association (EU Athletes) (Interview with FifPro representative, 02/07/2010). EU Athletes is the federation representing athletes associations from fifteen European countries performing professional sports other than football, such as volleyball, hockey, basketball, rugby, cricket, indoor football, ice hockey and handball (<http://www.euathletes.info/members>, accessed 02/04/2010).

The European Association for Sport Employers (EASE), another lobby of this category, was founded in 2003. It comprises several organizations from the sport and active leisure sector which aim to jointly address social affairs linked to business issues at European level (www.easesport.eu, accessed 02/06/2010). It has six full members and two associate members.

The European umbrella organization for national player agent associations, the European Football Agents Association (EFAA) was created in 2007 by the seven leading countries in the field of European professional football (Netherlands, Portugal, Spain, Italy, England, France and Germany). Its establishment was an expected consequence of the EU mobilization in the field of sport (Interview with Parliament official, 20/03/2010). The EFAA currently participates in the social dialogue committee as an equal partner of the other participating organizations.

A number of other interests associated with sport business belong in this category. Given the fact that the EU fundamental economic principles challenge regulatory measures imposed by sport governing bodies on issues such as broadcasting rights, sponsorship, marketing (ambush marketing), ticketing etc., sport business interests are now active in the framework of the European institutions in order to promote their interests and use existing European legislation on their behalf. It could be argued that the existence of legislation strengthens the position of these groups and facilitates their task. Their lobbying activity includes consultations with European officials and attendance or participation in relevant forums. According to the White Paper on Sport, participants in the consultation process included private companies with financial interests in sport represented individually such as Cadbury Schweppes or collectively with the example of European Snack Association (ESA) and other groups with interest in sport such as the European Sponsorship Association (ESA)⁹, the representatives of the UK Yorkshire and Humberside Region and the Willibald Gebhardt Institut.

The media sector has also pursued the compliance of sport with EU principles, particularly in the case of sport rights. Represented interests include groups from the mass media sector such as the European Newspaper Publishers' Association (ENPA) and the International Association for Sport Newspapers (IASN) but also team interests including Real Madrid, Barcelona and the Premier League.

In the case of betting, one of the main interest groups is the European Gaming and Betting Association (EGBA). Based in Brussels, EGBA is an organization aiming at the regulation of betting market in Europe and is comprised of gaming and betting operators. Contrary to the AELTE, the organization aims at the liberalization of gaming and betting industry through the promotion 'of fair competition for European licensed operators and consumer choice in a regulated European online gaming market' (<http://www.eu-ba.org>, accessed 02/04/2010) and uses its website as an important lobbying tool. EGBA is cooperating with EU Athletes in the issue of integrity of sport and gambling (<http://www.egrmagazine.com/news/527187/news-in-brief-egba-essa-launch-antibung-push-with-eu-athletes-ladbrokes-betfair-computrad-verisign-netplay-tv-gamcare-cai-partycasino.shtml>, accessed 07/07/2010).

⁹ Firms are politically active on EU level whether they are represented by business associations or exert direct firm lobbying (Bernhagen & Mitchell, 2009). In general, firms decide to lobby EU institutions either because they come from outside the EU and in the absence of a national 'patron' government they have to lobby at a supranational level (Cowles, 1997).

Methods & Techniques

Before EU intervention in the field of sport, interests in this category had hardly challenged the existing sport governing status quo, with the exception of G14. For EU lobbying purposes, they either formed new interest groups for the specific purpose of European lobbying activity or international associations were mobilized at European level for the same reason; in both cases the mobilization took place partly as a result of Commission initiative. With European law on their side, lobbying activity focuses on direct lobbying - consultation within European institutions and meetings with European officials - and participation in European Sport Forums. Keeping a lower public lobbying profile than their counterparts, their lobbying activity aims at strengthening their position in the framework of European interest representation.

Their lobbying methods include:

- Participation in EU Sport Forums, including the one in Biarritz in November 2008, where the EASE President, for example, was guest speaker.
- Consultation and meetings with the Commission
- Meetings with MEPs and participation in Intergroups
- Creation of websites such as the EASE website with updates on the position of interest groups and developments on the issue of EU sport policy.

b) Grassroots Associations

In the EU framework, grassroots associations aim at the maintenance of a balance between represented interests of the commercial sport sector and Sport for All organizations in EU policy documents and relevant policy-making (Interview with ISCA representative, 03/09/2009).

One of the organizations in this field is the Trim & Fitness International Sport for All Association (TAFISA) with its European association, the European Sport For All Network (ESFAN). The purpose of these associations is to promote Sport for All worldwide and in the case of the latter, in Europe (Interview with TAFISA representative, 31/07/2009). Their lobbying strategy is supported by their cooperation with the European Health Enhancing Physical Activity network (HEPA Europe) and the national lobby of their affiliates Association (Interview with TAFISA representative, 03/08/2009)

Another organization representing the grassroots is the International Sport & Culture Association (ISCA). Created in 1995, the Association has now 130 affiliated organizations. Its strategy in the European Commission lobbying process is based on 'walking and talking' that is on being activist (Interview with ISCA representative, 03/09/2009). The Association follows the method of the 'demonstrational project'; that is to show what education through sport, youth leadership training, etc. is.

Methods & Techniques

These groups have been engaged in lobbying activities with the European institutions but to a lesser extent than groups of the first category. This is partly due to the fact

that these organizations have less financial and administrative resources. Even though their lobbying methods are more modest, in financial terms, than those of the previous category, grassroots associations exert successful lobbying influence which includes:

- Participation in EU Sport Forums, including the one in Biarritz in November 2008, where ISCA President, for example, was guest speaker.
- Participation in on-line consultation as European associations but also as national associations in order to have more impact (Interview with interest group representative, 31/07/2009) such as the European Health and Fitness Association (EHFA) and ISCA participation in the Commission 2010 EU-wide public consultation on ‘Strategic Choices for the Implementation of the New EU Competence in the Field of Sport’
- Consultation and meetings with the Commission
- Organization of Conferences & Workshops such as the 2nd International TAFISA-ESFAN Workshop with the title Sports Club for Health in February 4-5, 2008 in Helsinki, Finland
- Organization of events such as the ‘Health and Active Week’ (2010)
- Communication with EP officials, including meetings and written correspondence

In the case of the White Paper on Sport, grassroots associations were overall satisfied with the result as there was a balanced focus on Sport for All vs. Elite Sport. As stated,

...In general a White Paper /EU physical activity guidelines enlighten and inspire some (Countries/politicians) to see sport as more than TV entertainment and business – and dedicate political will and more resources to grass-roots sport and physical activity... (ISCA representative, 03/09/2009)

Sport lobbying in the European Union

The present study has tried to show aspects of sport related lobbying activity at European level as a result of the challenge of the EU competence in sport. There is a pluralist pattern of interest representation; a plethora of sport interests, regardless of their nature, structure and resources have joined ‘the increasingly dense mélange of interests already ‘Europeanized’ (Coen &, Richardson 2009:343) in Brussels and successfully lobby the European institutions. Traditional sport interests transform and adapt to the new European reality, group coalitions are formed, new interest groups are created and the existing division of power between interests is challenged through their participation in EU policy-making. For example, the officially equal participation of UEFA, FifPro and EPFL in the European Social Dialogue for Professional Football since 2008 is expected to significantly influence the existing division of power in the case of sport labour (Interviews with Commission official and FifPro representative, 27/04/2010 and 02/07/2010). Additionally, the Commission’s current work on the creation of a cross-disciplinary social dialogue committee for sport has resulted to the emergence of new factors from the various sport sub-sectors,

such as the EU Athletes Association, and will increase the number of interest groups involved in the process. Therefore, it may be assumed that the EU has a catalyst role to the structure and modification of objectives and strategies (Fairbrass, 2002) of sport interest groups and forces them to shape their interest representation.

In the framework of EU policy-making, sport interests have adapted to the system that requires multiple lobbying methods and techniques, information provision to European officials and use of available access. Depending on the structure and kind of represented interest some use all the lobbying tools available to them, some use a number of them and some are still in the learning process. Even if sport interests vary significantly in terms of resources, structure and organization, they all manage to have access to European supranational institutions even if access points to EU decision-making are 'multiple and complex' (Greenwood, 2003). Not surprisingly, the lobbying activity of interest groups which are either against or support only limited EU involvement in the field of sport requires more financial, organizational and human resources in the framework of a more sophisticated multi-level lobbying strategy.

Nevertheless, research has shown that sport related lobbying has been proactive in the light of Lisbon Treaty in the sense that interest groups have tried to influence matters before sport was officially introduced in the EU policy-making agenda. Lobbying has been both direct and indirect and networking of sport interests has been essential in this process. While one could assume that direct lobbying may be more successful, sport interest groups combine direct and indirect approaches as the most effective way to influence target groups, decision-makers and public opinion. Research has shown that, in both cases, the identification of key policy-making actors, the creation and maintenance of good relationships with European officials as well as the establishment of a 'good lobbying reputation' are important elements of any lobbying activity in the EU framework.

Notwithstanding the current result of their lobbying activity, sport related interest groups have become part of the Brussels scenery. They have shifted attention to EU policy making, a fact which is evident by the proliferation of representatives of interest groups in Brussels, by their increasing participation in the EU consultation process and in their application of diversified lobbying activities vis-a-vis the Commission and the Parliament. Article 165 of the Lisbon treaty is expected to further intensify these lobbying activities in the future not only towards the supranational institutions of the EU but also towards the Council of Ministers and the new Council Working Party on Sport.

Also, a partial change in ways of thinking is perceived in the attitude of traditional football governing bodies, evident in current UEFA strategy and to a lesser extent, and, almost unexpectedly, in FIFA argumentation on the '6+5 rule' announced by FIFA president in South Africa in June 2010. It seems that sport governing bodies have come in terms with the fact that in order for lobbying to be successful, it has to recognize political realities such as Article 165 of the Lisbon Treaty; otherwise, as Grant and Stocker note (2009:252), it is counterproductive.

EU sport related policy making is still in an early stage of development. Yet, with the ratification of the Lisbon Treaty it is one step further than it was. Sport interest groups seem to have realized the fact that the content of the EU agenda is in constant change but does not go backwards. Nevertheless, it is evident that, regardless their goals, sport interest groups have adapted to the EU interest representation system, in order to best represent themselves and pursue their policy objectives. For as long as there is no specific sport policy at European level, challenges are unlimited for sport interest groups because in terms of policy-making, nothing is formal until written.

References

- Arnaut, J. (2006). Independent European Sport Review, A report by José Luis Arnaut. <http://www.independentfootballreview.com/doc/A3619.pdf>.
- Bowen, P. (2009). The European Commission. In Coen, D. & Richardson, J. (eds.) *Lobbying the European Union: Institutions, Actors and Issues*. Oxford: Oxford University Press
- Chatzigianni, E. (2003). Interest Groups in the European Parliament: the case of Tobacco Ban Advertising [in Greek]. *Kritiki*, 3: 193-2007.
- Chatzigianni, E. (2007). *Pressurizing for a Decision* [in Greek]. Athens: Papazissis.
- Coen, D. & Richardson, J. (Eds.) (2009). *Lobbying the European Union: Institutions, Actors and Issues*. Oxford: Oxford University Press
- Davies, M. (1985). *Politics of Pressure, the Art of Lobbying*. London: British Broadcasting Association.
- Eising, R. (2007). The access of business interests to EU institutions: towards elite pluralism. *Journal of European Public Policy*, 14(3), 384-403.
- ENGSO (2007). ENGSO expectations on a White Paper on Sport. www.engso.com, accessed 08/10/2009.
- European Commission (2007a). The EU & Sport: Matching Expectations. *Consultation Conference with the European Sport Movement*, 14-15 June 2005. http://ec.europa.eu/sport/library/doc/c5/doc322_en.pdf.
- European Commission (2007b). *Communication from the Commission Follow up to the Green Paper European Transparency Initiative*, COM(2007)127. Brussels, 21/03/2007.
- European Commission (2007c). *Impact Assessment Accompanying the White Paper on Sport*. SEC(2007)932. Brussels, 11 July.
- European Commission (2007d). The EU and sport: background and context, Accompanying document to the White Paper on Sport. SEC (2007) 935, 11 July.
- European Commission (2007e). *White Paper on Sport*. COM(2007)391final. Brussels.

- European Commission (2010). Roadmap: EU Initiatives in the Field of Sport 2010-2013 http://ec.europa.eu/governance/impact/planned_ia/docs/212_eac_sport_provision_of_lisbon_treaty_en.pdf.
- European Court of Justice (1995). Judgment Case C-415/93, *Union Royale Belge Sociétés de Football Association and others v. Bosman*. ECR I-429.
- European Council (2008). Presidency Conclusions, 17271/08, 12 December 2008, Annex 5, p. 21 www.eurunion.org/EurCounConclu-12-12-08.doc.
- European Parliament (2007). European Parliament *Resolution on the Future of Professional Football* (A6-0036/2007) <http://www.europarl.europa.eu/sides/getDoc.do?type=TA&reference=P6-TA-2007-0100&language=EN>.
- European Parliament (2007). *Debates: Explanation on Votes*. Thursday 29 March. <http://www.europarl.europa.eu/sides/getDoc.do?type=CRE&reference=20070329&secondRef=ITEM-009&language=EN&ring=A6-2007-0036#4-169>.
- Fairbrass, J. (2002). The Europeanization of Interest Representation: A strategic Decision-Making Analysis of UK Business & Environmental. Paper prepared for *ESRC Seminar Series / UACES Study Group on the Europeanization of British Politics*. ESRC Seminar 1 / UACES Study Group 2, November 29, 2002.
- García, B. (2007a). UEFA and the European Union, from confrontation to co-operation? *Journal of Contemporary European Research*, 3 (3), 202-223.
- Garcia, B. (2007b). From regulation to governance and representation: Agenda-setting and the EU's involvement in sport. *Entertainment and Sports Law Journal*, 5(1). <http://go.warwick.ac.uk/eslj/issues/volume5/number1/garcia/>.
- Grant, W. & Stocker, T. (2009). Politics of Food: Agro-Industry Lobbying in Brussels, in D. Coen & J. Richardson (Eds.), *Lobbying the European Union: Institutions, Actors and Issues*. Oxford: Oxford University Press, pp. 233-255,
- Greenwood, J., Grote, J., et al. (Eds.) (1992). *Organized Interests and the European Community*. London: SAGE
- Greenwood, J. (1997). *Representing Interests in the European Union*. London: MacMillan Press.
- Greenwood, J. (2003) *Interest Representation in the European Union*. Basingstoke: Palgrave.
- Hayes-Renshaw, F. (2009). Least Accessible but not Inaccessible: Lobbying the Council & the European Council. In Coen, D. & Richardson, J. (Eds.), *Lobbying the European Union: Institutions, Actors & Issues*. Oxford: Oxford University Press, pp. 70-88.
- Hull, R. (1992). Lobbying Brussels: A View from Within. In Mazey, S. & Richardson, J. (Eds.) *Lobbying in the European Community*. Oxford: Oxford University Press.
- IOC, (2009). FactSheet XIII Olympic Congress – Theme 3: The Structure of the Movement
September 2009.

http://www.olympic.org/Documents/Reference_documents_Factsheets/2009_Olympic_Congress/Theme3_Structure_of_the_Olympic_Movement_EN.

Judge, D. & Earnshaw, D. (2003). *The European Parliament*. Palgrave, MacMillan.

Lavdas, K.A. (2004). *Interests & Politics* [in Greek]. Athens: Papazissis.

Lavdas, K.A., Mendrinou, M. & Chatzigianni, E. (2006). Policy-Making & Interest Groups in the European Union [in Greek]. In Stefanou, K., Tsinisizelis, M. Fatouros, A. & Christodoulidis, T. (Eds.) *Unification Dynamics, Legal Order, Governance*. Athens: Sideris, pp.627-658.

Mazey, S. and Richardson, J. (Eds.) (1993). *Lobbying in the European Community*. Oxford: Oxford University Press.

Mazey, S. & Richardson, J. (2006). Interest Groups and EU Policy-making: Organizational Logic and Venue Shopping. In J. Richardson (Ed.), *European Union: Power & Policy-Making*. London: Routledge, 247-67.

McLean, I. (ed) (1996). *The Concise Oxford Dictionary of Politics*. Oxford: Oxford University Press

Nye, J. (1970). Comparing Common Markets: A Revised Neo-Functionalist Model. *International Organization*, 24(4), 796-835.

Official Journal of the European Union (2007). *Treaty of Lisbon amending the Treaty on European Union and the Treaty establishing the European Community, signed at Lisbon, 13 December 2007*. C306(50), 17 December 2007.

Parrish, R. (2003). *Sports Law and policy in the European Union*. Manchester: Manchester University Press.

Pedler, R. and Van Schendelen, R. (1994). *Lobbying the European Union: Companies, Trade Associations and Issue Groups*. Aldershot: Dartmouth.

Pedler, R., (Ed. (2002). *European Union Lobbying: Changes in the Arena*. Basingstoke: Palgrave.

Richardson, J. (2006). Policy-making in the EU: Interests, ideas and garbage cans of primeval soup. In J. Richardson (Ed.), *European Union: Power and Policy-Making*, 3-30. New York: Routledge.

Streeck, W. & Schmitter, P. (1991). From National Corporatism to Transnational Pluralism: Organized Interests in the Single European Market. *Politics & Society*, 19(2), 133-164.

Van Schendelen, M.P.C.M (1993), 'The Relevance of National Public and Private EC Lobbying', in M.P.C.M. Van Schendelen (ed.), *National Public and Private EC Lobbying*. Aldershot, UK: Dartmouth, pp.1-19.

Also:

- a) Interviews with:
 - a. European Officials

- b. Interest Groups' officials from sport related organizations, including the following: United European Football Association (UEFA), International Sport & Culture Association (ISCA), Fédération Internationale des Associations des Footballeurs Professionnels (FifPro), European Lotteries and Toto Association (AELTE), Trim & Fitness International Sport for All Association (TAFISA)
- b) Electronic references
- a. <http://www.eurolympic.org>
 - b. <http://www.olympic.org>
 - c. <http://www.european-lotteries.org>
 - d. <http://www.kangaroogroup.eu>
 - e. <http://www.independentfootballreview.com>
 - f. <http://www.europeanteamsports.com>
 - g. <http://www.uefa.com>
 - h. <http://ec.europa.eu/sport/library>
 - i. <http://www.ihf.info>
 - j. <http://www.fifpro.org>
 - k. <http://www.easesport.eu>
 - l. <http://www.eu-ba.org>
 - m. <http://www.euathletes.info>
 - n. <http://www.publications.parliament.uk>
 - o. <http://www.egrmagazine.com>

3. CALLS FOR CONFERENCES, OTHER EVENTS AND OPPORTUNITIES

Compiled by Simon Ličen

Sport&EU 2011 Conference: Nottingham, 30 June-1 July 2011

The sixth annual conference of the Association for the Study of Sport and the European Union will be organised by Nottingham Trent University on 30 June–1 July 2011. Sport&EU's 2011 conference will be held in the brand new Nottingham Conference Centre, right in the heart of the city centre.

Call for papers

The Association for the Study of Sport and the European Union invites the submission of paper and panel proposals to be considered for the 6th annual conference, titled 'Reflections on Lisbon – past, present and future' which will be held at Nottingham Trent University between 30 June and 1 July 2011. The organisers would welcome proposals which analyse the development of EU sports policy under the new provisions in the Lisbon Treaty. Papers and panels with an interdisciplinary approach are encouraged, whilst graduate students and emerging scholars are also urged to submit works in progress.

For **single proposals**, send a 250 word abstract, together with a short bibliography and your contact details.

For **panel proposals** (maximum of 3 papers per panel) send (in a single document) a 250 word panel abstract, together with a 250 word abstract for each paper. Please also include a chair for the panel (if you cannot find a suitable chairperson we will allocate one) and a bibliographic note for each presenter.

All paper and panel proposals should be sent to simon.boyes@ntu.ac.uk. The deadline for submissions is **14 January 2011**. All papers submitted by this deadline will be peer reviewed with confirmation of successful applications provided by **25 February 2011**.

Location: Nottingham Trent University's Schools of Education and Law, UK

Date: 30 June-1 July 2011

Organiser: Association for the Study of Sport and the European Union

Website: <http://www.sportandeu.com>

5th Congress Youth Sport

The main theme of the congress is the care for healthy development of children and youth. The congress will focus on some possible solutions of the problems which can be resolved only by cross disciplinary cooperation, especially the problems of physical inactivity and obesity, finding the appropriate sporting exercise, promotion of healthy lifestyle, education of children with disabilities, excusing from PE classes etc.

Location and organiser: Faculty of Sport, Ljubljana, Slovenia

Date: 2-4 December 2010

Website: <http://www.youthsport2010.si>

23rd Annual Conference on Sport, Physical Activity, Recreation and Law

The conference organizer, the Sport and Recreation Law Association (SRLA), is a non-profit corporation. Their purpose is to further the study and dissemination of information regarding legal aspects of sport and recreation. The Association addresses legal aspects of sport and recreation within both the public and private sectors.

SRLA welcomes submissions reflecting research on legal theory or the application of law to sport, physical activity, or recreation management issues. Additionally, proposals indicating research regarding innovative teaching techniques applied to legal issues in sport, physical activity, or recreation management are also welcome.

In addition, the SRLA Teaching Initiatives Committee is also requesting submissions for consideration for a special teaching panel session to be held at the 23rd Annual Conference.

Location: Savannah, Georgia, USA

Date: 3-5 March 2011

Organiser: the Sport and Recreation Law Association

Website: <http://www.srlaweb.org>

2nd Exercise and Quality of Life Conference

The Conference welcomes researchers from different areas of sport, physical education, health, physical education and classroom teachers, sport trainers, paediatricians, health workers, graduate and undergraduate students, and other experts who work in the field of sports and physical education.

The themes of the Conference are: Sports for All; Physical Education and School Sport; Social, Humanitarian and Medical Aspects of Physical Activity; and Top-level sports.

The Conference Proceedings will be published in print. The Scientific Board will also recommend some papers for publication in the EQOL Journal.

Abstracts should be submitted by November 30, 2010. Contributors will be notified about the status of their abstracts by December 15, 2010. Papers and presentations should then be submitted by January 20, 2011.

Further information about the conference is available at <http://www.eqol.uns.ac.rs/> or by Ms. Sandra Vujkov, Secretary General of the Organizing Committee (phone: +381 21 450 188, desk 121; e-mail sandravujkov@live.com).

Location and organiser: Faculty of Sport and Physical Education, Novi Sad, Vojvodina, Serbia

Date: 24-26 March 2011

Website: <http://www.eqol.uns.ac.rs>

8th Conference of the European Association for [the] Sociology of Sport: ‘People in motion - bridging the local and global’

The theme of the eighth conference of the eass will be ‘People in motion - bridging the local and global’. Sport is a cultural expression in societies all over the world. It is seen as an international language, bridging the local and global. Sport is by the engagement of the body, the equipment and the place a local phenomenon. At the same time the social significance of sport is global. Thus studies on sport and people in motion are important with local as well as global perspectives.

The keynote speakers at the conference include:

- Carolina Fusco, University of Toronto, Canada.
- Roland Robertson, University of Aberdeen in Scotland, Director of the Centre for the Study of Globalization, United Kingdom.
- Janice Wright, University of Wollongong, Australia.
- Kimmo Suomi, University of Jyväskylä, Finland.

In an attempt to facilitate the integration of graduate students and young researchers into the sport sociology community, conference organizers published a call for papers for a Young Researchers Award, as well.

Further information about the event and a call for papers is already published on the conference website

Location: Umeå University Campus, Sweden

Date: 18-22 May 2011

Organiser: European Association for [the] Sociology of Sport (eass)

Website: <http://www.eass2011.se>

Sports and globalization: concepts, structures, cases

The conference will seek to highlight the uniqueness of sport and the consequences of this uniqueness for an understanding of the globalization phenomenon. The conference aims to gather speakers from, and contributions on, a broad spectrum of countries, but particularly from newly emerging players (such as India, China, Brazil) as well as the old-world powers of Europe (especially its Eastern and peripheral regions) and North America and their traditional capillary organizations, FIFA and the IOC. Papers on the impact of globalization on Africa and sports as yet unrealized potential on that continent will be vital. Comparative analyses would also be particularly welcome.

Presentations might focus on the following:

- What is the theoretical link between 'globalization' and 'sport', and how does this link differ from other aspects of globalization?
- What sporting case studies (e.g. soccer, basketball, baseball, hockey) help us to understand the relationship between globalization and sport?
- How are we to understand the globalization of fandom with all its attendant accoutrements and paraphernalia (fanzines, blogs, dedicated club websites, replica kit sales, etc.)?
- What are the implications of the structure of sports sponsorship?
- In what ways do the major sports events (FIFA World Cup, the Olympic Games) generate or indeed distort the feeling of participation in a global conversation?

Keynote speakers:

- Professor Roland Robertson, University of Aberdeen, UK
- Professor Andrei Markovits, University of Michigan, Ann Arbor, USA

Abstracts to be submitted to cdts@utoronto.ca by Friday, November 25, 2010

Location: University of Toronto, Canada

Date: 2-4 June 2011

Organiser: Centre for Diaspora and Transnational Studies, University of Toronto and the Department of German and Dutch, University of Cambridge

Website: <http://www.utoronto.ca/cdts>

Challenges for Football conference

Sports journalists, sports leaders, sports practitioners, academics and others are invited to participate in a two-day conference discussing four important themes behind football:

- Regulation
- Health
- Performance
- Innovation

The conference, titled 'Challenges for Football', takes place during the U-21 European Championships in Denmark.

More information can be obtained by contacting Klavs Madsen from the University of Aarhus at kmadsen@sport.au.dk or by phone, +45 89 42 91 71.

Location: Aarhus University, Denmark

Date: 20-21 June 2011

2011 Congress of the International Association of Physical Education in Higher Education (AIESEP)

The Main Theme of the AIESEP Conference 2011 is Moving People Moving Forward: Goals and Roles of Physical Education, Sport and Physical Activity.

The conference objectives are to offer participants:

- The opportunity to hear and discuss the latest research on youth sport and talent development, the social cultural and economic impact of sport and PA, coaching and coach and teacher education, and best practices in engaging people in physically active lifestyles.
- Discussions of international initiatives and public policies for engaging an active public in sport and physical activity.
- The Opportunity for organisations to get involved with the AIESEP conference (sponsorship, marketing, product exhibits, demonstration events).

Sub-themes to be explored during the AIESEP Conference include:

- Educating Professionals who Promote Physical Education, Sport and Physical Activity (Hargreaves, Canada & Oslin, USA)
- Impact of Physical Education, Sport & Physical Activity on the Individual and Society, (Clive Pope, NZ)

- Physical Activity & Health Policies: Implementation and Implications within and beyond School (Jim Sallis, USA)
- Engaging Diverse Populations in Physical Education, Physical Activity and Sport, (Davis, Europe/Asia with a second European name to be announced to focus on gender or SES and sport/PA)
- Technologies in support of Physical Education, Sport and Physical Activity (Ian Kenny, Ireland and Bonnie Mohnsen, USA)

The deadline for abstract submission is 18 November 2010; notifications of abstract acceptance will be sent out by 1 February 2011.

Location: University of Limerick, Ireland

Date: 22-26 June 2011

Organiser: International Association of Physical Education in Higher Education (AIESEP)

Website: <https://www.iccbookings.com/AIESEP2011/index.php>

Sport and the Environment: Philosophical Dimensions Conference

Environmental forces in sport and physical activity have revolutionized our sporting participation. These events invite philosophical discussion and analysis of the ethical dimensions of environment and sport and, also, of their broader implications for the conception of sport itself. Some questions that should be asked include: What role does environment play in sport, and what role ought it to play? Which responsibilities do sport governing bodies have over the impact of sport on the environment? Should we be concerned about our environmental footprint in sport and physical activity? To what degree—if at all—ought the IOC to regulate the impact of Olympic sports on the environment? Should sports which negatively impact the environment be changed or even eliminated? Who ought to determine appropriate impacts of sport on the environment? How ought ‘the environment’ to be defined in terms of sport and physical activity? What is the morally appropriate role played by animals in the context of sport and the environment? The conference aims to open philosophical dialogue on these and other topics related to environment and sport and physical activity.

Abstracts for presentations and panel discussions should be 300-500 words long and must be received by January 17th, 2011. Abstracts should be submitted to Conference Organizers, Charlene Weaving and Gabriela Tymowski, at: cweaving@stfx.ca and tymowski@unb.ca. Contributors will be notified about the status of their abstracts by February 15th, 2011

Location and organiser: Human Kinetics Dept., St. Francis Xavier University, Antigonish, Nova Scotia, Canada

Date: 23-25 June 2011

Sports Sciences: New Horizons from a World Heritage City

The European College of Sports Science's 16th annual conference will be hosted by the Research Institute for Sport and Exercise Sciences in Liverpool on 6-9 July 2011.

The scientific programme of the conference is already published on the event website. The abstract submission process opens on 15 December 2010 and closes on 15 February 2011.

Location: ACC Liverpool, UK

Date: 6-9 July 2011

Organiser: European College of Sport Science

Website: <http://www.ecss-congress.eu/2011/>

International Sociology of Sport Association World Congress: Sport and the Winds of Change – *Past, Present, Futures*

The next World Congress for the Sociology of Sport will be held July 10-17, 2011 at the National Convention Centre in Havana, Cuba. The Congress dates have been carefully planned to allow for specially designated workshops, field trips, and excursions July 10-12 & July 16-17. The presentation of papers and posters is scheduled for July 12-15. The 2011 Congress theme is Sport and the Winds of Change.

All delegates must be members of ISSA for 2011. Membership forms are available through the ISSA home page.

Abstracts can be submitted until February 1, 2011. Early registration is open until the same date. Please consult the congress website <http://www.issa-cuba2011.com/> for further information, including travelling and visa details.

Location: National Convention Centre, Havana, Cuba

Date: 12-15 July 2011 (workshops and field excursions scheduled for July 10-12 & July 16-17)

Organiser: International Sociology of Sport Association

Website: <http://www.issa-cuba2011.com>

Play the Game 2011 goes to Cologne, Germany

The organisation of the 7th edition of the Play the Game world communication conference on sport and society has been awarded to German Sport University Cologne – the biggest of its kind in Europe – late in August.

Play the Game 2011 will run from 3 to 6 October 2011 and is expected to gather around 300 leading media professionals, academics and practitioners in debates about some of the most vital challenges to modern sport: doping, corruption, match fixing and the declining participation in sport and physical activity, just to mention a few.

More information on registration, conference themes, call for abstracts etc. is expected to be available on www.playthegame.org in October 2010.

Location: German Sport University Cologne (Köln), Germany

Date: 3-6 October 2011

Organiser: Play the Game

Website: <http://www.playthegame.org>

2011 International Association for the Philosophy of Sport conference

The International Association for the Philosophy of Sport invites the submission of abstracts to be considered for presentation at the 39th annual 2011 IAPS meeting. The conference will be held September 8-11, 2011 in Rochester, New York (USA).

Abstracts are welcome on any area of philosophy of sport, including metaphysics, epistemology, aesthetics, and ethics, and from any theoretical approach, including analytic philosophy and critical theory. While IAPS recognizes, values, and encourages interdisciplinary approaches and methodologies, acceptance is contingent on the philosophical content of the project. Emerging scholars are encouraged to submit works in progress.

A Program Committee of three IAPS peers will review abstracts. Contributors will be notified about the status of their abstracts by May 16, 2011. Undergraduate and graduate students may apply to the 'R. Scott Kretchmar Student Essay Award'.

Proposals for round table and panel discussions, including a tentative list of participants, are also welcome and should follow the same format as paper abstracts.

Location: Rochester, New York, USA

Date: 8-11 September 2011

Organiser: The International Association for the Philosophy of Sport

Website: <http://www.iaps.net>

OTHER OPPORTUNITIES

Authors sought for Sports Around The World: History, Culture, Practice collection

The compilers of the multi-volume collection Sports Around The World: History, Culture, Practice are seeking for authors interested in contributing to a few remaining entries. Unlike previous multi-volume examinations of sport, this will be divided into regional sections with a section of broad issues at the beginning.

Please contact Professor John Nauright, PhD, from George Mason University (jnaurigh@gmu.edu) for a full list of available entries and details on the collaboration.

Critical Issues in Sport and Society: New Book Series, Rutgers University Press

Series Editors:

Douglas Hartmann, University of Minnesota

Michael Messner, University of Southern California

CRITICAL ISSUES in SPORT and SOCIETY will feature scholarly books that help expand our understanding of the new and myriad ways in which sport is intertwined with social life in the contemporary world. Using the tools of various scholarly disciplines, including sociology, anthropology, history, media studies and others, books in this new series will investigate the growing impact of sport and sports-related activities on various aspects of social life as well as key developments and changes in the sporting world and emerging sporting practices. Series authors will produce groundbreaking research that brings empirical and applied work together with cultural critique and historical perspectives written in an engaging, accessible format.

To submit a manuscript for consideration, please send an e-mail describing the proposed project's audience; projected final length (in words, including all notes and apparatus); relation to competing books; and special features (such as illustrations or tables). Please include a current C.V. and a book outline or table of contents.

Please do not send sample chapters unless requested to do so by the editors. Send inquiries to: Peter Mickulas, social science editor, Rutgers University Press, via email: mickulas@rutgers.edu.

Call for reviewers for Sport, Business, Management

The editor of *Sport, Business and Management (SBM)*, Professor Simon Chadwick, invited Sport&EU members to review articles for the journal.

SBM serves to promote the development of a coherent, high-quality body of work in sport, business and management, an area that has until now been largely overlooked by academia despite being one of the few industries to warrant its own daily section in most newspapers.

SBM has a unique focus on business and management in sport that publishes papers from authors at mainstream business schools. For more information on SBM please visit the journal website: www.emeraldinsight.com/sbm.htm.

Reviewers with expertise in any field related to sport are welcome, including: business and management; strategy; accounting and finance; economics; marketing; human resources; IT; law; supply chain management; international business; governance, CSR and ethics; operations management; organizational behaviour; and statistics. Reviewers from other areas of sport, business and management are also encouraged to serve as reviewers.

Reviewers would be requested to review two to three papers a year. If you have any feedback or queries, please do not hesitate to contact Kieran Booluck at KBooluck@emeraldinsight.com or Simon Chadwick at Simon.Chadwick@coventry.ac.uk.

USEFUL RESOURCES

[TAS/CAS Press release] Daniel Kearns case: the Court of Arbitration for Sport dismisses the appeal filed by the Irish Football Association

Lausanne, 30 July 2010 - The Court of Arbitration for Sport (CAS) has rendered its final decision in the appeal filed by the Irish Football Association (IFA) against the decision taken by the FIFA Players' Status Committee on 4 February 2010.

On 3 November 2009, the Football Association of Ireland (FAI) submitted a request to FIFA to allow the player Daniel Kearns to represent the national team of the FAI based on his dual British and Irish nationalities. The Single Judge of the FIFA Players' Status Committee decided that Mr Kearns fulfilled the objective requirements provided by Article 18 of the Regulations Governing the Application of the FIFA Statutes, since the player had never represented Northern Ireland in an official competition at 'A' International level. The IFA filed an appeal with CAS on 2 March 2010 and the case was heard by a CAS Panel in Lausanne on 19 July 2010.

The CAS Panel dismissed the appeal and confirmed the decision issued by the Single Judge of the FIFA Players' Status Committee, which recognized that Daniel Kearns was eligible to play for the national team of the FAI.

For further information please consult the CAS website at <http://www.tas-cas.org>.

[EP] WRITTEN DECLARATION pursuant to Rule 123 of the Rules of Procedure on increased European Union support for grassroots sports

Joanna Senyszyn, Ivo Belet, Mary Honeyball, Seán Kelly, Hannu Takkula

The European Parliament,

– having regard to Article 165 TFEU,

– having regard to Rule 123 of its Rules of Procedure,

A. whereas sport has become a new competence of the EU,

B. whereas sport is an important factor in social cohesion and contributes to many policy objectives, such as health promotion, education, social integration, the fight

against discrimination, culture as well as crime reduction and the fight against drug addiction,

- C. whereas the vast majority of Europeans participating in sport and recreational physical activity are engaged at a grassroots sports level,
- D. whereas the economic crisis and the pressure on governments' spending could have serious consequences for funding of grassroots sports,
 - 1. Calls on the Commission and Member States to promote sport for all, strengthening its educational and integrating role, with special attention paid to under-represented groups such as women, seniors, and disabled people;
 - 2. Calls on Member States to ensure that grassroots sport does not suffer from major budget cuts in times of crisis;
 - 3. Calls on the Commission to pay the necessary attention to grassroots sports in the upcoming Communication on sport and to ensure sufficient funding for the EU Sport Programme from 2012 onwards;
 - 4. Calls on the Commission to take due account of the results of the study on the financing of grassroots sports with regard to a possible EU initiative on gambling issues;
 - 5. Instructs its President to forward this declaration, together with the names of the signatories, to the Commission and the Parliaments of the Member States.

(original text available at <http://www.europarl.europa.eu/sides/getDoc.do?pubRef=//EP//NONSGML+WDE+CL+P7-DCL-2010-0062+0+DOC+PDF+Vo//EN&language=EN>)

NEW AND FORTHCOMING BOOKS

**(with contribution from the North American Sport Library
Network)**

The 1972 Munich Olympics and the making of modern Germany

Schiller, Kay & Young, Christopher

Berkeley: University of California Press, 2010

348p. ISBN 9780520262133 \$25

The Beijing Olympics: promoting China; soft and hard power in global politics

Caffrey, Kevin, ed.

London/NY: Routledge, 2010

192 p. ISBN 9780415593984 \$125 (Proj pub. Nov 2010)

Body by Weimar: athletes, gender, and German modernity

Jensen, Erik Norman

Oxford/NY: Oxford University Press, 2010

200 p. ISBN 9780195395648 \$60

A Critical View on Mediasport: Media and Sport in a Globalized World (in Norwegian)

Von der Lippe, Gerd

410 p. ISBN 9788271473396 Kr 429,-

Drug games: the International Olympic Committee and the politics of doping, 1960-2008.

Hunt, Thomas M.

Austin: University of Texas Press, 2010

232p. ISBN 9780292723283 \$50 (Proj pub Nov 2010)

The ethics of sport: a reader

McNamee, M.J., ed

Abingdon/NY: Routledge, 2010

500p. ISBN 9780415478601 \$52

Examining identity in sports media

Hundley, Heather L. & Billings, Andrew C., eds

Los Angeles: Sage Publications, 2010

279p. ISBN 9781412954600 \$42

Gaming the world: how sports are reshaping global politics and culture

Markovits, Andrei S. & Rensmann, Lars

Princeton: Princeton University Press, 2010

345p. ISBN 9780691137513 \$30

Globalizing Sport: How Organizations, Corporations, Media, and Politics are Changing Sport

Sage, George H.

Boulder, CO: Paradigm Publishers

272p. ISBN 9781594517587 \$21.21

Higher, richer, sleazier: how drugs and money are changing sport forever

Masters, Roy

Crows Nest, NSW: Allen & Unwin, 2010

222p. ISBN 9781741759174 \$25 AUD

The law of the Olympic Games

Mestre, Alexandre

The Hague: T.M.C. Asser Press, 2009

242p. ISBN 9789067043045 \$86

Long run to freedom: sport, cultures and identities in South Africa

Nauright, John

Morgantown, WV: Fitness Information Technology, 2010

215p. ISBN 9781935412045 \$25

Modern Sports Law

Anderson, Jack

Oxford: Hart Publishing, 2010

424 p. ISBN 9781841136851 £25

Muslim women and sport

Benn, Tansin; Pfister, Gertrud & Jawad, H.A., eds.

Abingdon/NY: Routledge, 2010

296p. ISBN 9780415490764 \$150

Olympic cities: city agendas, planning and the world's games, 1896 to 2016, 2nd ed.

Gold, John Robert & Gold Margaret M.

London/NY: Routledge, 2010

464p. ISBN 97804154865576 \$54

The Olympics: a critical reader

Girginov, Vassil, ed.

Abingdon/NY: Routledge, 2010

452p. ISBN 9780415445351 \$57

The politics of the Olympics, a survey

Bairner, Alan & Molnar, Gyozo, eds.

London/NY: Routledge, 2010

245p. ISBN 9781857434941 \$130

Rethinking the Olympics: cultural histories of the modern Games

Barney, Robert K. ed.

Morgantown, WV: Fitness Information Technology, 2010

491p. ISBN .9781935412052 \$36

Soccer empire: the World cup and the future of France

Dubois, Laurent

Berkeley: University of California Press, 2010

329p. ISBN 9780520259287 \$28

Sport and discrimination in Europe

Gasparini, William & Talleu, Clotilde

Paris: Council of Europe Publishing, 2010

158 p., ISBN 978-92-871-6722-4, 30 € / 60 \$

Sport, Globalisation and Corporate Nationalism: The New Cultural Economy of the New Zealand All Blacks

Scherer, Jay & Jackson, Steve J.

Oxford: Peter Lang Publishers

272 p. ISBN 978-3-03911-114-5 pb.

Sport and migration

Maguire, Joseph A. & Falcoux, Mark, eds.

London/NY: Routledge, 2010

336p. ISBN 9789415498333 \$50 (Proj pub Dec 2010)

Sport, Theory and Social Problems: A Critical Introduction

Anderson, Eric

London/NY: Routledge, 2010

184p. ISBN: 9780415571265 \$44.95

Sport et travail

Sobry, Claude, ed.

Paris: L'Harmattan, 2010

508 p. ISBN 9782296123700 40,85 €

Sports justice: the law and the business of sports.

Abrams, Roger

Hanover: University Press of New England, 2010

240p. ISBN 9781555537005 \$35

Sportswomen at the Olympics: a global content analysis of newspaper coverage

Bruce, Toni; Hovden, Jorid & Markula, Pirkko, eds.

Rotterdam/Boston: Sense Publishers, 2010

311p. ISBN 9789460911064 \$39

Terrorism and the Olympics: major event security and lessons for the future

Richards, Anthony; Fussey, Peter & Silke, Andrew, eds.

Abingdon/NY: Routledge, 2010

256p. ISBN 9780415499392 \$120 (Proj pub Dec 2010)

Value creation and sport management

Gomez Lopez-Egea, Sandalio; Kase, Kimio & Urrutia, Ignacio

Cambridge/NY: Cambridge University Press, 2010

280p. ISBN 9780521199230 \$95

Wheelchair sport

Goosey-Tolfrey, Vicky, ed.

Campaign, IL: Human Kinetics, 2010

224p. ISBN 9780736086769 \$29