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How to promote the social sustainability of major sports events

Informal Ministerial Networking Event
Baku, Azerbaijan

13 June 2015

organised by the Enlarged Partial Agreement on Sport (EPAS) of the Council of Europe in co-operation with the Ministry of Sports of the Republic of Azerbaijan

Executive Report prepared by the EPAS Secretariat



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Crystal Hall, Baku

Foreword

After the Winter Olympic Games in Sochi of 2014, this is the second time the Enlarged Partial Agreement on Sport (EPAS) of the Council of Europe has used the opportunity of a major sports event – the European Games in Baku – to bring together the European ministers responsible for sport. The Baku informal ministerial networking event was a follow up to the discussions which took place a year ago in Sochi on a positive legacy of major sport events. The event in Baku shifted the focus towards the social sustainability and the social legacy of major sport events. Based on the conclusions drawn from this meeting, EPAS will develop these topical issues further and report to the ministers responsible for sport.

Summary of the meeting

Introduction

The Council of Europe Informal Ministerial Networking Event is an event addressing sports issues at a pan-European level. The Networking Event took place in Baku on 13 June 2015 at the invitation of the Ministry of Sports of the Republic of Azerbaijan, the day after the official opening of the first European Games. It was organised in co-operation with the Enlarged Partial Agreement on Sport of the Council of Europe. The event was chaired by Mr Azad RAHIMOV, Minister of Sport of the Republic of Azerbaijan, and opened by Ms Wendela KUPER, Chair of the Enlarged Partial Agreement of Sport (EPAS), and Mr Stanislas FROSSARD, Executive Secretary of EPAS. The theme of the event was “How to promote the social sustainability of major sports events”.

Introductory presentations

The theme “how to promote the social sustainability of major sports events” was introduced by Mr Azad RAHIMOV, during which he highlighted the potential role of sport to help develop individuals, communities and nations. He referred to the fact that Ministers responsible for sport are therefore in a privileged position and can make a real and lasting difference to the civic well-being of a country by promoting education, health, development and peace through sport. The European Games taking place in Baku from 12 to 28 June 2015 were designed in such a way as to magnify those effects and bring the benefits of sport on a large scale, yet in a sustainable manner.

Ms Wendela KUPER welcomed the European Games in Baku bringing together individuals regardless of age, race, nationality, religion, sexual orientation or gender identity – united in a spirit of friendly competition and goodwill. She believed that major sports events can bring benefits for society and be a catalyst for economic and/or social development, provided they are well planned, implemented and supported by strong strategies and vision. To better measure, evaluate and plan the social impact of major sports events, a common methodology regarding for example definitions, benchmarks, indicators and tools should be developed by EPAS in co-operation with stakeholders.

Round table on “how to promote the social sustainability of major sports events”

The following participants took the floor during the discussions:

Mr Romain SCHNEIDER
Minister of Sport
LUXEMBOURG

Mr Ihor ZHDANOV
Minister of Youth and Sport

UKRAINE

Mr Emidio GUERREIRO
Secretary of State for Sport and Youth
PORTUGAL

Mr Stavros KONTONIS
Deputy Minister of Culture, Education and Religious Affairs
GREECE

Mr Thierry BRAILLAIRD
Secretary of State of Sport
FRANCE

Mr Tariel KHECHIKASVILI
Minister of Sport and Youth Affairs
GEORGIA

Mrs Clea HADJISTEPHANOU PAPAELLINA
Chair of the Cyprus Sports Organisation
CYPRUS

Mr Harri SYVASALMI
Director of the Sport Division
Ministry of Education and Culture
FINLAND

Mr Vanja UDOVICIC
Minister of Youth and Sports
SERBIA

Ms Gabriela SZABO
Minister of Youth and Sport
ROMANIA

Mrs Birgitta KERVINEN
Vice-Chair of the EPAS Consultative Committee

Mrs Sarah LACARRIERE
Chair of the EPAS Consultative Committee

The representatives thanked the Azerbaijan authorities and the Council of Europe for the preparation of the meeting, as events such as this enable European decision-makers to meet, share information, improve co-operation and promote European standards in the field of sport.

They welcomed the EPAS discussion paper¹ on “how to promote the social sustainability of major sports events” which provided useful input and structure for the discussions.

There was resounding agreement that sports events can provide various opportunities and deliver beneficial effects, for example on social cohesion, participation in sport, individual skills development and creation of specific know-how, if the event is carefully planned and implemented. Governmental authorities could play a crucial role by providing a normative framework based on principles related to good governance and ethics to promote the social sustainability of sports events. By providing this framework, the host nations, event organisers and other relevant stakeholders would have to make sure they use the available resources in an efficient, effective and sustainable way and work towards a holistic legacy approach. In addition, these measures would be aimed at eradicating bad governance, inefficient management and corruption and thus help increase the chances for a positive return on investment and long-term benefits for society.

The IOC’s reform agenda 2020 was welcomed. It invites candidate cities to present a proposal that fits their sporting, economic, environmental and social long-term planning needs and to avoid projects that consume huge amounts of resources and have negative effects on society such as the displacement of residents.

Conclusions of the Presidency

The Chair of the Informal Ministerial Networking Event meeting on 13 June 2015 in Baku, Azerbaijan, drew the following conclusions:

Social sustainability and the social legacy of sports events

Public opinion, scientific research on sustainability and the legacy of sport events has primarily focused on their economic and environmental aspects, while the social component has been excluded for the most part. However, to be able to prepare for a successful and lasting legacy of a sports event, the economic, environmental as well as social dimensions should be taken into consideration and pursued. To guarantee a positive and lasting legacy, governments need to play a strategic role in the planning, implementation and the evaluation of sustainability programmes bringing in balanced economic, environmental and social objectives. This holistic approach should become an international standard and the social aspects of staging a sports event should be based on the Council of Europe’s core values. This dimension should be taken into account not only for major events but also for all kind of sports events.

EPAS should review the relevant existing normative frameworks and report on progress during the next ministerial meeting.

Recognition of the economic, environmental and social importance of sport events

Research proves, if carefully planned, that sports events may have a positive economic, environmental and social impact at regional, national and even international level. While it is

¹ See document: EPAS (2015) 16rev2

relatively easy to measure the economic and environmental impact of major sports events due to their physical and tangible nature, it is more difficult to develop a methodology for assessing their social impact.

In close co-operation with sports organisations and other relevant stakeholders, EPAS should review or develop tools and define indicators on social sustainability in order to improve ways to collect useful data.

Methodological support to the management of social sustainability of sports events

Despite the emphasis on economic and environmental sustainability, there are some useful resources on social sustainability available such as the ISO 26000 standard: social responsibility and the relevant performance indicators of the Global Reporting Initiative. Organisers of major sports events are encouraged to use these resources and apply them accordingly.

EPAS should promote exchange of experience and good practices on (governmental) strategies and tools regarding social sustainability and social legacy, right from the bidding stage up to the follow-up of the sustainability. Examples may include civic pride, sport for all, culture, gender equality, social inclusion, public health, tourism, etc.

Co-operation with relevant stakeholders

Co-operation with stakeholders is key for success. Governments and event organisers should seek dialogue and co-operation already at an early stage to implement a holistic approach in managing a sports event.

In addition, EPAS should seek co-operation with other international organisations, but also sports organisations, which could offer similar support on economic and environmental issues.

Update on activities of the Enlarged Partial Agreement on Sport (EPAS), by Mr Stanislas FROSSARD, Executive Secretary of EPAS

EPAS provides a platform for intergovernmental sports co-operation between the public authorities of its member states. It also encourages dialogue between public authorities, sports federations and NGOs. EPAS aims to promote the development of sport in modern society, while emphasising its positive values. It contributes to better governance, with the aim of making sport healthier and fairer and ensuring that it conforms to high ethical standards. It develops policies and standards, monitors them and helps with capacity-building and the exchange of good practices. It uses Council of Europe sports standards such as the European Sports Charter, the Code of Sports Ethics, the European Convention on Spectator Violence and the Anti-Doping Convention as the basis for drawing up its own strategies.

Different recommendations initially prepared by EPAS have been adopted by the Council of Europe's Committee of Ministers on issues of sports ethics, the autonomy of the sports

movement, the fight against match-fixing and the protection of child and young athletes from dangers associated with migration. Other recommendations such as the European Sports Charter or the Recommendation on the facilities for granting of visas to sportsmen and sportswomen are regularly monitored. A new Recommendation on gender mainstreaming in sport was adopted by the Committee of Ministers on 21 January 2015.

Awareness-raising and co-operation activities have been carried out on the promotion of diversity in and through sport, focusing successively on different groups (ethnic minorities, persons with disabilities, women, children, persons in detention, etc.). In 2015, EPAS will organise a political conference on tolerance and diversity through physical education teaching, in Bled (Slovenia) on 19-20 November, in co-operation with the Ministry of Education, Science and Sport of the Republic of Slovenia, and in collaboration with the Council of Europe's Pestalozzi Project.

Council of Europe Conferences of Ministers responsible for Sport continue to be organised regularly thanks to EPAS: Athens 2008, Baku 2010, Belgrade 2012, and Magglingen 2014. To date, EPAS has opened all the Ministerial Conferences it has organised not only to its own members, but to all Council of Europe member and observer states. Sports Ministers are invited to consider attending the next Ministerial meeting, which will take place in Hungary in 2016.

In 2015, the EPAS programme of activities includes the promotion of the new Council of Europe Convention on the Manipulation of Sports Competitions, to attract the maximum number of signatures and ratifications by states both within and outside of Europe, and to prepare its implementation. Support will also continue to be sought from the sports movement and the betting operators, with co-operation expected to continue with Unesco, Interpol, the IOC, UEFA, World Lotteries and representatives of private betting operators.

Co-operation with the European Union and the sports movement will continue with joint projects in 2015. In May 2015, the closing conference of the EU-funded project "Pro Safe Sport" was successfully organised in Rome, Italy. Follow-up co-operation activities with possible new projects relating to EPAS thematic priorities will continue.

Thirty-six countries are currently members: Albania, Andorra, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Denmark, Estonia, Finland, France, Georgia, Greece, Hungary, Iceland, Israel, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Montenegro, Morocco, Netherlands, Norway, Poland, Portugal, Russia, San Marino, Serbia, Slovenia, Switzerland and "the former Yugoslav Republic of Macedonia".

Twenty-eight sports organisations (including ENGSO, UEFA and the EOC) are partners of EPAS making up its Consultative Committee.

Web: www.coe.int/epas

Twitter: @epas_apes

Appendix I – List of Participants

PARTICIPANTS FROM MINISTRIES

Azerbaijan

Mr Azad RAHIMOV

Minister of Youth and Sport

Mr Ismayil İSMAYILOV

Deputy Minister

Mr Ilham MADATOV

Head of the International Relations Department

Ministry of Youth and Sport

Albania

Dr Rauf DIMRAJ

Deputy Minister of Tourism, Cultural Affairs, Youth and Sports

Belarus

Mr Sergey ZEZYULIN

Head of the International Relations Department

Cyprus

Ms Clea HADJISTEPHANOU PAPAELLINA

Chair Cyprus Sport Organization

Estonia

Mr Tõnu SEIL

Secretary General on Sport

Finland

Mr Harri SYVASALMI

Director of the Sport Division, Ministry of Education and Culture

France

M. Thierry BRAILLARD

Secrétaire d'Etat aux Sports

M. Pascal MEUNIER

Ambassadeur

M. Loïc DUROSELLE

Conseiller au cabinet du Ministre

Georgia

Mr Tariel KHECHIKASVILI
Minister of Sport and Youth Affairs

Mr Anatoli KOREPANOV
Deputy Head of the International Relations and European Integration Department

Greece

Mr Stavros KONTONIS
Deputy Minister of Culture, Education and Religious Affairs

Ms Anastasia ANASTASIADOU
Associate of the Deputy Minister

Latvia

Ms Agra BRUNE
Advisor of Minister, Education and Science

Lithuania

Mr Edis URBANAVIČIUS
Director General of the Department of Physical Education and Sports

Luxembourg

M. Romain SCHNEIDER
Ministre des Sports

Malta

Mr Cris AGUIS
Parliamentary Secretary for Research, Innovation, Youth and Sport

Mr Jonathan BARBARA
Private Secretary

Montenegro

Mr Igor VUSUROVIC
Director for Youth and Sports Directorate

Mr Marko BEGOVIC
Adviser for international relations and high performance sport

Portugal

Mr Emidio GUERREIRO
Secretary of State for Sport and Youth

Mr Augusto BAGANHA
President of Portuguese Sport and Youth Institute

Romania

Ms Gabriela SZABO
Minister of Youth and Sport

Russian Federation

Ms Natalia JELANOVA
Adviser to the Minister of Sports

Mr Grigorii KABELSKI
Director of Department of Summer Sports

Serbia

Mr Vanja UDOVICIC
Minister of Youth and Sports

Turkey

Mr Ömer KALKAN
Director General of Sports

Mr Ozan CETINER
Head of department of General Direction of Sports

Ukraine

Mr Ihor ZHDANOV
Minister of Youth and Sport

Mr Igor ZVIZDOVSKIY
Adviser to Minister

OTHER PARTICIPANTS

Ms Wendela KUPER
Chair of the EPAS Governing Board

Ms Sarah LACARRIERE
Chair of the EPAS Consultative Committee

Ms Birgitta KERVINEN
Representative of the EPAS Consultative Committee

**MINISTRY OF YOUTH AND SPORT OF THE REPUBLIC OF
AZERBAIJAN**

Mr Azad RAHIMOV
Minister of Youth and Sport

Mr Ismayil İSMAYILOV
Deputy Minister

Mr İlham MADATOV
Head of the International Relations Department
Ministry of Youth and Sport

Mrs Matanat MAMMADOVA
Senior advisor of the International Relations Department
Ministry Youth and Sport

SECRETARIAT OF THE COUNCIL OF EUROPE

Secretariat of the Enlarged Partial Agreement on Sport (EPAS)

Mr Stanislas FROSSARD
Executive Secretary of EPAS

Mr Michael TRINKER
Deputy Executive Secretary EPAS

Ms Dragana FILIPOVIC
Head of the Council of Europe office in Baku

Ms Bénédicte STEVENIN
Administrative Assistant EPAS

Ms Mohruba GAFAR-ZADA
Programme Manager Sport Conventions

Interpretation Department

Mr Grégoire DEVICTOR
Interpreter

Mr Luke TILDEN
Interpreter

Appendix II - Programme

Saturday, 13 June 2015

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|---------------|---|
| 10:00 | Departure from the hotels to the Event |
| 10:30 – 11:00 | Accreditation and refreshments |
| 11:00 – 11:05 | Welcome: Mr Azad Rahimov, Minister of Sports of the Republic of Azerbaijan |
| 11:05 – 11:15 | Opening: Mrs Wendela Kuper, Chair of the Governing Board of EPAS |
| 11:15 – 11:30 | Introductory presentation on Major Sports Events
Mr Azad Rahimov, Minister of Youth and Sport of the Republic of Azerbaijan |
| 11:30 – 12:15 | Round table on the social sustainability of major sports events |

Based on the discussion paper EPAS (2015) 16rev2, delegations are invited to discuss the following questions:

- Which framework and/or tools are governments developing to promote social sustainability and a lasting social legacy of a major sport event?
- Can you highlight a particular project from your country which demonstrates that social sustainability was an integral part of the planning of a major sport event? What lesson can be learned from this success story?
- How can we best share experiences to be able to promote the social sustainability of major sport events?

- | | |
|---------------|---|
| 12:15 – 12:25 | Council of Europe activities in the field of sport
Mr Stanislas Frossard, Executive Secretary of EPAS |
| 12:25 – 12:45 | Questions and discussion on the activities of EPAS |
| 12:45 – 13:00 | Conclusion and Closing of the informal event
Mr Azad Rahimov, Minister of Youth and Sport of the Republic of Azerbaijan |

13:00 – 13:30 Press point

13:30 **Official Luncheon** hosted by Mr Azad Rahimov, Minister of Youth and Sport of the Republic of Azerbaijan