



EUROPEAN YEAR
OF EDUCATION
THROUGH SPORT 2004



MOVE YOUR BODY
STRETCH YOUR MIND

EN

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EYES 2004

IMPRINT

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Creating a better future through the only children's art competition of its kind!

The Olympic Games is the greatest sporting event on earth – it is a magical combination of sport and culture that brings people together from around the world. To celebrate this, Visa has launched an art competition giving children a chance to attend the next Olympic Games in Athens in August 2004.

Visa Olympics of the Imagination (VOI) is an international art competition open to 9-13 year olds in 17 countries. Chosen on the basis of artistic merit, originality and ability to communicate the competition theme in their art, each national winner will win a trip for themselves and a parent/guardian to the ATHENS 2004 Olympic Games. There they will attend the VOI ceremony – the first medal ceremony of the Games – where one artist will be chosen as the overall winner and be awarded a trip to the Turin 2006 Winter Olympics.

The Visa Olympics of the Imagination programme continues to fulfill a major aim of the Olympic Games – to promote the participation of children. It encourages them to learn about the goals, ideals and history of the Olympic Games and, by also encouraging them to use their imagination, can help to inspire grand dreams in children and foster in them an understanding of the importance of peace.

For more information on the contest, visit www.visaolympictoolkit.com/athens/voi

Visa is a worldwide Olympic partner and the official card of the ATHENS 2004 Olympic Games

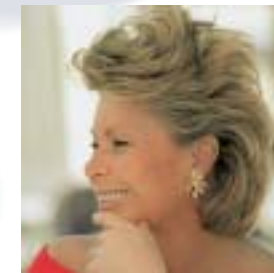


PREFACE

DEAR SPORTS FANS,

At the end of January, the European Commission officially launched the European Year of Education through Sport 2004 with a pan-European event in Ireland, the present holder of the EU presidency. John O'Donoghue, Irish Minister for Arts, Sport and Tourism, Síle de Valera, Irish Minister for Youth Affairs and Noel Dempsey, Irish Minister for Education and Science, took part in the initiative's official launch, the first major sporting event of the Irish EU Presidency. On 29 and 30 January, the conference rooms of Dublin's Croke Park played host to a series of workshops for delegates of the National Coordinating Bodies (NCB) from the 28 participating countries. These workshops focused on themes such as 'Fair Play' in sport, the importance of coaching, sport as a way to combat social disadvantage, and sport and social integration. In addition, a TV-show was held in Dublin with famous sports personalities from the EYES 'All Star Team', like marathon runner Rosa Mota, cycling star Stephen Roche, as well as international show business celebrities, like boyband B3 and pop singer Natasha Thomas.

EYES 2004 aims to promote awareness amongst European citizens about the significance of sports activities, extending far beyond



physical fitness. Sport provides a first-hand experience of values such as tolerance, fair play and strength of character. Whereas nationality, politics, religion and culture tend to create divisions, sport unites people. In short: Sport is the best form of training for real life.

This brochure will provide you with a detailed overview of EYES activities at regional, national and pan-European level. The 4-page national content will show you about the EYES launch ceremony of your own country, as well as the national activities within the EYES 2004 framework. In addition, articles on 'Fair Play', Sport & Culture and Sport & Gender will illustrate the social dimension of sport in Europe. The EYES 2004 programme is now in your hands. We need a firm commitment from all participants, teachers, trainers and decision-makers. Help us to promote healthy bodies and minds in 2004 and beyond!

Viviane Reding
(EU Commissioner for Education and Culture)

PAN-EUROPEAN KICK-OFF IN IRELAND

The afternoon of 29 January saw the glamorous TV unveiling of the EYES 2004 initiative, with the Helix studios in Dublin playing host to a vibrant gala celebration of the values of sport.

The initiative's patron, EU Commissioner Viviane Reding, and her Irish colleagues were joined by a number of sporting celebrities from around Europe in what was the first major EYES 2004 event of Ireland's EU Presidency. Amongst the celebrities were the 1987 Tour de France winner Stephen Roche, marathon legend Rosa Mota, Women's Football World Champion Steffi Jones and Olympic and race-walking World Champion Robert Korzeniowski.

"The eyes of the sporting world are on Europe in 2004 as we play host not only to the Olympic and Paralympic Games in Athens but also to the EURO2004 Football Championships in Portugal. EYES 2004 is an exciting and timely initiative for the EU. In Europe, we

thrive on sporting competition but also celebrate the qualities of unity and cooperation inherent in sport. EYES will promote these concepts in a structured way through the projects in every country, underlining the emphasis our European institutions place on participation in sport and the positive values it engenders," said Commissioner Reding.

Dutch Paralympians, Marijke Mettes and Annette Roozen, were also part of the show, reporting on their training schedules for the

Viviane Reding (middle) and the Irish hosts, Noel Dempsey (left) and John O'Donoghue (right) at the opening in Dublin



The All Star Team members (from left to right): Rosa Mota, Robert Korzeniowski, Steffi Jones and Stephen Roche

upcoming Paralympics in Athens and lending their support to the EYES 2004 campaign. Both have proven that through dedication and self-discipline anything in sport is possible. In addition, the CEO of the Special Olympics, Mary Davis, took to the stage to answer all questions regarding her experiences in handling major sporting events, such as the 2003 Special Olympics, and to share her convictions about sport and its all-embracing impact.

Secretary-General of the European Olympic Committee, Patrick Hickey, gave an insight into the Olympics whilst Lars-Christer Ols-

son, General Director of UEFA, updated the audience on preparations for EURO 2004 in Portugal.

The event, watched by over 300 enthusiastic students and aired on Eurosport, culminated in performances by Danish chart topper Natasha Thomas, music from Ireland's Carol Anthony and Simon Casey and two boy bands D-Side and B3. The latter will perform the EYES 2004 campaign song, to be released later this year.

The Dutch Paralympians Marijke Mettes and Annette Roozen (left). The boy band B3 will release the EYES campaign song 'Move Your Body' shortly. After the show they got together with the initiative's patron, Viviane Reding.



SUPPORTING PROJECTS OF COMMUNITY INTEREST

Raising the significance of sport in an educational context and encouraging the cooperation between sports and educational organisations are the main objectives of the European Year of Education through Sport 2004 (EYES 2004). Support to suitable initiatives of community interest, geared to integrating sport with education, has been provided by the European Commission Directorate-General for Education and Culture.

With a budget of € 6.5 million, the EU Commission aims to co-finance projects from the 28 participating countries. These projects are implemented at local, regional, national, trans-national and Community level, in pursuit of the objectives of the thematic year:

“We will not only be supporting school sports projects, but also increasing general awareness of the values and standards that can be communicated through sport, be it intentional or not. We should not forget that sport is also a great deal of fun,” declared EU Commissioner Viviane Reding.

The EU Commission will also co-fund projects that meet the objectives of the Year, particularly those linked to the Olympic Games and the Euro 2004 football championships.

All the projects will promote the year's objectives in one or more of the following ways:

- > Cooperation between educational institutions and sporting organisations;
- > Partnerships between the media, youth organisations and voluntary groups;
- > Student exchanges, with priority given to sports and cultural initiatives;
- > Activities involving pupils/students from different socio-cultural backgrounds;
- > Sporting activities promoting teamwork, participation, solidarity and tolerance.

Several projects at local, national, trans-national and Community level have already been given the go-ahead. For example, with its ‘Learning and Education through Activity and Participation in Sports’ project (LEAPS), the Dublin City Council sets a good example: Their project seeks to explore the benefits of using sport as a gateway to mainstream curriculum subjects, such as learning history through the history of sports, with its overall objective to reduce the number of early school leavers and improve standards across the board.



Another project already given the green light, the Danish ‘European Academy on Tour’ project, aims to organise seminars within the field of education and sport on some 25-35 different topics. This project is targeted at those working within the fields of formal and non-formal education and training. Furthermore, with its ‘Young Researcher Seminar 2004’ project, the Austrian Organisation Committee of the 22 Winter Universiades (the ‘Olympic Games’ for university students) will organise a congress of experts in the field of sport sciences in cooperation with the sport sciences institute of Innsbrück University and the European University Sports Association.

The Commission will publish a full list of successful projects submitted before the 1 March deadline once the grant arrangements have been agreed with the beneficiaries. In the meantime, if you would like to know more about the co-financed projects, log onto the EYES website www.eyes-2004.info or go to page 8 of this brochure to discover the Community-wide project, **EduSport**.

PORTRAIT OF AN EYES PROJECT: EDUSPORT



As part of the 2004 European Year of Education through Sport initiative, the County Council of Málaga submitted a project called EduSport, which was subsequently approved by the Commission.

Its objectives are to:

- > Establish and consolidate networks between various educational authorities, sporting organisations and public bodies;



- > Promote the European Year of Education through Sport amongst young people and the general public;
- > Promote networking and the exchange of experiences between young people.

The EduSport project is a collection of integrated activities that are intended to achieve the above objectives in three complementary phases, which will culminate in a high-profile multi-sport festival in Málaga.

The project is expected to run from **17 November 2003** until **31 December 2004**.

EduSport

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EYES IN THE UNITED KINGDOM



MOVE YOUR BODY
STRETCH YOUR MIND

The European Year of Education through Sport (EYES 2004) has created an enormous interest across the UK. EYES supports current Government agendas by using sport as a means of promoting the allround educational development of young people.

In the UK, EYES is being managed in a collaborative way:

- > The Youth Sport Trust is overseeing EYES 2004 for the whole of the UK;
- > EYES 2004 is supported by the Department for Education and Skills and the Department for Culture, Media and Sport in Eng-

land and by Education and Sport departments in Scotland, Wales and Northern Ireland;

- > the Sports Councils of all four home countries and UKSport are acting in an advisory capacity on a national steering committee and supporting potential bidders.

This collective commitment is based upon national agendas and evidence from the whole of Europe of the initiative's worth:

- > A recent survey of 16,000 Europeans from 15 member states showed that nearly two thirds place team spirit at the top of their sporting values;
- > Eight out of ten Europeans say that sport essentially brings improvements to physical and psychological wellbeing;
- > Three quarters of those interviewed feel that more time should be devoted to sport at school.

Governments in England, Scotland, Wales and Northern Ireland have, in their own contexts, been developing programmes to encourage sporting development in, and through, education. Examples of that work include:

- > The growth of the Specialist Sports College programme in England;



Sport develops the individual and team approach.

- > In Scotland and Northern Ireland the implementation of their versions of the school sports co-ordinator programme;
- > The creation in Wales of consistent and effective links between education and sport through the 'Dragon Sport' initiative.

Now is the time for EYES to be taking place and the initiative gives many agencies, individuals and organisations an opportunity to strengthen existing work, develop new strategies and ideas, share good practice and look to the future. Above all, EYES encourages new partnerships so that, work done in 2004, will continue into the future and more young people will benefit from engaging in sport.

The interest created by the EYES 2004 has been widespread and varied. Schools, colleges, universities, local authorities, charitable organisations and national sporting bodies have all developed submissions for funding. That variety is best demonstrated in the examples that have received funding in the first two rounds of applications.

In Hull, a project to re-engage disaffected young people in the education process has been set up. This project uses the resources of the City Council Education Department, Hull College and the city's professional sports clubs based at the Kingston Communication Stadium. Using sport as a powerful tool to raise the self-worth and motivation of young people is key to this work.

The English Football Association is focusing on the EURO 2004 soccer championships to develop a resource pack for teachers to help to deliver a variety of curriculum subject content. The high-

light of the project will be a series of soccer festivals to coincide with EURO 2004. These festivals will engage up to six thousand young people as players, organisers or officials.



At the Universities of Loughborough and Stirling, a study is to be undertaken into the effectiveness of using sport as a means of integrating refugees and asylum seekers into their new communities. Sport is often seen as 'the universal language'. This project aims to identify the strength of that approach.

UKSport is developing the 'Clean Start' programme of resources. This is designed to highlight, to young people, the dangers and issues around becoming involved in drugs in sport. This programme will be linked to the wider delivery of drugs education that schools have in place as part of their citizenship curriculum. No longer will the drugs education be seen as a separate matter when it comes to sport.

In Leeds, the City Council Sport Development and Education Departments are implementing a programme to support seventy disadvantaged young people from across Europe. The climax of this project will be a multi-sport event in Leeds at which the seventy young people will participate and learn from, and with, each other.

Personal commitment and application in sport is universal and adaptable.



EYES IN THE UNITED KINGDOM



This is a key medium through which all schools, colleges and organisations in the UK and beyond can engage in the benefits, work and lessons of the EYES projects.

The website, www.EYES-2004.org, includes

- > Information about EYES
- > Up-to-date information on the funded projects
- > Sporting challenges for schools and pupils

The website's prime objective is to be able to broadcast the work of EYES to all parts of the UK and to engage as many people as possible in sport, partnership and development.

The commitment of government and key sporting figures created the perfect background for the UK Launch of EYES. Events in London, Glasgow, Belfast and Cardiff all involved ministers from the home Governments. The launches give some indication about Government ideals, European aspirations in sport and the work being undertaken by, and with, young people. Above all, the launch will announce the opening of the EYES UK website.

GET AN EYEFUL OF EYES 2004!

THE NATIONAL COORDINATING BODIES

AUSTRIA / Federal Ministry of Education,
Science and Culture
Tel: 00 43 1 5 31 20 25 70

BELGIUM / Ministry of the German-speaking
Community
Tel: 00 32 87 59 63 80

Ministry of the French Community in Belgium
Tel: 00 32 2 4 13 32 77

SVS – Stichting Vlaamse Schoolsport
Tel: 00 32 2 4 20 06 80

CYPRUS / Embassy of the Republic of Cyprus in Belgium
Tel: 00 32 2 7 35 35 10

CZECH REPUBLIC / Ministry of Education,
Youth and Sport
Tel: 00 420 2 57 19 37 70

DENMARK / CIRIUS
Tel: 00 45 33 95 70 00

ESTONIA / Estonian Olympic Committee
Tel: 00 37 2 6 03 15 08

FINLAND / National Board of Education
Tel: 00 358 9 77 47 72 16

FRANCE / French National Olympic Academy
Tel: 00 33 1 40 78 29 54

GERMANY / DSI – German Sport Youth
Tel: 00 49 69 6 70 03 08

GREECE / General Secretariat for New Generations
Tel: 00 30 210 2 59 93 10

HUNGARY / Ministry of Children, Youth and Sports
Tel: 00 36 1 3 01 92 65

ICELAND / Ministry of Education, Science and Culture
Tel: 00 354 5 45 95 30

IRELAND / Leargas – the Exchange Bureau
Tel: 00 353 1 8 73 14 11

ITALY / Ministry of Education, University and Research
Tel: 00 39 06 58 49 58 03

LATVIA / Latvian Sports Administration
Tel: 00 371 7 28 42 06

LIECHTENSTEIN / The Governmental Sports Commission
Tel: 00 423 2 36 67 66

LITHUANIA / EYES Co-ordinating Committee
Tel: 00 370 5 2 33 65 57

LUXEMBOURG / Ministry of National Education,
Vocational Training and Sports
Tel: 00 352 4 78 34 03

MALTA / Ministry for Youth and the Arts
Tel: 00 356 21 22 63 53

NETHERLANDS / Ministry of Health,
Welfare and Sports
Tel: 00 31 70 3 40 63 82

NORWAY / Norwegian Board of Education
Tel: 00 472 3 30 13 46

POLAND / Ministry of National Education
and Sport
Tel: 00 48 22 6 28 41 35

PORTUGAL / Sport Institute of Portugal
Tel: 00 351 21 395 32 71

SLOVAKIA / Ministry of Education
Tel: 00 42 1 2 59 23 82 10

SLOVENIA / Ministry of Education,
Science and Sport
Tel: 00 386 1 2 44 11 26

SPAIN / National Commission of the
European Year of Education through Sport
Tel: 00 34 91 5 89 67 63

SWEDEN / The Swedish Sports Confederation
Tel: 00 46 8 6 05 60 77

UNITED KINGDOM / Youth Sport Trust
Tel: 00 44 15 09 22 66 00



SPORT HIGHLIGHTS 2004

24 May – 6 Jun	Tennis French Open	Paris/France	4 – 26 Sep	Vuelta a Espana (Cycling)	Spain
10 – 13 Jun	Beachvolleyball European Championship	Timmendorf/Germany	17 – 28 Sep	Paralympic Games	Athens/Greece
12 Jun – 4 Jul	Football European Football Championship	Portugal	27 Sep – 23 Oct	Cycling World Championship	Italy
21 Jun – 4 Jul	Tennis Wimbledon	London/ United Kingdom	9 – 19 Dec	Handball European Championship (Women)	Hungary
3 – 25 Jul	Tour de France	France	9 – 12 Dec	Swimming European Championship (Short Course)	Vienna/Austria
25 Jul – 1 Aug	Basketball European Championship for Young Men	Pardubice/ Czech Republic	29 Dec – 6 Jan	Ski Jumping Four Hills Tournament	Germany/Austria
13 – 29 Aug	Olympics Games	Athens/Greece			



FOOTBALL AND FAIR PLAY

Football is often quoted as a good example of a sport that engenders and encourages teamwork, team spirit, and a sense of right and wrong through fair play. At UEFA, we like to try and put this spirit of fair play into action in everything that we do and say – fair play both on and off the field.

As the governing body of European football with 52 member associations, UEFA encourages fair play throughout its member associations. Practically, this means allocating three places to teams who have won their domestic Fair Play leagues to the UEFA Cup first qualifying round.

UEFA also makes sure that the rules and regulations in all our competitions are understood and respected. And to ensure that the games themselves are conducted in a manner of fair play, UEFA independently assigns all the officials, both referees and assistant referees, for all matches in our competitions.

With the UEFA Fair Play ranking initiative, we want to promote fair play among all European football clubs and national teams. UEFA's Fair Play ranking is based on all games in UEFA competition



matches, including club and national team games. Once the ranking is finalised at the end of the season, all associations with an average of 8 points or more will go into a draw. This will determine which two countries will have the right, along with the outright winner, to enter an additional team in the UEFA Cup.

UEFA's Fair Play ranking only takes into account national associations that have played what UEFA says is a 'reasonable' number of games. The Fair Play coefficient is based on criteria such as positive play, respect for opponents and the referee, the behaviour of team officials and supporters as well as cautions and dismissals.



The three associations allocated an additional UEFA Cup place will be entitled to enter the winner of their domestic Fair Play competition. If this club has already qualified for a UEFA club competition, the second-placed team in the domestic competition may be entered and, should they also have already qualified, the third-placed team would be considered, and so on. You can get to know more about the UEFA Fair Play ranking on www.uefa.com.

Respect is another word that is often used in the world of football. Respect for an opposing team, respect for their star player, or respect for their coach. Respect in the world of football is also

important, as it is both a reflection of society as well as a training ground for the use of respect away from the pitch. UEFA encourages teams, players and clubs to respect one another as well as the officials.

Football as a game does not discriminate, and all races, ages, colours and genders play the game. As such, football can be seen and used as an example and opportunity for social integration among different races and religions.

In Europe, we are all becoming closer and more unified in a geographical sense while at the same time we face new challenges: challenges of living more closely with our neighbours and challenges of social integration. Football, and sport in general, with its challenges, integration, requirement for fair play and respect both on and off the pitch, can help in the process of social integration in a new Europe.



ROBERT FAULKNER
UEFA Media Manager



www.uefa.com

SPORT AND CULTURE – INSEPARABLE SIBLINGS

Sport has been an integral part of western culture since the beginnings of Greek civilisation: Socrates pondered upon the value of athletic training, Pindar called Olympia 'the Mother of all Games' and Euripides enviously complained about the attention lavished upon athletes.

Culture – be it music, literature, film, or sport – appeals to people on many different levels, using a variety of media to generate shared fundamental emotions. It is these emotions which connect sport and culture more than any other common feature.

Music is another art form inseparable from sport, evoking the same qualities of enthusiasm and energy. Music is often used at sports events to unite fans in the crowd, or to motivate individuals 'working out' at the gym. In partnership with sport, music has the unique ability to intensify emotions, explaining why every major sporting event has its own signature song or theme tune. Sometimes, the song is specifically commissioned for the occasion, such as the Barcelona Olympics in 1992, or in the case of smaller events or competitions, mostly a popular song that has been re-worked as appropriate to the event. Likewise, the European Year of Education through Sport 2004 will have its own campaign song to mark the occasion: 'Move Your body', performed by boy band B3.



'The Three Tenors':
Placido Domingo,
José Carreras and
Luciano Pavarotti



The boy band B3

Classical music, too, has a place in sporting life. A re-working of Händel's 'Zadok the Priest' for use in the Champions League coverage and 'The Three Tenors' electric performance of 'Nessun Dorma' from Puccini's 'Turandot', during the 1990 Football World Cup Finals, are both immediately synonymous with football and the highs and lows of competition and emotion inherent in sport.

At the opening of their traditional New Year's concert in 2004, the renowned Vienna Philharmonic Orchestra dedicated Strauss' polka 'Eislauf' (Ice Skating) to EYES 2004, as a symbol of the symbiotic relationship between music and sport.

But, above all, it is the new, dynamic sporting events – such as snowboarding, skateboarding and surfing – that most successfully combine music with physical activity. A new generation have defined a new lifestyle, embodied in TV channels such as MTV with its radically different programme formats and mixing of extreme sports with music.

Of equal importance are the enthusiasm and the musicality of the fans, particularly in the football world. Almost every professional club has its own club song or anthem, conveying solidarity and often raw emotion. Who can forget the electric atmosphere of Euro'96 with fans united in renditions of such classics as 'Football's Coming Home' or witnessing the Kop or the Bernabeu in full voice on famous European Cup nights?

Alongside its popular current image, sport also conveys a timeless contribution to the literary world. Numerous authors, from Homer to Hornby, have shown a passion for sports and sporting

SPORT AND CULTURE – INSEPARABLE SIBLINGS



celebrities in their writing. Many of the challenging motifs that have appeared in literature over the millennia – heroism, solidarity, envy, fame – are also evident in competitive sport, although here more simply and purely conveyed.

In addition, cinema has been greatly influenced by the sporting world, with well over 2,000 feature films based around this subject. Today, sports films can be seen as a genre in their own right, acknowledged by film festivals such as the one in Seville, Spain, that honours the year's best sports film productions. Major European successes of recent years are: Bend it like Beckham (2003), The Wonder of Bern (2003), Les Épaules solides (2002), Cyclomania (2001), Tifosi (1999), The Boxer (1998), True Blue (1996) and Chariots of Fire (1981).

Among the many traditions of world sporting events are the spectacular opening and closing ceremonies which, in the case of the Olympic Games, have their modern roots in ancient times. Beautifully choreographed dance and movement, fireworks, lights, lasers, and costumes perfectly capture the spirit of competition in the universal language of artistic expression. Such colourful convergence of art crosses all political, cultural and ethnic boundaries to celebrate the unity of sport in one common language.



Cyclomania, The Boxer, fireworks in Salt Lake City 2002

The universal appeal of performing arts in sport is most recently demonstrated in the Olympic extravaganzas of Sydney 2000 or Salt Lake City 2002, where the combination of emotional artistic performance and the spectacle of the night sky exploding with fireworks was witnessed by hundreds of thousands inside the stadium and billions more in their homes around the world.

Culture and sport are inseparable. Emotion and sense of occasion bind them together – a sibling bond that will never easily be broken.

EYES 2004

GENDER EQUALITY IN SPORT IN EUROPE: WORK IN PROGRESS

Not too long ago, sport still was a male thing: from the days of ancient Greece, where the Olympic Games were reserved for men, to the birth of modern Olympism, which established an international participation, but not a gender-spanning one. Nowadays, things have changed. The place of women in the world of sport is evolving. More and more women practice physical activities and sport. Women and men have as much interest in sport disciplines such as tennis, volleyball, skiing or football. However, the equality between women and men has not yet been completely achieved. This is why the European Women and Sport network (EWS) is strongly engaged in promoting equality in sport.



The European Women and Sport network was founded to promote the place and the role of women in the world of sports. Several steps have led to the development of this theme within Europe, among others the recent resolution on women and sport passed by the European Parliament in June of 2003 and to

which the EWS has strongly contributed. However, much needs to be done so that a culture of gender equality and parity becomes reality. The European Year of Education through Sport will constitute a new step in this direction.

The EWS, founded in 1994, is a free-standing group on national level which consists of representatives and contact persons related to or interested in gender equality work. The main aim of the EWS is directed towards a sports culture of practised gender equality in terms of equal opportunities for girls and boys, women and men with regard to education and training, participation and promotion as well as codetermination in decision-making processes in sport. For this purpose, the EWS helps increase the number of women in decision-making bodies and in the administration of sport at all levels, to strengthen co-operation and encourage the exchange of experience with women and sport issues among European countries. EWS also aims at encouraging and increasing scientific research projects in various sports sciences.

Despite significant progress, there is still reason to worry about the unequal access of women to sport places, the question of physical and sport education, which remains insufficiently developed in many countries, and questions regarding some community

centred groups at local level which are a barrier to the development of women sports.

Thus, the resolution on the role of women in sport adopted by the European Parliament on 5 June 2003 acts as an incentive among the sport decision-making bodies. A synergy between the governmental, non-governmental and Olympic organisations is necessary to carry on the project of greater gender equality in sport on a democratic basis of parity.



PR. CHANTAL AMADE-ESCOT
President of the European Women
and Sport network (2002-2004)



www.ews-online.com

VISA SUPPORTS THE EUROPEAN YEAR OF EDUCATION THROUGH SPORT 2004



Visa International's involvement in sport dates back to 1986, when the company first became a sponsor of the Olympic Games.

Since then, Visa has been progressively extending its commitment to sports education and is now a proud sponsor of the European Year of Education Through Sport (EYES).

"In my view, our investment in sports becomes even more valuable when we support and empower young athletes to reach their full potential, as in the Team Visa programme," says Hans van der Velde, President of Visa EU. "That is why I was so keen to support EYES."

Through Team Visa, Visa is actively supporting 60 of Europe's Olympic 'hopefuls' – young athletes with the potential to qualify for and succeed at the Athens 2004 Olympic and Paralympic Games.

As well as receiving valuable financial assistance, they receive ongoing support and practical advice from the Team Visa 'mentors' – a group of real Olympic greats, who are a ready source of inspiration. Importantly, the Team Visa programme also extends to the Paralympic Games. Visa has been involved in the Paralympic Games

since the Salt Lake City Olympic Winter Games, and continues to be the only global partner of this truly inspirational event.

To ensure that the message and opportunity extends to younger age groups, the company also runs an art competition for 9-to-13-year-olds – Visa Olympics of the Imagination. In the ten years it has been running, it has involved nearly a million children from around the world. The top prize is a trip to the Olympic Games and, in Athens, 33 children from 18 countries will be guests of Visa.



Adecco AND ATHLETES

Participation in competitive sport requires an extensive personal investment and athletes often forget about, or avoid thinking about their professional future after the completion of their sporting career. Sports federations and athletes associations do not contribute to do it either. In the year 2000 Adecco decided to start developing a career programme for athletes. One of the first countries to establish the programme was Italy where the programme was supported by Diana Bianchedi, Yuri Chechi and Manuela de Centa. Since this effort was initiated the programme has been implemented in several countries and around 1000 athletes are now connected to the career programme.

Through our "day-to-day" business we have met many athletes who were worried about their professional life future. As a Forbes 500 company and the global leader in HR Solutions it was natural for Adecco to take the athletes' problem seriously, as the company is also running programmes for some others special groups (disabled, senior, young people).

How Adecco works with athletes:

> The first step is a transition career seminar offering support in conducting self-analysis. These first steps are the preparation of self-awareness tools such as CV, presentation letter, role interview etc.

> The second step is a first interview, including a personal analysis encompassing motivation, skills, training needed, financial needs, geographical mobility, availability, etc.

> The third step is a second interview to define professional profile, objectives and necessary training, to elaborate a personal development plan and to simulate application interviews

> The fourth step is professional support towards employment: The candidate is then enrolled free of charge on training courses and thus presented to the Adecco branches in the geographic area they are interested in, introduced to Adecco clients at the relevant branches and registered on the Adecco candidate database. Then, ongoing individual monitoring starts.

An example:

Ex-Fencer Leonardo Caserta (32) from Naples

Qualifications: Degree in Business Studies

Sport: Fencing

Best Results: Gold medal in sabre at the World Military Championship in 1996

Current Job: Sales and administration manager with a transport company



More information about Adecco: www.adecco.com