

PRELIMINARY AGENDA OF THE CONFERENCE ORGANISED
FEBRUARY 16, 2010 IN BRUSSELS (CENTRE BORSCHETTE)

**WHAT FUTURE SUSTAINABLE FUNDING MODEL(S) FOR
GRASSROOTS SPORTS IN THE INTERNAL MARKET?**

Morning Session

8:15 – 9:00 Registration and coffee

9:00 **Opening address by the European Commission**
Mr Guido Berardis, Director, DG Internal Market and Services
Mr Pierre Mairesse, Director, DG Education and Culture

9:30 ***The economics of sport***
Prof. Stefan Szymanski, Cass Business School (UK)

10:00 ***The different grassroots sports' funding models in the EU***
Mr Julien Montel (Amnyos) and Ms Elisabeth Waelbroeck-Rocha
(Eurostrategies)

10:45 Discussion

11:00 **Round table: "The role of different stakeholders in grassroots
sports' financing"** Facilitator: Prof. S. Szymanski

Introduction: A brief overview of the results of the E-consultation
Mr Julien Montel (Amnyos)

The funding of grassroots sports, the view of the Olympic sport movement
Mr Mathieu Fonteneau, European Olympic Committee EU Office

The role of local governments in funding grassroots sports
Ms Anna Pruna – Secretary General for Sports of the Government of Catalonia
(Spain)
Prof. Dr. Christoph Breuer, German Sport University Cologne (Germany)

The contribution of sponsors, and trends in sponsorship
Ms Helen Day, Head of European Policy, European Sponsorship Association

The contribution of lotteries to the funding of grassroots sports
Mr Jean Jorgensen, Executive Director, World Lottery Association (WLA)

The role of gambling and betting in funding grassroots sports
Ms Sigrid Ligné, Secretary General of EGBA

The future contribution of media rights to grassroots sports' financing
Mr Nic Coward, Chairman of SROC

Summary by Prof. Szymanski (UK) and Prof. Andreu Camps (Spain)

Discussion

12:30 Lunch

Afternoon Session

13.30 Coffee

14:00 ***The impact of the economic crisis on the future financing of grassroots sports***

Mr Wladimir Andreff, former President of the French Association of Economics, Université of Paris I & CNRS

14:30 Discussion

14:45 **Selection of countries and disciplines to be analysed in more depth in Phases 3 and 4 of the study**

Ms Elisabeth Waelbroeck-Rocha, Vice President of Eurostrategies

15:30 **Round table: "A focus on selected sport disciplines and case studies"**

Facilitator: Prof. Jean-Jacques Gouguet, CDES (Limoges, France)

The contribution of funding schemes to the popularity of basketball in Lithuania

Ms Vilma Cingiene – Basketball Federation, Lithuania

The role of solidarity mechanisms in promoting football participation

Mr Pascal Torres, UEFA Head of National Associations

New forms of public private partnerships for funding sports

Mr Scott McCarthy – Head of the Judo Federation – UK

Prof. Alain Ferrand, University of Turin and Scuola dello Sport Rome, Italy

The contribution of gymnastics practice to health care systems: can a new form of partnership develop?

Mr Herbert Hartmann, Member of Board of Sport for All, German Gymnastics Federation

16:45 Discussion

17:15 **Next steps and closing remarks by the European Commission**

17:30 End of meeting