



# Seminar on Sport Diplomacy Outcomes

6 December 2016

On 6 December 2016, the European Commission organised in Brussels the Seminar on Sport Diplomacy. This event follows the [Report](#) delivered in June 2016 by the High Level Group on Sport Diplomacy (HLG), set up under the initiative of Commissioner Navracsics.

The Seminar was opened by the Prime Minister of Fiji, Josaia Voreqe Bainimarama; Virginie Rozière (MEP) representing the European Parliament as well as Commissioner Navracsics. Furthermore, it was also a great opportunity for the Slovak Presidency to present the Council Conclusions on sport diplomacy recently adopted by the EU Ministers responsible for Sport. During the afternoon, participants were invited to take part in three interactive workshops and to discuss the recommendations in the HLG Report covering the three following areas: *EU external actions; Promotion of EU values in the context of major sport events and advocacy; Development of an organisational culture of sport diplomacy*. The aim of the workshops was to reflect on how to translate the recommendations into concrete actions.

The Seminar on Sport Diplomacy was attended by almost 100 participants from Member States, International, European and national sport federations, Olympic movement, politicians, decision-makers and other sport stakeholders.

## Workshop conclusions

### EU external relations

1. Implement and give full-effect to the sport-related provisions already set out in the Accession, Association, Co-operation and European Neighbourhood agreements.
2. Strive to gain more visibility in foreign policy throughout major sport events, such as Euro 2020.
3. Collect and analyse existing good practices at national and European level and develop practical guidance.
4. Increase the cooperation with sport stakeholders, youth organisations and the Council of Europe in order to establish an efficient, joined up approach towards an EU strategy on sport diplomacy, based on the HLG Report.

---

### **Promotion of EU values in the context of major sport events and advocacy**

1. Develop sport diplomacy in line with existing initiatives by sport organisations and underline, through studies and research, the added value of major sport events, in particular for the promotion of EU values.
2. Promote co-hosting of European Sport events involving third countries.
3. Ensure a clear communication strategy among the EU institutions, the sport stakeholders and the Embassies.
4. Focus the EU actions towards the education of young people.
5. Promote the creation of a network of sport ambassadors with clearly defined tasks.

### **Development of an organisational culture of sport diplomacy**

1. Develop an organisational culture of sport diplomacy through the Erasmus+ Sport programme and the existing funding programmes.
2. Create a group of experts on sport diplomacy as a platform to generate ideas and the exchange of best practice.
3. Get inspiration from the approach leading to the Cultural diplomacy Communication.
4. Provide the sport stakeholders with guidance, information and toolbox on using sport in public diplomacy.