



Brussels, 25/10/2017

Seminar on Sport Diplomacy

Date: 6 December 2017
Time: 9:30-17:30
Venue: Thon Hotel EU (*Rue de la Loi 75, 1040 Bruxelles*)

DRAFT AGENDA

9:30-10:00 *Registration and coffee*

10:00-10:30 1) Opening session

- Jens NYMAND-CHRISTENSEN, *Deputy Director-General DG Education and Culture, European Commission*
- Tari PÜRN, *Undersecretary of Sport of Estonia*
- Bogdan WENTA, *Member of the European Parliament*
- Niels NYGAARD, *Member of the Executive Committee, European Olympic Committees*

10:30-11:15 2) Presentation of good practices – 3 projects

- David BLOUGH, *Executive Director, PL4Y International*
- Jacob SCHOUENBORG, *Leader of the grassroots sport diplomacy project, International Sport and Culture Association*
- Nevena VUKASINOVIC, *Vice Chairman of the Board, European Non-Governmental Sports Organisation– Youth*

11:15-12:30 3) Panel discussion: *To what extent can sport be used as a tool for diplomacy?*

- Panelists:
 - Marie BARSACQ, *Director Impact and Heritage, Paris2024*
 - *International Association of Athletics Federations (TBC)*
 - Gábor DEREGÁN, *Head of Sport Diplomacy Division, Hungarian National Trading House (TBC)*
 - Guillermo ROLANDO, *Executive Director and Co-Founder, Fútbol Más*

12:30-14:00 Lunch break

14:00-15:00 4) Commission update

- Yves LE LOSTECQUE, *Head of Sport Unit, DG Education and Culture, European Commission*
- Claire MOREL, *Head of International Cooperation Unit, DG Education and Culture, European Commission*
- Luciano DI FONZO, *Education, Audiovisual and Culture Executive Agency, EACEA*
- Presentation of Commission Study on "Sport Diplomacy – Identifying good practices" by Ecorys: *Tim FOX (Technical Director) and James SENNETT (Senior Consultant)*

15:00-15:15 **Coffee break**

15:15-16:30 **5) Workshops**

I. *European Week of Sport: Beyond the EU's borders*

II. *Mobility of athletes and coaches*

• Moderator:

Mark CUTAJAR, *Chief Executive Officer, SportMalta*

Interview with an athlete (TBC) and sport coach Jacques Borlée (TBC)

III. *How to use sport to increase the international position of a country?*

• Moderator:

Alexandre HUSTING, *Sport attaché, Permanent Representation of Luxembourg to the European Union*

• Speakers:

- Diego CALATAYUD SORIANO, *Head of Unit, Marca España*

- Monika PUCHNER, *Managing Director, International Basketball Federation FIBA*

- Richard PARRISH, *Professor of sports law, Edge Hill University*

16:30-16:45 **Coffee break**

16:45-17:30 **6) Conclusions – Next steps**

• Presentation of the Workshops' outcomes:

Moderators of the workshops

• General conclusions:

– Gabriela KOZAREVA *Deputy Minister of Youth and Sports of Bulgaria*

– Antoaneta ANGELOVA-KRASTEVA, *Director of Innovation, International Cooperation and Sport, European Commission*