PRESS RELEASE

Sport and Citizenship, in collaboration with Kantar Media publishes first-ever survey on the relation of Members of the European Parliament (MEPs) to sport.

PARIS, France, 4 March 2014 – As the 4th international Congress on Sport of Madrid closes, the think tank Sport and Citizenship and Kantar Media’s division dedicated to sport Intelligence Kantar Sport with the support of the “Friends of Sport in the European Parliament” intergroup publish the results of their joint study on the relation of MEPs to sport. The results were previously presented in the framework of a seminar organized at the European Parliament in Brussels, Belgium on January 29th 2014.

The online ad-hoc study was conducted between 21 October and 26 November 2013. The survey is based on the willingness of the MEPs to answer, thus the representativeness of the European Parliament cannot be guaranteed. However, the results give and/or confirm general trends related to the European dimension of sport.

The survey sheds light on MEPs personal and professional relation to sport as well as compares their relation to sport with that of the general population of the European Union, be it in terms of interest to sport, participation, and involvement in a club, perception of sport, etc.

The results give a general overview and guideline terms of the interest and the seriousness of sport as an important dimension of EU policies.

The study highlights the interest of MEPs for physical activity, as 41% of the respondents consider that the European Union brings an added value to sport.

The new competence given to the EU since the entry into force of the Lisbon Treaty in 2009 has led MEPs and the European Parliament to really consider sport and physical activity.
According to MEPs, the main values associated with sport are its ability to rally people together, the respect of the rules, and the promotion of social mix.

In terms of danger, results confirm past political developments at EU level, with doping, corruption and violence appearing as the three main threats to sport in Europe.

---

**WORDS FROM...**

**Sophie Auconie**, Member of the European Parliament: "The Lisbon Treaty has given the European Union a responsibility to foster the European dimension of sport. Many of my colleagues and myself are convinced that it is high time to give it a real political meaning and promote sport as a strong tool for public policy, both to address the challenges it faces (doping, violence, corruption) and to use its capacities to improve public health, social cohesion, education and competitiveness."

**Julian Jappert**, Director of Sport and Citizenship: "Interest in sport has grown at the European Parliament in the last years. Not only as a private leisure activity, but also as a true political tool which impacts several key topics of European competence like health, education and social integration. This survey reinforces the need for civil society organizations like Sport and Citizenship”.

This original study is the first edition and is likely to become a regular work. Figures shall be updated after the 2014 European parliament elections. A mid-term edition will be published in 2017.

Link to the summary sportetcitoyennete.com/calendar/PDF/2014/infographie_kantar_s&c.jpg
For full study please contact: maxime.leblanc@sportetcitoyennete.com

---

**About Kantar Media**

Kantar Media provides critical information that helps our clients make better decisions about communications. We enable the world’s leading brands, publishers, agencies and industry bodies to navigate and succeed in a rapidly evolving media industry. Our services and data include analysis of paid media opportunities; counsel on brand reputation, corporate management and consumer engagement through owned media; and evaluating consumers’ reactions in earned media. www.kantarmedia.com

**About Friends of Sport**: The "Friends of Sport in the European Parliament" is an informal group co-chaired by MEPs Sophie Auconie and Syed Kamall. It is actively working on the recognition and promotion of sport and related issues in the European Parliament.

**About Sport and Citizenship**: Launched in September 2007 in France, Sport and Citizenship is a forum for new thinking and lobbying which aims as putting forward the core values of sport in society, in the realm of politics, economics and media issues. To achieve its goals Sport and Citizenship relies on its scientific committee, made up of more than hundred French and European scientist considered as experts in their field. www.sportetcitoyennete.com