



European Fair Play Movement – EFPM “Fair Play - the Spirit of Sport”

EFPM Strategy 2021-2025: Executive Summary

The Purpose of EFPM

EFPM is the Ambassador and networking organisation of fair play. It champions fair play with its members and connected sports organisations in cooperation with public authorities and educational institutions through its activities.

FAIR-PLAY is understood as a concept encompassing all human values and as a behavior leading active citizens to meet the challenges of the communities in which they live. This in turn reflects the dynamism and diversity of sports activities and organisations as a place for learning and highlighting these values.

Our mission is to encourage, support and campaign for the promotion of ethics in sport to ensure the spirit of fair play prevails in the game, on the pitch and in sports organisations to impact the culture and ethic of all society.

Everyone in sport both on and off the pitch is invited to highlight fair play initiatives, projects and successes every year on this date.

By actively promoting fair play EFPM will enable and promote the contribution by sport to universal ethical values, e.g. peace, tolerance and respect, that will help individuals and communities make European society a better place for everyone.

Philippe Housiaux, EFPM President, (Belgium)

About EFPM

EFPM was founded in 1994 and is a non-governmental organisation registered in Belgium as a non-for-profit organisation.

EFPM Members are national Fair-Play Organisations, National Olympic Committees (NOCs) or organisations they nominate and European sport organisations which share EFPM's aims and values.

EFPM has members in almost 30 countries and has signed MoUs with 20 European sport federations or associations.

The General Assembly joins EFPM members every year. The governing body is the Executive Committee, chaired by the President with nine board members elected every four years. They are all volunteers.

EFPM is recognised by the European Olympic Committee (EOC), is a member of the Consultative Committee of EPAS of the Council of Europe and a founding member of the World Fair Play Day – 7 September.

EFPM organises on a yearly basis the Fair Play Awards Ceremony and the Congress.

EFPM Strategic Aims: 2021-2025



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1. Actively Promote Fair Play and Olympic Values. EFPM will promote a wide interest and understanding of fair play and Olympic Values by lobbying key organisations and stakeholders.

2. A Platform for Education and Fair Play. EFPM will improve its platform for science and education in the field of fair play, Olympic values, and sport ethics.

3. Unique Position in Europe for fair play and sports Integrity. EFPM will support and lobby other European and national organisations in initiatives that reduce the potential for unethical, illegal and unfair behaviour in sport and society.

4. Institutional Cooperation.

EFPM is closely cooperating with Continental Sport Federations and Sport advocacy organisations (ENGSO) and through its membership to the Council of Europe and similar institutions.

EFPM Main Actions

EFPM Awards

In 1996, the EFPM established the European Fair Play Awards aiming to promote the principles of Fair Play in Europe. The purpose of these awards is to present people and organisations which at important crossroads have a remarkable behaviour.

On yearly basis the EFPM members are submitting to a jury composed of athletes, coaches, and managers to select the awardees in the categories you will find here below. Awards are also jointly presented with EFPM partners such the European Olympic Committees or the AIPS Europe.



EFPM "Fair Play Flame" Award
 EFPM "Spirit of Fair Play" Award
 EFPM "Fair Play Vox Award"
 European Fair Play Special Award
 European Fair Play Diploma
 European Fair Play Merit and Diploma



The awarding ceremony is taking place usually in Fall each year in a different EFPM member country association.

The 2022 edition was organised in Rome, Italy and the 2023 will take place in Baku, Azerbaijan.

Fair-Play for Peace Honorary Award



For the EFPM, Peace is not only that which follows or is contemporaneous with a war; it can also be a contribution to bringing together communities or opinions which are or have been in conflict and which can be dangerous for life in society, which can experience this as a specific form of "war" (e.g. games of sans -shelter; solidarity sports; integration of people from LGPD+ groups; racism; refugee teams, etc.).

It is therefore what brings people together rather than stigmatizing a situation or a behaviour.

Criteria for the award of Fair Play for Peace

- Contribution to an advance for peace, including sport.
- Implementation of an action that had/has the effect of calming tensions.
- Creation of a structure with this objective (at local, national or international level).
- Integration of the intrinsic values of sport to promote all forms of peace.

The first award was attributed on November 4th, 2022, to the **Norwegian Nobel Committee**. Ms. Berit Reiss-Andersen, the chairperson, welcomed this Award by underlining the importance of the spirit of sport in contributing to dialogue and peace.

World Fair-Play Day, September 7th



The World Fair Play Day (WFPD) is an initiative designed to promote fair play and Ethical Values in sport. The WFPD is coordinated by a joint worldwide partnership between Panathlon International, and the World and European Fair Play Organisations, CIFP and EFPM, inspired by Panathlon Wallonia-Brussels (PWB), where Fair Play Days have happened annually since 2013 in French-speaking Belgium on 7th September.

The idea of the day recognizes that fair play can be promoted by large national initiatives and small simple gestures, so PWB invited all athletes, practitioners, leaders, coaches, trainers, referees, parents, supporters, and those around them to join the campaign and take concrete action on the ground and demonstrate exemplary behaviour in all circumstances. To make this day a true celebration of fair play in sports.

The date of 7th September was not chosen at random by PWB, because it was on this day in 1963 that the founding members of what was to become the International Committee for Fair Play (CIFP), met on the initiative of the French Tennis Champion Jean Borotra.

The International Olympic Committee later endorsed the CIFP as champion of the values of the Olympic Charter. Organisations wishing to be associated with this World Fair Play Day are invited to sign its manifesto: <http://worldfairplayday.org/>.



EFPM Network on the Field



The partnerships signed by the EFPM with European sports organisations have resulted in the implementation of concrete actions during major competitions.

They make it possible to raise awareness among a large public, to ensure the visibility of EFPM and Fair-Play at the heart of sporting life and finally to cooperate closely with the most important sports federations to coordinate their actions and policies relating to Fair-Play.

Through its members the EFPM is cooperating with more than **600** national, regional and continental sport, educational and media organisations

- * European Olympic Committees (EOC)
- * International Fair-Play Committee (CIFP)
- * European Paralympic Committee (EPC)
- * International Sports Press Association – Europe (AIPS)
- * European Cycling Union (UEC)
- * Ju-Jitsu European Union (JJEU)
- * European Non-Governmental Sports Organisation (ENGSO)
- * European Athlete as Student (EAS) – the Dual Career Network

- * European University Sport Association (EUSA)
- * European Olympic Academies (EOA)
- * International Workers Sports Confederation (CIST)
- * European Fencing Confederation (EFC)
- * European Handball Federation (EHF)
- * European Softball Federation (ESF)
- * European Chess Union (ECU)
- * International Sport and Culture Association (ISCA)
- * International Dance Organisation (IDO)
- * European Taekwondo Union (ETU)



What key things will EFPM implement?

→ With Sport Organisations:

- Co-organise events at the occasion of European Competitions:
 - *Fair-Play ceremonies, Fair-Play Medals/ Diplomas, Fair Play Oath, Fair Play Zone*
- Promote strong, concrete, and structured long-term commitment with the European Federations which will permeate their members from the most amateur to the most professional:
 - *Fair-Play card: The EFPM Fair Play Card rewards acts of fair play, and so is the exact opposite of the yellow, and red cards. The card can be any colour and is awarded by the referee.*
- Encourage sport organisations in including in the constitutional documents, structure and in their strategic plan, actions related to Fair-Play:
 - Fair-Play commission, fund allocations to the Fair-Play
- Cooperate with the Sport Organisations in collecting, promoting and exchange best practice on Fair-Play acts.

→ With Educational Institutions:

- Position Fair-Play as an integral part of educational policies, programmes, and training
- Promote recognition of the theme of Fair Play in academia:
 - award honours related to Fair Play: Honoris Causa Dr.,
 - promote, encourage, and support studies on fair play: doctorate, master's thesis.
- Organise an annual **Congress** with a four-year theme *"Fair Play as a concept encompassing all human values"*:
 - **Fair Play Education to overcome Gender Discrimination in Sport (2022)**
 - **Fair Play Education to overcome Racism in Sport (2023)**
 - **Fair Play Education to overcome Violence, Bullying and Cheating in Sport (2024)**
 - **Fair Play Education to foster Inclusion in Sport (2025)**
- Develop educational tools:
 - Tool kits such as the "Sport values in every classroom"
- Cooperate with association composed of scientist and educational institutions such as the European Athlete as a student – dual career network (EAS).

→ With Public Authorities:

- Establish programs and actions with public authorities to familiarise and incorporate citizens into fair play:
 - *Naming public places related to fair-play: streets, public buildings, school yards, sport halls.*
 - *Develop a network of "Fair Play Cities".*
 - *Organise mass sporting events by naming them Fair Play.*
- Improve the position and representation of EFPM within non-governmental and governmental organisations and fair play bodies dealing with sports and ethical issues:
 - *To write and disseminate position papers,*
- Develop actions targeting the youth particularly in schools as it is the only place to target all youth through the compulsory sport classes:
 - *include Fair Play" in the curricula of schools.*
 - *create "school fair play" labels.*
- contribute to the promotion of initiatives by public authorities regarding the promotion of strategic objectives of international partners of EFPM.



“Fair Play - the Spirit of Sport”

→ Fair play: good spirit and attitude

Fair play means **respect** for the written rules of the game and values such as integrity, solidarity, tolerance, care, excellence, and fun.

Fair play also demands that athletes having the right **attitude** conducting themselves in the right **spirit in and out of the sport practice** and have respect for opponents, fellow teammates, coaches, and officials.

Fair play demonstrates modesty.

Fair play is a **positive concept** which, enriches society and promotes friendship, understanding and tolerance between people.

Fair Play means both **equality and equal opportunities**. Competing on equal terms is essential in sport.

Everyone should have access to sport irrespective of ability, race, gender, finance...

→ Fair Play and Olympism

The **Olympic Spirit** and the concept of fair play are linked to the values of the Olympic Games. Excellence, Respect and Friendship are the three core values of the Olympics. The Paralympic Games add the values of determination, inspiration, courage, and equality.

When **Pierre de Coubertin** revived the modern Olympics in 1896, one of the goals he wanted to achieve was to bring the world together to compete in sport in 'a spirit of fair play'.

He wanted sport to be available to everyone and hoped that it would contribute to a peaceful and better world. Coubertin wanted sport to push people to become the **best they can** be and **help others** to do the same.

He said: “**Olympism seeks to create a way of life based on the joy found in effort, the educational value of a good example and respect for universal fundamental ethical principles.**”

Strategic Fit

EFPMs role, purpose, and activities all contribute to:

- Olympic Charter (2021) Clause 4.
- UNESCO International Charter of Physical Education, Physical Activity and Sport (2015) Article 10.
- Council of Europe, European Sports Charter (2021).
- Sustainable Development Goals of the United Nations 2030 Agenda.



Next Steps & Agenda:

- 2023:
 - General Assembly.
 - Awards and Congress, November, Baku.
 - All the year through, presence in key European Sporting Events organized by our Members, Sports Federations and of course the European Olympic Committees (like the European Youth Olympic Festivals).
- 2024:
 - 30th Anniversary Celebration, Paris.

EFPM as an Organisation Promoting “Fair Play Spirit of Sport”:

With a secretariat based in Brussels from 2022 ready to support the structure of the organisation that will be composed for the first time of several committees composed of representatives of the member organisations the EFPM is now ready to develop and strengthen each of its main strategic pillars which are:

Education / Events / Advocacy / Administration Membership & International Relations / Communications and Media

For structuring the organisation to cooperate better with stakeholders to implement action, ensuring a higher visibility for embedding fair-play as a concrete and crucial concept in the lives of European citizens,

By

- Adopting and promoting the strategic action plan with and for the members.
- Increasing the number of individuals contributing to the success of the organisation (staff, committee members...).
- Ensuring a more sustainable financial base by partnering and being recognised by major sport and governmental institutions.
- By building actions and programmes that are well recognised and implemented.
- Establishing a calendar for promoting position papers, and for meetings of key partners.
- Coordinating with the members' continental initiatives on the field.
- Build agreements with media partners to promote EFPM actions and fair play initiatives.
- Strengthen the EFPM communication tools to be an effective platform for relaying and promoting stakeholders' actions to ensure consistency.
- Appointing an editorial board of authors to write articles on dedicated topics and EFPM events.

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