



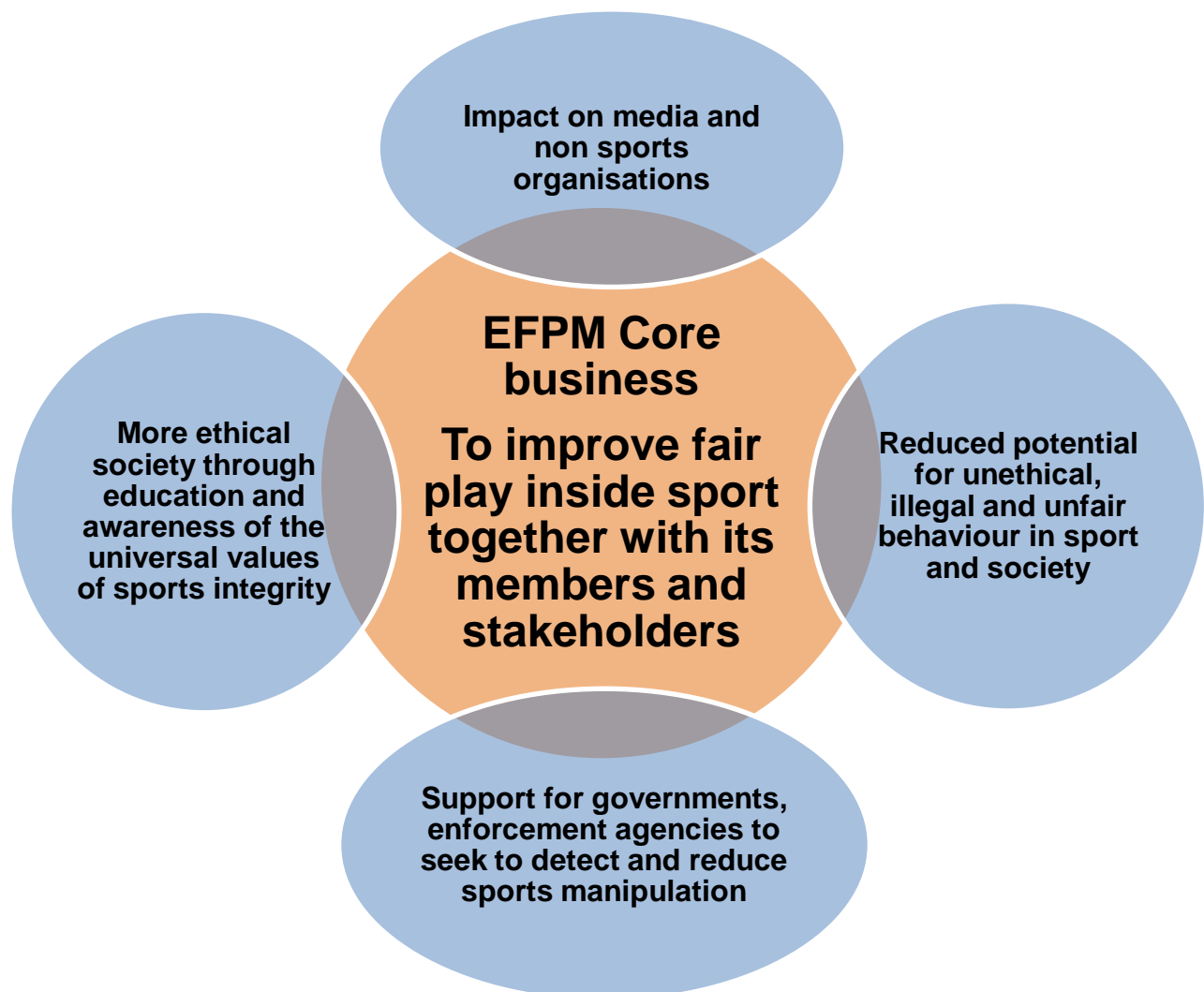
EFPM STRATEGY 2020 – 2025

VISION: “A peaceful and harmonious European sports society”

MISSION: To promote fair play inside sport in order to enable its contribution to universal ethical values and thereby strengthen sports integrity and make society a better place for everyone.

EFPM VALUES: Governance, Transparency, Respect, Honesty, Responsibility and Sustainability.

EFPM CORE BUSINESS AND OUTCOMES FROM OUR ACTIVITY



What do we understand by “Fair Play”?



Fair play is a positive concept. Sport is a social and cultural activity which, practiced fairly, enriches society and can promote friendship between peoples.

Sport is also an individual activity which, played fairly, offers the opportunity for self-knowledge, self-expression and fulfilment; personal achievement, skill acquisition and demonstration of ability; social interaction, enjoyment, good health and well-being.

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

Sport promotes involvement and responsibility in society with its wide range of clubs and leaders working voluntarily. In addition, responsible involvement in some activities can help to promote sensitivity to the environment."

EFPM is the **only** organisation in the European Area with a mandate for fair play within sports.

EFPM Strategic Aims:

1. An effective and respected organisation

EFPM will be a more effective respected organisation for developing and exchanging information, knowledge and practice in the field of fair play and Olympic Values;

2. 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;

3. A platform for education, fair play and sports integrity

EFPM will improve its platform for science and education in the field of fair play, Olympic values and sport ethics;

4. 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 behavior in sport and society.

Appendix 1. EFPM STRATEGIC PLAN AND ACTIVITIES 2020-2025 (subject to resources)

STRATEGIC AIM	ACTIVITIES
<p>An effective and respected organisation</p>	<ul style="list-style-type: none"> ✓ Exploring new sources of funding and professionalize the EFPM Secretariat ✓ Establish strong Advisory Scientific Board (4 + one member from Congress host organisation) ✓ Annual EFPM Congress (banner, media promotion) ✓ Appoint EFPM WGs ✓ Supporting the development of EFPM WGs work ✓ Establish a fair play certificate ✓ Design EFPM charter for organisations who will promote fair play and Olympic values in sport ✓ Fair play card (promotion and support EFPM members for implementation) ✓ International day of Fair Play (September 7th)
<p>Actively promote fair play and Olympic values</p>	<ul style="list-style-type: none"> ✓ Strengthen and increase partnership with EFPM members and relevant stakeholders (EOC, AEOA, ESJ, EUSA, etc.) ✓ Improve the impact of Annual fair play awards ✓ Improve web site and flash news and social media ✓ Actively building fair play in sports scene and public society (sign up procedure by different organisation – media promotion) ✓ Implementation of the Fair play card in practice on national level, support EFPM members, collect data
<p>A platform for education, fair play and sports integrity</p>	<ul style="list-style-type: none"> ✓ To sign protocol or Memorandum of Understanding with European universities interested in cooperation (sport, ethics, media) ✓ Developing EFPM economic sustainability by exploring new sources of funding for the projects (ERASMUS + sport – ethics in sport, fair play – competitions...) ✓ Further strengthening cooperation with university sport organisation on different level (EUSA and national organisations) ✓ EFPM Award on the European schools and university sports competitions or sports conferences; ✓ Develop a suite of tools and products to implement fair play in the game (WG, member best practices) ✓ Presentations and promotion of study findings related EFPM values, core business, etc.
<p>Unique position in Europe for fair play and sports integrity</p>	<ul style="list-style-type: none"> ✓ Sharing the documents related to prevention of unethical, illegal and unfair behavior in sport to enable EFPM members to support its implementation at national level; ✓ Encourage activities with stakeholders and host organisers during sport events (EYOF, EUG, EOG, etc.) (raise awareness, Fair play oath, green card, develop educational material, collect data: good practice, athletes and coaches' opinion, etc.).