



Erasmus+ **Sport**

INFO DAY 2025

16 December 2024

**10:00 – 11:00**

# **SESSION 1: THE ERASMUS+ SPORT POLICY PRIORITIES**



European  
Commission



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# Erasmus+ Sport Policy priorities

Introducing SHARE 2.0 and its ideas papers

*16 December 2024*

## SHARE 2.0 in brief



Community of **350+ members** representing the sport sector (Ministries, local and regional administrations, Olympic Committees, Federations, civil society, sport clubs)



Works on key subjects for the sport sector: **access to funding, sport and health, innovation and greening of sport infrastructure**



Erasmus+ projects can join and benefit from the **Communities of Practice** of like-minded actors to enlarge the network, share experience, enhance capacity

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# SHARE 2.0 – Activities planned until 2025



## Up to **15 online capacity building activities**

4 already took place on a) use of regional funding for sustainable infrastructure, b) mental health through sport, c) digitalisation of the sport sector and d) sustainable sport events



## Up to **6 background papers**

3 being drafted and to be delivered in early 2025



## A **yearly conference in Brussels**

- 1) First conference took place on 11 September 2024
- 2) Second conference in May 2025 (tbc)

# Three ideas papers

A preview

## SHARE 2.0



The **three papers** respond to proposals from the three communities of practice on health, innovation and green sport



They reflect feedback from the annual conference (11 September 2024) and are co-drafted with the members of the Steering Committees of SHARE 2.0



They are papers from the SHARE community to propose ideas that help address the community members' challenges on health, innovation and greening of sport.

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# SHARE 2.0 – Ideas paper on physical and mental health



**Urban planning** and notably a **whole-city approach** (co-design, involve authorities, use of data and scheduling with the seasons) can facilitate access to sport



The **environment for doing sport is crucial**

- Prioritise a safe, fun and inclusive spaces
- Very important for youth facing mental health challenges



**Tailor inclusive and enjoyable approaches** to help reach new individuals

- e.g. sport at the workplace

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# SHARE 2.0 – Ideas paper on digitalisation and scale-ups



**Digitalisation** as a key driver for competitiveness

- Develop online training to use digital tools (i.e. sport staff, volunteers)
- Create a pathway for gradual adaptation
- Gather a library of tools that are fit for sport actors

Creating an **ecosystem** for start- and scale-ups in sport

- Foster education for entrepreneurship tailored to sport
- Involve athletes in entrepreneurship programmes
- Connect business interested in sport at different levels (local/national/international)



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# SHARE 2.0 – Manifesto for Environmentally Sustainable European Sport

*Follow up to the Green Sport Expert Group's recommendations; the «playbook»*

## Key ideas



- Public commitment to drive environmental sustainability in sport organisations / the organisation of sport events
  - ✓ Dedicated sustainability manager plus sustainability strategy; self reporting
  - ✓ Communication
  - ✓ Longer term: foster continued knowledge-gathering and good practices exchanges
- Open to all actors in the sport sector (from grassroots sport to international sport federations); public sector is welcome, too.

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# SHARE 2.0 – upcoming activities

20 January – 15 February



Capacity building activities on

- EU Funding for sport (LIFE Programme best practices)
- Urban planning to encourage sport and physical activity
- Innovation Community of Practice (tbd)
- Green Sport Community of Practice (tbd)



[Join SHARE 2.0](#)

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# Thank you



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