



ILIANA IVANOVA
MEMBER OF THE EUROPEAN COMMISSION

Dear Minister Purga,

I would like to thank you for the constructive and positive discussions at the last Sport Council on 24 November. On all of the points on the agenda, I was impressed by the common sense of direction and political will to strengthen our values-based European Sport Model and to use the full potential of sport as a driver for social cohesion and unity across our Union.

This common purpose is all the more important as we enter a remarkable year for sport in Europe, which will be full of major sport events hosted by our Member States. The Paris 2024 Olympic and Paralympic Games are a unique opportunity to show the impact that major sport events can have on all of Europe – from promoting our common values to leaving a lasting legacy on everything from physical activity to environmental sustainability. To make the most of this opportunity, the Commission will embark on a series of events and initiatives in 2024 under the banner of “Road to Paris2024”. This will include an Olympic-themed EU Sport Forum and activities as part of the #BeActive and European Week of Sport campaign.

In this spirit, and as mentioned during the Council, I would like to invite you to nominate one Olympic or Paralympic athlete or sport-related personality as an Ambassador of this initiative. The 27 Ambassadors – one from each Member State - will be able to share their perspectives on the Games, what they mean to them and how they link to our common EU values. The Ambassadors will be invited to record a short video message, to be part of the #BeActive communication campaigns. They will also be invited to play an active role in the EU Sport Forum which will take place in Belgium 100 days ahead of the Games.

Ms Heidy Purga
Minister of Culture



I would be grateful if you could reply with the name of your nominee to the Head of the Sport Unit in the European Commission, Ms Floor van Houdt (Florenzia.van-Houdt@ec.europa.eu) by 23 February 2024. She will also be available to answer any questions or provide any further information that you may need.

I would like to thank you in advance for your support to use 2024 to showcase best of European sport and to give a face to our European Sport Model.

Yours sincerely,

Iliana Ivanova

