Key words:
Eating an Elephant
Financial or Fan power
Success but not Solution
Play the Game vs. Change the Game
Challenge identification

Change the Game

A better (sport) world
Challenge identification  

**Change the Game**  

A better (sport) world

How slow development / small changes do we accept without changing our strategy fundamentally?
Herman Ram, Director of the Anti Doping Agency in the Netherlands:

“We do not need more guidelines and codes – we need implementation”
“We have to eat the Elephant one piece at a time!”
Challenge identification

Doping
Corruption
Inactivity
Match-fixing

Change the Game

A better (sport) world
Challenge identification

Doping
Corruption
Inactivity
Match-fixing

Challenge actions

Revealing
Advocacy
Climbing agendas

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Change the Game
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Challenge actions

- Revealing
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A tendency in today's political advocacy is that if you can transform your message into financial numbers $ – you have a stronger message!
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A tendency in today's political advocacy is that if you can transform your message into financial numbers $ – you have a stronger message!
A tendency in today's political advocacy is that if you can transform your message into financial numbers $ – you have a stronger message!
There is a high cost to doing nothing

Lack of exercise contributes to diseases that cost Europe over 80 billion Euros every year

Breast cancer: €8.5bn
Colorectal cancer: €11.4bn
Type II diabetes: €13.9bn
Mood & anxiety disorders: €23.1bn
Coronary heart disease: €23.5bn

Total: €80.4bn
Inactivity kills, and we're sitting on a ticking time bomb

Deaths caused in Europe every year by not moving enough:

500,000

(over 1 in 10 deaths)

If we do nothing, lack of exercise could soon cause more deaths than smoking. But the burden isn't shared equally – some countries are more inactive than others.
### Challenge identification

- Doping
- Corruption
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### Challenge actions

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### Parallel actions

- Charter
- Convention
- Code
- Strategy

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Infrastructure for change

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Infrastructure for change

- Political and organisational infrastructure!

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What are our assets?

- 2% Financial assets
- 50% Fan assets

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