

Play the Game

28 Oct 2015

Key words :

Eating an Elephant

Financial or Fan power

Success but not Solution

Play the Game vs. Change the Game

Mogens Kirkeby,
President of ISCA

Challenge identification

Change the Game

A better (sport) world

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How slow development / small changes do we accept without changing our strategy fundamentally?

Challenge identification

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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
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Match-fixing

Challenge actions

Revealing
Advocacy
Climbing agendas

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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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Doping – Turnover illegal drugs
Corruption – Amount of bribery
Match-fixing – Amount of gaming
Inactivity – Cost

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There is a high cost to doing nothing

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



Total: €80.4bn

Inactivity kills, and we're sitting on a ticking time bomb

Deaths caused in Europe every year by not moving enough:



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.

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Parallel actions

Charter
Convention
Code
Strategy

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UNESCO Charter
CoE Conventions
WADA Code
WHO Physical Activity Strategy

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Infrastructure for change

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Infrastructure for change

Political and organisational
infrastructure!

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Political and organisational
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What are our assets?

2% Financial assets

50% Fan assets

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**How can we activate these
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Reform or revolution?

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Reform or revolution?

**We need a significant
change of strategy !!**

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