

home for the homeless questions in sport

# playthegame magazine 2011



Creating consensus:  
Call for a global governance code



Confronting differences:  
Jennings vs. FIFA



Raising questions:  
Finding sports' challenges

## bringing change to the heart of sport

*stories from the seventh world communication conference on sport and society*

**German Sport University Cologne • 3-6 October 2011**

## Play the Game 2011 conference magazine

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This magazine is a journalistic summary of events during Play the Game 2011, the seventh world communication conference on sport and society, which took place at the German Sport University Cologne, from 3-6 October 2011.

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## contents playthegame 2011

### Mega-events

- 4 New international study scrutinises mega-event stadiums
- 6 Brazil is set to repeat mistakes of previous mega-events
- 6 London stadium could be the next white elephant
- 7 Stadium security: To protect people or business interests?

### Governance

- 8 The four words that are the end of sport
- 10 FIFA aid may pay for votes rather than matches
- 11 A democratic breakthrough for world football?
- 12 Tough ride for FIFA communications director
- 13 Play the Game Award for being right
- 14 The public has a right to ask questions about sports corruption
- 16 The Cologne Consensus
- 17 The IOC gives non-answer to Cologne Consensus
- 17 Reform of sport is a "biggie"

### Sporting culture

- 18 Being a real woman: A matter of testing or self-declaration?
- 19 Sporno: Five places where sport meets pornography
- 20 Sports participation is now on the European agenda
- 22 Sports values from words to action

### Football

- 24 Hooligans behind German racism and violence in Argentina
- 25 How football fuelled the Arab spring
- 26 55 percent of Europe's football clubs spend more than they earn

### Uphill battles

- 28 Doping: Dispatches from the frontline
- 29 Corruption crusader: The price has been too high

### Media and sport

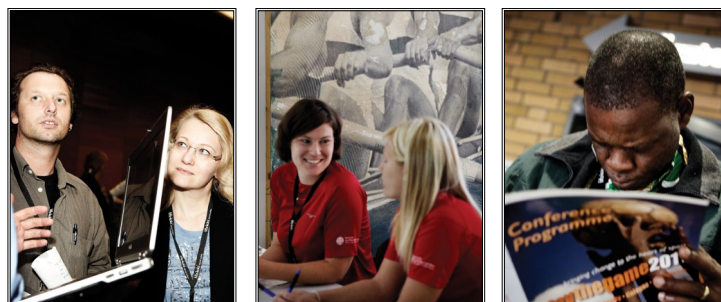
- 30 Newspapers focus narrowly on sports results
- 32 It takes public spirit to ensure visibility for disabled athletes

### The conference

- 34 Sponsors
- 35 Facts about Play the Game/Idan

The following magazine does not claim to paint a full picture of world sport – not even of Play the Game 2011. We have selected among articles already written about our 2011 conference in Cologne and added new articles, all highlighting issues that need urgent consideration by the global sports community. Many valuable contributions have been sacrificed in the editorial process, but you can find most of the conference covered on video, slides and text at [www.playthegame.org/2011](http://www.playthegame.org/2011)

We would like to thank the German Sport University Cologne, its staff and volunteers and all the people in Cologne who helped us create a successful conference.



## EDITORIAL



Photo: Thomas Søndergaard

by Jens Sejer Andersen  
International Director, Play the Game

By chance the opening of Play the Game 2011 fell on the 3rd of October, the anniversary of the German Reunification.

That day is a reminder that the absolutely unthinkable can happen overnight. Two decades ago we saw to our amazement how one of the most gigantic, powerful, heavily armed and seemingly untouchable political systems can collapse within a few months when its moral foundation crumbles, when the glue that binds it together is fear and mutual distrust, and when ordinary people start voting with their feet.

Also in sport the unthinkable happens. A little while ago, who would have dreamt world leaders would start questioning the way FIFA handles the affairs of football?

One of the most popular books in Europe in recent years has been a tiny leaflet written by the 93-year-old German-born French former diplomat Stéphane Hessel, a man who survived torture in Nazi concentration camps, took part in the resistance during the 2nd World War and a few years later co-authored the Universal Declaration of Human Rights.

'Indignez-vous!' – translated into 'Time for outrage' – is the title that this senior political figure has sent across three generations to the youth of today, and the youth has responded by the millions.

Hessel does not send a message, he is the message: The values that he and the French resistance fought for, the values that the post-war society were built on, and the values that drove the Declaration of Human Rights – these values are ignored and opposed by the financial and political elites of today:

A fair distribution of wealth, a free press, empathy with the weakest and restrictions to the power of money. Freedom yes, but not the unlimited freedom of a fox in a henhouse.

It seems that just like in society, sports organisations are increasingly ready to give up on their much acclaimed values when money talks.

Organised sport faces an existential choice: Will it act to raise the quality of life for billions of ordinary people by developing fun and educational practices – or will it

commit itself to serving as an entertainment industry at the service of the global financial and political elites?

Perhaps the choice has already been made, so what can we do?

Stéphane Hessel brings no prescription and no solutions, other than he wishes for us all to find a reason to become outraged, because this drives us to become strong and engaged.

For the past 15 years, Play the Game has served as a kind of asylum for untold stories, or should I say stories of the unheard, and the need for such asylum has unfortunately not decreased.

But the goal of Play the Game is not only to report the wrongdoings, the conflicts and the undesirable, but also to develop the debate, bring about solutions and encourage constructive action.

This is why the 300 participants concluded Play the Game 2011 with the 'Cologne Consensus', urging the IOC to call for a global conference on good governance in sport.

The IOC has avoided sending a clear yes or no back. It leaves us with the conclusion that we must continue to pursue alternative solutions to rid sport of corruption.

One such alternative was given to Play the Game right upon our return from the Cologne conference. The EU Commission granted us 200,000 euros for a project aimed at defining guidelines and raising awareness about governance issues in international sports federations.

We are privileged to count on some of Europe's best experts as partners in this project which will present its results in the spring of 2013. Among others we can continue the excellent collaboration with our 2011 conference host, the German Sport University Cologne.

In this magazine, we try to reflect the intelligence and the commitment brought to Play the Game 2011 by over 300 participants.

You may now and then be overwhelmed by the number of stories about match-fixing, illegal betting, corruption, organised crime, white elephants, discrimination, violence, neglected grass-roots and other cases of betrayed values.

They are not invented for the occasion. They are real, and they constitute a real threat to the human values that matter to most of us, and that we strive to realise through sport, play and exercise.

Instead of ignoring the sad realities that form part of today's sports world, let's take them on in the spirit of Stéphane Hessel and regard them as wonderful opportunities to engage and get stronger.

Faced with the variety and magnitude of the challenges that sport is facing, we can make Hessel's concluding slogan ours: To create is to resist, to resist is to create.

Play the Game invites you to resist even the saddest of realities in sport today, to show a lot of creativity and to open a door for the unthinkable to happen.

# To create is to resist, to resist is to create

# New international study scrutinises mega-event stadiums

*Mega-events may trigger the building of iconic stadiums and promises of a sparkling future. But in reality the result is often oversized, expensive structures that turn into financial burdens. An ongoing study evaluates prestigious stadiums from all over the world.*

by Søren Bang

Mega-events such as the Olympics and the FIFA World Cup are closely connected to the building of iconic stadiums that might look impressive on photos and create a spectacular stage for the event itself.

But such stadiums are rarely fulfilling their promises of a long-lasting sport legacy and a bright future for the communities that invest heavily in them. In fact, many of them end up becoming a burden when the party is over and the mega-event has moved on to the next willing host.

An ongoing study by the Danish Institute for Sports Studies presented at Play the Game 2011 takes a critical perspective on stadium building, indicating that some stadiums suffer so severely from a lack of events and spectators that they are ending up like white elephants – half-empty monuments of broken dreams and public funding extravaganzas.

While some stadiums are indeed spectator magnets, other stadiums can only count a few thousand customers.

The study has identified stadiums that since 1996 have been erected or undergone major renovations up to the hosting of major international sporting events like the Olympics, the FIFA World Cup, UEFA European Championships, Africa Cup of Nations, Commonwealth Games, Pan American Games and Asian Games.

## 13 billion dollars plus investments

At the time of Play the Game 2011, the study had collected data from 65 stadiums in 20 countries and

the basic numbers are awe-inspiring: The total construction cost of the 65 stadiums was 13.1 billion US dollars with an average of 201.5 million dollars per stadium.

However, in many cases the massive investments are not matched by the utilisation of the stadiums. That becomes clear when the stadiums' capacities are compared to the number of spectators in 2010, creating a utilisation index as shown in figure 1.

Atlanta's former Olympic stadium, which was downgraded to a baseball stadium after the Games, managed to attract enough spectators to fill the 48,000-seat stadium more than 52 times in 2010.

At the other end, three Portuguese stadiums from Euro 2004 could not even fill their arenas three times with their accumulated visitors in 2010.

## Common pitfalls

Such numbers are thought provoking, Director Henrik H. Brandt from the Danish Institute for Sports Studies said at Play the Game 2011, drawing some preliminary conclusions from the study:

- Without having a high profile anchor tenant/operator in place beforehand, the success of the stadium is heavily at risk.
- Existing venues are often better at meeting local needs and will be tough rivals to a new stadium built for a one-off event.
- Estimates of the regional and local needs after the



*The closing ceremony at the 2007 Pan American Games in Brazil was spectacular, but many stadiums built or renovated for mega-events are not used enough once the fireworks are over. Photo: Bruno Mello Teixeira/Flickr*

events must be realistic. Emotions often seem to rule the construction plans.

- Sometimes the stadium should be downscaled or modified after the mega-event.
- Mottos like 'Visions for the future' do not constitute business plans – they are more likely serving as a disguise for no planning at all.

But despite the obvious problems nothing suggests that there will be less white elephant projects in the future. According to English stadium expert Ian Nuttall, there are good reasons to question the sustainability of a number of stadium projects from Euro 2012 in Poland/Ukraine and the FIFA World Cup in Brazil 2014.

## The political responsibility

The question is who to hold responsible for the extravaganzas.

In Cologne, the German State Secretary Cornelia Rogall-Grothe stressed that it does not make sense when hosting countries invest in oversized facilities they will never be able to fully use or maintain.

"It is not absolutely necessary for each host country of a certain sport event to match or outdo the previous host or to set ever-higher standards. This is an area where not only the host regions, but also the international sport organisations, are called on to act," she said.

Rogall-Grothe recommended that sport organisations revise their hosting requirements, for example concerning spectator capacity, to give more countries the possibility of hosting mega-events in a sustainable way.

The economist Stefan Szymanski, Professor of Sports Management at the University of Michigan, pointed to a need to drastically change the rules behind the 'bidding

auction' among cities and nations when the hosting of a mega-event like the Olympics and the FIFA World Cup is awarded.

"It is very simple. Instead of getting people to bid for something that is socially wasteful, wasting billions and billions on white elephants that are not necessary, get them to bid on something that is socially valuable," Szymanski argued mentioning growth in sports participation as an alternative indicator that could be decisive when for example the IOC awards the Olympic Games.

## FACTS

### THE WORLD STADIUM INDEX

The study on stadiums connected to mega-events collects factual data about construction costs, capacity, number of annual events and visitors, and major tenants.

Some of the findings from the report were presented at Play the Game 2011 in Cologne. The first draft of the final report is scheduled to be published in spring 2012 on:

[www.playthegame.org](http://www.playthegame.org)

Jens Alm from the Danish Institute for Sport Studies is responsible for the project with help from researchers and informants from different countries. [jens.alm@idan.dk](mailto:jens.alm@idan.dk)

**Figure 1: Utilisation in 2010 of selected stadiums from the survey**

Stadium	Capacity	Spectators	Utilisation index
Turner Field, Atlanta (US)	48,000	2,510,119	52.3
Sapporo Dome, Sapporo (Jap)	42,328	1,965,944	46.4
Estádio da Luz, Lisbon (Por)	65,647	1,205,866	18.4
Stade de Suisse, Bern (Sui)	32,000	509,994	15.9
Peter Mokaba Stadium, Polokwane (SA)	45,500	654,500	14.4
Athens Olympic Stadium (Gre)	69,618	754,903	10.8
Estádio Cidade de Coimbra, Coimbra (Por)	29,622	157,444	5.3
Ecopa Stadium, Fukuroi City (Jap)	51,349	184,296	3.6
Estádio Dr. Magalhães Pessoa, Leiria (Por)	23,835	53,078	2.2
Estádio do Bessa XXI, Porto (Por)	27,590	44,796	1.6
Estádio Municipal de Aveiro, Aveiro (Por)	30,127	33,602	1.1

# Brazil is set to repeat the mistakes of previous mega-events

The next football World Cup and the 2016 Olympic Games threaten to produce a catalogue of white elephants for Brazil, while restricting benefits to the business community.

by Steve Menary

In a session titled 'Brazil 2014 & 2016 – Samba for the few?', the audience listened to cautionary tales of unnecessary public investment in a country already saddled with white elephants from the 2007 Pan American Games and an increasing danger that future mega-events will offer no benefits to low-income families.

Tatiane Hilgemberg, a researcher at the Federal University of Juiz de Fora, questioned why – despite having years in advance to plan the stadia and infrastructure investments for the 2016 Olympics – the organisers were still going back to the government for more funding to build what could become white elephants.

She asked why this trend was still being mostly ignored by the Brazilian media, despite the previous experience from the 2007 Pan American Games, where

**“We are building football stadia in places that do not have a**

**football culture and people are not asking why.”**

*Tatiane Hilgemberg, Researcher*



Arena Fonte Nova is being built in the Northern Brazilian state of Bahia with a capacity of 56,000 spectators and a price tag of 344 million US dollars. Photo: Secom Bahia/Flickr



Tatiane Hilgemberg



Isabela Ledo

furniture from the changing rooms at some of the sporting facilities built for that event had been stripped out.

“If athletes want to use it now, they have to put their clothes on the floor,” said Hilgemberg, who added that concerns over white elephant investments extended to the 2014 World Cup.

“We are building football stadia in places that do not have a football culture and people are not asking why. We need to put these concerns [for 2014 and 2016] out to the media but they are worried about the results of the athletes and winning medals, not the white elephants and the waste of our money.”

## Housing deficit not helped by Olympics

Isabela Ledo, a Masters student from the Technical University of Delft, produced information showing that the legacy of the 2016 Olympics will bypass low-income families as an opportunity to meet Brazil's gaping housing deficit is passed up in favour of aiding big business.

According to data produced by Ledo, Rio de Janeiro has a need for 136,345 dwellings but the 2016 Olympics will produce just 24,000 rooms. If those 24,000 rooms were split into two-bedroom flats, that would provide just 12,000 apartments – or 8.8 percent of Rio's housing deficit.

Of Brazil's national housing deficit, 89.4 percent of rooms are needed by low-income families but Ledo identified just one project for social housing coming out of the Olympics. However, this 2,200-unit scheme was not for families being dispossessed by the 2016 Games but for people who had lost their homes in environmental disasters.

Ledo said: “There is no estimate of how many people

will be relocated [for 2016]. It is not possible to assure that the 2016 Olympics will succeed in its legacy of social inclusion. Economic forces will benefit from the Olympics in Rio. The role of the IOC in promoting a legacy is yet to be seen.”

## Legacies spiral out of control

Too often legacies spiral out of control with a revamp of Brazil's famous Maracanã stadium now expected to cost 416 million euros against an original estimate of 304 million euros and only 29 of 49 projects scheduled to improve access to airports and hotels in Rio having started.

A pledge made by Ricardo Teixeira, head of Brazil's football association, the CBF, that the cost of the 2014 World Cup would be financed by the state sector has not been honoured. Brazil's local and national authorities are now expected to invest an estimated 12.5 billion euros in staging the next World Cup.

## The media ignore the problems

A media trend of ignoring these problems is both historic and systemic said Fernando Molica, an experienced Brazilian journalist and member of Abraji, the Brazilian Association of Investigative Journalists.

“Brazil's sport press does not have a tradition of dedicating itself vigorously to the irregularities that occur in sports entities,” said Molica.

“There is not in sport a systematic coverage of the discovery of possible irregularities. A lot of Brazilians still believe that the Olympics and World Cup will generate a lot of business. Journalists have an obligation to cover what other sort of business there is too.”

## Stadium security:

# To protect people or business interests?

by Marcus Hoy

**Are the security measures implemented at sports events always in proportion to the threat? Or are security issues being used to protect narrow business interests and profitability?**

These questions were raised by Kimberly S. Schimmel, PhD and Associate Professor of Sociology of Sport at Kent State University in the US, at the Play the Game conference.

She pointed to the close co-operation between the National Football League (NFL) and the Department of Homeland Security (DHS) on US

security issues as a case in point. Some practices, she said, could serve to legitimise the virtue of the ‘war on terror’ and could also be protecting the profits and commercial interests of the NFL.

Schimmel explained that under the auspices of the Patriot Act, US corporations are allowed to present their own ‘anti-terrorist technology’ to the DHS. If such technology is approved, the corporation in effect becomes a DHS defence contractor.

The NHL now has DHS-approved anti-terrorist technology in all 32 of its stadiums, she pointed out. Among other things, this approval means that the NFL is immune from being sued should a terrorist act occur in any of its stadiums – even if it can be demonstrated that stadium security was lax.

Across the world, security concerns are transforming the way in which mega-events are organised. As an example, Schimmel cited research into the Pan American Games in 2007 in Brazil, which claimed that a “separate First-World city” had been constructed alongside the city of Rio, and only those with enough money were able to pass through its gates.

Schimmel called for increased co-operation between sportspeople, journalists and politicians to encourage greater transparency. Security should be aimed at protecting people, not stadiums, she said.



Kimberly S. Schimmel

## London stadium could be the next white elephant

by Marcus Hoy

“We're breeding white elephants. There are herds of them,” Ian Nuttall, a leading stadium consultant told Play the Game.

Stadium management is a very old business, Nuttall pointed out, but we are still getting it wrong. We continue to build stadiums without a strong anchor tenant, and local authority requirements continue to conflict with the business interests of the stadium owners.

One of the biggest white elephants of all could be the Olympic Stadium in London, he warned, where the proposed anchor tenant – West Ham United – has an obligation to retain an unwanted athletics track if they move in.

Stefan Szymanski, Professor of Sports Management at the University of Michigan, questioned the figures related to the development of the 2012 Olympic site in Stratford, East London.

While property prices would likely increase by between two and five percent, the entire economic value of the development would be around 1.4 billion British pounds, compared with costs of around 9.3 billion British pounds.

# The four words that are the end of sport

## match-fixing

Dr. Declan Hill, academic, investigative journalist and author, is an expert on match-fixing. In this excerpt from his presentation to Play the Game 2011, he speaks from the heart as well as with expertise about the dangers to sport as fixing and gambling on fixed matches has become much easier for everyone.

### SPEECH

by Declan Hill

I have wrestled with this presentation until I have squeezed everything that I need to say into three, possibly four, words. And I do not say these words lightly.

Let me give you some background for my work.

In 2005, I stood as a much younger man in front of you and spoke about the 'tsunami of Asian-style match-fixing' that would hit Europe in the next few years. Many people were sceptical and thought, "this man cannot be speaking the truth". But today in 2011, we have 24 national police investigations around the world examining hundreds of different matches in Hungary, Austria, South Korea, Turkey, Italy, Greece, Malaysia, ... all following the pattern that I predicted.

In 2008, I launched a book based on my doctoral research at the University of Oxford, that spoke about the activities of a gang that was going around the world fixing top international matches. In 2011, we finally saw some of this gang arrested in Finland and Zimbabwe and their activities exposed around the world in half-a-dozen other countries.

#### A bone-chilling warning

So now, I stand in front of you, to tell you a new warning compressed into four simple words. Those words seem the most banal, understated thing that you will hear at this week's conference. However, they are four words, that when you think about them are the most bone-chilling, terrifying words that will be spoken in this hall.

They are four words that should unite and bind us all. They are four words that should make us put aside all our petty rivalries and competition to join together to fight for proper protection of sport. They are four words that should make us establish a properly-funded and well-organised international agency like WADA to fight corruption in sports.

They are four words that unless we do so, will kill off much of sport as we know it. Not now – not in the next five years, but soon.

The three words are ... 'anyone can fix'.

The fourth word is – 'almost'. We are now living in an era when 'almost anyone can fix'.

#### You can gamble from anywhere

Let me explain.

Fifteen years ago, if you wanted to bet a large sum of money on a sports event in North America or Europe, it was very difficult. You had to know the phone number of Joe Bagofdonuts or organised criminals – and he



Match-fixing is a clear and present danger to the unbridled joy and passion for sport anywhere in the world, warns Declan Hill.

could quickly tell if there was anything fishy going on with the bets.

Now, with the choice of gambling sites in Europe – onshore, offshore, in Asia, North America, the Caribbean, Gibraltar, Cyprus, using the Internet or phone – the bettors and fixers have a massive choice to hide their fixing activities. We have already heard this morning from André-Noël Chaker of the Finnish National Lottery Association that there are fifteen thousand illegal gambling sites in Europe alone.

One example, taken from the air – Fenerbahçe, the Turkish football champions who are accused of fixing 19 of their matches last season. Currently, their president and half-a-dozen club officials are in prison in Istanbul. Now I have seen some of the purportedly confidential documents of the investigation, but it is not the charges against Fenerbahçe that is concerning. The concern is what about all those other teams that were alleged to fix games?

#### The player and his uncle Mehmet

Let us presume, for one moment, that those allegations are true, and if they are not there are other investigations into top teams that could serve as similar models. What happens if you were a player for any of

the other half-a-dozen much weaker teams that were to play Fenerbahçe?

Imagine your feelings before the match. You are excited. The people in your town are cheering you on. The match will be shown all over Turkey on television. Then someone on your team – either the players or the officials – tells you that it is fixed and that you are not to play hard. This was your chance. This was your opportunity to show the rest of the world that you can play against the best and now it is being denied to you.

So what do you do? You phone your uncle Mehmet in Lyon, France. He is a gambler. He puts some money down that Fenerbahçe will beat your team above the spread. He puts down a lot of money, as much as he can – 20,000 or 30,000 euros. And you know what? Not a single person in the gambling market will notice. Why should they? Bets for a much stronger team to defeat a much weaker team? They are what the market expects.

That is what most fixes are about, just delivering certainty. No one will notice. You and uncle Mehmet do it once. You get some free money. And then the two of you start to realise how easy it is and what a great way it is to make money. So you start doing it again and again.

#### All you need is access

This is what is going on in leagues across Europe by players and club officials. Why do you think there are so many fixed matches in early rounds of Champions League? Because organised criminals have come to the Balkans to fix matches? Partly that is true. But partly it is because the local club officials themselves know that fixing is a good way to make money.

This is where the word – 'almost' – enters the picture. All you need now to fix a sports event is reasonably good access to players and referees. You can be a father, a coach, a friend, a journalist, a sports official, a guy at the bar they go to. The athletes do not have to be high-

end sports stars. You can place bets on the Women's Second Division League matches in the Netherlands. And most of those matches are played in front of a few dozen people at most.

We now have investigations of fixed matches of sixteen-year-olds playing in youth matches. I witnessed at one Asian gambling company, an under-17 game in Norway where gamblers were trying to place 250,000 US dollars on the match. Not fixing, just gambling.

#### Why we should care

Why do I say these things? I say them for the smell of the cut grass on a sunny Saturday morning, when I play soccer with my friends and the jokes and camaraderie of those matches.

I say it for the man in the flat cap and coloured scarf who sat at the side of the University of Toronto versus York University football match. He smoked. He was hooked up to some sort of medical contraption and monitor. He was dying. He clearly had just a few more weeks to live in this world and he chose to spend some of it watching his beloved York University players beat their arch-rivals on penalties. And when he stood up, cigarette in hand, to cheer their victory at the end of the game, you knew his march into the dark unknown, that we will all face at some point, would be that much lighter.

I say it for the girl of 13 who stood in front of me in an African slum, introduced to me by a friend and hero – Bob Munro – and said, "You don't get it do you? All of our world is corrupt. The police are corrupt. The mafia runs this place. Our schools are corrupt. Our exams are corrupt. The only place that is not corrupt is when I play on that soccer pitch. When there are 11 of us, versus 11 of them and a fair referee, and we can play hard and lose or we can play hard and win, but it is uncorrupt."

There is not a person in this room who does not have similar stories or images that drive them in their love for sport. This is why I do it. This is why I continue to fight. Because make no mistake – there is a clear and present danger to world sports. The sports world hangs on a knife's edge. Do nothing, and it will slide into a morass of half suspicions and credibility problems where one or two sports as we know them will die.

Almost all of us can fix almost any watchable sports event. It just takes a little access to the referees and players. The gambling market is open to it. Few people will notice it.

#### QUOTE ABOUT THE CONFERENCE

"Thanks again for the wonderful conference. It has opened my eyes to so many other questions about sport. I feel reinvigorated by the ideas that I heard."

Ian Nuttall, Founder, Xperiology/TheStadiumBusiness, Italy/UK

# FIFA aid may pay for votes rather than matches

## matches



Despite financial aid from FIFA, international matches are few and far between for the national football team from American Samoa. The team celebrated a rare win over Tonga in November 2011. Photo: Brian Vitolo/AP

by Steve Menary

**The going rate to buy a FIFA vote is 40,000 US dollars. That is the sum Mohamed Bin Hammam allegedly offered Caribbean Football Union members to support his failed attempt to replace FIFA President Sepp Blatter. The Qatari earned a life ban but the response to his putsch and the shambolic 2018 and 2022 World Cup bid process could make corruption worse.**

When FIFA's 24-person Executive Committee decided on the venues of the 2018 and 2022 World Cup finals, those ExCo members' vulnerability to corruption was evident as Nigeria's Amos Adamu and Tahiti's Reynald Temarii were banned during the recent bid process. Now Blatter wants all FIFA's 208 members to vote on bids, but thereby he is handing the vote to places where FIFA's audit trail has often evaporated.

FIFA's rules insist members play in at least two FIFA accredited tournaments over a four-year period or lose their vote. Despite receiving million of dollars in aid through the GOAL project and the Financial Assistance Programme (FAP), some FIFA members retain that potentially lucrative vote by only sporadically entering senior tournaments or junior events.

### American Samoa: No home games

American Samoa is a case in point. Until the recent 2014 World Cup qualifiers, it had not won a game and the

US-controlled territory has – despite receiving millions of dollars in aid since joining FIFA in 1998 – never played at home.

In 2005 former Tottenham Hotspur player Ian Crook took charge of American Samoa and found a FIFA member without infrastructure or even an office. After three weeks, he quit. The Football Federation American Samoa (FFAS) later imploded. FIFA took direct control of the FFAS in 2005. Even now, no-one will discuss what happened. Until playing at the 2011 Pacific Games, American Samoa had not played a game for four years.

### Montserrat: 13 matches in a decade

Through the GOAL project and the FAP, FIFA has improved facilities in many poor associations, but this does not always produce senior fixtures for aspiring internationals.

In the first decade of this century, Montserrat for instance accumulated millions of dollars in FIFA aid yet managed just 13 senior internationals. That is the same amount of games the Falklands played in the bi-annual Island Games, all in the northern hemisphere and without a cent from FIFA.

Funding senior male internationals took up around 14 percent of FAP funds distributed between 1999 and 2006, making senior games fifth in terms of priority. FIFA says all its members received FAP grants over the last decade, so how can places getting millions of dollars in

aid prove incapable of staging senior internationals?

### Sao Tomé: Close to reclaiming vote

Before entering the 2014 World Cup qualifiers, the national team of Sao Tomé e Príncipe had trained three times a week since 2003 in anticipation of the Federação Santomense de Futebol (FSP) organising a fixture.

An isolated former Portuguese colony off the coast of West Africa, Sao Tomé has received 250,000 US dollars a year in FAP funds over the last decade but quite how FSP President Manuel Dende spent that money in his dozen of years in charge is a mystery.

During Dende's reign of inertia, four national Sao

Tomé championships were cancelled and another merged. Sao Tomé eventually lost its FIFA vote and were dropped from the rankings. Dende was only finally voted out in 2010.

By losing to Congo in the World Cup qualifiers, the FSP now need to enter just one more FIFA competition – beach football, futsal, an under-16 game, anything will do – to reclaim its vote.

With Blatter offering another place on the FIFA gravy train, even the lackadaisical FSP should manage that. Yet if all FIFA members were forced to make accounts publicly available then corruption at those on the fringes of accountability could be more easily identified.

## A democratic breakthrough for world football?

*As the first high ranking personality in the politics of world football, Jérôme Champagne laid out a global vision that fans and the public have a real chance of discussing.*

by Steve Menary and Jens Sejer Andersen

In what appeared as a bid for the world football presidency which will be vacant in 2013, the former International Director of FIFA, Jérôme Champagne, gave Play the Game participants what no football leader has ever offered to anyone before. By laying out a wide-ranging and global vision for football politics, he offered them an opportunity to discuss in public all those vital questions that FIFA usually deals with in narrow cliques behind closed doors.

Champagne is one of the few senior executives at FIFA who has not been tainted by corruption. At the podium in Cologne, he broke his self-imposed 18-month silence after he was mysteriously forced out of FIFA at the beginning of 2010.

He identified seven key issues in the game that needed tackling, including relationships between grassroots, clubs and national associations, and a need for a balanced calendar. The clubs were not just to blame, said Champagne, as national associations also organise "exotic friendly matches."

Greater parity was needed between Europe and the rest of the world, particularly Africa. Champagne cited that eight of the 24 seats on the Executive Committee are held by European representatives.

He stuck up for players, insisting that for all the mega-rich stars there remain "places where players have to take a gun to get paid".

There was also nothing wrong with the "new trend of club owners wanting a return". But he cautioned over too many clubs dominating domestic competitions due to Champions League money.

### More power to the FIFA president

Champagne argued for the autonomy of sport and a



At Play the Game 2011, Jérôme Champagne, former International Director of FIFA, spoke in public for the first time since leaving FIFA.

balance between globalisation and national identity.

Champagne ended by proposing a number of solutions that he was confident Blatter could deliver. These included a revival of the democratic debate in FIFA with wider influence for national associations, clubs and players.

Governance needs strengthening and this could be solved by giving the president more power, argued Champagne, who described Blatter as an elected president in charge of an unelected executive. Football's parliament should be "re-centralised" and administration between footballing and commercial concerns split.

Champagne's perceptive speech was clearly one from a man who is looking for a return to the fold. A few months after the conference, his visions were sent in a letter to all 208 national football federations and the international media.

Whether Champagne succeeds in becoming FIFA President or not, his contribution to Play the Game may turn out to be a democratic breakthrough in the world of football.

Parts of this article have been published in the UK Magazine When Saturday Comes [www.wsc.co.uk](http://www.wsc.co.uk)

A video of Champagne's speech and his visions on FIFA's future can be found at [www.playthegame.org](http://www.playthegame.org)

# Tough ride for FIFA communications director

by Steve Menary

For the first time ever, Play the Game became the scene of a direct confrontation between a high-ranking FIFA official and critical reporters. Picked out from the crowd by Andrew Jennings, FIFA's new communications director, Walter De Gregorio, refuted the veteran journalist's claims that he was banned from the world body for his tough questions about FIFA corruption.



An unusual meeting: Andrew Jennings (left) and FIFA's director of communications, Walter De Gregorio, in face-to-face discussions outside the conference hall.

De Gregorio insisted that Jennings was banned from FIFA's headquarters in Zurich for making press conferences "his own platform" and taking up too much time in sessions that are strictly limited to 15 minutes.

Jennings vehemently denied this suggestion, insisting that his behavior had always been "polite" and told De Gregorio that he had been banned after writing a story on a personal bonus paid by FIFA to President Sepp Blatter.

The pair initially clashed after Jennings claimed that FIFA meets all the definitions of the mafia with an all-powerful don surrounded "by greedy crooks", provision of "protection" and a code of "omerta" that silenced any whistleblowers through exile.

De Gregorio, who only signed up for the conference two days earlier, was picked out in the audience by Jennings and challenged.

De Gregorio took the microphone and told Jennings and a packed audience: "The mafia killed and raped thousands of people. It's disrespectful to FIFA and to people who lost their lives."

The former editor of Swiss newspaper Blick, De Gregorio only started working at FIFA in the week of the Play the Game conference. After the session, he told a throng of reporters that, now on the inside, he did criticise FIFA and asked "difficult questions". He added

that "FIFA is very complex" and very different on the inside to the public perception.

## Proof will come

The session was left in little doubt to Jennings' perception of the world body. The English journalist said that he was confident a challenge to a Swiss court to release sealed documents relating to the case involving FIFA, kickbacks for media rights and the failed marketing group ISL would eventually be released.

"Why are FIFA spending money on expensive lawyers to suppress documents?" asked Jennings, who waved a paper at De Gregorio listing 167 bribe payments from the ISL case and warned the FIFA communications director: "There is more coming."

Jennings was joined on stage by German investigative journalist Jens Weinreich, who like his English colleague, also recounted details of how he has been exiled from FIFA's headquarters for asking difficult questions about corruption.

The pair both told the audience that further revelations about FIFA would be coming out soon.

Weinreich earlier claimed that the cost of buying a vote during the recent shambolic World Cup bid process was 20 million US dollars, which was "often transferred to secret tax havens".

"I am hearing a lot about one-day accounts, one-day companies," added Weinreich. "This is more complicated than money in brown envelopes pushed under doors. Can we prove it? Not just now."

## "I will be back"

by Kirsten Sparre

FIFA's new communications director, Walter De Gregorio, is prepared to speak at the next Play the Game conference.

"Certainly, I will be happy to discuss with Jennings and Weinreich. I have no problem with that," De Gregorio replied when he was asked by an employee of the Danish Institute for Sports Studies if he would respond positively to a personal invitation to speak at the next conference.

Play the Game has been inviting FIFA to take part in its discussions since the inception of the conference in 1997. So far with no success.

For Play the Game's international director, Jens Sejer Andersen, it is important to present the views of all stakeholders in sport, so he was very happy to learn of De Gregorio's promise:

"My only regret is that there are two years until the next conference," he said.

# Play the Game Award for being right



Jens Weinreich (left) and Andrew Jennings have patiently proved the most unbelievable stories about FIFA corruption to be true.

by Kirsten Sparre

Two veteran investigative journalists, Jens Weinreich from Germany and Andrew Jennings from the United Kingdom, received the 2011 Play the Game Award in recognition of their tireless work documenting and bringing the enormous levels of mismanagement and corruption in the world's leading sports organisations into public view.

Weinreich and Jennings were selected as the recipients of the 2011 award by a committee consisting of board members and directors from the Danish Institute for Sports Studies and Play the Game and the previous award winner, Declan Hill. The winners were announced in Cologne, Germany, at Play the Game 2011.

Announcing the award, Henrik Brandt, Director of the Danish Institute for Sports Studies, said that it took only a few seconds for the committee to decide that Weinreich and Jennings were this year's obvious candidates for the Play the Game Award.

"It is not so much the recent work by the two award winners that moves us to give them the award this year. Rather, it is due to the excellent work of the FIFA Executive Committee during recent months to highlight the fact that the world's two most outstanding investigative journalists in the field of sports have been pointing the fingers in the right direction for more than a decade, that leads us to giving them the award."

"They have always been accused of exaggerating the problems in FIFA, but the last year has shown that they were understating," Brandt continued.

## They found the documents

Over the years, Jennings and Weinreich have been despised, criticised and excluded from doing their job by sports leaders, politicians, and even by their own colleagues. Still, they have been determined in pursuing their investigations.

"They not only sought, but also found the documen-

tation, and that is a great achievement which has been fundamental for the world public's understanding of FIFA as it is today," Brandt said.

Brandt also paid tribute to Weinreich and Jennings' commitment to supporting Play the Game and young journalists wanting to break into the field of investigative sports journalism.

"They are a symbol of the idea of Play the Game, which is that by researching, documenting, exposing, discussing, publishing, co-operating, and asking questions in a global network we can help each other and contribute to better sports policies and better sports lives for people all over the world," Brandt said.

## FACTS

The Play the Game Award pays tribute to an individual or a group of persons who in their professional careers or as volunteers in sport have made an outstanding effort to strengthen the basic ethical values of sport and to realise one or more of the following aims:

- to encourage democracy, transparency and freedom of expression in sport
- to create awareness of the role of sport in society at a local, national or international level
- to draw a many-sided picture of sport
- to support the right of the individual to choose and influence his or her daily sporting activities

Learn more about Jens Weinreich at [www.jensweinreich.de](http://www.jensweinreich.de) and Andrew Jennings at [www.transparencyinsport.org](http://www.transparencyinsport.org).

# The public has a right to ask questions about sports corruption

## Complete autonomy is no longer an option for sports organisations, several presenters argued at Play the Game



IOC member Richard W. Pound (left) and professor Hans Bruyninckx share their concerns about how corruption can thrive in the closed world of sport.

by Trygve Buch Laub

Corruption and lack of transparency threaten the status of international sports organisations as autonomous and disconnected from the rest of society. Play the Game 2011 issued a declaration calling for a global conference on good governance in international sport to open the world of sport to more public scrutiny.

On the very first day of the Play the Game conference in Cologne, the Belgian Professor of International Relations Hans Bruyninckx, addressed the international sports organisations' peculiar perception of their own place in – or rather, outside of – society:

"The world of sports has traditionally operated under exceptionally large autonomy. Sports events, games and competitions take place in a sort of separate sphere, detached from normal rules and regulations in society. That means that a labour contract is really not a labour contract, that bankruptcy is really not bankruptcy, and that criminal

activities are really not crimes."

In other words, management of the major international sports organisations takes place in a closed world insisting on minimal outside interference. But the status quo is crumbling as accusations of corruption and mismanagement are levelled at the organisations and divert focus from the game.

### Ask questions

The general public has realised that the integrity of sport is threatened, because the largest sports organisations manage their autonomy inappropriately.

"We start to ask legitimate questions about the public aspects of this isolated exceptional activity, which we call mostly professional sport. So public authorities ask questions about who sets the norms and the rules, compliance and sanctioning. Who has the right to sanction what goes wrong in the world of sports? But also about the distribution of costs and benefits of the sports organisations in a broader sense. In general, these are questions about the demand for better governance," said Bruyninckx.

The need for reforms in international sport were at the centre of debates at Play the Game 2011. The discussion is not just about a few people's wheeling and dealing, but ultimately about the value of sport to society, warned IOC member Richard W. Pound.

In the wake of the – for the IOC – almost fatal Salt Lake City corruption scandal in the late 1990s, he took part in the clean-up and reform of the IOC in order to save the Olympic image.

"If we want sport to go the way of the World Wrestling Federation, which could no longer even pretend that what it delivered was sport, and changed its name to World

Wrestling Entertainment, which delivers programming ranking somewhere between a circus and a farce, all we have to do is keep going in the direction in which we have allowed sport to drift over the past decades," he said.

### A safe haven

With their current isolation from the surrounding society, it seems reasonable to assume that many of the international sports organisations are based on some exotic island and not in the middle of Western Europe.

In Switzerland, low taxes and a favourable legal environment welcome sports organisations. The country is home to no less than 47 headquarters

of the major international sports bodies, attracted by the autonomy and great freedom from interference by public authorities.

But even in the otherwise neutral and cautious alpine country critical voices now advocate greater public scrutiny and control of what goes on inside these headquarters.

Anne Schwöbel from the Swiss branch of corruption watchdog Transparency International told the Play the Game conference that sports organisations in Switzerland are legally regarded as NGOs,

which in practice means that internal affairs are not subject to the criminal penal code that prohibits companies from paying or receiving bribes.

### Authorities should worry

But why should sports organisations be treated differently from other private organisations, asked Professor Jean-Loup Chappelet, Director at the Swiss Graduate School of Public Administration.

On the conference's closing 'Change in Sports Day', he argued for the creation of an international monitoring institution against corruption, much like the role WADA plays in the field of doping today.

"Many fans do not care about the corruption that takes place outside the playing fields, but the authorities should worry. We are facing a problem of widespread

**"In sport a labour contract is really not a labour contract, bankruptcy is really not bankruptcy, and criminal activities are really not crimes."**

Professor Hans Bruyninckx

corruption, both on and off the pitch," said Chappelet, a previous IOC employee himself.

Today only member organisations can demand that a sport organisation's internal rules and decisions are tried in a civil court, and it happens very rarely. That makes for an unsustainable system, according to Chappelet, who argued that the public needs to have greater and more direct influence.

### A corruption watchdog

"There is a need for other resources and another kind of pressure on sports organisations, and it is time to create an independent watchdog organisation that can assess whether sports

organisations follow the standards of good leadership and can sue organisations that do not. This body should also be able to investigate corruption charges and act as a whistleblower for fans, media, sponsors and the political system. You could call such an organisation 'World Sport Watch'," suggested Chappelet.

Richard W. Pound, the first president of WADA, also addressed the idea of an organisation against corruption similar to WADA – without going so far as Chappelet.

"WADA proved that it is possible for governments and sport organisations to work together within a single agency. I think it is much too early to decide whether this model would be effective in dealing with the many forms of corruption which now exist in sport and which may exist in the future."

### Cologne Consensus

Despite the different perspectives on the problem of corruption in sport presented in Cologne, the approximately 300 participants from over 40 countries gave broad support for a final declaration, 'The Cologne Consensus', which was prepared in consultation with several of the invited governance experts during Play the Game 2011.

The Consensus paper is a vision of how a first step in rebuilding confidence in the biggest international sports organisations could look. Primarily, it presents a powerful appeal to the IOC to take the lead for a general reform in sport. It is going to cost the sports organisations a bit of autonomy, but according to Pound it is well worth it.

"If the sports authorities are not prepared to spend whatever is required to ensure the integrity of sport, they will inevitably bear the consequences of this neglect," he said in his speech at Play the Game 2011.

Read the full Cologne Consensus on page 16.



Anne Schwöbel



Jean-Loup Chappelet





300 delegates from 44 countries gathered at the German Sport University in Cologne and agreed on the Cologne Consensus that aims to help sports organisations find ways to deal with mismanagement and corruption within their own ranks.

## the Cologne Consensus

### TOWARDS A GLOBAL CODE FOR GOVERNANCE IN SPORT

The participants in the Play the Game 2011 conference, held at the German Sport University Cologne, state that the problems related to mismanagement and corruption in sports are serious and widespread.

The conference participants, including stakeholders and experts from over 40 countries, are convinced that the fundamental integrity and credibility of the sports movement is at stake, and that this is weakening the role of sport as a positive force in society.

Existing principles, mechanisms and institutions to enhance good governance and counter corruption have proved inadequate.

The Play the Game initiative and its conference participants remain committed to influencing sports governing and oversight bodies, in every way possible, regarding the urgent need for change.

Play the Game 2011 recognises the central role of organised sport, and encourages the international sports movement and, in particular, the International Olympic Committee (IOC) to take a leading role in bringing about the necessary change.

Therefore we propose the establishment of a Global Code for Governance in Sport based on a series of international standards covering inter alia:

- Governance documents and practices, and democratic procedures
- Representation principles, including age, gender, ethnicity, tenure, and stakeholder issues
- Principles of autonomy and cooperation with governments
- Transparency and accountability, both operational and financial
- Monitoring, compliance and enforcement, including the feasibility of an independent agency to this end
- Development of grass-root sport
- Education, sharing of information and best practices
- Equity, inclusiveness, non-discrimination, and minority protection

As a first step we encourage the IOC to organise a world conference before the end of 2012 in cooperation with governments, intergovernmental bodies such as the United Nations, the Council of Europe, OECD, the European Union and Interpol, sports stakeholders such as SportAccord, ANOC and non-Olympic sports organisations, as well as with representatives of elected athletes, sponsors, the gambling industry, the media community, academics, NGOs and other relevant experts.

The conference should be used to draft the code and the international standards for good governance in sport. The code and the standards would be formally adopted by the IOC, the NOCs, the international federations and their respective subsidiaries. Recognition and participation in international sports activities, as well as the bidding for and hosting of international sports events, should be made conditional upon adherence to the code and the standards.

## UPDATE

# IOC gives non-answer to Cologne Consensus

from [www.playthegame.org](http://www.playthegame.org)

**The IOC has neither rejected nor accepted the call from the participants at Play the Game 2011 to convene an international conference with a view to preparing a Global Code for Governance in Sport.**

In a letter to Play the Game and the German Sport University Cologne dated 9 November 2011, the IOC's Director General Christophe de Kepper avoids mentioning these key proposals in the Cologne Consensus.

Instead, the top executive of the IOC in general terms welcomes the initiative, stressing that the subject of good governance in sport "has been of greatest concern to the IOC and has been treated as a priority over the last years" with the adoption of a new set of 'Basic Universal Principles of Good Governance in Sport' which has been approved by all international federations and national Olympic committees.

This is probably not enough to satisfy the Cologne participants, says International Director of Play the Game, Jens Sejer Andersen.

"Most participants are well aware that the IOC has taken some positive steps. Nevertheless the delegates agreed that existing principles, mechanisms and institutions to enhance good governance and counter corruption have proved inadequate."

"While it remains a riddle what the IOC really thinks about this, we cannot wait for it to be solved. We will look for other partners and occasions to strengthen the efforts against corruption in sport."

One new opportunity arose for Play the Game right after the conference when the EU Commission's Sports Unit granted 200,000 euros for a project to strengthen good governance in sport. This project will be carried out in cooperation with universities in six European Countries and the European Journalism Centre.

## Reform of sport is a "biggie"

*SportAccord tackles issues of governance from within starting with match-fixing*

by Jens Sejer Andersen

"It's a mess out there, and there is a lot of work to do. It's a biggie."

Ingrid Beutler did not mince words when she described the task she has taken on in a one-year-old position as Integrity Manager of SportAccord, the umbrella organisation for around 100 international sports federations.

Her mission is to get sports leaders fully committed to good governance, integrity and social responsibility.

An environment where the average president is a man of 71 years of age and used to full autonomy is challenging, she admitted.

But she stressed that she had carte blanche and full support from SportAccord's president, Hein Verbruggen, to work in any field she might desire:

"It has become clear that corruption is the big issue for sport," Beutler said.

"We are willing to admit that those we are working for and working with are not the cleanest of individuals, but we work with what we have. We have to be cautious and cannot be too critical without providing the tools, resources and ideas for how reform can be conducted."

As a first step in a broader reform process Sport-



Ingrid Beutler (right) discussing SportAccord's anti-corruption measures with expert Declan Hill (left) and Harold Mayne-Nicholls from FIFA.

Accord has launched a programme against match-fixing that equips member federations with model rules for integrity, e-learning programmes and other tools developed with the gambling industry and independent experts.

"So many sports are still unaware that bets are placed on them, and match-fixing is a good way to get the leaders to sit around the table and debate corruption," Beutler said.

More about SportAccord's anti match-fixing programme at: [www.integrity.sportaccord.com](http://www.integrity.sportaccord.com)

# Being a real woman: A matter of testing or self-declaration?

by Kirsten Sparre

**What should decide whether an athlete can take part in a female sports competition? A test for levels of androgen? Or should the athlete be allowed to make the decision personally by signing a self-declaration of gender?**

Both solutions were put forward in an intense discussion about what sport should do with athletes who have

the last ten years.

Ljungquist has been a passionate campaigner against the general gender screening and is the architect behind a new decision from the IOC's Executive Commission about what he calls eligibility to take part in female competitions.

Now all females recognised as such by law should be eligible to compete in female competitions provided she has androgen levels below the male range or, if within the male range, she has an androgen resistance.

The key point for Ljungquist is that the new test of androgen levels will only be applied if it is deemed necessary by relevant authorities in individual cases. Not all women have to be tested.

In the past ten years, Ljungquist has only seen a handful of such cases, but nevertheless he believes it is important to spend time and money on finding out how best to do it.

"We have to do it to protect the women who compete against them. This is what they want," he said.

## 'Let us commit to inclusion'

Self-declaration of gender as a way of resolving increasing gender confusion in sport was proposed by professor Bruce Kidd from the University of Toronto.

Kidd was less concerned about the potential benefit that a man who had undergone sexual reassignment and become a woman could have in the competition against other women. There are so many other factors that also affect performance, he argued.

Instead he saw the question of gender as an issue of identity, something which should be protected by the Olympic movement.

"Self-identity is fundamental to human rights and the ideal of self-expression that is the basis for Olympic sports. How can the Olympic movement serve as a beacon of universality and then single out this one difference," he asked.

"Let's be politically committed to inclusion. If one in 2,000 babies is born with atypical sexual characteristics, that is a huge population. We should welcome them into the Olympic family instead of casting doubt and aspersion on them," Kidd said.

**"If one in 2,000 babies is born with atypical sexual characteristics, that is a huge population. We should welcome them into the Olympic family."**  
Professor Bruce Kidd

changed sex or for other reasons do not fit into the normal categories of male or female.

The first solution was suggested by Arne Ljungquist, Chair of the IOC's Medical Commission. For the past 25 years he has worked within international sports federations on finding ways to protect female athletes from competing against men.

## A question of biology

For the IOC, the question is mainly biological: Is a given athlete eligible to compete in a female competition?

Over the years, the IOC and international sports federations have attempted to settle this question with controversial tests and gender screening of all female athletes – a practice that was only abandoned within



Gender is another hurdle to pass for some athletes who have changed sex or do not fit into the normal categories of male or female. Photo: William Warby/Flickr

# SPORNO: Five places where sport meets pornography

by Kirsten Sparre

**The line between sport and pornography is becoming increasingly blurred as athletes, sports organisations and the media chase money and sponsorship deals at a time where sexualisation is no longer enough to get attention.**

The trend is called 'sporno'. The term was coined by the British journalist, Mark Simpson, to describe the space where sport and porn meet and produce a gigantic money shot, and at Play the Game, Daniela Schaaf and Jörg-Uwe Nieland from the German Sport University Cologne introduced a five-step model of spornofication. It identifies five areas where sport is not only sexualised in the media but also moves in the direction of pornography.

## Gay porn and strip wear

The first step is the sexualisation of athletes in general sports coverage as well as in special interest magazines. This is a trend that has been observed for many years, but Daniela Schaaf pointed to two recent developments in her part of the presentation.

Firstly, some athletes are now showing their genitals in nude photos which is a clear move towards pornography. Secondly, some teams in masculine sports like rugby are producing nude calendars and DVDs where heterosexual players are appealing to gay communities by adopting the poses of gay porn.

"As Simpson noted, it is no longer enough for the male body to be presented as desirable. Now the male body has to promise us a gang-bang in the showers," Schaaf explained.

The second step in the spornofication model is the sexualisation of established sports to make it more appealing to the audience. As examples, Schaaf pointed to cheerleading where the outfits look more like those of strippers than sportswear and to beach volleyball where female players must wear skimpy two-piece suits with pants that are no more than seven centimetres at the widest point.

## Football in bra and panties

Sporno has been taken to a third level with the advent of the new disciplines such as the 'Lingerie Football League' in the US that focuses on the physical attractiveness of the athletes.

The Lingerie League is a professional American football league for women where the athletes do not play in sportswear but in lingerie such as bra, panties and garters as well as a helmet with a transparent visor that allows an unobstructed view of the face of the player.

Jörg-Uwe Nieland explained that in the US, the Lingerie League plays to sold out arenas and generates enormous advertising revenues and media attention. Revenue also comes from pay-per-view broadcasts on

the internet and mobile apps. Lingerie League will soon be franchised in Canada, Australia and Europe.

## From the red light districts

At the fourth level of spornofication, pornography is making its way into sport as activities from the red light industry are turned into sports activities.

One example is mud wrestling which has been declared a show sport, and pole dancing that is in the process of establishing itself outside the red light districts as a socially acceptable fitness activity complete with an international body, the International Pole Dance Fitness Association (IPDFA). The association has submitted an application to the IOC that pole dance should be a recognised sport in the Olympic program.

"While the Lingerie League at least relates to American football, pole dancing is not based on an



The Lingerie League where players wear bras, panties and garters play to sold-out arenas in the US. Photo: John P, onemansblog.com/Flickr

original sports discipline. The Olympic bid attempts to legitimise this red district adult entertainment activity as sport," said Nieland.

## Porn in sport settings

The fifth and final level in the spornofication model is reached when sport is used merely as a setting for erotic entertainment such as it happens in the so-called 'Sexy Sport Clips' that are shown on the German television station Sport 1.

The station broadcasts conventional sports during the day but after midnight it shows clips from a sporting environment with one or more sports people.

"The male actors, if any, leave the setting at the beginning and the remaining lady undresses from her sportswear until fully nude. Typical settings are miniature golf courses, go-karting, boxing rings, swimming pools, gyms, stadiums, and tennis or badminton courts," Nieland said.

He added that sports has also become a popular subject in hardcore porn with football as the most commonly used setting.

# sport for all

# Sports participation is now on the European agenda



The EU and European nations want more of their citizens to be physically active and play sports. According to new research, inspiration could come from looking at what happens in the Nordic countries.

by Ditte Toft

Sport and physical activity have arrived in earnest on the European political agenda. The need to promote healthier lifestyles among Europeans has prompted a growing interest in both individual nations and centrally in the EU for finding ways to encourage more people to become physically active.

However, a quick glance at sports participation rates shows major differences in how active Europeans are when individual nations are compared. That was one of the key findings in a new report 'Understanding the Game. Sport participation in Europe', which was presented at Play the Game by Jeroen Scheerder, professor in the field of sport policy and sport management at the University of Leuven, Belgium.

The report shows that there has been a general increase in sports participation in the whole of Europe in recent decades. But there are significant differences between the individual countries. Participation rates are highest in the North. Whereas over 70 percent of Denmark, Germany and Finland's adult populations play sport and exercise every week, countries like Spain and Italy lie at the bottom of the list with participation rates under 40 percent.

## The North is in front

The Nordic countries also stand out on another positive parameter: More women participate in sport in the North than in Southern Europe. Denmark is in fact the only country among the 20 countries contributing to the report in which more women than men are physically active every week.

Therefore Nordic countries are in a good position to take the lead in the area of grassroots sport and give inspiration to the other countries, according to Scheerder.

"Parts of the Scandinavian sports model can be of interest to be implemented in other European coun-

## FACTS

'Understanding the Game. Sports Participation in Europe' (2011, University of Leuven) is written by Jeroen Scheerder, Hanne Vandermeersch, Charlotte Van Tuyckom, Remco Hoekmann, Koen Breedveld and Steven Vos.

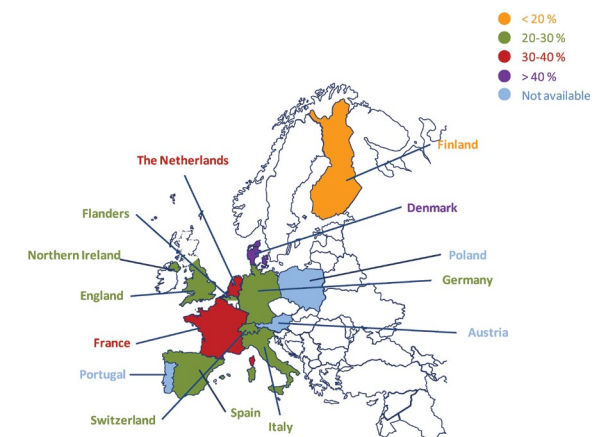
All authors are members of the MEASURE network, which consists of researchers in sports participation from more than 20 countries. The Danish Institute for Sports Studies is participating in the network which purpose is to improve the access to reliable data on sports participation, increase the understanding of differences between countries in the area and to increase the political interest in mass participation.

Read more at [www.measuresport.eu](http://www.measuresport.eu)

tries. Having higher levels of sports participation, it is clear that sport policy programs from the north of Europe can be a source of inspiration towards other countries in Europe. Actually, the success of Sport for All initiatives might be an important trigger for countries in the Mediterranean and eastern part of Europe," Scheerder said after his presentation at Play the Game.

## The EU should build bridges

From Scheerder's point of view, the EU also has an important role in building bridges between member nations in the area of grassroots sport. The EU can help introduce knowledge from countries with high sports participation and strong sport for all foundations to countries that hold weaker positions.



The Northern European countries have the highest sports participation in Europe. Source: Scheerder et al. (2011): Understanding the Game. Sport Participation in Europe.

According to the president of the sport for all organisation International Sport & Culture Association (ISCA), Mogens Kirkeby, sports participation and grassroots sport combined offer an opportunity to put a positive touch on the EU's sports political agenda, which is otherwise characterised by well-known international challenges such as the fights against match-fixing, doping and corruption in sport.

"It would be a fantastic idea for the European cooperation to move forward in this area rather than wasting all of the money and resources on being a watchdog for the problems that come up in other areas of sport," says Kirkeby, mentioning that sport and exercise are things that enjoy considerable interest among individual EU citizens.

Kirkeby's viewpoint is supported by the National Olympic Committee and Sports Confederation of Denmark (DIF). Sports Policy Director Poul Broberg experiences considerable foreign interest in Denmark's high sports participation rates.

"We believe that the Danish EU presidency in 2012 should be used to work towards introducing a sports program in the coming budget which focuses on strengthening European grassroots sport. Ultimately, we in Denmark have the most to offer in that area," says Broberg.

# Sports values from words to action

*Merely talking about values of sport is far from enough, said three international campaigners for sport for all*

By Jens Sejer Andersen

## Brazilian athletes with ambitious plans

As a former Brazilian football captain with a World Cup on his CV, Raí Oliveira could have chosen an easy life-style. Instead, as an activist in *Atletas pela Cidadania* – athletes for citizenship – he uses his power of communication to promote social change.

In his and his colleagues' view, Brazil's hosting of the FIFA World Cup 2014 and the Rio Olympics 2016 should be used to create a national sports policy enabling participation for every citizen.

The physical activity rate in the 12 host cities should be doubled when the World Cup arrives, and



*Raí Oliveira struggles to use sport and mega-events to overcome social problems in Brazil.*

80 percent of public schools should have sporting programs at the time of the Olympics.

Ambitious goals in a country where only 16 percent of the adult population get enough physical exercise and only 18 percent of the public elementary schools have sports facilities.

Oliveira acknowledged the challenges: "It will be naive to believe that those responsible will have social interest as a main priority. Every day it becomes more obvious that the lion's share of the investments are directed at high performance sport."

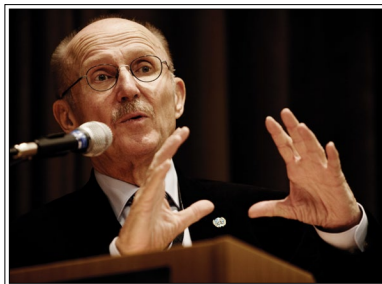
## UN advisor calls for research and new role models

Multi-millionaire football stars like Drogba and Eto'o should not be the only role models for millions of hopeful young boys and girls in Africa.

"The children should be able to find their role models in their neighbourhood," said Wilfried Lemke, UN Special Advisor on Sport for Development and Peace.

Lemke expressed his admiration for the tens of thousands of young people and adults who, without having finished school themselves, become educators for children through sport.

"Therefore we fostered the idea of giving them hope and training at



*Wilfried Lemke and his office work to spread the idea of sport as a development tool.*

Youth Leadership Camps," Lemke said. 30 boys and girls took part in the first camp in Doha in early 2012.

Lemke also appealed to his hosts at the German Sport University Cologne to carry out more research into sport and development issues:

Among the 700,000 who live in the Mathare slums of Nairobi, no less than 20,000 kids take part in their sports project MYSA. I am absolutely sure sport changes their lives, but as a politician I know how important it is to see concrete data. Research is hard work, but absolutely necessary."

*More about the Youth Leadership Camps at [www.un.org/sport](http://www.un.org/sport)*

## Don't say only bad things about sport

"It is not easy for me to come here and hear so many negative messages about sport. If we only say bad things about sport, we do not contribute to living in a better world."

Harold Mayne-Nicholls, a former president of the Chilean Football Federation, did not hide his discomfort with the emphasis Play the Game puts on difficult governance issues.

He declared himself a very proud member of the football family, this including his role at FIFA as chief evaluator of the bids for the World Cups 2018 and 2022.

"The reports are on the internet,



*Harold Mayne-Nicholls started "Ganamos Todos" to attract young people to sport.*

and I have never done anything I would not do with my kid," he stressed while turning the attention to the campaign 'Ganamos Todos' – 'We all win'. A project which is carried by "the values that inspire us": Solidarity, transparency, democracy, respect and equality.

"We do not want to make one sports festival and say "this is it". We combine it with workshops for referees, coaches and leaders, and we teach parents about obesity and good health."

In one year, Ganamos Todos has visited 12 Chilean communities and is still expanding.

*More information at [www.ganamostodos.cl](http://www.ganamostodos.cl)*

# SPORT BETWEEN BUSINESS AND CIVIL SOCIETY



## The 20<sup>th</sup> EASM Conference

18<sup>th</sup> - 21<sup>st</sup> September 2012  
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## WE'LL MEET IN AALBORG

'Sport between business and civil society' is the overall theme of the 20<sup>th</sup> EASM Conference in Aalborg, Denmark on 18<sup>th</sup>-21<sup>st</sup> September 2012. It is the first time ever that the European Association for Sport Management is hosting its annual conference in Denmark, and the rapidly growing sport management environment of the country is looking forward to sharing inspiration, knowledge and research with delegates from all over the world. Academics, professionals and sports leaders will meet in one of Denmark's most attractive and lively cities to share the best and latest in the field of sport management.

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# Hooligans behind German racism and violence in Argentina

by Steve Menary

**An acceptance of hooliganism is growing and fuelling both right-wing extremism and corruption, researchers warned at Play the Game 2011. In Argentina, clubs pay fans not to cause trouble whilst in Germany hooligans are central to organising right-wing extremists.**



Violence by hooligans has become business in Argentina where clubs pay fans not to cause trouble. Photo: Daniel Luna/AP

“Right-wing extremism is a permanent phenomenon that happens in secret,” said Ronny Blaschke, who has studied links between football hooliganism and right-wing extremism in Germany for his book, ‘Attack from the right – political extremists in football’.

Blaschke cited a recent survey showing that 49 percent of Germans feel there are too many immigrants in Germany and showed evidence of racist literature referring to the Holocaust produced by football hooligans in Leipzig and obtained outside the stadium.

He added: “We don’t see that anymore [inside the stadium] but that doesn’t mean people have lost those attitudes or people are suddenly tolerant.”

## Extremism moves out of the stadium

Blaschke spoke about the links between the National Democratic Party and right-wing extremist football hooligans, known as the Blue Caps, who act as security for the right-wing German political movement.

He also referred to the collapse of former East German club Lokomotiv Leipzig in 2003 and how the revival of the club was hijacked by extremists who

wanted to “build up a right-wing football club”.

Blaschke said: “They wanted to re-animate the club and needed everyone; they didn’t care if people that joined represented a politic that wasn’t accepted.”

When these extremists were eventually excluded from the stadium, their racists and homophobic activity simply continued elsewhere with football used as a vehicle to spread this rhetoric that goes largely ignored, added Blaschke.

“Right-wing extremism is moving out of the stadium,” said Blaschke, adding: “Journalists are not really interested in a permanent coverage.”

## Business fosters acceptance of violence

Acceptance of hooliganism was also the theme of a paper entitled ‘Let’s Save Football’ from Monica Nizzardo, who runs a support and lobby group for victims of football hooliganism in Argentina called Salvemos Al Futbol.

“Violence appears because football is losing its essence as a sport; it’s too much of a business,” she cautioned.

Nizzardo criticised clubs, the Asociación del Fútbol Argentino (AFA) and politicians for all

lacking the will to tackle hooliganism and insisted that self-interest too often prevailed with clubs often paying fans not to cause trouble.

She claimed that police do not want to tackle hooliganism either, adding: “Many crimes go unpunished.”

**“Violence appears because football is losing its essence as a sport; it’s too much of a business.”**

*Monica Nizzardo,  
President Salvemos Al  
Futbol*

## Police benefits from violence

Argentinian radio and television journalist Javier Szlifman talked about a “business of violence” with clubs paying fans not to cause trouble.

He suggested that continued problems in Argentine stadia at matches means that the police actually benefit with clubs paying the authorities for more officers, who continue to do little or nothing to reduce hooliganism for fear of losing an additional source of income.

Szlifman and Nizzardo both argued that the police and the clubs have simply accepted that hooliganism is now part of football in Argentina – a view which also appears to be accepted by the media.

“For the press in Argentina, violence and loss of life is a natural part of football,” Szlifman concluded. “The violence has become one more ingredient of Argentine football.”

Read more about Salvemos Al Futbol at: [www.salvemosalfutbol.org](http://www.salvemosalfutbol.org)

# How football fuelled the Arab Spring

by Marcus Hoy

**Few people can be unaware that 2011 was a momentous year for many Arab nations. Successful uprisings in Tunisia, Libya, and Egypt, and ongoing conflicts in Bahrain, Syria, Yemen and elsewhere have made headlines across the world. Much less known, however, is the role played by football supporters in these popular revolutions.**

The story of the pivotal role played by football supporters in the so-called Arab Spring was revealed to Play the Game by James M. Dorsey, an award-winning US journalist and Middle East expert.

The Egyptian revolution in particular was fuelled by an extraordinary truce between street-hardened supporters of Cairo’s two largest clubs, Al-Ahly and Zamalek, Dorsey said.

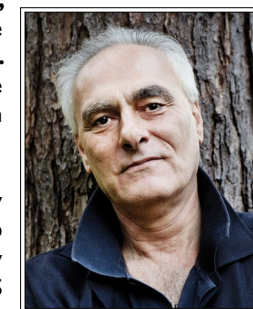
## Social change forged in stadiums

During the Arab Spring, one of the first actions of incumbent governments was to adjourn national football competitions in an attempt to isolate the radical elements congregating on the stands and terraces.

Under repressive regimes across the Middle East, Dorsey pointed out, the only two outlets for releasing the pent up anger of disenfranchised young men and women were the mosques and the football stadiums.

While mosques have been portrayed as a focus of fundamentalist Islam, he said, soccer stadiums have been a battle ground for other issues such as women’s rights, national rights, ethnic rights, and religious rights. A large

number of football fans are highly politicised, especially in the Egyptian capital, Cairo, where many describe themselves as anarchists, Dorsey explained.



James M. Dorsey

## An unprecedented truce

Nowhere in the Middle East is the rivalry more intense than in Cairo where Zamalek, a former British colonial club, are bitter rivals with the populist Al-Ahly. Supporters of both clubs count a large number of what Dorsey called “battle-hardened street fighters” among their numbers. These ‘ultras’ fight each other and the security forces on a regular basis.

While popular demonstrations were taking place in Cairo’s Tahrir Square in the early part of 2011, Dorsey said, the masses and the youth organisations of the Muslim Brotherhood were joined by a third group – Cairo’s football fans. The fans had agreed on an unprecedented truce in order to express their opposition to the autocrats in elite positions of political power – which to many mirrored the situation in Egyptian football.

Many grassroots supporters, Dorsey added, were unenthusiastic about the appointment of former US national coach Bob Bradley as the head of the Egyptian National Team. Despite the successful revolution, he said, this team is still seen by numerous Egyptian supporters as ‘Mubarak’s team’, and many fans “couldn’t care less” about Bradley’s appointment.

Read more on James M. Dorsey’s blog [www.mideastsoccer.blogspot.com](http://www.mideastsoccer.blogspot.com)



Ultras – the most hardened football fans in Cairo – were instrumental in bringing down the regime in Egypt.

# 55 percent of Europe's football clubs spend more than

## they earn

football economy  
football economy

UEFA revealed fresh details on the woeful state of European club football at Play the Game ahead of the introduction of UEFA's new Financial Fair Play measure that aims to curb the game's endemic losses.

by Steve Menary

At Soccerex 2011, UEFA's head of club licensing Andrea Traverso revealed that the annual review of Europe's top clubs was expected to show losses of 1.6 billion euros in 2010 – up from 1.2 billion euros in 2009.

Speaking at Play the Game, UEFA's benchmarking manager, Sefton Perry, did not confirm that figure but admitted that the 2010 losses will be “worse again”, and he revealed that accounts for one in 10 clubs produced comments from their auditors that the club was a “going concern”.

Perry also revealed that of the 650 clubs in the annual report, 230 suffered a drop in attendances of five percent or more, and although 130 clubs saw a rise in attendances, the overall picture was “slightly negative”.

Clubs continued to drive revenue up with 2010 expected to show an increase in turnover of between five and 10 percent. However, only 45 percent of the clubs in the annual review broke even. The remaining 55 percent posted a loss.

“Incomes have tripled over the last 13 years but it's not about income, it's about controlling costs,” said Perry. “Financial Fair Play (FFP) is not an answer to all these problems but we think it will help.”

### 31 clubs already excluded

UEFA has already written to a number of major clubs about the introduction of FFP, which will not cover clubs with an annual turnover of less than 5 million euros.

According to Perry, 31 clubs from places including Bulgaria, Greece and Spain have already been excluded from the Champions League or Europa League for failing to meet the current UEFA club licensing criteria, and he said that the European body would confront clubs trying to evade the introduction of FFP.

“We are not scared of the legal ramifications, nothing difficult is easy,” he added.

Stefan Szymanski, Professor of Sport Management from the University of Michigan and the co-author of ‘Soccernomics’, responded by claiming that football remains a resilient business with 68 insolvencies at clubs in the top four divisions in England since 1982. Only two clubs had been killed off: Aldershot and Maidstone.

“Football is a far more stable business than any other



Professor Stefan Szymanski (left) believes football clubs to be stable businesses because creditors do not want to them to fail. No, says Head of Sport and Tourism at Coventry University, John Beech. They are serially unstable and become insolvent on a regular basis.

on earth,” claimed Szymanski. “This is because when a club goes under, the creditors don't want the club to fail.”

He went on to brand this as “immoral” and said that the owners of failing clubs who took advantage of creditors' affection for a club were effectively “stealing”.

### Football serially unstable

John Beech, Head of Sport and Tourism at Coventry University, challenged Szymanski's claim that football was stable, showing that 58 clubs have been involved in 71 insolvency events since 1991 with some clubs insolvent on three occasions.

“Football is serially unstable,” said Beech, who also

offered a different view of what constituted a club. He said that a club existed in three senses: the club as viewed by the fans, the club as a business, and the club as represented by the team on the pitch.

“You need to keep all three elements distinct when analysing football,” said Beech, who cited the recent failure of English club Accrington Stanley. When fans chanted “Save our Stanley” they really meant “Save our board of directors”, said Beech.

### FFP may end benefactor model

Although Perry admitted that FFP may not have an impact in the lower echelons of competitions like the English Football League, he pointed out that other UEFA members such as Cy-

prus and Turkey are already introducing FFP at domestic level.

He confessed that the introduction of FFP is unlikely to change the upper echelons of European football, where the top 10 clubs turned over double the amount of revenue earned by the next 10 sides, but the panel agreed that FFP would produce real change in the long-term.

Beech argued that FFP would eventually end the benefactor model that is increasingly prevalent in the UK with the ownership of Chelsea by Roman Abramovich and Manchester City by Sheikh Mansour.

Another panel member, Christian Müller, former Chief Financial Officer, German Football League (DFL), argued that the current restricted ownership and rigid licensing of the Bundesliga, including a need to prove positive liquidity before each season in order to get a license, placed German clubs in a far better position to meet the challenges of FFP.

“I expect a slow but stable expansion of FFP across Europe,” said Müller. “I expect a change in England, Italy and Spain and a better performance [on the pitch] by the Bundesliga clubs.”

## FACTS

### UEFA FINANCIAL FAIR PLAY

In order to get a license to play in UEFA tournaments, clubs must break even financially and not spend more than they earn.

The rules will be enforced from 2013/2014 based on financial statements from the two previous years.

The objectives of the new rules are to reduce pressure on salaries and transfer fees, protect the long-term viability of European club football, and ensure that clubs settle their liabilities in a timely manner.

Source: [www.uefa.com](http://www.uefa.com)

**DOPING:**

Whilst WADA is now well-established, many challenges still exist in the fight against doping.

**Dispatches from the frontline**

by Marcus Hoy

Drugs and masking techniques are becoming more sophisticated while international federations lack the resources to carry out comprehensive testing programmes. Meanwhile athletes believe that the testing system in Europe is a mess.

Despite a strong World Anti Doping Code and scientific advances in testing, the fight against doping is constantly facing new challenges. Olivier Niggli, Legal Director of the World Anti Doping Agency (WADA) told Play the Game.

Niggli applauded recent advances in doping detection and prevention techniques such as the so-called 'biological passport', which monitors athletes throughout their sporting careers. However, as WADA's techniques become more sophisticated, he said, an "increased sophistication at the high end of sport" was

match-fixers, he added, and doping is a tool they use.

**Sketchy replies about tests**

Hajo Seppelt, a journalist working for German TV station ARD, told Play the Game that tests were not always carried out in efficient manner by international sports federations. This became clear when he spoke of his involvement in a recent project which asked federations how many samples they were taking from their athletes, and what they were doing with these samples.

The federations included the International Association of Athletics Federations (IAAF), the International Cycling Union, (UCI), world football's governing body, FIFA, the International Skating Union (ISU) and FINA, the governing body of aquatic sports.

Many federations did not fully answer questions related to what types of blood samples were taken, and which tests were carried out, he said. FINA's reply was very superficial, and very little usable information was provided by the UCI. Even when samples were taken, Seppelt said, the research pointed to a lack of testing for two common doping substances, EPO and growth hormones.

While he had little doubt that international federations were often serious in their commitment to the fight against doping, he warned that the money and resources to conduct effective testing programs were often not available.

**The testing system is a mess**

Testing efficiency was also an issue for Jonas Baer-Hoffmann, General Secretary of the German Basketball Players' Association, who told Play the Game that he supported an effective anti-doping system as long as it respected the rights of athletes.

Sportsmen and women are generally willing to accept some infringements to their rights, he said, if these measures helped prove that the athletes and their sport were clean. However, if the system was ineffective, invasive and stressful, he said, athletes would be reluctant to participate.

While athletes are legally required to give their consent to testing, he claimed that in reality no real consent exists. Athletes are "faced with a choice of being tested or ending their careers".

A study undertaken by his organisation found that the testing and reporting system across Europe was "a mess", he added.

"We need to take a hard look at out-of-competition testing and in-competition testing and see how effective it is. Any testing system should have a solid legal basis," he concluded.



Jonas Baer-Hoffmann from the German Basketball Players' Association called the anti-doping testing and reporting system in Europe a mess.

also occurring. In other words, he warned, "the cheats are getting better at cheating".

Although 122 countries now co-operate with WADA, many obstacles remain to good testing practice, Niggli said. Scientists are increasingly reluctant to be placed in a position where their testing procedures are challenged in court, he pointed out, and the black market for drugs is thriving.

While WADA enjoys a positive relationship with the pharmaceutical industry, he warned that 25 percent of the world's pharmaceuticals come from the black market and many are readily available online. The sporting world is under threat from illegal gamblers and

**Corruption crusader: The price has been too high**

Mario Goijman (left) spoke out against corruption in the sport he loves. Now he has lost almost everything.

by Kirsten Sparre

**You could have heard a pin drop in the conference hall when Mario Goijman finished his presentation about the outcome of his fight against corruption in the International Volleyball Federation (FIVB). Nobody moved as he detailed the accumulating price he is paying for being a corruption crusader.**

"I have lost my car in a judicial procedure. Another commercial judge has ordered the auction sale of my house and any other property I may have. There are two requests of bankruptcy against me and I have lost my credit cards, my bank account and all my credit. My fortune and my health are also being destroyed," Goijman said.

The price for justice has been too high, he believes. Yet, he does not regret his decision to pursue the illegalities he discovered in the FIVB whilst being in charge of organising the 2002 World Championships in Argentina.

**Harsh punishment**

The illegalities included the falsification of an auditor's report about FIVB's financial status before it was presented to the world congress, withholding information about the payment of commissions to the FIVB president, failure to record money from the IOC in FIVB accounts and a dubious purchase of a building in Lausanne from FIVB President Acosta's own family.

The punishment from FIVB for raising these questions was swift: Goijman and 14 other leaders from the Argentine Volleyball Federation (FAV) were expelled from the FIVB, and the federation decided not to honour its obligations to reimburse FAV a significant amount of money owed in connection with the hosting

of the World Championships.

**FIVB continues to ignore debt**

Almost ten years later and despite the resignation of the tyrannical Ruben Acosta as president of the FIVB, Goijman is laden with debts from the loans he guaranteed on behalf of the World Cup organising committee. A sum that totals 820,000 US dollars plus interest since 2002, he explained to Play the Game delegates taking them through the accounts.

The new regime in the FIVB has shown no interest in helping Goijman and the other leaders from the former Argentine Volleyball Federation.

"They ignore the debt that the FIVB has with the FAV due to the World Championships. The amount remains unpaid without any reason causing great damage to the honest Argentine leaders," Goijman said.

He pointed out that the FIVB would still have revenues of more than 2.3 million US dollars from the 2002 World Championship after reimbursing the Argentine organisers.

For Goijman and other members of the FAV, the situation is now desperate.

"I have no more money to begin another lawsuit in Switzerland. And the new FIVB president, Mr. Wei, has declared emphatically that he will not speak with me or any other of my honest Argentine colleagues. I feel very depressed and I need your help. You are my last hope," Goijman said.

"My denounces of illegal administration and abuses have cost me too much. Is this the price to be paid for being honest? Perhaps I will continue being naive. But my engagement is with sports as an honest tool of education, ethics and fairness and not with sport as a way of making money as quickly as possible."

# New sports press survey: Newspapers focus narrowly on sports results

According to new research on sports coverage in 80 newspapers from 22 countries presented at the Play the Game conference, sports politics and economic issues are of little interest to the printed media.

by Ditte Toft

Sports politics and themes connected to the massive amounts of money in sport are largely ignored by the world's printed media when it comes to covering sport. Instead sports stars and their performances completely dominate the pages with football as the sport that takes up most column inches by far.

That is the short summary of the first findings from Play the Game's 'International Sports Press Survey' that was carried out in collaboration with researchers Jörg-Uwe Nieland from the German Sport University Cologne and Thomas Horky from the Macromedia University for Media and Communication in Hamburg.

The two researchers have been responsible for collecting and analysing the massive amount of data in cooperation with colleagues from all over the world.

The survey is based on 17,777 articles about sport from 80 newspapers in 22 different countries. That makes the survey the largest quantitative survey of sports content ever undertaken in printed media, and it follows up on a previous, smaller survey that Play the Game initiated in 2005 which analysed sports content in 37 newspapers in ten countries.

## Football is the only world sport

The first findings indicate that media coverage of sport is completely dominated by results and news about athletes and coaches in competitive sports. 77.7 percent of all articles about sport focused on athletes, coaches, teams and their performances

Meanwhile, articles about sports politics and the

cash flows that determine much of the development in sport only occupy very small corners in the newspapers. According to the research, only 2.7 percent of the coverage focused on sports politics whilst sports finance and economy were the topics of 3.1 percent of the articles studied.

There is also a clear bias in the coverage of individual sports. Football is the sport clearly preferred by the world's newspapers and is the basis for more than 40 percent of all the articles in the 80 newspapers. The tendency is even more pronounced in Europe, South America and South Africa where football is the topic of 50 to 85 percent of all sports articles, whilst media coverage of different sports is more equally distributed in countries like the US.

Compared to the 2005 survey, the new survey indicates that an international perspective has become more prevalent in sports coverage.

In 2005, 35 percent of all articles had an international focus. In 2011 that figure had risen to 42 percent. Similarly, the focus on national sports has decreased: In 2005, 55 percent of all articles had a national focus, but that share has decreased to 45 percent today.

## Men dominate sports coverage

Sports articles are dominated by men – perhaps because newspapers continue to focus on traditional approaches to sports coverage. "If you take a closer look at the 17,777 articles written by journalists, you will discover that sports journalism is a man's world.

More than 90 percent of the writers are male. Only eight percent of the articles are written by women. And there seems to be no development. In 2005 we got nearly the same result," Horky said during the presentation of the findings at the conference.

He continued: "The content of sport is a man's world too. More than 85 percent of the coverage of athletes is about male athletes."

## Few sources in sports journalism

The survey also indicates a widespread tendency for journalists to use very few sources in their articles.

In more than 40 percent of all the articles, only one source was quoted. And one in four articles is presented to readers without indicating any sources at all. This is a slight increase compared to the previous survey.

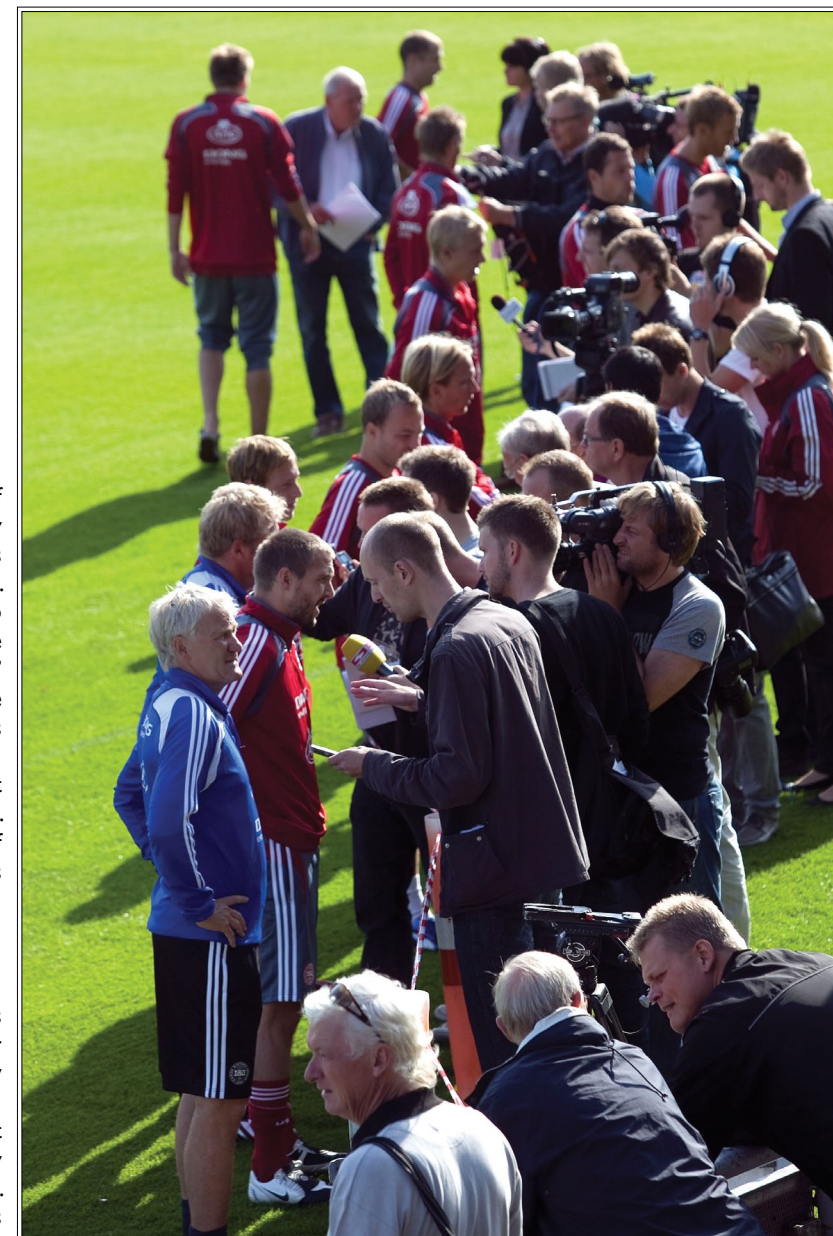
Sources quoted by newspapers also tend to be from the big family of sport itself: Coaches and athletes make up approximately half the sources, followed by representatives of clubs and sports officials. Only rarely do journalists use experts from outside sport.

## More findings to come

The findings from the 'International Sports Press Survey' leads to several interesting questions about the way sport is covered by printed media. For example, what is the significance of other media platforms – particularly internet media – for the development of sports journalism?

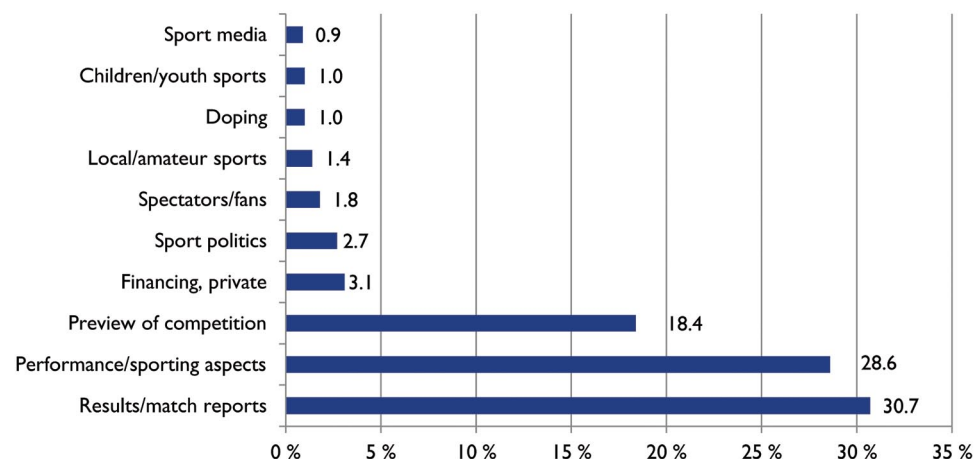
What can printed media contribute to sports coverage at a time where new media take up an increasing proportion of the users' attention?

The researchers will continue probing and analysing the data. A report detailing findings and questions raised by the results will be published in due course.



A normal day for the sports media: Mainly male journalists meet male football stars to talk about the next match. Photo: Kim Agersten/Polfoto

## Primary content of the articles in the print media



## FACTS

### THE SPORTS PRESS SURVEY

The survey is based on 17,777 articles from 80 newspapers in 22 countries.

Over the period from April to July 2011, data from 14 selected days (two from each of the week's seven days) were entered into a database.

Results from all participating countries were sent to the German Sport University for collection and analysis.

Jörg-Uwe Nieland: [j.nieland@dshs-koeln.de](mailto:j.nieland@dshs-koeln.de)  
 Thomas Horky: [t.horky@macromedia.de](mailto:t.horky@macromedia.de)



# Disability and visibility



## It takes public spirit to ensure visibility for disabled athletes

*German television stations stand out in new survey on coverage of the Paralympics by European public service broadcasters*

by Kirsten Sparre

Public service broadcasters have an obligation to show paralympic sport on television. But the first study of coverage of the Paralympics by European public service broadcasters shows that there is no guarantee that all television stations take the commitment seriously.

The study has been undertaken by researchers at the German Sport University Cologne who have looked at how the 2010 Paralympic Winter Games in Vancouver was covered by two public service broadcasters in Germany, ARD and ZDF, the BBC in Britain and SRG in Switzerland.

The Paralympics are preceded by the Olympic Games, and the study showed that on all four television stations there was a huge increase in sports coverage during the main Olympic Games compared to everyday coverage. However, by the time the Paralympics came around, sports coverage fell below even normal levels of sports coverage on BBC and SRG in Switzerland.

“In fact, there was not much paralympic sport on television in Britain and Switzerland at all. Both broadcasters showed only a short summary: 60 minutes on BBC and 40 minutes on SRG. In comparison, the German broadcasters showed two magazines per day during the Paralympics with a total of 22 hours. There was a one hour magazine in the morning and another during the night,” explained one of the researchers, Inga Oelrichs.

A similar picture emerged when the researchers looked at how often the Paralympics were the topic of stories on the main news programmes from the different stations. Both BBC and SRG had very few reports whereas 30 percent of the reports about sport on the ARD Tagesschau were about Paralympic athletes, ceremonies and a doping incident.

The researchers interviewed programme managers at all four television stations to find an explanation for the differences.

“BBC and SRG had consciously decided against the coverage of the Paralympics 2010. The reasons were

nearly no domestic participants, nearly no chances of success and no interesting personal stories,” said Nina Ganske from the research group.

In contrast, ARD and ZDF increased the amount of sports reporting during the Paralympics.

“They understand reporting about the Paralympics as fulfillment of their programme mandate and wanted to represent the competitions, but also to provide the spectators with background information about athletes and rules for example. They wanted to reach not only the small group of people who are interested in sports anyway but a broad public,” Ganske explained.

### The difference a crowd makes

Another interesting presentation by a researcher from the German Sport University Cologne also stressed the importance of decision-making informed by a public service spirit in order to improve general knowledge about and appreciation of paralympic athletes.

Christian von Sikorski introduced the findings of an experiment with media framing where participants were asked to relay their impressions of a disabled athlete based on a journalistic article with a picture of the athlete.

There were three different versions of the picture of the athlete: One showed him with no spectators on the bleachers, the other showed him in front of a small crowd of people, and the third picture showed him in front of a massive crowd.

The content of the pictures turned out to have a significant effect on the perception of the athlete, and depicting a disabled athlete in front of a crowd made for a much more favourable evaluation of the athlete.

“Therefore journalists and editorial departments should generally think of more sensitive picture selection when it comes to disability sport and athletes with disabilities: A little difference may have a huge impact,” von Sikorski concluded.

The conference would not have been possible without contributions from public and private sponsors:

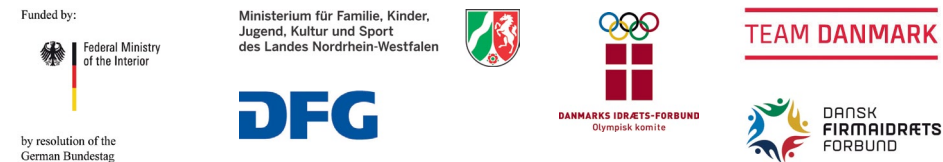
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Contact: presse@dshs-koeln.de, forschung@dshs-koeln.de Web: www.dshs-koeln.de

# Facts about Play the Game/Idan

Play the Game is an international conference and communication initiative aiming to strengthen the ethical foundation of sport and promote democracy, transparency and freedom of expression in sport. It is run by the Danish Institute for Sports Studies (Idan), an independent institution set up by the Danish Ministry of Culture. The task of Idan is to create overview over and insight into the field of sport nationally and internationally.

Idan's objectives are:

- to establish a general overview of and insight into academic and other forms of research within the field of sports nationally as well as internationally
- to analyse the implications and perspectives of policy initiatives within the field of sports
- to initiate public debate on key issues in Danish and international sports politics
- to organise the international Play the Game conference at suitable intervals for a target group of Danish and international journalists, academic researchers and sports officials to address current issues in sports politics
- to strengthen the ethical foundations of sport and work to improve democracy, transparency and freedom of speech in international sports through the Play the Game conference and other activities

#### Conference facts

The seventh world communication conference on sport and society, Play the Game 2011, took place at the German Sport University Cologne, Germany, October 3-6, 2011.

#### Some key figures:

- 309 delegates from 44 countries spanning five continents took part
- 122 speakers gave presentations

#### Programme Committee

In planning the conference programme, Play the Game/Idan received advice and assistance from the Programme Committee:

- **Annette Hofmann**, Professor, Ludwigsburg University of Education, President of the International Society for the History of Physical Education and Sport, Vice-President of the German Gymnastics Federation (appointed by ICSSPE)
- **Andreas Selliaas**, International Consultant, The Norwegian Olympic and Paralympic Committee and Confederation of Sports, Norway
- **Christer Ahl**, USA/Sweden, MBA, former Chairman of the IHF Playing Rules and Referees Commission, web journalist at [www.teamhandballnews.com](http://www.teamhandballnews.com)
- **Daniela Schaaf**, Dr., Scientific Researcher, Institute

of Communication and Media Research, German Sport University Cologne

- **Frits Ahlström**, Consultant, former Senior Media Officer of UEFA, Switzerland/Denmark
- **Henrik H. Brandt**, Director of the Danish Institute for Sports Studies, Denmark
- **Ian Nuttall**, Founder, Xperiology/TheStadiumBusiness and board member, Event & Venue Management Institute, Italy/UK
- **Jens Weinreich**, Journalist and blogger, [www.jensweinreich.de](http://www.jensweinreich.de), Germany
- **Jörg-Uwe Nieland**, Scientific Researcher, Institute of Communication and Media Research, German Sport University Cologne
- **Kimberly S. Schimmel**, PhD, Associate Professor, Kent State University, expert in urban politics, mega-events, and the political economy of sport
- **Letizia Paoli**, Professor, Dr., Faculty of Law of Leuven University, Belgium, expert in organised crime
- **Michael Groll**, Dr, Lecturer, Institute of European Sport Development and Leisure Studies, German Sport University Cologne
- **Michael Sauer**, Scientist, Manfred Dönike Institut für Dopinganalytik, German Sport University Cologne
- **Mogens Kirkeby**, President, International Sport and Culture Association, Denmark
- **Nikki Dryden**, Lawyer, Canada/USA, Olympian swimmer, advocate for sport, development and human rights
- **Søren Wormslev**, Journalist, International Federation of Journalists representative, Denmark

#### Board

As a part of Idan the overall responsibility of Play the Game rests with Idan's board appointed by the Danish Minister of Culture:

**Mikkel Sarbo**, Chairman of the Danish Institute for Sports Studies (Idan), private consultant, **Jens Jørgen Nygaard**, Vice Chairman of Idan, Deputy Mayor in Egedal municipality, **Jens Brinch**, Sports Political Consultant, **Morten Mølholm Hansen**, Development Director, the National Olympic Committee and Sports Confederation of Denmark (DIF), **Lone Friis Thing**, Associate Professor, Department of Exercise and Sport Sciences at the University of Copenhagen, **Jens Troelsen**, Associate Professor, Institute of Sports Science and Clinical Biomechanics, University of Southern Denmark, **Laila Ottesen**, Associate Professor, Department of Exercise and Sport Sciences at the University of Copenhagen.

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home for the homeless questions in sport

in Danish Institute for Sports Studies  
IDRÆTTENS  
ANALYSEINSTITUT

# An African reminder about the joy of sport

Despite its many problems, sport also brings passion to millions of people every day

This positive and life-affirming aspect of sport is the topic of an unusual book by the Danish press photographer, Tine Harden, who has taken all the official photographs from Play the Game 2011.

The book 'A Kick out of Africa' is a portrayal of football across the African continent. In the run-up to the football World Cup in South Africa in 2010, Harden travelled all over Africa to document the role that football plays in the everyday lives of people like the Maasai people in Kenya, Arabs in Rabat and Cairo and children in the slums of South Africa.

The book is a deliberate attempt to give a more balanced view of life in Africa and move the focus away from war, disease and hunger in favour of stories about vitality and joy.

“There is a journalistic tendency to present a distorted picture of an entire continent which, despite

its many challenges, offers countless success stories and many resources – both natural and human,” says Harden.

Harden's beautiful pictures about the love of football have played an important role in the 2011 Play the Game conference. One of the pictures is part of the official conference logo, and at the conference Harden showed an exhibition with 30 photographs from the book. A copy of the English language book was also used as the official thank you present to all of the 122 conference speakers.

Harden is a freelance photographer based in Denmark. She has previously worked for one of Denmark's major national newspapers and has been voted Press Photographer of the Year in 1992 and 1999.



Photo: Tuala Hjarnø

## Find photos, videos, slides and texts from the conference at our homepage

A magazine can only give a small picture of a very content-rich conference.

Go to our website [www.playthegame.org/2011](http://www.playthegame.org/2011) to find more information about the conference and discover other interesting stories from the presentations that could not fit into this magazine.

Find presentations as slides and texts at [www.playthegame.org/conferences/play-the-game-2011/presentations.html](http://www.playthegame.org/conferences/play-the-game-2011/presentations.html)

See on-demand streaming at <http://www.playthegame.org/conferences/play-the-game-2011/on-demand-streaming.html>

See Tine Harden's conference photos at [www.flickr.com/photos/play\\_the\\_game/](http://www.flickr.com/photos/play_the_game/)

