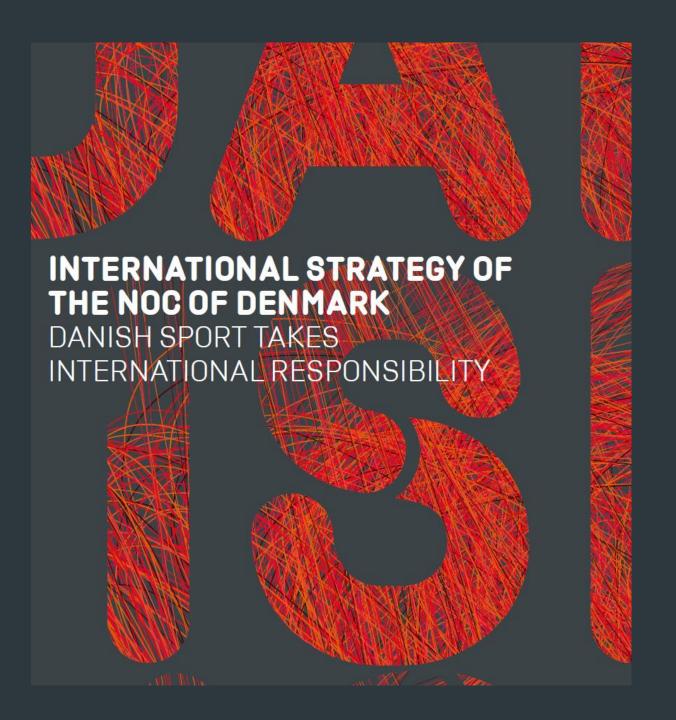
# SPORT SHOULD WORK FOR SUSTAINABILITY RATHER THAN GOVERNANCE



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#### DANISH SPORT WILL PROMOTE SUSTAINABILITY



Financial sustainability
Environmental sustainability
Social sustainability



## GOOD GOVERNANCE IS LEFT OUT OF THE INTERNATIONAL STRATEGY WHY ON EARTH?



Somewhat mechanical approach

Political culture tends to be forgotten

The improvement on the quality of leaders is more important

The danger of losing international influence

A need to analyse and understand the power structures



#### AND WHY BOTH GOVERNANCE AND SUSTAINABILITY ARE HARD TO REACH



- Internationale sports organisations are monopolies
- The broad population don't care or they don't act.
- One country one vote is system preserving



## RAISING THE BARS – IMPROVE THE LEADERSHIP IN SPORTS ORGANISATIONS



Hosting seminars and workshops for all elected international leaders

Individually customized action plans for their international influence

Lobby contracts with selected national governing bodies

International leadership education together with Sweden, Norway, Finland and Netherlands.

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### AND THEN WE CAN ACHIEVE...





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#### CLEAR METHODOLOGY



#### 118 federations

- Olympic federations
- Members og ARISF
- DIF's national federations
- 1.640 positions
- Exec. committees
- Right to vote

#### APPLICATION OF WEIGHTING



Position	Factor (1-10)
President of the IOC	10
Member of the IOC Executive Board	+ 2
Member of the IOC	6
President of the EOC	7
Member of the EOC	5
President of an international Olympic federation	8
Member of an international Olympic federation	6
President of a European Olympic federation	5
Member of a European Olympic federation	3
President of a non-Olympic international federation	4
Member of a non-Olympic international federation	2
President of a non-Olympic European federation	2
Member of a non-Olympic European federation	1
President of the ANOC	7
Member of the ANOC	6
President of the FIFA	9
Member of the FIFA	7
President of the UEFA	6
Member of the UEFA	4

Rank	Country	Points	Points +/-	Rank +/-
1	United States	283	26	0
2	France	201	18	1
3	United Kingdom	186	-3	-1
4	Germany	177	26	5
5	Italy	176	-6	-1
6	Canada	174	44	5
7	Russia	171	0	1
8	Spain	167	-6	-3
9	China	158	17	1
10	Australia	146	-26	-3
11	Switzerland	141	-32	-6
12	Japan	129	33	2
13	South Korea	116	-6	-1
14	New Zealand	96	4	1
15	Egypt	95	-4	-2
16	Turkey	85	20	6
17	Brazil	83	2	0
18	Belgium	81	16	
19	Netherlands	80	16	5
19	Mexico	80	4	-1
21	Sweden	78	-4	-5
22	Qatar	54	2	4
23	Greece	52	10	10
23	Hungary	52	-13	-3
25	Norway	50	2	3
25	Finland	50	-16	-5
27	Denmark	48	8	9
27	Morocco	48	14	14
27	Kuwait	48	1	3
30	Poland	46	-6	-4



### INFLUENCE AND MORE SUSTAINABILITY



- Sport needs to build better and broader alliances
- Strong European position is not enough
- Sport needs more elections with several candidates