Goals
The goals of Play the Game are to strengthen the basic ethical values of sport and encourage democracy, transparency and freedom of expression in world sport by

- Creating awareness of sport’s role in society
- Drawing a many-sided picture of sport
- Supporting the right of the individual to choose and influence his or her daily sport
- Ensuring a free, independent, open and fact-based debate on sport’s development
- Providing journalists, researchers and political leaders with inspiration and tools to explore the cultural, political, social and economic aspects of sport
- Creating networks across national and professional boundaries in a globalised sports and media world

Donors
In 2007, a total of 280,000 euro for the running of Play the Game’s office and conference was donated by:

- The Danish Ministry of Culture
- Danish Gymnastics and Sports Associations, DGI
- The National Olympic Committee and Sports Confederation of Denmark, DIF
- Danish Association of Company Sports, DFI
- Team Danmark, the national Danish elite sports institution
- UMFI in Iceland delivered support and services worth approximately 200,000 euro for the 2007 conference.

The journalist unions of Denmark and Norway have donated 5,000 and 4,000 euro respectively to be used for travel grants for journalists from less privileged countries. In 2006, Nykredit foundation donated 7,000 euro for conference preparations.

Partners
To pursue its goals, Play the Game co-operates with several international and national partners:

- United Nations’ Office in Geneva for Sport for Development and Peace
- The International Federation of Journalists, IFJ
- The International Council of Sports Science and Physical Education, ICSSPE
- International Sports and Culture Association, ISCA
- Transparency International
- The International Association for Media and Communication Research (Media and Sport Section)
- Sportnetzwerk, Germany
- Streetfootballworld, Germany
- The Danish School of Media and Journalism

Conference facts
The fifth World Conference on Sport and Society, Play the Game 2007, took place in Reykjavik, Iceland, from 28 October to 2 November 2007. Some key figures:

- 245 delegates from 38 countries took part
- 85 speakers made presentations
- Thanks to donors 17 travel and conference grants were given to delegates from less privileged countries
- In an e-mail survey 59 per cent of the delegates found the conference “very good”, and an additional 35 per cent found it “good”
- 36 per cent found that Play the Game added value to their work “to a high extent”, 49 per cent replied “to some extent”, 5 per cent said “to a limited extent” and 1 per cent said “none at all”

Main themes at the conference
- Children in sport: Love or labour?
- The autonomy of sport: Threat or promise?
- Mega-events: Frontrunners for sports globalisation?
- Chasing clients or providers: Anti-doping at a crossroads
- The digital battle: Sport on demand versus the demands of sport

Contacts
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