Facts about Play the Game

**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 Sport, 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.

**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 globalization?
- Chasing clients or providers: Anti-doping at a crossroads
- The digital battle: Sport on demand versus the demands of sport

**Contacts**
The secretariat of Play the Game is located at:

The Danish School of Media and Journalism
O Iof Palmes Allé 31
DK-8200 Århus N
Denmark
Office phone +45 70 27 55 77
Fax +45 70 27 55 79
E-mail: info@playthegame.org

More facts at:

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