
Title: War by Other Means: International Sport Corruption as an Instrument of Statecraft

Application: 5/1

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Other

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Keywords:

corruption, diplomacy, international affairs, diplomacy, statecraft, crime, law enforcement, regulation, oversight, conflict of interest

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summary:

Sport has become a key instrument of statecraft, as much as diplomacy, defence, or intelligence. To the extent that sport becomes captive to political corruption, it becomes an instrument to prop up tyrannies and to undermine the rule of law. Accordingly, there is a global public interest in establishing independent, democratic oversight of sport organisations\ compliance with legal and ethical standards.

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Abstract:

The Global Organization of Parliamentarians Against Corruption (GOPAC) is a worldwide association of legislators who have come together to combat corruption, strengthen democracy, and uphold the rule of law. We have sixty national chapters and individual members in almost every parliament of the world.

Historically, we have focussed on issues such as anti-money laundering, anti-corruption in public procurement, and anti-kleptocracy at the highest levels of the state. In recent years, however, we have become increasingly involved in the struggle for sport integrity.

For better and for worse, sport has become a key instrument of

statecraft, as much as diplomacy and aid, as much as defence and intelligence.

At its best, sport can be an unrivalled force for good in the world. It can take bitter enemies and bring them together as peers around a shared passion. It can champion equality of opportunity in the pursuit of excellence. It can excite hope in the midst of despair. There is a reason “the level playing field” has become the universal metaphor for fairness and meritocracy.

But at its worst, sport can be little more than a drug-addled carnival of false glory and mindless chauvinism. It can be the currency for tyrants to buy a place at the table of international affairs and thus a veneer of respectability. It can be the pretext for kleptocrats to plunder their states and to brand their critics as unpatriotic. It can be a tool to distract and stupefy populations who might otherwise rise up against their oppressors.

Accordingly, we believe that the struggle for sport integrity has implications far beyond the playing field.

The fact that corrupt regimes have become increasingly drawn to international sport, to gain the influence and legitimacy they are unable to win through good governance, creates both a grave threat to sport and a rare opportunity for the global rule of law.

We will argue that some sport organisations have become the willing instruments of corrupt regimes. Simultaneously, other sport organisations have gained a power craved by major global institutions: the ability to enforce deterrence and meaningful consequences against corrupt states, by denying them entry into international sport.

We will discuss what measures nations, athletes, sponsors, and citizens can take to ensure that their organisations are part of the solution, rather than part of the problem, of state-driven corruption.

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<http://montrealgazette.com/opinion/columnists/opinion-its-crucial-to-strengthen-the-world-anti-doping-agency>

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Funding:

Global Organization of Parliamentarians Against Corruption (GOPAC)

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Title: Ethics of a relaxed antidoping rule accompanied by harm-reduction measures

Application: 6/1

Applicant:

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Application details:

Category:

The global fight against doping: Facing a breakthrough or a breakdown?
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Type:

Academic
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Keywords:

doping, anti-doping, ethics, harm-reduction, substance abuse, war on drugs
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summary:

What would an introduction of harm reduction for doping in sports imply? We analyze this question on 5 levels, the athlete (the self), other athletes (the other), sport as a game and its fair play basis (the play), the spectator and the role of sports in society (the display) and for what some consider as essential to being human (humanity). We discuss the ethical aspects of such a policy change.
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Abstract:

Harm-reduction approaches are used to reduce the burden of risky human behavior without necessarily aiming to stop the behavior. We discuss what an introduction of harm reduction for doping in sports would mean in parallel with a relaxation of the anti-doping rule. We analyze what is ethically at stake in the following five levels: (1) What would it

mean for the athlete (the self)? (2) How would it impact other athletes (the other)? (3) How would it affect the phenomenon of sport as a game and its fair play basis (the play)? (4) What would be the consequences for the spectator and the role of sports in society (the display)? and (5) What would it mean for what some consider as essential to being human (humanity)? For each level, we present arguments for and against doping and then discuss what a harm-reduction approach, within a dynamic regime of a partially relaxed anti-doping rule, could imply. We find that a harm-reduction approach is morally defensible and potentially provides a viable escape out of the impasse resulting from the impossibility of attaining the eradication of doping. The following question remains to be answered: Would a more relaxed position, when combined with harm-reduction measures, indeed have less negative consequences for society than today's all-out anti-doping efforts that aim for abstinence? We provide an outline of an alternative policy, allowing a cautious step-wise change to answer this question and then discuss the ethical aspects of such a policy change.

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References:

Kayser, B., & Tolleneer, J. (2017). Ethics of a relaxed antidoping rule accompanied by harm-reduction measures. *Journal of Medical Ethics*, medethics-2015-102659. <http://doi.org/10.1136/medethics-2015-102659>

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Funding:

No conflict of interest

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Title: How to protect the clean athletes?

Application: 7/1

Applicant:

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Application details:

Category:

The global fight against doping: Facing a breakthrough or a breakdown?

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Type:

Academic

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Keywords:

Anti-Doping Framework, Harmonization, Governance, Doping-equivalent behavior, Education, Repression

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summary:

The events of recent years have illustrated once more that, despite the many positive developments in anti-doping work, much more progress is required to guarantee the fundamental right of each and every athlete to prove their skills in a fair and clean competition. Some propositions of the following agenda could be implemented immediately, while others will take effect in the long run; nevertheless, each step is important to protect the clean athletes.

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Abstract:

Anti-doping work can only be successful if athletes are not only participating, but actively engaging and promoting their right to compete in clean and fair sport. To achieve this, there is a strong need for strategic realignment, improvement of doping control programs, support from criminal investigating bodies, as well as structural and person-centred prevention. Anti-doping work needs full independence from the sport establishment to be credible and effective. A real separation of powers implies the establishment of an "International Anti-Doping Service" (IADS) as a missing link in the international anti-doping framework besides the World Anti-Doping Agency (WADA) and the Court of Arbitration for Sport (CAS). WADA must be strengthened to impose sanctions on noncomplying organisations and countries, based on

accreditation and review processes, benchmarking and quality controls. The highest standards of good governance must apply to anti-doping organisations. Sports organisations, major event organizers, sport sponsors, media institutes and public authorities must contribute to a global antidoping fund to provide sufficient funding for the new anti-doping framework. The cooperation with criminal investigation bodies is fundamental to identify not only cheating individuals but uncover whole networks. The use of certain substances and methods should be considered under criminal law. Structural preventive measures can contribute an important part, but must go hand in hand with values-based education. Spreading information must not be misjudged as education and education without research is like testing without intelligence: A waste of time, money, and effort. Some propositions of this paper could be implemented immediately, while others will take effect in the long run; nevertheless, each step is

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Funding:

No funding / no conflict of interests

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Title: Paradigm repair and the hero myth in American sports journalism: An analysis of Lance Armstrong coverage

Application: 9/1

Applicant:

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Application details:

Category:

Who will guard the guardians? Whistleblowers and media under pressure

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Type:

Academic

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Keywords:

Sports journalism; hero myth; paradigm repair; content analysis; Lance Armstrong

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summary:

An examination of American sports journalists' coverage of seven-time Tour de France winner Lance Armstrong found that whereas past paradigm repair research suggests journalists will isolate the journalist who erred as the "rogue," American sports journalists painted Armstrong as the rogue and scapegoat, voicing collective disappointment and betrayal in Armstrong and the world of sports at large.

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Abstract:

In a two-part interview beginning on Jan. 17, 2013, Lance Armstrong confessed to Oprah Winfrey that he won his record-breaking seven Tour de France titles with the help of performance enhancing drugs, or PEDs. The confession came after years of denials – and support from many American sports writers, who publicly defended Armstrong and helped create and perpetuate Armstrong's hero narrative. The hero myth is a traditional, prominent aspect of mainstream American sports media narrative construction. Elements needed for the Hero Myth "formula" include an athlete of humble birth who is on a quest – a quest laced with adversity and of social significance – that the athlete either triumphs or

dies while attempting. Stories about Armstrong, particularly in the early 2000s, fit this formula, focusing on Armstrong's humble beginnings, his battle with cancer, and his comeback career. Sponsors, Tour de France organizers and sports media shaped these elements of Armstrong's life into a hero narrative.

When Armstrong confessed to Oprah that he had, in fact, doped throughout the Tour, this hero narrative fell apart – a narrative sports media helped construct. According to past research, when journalism routines, like the practice of covering subjects “objectively” and not becoming personally involved with sources, result in erroneous reporting, journalists often engage in paradigm repair. This is done by demonstrating that the written and unwritten rules of the paradigm really are reliable, but because of a particular reason or person, the paradigm's rules were violated.

In this study, a quantitative content analysis was used to do two things: First, to examine American sports journalists' columns and editorials from Oct. 9, 2012, when the United States Anti-Doping Agency released its report on Armstrong's history of doping, to Jan. 31, 2013, the month following Armstrong's confession to Oprah, in order to assess how sports journalists reacted and if they engaged in paradigm repair. Then, all of the stories sports journalists in the above sample wrote about Armstrong from Jan. 1, 1999, the year Armstrong won his first Tour de France, to Dec. 31, 2010, Armstrong's final year in the Tour, to determine if said authors had reason to engage in paradigm repair – in other words, did they construct a hero narrative in the first place.

What this study found was that a hero narrative was present in about 40% of the sample's stories, but from nearly 70% of the sample's sports journalists. Whereas past research suggests journalists will isolate the journalist who erred (i.e., Jayson Blair, Stephen Glass, Helen Thomas) as the “rogue,” make them a scapegoat, and distance themselves from him or her, sports journalists in this study painted Armstrong as the rogue and scapegoat - not members of their own profession, the role the hero narrative plays in their paradigm and, as a result, if perpetuating Armstrong's lie could have been avoided and similar situations could be avoided in the future.

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New York: Atria Books.

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Funding:

None

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Play the Game 2017

Title: Big Games in Small Places: The Perceived Impact of the African Youth Games on Organizational Capacity in Botswana Sport Organisations

Application: 10/1

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Application details:

Category:

Mega-events and public rights: An intensifying battle

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Type:

Academic

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Keywords:

mega-events, capacity development, botswana, africa

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summary:

Investigation into how the 2nd African Youth Games, hosted in Gaborone, Botswana in May 2014, impacted the capacity of the sport organisations most closely involved in the management of the event. Though the organisations benefited from increased skill-development and professional connections, their involvement in the Games also led to strained interpersonal relationships and additional financial burdens.

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Abstract:

In May 2014, Botswana hosted its first-ever Major Sport Event (MSE), the 2nd African Youth Games (AYG). These Games brought 51 countries to Botswana and featured 2000 athletes competing in 21 sports. In the broader international sporting context, these Games are part of a growing number of MSEs being hosted in transition and developing economies. Also notable in the Botswana case is the high level of involvement of the National Sport Federations (NSFs) in the preparations for the event. Following Hall et al.'s (2003) conceptualization of capacity, the goal of this thesis is to investigate how hosting a multi-sport MSE can influence the overall capacity of sporting organizations, namely these NSFs, within a developing economy. The topic will be explored using the

results from and analysis of semi-structured, qualitative interviews with individuals from the Botswana sport system. The results show that individuals perceive positive gains related to skill and knowledge development, international relationships and, in some instances, material resources. Conversely, negative outcomes include the lack of opportunities to apply or continue to develop these new skills, strained relationships within the Botswana sport system, and unmet financial expectations. The results further show that these different capacity outcomes do not exist independently, but are rather strongly interrelated. Moreover, the findings reveal that the AYG, though taking place in a developing economy, share many similar capacity outcomes with other MSEs. However, these results may also indicate that NSFs in developing or transition economies face greater relative positive or negative effects.

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References:

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Funding:

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Title: Diversity in football and sport coaching and leadership (panel session)

Application: 12/1

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

Diversity; race; ethnicity; gender; football governance; football management; diversity index

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summary:

While racial/ethnic minority groups are successful as football players on the pitch, they are clearly under-represented within the coaching and senior governance structures within professional football clubs across Europe. We propose to organize a panel session on ethnic and gender diversity in professional football and sport leadership at the Play the Game conference 2017. We will present recent findings, suggest new

initiatives which can make a positive impact, and invite other panelists

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Abstract:

Issues related to the lack of racial/ethnic diversity in men's professional football has gained widespread attention in Dutch and English media recently. While racial/ethnic minority groups are successful as football players on the pitch, they are clearly under-represented within the coaching and senior governance structures within professional football clubs and national football associations across Europe. Therefore, Bradbury and Van Sterkenburg have zoomed in on this topic in their recent research , together with colleagues like Rens Peeters and Patrick Mignon and supported by organizations in the field such as FARE (Football Against Racism in Europe), Sport People's Think Tank and Knowledge Centre for Sport Netherlands (KCS). Their studies confirm the poor representation of racial/ethnic minorities and women in senior governance and management positions across European football. The researchers also identify some explanations for the low representations of minority ethnic people in senior governance and management positions such as the lack of inclusivity of networks, discourses of whiteness, the racialized character of football coaching education, and the role of cultural stereotypes and media coverage. Football authorities have given some attention to those findings but only little has changed in the meantime. We therefore propose to organize a panel session on ethnic and gender diversity in professional football and sport leadership at the Play the Game conference 2017. We believe this squares well with the main themes of the conference. We will present some recent findings and suggest some new initiatives which can make a positive impact.

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References:

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Funding:

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Title: Rendering the Games: the essence of the mega-event accumulation regime

Application: 13/1

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Application details:

Category:

Mega-events and public rights: An intensifying battle

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Type:

Academic

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Keywords:

Olympic Games, World Cup, sports mega-events, political economy, rendering, accumulation regime

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summary:

This talk will examine the specific ways in which sports mega-events function to extract monopoly rents from their hosts. I use the concept of rendering, which can mean "to boil down", "to represent", "to capture", and "to pay rent". Each of these instances show the specific ways in which mega-events are specific and pernicious mechanisms of accumulation within the global sports-industrial complex.

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Abstract:

This talk will examine the specific ways in which sports mega-events function to extract monopoly rents from their hosts. I use the concept of rendering, which can mean "to boil down", "to represent", "to capture", "to pay rent", and "to result in". Each of these instances show the specific ways in which mega-events are specific and pernicious mechanisms of accumulation that operate within the global sports industrial complex.

The ten year cycle of bidding for and hosting a mega-event is predicated upon a business model that allows FIFA and the IOC to extract monopoly rents from prospective hosts. During the bidding phase cities and countries compete against each other, raising the stakes in a zero-sum

competition where the winner is obliged to sign a hosting contract that gives extraordinary privileges to these Swiss-based, non-profit NGOs. The financial benefits that accrue from the monopoly condition of the Olympics and World Cup are accentuated by the conditions under which the events are realised. While the processes through which this process unfolds are complicated, involving thousands of independent actors across the globe, the essence of the business model can be distilled down to a few essential practices all predicated upon the concept of render.

The rendition of the mega-event city proceeds in four stages. First, a prospective mega-event host is rendered through urban planning documents and architectural drawings as they are presented in the bid book (Lauermann 2015; Hiller 2000). Secondly, the prospective host city needs to render (produce) the event in the physical space of the city through the construction of new stadia, transportation, security, communication, tourism and hospitality infrastructure (Gaffney 2014; Luque-Ayala and Marvin 2016). Third, during the event itself the infrastructure of the city needs to be “extraordinarily rendered”, that is extra-judicially captured, for the specific use of the event (Müller 2015). Fourth, the profits realised during the event are given over to the monopoly rights holders through a specific form of financial seizure (from the French *rendere*) consecrated in hosting contracts (International Olympic Committee 2015). Fifth, rendering is a conditional descriptor that we can apply to hosts once the events have passed (legacy).

By exploring the processes and mechanisms under which these processes are realised in urban space, I will show how the rendering of mega-event host cities functions to produce ever higher profits for FIFA and the IOC within a very specific accumulation regime that fuels the global sports-industrial complex.

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Title: Import, seizure and analysis of prohibited substances imported into Switzerland

Application: 14/1

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Application details:

Category:

The global fight against doping: Facing a breakthrough or a breakdown?

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Type:

Academic

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Keywords:

Doping Products, Seizures, Anabolic Steroids, Peptide Hormones, Trade, Survey, Switzerland

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summary:

Antidoping Switzerland together with the Swiss customs and the laboratory for doping controls in Cologne (Germany) conducted over the past years several studies on (i) import and confiscation of doping substances in Switzerland, (ii) socio-demographic characteristics of the buyers- and (iii) contents of confiscated products.

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Abstract:

Substances developed for therapeutic use are also known to be misused by athletes as doping agents and, outside of regulated sport, for image-enhancement. This has generated a market for counterfeit doping substances. Counterfeit doping agents may be of poor pharmaceutical quality and therefore constitute health risks to consumers. Therefore, products seized at the Swiss border in 2013 and 2014 were evaluated concerning the destination and source, the socio-demographic information of the importer was evaluated as well as the pharmaceutical quality of the seized products had been determined. To our knowledge is this the first study worldwide that looked in all these aspects simultaneously.

In a first part, the destination and the source of 960 postal items seized by the Swiss customs authorities at the Swiss border between 2013 and 2014 had been determined. A total number of 1'825 different doping products were confiscated from these parcels, accounting for an average of 1.9 doping products per seized item. In 74% of the cases, where seizures were made, anabolic androgenic steroids, mostly testosterone esters, were discovered. An obvious trading channel for doping products was identified in this study. The seized compounds were predominately manufactured in Asian countries, but sent to Switzerland mostly via South Eastern Europe countries.

In a second part, a survey was conducted among people having imported those doping substances in 2013 and 2014. A questionnaire with 29 questions was developed aiming to collect mainly importers' socio-demographic information, data on their sports practices, import characteristics, import motivations and product quality awareness. In total, 491 questionnaires were sent to doping product importers, 147 (30%) responded in time. Swiss doping product importers were physical active people, but not competing athletes. Men imported preferentially anabolic androgen steroids and supplements. They admitted the motivation to import the products was for aesthetic purposes, to increase their muscles size and in a lesser extent to improve their athletic

performance. Women on the other hand, imported products for aesthetic reasons with the intention of mainly losing weight. As a conclusion, doping products were imported to Switzerland principally for image enhancing reasons.

In a third part of the study the pharmaceutical quality of 1'190 doping products seized at the Swiss border in 2013 and 2014 was investigated. Qualitative and semi-quantitative analyses were performed in order to test for prohibited doping substances. The main analytical methods utilized for characterizing confiscated compounds were liquid chromatography-high resolution mass spectrometry, polyacrylamide gel electrophoresis with subsequent in-gel tryptic digestion and identification of peptidic compounds using nanoliquid chromatography-tandem mass spectrometry, and electrochemiluminescence immuno assay. The qualitative analysis showed that 49% of the products were not accurately labelled, 41% were adulterated or substituted with other doping substances and 8% were found to be inert products. Out of the remaining accurately labelled products, the semi-quantitative analysis identified only 20% of the products to contain the claimed substance in the respective amount. For the majority of the investigated products, the pharmaceutical quality was therefore unsatisfactory.

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References:

Weber C, Kamber M, Lentillon-Kaestner V, Krug O, Thevis M. Seizures of doping substances at the Swiss Border — a descriptive investigation. *Forensic Sci Internat.* 2015, 257, 359-368

Weber C, Kamber M, Lentillon-Kaestner V.

Are doping substances imported into Switzerland mainly to increase athletic performance?

Performance Enhancement & Health. 5 (2016): 66-76

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Funding:

There is no conflict of interest

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Title: Regulating the football player transfer market

Application: 15/1

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Journalist

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Keywords:

FIFA, money, finance, offshore, regulation, governance.

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summary:

Football is not effectively regulating the flow of transfer fees.

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Abstract:

Football player transfers generate more than 4 billion euros in fees every year but much of the money is flowing out of the game through offshore companies.

"Football's Secret Trade" by Alex Duff and Tariq Panja (Wiley & Sons, April 2017) traces how so-called third-party investors began diverting fees to Panama in the 1980s.

Although FIFA tried to ban this growing band of investors in 2015, they still have a way to beat the system: taking control of small clubs to make money from transfer fees.

This has been happening in Belgium, Chile, Cyprus, Switzerland and Uruguay among other countries.

FIFA needs to introduce new legislation that shuts down this loophole, otherwise football's wealth will continue to enrich tax-avoiding speculators with no interest in developing the sport.

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References:

"Football's Secret Trade" by Alex Duff and Tariq Panja (Wiley & Sons, April 2017)

Court of Arbitration for Sport ruling: Racing Club v FIFA (CAS 2014/A/3536)

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Funding:

Alex Duff works as a senior communication officer for FIFPro, the world player union in the Netherlands.

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Title: Perception of Doping in Switzerland

Application: 16/1

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Application details:

Category:

The global fight against doping: Facing a breakthrough or a breakdown?

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Type:

Academic

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Keywords:

doping, attidudes, perception, sport, survey, Switzerland

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summary:

Several surveys on the perception of doping and attitude towards doping in Switzerland aimed at the general poulation, elite athletes and coaches had been carried out. Results from these surveys and how they possibly can help to strengthen the anti-doping measures will be presented.

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Abstract:

The results demonstrate a broad consensus against doping and a strong

support for a general ban on doping in all surveyed groups with leisure and elite athletes being even more critical than the general population thus reflecting a "vital interest" in clean sports. In addition, an analysis of earlier population and elite athlete surveys shows that critical assessments of doping have not changed greatly over time. Changes suggest, however, that the overall assessment of doping in elite sports has become even more critical over time and that there is a more generalized preference for a complete ban of doping (as opposed to a partial or full liberalization) today than in the late 1990s. However, the great majority of coaches believe that efforts to fight doping differ very widely from country to country. Swiss efforts are regarded as exemplary, meaning that, in Switzerland, there is a high risk of those using banned substances being caught. Coaches from athletics, cross-country skiing, triathlon and swimming see a greater problem with doping in their sports than coaches from other sports. For coaches for instance, the most important aspects of the way in which doping is dealt with in the future are given as greater international cooperation, penalties for the athlete's entourage, and tougher sanctions for the athletes themselves. The coaches believe that sports doctors and top athletes themselves should bear greater responsibility where prevention is concerned. All in all, the Switzerland's current strict anti-doping strategy appears to be highly legitimate with all surveyed groups.

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Hanspeter Stamm H, Markus Lamprecht M, Kamber M. Attitudes towards doping – A comparison of eliteathletes, performance oriented leisure athletes and the general population. *European Journal for Sport and Society* 2014, 11 (2), 171-189 2014, 43, 873-875

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Funding:

There are no conflicts of interest

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Title: The Potential and Efficacy of Expanding the National Football League to the European and Global Sports Marketplace: An Examination of Sports Consumption and Cultural Differences.

Application: 17/1

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Co-Applciant:

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Application details:

Category:

Open forum

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Type:

Academic

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Keywords:

National Football League; Teams; Expansion; Travel; Globalization; Marketplace; Culture

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summary:

This paper discusses the efficacy and potential expansion of the United States based National Football League on a global basis specifically in the European sports market. The researchers also discuss identifying differences in consumer's perception of sporting events in Europe and the United States and if the global marketplace can sustain an American based professional sports league on consistently via fan support, ticket sales, facilities, sponsorship and media rights.

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Abstract:

The American based National Football League enjoys immense global popularity. Its championship game known as the Super Bowl is watched by billions worldwide and many teams and individual players enjoy worldwide popularity and marketability. This is evidenced by the NFL now playing regular season games each year in London, UK and Mexico City, with likely expansion in future years to games in other European cities such as Berlin, Madrid and Amsterdam. NFL merchandise and marks also enjoy global strength. While the popularity of the league world wide is unquestioned, it is debatable as to if the NFL can maintain a regular presence globally with teams permanently located in cities outside of the United States. This paper examines the efficacy and potential expansion of the United States based National Football League on a global basis, specifically in the European sports market. The researchers also discuss identifying differences in consumer's perception of sporting events in Europe and the United States and if the global marketplace can sustain an American based professional sports league on consistently via fan support, ticket sales, facilities, sponsorship and media rights. For this project, the unique characteristics of sports consumption and cultural differences between US and European sports cultures are taken into consideration. The researchers identify several Critical Success Factors (CSFs) for European sports fans in their perception and consumption of professional sports within their own marketplace and international consumption of sports using the example of the National Football League. Due to the limited existing empirical literature on this specific subject, the researchers set out to perform a mixed methods study using descriptive quantitative statistics via empirical research and in depth qualitative interviews with experts to develop a quantitative survey instrument to gather data from potential NFL fan bases in Europe. The first step was to conduct two qualitative interviews with experts in the field to focus and develop the quantitative research questions for the fan survey. The second step was to develop a web-based survey to distribute to potential NFL fan bases in Europe to gather primary data. Based on the expert interviews and literature review, the following research questions were developed for the study including:

1. What should the focus of the global strategy of the NFL be for the European sports marketplace?
2. What factors are the Critical Success Factors (CSFs) for the European sports fan and the National Football League?
3. Through which channels do European sports fans communicate?
4. What are possible limitations, problems and risks for the National Football League establishing teams in Europe?
5. Which areas need further research before the NFL embarks on global expansion?

Findings include the impact of the live sports experience on the global sports fan, limitations on marketing, sponsorship and fan development with sports not deemed traditional and/or lack participation numbers in Europe and countries outside the US, and the potential problems and

solutions with establishing National Football League franchises outside of the United States.

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Funding:

None

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Title: Perceptions of Differences in American educationally based sports and the European Club Sport Development system

Application: 18/1

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Application details:

Category:

Open forum

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Type:

Academic

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Keywords:

NCAA; Europe; Club Sports; Sport Development; Sport Delivery; Perceptions; Education based sports

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summary:

The purpose of this study is to analyze positive and negative of the educationally-based sport development and delivery system in America compared to the European club sports system from the perspectives of the European athlete who has participated in both systems and specifically participated in American intercollegiate sport.

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Abstract:

Sport is a universal phenomenon shared all over the world, albeit with different development and delivery systems that vary from country to country. The United States is the only country that has as its primary system of sport development and delivery within its primary, secondary and higher education borders. According to the United States Olympic Committee over 80% or all sport delivery in America is grounded in the educational system. Oftentimes the American system is compared to other systems in the world with regard to competitive, elite and mass participation opportunities. Many sports, specifically basketball, are thought to have better developmental opportunities for the domestic and foreign athlete, thus many European students gravitate towards

American for a chance to develop in their sport while receiving an education. The purpose of this study is to analyze what the positives and negatives of the educationally-based sport development and delivery system in America compared to the European club sports system with regards to education access and sport development. Data were gleaned from the perspectives of the European exchange student(s) who has participated in both systems and who at one time specifically participated in American intercollegiate athletics.

This is a mixed methods study including quantitative and qualitative data. Data were analyzed and interpreted using Organizational Systems Theory and the Success Resources Model. The results show media coverage, sport environment and facilities are the highest perceived advantages of the U.S. system. Coaches, talent development and levels of competition are the top advantages in Europe although it can vary by sport. The study also found that similar issues exist with educational access in Europe and the U.S., specifically for elite athletes, in that the cooperation between clubs and academia is substandard in Europe and tends to focus more on athletic development over education. The same theme exists in the United States in that US educationally based sports and most notably intercollegiate sports are not based on an amateur athletic and education first model as claimed by university officials and often promised in recruiting. The European athlete while overall satisfied with the athletic experience does not share the same perspective with the educational outputs.

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Nixon II, Howard L. (2014), "The Athletic Trap – How College Sports Corrupted the Academy", Johns Hopkins University Press: Baltimore.

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Funding:

A variation of this research was presented at the College Sports Research Institute conference in April 2017. The data has been expanded via qualitative interviews and further quantitative analysis as the working paper is developed and this presentation will be much more in depth and detailed than the initial one.

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Title: Bowling even more alone: Trends toward individual participation in sport

Application: 19/1

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

sports participation, community sport, individual sport, team sport, sport policy

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summary:

The research will examine trends in sports participation in England and compare these to participation trends in the US to show the continued decline in formal sports participation and the growth in individual sports participation. The presentation will also explore possible explanations for these trends as well as the implications for sport policy.

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Abstract:

In the 1990's trends in sports participation in England revealed that participation in individual sports was growing while participation in team sports was in decline. This paper examines whether this trend has continued, whether similar trends are evident in the US, and the plausible explanations for these trends towards individual sports participation. The paper uses secondary analysis of the Active People Survey (APS) from APS1 (2005/6) to APS9 (2014/15) as well as the National Sporting Goods Association (NSGA) annual sports participation report for 2016. The APS is an undertaken annually in England with a sample of 160,000 respondents. It includes data on sports participation by sport type as well as data on organised sports participation including club membership, participation in competitive sport, and coaching. The NSGA annual sports participation survey is based on a sample of 35,000 respondents

in the USA. The NCSA 2016 report provides historical sports participation data in over 50 sports going back 10 years (2006-2016). The findings reinforce an ongoing trend of growth in participation in individual sports and, at the same time, a decline in participation in organised team sports. These trends toward participation in individual sports are particularly striking when examined against the significant resources invested into organised sports between 2008-2016. Whilst the findings clearly show the continued shift in patterns of sports participation from team sports to individual; the explanations for this are limited to the application of logic. More empirical work is needed to understand the reasons for the decline in organised sports participation and the growth in individual activities. The data suggest that despite the growth in individual sports participation, community sport policy as a whole has been ineffective, with the majority of funded sports showing either no change or decreased participation. In England, these results emphasise the failure of top-down, nationally-led, sport-specific plans for growing sports participation and underline problems with the overly normative notion of evidence based policy and practice. In the US, the findings raise questions about the future of organised, team sports particularly against a backdrop where there is little, if any, collaborative action to address the decline in participation. Overall, the findings suggest that the supply and distribution of community sport must be reconsidered and that governments and national, regional and local sport organisations should be clear about the opportunity offered by informal sport and, at the same time, systematically assess the structures that might more effectively grow formal sports participation.

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References:

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Mount Prospect, IL: NSGA

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Funding:

No funding for this work.

Acknowledgements to Geoff Nichols and Mark Taylor who helped with previous work focused solely on participation in England.

I (Spencer Harris) previously worked for Sport England - the creator and owner of the Active People Survey.

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Title: English football's richest clubs fail to pay staff a real living wage

Application: 20/1

Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

Ethics, Governance in sport, Income inequality, Living Wage, Premier League, Working conditions

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summary:

There is academic research about Living Wage policy and practice (Prowse and Fells, 2015; Linneker and Wills, 2016). But, there is no research on Living Wages in the context of football, specifically regarding UK Premier League and Football League clubs. Our research raises corporate governance issues relating to the fact that only two English Premier League football clubs pay their low-paid staff a Real Living Wage, despite the current wealth bonanza.

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Abstract:

English Premier League football clubs are accumulating extensive wealth, especially elite clubs in the Deloitte Football Money League 2017. Star players, managers and executives command lucrative wages. The biggest television deal in world football is generating a combined

£10.4 billion, divided between all twenty Premier League clubs; ensuring England's leading clubs become even wealthier. Is this wealth bonanza being distributed fairly within clubs? Evidently, it seems not. Wages are dramatically lower for staff at the opposite end of the Premier League labour market, with many encountering in-work poverty. In fact, Everton and Chelsea are the only two Premiership clubs fully accredited with the Living Wage Foundation (LWF) to pay all lower-paid directly employed staff, and external contractors and agency staff at least the current voluntary 'Real Living Wage' (RLW) of £9.75 an hour in London and £8.45 elsewhere.

Of 92 clubs in the English Football League and Scotland, only five – Chelsea, Everton, Luton Town, Derby County, Celtic and Hearts – are fully accredited by the LWF, ensuring that all directly employed staff, contractors and agency workers earn at least the RLW rate. Many club staff – cleaners, caterers, stewards and other match day roles – are employed indirectly by agencies or contractors and not paid the RLW. The RLW is a voluntary rate assessed by the LWF as constituting a wage level sufficient to live on for workers and their families, and reflecting real rises in living costs. The rates are independently calculated annually by the Resolution Foundation and overseen by the Living Wage Commission, based on the best evidence about nationwide living standards. However, the RLW is not compulsory. It is estimated that 3,000 employers are LWF accredited (Living Wage Foundation, 2017). The RLW is higher than the legal 'National Living Wage' (NLW) (increased to £7.50 from April 2017, but only paid to people aged 25 and over), or the 'National Minimum Wage' (setting lower rates for younger people aged 24 and under). These statutory rates are set by the Government-funded Low Pay Commission. But, the LWF, unions, and civil society campaigners believe the legal minimum wage is not high enough for the low-paid to live on.

Many football clubs are embedded in urban communities, some classified as among the most impoverished places in Western Europe. What does it say about good governance, ethics and employment practices, especially of wealthier Premier League clubs, when many match day staff only receive the legal NLW/NMW or just above? KPMG estimates the benefits of the RLW can boost the local communities and regions economically but also report 'paying the Living Wage we have seen improved staff morale, a rise in service standards, improved retention of staff and increased productivity (KPMG, 2016).

The Premier League offers a unique opportunity to examine why most Premiership Clubs have not considered paying the LWF rate for their lowest paid workers (or contractors) in a period of both revenue growth and profitability. There is an existing body of academic knowledge about Living Wage policy and practice (Prowse and Fells, 2015; Linneker and Wills, 2016). But, there is no academic research on Living Wage policy, practice and outcomes in the context of football. The overarching

research objective, therefore, is to conduct exploratory research analysing the current (un)ethical governance situation regarding Living Wage policies for low-paid staff in Premier League football clubs.

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References:

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Funding:

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Play the Game 2017

Title: Fight against doping in the top level sport of the FRG - expression of good governance?

Application: 21/1

Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

antidoping, good governance, FRG, discrepancy Sunday speeches - reality, medal orientation, nationalistic tendencies

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summary:

The fight against doping is not very convincing, not only in the FRG. Principles of good governance have not been respected. The medal orientation is much stronger than efforts concerning the respect of anti doping rules. Chances to change this orientation (respect of good governance) have been missed. The discrepancy between public speeches (objectif: good governance) and the reality of top level sports has increased during the past decades.

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Abstract:

Fight against doping in the top level sport of the FRG - expression of good governance?

To organize top level sports and top-level sport events should be based on fair play and observing of the rules. There were no well-defined rules for the fight against doping; the first doping regulations were fixed by the IOC in 1968; the anabolic steroids were prohibited expressly by the IAAF 1970, by the IOC only 1974. The rules of IAAF (197) and of the IOC (1974) have not been implemented strictly, neither internationally nor nationally. On the contrary, the international success at all costs or the medal mirror were at the center of interest, a very nationalistic orientation. In the development of the problem of the abuse of the anabolic steroids,

it can be shown by way of example that the main interest was not in convicting rules offending athletes, but on the question of how positive tests can be avoided. The results of studies inspired by the Bundesinstitut für Sportwissenschaft (BISp) and the Deutscher Olympischer Sportbund (DOSB) on doping history (publications: Spitzer et al., Krüger et al.) as well as the investigations by two committees on the doping involvement of sports medicine doctors at the University of Freiburg show that over the decades an increasing discrepancy between Sunday speeches of leading Politicians and sports officials ("zero tolerance for doping") and the reality of the every day of top level sportssmen and -women is quite different ("all what is not forbidden and which can not be proved") existed and exist.

Politicians and sports officials violated fundamental principles of good governance by giving priority to winning medals at all costs. For this purpose, in the FRG governmental prescriptions were not as necessary as in the GDR. The medal orientation was stimulated by prescribing norms and success expectations, combined with a policy of looking away and keeping secret (wall of silence). Chances to change the orientation such as e.g. by the death of the athlete Birgit Dressel (hepathlon, died 1987 at the age of 26 years), the doping case of the Olympics gold medal winner Ben Johnson during the Olympic Games 1988 (100m), the uncovering of the government-organized GDR-Doping (1990/91, Berendonk 1991/92) or the Festina-scandal during the tour de France 1998 were not used, but on the contrary: On the one hand the worst GDR doping centers, FKS in Leipzig and the Doping Laboratory in Kreischa were included in the unification treaty (1991), combined with the ban to close them. on the other hand, international support for the issue of the problem was provided by an attempt to present GDR-doping as a case of only one state, e.g. by the IOC President Samaranch or the IAAF President Nebiolo („it is a german affair“). In addition, highly doping-burdened GDR officials were not removed from international bodies. But do not forget: in many countries the situation is similar till today, medal winning is much more important than good governance. Doping exists not only in the former USSR or Kenya.

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References:

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- Andreas Singler/Gerhard Treutlein (2000): Doping im Spitzensport. Meyer+Meyer Verlag, Aachen.
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Röntgenologe, Kardiologe und Sportmediziner: Wissenschaftliche Schwerpunkte, Engagement im Sport und Haltungen zum Dopingproblem. <https://www.uni-freiburg.de/universitaet/einzelgutachten>
Andreas Singler/Gerhard Treutlein (Mitarbeit: Lisa Heitner) (2017):
Joseph Keul: Wissenschaftskultur, Doping und Forschung zur pharmakologischen Leistungssteigerung. <https://www.uni-freiburg.de/universitaet/einzelgutachten>
Andreas Singler/Gerhard Treutlein (2017): Armin Klümper und das bundesdeutsche Dopingproblem: Strukturelle Voraussetzungen für illegitime Manipulationen, politische Unterstützung und institutionelles Versagen. <https://www.uni-freiburg.de/universitaet/einzelgutachten>

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Funding:

no conflict of interest

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Title: Toward an Olympic Governance Legacy

Application: 22/1

Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

legacy, corruption, governance, human rights, law, host country, Brazil, South Korea

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summary:

Events in Brazil and South Korea reveal the potential for a new Olympic Governance Legacy: laws, procedures, and cultural norms adopted on the eve of the Games, with application beyond sport, which endure after the Olympics are gone. This project defines the Governance Legacy, describes Olympic-era corruption reforms in Brazil and South Korea, and proposes specific Olympic bidding reforms that would allow the Olympic Movement to become a catalyst for positive host-country governance change.

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Abstract:

Scholars and commentators increasingly recognize freedom from official corruption as a universal human right. Diverse intellectual and cultural traditions teach, as a first principle of good government, that officials should not abuse public office for private gain. And yet, the three most recent Olympic Games – in Russia, Brazil, and South Korea -- have highlighted and even exacerbated the systemic violation of this right. These events demand that we rethink the Olympic Legacy.

The Olympic Legacy was originally conceived in economic terms: the net result of the short- and long-term economic benefits minus the initial

investment. With the adoption of the Olympic Games Impact Study, the legacy concept expanded to include social/cultural and environmental dimensions. Our project proposes a new kind of Olympic legacy, one whose potential is intimated in the Rio 2016 Games and, in a different way, the Pyeongchang 2018 Games. We call this an Olympic governance legacy: laws, enforcement practices, and underlying cultural norms that the host country begins to adopt on the eve of the Games, that have application beyond the sporting events themselves, and that will endure after the Games are gone.

The International Olympic Committee has recently signaled a new interest in addressing host-country governance. It has taken the historic step of inserting anti-corruption language into the model host city contract. This is a start, but only a start. We believe the Olympic Movement can and should evolve to become a pro-active force in strengthening host country governance. In the same way that the IOC requires host countries to address intellectual property rights, environmental and economic sustainability, and certain other human rights, we argue the IOC should require the adoption of anti-corruption measures related to the bidding, preparation, and hosting of the Games. Such measures could help build political will and enforcement capacity in the host country, leaving a legacy of improved governance that will last long after the Games have finished.

Accordingly, our project has three components. First, we examine the Olympic Movement in historical perspective and argue that the present moment demands redefining Olympic Legacy to include a governance legacy. Second, we detail the specific anti-corruption reforms that Brazil and South Korea each adopted on the eve of the Games, and the extent to which these are, or could have been, part of those countries' Olympic Legacy. Third, we propose several specific reforms to the host selection process, including to the candidature file manual, candidature file, host city contract, Olympic laws, and Olympic Games Impact Study.

These findings are part of a multi-year research project. The author has brought groups of students to Brazil and South Korea to hold interviews, conduct legal research, and write research papers. We expect to publish our comprehensive report to coincide with the Pyeongchang 2018 Winter Games. The report's publication will likewise mark the start of a several-year advocacy effort focusing on the IOC and future host countries. We propose using Play the Game 2017 to publicly announce the project and commence our advocacy effort.

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University of Richmond Olympic Anti-Corruption Project, available at law.richmond.edu/olympics.

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Funding:

N/A

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Title: Money Matters: The Impact of Prize Money on Doping Behavior – An Agent-based Analysis

Application: 23/1

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Application details:

Category:

The global fight against doping: Facing a breakthrough or a breakdown?

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Type:

Academic

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Keywords:

doping; prize money distribution; competitive sport; social simulation

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summary:

In professional sport the rank-based prize money distribution declines very sharply, while performance differences are extremely small, which provides an incentive for doping. Performing agent-based simulation on doping behavior in competitive sports, we found a strong effect of the amount and the distribution of prize money on the doping decision. Our recommendations can be used by sports federations or organizers of sport events to implement a prize structure that reduces the economic incentives for doping.

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Abstract:

Despite numerous doping cases in several sports, the amount of prize money in the world's biggest sport events has dramatically increased in recent years, resulting in top athletes competing for millions of dollars. The disproportionate distribution of the prize money can be identified as a very serious problem.

In many sports, we can observe a winner-takes-all-effect, where the winner of a competition wins massive prize money, while the followed-ranked athletes receive a merely fractional amount (Ehrenberg & Bognanno, 1990). A suitable example is the prize money distribution of the Tour de France, where the winner of the yellow jersey wins 500,000€, while the tenth rider of the general classification receives only 3,800€ for a performance that differs only slightly (MacLeary, 2016). This example illustrates that a marginal increase in performance can lead to a considerably higher amount of prize money. These circumstances in professional sports lead to strong economic incentives to use illicit performance-enhancing substances or methods (Ehrnberg & Rosén, 2009). A few studies focus on the impact of the prize money structure on doping behavior (e.g. Berentsen, 2002; Haugen, Nepusz & Petróczi, 2013), an effect that still requires further quantification. Therefore, we developed a complex agent-based simulation model to evaluate doping prevalence under different circumstances (Westmattmann et al., 2014). In this contribution we analyze the impact of the total amount of prize money and the prize money distribution on doping behavior.

Agent-based modeling is applied in many sciences and incorporates elements of human and social behavior, by which a system-behavior evolves that cannot be derived directly from the behavior of the individual agent (Gilbert, 2008). Our multi-period agent-based model on doping is based on three interacting 'objectives': competitive athletes, an anti-doping laboratory and an anti-doping agency. The agency announces anti-doping rules and imposes fines and bans. The anti-doping laboratory executes doping controls under a system whereby control frequency and efficiency are imperfect, so that not every doped and tested athlete is detected. In each time period athletes compete for income in a rank-order tournament. We assume that using a doping substance increases an athlete's chance of success.

Using the agent-based simulation combined with a follow-up sensitivity analysis, we can demonstrate that the total amount of prize money has

an impact on doping behavior within a sporting competition. Interestingly, doping is still present when there is no prize money at all. This result is in line with other studies that show that financial aspects are an important but not the only driver in doping (Ntoumanis, Ng, Barkoukis & Backhouse, 2014; Petróczi & Aidman, 2008). In the next step, we identified a significant impact of different prize money structures such as various linear or asymptotical distributions on the doping behavior of elite-athletes. Based on our simulation results, prize money structures can be identified that reduce the economic incentives of doping. These policy recommendations are highly relevant and at the same time comparatively easy to implement for sporting federations or sporting event organizers.

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Funding:

This project is funded by German Research Foundation (Research Training Group 1712/2 "Trust and Communication in a Digitized World"). There is no conflict of interest.

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Title: Can democratic participation and good governance be supported by digitalization processes?

Application: 24/1

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Other

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Keywords:

Public digitalization forgets sports clubs. Democratic loss. Administrative burdens.

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summary:

Leaders of sports clubs become older. Survey of Danish sports clubs shows, that clubs standing as analog islands, when waves of digitalization rolls over society. With heavy administrative burdens, sports clubs risk a future without interest from young people - the digital natives. The result will be lack of democratic participation and involvement. The survey identified clubs, showing ways of using IT solutions to involve more volunteers, spreading responsibility, regaining democratic interest.

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Abstract:

Studies from SDU (South Denmark University) shows that from 2004 to 2015 the part of leaders in sports clubs over 60 years of age have gone up from 9% to 26%. The number of leaders aged 20 - 39 have decreased similarly. Recruiting leaders are done "as usual". Digitally natives grew up with internet and their youth is deeply affected by social media. If the clubs are not to be found by google - it does not exist to them. DGI IT performed a survey to 2.500 clubs - having response from 500 - on their digital challenges and needs for assistance. Very small clubs have small needs, large clubs can to some extent help themselves. But the medium sized clubs are under pressure. With 50% of all sports clubs having less than 100 members, help is needed to create change.

Change in IT systems, change in administrative procedures, change in user upgrade, change in communication - in particular via social media. These changes cannot be left to the market alone, but has to be driven by someone who also sees the clubs democratic capability of involvement as imperative for society.

The survey shows, that many small and medium sized clubs are standing as analog islands, when waves of digitalization rolls over society. With heavy administrative burdens, sports clubs risk a future without interest from young people - the digitally natives will not enroll in leadership on these conditions. The result will be lack of generation shift and loss of democratic participation and involvement.

On the positive side, the survey identified \"digital light tower\" clubs, showing ways of using IT solutions, and having succes in involving more, and other volunteers than the usual.

Good IT solutions can spread knowledge, responsibility and enhance good governance in clubs.

Digitally supported general assemblies can be one of more instruments of regaining democratic interest.

The market sector has spent the last decade linking market knowledge with IT knowledge.

Now is the time for national sports organizations to link IT knowledge with knowledge about the 3rd sector, and to create IT bridges between market, 3rd sector and public sector. Bridges that eases collaboration between sectors and supports the 3rd sector as cradle for democracy.

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References:

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Funding:

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Title: Can we fix the Match Fixing problem? – An agent-based model to fight the biggest threat to modern sports.

Application: 25/1

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Application details:

Category:

The sports market: A crime scene with impunity?

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Type:

Academic

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Keywords:

Match Fixing; Social Simulation; Corruption; Competitive sport; Gambling

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summary:

Match fixing is a severe threat to the integrity of sports. Using agent-based modeling to simulate proceedings within the match-fixing world, we found out that betting mafias can, based on the bribery bonus they offer to athletes, heavily manipulate a sporting competition. Using the simulation, different strategies can be identified to counteract the match-fixing phenomenon. The simulation results can be used to develop policy recommendations for sports organizations.

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Abstract:

Crimes in sports are considered as one of the types of crimes in the 21st century with a transnational dimension (Interpol, 2017). Match Fixing, or the illegal influencing of the course of a sports event in order to obtain advantage for oneself or for others (Australian Sports Commission, 2011) can in that context be named as a highly relevant crime type. Often classified as the next big fight that sports organizations and governments face, match fixing appears to be a giant threat to the integrity of sports (Carpenter, 2012). Tennis holds an exceptional position within the big picture of the match-fixing world, as several tennis-related incidents have occurred. One investigation claims to have secret files that prove widespread match-fixing at the highest level (Cox, 2016).

In 2016 the European Sports Security Association (ESSA) reported a total of 130 alerts concerning suspicious betting activities, which represents a 30% increase on the 100 alerts from 2015. Of those 130 suspicious cases, 103 concern tennis (ESSA, 2016). When looking for incentives for athletes and/or other relevant parties to participate in match fixing, money can be classified as a main motivation (Hill, 2010), but there are additional reasons some individuals and sports are more susceptible than others. In general, individuals are easier to manipulate than persons within a team environment. Furthermore, sports that are scrutinized less rigorously will be more susceptible to match-fixing (Carpenter, 2012). In this context, we use agent-based modeling to analyze the process of match fixing by creating a real-world system that simulates the ongoing proceedings identified by Hill (2009) within it. An agent-based model is a computer program in which an artificial model of a real-world system with heterogeneous agents in it, who interact with each other and other factors, is created.

This artificial model has the overall goal of forming the patterns seen in the real world and then drawing conclusions from it (Hamill/Gilbert, 2015). Our multi-period agent-based model is designed for individual sports such as tennis and simulates the interactions of three interacting "objectives": athletes, a betting mafia and a control authority. Athletes are assigned to one of three behavioral types with distinct decision criteria. In

every round, pairs of athletes compete against each other and create a competition result. The control authority sets a win bonus and announces fines and bans. The betting mafia can influence the competition by offering a bribery bonus that is based on betting odds derived from Association of Tennis Professionals (ATP) statistics.

Using simulation, we can demonstrate that a high bribery bonus can dramatically manipulate the competition, while the control authority has the chance to counteract with higher prize money and longer bans, which would lead to a loss of earnings for the athletes. Furthermore, the control authority can intensify its control efforts and thus increase the detection rate. Interestingly, higher fines seem to have a comparatively low impact on the match-fixing decision. The goal of the agent-based model is to develop strategies to fight the increasing phenomenon of match fixing.

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Funding:

This project is funded by German Research Foundation (Research Training Group 1712/2 "Trust and Communication in a Digitalized World"). There are no conflicts of interests.

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Title: Cash & Carnival – World Cup’s boost and Brazil’s setback

Application: 26/1

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Application details:

Category:

Mega-events and public rights: An intensifying battle

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Type:

Academic

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Keywords:

FIFA World Cup; FIFA; Mega-Sport-Event; Growth model; Legacy; Football; Event; Host effect; Globalization; GDP per capita growth; Economics; Brazil 2014

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summary:

The present article deals with the economic consequences of the FIFA World Cup. It finds, contrary to previous research, that it has a positive and significant effect on GDP per capita growth. The developed multiple regression growth model delivers results that lead into further investigation on the differences between separate time periods and countries.

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Abstract:

This paper aims to deal with the sport-economical topic of mega sport-event impacts on host countries' economies and focuses on the FIFA World Cup. It investigates the change of GDP per capita growth in the time between 1970 and 2016. Besides an overall look in this period, the presentation specifically focuses on the varying results for FIFA World Cups after 1990 overall and their respective countries. The scientific goal of this article is to highlight a specific FIFA host effect with the help of an advanced multiple regression growth model. Based upon results of former studies, my own multiple regression growth model will be presented to test the success of the FIFA World Cup. Previous studies

stated that the World Cup had a slightly negative and insignificant effect on economic variables (Sterken 2006, Baade et al. 2004). My analysis does not support these statements and rather finds the contrary, as it shows a positive and highly significant result for the host year since 1990 (+1.59%). Applied to Brazil 2014 the results not only statistically differ from zero, but also are significantly adverse to previous findings (-2.7%). Possible explanations of these results could be found within an increased commercialization starting with the 1990 FIFA World Cup and for Brazil 2014 the false investments to finance mega sport-events (FIFA World Cup and Olympic Summer Games in 2016). Yet, the corruption scandal involving politicians and conglomerates could also be an explanation as well as domestic problems that diminished the possibly positive FIFA World Cup Effect. In sum, this paper shows how an advanced economic growth model is an innovative economic analysis tool that did both, find positive economic effects of FIFA World Cups, however, also understands the reasons why Brazil 2014 was such an economic fiasco.

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Funding:

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Play the Game 2017

Title: Drug Anti-Diversion Strategies to Address Sports Anti-Doping Programs

Application: 29/1

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Application details:

Category:

The global fight against doping: Facing a breakthrough or a breakdown?
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Type:

Journalist
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Keywords:

anti-doping, antidoping, governance, healthcare, sports, pharmacy, anti-diversion, drug enforcement
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summary:

Sports doping and the opioid drug abuse crisis share a key characteristic: both are enabled by illegal diversion of medicine from legitimate patient supply chains. Healthcare oversight and law enforcement agencies disrupt diverted opioid medications and prevent addiction by using data models to identify over-stocking, over-prescribing and over-dispensing of these medications in specific regions. These models should be applied to medications often abused as PEDs and could help to address the doping problem in athletics.
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Abstract:

Anti-doping efforts have traditionally focused on two key disciplines: catching cheaters through drug testing programs, and educational programs to deter doping behaviors. However, the science of anti-

doping is matched step-for-step by the science and techniques of performance enhancement, and education programs are only as successful as the moral resolve of the athletes. An under-recognized and under-invested area of the anti-doping fight is how to stop unscrupulous physicians and pharmacy professionals from introducing highly-specialized medications into the doping supply chain in the first place.

An example to consider is the response to the opioid pain medication abuse crisis. Opioid abuse in the United States and other countries has been fueled by diversion of legitimate pain medication out of the pharmacy-patient supply chain, and into the street market. Drug enforcement authorities such as the U.S. DEA, Boards of Pharmacy, networks of healthcare providers, and local law enforcement agencies have cooperated to disrupt these illegal supply chains by using anti-diversion data models. These anti-diversion data models query healthcare and pharmacy supply chain data to discover if more of these medications are being stocked, prescribed, and dispensed in a targeted region than a given patient population can therapeutically (or even theoretically) consume.

Any over-prescribing and/or over-dispensing data provides investigative agencies with strong indicators of addiction risk, the possible origin points for drug diversion, and what parties might be involved in diversion activities. Anti-diversion data can often be used to focus down to the level of the individual pharmacy, pharmacist, and prescriber. Highly specialized algorithms can even identify deceptive dispensing techniques some healthcare professionals have used to fool investigating agencies. While the battle against anti-diversion continues, more unscrupulous pharmacists and physicians are being caught than ever before, often leading to lengthy jail terms, and fines reaching into the tens of millions of dollars.

The same analytical approach can be applied to many classes of medications which have been used as performance enhancing drugs. Of particular interest, certain medications with very limited therapeutic applications such as EPO, which are favored by endurance athletes, can provide quick indicators for the potential presence of a doping supply chain in a specific geographic region. Given that the data used in anti-diversion models is readily available in most Western-influenced private and nationalized healthcare systems, national anti-doping agencies could partner with similar health and medication oversight agencies in their countries to reinforce anti-doping efforts.

Rather than placing the focus on testing and tracking the athletes, and continuing the shift from athletic sanctions towards criminal punishment of athletes, anti-diversion can potentially have a greater deterrent effect by actually preventing doping substances from reaching the athletes. Anti-diversion efforts can significantly enhance the mission of anti-doping

authorities by identifying doping hotspots, disrupting doping supply chains, and potentially leading to non-analytical doping case adjudications and judicial proceedings against performance enhancing drug suppliers.

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Blood Medicine, by Kathleen Sharp, Plume Press (reprint edition, 2012), ISBN-13: 978-0452298507

Joseph Harris (self) - pharmacy technology innovation consultant, inpatient and outpatient business management

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Funding:

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Title: What Role Should Endemic Sponsors/Vendors Play in Sports Governance?

Application: 30/1

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Journalist

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Keywords:

pro cycling, governance, economic models, commercial sponsorship, leadership, corporate involvement

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summary:

A major fitness and cycling products vendor has developed a broad-ranging but specific plan to promote improved governance for pro cycling. Cycling's current business model heavily constrains the size of its potential market. This plan seeks to expand the sport's global audience by making pro cycling more exciting to watch, more accessible to participate in, and more broadly recognized as a beneficial activity. It could provide a new blueprint for economic stakeholder-driven sporting reform.

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Abstract:

Certain professional sports have historically experienced constraints on their potential growth due to various economic, structural or political challenges. Such sports may not have reached their full potential or

grown in revenue or fan popularity, despite the size of the potential markets.

Sports federations, team owners and event organizers have occasionally attempted to take more proactive roles in trying to fix the problems or challenges that may be inherent to their sport, to promote greater visibility, popularity and growth. But the key suppliers or commercial vendors to such sports often simply observe from the sidelines, waiting for things to improve, but taking no real proactive role in addressing those challenges. Nevertheless, the vitality and growth of the sport actually determines the size and conditions of the market into which these vendors sell their products, and hence their own economic viability.

Vendors and suppliers shouldn't take a passive role when it comes to evaluating, participating in, or helping to direct the strategic direction and growth of the sporting economies on which they depend. Instead, these businesses should collectively see themselves as a critical and powerful stakeholder in the sport. The very same operational and financial know-how which has made these private enterprises successful could help to provide the expertise and momentum to improve the economics and governance of their respective sports.

Now, a major cycling and fitness products vendor has undertaken a broad initiative and charter to promote improved governance and a stronger economic/business model in the sport of professional cycling. This company has presented a sweeping Charter comprised of four major "declarations" including:

- (i) We Must Make Pro Cycling More Exciting;
- (ii) We Must Connect Pro Cycling To a Wider Spectrum of Fans;
- (iii) We Must Strengthen and Diversify the Economics of Pro Cycling; and
- (iv) We Must Increase the Opportunities for All to Participate.

Drawing upon the input and expertise of various observers, participants and business consultants in pro cycling, this corporate-supported Charter seeks to strengthen the economics and governance of the sport, and highlight cycling – as a beneficial worldwide activity which can improve public health and fitness, reduce transportation congestion, and draw greater attention to the bicycle in terms of broad social and urban planning.

The Charter document explores a wide spectrum of specific governance, economics, structural and ethical issues via these key objectives, and makes specific, detailed and actionable suggestions and recommendations for how the sport's economic stakeholders can drive reforms from within. It potentially represents a new model for the activist-investor to influence and drive positive changes in the sporting landscape

to the benefit of fans, athletes, sponsors, and the public good. This model should be relevant and applicable to many different sports.

(NOTE: The program and the name of the specific vendor is confidential at this point. However, the Company plans to introduce and roll out this Charter later this summer, and executives of the company will also participate publicly in the presentation at the Play the Game conference.)

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<http://www.theouterline.com/changing-the-business-model-2-building-the-sponsorship-base/>

The Economics of Professional Road Racing, ed. Daam Van Reeth – Chapter 5

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Funding:

Not applicable

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Title: Retesting Procedure: Fundamental Principles Of Law, Athletes' Rights and Common Sense

Application: 33/1

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Application details:

Category:

The global fight against doping: Facing a breakthrough or a breakdown?

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Type:

Other

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Keywords:

retesting procedure; doping; rights of athletes; statute of limitations; anti-doping organisation; athlete; doping tests; WADA; sports governing bodies; further analysis; anti-doping rules violation.

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summary:

The World Anti-Doping Code prescribes that any sample may be subject to further analysis within the period of ten years. The core question is whether the retesting procedure wreaks havoc on clean athletes unfairly depriving them of their medals. When it comes to the participation of athletes in sporting competitions, the "principle of one attempt" is applied. However, WADA can sanction athletes and strip them of their medals ex post facto, i.e. when a sporting competition is already over.

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Abstract:

Problem statement/Discussion

Article 6.5 the World Anti-Doping Code (the "WADC") prescribes that "any Sample may be subject to further analysis by the Anti-Doping Organization responsible for results management at any time before both the A and B Sample analytical results have been communicated by the Anti-Doping Organization to the Athlete as the asserted basis for an Article 2.1 anti-doping rule violation. Samples may be stored and subjected to further analyses [...]".

Art.17 of the WADC stipulates the following: "no anti-doping rule violation

proceeding may be commenced against an Athlete or other Person unless he or she has been notified of the anti-doping rule violation [...] within ten years from the date the violation is asserted to have occurred”.

On its face, the World Anti-Doping Agency (“WADA”) and other sporting organisations act with a view to the best interests of clean athletes. However, the core question is whether they do really protect their rights or violate them.

When justifying new investigations, WADA usually points out that as science progresses, international sports governing bodies may test retroactively as a means for advancing clean sport.

In any case WADA should act in accordance with Article 3.1 of the WADC, which provides “[...] shall have the burden of establishing that an anti-doping rule violation has occurred [...]”.

Holding this burden of proof, WADA should demonstrate that a prohibited substance could not have been revealed in the course of the first testing and that, science developed significantly over the years.

It is interesting to note that when it comes to the participation of athletes in sporting competitions, the “principle of one attempt” is applied. However, it is not applicable to athletes’ liability. Hence WADA can sanction athletes and strip them of their medals, prizes and sporting titles ex post facto, i.e. when a sporting competition is already over.

Why do sporting competitions organisers announce official and final results of a particular sporting competition knowing that WADA will retest obtained doping samples?

Conclusions

1. Unfortunately, the retesting procedure is not transparent.
2. It precludes athletes from arguing its results and presenting their own evidence.
3. WADA makes certain conclusions without supporting them with duly collected evidence.

Suggestions

1. WADA should test each athlete once and comprehensively for the full range of possible performance enhancing drugs.
2. If WADA fails to establish that an athlete has committed an anti-doping rules violation and based on these results distributes medals, prizes and titles, there are no any grounds for conducting further tests.
3. The statutes of limitations should expire as soon as doping tests results are available.
4. As of that date WADA is no longer authorised to conduct any ant-

doping tests (including reanalysis, retesting etc.).

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References:

<https://www.wada-ama.org/sites/default/files/resources/files/wada-2015-world-anti-doping-code.pdf>.

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Funding:

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Title: The Gambit - Who benefits from reducing chess to a sport and what are the costs?

Application: 34/1

Applicant:

Mr Stefan Löffler

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Journalist

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Keywords:

career choices, corruption, education, external effects, governance, incentives, officials, society

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summary:

The reduction of chess from a diverse set of practices and cultures into one competitive form has helped its increasing acceptance as a sport. Subsidies are flowing in, which not only help organisations to professionalize but also have adverse effects such as increasing the power of officials, fueling corruption and triggering poor career choices.

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Abstract:

The recognition of the international chess federation FIDE by the IOC in 1999 has meant a breakthrough for chess federations in many countries to qualify for direct and indirect subsidies. This has accelerated the transition from a meritocratic culture and mostly volunteer governance to full-time officialdom. While organisations are using the extra resources to professionalize, there is also more rent seeking and corruption in chess (and wide spread ignorance and resignation about governance problems).

I would like to raise two other adverse effects, which are easier to tackle than corruption and which may be of interest to other sports: Federations keep incentivizing young players to start up as professional players without offering any dual career planning or workable exit strategies. As

a result, many academically gifted youngsters make poor career choices. Recently, competitive chess is expanding fast into the school systems, however, this is impeding the educational application of strategy games more broadly and, more specifically, sacrificing the educational benefits of chess as a diverse field of games and puzzles.

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References:

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Funding:

I am a freelance writer for news media in Germany and Switzerland, the programme director of the London Chess Conference, and a consultant for several chess and school chess organisations, partly pro bono. I am thinking of writing a book on the subject of this talk.

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Title: From Rio to Hamburg and Back: The Sport Mega Event Politics of Camouflage

Application: 35/1

Applicant:

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Chair of Political Geography
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Application details:

Category:

Mega-events and public rights: An intensifying battle

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Type:

Academic

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Keywords:

Sport Mega Events, Brazil, Rio de Janeiro, Security, Security of Camouflage, Human Rights, Police, Public Interests, Hamburg 2024, NOlympics, Public Costs, Rio 2016, Brazil 2014

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summary:

This paper puts forth the ways in which the Brazilian sport mega event editions have failed to fulfil its security legacy promises and how the organisers made use of a security of camouflage to hide the insecurity realities during the Games. The security of camouflage, however, has also been used in Hamburg's bidding ambitions for the 2024 Olympics. The paper highlights how security is used in multiple ways to camouflage the real politics of sport mega event organising bodies.

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Abstract:

Global securitisation models associated with contemporary sport mega events (SMEs) are promoted as having an extremely positive impact on pre-existing domestic security conditions in host cities (Giulianotti and Klauser 2011; Fussey and Klauser 2014). These claims are part of a positive legacy discourse that accompanies SME organising bodies from previous, current and future host cities, independently if planned in Hamburg or taking place in Brazil. Drawing upon eight months of ethnographic fieldwork among Rio de Janeiro's security forces at the

2014 World Cup and the 2016 Olympics and my own activism against Hamburg's ambitions to host the Olympics 2024, the paper argues that SME organisers use security as a tool to camouflage different layers of reality in host cities.

First, the paper critically examines Rio de Janeiro's officially so-called 'material security legacy' (technology, buildings, equipment) and 'non-material security legacy' (integration concept of the many distinct policing institutions). Both the technological solutions and the integration ambitions worked temporarily, but failed to materialise at street level, provoking questions as to whether these efforts will continue in the future. Working from the perspective of local civil police Special Forces, the paper argues that the planners' rational mega event security model did not affect the everyday conditions of Rio's urban conflict, where traditional patterns of police work not only still prevail, but reveal how everyday emotions – frustration, pleasure, and adrenaline rushes – and even war narratives upset in practice the static and technology-based mega event security models.

Second, the security legacy that this paper puts forth for Rio de Janeiro, however, is one of insecurity. While the mega events' 'spectacular security' (Boyle and Haggerty 2009) made specific aspects of security visible, it simultaneously produced insecurity and attempted to make intentionally invisible the bloody realities of the city's public security drama (see also Jusionyte and Goldstein 2016). The analysis draws upon Jusionyte's (2015) *States of Camouflage* and argues that both the mega event security and the politics of public security in Rio de Janeiro made use of a security of camouflage to hide the realities of insecurity that shape the complexities of the lived experiences of police officers and marginalised populations.

Third, the paper highlights that simultaneously to the events in Rio de Janeiro, a powerful alliance in the city of Hamburg of leading local politicians, sports governing bodies, marketing agencies, private donors and the city's public and private news organisations run a pro-Olympics campaign for the Game's 2024 edition (see also Lauermaann and Vogelpohl 2017). Together with a group of interdisciplinary social scientists I initiated an open access position paper based upon the critical sport mega event literature, within which we asked the city government to base the discussion on an open approach assessing the risks of hosting the Olympics (www.olympiakritik-aus-der-wissenschaft.de). Instead, the city continued to promote their promises, presenting a final financial plan within which camouflage played an important role. The plan ignored entirely the global standards of sport mega event security and estimated in purpose the security costs at a low level in order not to overpass the set limits of public spending.

Although the security of camouflage intended to hide different realities in

Rio and Hamburg, it served the same purpose of distracting from the real intentions of mega event planners to push through their agenda that all too often cannot fulfil its promises. SME security should therefore be seen as a tool of a politics of camouflage that intentionally distract a wider public from the real financially driven intentions of SME organisers and the tremendous costs for the general public.

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www.olympiakritik-aus-der-wissenschaft.de

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Funding:

I have no funding so far yet. I will look into that once I am (hopefully) accepted to Play the Game Conference 2017. This paper forms the third presentation of a trilogy. The first in 2013 when I started my PhD. In 2015 when I was in the middle of it and now in 2017 when I have finished the thesis.

I am happy to chair sessions or help in the organisation of the conference.

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Title: Any spares? I'll buy or sell: An ethnographic study of black market ticket sales

Application: 36/1

Applicant:

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Application details:

Category:

The sports market: A crime scene with impunity?

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Type:

Academic

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Keywords:

Ethnography; Crime; Deviance; Entrepreneurship; Profiteering; Black market; Ticket touting; Corruption; Consumer protection; Fraud

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summary:

This research contributes to the limited knowledge on ticket touts. It offers new insight into the experiences and values of individuals belonging to the “deviant” world of black market tickets in the contemporary context of online resale. The results of the research offer a detailed understanding of the real methods touts employ to acquire and resell tickets, and identify the methods commonly debated in the media and in parliament, such as bots, as mere distractions.

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Abstract:

Ticket touts are understood to be those individuals who regularly buy tickets to sports and music events in order to resell them for a profit (Ward, 2014). It has been argued that ticket touts exploit clubs, artists, the entertainment industry at large, and, most importantly, the consumer (APPG, 2014; Waterson, 2016). This research builds on gaps identified in previous academic research that was produced before the explosion of online touting, and as such is inevitably dated in the context of consumer protection in the age of the internet (Atkinson, 1997; Sugden, 2002). Equally, contemporary explorations of the phenomenon of ticket touting have failed to acknowledge the relevance of the original street form of touting, and its important connections with online ticket resale (Waterson,

2016).

The topic has in fact received heightened attention in the media, in society and in parliament, leading to two Acts of Parliament that aim to protect the consumer being passed in the last two years. However, the scope of these has been limited to tackling issues of transparency relating only to some of the online touts that have been identified in this research. The new legislation has also failed to acknowledge other important issues such as profiteering, and the pricing out of consumers wishing to attending live events in sport and music. Additionally, it has been found that, regardless of its potential flaws, the legislation itself is routinely unenforced.

In order to address these gaps, an ethnographic approach was adopted consisting of participant observation, in-depth qualitative interviews, and observations in the field. The researcher participated in various street and online markets in the role of a supplier of tickets to professional touts, interviewed a sample of 25 sellers from all over the UK, and conducted more than 100 hours of observations in the field, following the operations of street touts at more than 60 events from 2014 to 2016. Through the specific method of *verstehen* (Weber, 1949) the researcher experienced the “pleasure, excitement and fear” of criminality (Ferrell, 1998) to glean and present a more reliable understanding and appreciation of touting than that currently available.

Criminologically, this research bridges a key gap in the literature on entrepreneurial deviance and “crime as work” (Ruggiero, 2000), locating professional ticket touting within the context of both legitimate and illegitimate opportunities that are exploited by entrepreneurs in the “zones of ambiguity” (Hornsby and Hobbs, 1997; see also Hobbs, 1988; Adler, 1985; Klockars, 1975; Polsky, 1971).

This research may have wider policy implications, through its ability to explain in detail how touts can “harvest” tickets (Conway, 2016), often through the assistance and corruption of players, artists, and the employees of clubs and federations themselves. Methods of buying and selling are outlined alongside the creation of a typology of ticket touts, which shows that the targeting of one particular individual or method, such as bots, will ultimately be futile. The research provides new knowledge in this area, and aims to contribute to ongoing conversations around the potential regulation of ticket touting in the modern era.

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References:

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and Hamm, M.S. (1998) Ethnography at the edge: Crime, deviance and field research.

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Waterson, M. (2016) Independent review of protection measures concerning online

secondary ticketing facilities. London: Department for Business,

Innovation and Skills and

Department for Culture, Media and Sport.

Weber, M. (1949) *The methodology of the social sciences*. New York:

Free Press.

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Funding:

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Title: The dangers of sports journalism

Application: 37/1

Applicant:

Dr Kirsten Sparre

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Application details:

Category:

Who will guard the guardians? Whistleblowers and media under pressure

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Type:

Academic

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Keywords:

sports journalism; protection of journalists

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summary:

At present there is little understanding of the violations of media freedom and threats to personal safety faced by sports journalists. This paper introduces the findings of exploratory research into 78 reports on how sports journalists were obstructed in their work, threatened or suffered bodily harm. The paper maps types of violations, uncovers a wide range of perpetrators and points out that everyday beat journalism appears to attract more violations than investigative sports journalism.

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Abstract:

At present there is little understanding of the violations of media freedom and threats to personal safety faced by sports journalists as none of the press freedom organisations working with UNESCO or other intergovernmental bodies on protecting journalists have paid specific attention to this particular issue. However, according to The Committee to Protect Journalists, 2 per cent of all journalists killed since 1992 have worked on the sports beat and an internet search on "sports journalist" and terms such as "harrasment", "death threat", "assault" or "detention" quickly turns up disturbing examples. This paper will open up this neglected area of research by introducing the findings of exploratory research into a 78-strong sample of reports with details of one or more incidents where sports journalists were obstructed in their work, threatened or suffered bodily harm.

The paper maps the different types of violations experienced by sports journalists as well as the key perpetrators indicated by the reports. Threats to media freedom include being banned from press conferences or events, the seizure of passports or denial of accreditation. The personal safety of sports journalists is compromised through verbal abuse, assaults, attacks, personal and social media harrassment, detention, legal pressure, and killings. The key perpetrators identified in the sample are fans, athletes and coaches, owners and officials of sports clubs and national associations, international sports federations, and authorities in authoritarian regimes hosting sports mega-events.

Media and journalism are integral parts of a sports world fuelled by strong economic interests and high emotions and the research shows that a wide range of stakeholders are monitoring and trying to affect how journalists cover issues dear to them. The high number of stakeholders is a key feature of this particular subfield of safety of journalists and raises questions about who should be involved in protecting sports journalists from harm or (self)-censorship. Another interesting finding is that coverage of sport events by everyday beat reporters appears to attract more violations than investigative journalism on high profile issues such as doping or corruption in sport. This indicates that when it comes to protecting sports journalists it is also important to pay special attention to understanding how emotions affect and drive the behaviour of fans, athletes and sports officials towards sports journalists covering the ups and downs of everyday sport events.

It should be noted that this research has already been presented at the Research Conference on the Safety of Journalists at UNESCO's 2016 World Press Freedom Day in Helsinki. However, presenting the findings at Play the Game could serve as platform for opening a dialogue with sports journalists that can deepen the understanding of the dangers they face in pursuing their work and also make other stakeholders present aware of their potential roles in addressing the problem.

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References:

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Funding:

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Title: Introducing the way how marathons can become more exciting television product

Application: 39/1

Applicant:

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Application details:

Category:

Disrupting sport: Winners and losers in the era of technology

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Type:

Sports Official

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Keywords:

Sports broadcasting; fan engagement; marathons

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summary:

I believe that the key to make marathons more exciting television product is to engage some earlier-chosen regular marathon participants in the process of broadcasting. During Play the Game I would like to present my idea of how to do it in the most efficient and smart way thanks to the technology, so it would have implications for both generating revenues and fan engagement.

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Abstract:

Background

People working in sports industry these days have to face a challenge of attracting time-poor fans – there is always a big amount of other easily accessible entertainments, with which sports has to compete for consumers' attention.

Sport in general is not only about competing, but it is also about entertaining. This is why some sports managers are implementing innovative solutions in order to upgrade the output, and some are even introducing a whole new form of their disciplines. It is all about creating TV- and sponsor-friendly competitions.

I have been working in running business as a sponsorship account manager and a member of organising committee for Warsaw Half Marathon and Warsaw Marathon in 2015-2017. While the biggest

marathons in the world, like in Boston, London, or Berlin, mostly attract viewers by offering the live coverage of an attempt to break a world record by a group of some world-class runners, most of the races find it hard to attract the potential viewer. I believe that the way marathons are broadcasted should be altered as according to my observations and analysis it does not entertain and fulfill its potential for generating revenues and fan engagement.

In my research I have examined what are the most important trends in sports broadcasting, I have searched for the ways how sports broadcasts can be improved and what are the key features of long-distance races, and in the end I have developed my own idea of how the long-distance races should be broadcasted in the era of technology. The idea was partly realised during the live coverage of the 12th Warsaw Half Marathon.

Methods

- Analysis of secondary data and information from sports literature and sports business magazine;
- Face-to-face interviews with Tomasz Smokowski (sports journalist – Canal+ Sport Poland), Michal Jarocki (sports director – NC+ TV platform), Michal Serafin (executive director - Ekstraklasa Live Park), Marcin Nagorek (running journalist – “Bieganie” Magazine), Marek Tronina (CEO – “Warsaw Marathon” Foundation);
- Practical approach – implementing some of the ideas to the broadcast of the 12th Warsaw Half Marathon

The Idea

Running marathons is a very specific kind of sport – because in the end every single race participant who finishes the marathon is considered to be a winner and receives a medal. Therefore I believe that the key to make marathons more exciting television product is to engage regular marathon participants in the process of broadcasting.

My idea is to create heroes among some earlier-chosen specific runners with whom viewers could identify and to start building a story behind all of them some time before the race-day. Broadcasting long-distance races should not only be about presenting the competition between the best runners struggling to win the race, but also, or even more, about presenting personal stories of some regular runners competing with each other.

During Play the Game I would like to present my idea of how to do it in the most efficient and smart way thanks to the technology, so it would have implications for both generating revenues and fan engagement

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References:

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3. Gratton Ch., Soldberg H. A., The economics of sports broadcasting, Routledge, 2007.
 4. Milne M., The transformation of television sport. New methods, new rules, Palgrave Global Media Policy and Business, 2016.
 5. Sport Business International – April 2017, issue number 232, pages 46-50, The big short – introducing short formats in sport.
 6. Todreas T. M., Value Creation and Branding in Television's Digital Age, Quorum Books, 1999.

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Funding:

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**Title: THE PHILIPPINE VOLLEYBALL CRISIS : A
LOCAL AND INTERNATIONAL STUDY ON SPORTS
GOVERNANCE**

Application: 40/1

Applicant:

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Co-Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Journalist

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Keywords:

Philippine volleyball, FIVB, POC and governance in sports

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summary:

The Philippine volleyball crisis is not just about a small national federation from a third world country. It is a case of injustice initiated by an NOC and later validated by an IF. It is a shameful display of abuse of power over the weak and helpless through the violation of established constitutions and regulations. It is a case that is highly relevant internationally as the case can happen to any NF of any sport in the world.

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Abstract:

On January 20, 2015, Philippine Olympic Committee (POC) President Jose Cojuangco Jr. wrote and informed FIVB that PVF was not serving the interest of the sport and needed to be replaced. On January 27, 2015, FIVB President Ary Graca issued a provisional recognition to LVPI, a volleyball federation that the POC president created, without giving PVF a chance to defend itself against the claims of Cojuangco. Merely a week after Cojuangco wrote to FIVB, the national federation for 64 years for volleyball in the Philippines was replaced.

On October 4, 2016, at the FIVB Congress, FIVB Honorary Life President Wei Jizhong created a scene to effectively stop the votation whether to expel PVF or not. Wei stopped what could have been an easy victory for PVF had the votation been allowed to proceed. Instead, an ad hoc committee was formed to investigate further the issue of expulsion. PVF representatives were successful in showing to Congress the lies and the violations to the POC Constitution of Cojuangco which spared PVF from outright expulsion.

On May 5, 2017, however, FIVB informed PVF that FIVB BA decided to uphold the earlier decision of suspending PVF and provisionally recognizing LVPI. The ad hoc committee findings and recommendations and reason behind the decision were not revealed to PVF.

What started merely as a domestic problem for Philippine volleyball gained international significance as FIVB decided to deny justice and fair play to PVF. FIVB decided to engage in dirty partisan politics by siding with Filipino sports officials who have a long history of corruption. These Filipino sports officials, in fact, face multiple court cases in the country.

What happened in Philippine volleyball shows that an NOC can effectively destroy a National Federation (NF) in good standing for no reason at all with the help of an equally corrupt International Federation (IF). The Philippine experience sets a dangerous precedent to all NF's all over the world as an NOC can connive with an IF to have the membership and entitlements of an NF removed despite the Olympic and IF constitutional rights guaranteed to an NF.

The suspension of PVF from FIVB terminated the national team and grassroots programs of PVF which were supported by the biggest companies in the Philippines. It destroyed the gathering of the best volleyball players in the country for the national teams. Most of all, it divided the entire volleyball community in the Philippines into two factions.

When the world realizes that what happened to PVF is an injustice that can happen to any NF of any sport in the world, people hopefully will rally

behind PVF in its fight for transparency, due process, justice and good governance. Hopefully, there will be a clamor and demand for clear-cut policies that will effectively resolve disputes and promote accountability of sports officials who abuse their power and authority. Hopefully, justice will be served to everyone involved in the crisis.

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References:

USA Volleyball President and CEO Doug Beal
former POC President Cristy Ramos

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Funding:

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Title: Sport at the service of Politics, a failed experiment due to lack of Governance. The case of national and international multisport events held in Colombia

Application: 41/1

Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

Sport, Politics, Governance, Multisport games, Sporting venues, Colombia, National and Paranational Games

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summary:

The purpose of this storyline is to raise awareness about a policy, ended up being a failed practice originated in decisions made by politicians without taking into account the interest of the athletes and the sporting spirit of the games. Far from pointing out those responsible, the idea is to generate an academic debate and pursue innovative solutions not to make the same mistakes again neither in Colombia nor in other so called developing countries.

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Abstract:

Colombia, a great country, is one of the few in the world that celebrates national and paranational games every four years. Unlike most multisport events where cities compete to host them, in Colombia they are designated with political criteria by the government arguing that "the games will bring development to the region and its people by building sporting venues and works of infrastructure".

Conceptually the measure made sense at the beginning; but as time

passed, they decided to increase their political return, \"beneficiating\" several regions by awarding the games to more than one city. From 2008 (18th edition) to 2015, the games were disseminated all over the country, resulting in major problems that have today some politicians and sport dignitaries behind bars on corruption charges:

- In 2008, the games were given to Cali in the pacific region, and to the island of San Andrés, 6.900 kilometers away, in the Atlantic Ocean, because there was a need to exercise sovereignty in the island claimed by the Nicaraguan government. Baseball and Softball arenas were built, but few days before the opening, softball had to be moved to Cali because the diamond was not completed.
- In 2012, the games were scattered in 14 cities in three departments (Córdoba, Cauca and Santander del Norte) in the extremes of Colombia. Most venues were unconcluded by the time the games started, like the athletics stadium in Santander de Quilichao that had to be powered by electric emergency plants.
- In 2015, the top came with the games awarded to the departments of Tolima and Chocó, two distinct regions. In Chocó, the most depressed region in Colombia, but an oasis of talented athletes due to its biotype, a brand-new athletics stadium was to be built in its capital Quibdó; however, two years after the games closed the construction has not yet begun. Worse was the case of Ibagué that hosted the games in 1970, most of whose infrastructure was demolished to build new arenas; ended up in more than 10 venues abandoned and a big corruption scandal. Colombia is also the host of two regional events: The 2017 Bolivarian Games, awarded initially to the city of Santa Marta shared now with Cali as four sports had to be moved out. Five months remaining, construction of most of the 12 venues is less than half way through, threatening to relocate other disciplines. The other event is the 2018 Central American and Caribbean Games in Barranquilla.

Many are the reasons for this political and financial mismanagement; from bureaucracy that doesn't permit that processes flow to lack of practices of better Governance, a concept that is barely known in our iberoamerican context; as it is the case with Olympic Agenda 2020, opening the gap even further between developing and developed countries

Colombia has just signed a peace agreement with the guerrilla group FARC, ending up a fifty-year armed conflict that let more than 8 million people internally displaced; as we enter the posconflict era, sport will also play a central role as mediator in social transformation processes.

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References:

Villegas Estrada, C. E. (2016). La Agenda Olímpica 2020: Desafíos y oportunidades de las 40 recomendaciones para la sostenibilidad y credibilidad del Movimiento Olímpico. *Citius, Altius, Fortius-* 2016, 9 (2), pp. 1-16.

<http://dx.doi.org/10.15366/citius2016.9.2.001>

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Funding:

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Title: Participation of Athletes by Means of Digital Tools in the Context of Anti-Doping

Application: 42/1

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Application details:

Category:

Open forum

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Type:

Other

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Keywords:

doping prevention; anti-doping; e-Democracy; e-Participation

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summary:

Encouraging athletes to participate, actively involving them in doping prevention work is a set of highly complex objectives which are intended to be tackled by a digital e-Participation model. The digital model represents an innovative approach to doping prevention whose aim is twofold — to support general anti-doping work as well as the specific field of doping prevention in particular.

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Abstract:

In partnership between the German Federal Institute of Sport Science and the German National Anti-Doping Agency (NADA) the implementation of a digital e-Participation model is intended. The aim of this project is a further consolidation of doping prevention work by means of digital tools based on concepts such as 'e-Democracy' and 'Collaborative Engineering'. Rather, the project idea presented here seeks

to structure the opinion-making and decision-making processes by means of digital tools. In addition to that, the objective is to support the process of forming an opinion through structured discourse and to give an equal voice to all of the participants.

However, to involve athletes or a group of athletes who train and compete worldwide in anti-doping work is almost impossible due to the associated time and ratio issue. The ratio issue means that the more athletes are involved, the more complex the process of participation becomes. Established platforms such as meetings, round-table discussions, annual conferences etc. are often very restricted in terms of their effectiveness during the decision-making process and are only effective and appropriate for a fewer number of athletes. Encouraging athletes to participate, actively involving them in doping prevention work is therefore a set of highly complex objectives which are intended to be tackled by a digital e-Participation model. Due to the time constraints imposed on athletes and their lack of availability, the implementation of a digital participation model in the format of a mobile smartphone application is deemed the most appropriate.

The procedure to work out the agenda of a doping prevention conference for young athletes can illustrate how this digital decision-making process might be applied in practice. In this case, the organiser would give a first suggestion with regard to the agenda on a preliminary basis. The first suggestions would then be presented to the young athletes who could either support a suggestion, add suggestions for improvement or make a counter-suggestion. Throughout this first stage, the most popular opinions will be identified and can be grouped into a cluster. In the second stage, the most popular suggestions that have been clustered will be discussed in detail and the so-called “consensus-making process” begins. Here, every single athlete has the opportunity to delegate his or her voting power to another person. This is particularly helpful if athletes are not available to contribute their suggestions to a certain topic due to time constraints and/or when the nature of the topic is too complex or the discussion becomes too convoluted; therefore, they are not in a position to make an informed decision. This so-called “proxy voting” procedure ensures that an athlete’s voice is not lost due to the mentioned reasons. In this context, a member of an athletes’ commission may play a significant and more pronounced role. With particular expertise in a specific field, a member of an athletes’ commission could unite the voices of several athletes and represent them.

The internet as a tool enables the interlinking of what would be otherwise the widely dispersed knowledge of each individual athlete and its integration into doping prevention work. The implementation of this specialised knowledge facilitates innovative decision-making that is jointly decided and based on consensus.

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References:

Wonneberger, M. (2016). Das Fachgebiet Dopingbekämpfung: Koordinierung, Beratung und Forschungsförderung zur Unterstützung eines humanen und dopingfreien Sports. In Bundesinstitut für Sportwissenschaft (Ed.), BISP-Report 2015/2016 Bilanz und Perspektiven, Köln (pp. 9-21). Hellenthal: Sportverlag Strauß.

Meier, A. (2009). eDemocracy & eGovernment - Entwicklungsstufen einer demokratischen Wissensgesellschaft. Heidelberg: Springer-Verlag.

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Funding:

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Title: Anti-Doping Reform: Proposals from the Coal Face

Application: 43/1

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Application details:

Category:

The global fight against doping: Facing a breakthrough or a breakdown?

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Type:

Sports Official

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Keywords:

anti-doping, corruption, independence, reform, NADOs, WADA, McLaren Reports, governance, sanctions, consequences, ITA

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summary:

The breakdown of anti-doping in Russia requires comprehensive and coherent response. It also exposed international weaknesses in protecting clean sport. National Anti-Doping Organisations (NADOs) provide athletes with the bulk of anti-doping services world-wide. They are the centre of global anti-doping expertise and best-placed to provide solutions to now-clear systemic gaps. NADOs are leading the call for the improvements needed to protect clean athletes in 2017, and have made wide-ranging proposals for anti-doping reform.

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Abstract:

The challenge of state-sponsored doping exposed in Russia highlights the need for anti-doping reform on several levels. Reform on the level of the operational effectiveness and oversight of anti-doping programmes. Reform of authority for anti-doping programmes for international sport. And of sanctions for failed programmes, whether for corrupted operations or for conflicted administration of them. Reform on the level of the governance of anti-doping organisations, including of WADA.

These challenges and the reforms they require bridge two of the themes of the 2017 Play the Games Conference:

- Governance in sport: Change or be changed?
- The global fight against doping: Facing a breakthrough or a breakdown?

The presentation will argue that National Anti-Doping Organisations (NADOs) speak with a particular authority on the best directions for anti-doping policy change. NADOs are the crucial practitioners, conducting the large majority of anti-doping work globally. They are the only anti-doping organisations that seek clean sport both as a matter of public health and as a matter of the probity of sport and nation.

This presentation will review the proposals for reforming anti-doping made by NADOs in 2016 and 2017. And how they have fared to date. And what is left to tackle. It will give examples of NADO policy and operational initiatives that ought to be adopted globally for anti-doping to get ahead of its challenges. These are initiatives for

- Reform of WADA governance (and governance of all anti-doping organisations)
- Independent anti-doping services for international sport organisations
- Meaningful sanctions for corruption of anti-doping within a sport or within a country
- Logical and coherent consequences for failure to comply with the World Anti-Doping Code, consequences that do more good than harm

These proposals seek more independence and transparency for anti-doping, and pursue better use of existing anti-doping competence as a matter of principle and of common sense. They are essential to regain athlete confidence in the institutions that are to protect their right to clean sport.

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References:

NADO Leaders Copenhagen Declaration (August 30, 2016)

iNADO Discussion Paper, "Exploring the IOC Recommendation for 'Testing' to be Independent from International Federations" (September 22, 2016)

NADO Leaders Media Release, "Anti-Doping Leaders Renew Calls for Immediate Change in Order to Restore Confidence of Clean Athletes" (October 26, 2016)

iNADO Proposals for WADA Governance to Ensure Independence (March 6, 2017)

iNADO Statement on Global Anti-Doping Reform (March 11, 2017)

iNADO White Paper on the Concept of an “Independent Testing Authority”
(April 21, 2017)

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Funding:

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Play the Game 2017

Title: Negotiating privacy. Athletes assessment and knowledge of the ADAMS.

Application: 44/1

Applicant:

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Application details:

Category:

The global fight against doping: Facing a breakthrough or a breakdown?

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Type:

Academic

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Keywords:

ADAMS, privacy, doping-controls, survey, transparency, civil rights

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summary:

Athletes have to use ADAMS to comply with anti-doping regulations. How this is being experienced and assessed by the athletes themselves is the focus of a quantitative survey among German elite athletes that we present here. We will discuss the often contradictory results, e.g. what it means for privacy when knowledge about the system is minimal, but the feeling of intrusion and the lack of transparency considerable.

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Abstract:

Elite athletes, in order to participate in international sports and competitions, have to comply to a complex system of controls, the ADAMS being one of them. One prize being that their privacy and that of

others might be compromised. Hence, there exists a tension between the fight against doping and the integrity of privacy.

This tension lead us to ask what athletes themselves have to say about their use of the system and such questions as:

- Do athletes have privacy?
- Do they feel this privacy is infringed upon by the whereabouts system and constant controls?
- What actually do athletes know about the ADAMS and how do they use it?

These are the central questions that guided our study into the use and assessments of ADAMS by German elite athletes, conducted in the summer and fall 2016. As part of a larger study, the online survey was used to particularly explore the use of ADAMS by athletes and their respective knowledge about the system. Furthermore we were interested in the athletes' views on privacy in general and ADAMS in particular.

526 German athletes registered in the RTP and NTP test pools of the German NADO (n total = 2152), took part, thus we were able to gather a representative sample.

Among others we found that athletes,

- have contradictory views towards ADAMS;
- have little knowledge of the system as such;
- would (or know how to) engage playing the system to avoid controls;
- have strong feelings about privacy and at the same time accepting ADAMS as a necessary nuisance;
- voice a strong concern about the lack of transparency of the system and the fight againts doping in general.

In this paper we want to discuss the consequences and repercussions of our findings for the fight against doping and the rights of athletes as citizens. Furthermore we want to explore whether it would be worth, extending this survey to other countries and NADOs.

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References:

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Funding:

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Title: Too small to win? National Anti-Doping Organizations and their fight against doping. The perspective of organizational theory.

Application: 45/1

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Application details:

Category:

The global fight against doping: Facing a breakthrough or a breakdown?

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Type:

Academic

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Keywords:

Organizational Performance, NADOs, Organizational Theory, Comparison, Interviews

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summary:

NADOs are more and more under pressure. However, the heated public debate largely ignores the preconditions of their work. The proposed paper analyzes factors of organizational performance of NADOs and puts them in a larger context of organizational theory. This rather new approach may explain organizational performance in a broader context and may thus help to understand practices. Furthermore it may inspire new directions of research on NADOs around the globe.

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Abstract:

In 2007 a immense financial crises hit the world and was characterized by huge distortions of financial markets. During that time the phrase of "Too big to fail" came up describing organizations that were critical for the financial system and implying that they were by definition not allowed to collapse. If we consider the actual debates about National Anti Doping Organizations (NADOs) the story seems to be the opposite. After uncovering the Russian case revealing that state supported doping has taken place (McLaren 2016), the implicit question seems to be, if NADOs are "too small to win"? Interestingly, there are a few studies and reports

dealing with NADOs, their work and partly with their performance (Houlihan and Preece 2007; Hanstad et al. 2010; Palmer et al. 2011). But profound empirical research is still missing.

This question of “too small to win?” leads to an interesting focus of investigating NADOs from an organizational perspective by using organizational theory. The simple reason is: even if RUSADA would have been a bigger organization it would probably not have prevented the doping scandal because it was part of the system. If that is the case other factors than just size or resources seem to be relevant for the daily business of NADOs. Hence, the question of “too small to win?” is closely related to the question how the anti doping system is organized and how different organizational factors are related to NADOs performance. Additionally, the proposed paper asks what relevant factors of organizational performance of NADOs are?

The proposed paper is the result of a comparative in depth study on five NADOs in Europe, namely Dopingautoriteit Netherlands, UK Anti Doping, Anti-Doping Norge, NADA Austria and NADA Germany. Within these NADOs we have conducted 15 expert interviews with top officials to investigate different factors of organizational performance. Our research implies to investigate the concept of performance and to recognize its inherent contradictions and ambiguities. Furthermore the study applies the concept of Boyne (2003) to structure the factors of performance in several categories. These are: organizational factors, management factors, resources, regulation and market structure (Boyne, 2003, p. 369ff.).

Our results show that NADOs have certain features that enhance their organizational performance while others are undermining their efforts in the fight against doping. Furthermore there are a lot of ignored tradeoffs within current anti-doping efforts that are well known in organizational research but neglected so far in the research about NADOs and in the public debate (e.g. the inherent contradiction between control and prevention; the definition of performance, etc.). The paper aims to make a step forward by setting the work of NADOs into a framework of organizational theory in order to inspire new directions of research and practice.

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Funding:

The project was funded by WADA (Social Sciences Research Grant)

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Title: The ambivalence of doping and the paradoxical nature of anti-doping.

Application: 46/1

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Application details:

Category:

The global fight against doping: Facing a breakthrough or a breakdown?

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Type:

Academic

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Keywords:

Doping, anti-doping, paradoxa, commercialisation, consumerism, social construction

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summary:

The fight against doping follows a clear imperative, i.e. doping is unfair and must be stopped. However, this imperative and indeed the practice of doping itself are often ambivalent and result in paradoxical effects. Conceiving of doping as a social contraction, we want to highlight the many contradictions between the imperative of elite sports, doping and the measures of anti-doping, uncovering problematic discourses upheld

to support a consumerist system of sports.

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Abstract:

This paper starts from the assumption that both doping and anti-doping are contradictory in nature. Both cannot be seen as absolute, but must rather be conceived as highly ambivalent, contradictory and paradoxical in their means and ends. However, both doping and anti-doping are portrayed as absolute by many actors involved, i.e. you either take inhibited substances (according to the WADA-list) or you do not; anti-doping measures are based on scientific proof, hence the proof is absolute and morally right. Such assumptions are problematic, especially as much empirical evidence hints at the fact that doping in today's world must rather be seen as a structural problem of sports than as an individual one (c.f. Hoberman 1992; Bette & Schimank 2006; Asmuth 2010; Körner 2012).

Based on a three different research projects, the authors want to discuss these contradictions and thus offer a new paradigm and base to discuss doping and anti-doping, beyond the often applied individual psychological theories of deviant behaviour. We argue that such a perspective is not able to see the general problem of sports as a product of consumption with all the inherent problems and contradictions. The authors have undertaken studies in drug control practices (esp. at the workplace); a qualitative study on elite athletes' experiences with doping controls as part of their everyday routines; and a quantitative survey on the assessments of the ADAMS among German elite athletes.

If doping is socially constructed, as many authors claim (cf. Bette & Schimank 2006; Reinold 2016), then it seems only consequential that anti-doping, despite its scientific basis – does reflect this condition. In our paper, we will look at some of the basic arguments and narratives of relevant anti-doping proponents and discuss them in the light of our findings and the larger background of a commercialised sports environment.

- This already constitutes one of the basic contradictions of anti-doping, i.e. elite sports as the definition of constant performance enhancement, which would render anti-doping as counter intuitive to this leitmotif.
- Secondly, sport and its commercial proliferation needs events of maximum performance. Doping would support such needs and hence be a structural part.
- Other paradoxical aspects refer to the issue of fairness, the argument of doping as coming from the „outside“, as being „artificial“ and not natural to the athletes. Furthermore, we will consider the moral discourse surrounding the functional dichotomy of doping/anti-doping and the related health discourse, in which many of the contradictions can be found.

We argue that many of the contradictions are rarely addressed, as they could complicate the fight against doping as it is currently being staged. And finally, if addressed by the actors themselves, it would become obvious that anti-doping and the commercialisation of sports are not compatible and it is less justice and fairness that is in the focus, but rather sport as brand and profit in an age of consumer capitalism.

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References:

Asmuth, Christoph, 2010. Praktische Aporien des Dopings. Was ist Doping, 93–116.

Karl-Heinrich Bette & Uwe Schmink, 2006. Die Dopingfalle – Soziologische Betrachtung. Bielefeld: transcript.

Hoberman, John. Mortal Engines, 1992. The Science of Performance and the Dehumanization of Sport. New York: The Free Press.

Swen Körner, 2012. Doping im Spitzensport der Gesellschaft. Zur Systemtheorie des Spitzensports. In: S. Körner & P. Frei (Hrsg.), Die Möglichkeit des Sports. Kontingenz im Brennpunkt sportwissenschaftlicher Analysen (S. 73-97). Bielefeld: Transcript.

Marcel Reynold, 2016. Doping als Konstruktion. Eine Kulturgeschichte der Anti-Doping-Politik. 2016 Bielefeld: transcript.

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Funding:

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Title: football for good and the football3 method: can football in three halves lead to social inclusion?

Application: 47/1

Applicant:

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Application details:

Category:

Open forum

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Type:

Academic

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Keywords:

sport for development, football, international development, social development

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summary:

Using a mix of randomized controlled trials and matching designs, we investigate the implementation of football3 in different national and social contexts in five different countries. We also use a range of different control conditions so we can compare effect of football 3 to other types of social inclusion and empowerment tools. Ultimately, these results allow us to identify the true value of the football3 method and provide a basis

for future learning and evaluation.

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Abstract:

In recent years, there has been an increase in the amount of projects using sport as a tool to foster social inclusion and empowerment. These projects have been accompanied by the development of sport-specific methodology that seek to achieve these goals. One such method is known as football3.

The football3 method refers to a restructuring of traditional football rules to bring social and developmental benefits to participating youth and their communities. The model incorporates three 'halves' (pre-game discussion, football match, and post-game discussion) and can be flexibility adapted to different social contexts.

Though this method holds promise, much like in the broader sport for development field, there remains a lack of solid empirical evidence to prove the effectiveness of this method. This study seeks to begin to address that gap.

Using a mix of randomized controlled trials and matching designs, we investigate the implementation of football3 in different national and social contexts in five different countries. We also use a range of different control conditions so we can compare effect of football 3 to other types of social inclusion and empowerment tools (e.g. regular football). Ultimately, these results allow us to identify the true value of the football3 method, compare it to other forms of social intervention, and provide a basis for future learning and evaluation.

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References:

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Funding:

Funded through a ERASMUS+ Project Grant

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Title: The future of sport in the Netherlands: challenges and opportunities for sport policy

Application: 48/2

Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

sports policy; planning for the future; foresight thinking

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summary:

Sports nowadays has many goals. Both within sports and outside sports – by contributing to societal goals, like cohesion, health, an excelling society How sustainable is it to maintain this diversity? Who has to take responsibility? What changes are we facing? In the Sport Foresight Study we have been searching for answers on these questions.

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Abstract:

The world of sport is continuously changing. Nowadays, a third of the Dutch population is member of a voluntary sport club. In the meantime individual types of sport gain more interest: fitness training and running became most popular among adults. A healthy lifestyle is the main motive to become and stay active. But will this deliver new elite sportsmen in the future? And when watching sports is becoming more invasive by virtual and augmented reality, will people make time to be

active themselves?

In order to understand the challenges and opportunities for sport in the years to come, we investigated the future of sports. We did this through foresight thinking, a long-term planning tool for anticipating and preparing for possible, probable and desired futures. Quantitative data, several expert meetings, scenario planning and backcasting are used to investigate these possible, probable and desired futures of sports. The aim of this Sport Foresight Study is to provide input for the national governmental sport policy from 2018 onward.

In this presentation we will focus on the outcomes of the study. What challenges has the world of sports to deal with and which choices have to be made? To visualize this we use four perspectives on sport: perform and win (elite sports), voluntary sport clubs and social cohesion, health and autonomy, and the experience of watching sports. We asked ourselves the following questions:

- Do these perspectives enhance each other or will they oppose?
- Sports have goals in itself (participation, being active, perform) and goals of societal value (cohesion, health, stimulating excellence, collective identity). Can both be persevered? Or does 'the sport' have to make a choice?

Our goal is to take the participants of the session with us in seeking possible answers.

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References:

RIVM (2014). http://www.eengezondernederland.nl/en/English_version

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Funding:

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Title: Money Laundering in professional football

Application: 49/1

Applicant:

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Application details:

Category:

The sports market: A crime scene with impunity?

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Type:

Academic

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Keywords:

money laundering – professional football – crime-facilitative system – crime risks – crime prevention

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summary:

The central theme of this contribution is money laundering in professional football. First, it is clarified why the professional football sector is so appealing to persons and organisations for laundering their criminally acquired assets. Then it is examined how these risks have materialised in practice, based on two cases. In both cases we will not only highlight the malpractices that took place, but we will also look for starting points to raise barriers against financial misconduct and criminal practices.

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Abstract:

So far, the relationship between sports and crime has hardly been addressed by criminologists. In a sector where financial interests and performance pressure have been forced up to staggering heights, different forms of organized and white collar crime are likely to occur. The main goal of this presentation is to raise questions in relation to sports-related criminal activities that cry out for a profound criminological analysis in the future. Based upon a review of the relevant literature the paper aims to shed some light on the nature of financial crime in relation to the financing of professional football clubs. The paper is based upon the premise that it is likely that substantial parts of the funds invested in contemporary football can be linked to fraud, corruption, money laundering and other forms of white collar crime.

The central theme of this contribution is money laundering in professional football. First, it is clarified why the professional football sector is so appealing to persons and organisations for laundering their criminally acquired assets. Then it is examined how these risks have materialised in practice, based on two cases. In both cases we will not only highlight the malpractices that took place, but we will also look for starting points to raise barriers against financial misconduct and criminal practices.

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References:

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Funding:

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Title: “EMBEDDING THE HUMAN RIGHTS OF ATHLETES IN WORLD SPORT”

Application: 50/1

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Sports Official

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Keywords:

Good governance. United Nations Principles on Business and Human Rights. Athlete Rights. Sports Law.

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summary:

Widespread human rights abuse is contributing to the crisis of confidence in the governance of International Sporting Organisations (ISOs). ISOs are also failing to respect the fundamental rights of athletes whose livelihoods depend on sport's system of justice. The precarious position of the athlete is exacerbated by a special sports law – *lex sportiva* – which lacks legitimacy. The opportunity for ISOs is to legitimize *lex sportiva* by embedding the fundamental human rights of athletes.

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Abstract:

Continued revelations of human rights abuse in world sport have contributed to an ongoing crisis of confidence in the governance of International Sporting Organisations (ISOs). This paper will highlight how ISOs are also failing to respect and fulfil the fundamental human rights of players whose careers and livelihoods depend on sport's legal framework and system of justice.

The precarious position of the athlete at law and at work has been exacerbated by the development of a special sports law – *lex sportiva* – which lacks legitimacy. The lack of legitimacy is rooted in four features which the paper will explore. These are: (1) the lack of involvement of the

people bound by the law in the making of it – the athletes; (2) the ongoing violation of the rights of athletes (especially vulnerable athletes who are, naturally, the ones most in need of the protection of the law); (3) the law’s lack of compliance with international human rights standards; and (4) the law’s substantial failure to attain its stated sporting objectives.

The challenge and opportunity for ISOs is to give effect to recent constitutional and strategic commitments to human rights and legitimize lex sportiva by embedding the fundamental human rights of the athletes. The United Nations Guiding Principles on Business and Human Rights provide the framework for doing so. Whilst considerable substantive and procedural reform and negotiation would be required, the realistic outcome is a global sports law that complies with international human rights standards and which is enforceable through a properly designed grievance mechanism.

The development of lex sportiva in this way would not only legitimize international sports law. It would play a vital role in restoring confidence in the governance of ISOs. Sport would be a force for good by setting a global benchmark for the respect and fulfilment of human rights by business.

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References:

The paper has been widely researched having regard to international human and labour rights standards, the United Nations Guiding Principles on Business and Human Rights, case law, the jurisprudence of arbitral and decision-making bodies such as the Court of Arbitration for Sport, media articles and journal and academic papers. See, for example: <https://www.ihrb.org/programmes/mega-sporting-events/white-paper-4.2-athletes>

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Funding:

The paper has been written in the author’s capacity as the Executive Director of the World Players Association,

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Title: Extended Athletes' Rights - A Necessary Power Shift in Elite Sport?

Application: 51/1

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

athletes' rights, exploitation, commercialism, indentured servitude, paragraph 40 , rule 40, sports cartel, federations, ioc, dosb

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summary:

Elite sports has changed noticeably, but the situation of the athletes and their influence on sports/ federations is grotesquely similar to the days when most athletes started their sports careers. The athletes' influence on strategic and sports specific decisions or reforms is often nominal. In many federations and associations the athletes' voice is almost non-existent. Athletes struggle to organize themselves, to have their independent voice.

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Abstract:

Although elite sports seems to be in one of its biggest public crisis so far with issues like doping, corruption and exploitation of athletes hurting the image over the last decade immensely, modern societies still seem to demand even more sports despite the scandals. Nowadays elite sport is among the most prominent and noticeable social phenomenon across the globe. Associations/ federations like FIFA, IOC, IAAF, NCAA and other international and national sports players generate millions of dollars for their enterprises. Especially the professionalization process of associations seems to be entering a new phase in which more is on the line concerning elite sports in general and its "source", the athlete.

Many associations and their officials seem to be profit-grabbing cartels that with the help of paragraphs and rules keep the athletes in a position of indentured servitude. Athletes have to start to examine the organizational and business side of their respective sports – for example from the revenues they generate through merchandise, audience, social media, and TV deals. Athletes around the world often don't profit from the millions generated by their associations. In many cases the gap between the revenue generated and what athletes receive has only increased. Although elite sports has changed so noticeably, the situation of the athletes in many sports and federations is grotesquely similar to the days when most athletes started their sports careers. In fact, the biggest differences for athletes nowadays, are that they travel more often and further, participate in more tournaments, events or games, risk more injuries, and have less possibilities in terms of pursuing a vocational training, vocational education or dual career.

In addition to that the athletes influence on strategic and sports specific decisions or reforms is often nominal. In many federations and associations the athletes' voice is non-existent. Especially athletes struggle to organize themselves, to have their own voice. Additionally in many cases the athletes' voice is not independent and very small. In many countries like Germany they don't have a financially independent athletes' commission and depend on the financial support of their association – a conflict of interest. In other words, as the profit and salaries of associations and officials have increased, the level of exploitation has extended. The study will examine the current situation of athletes in the US, especially the NCAA, and athletes in Europe (for example: German athletes and their relationship with the German Olympic Committee (DOSB)).

The future of elite sports and its athletes, even a few years from now, is unclear; the struggle to establish more independent athletes' commissions will be in the spotlight. The author will give an overview of the current situation and will offer possibilities how to address some of the problems. Proposals focus on the relationship between elite sports and their athletes. Despite the increased scholarly interest in athletes' rights in elite sports, their increased relevance calls for a closer examination. Results of that study will be published at the end of the year in an edited book.

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Funding:

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Title: Corporate Cheerleaders: Major League Soccer's new breed of manufactured ultras

Application: 52/1

Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

MLS, Don Garber, Soccer, America, Governance, Single-Entity, Ultras, Fandom, Supporters, Protests, Tifos

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summary:

This is a six week ethnographic study examining the commercial leash that Major League Soccer has over its supporter groups in North America's top-tier of football, and how this is impacting on the number of incidents of fan-related violence on match days. This study will reveal the full extent of the corporate stranglehold that the single-entity governance structure has had on fan behaviour in the stands.

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Abstract:

This investigation looks at the battle between the MLS boardroom and the capos of its official supporter groups, and the latter's quest for attempts to break free from the commercial constraints of the League's single-entity structure.

The study adopts a mixed methods research format with two stages: 1) a quantitative stage involving self-completion surveys, the results of which will then be used as a platform for, 2) a qualitative stage of research involving travelling around 25 North American States in 40 days to carry out 19 face-to-face interviews with supporter group members at MLS matches in July and August, 2016.

By the end of the research gathering process, the two sets of data were triangulated to discover the MLS supporter groups only shared part of the characteristics of football hooligans or ultras, and that their biggest issue was not with their own front offices, but rather the League officials regarding the overbearing single-entity structure of ownership.

The key reason for carrying out this study is to find out who these MLS supporter group members are, which demographic they belong to, what their motivations are and what their main complaints are within the current MLS competition model.

It is an important piece of research due to the gap in existing knowledge. We know of existing theory behind why MLS has become a commercial success in the last decade, the key differences between the North American and European models of support, the historical role of hooligans and ultras in European football and the different ways in which stakeholder theory has affected the sports industry.

There appears to be a paradox between the mainstream media image of these supporter group members being violent and provocative, compared to the reality, based on the limited evidence available, that these MLS supporter group members are non-aggressive, socially-active, apolitical in their behaviour.

At the outset of the investigation, there was an anecdotal assumption that fans and their own Front Offices had very poor communication through reading relevant journalism around club disputes. However, through the quantitative research we discovered that supporter groups were wholly positive on their relationship with their own club, and only 13 per cent felt they did not get enough support.

However, when we look at the quantitative and qualitative data together to infer conclusions we can see there is a clear negative perception of MLS from the supporter groups, with respondents citing 'lack of transparency' and 'lack of trust' as reasons for the poor perception. The current single-entity structure of ownership from MLS has led to supporter groups feeling as though they are being 'bullied' on single issues such as disciplinary procedures and security at MLS stadiums.

Having triangulated the responses from both sets of data, we can conclude that the network of supporter groups, unionised by the ISC, believe they do not have enough influence on their own behaviour, due to the autonomous nature of MLS' competition design.

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Journal

-
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Article
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Article
 6. 'Inhibited but not "crowded out"': the strange fate of soccer in the United States - Nathan D. Abrams, 12/1995
Article
 7. MAJOR LEAGUE SOCCER: The Return of the Foreign Sport - F. Delgado, 01/08/1997
Article
 8. National Sports and Other Myths: The Failure of US Soccer: Soccer & Society: Vol 7, No 2-3
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 9. The promise of soccer in America: the open play of ethnic subcultures: Soccer & Society: Vol 10, No 6
Journal
 10. Cooper's Block: America's first soccer neighbourhood: Soccer & Society: Vol 18, No 2-3
Journal

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Funding:

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Title: Does revenue growth make football's financial regulation obsolete?

Application: 53/1

Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

European club football, club ownership, Financial Regulation, competitive balance, rat race, sugar daddies, financial results

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summary:

Football federations and leagues introduced sophisticated financial regulation to safeguard the integrity and financial sustainability of the competition. Whereas financial results get better, regulation is eroding and put into question. Notwithstanding all-time records in terms of revenues and public attention football industry is currently enjoying its governors should keep in mind that overspending remains a peculiar characteristic of team sports.

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Abstract:

My topic is about financial integrity in professional football. The reputation and credibility of football's governing bodies is threatened by well-founded accusations of corruption, the game itself is tackled by attempts of match fixing. Some club owners and people investing in the player market are suspicious of money laundry. Briefly, money from doubtful sources is inflating the football market and contributing to its tremendous growth in terms of revenues, salaries, transfer fees and football clubs' valuation.

My presentation does not deal with such painful criminological issues. My issue is unwelcome ownership structures of European professional clubs from an economist's and fan perspective. I do not stress or judge how

club owners actually made their fortunes affording them to enter the stage as the puppet master of a renowned national or even international brand.

I will argue that numerous of such individuals or even companies injecting huge amounts of money may damage the integrity and delicate team production within leagues. This occurs

- because sugar daddies accelerate the so-called rat race in sports leagues resulting in tremendous loss making and
- because such behaviour may jeopardize the sensitive competitive balance within and between leagues which is said to be key to maintain supporters' interest.

Presenting some figures which prove that Europe's top flight clubs used to be heavy loss makers and presenting some findings that prove that football's competitive balance is decreasing I will explain why sport federations and leagues all over the world have established more or less severe financial self-regulation. As striking examples I will present the so-called 50 plus 1 rule as important legal component of Bundesliga's licensing procedures which was released to restrict private club ownership in Germany and UEFA's break even requirement as backbone of its Financial Fair Play regulation which was passed to enforce that clubs operate within their financial means. In the latter issue, there is some disaccord whether "financial means" do include heavy capital injections to cover losses or is restricted to revenues.

Notwithstanding that financial results of European football clubs improved considerably over the last years, I will subsequently depict some recent dilutions of those financial regulations and discuss the obvious or most probable reasons for striking fact.,

My assumption is that European club football is currently recovering in financial matters not only due to effective, but unfortunately eroding regulation, but even more due to the golden financial age it is enjoying taking into account sold out stadia, exploding media revenues and ongoing commercial interest shown not only by local companies, but also by global mega brands. My conclusion will be that regulation, if properly enforced, works, and remains necessitated albeit lots of people in the boards of federations and leagues seem to ignore that.

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European professional football – A stated preference approach. Journal of Sports Economics, 14(4), 341-367.

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Funding:

none

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Title: The effectiveness of anti-doping policies

Application: 55/1

Applicant:

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Application details:

Category:

The global fight against doping: Facing a breakthrough or a breakdown?

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Type:

Academic

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Keywords:

Anti-doping policies, effectiveness evaluations, prevalence of doping use, intentional & unintentional doping

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summary:

Studying the effectiveness of anti-doping policies is a relatively new topic. There are various approaches to collect information on this issue and these need to be applied far more often in order to strengthen current policies.

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Abstract:

Doping, and anti-doping, is in the news on a continuous basis. At the core of these stories and discussions is the question how effective anti-doping policies are to curb the use of doping in sports.

Anti-doping policies are based on ethical values, a juridical framework, laboratory analyses, educational efforts and the input of numerous other scientific disciplines. An evaluation of the effectiveness of these policies can only be made when this multidisciplinary aspect is truly appreciated. A doctoral thesis has been written in which various aspects of anti-doping policies are discussed, with specific emphasis on the extent of doping use (both intentional and unintentional), the effectiveness of doping substances and methods, and the consequences of current policies.

All available evidence shows that on a global scale a minority of elite

athletes use doping intentionally. Current estimates range from 4-39%. The prevalence of doping is considerably different between types of sport, levels and nationalities. Regarding unintentional doping, it can be concluded that in approximately 40% of all anti-doping rule violations the juridical panels involved are not convinced that the athletes concerned were completely at fault, that mitigating circumstances were applicable, or that full responsibility of the suspected violation should not be held against them. Anti-doping organisations should strive to improve this situation in various ways.

Valuable evaluations of the effectiveness of anti-doping policies can be performed, and they must be performed far more often. It is clear that improvements in the anti-doping framework can and should be made in order to strengthen it and to strike the right balance between the main task of anti-doping (eradicating doping use) and the burdens placed on all athletes. This requires a multidisciplinary scientific approach, transparent discussions, and more focus on 'true' doping dilemmas. The voice of the athletes is essential in these efforts. With such a concerted effort it can be expected that meaningful policy evaluations, and consequently policy improvements, can be made. This is necessary as a system that fails too many athletes will ultimately implode, no matter how many good intentions have formed its basis. The issue of doping in sports is just too important to let that happen.

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References:

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Funding:

Part of the time to write this thesis was made available by the Dutch Ministry of Health, Welfare, and Sports

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Title: Inventing the Future (of Football): Qatar 2022 and the Shock Doctrine

Application: 56/1

Applicant:

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Application details:

Category:

Mega-events and public rights: An intensifying battle

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Type:

Academic

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Keywords:

FIFA, World Cup, Qatar, Capitalism, Reform, Political Economy, Radical Politics, Slavoj Žižek

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summary:

Taking the Qatari blockade as an opportunity for radical systemic change, this presentation uses the theory of Slovenian philosopher Slavoj Žižek to offer a counterintuitive understanding of global megaevents that is oriented specifically around the allocation of World Cup finals, which rethinks this process in ways that are broadly transformative, which is comprehensively attractive and easily implementable, and which returns the political and economic power of the game to its players and fans.

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Abstract:

This presentation uses the theory of Slovenian philosopher Slavoj Žižek to argue that the recent neoliberalization of world football has, counter-intuitively, placed the football business in an unlikely but unique position to become a mechanism to reduce social inequality and enhance social justice. Specifically, and somewhat ironically, the recent crises besetting the Qatar 2022 FIFA World Cup Finals may well provide a rare opportunity to force stakeholders to comprehensively rethink sporting megaevents in potentially liberatory and disruptive ways. While FIFA's awarding of hosting rights to Qatar marked a turning point in global thinking about sports governance and the political economy of

megaevents—becoming synonymous with outrageous degrees of corruption, disregard for sporting principles, the obscene economic exploitation of workers, and so forth—the nation’s recent subjection to a physical and economic blockade by its geopolitical neighbours due to concerns about Qatari state support for global terrorist networks poses an almost insurmountable challenge to its ability to host an international tournament intended to showcase Qatar to the world and to celebrate the region’s football culture. Although the corruption inherent to their acquisition of the right to host the World Cup, its intemperate climate, as well as growing outrage surrounding labour practices and human rights violations failed to compel FIFA to strip the tournament from Qatar, this latest obstacle may finally be the straw that breaks the proverbial camel’s back. So what then? While a growing number of critics have raised objections to Qatar’s hosting and FIFA’s awarding process, nothing approaching a consensus has emerged around a fundamentally different way of organizing or allocating World Cup finals: this presentation aims to work toward that goal, by advancing an alternative awarding process for hosting rights that is determined by footballing performance alone, and a new economic design of the World Cup finals that is redistributive rather than acquisitive in nature.

As the architects of our neoliberal order are well aware, in crisis there is opportunity, and the diplomatic crisis in Qatar, as well as the ongoing crisis regarding the legitimacy of FIFA, provide opportunities for otherwise unimaginable reform. Žižek argues that those on the political left have historically failed to capitalize on moments of disruption due to a refusal or inability to concretely imagine shared alternative ways of organizing and governing societies: how will we who are interested in reforming the world of football respond to this rupture? What is our viable alternative? This presentation aims precisely to build consensus around a new way of thinking about global megaevents that is oriented specifically around the allocation of World Cup finals, and which subverts conventional thinking about this process in ways that are more broadly transformative. It aims to provide a comprehensively attractive and easily implementable model with which to return the political and economic power of football to where it belongs: the players on the field and the fans in the stand.

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References:

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Funding:

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Title: A Compatibility Issue: International Sporting Events and Domestic Politics (working title)

Application: 57/1

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

International relations, sport governance, mega-events

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summary:

In the last decade, international sport and multi-sport events seem to be receiving a warm welcome from undemocratic regimes. This study attempts to empirically verify whether the ostensible shift toward autocratic host destinations is actually taking place in international sport. As international sport organizations struggle to reclaim the moral authority eroded by scandal, the association of sport with autocratic regimes may bring further unwanted scrutiny and undermine these organizations' pursuit of public redemption.

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Abstract:

As the costs and potentially negative social impacts associated with major international sporting spectacles have become more widely acknowledged (Zimbalist 2016), cities and countries have become increasingly reticent to bid for the rights to host these events. Coupled with the tarnished public images of organizations like the IOC and FIFA, the economic realities of bidding and hosting mega-events have prompted citizens of potential host locales to reject the traditional narrative of an event like the Olympics as an economic boon and a symbol of prestige. This view was captured by Adam Kilgore of the Washington Post, who wrote in 2015 (in reaction to the implosion of

Boston's bid for the 2024 Summer Olympics) that in the past, "cities viewed hosting the Olympics as a badge of prestige and patriotism to be fought over. More recently, both in America and foreign democracies, the Games have been viewed as a problematic financial drain, met with hostility by citizens wary of corruption and misused public funds."

While strategic plans like Olympic Agenda 2020 are designed to redress these criticisms and make event hosting more economically, environmentally, and socially sustainable, it also appears that the pool of potential hosts for major international events is changing in response to shifting public attitudes. In the last decade, less-democratic states (most notably Qatar, China, and Russia) have emerged to fill the demand for international sport and multi-sport championship hosts. This apparent trend raises questions about international sport's ideological commitments. Despite all of the attendant ills of hosting a mega-event, the right to host is still viewed as a symbolic endorsement of a city or state and, by extension, its domestic and foreign policies as well as its system of government. As international sport organizations struggle to reclaim the moral authority eroded by corruption scandals and economic exploitation, the association of sport with autocratic regimes may bring further unwanted scrutiny and undermine these organizations' pursuit of public redemption.

This study attempts to empirically verify whether the ostensible shift toward autocratic host destinations is actually taking place in international sport. Drawing on regime classification data from the Polity IV dataset and event hosting data for the Olympic games, continental championships, and international sport championships, I develop a time series analysis of the democratic and autocratic characteristics of international sport event hosts in the postwar era (i.e., since 1945). Through this analysis, I seek to establish whether international sport is indeed more frequently finding refuge in places where the values of global sport may not be held in high regard.

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References:

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Funding:

Play the Game 2017

Title: The Businesses of the Austrian Ski Federation

Application: 58/1

Applicant:

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Application details:

Category:

Open forum

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Type:

Journalist

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Keywords:

President Peter Schröcksnadel made the Austrian Ski Federation rich - and himself too

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summary:

The Austrian Ski Federation relies on its monopoly, the business skills of its long time president Peter Schröcksnadel (since 1990) and public funding. Parallel to its rise to the predominant Ski Federation comes the rise of Mr Schröcksnadels private business, which is now virtually a monopoly of marketing rights in the Alps. Is that combination of private and public functions and funding compliant with the rules of international sports and the republic of Austria?

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Abstract:

The Austrian Ski Federation (ASF)

Public Private Partnership and Sports Business with public money – Too Big to Control?

STARTING POINT

The ASF ist he most successfull and richest Ski Federation. Year after year it wins the national rankings. Its biggest star, Marcel Hirscher, won the Overall World Cup Trophy six years in a row. Ski sport in Austria is a national pastime. The budget of the ASF is on account of its president Peter Schröcksnadel (since 1990) about 60 Million € per year. The ASF has, with only the exception of Kitzbühel, the exclusiv right of selling marketing rights for world cup races and ASF-Athletes in Austria. The

federation receives each year more than three million € of public money, plus more millions for infrastructure projects. The ASF publishes no account of its business and avoids public control.

QUESTIONS

Is the combination of the federation with the private business of its president Peter Schröcksnadel compliant with the rules of the international winter sports and the republic of Austria?

THESIS

Thanks to the initiative of the entrepreneur Peter Schröcksnadel the ASF since 1990 developed its financial and sporting prowess. Today Schröcksnadel sits in the centre of a complex set of global working firms, national sports federation, marketing agency and Image- und Tourism advertising. He runs ski lifts, stages events, owns a weather TV-station and is honorary professor in Austria.

The monopoly of Mr Schröcksnadels marketing agency Sitour in the Alps adds to the monopoly of the ASF. To his partners of the town of Schladming and to the state bureaucracy Schröcksnadel presented partly blackened contracts for the Ski World Cup 2013 in Schladming. Thus the flow of money the ASF received was not transparent.

PROOFS

Research in the company register and in the records of the state subsidies for sports, that are (partly) open to the public, show the ASF as the leading power horse in the evolution of winter and ski sports into a global business. We talked with companions old and new, competitors, politicians and journalists and leafed through archives to get a picture of the structure and history of the ASF and the complex layers of business that Mr Schröcksnadel undertakes.

MEANING

The corporations and undertakings of the ASF and the private businesses of Mr Schröcksnadel are fitting well together. Being the president of the ASF he has a seat in the executive committee of the FIS and thus has a word in deciding where in Austria world cup races are to be held, for instance in Ski Resorts, where Mr Schröcksnadel owns or controls ski lifts. ASF's sponsoring partners also do business with Sitour of Mr Schröcksnadel, for instance Audi. Sitour has more or less a monopoly renting out marketing space in the Alps. So he controls the alpine Ski Racing with his athletes and with his businesses. That should matter to FIS and all the ski resorts in the Alps.

Johann Skocek, Florian Skrabal Wien, April 2017

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References:

Research in the company register for the ASF, Schröcksnadels firms

Research in the historic contracts of Schröcksnadels firms

Research in the records of the state subsidies for sports

Documents of the Austrian Rechnungshof, the control organ of the Austrian Parliament, about the Ski World Championship 2013

Schladming, about Public Sports Funding in Austria, about public funding

of Infrastructure for the ASF such as Homes for ASF-Athletes, Ski
Jumping Venues and others
Investigation in Europa and beyond through the network of Dossier.at
Talks to many people familiar with the ASF and Mr. Schröcksnadels
Undertakings in the past 30 Years
A multitude of newspaper and magazine articles about ASF,
Schröcksnadel and others

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Funding:

Dossier.at, a private funded investigative platform, funded and organised
the investigation that took more than a year to be completed

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Title: ROMANIAN FOOTBALL FEDERATION: IN SEARCHING OF GOOD GOVERNANCE

Application: 59/1

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Journalist

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Keywords:

governance, transparency, democracy, accountability, solidarity, football, financing, law

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summary:

This work intends to demonstrate the effects of ignoring the principles of good governance in the Romanian football structures. Private financing directed to the investors\' own benefits has also affected the activity dedicated to the children and juniors segment. In the long run, this situation has prompted national team regress. The new leadership of the FRF has achieved a statute change at the level of the Executive Committee, but it still faces the investors` hurdles.

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Abstract:

For 25 years, the Football Federation and the Professional League have ignored the legal provision that 10% of the proceeds of the clubs for transfers are backed by FRF for the benefit of children and juniors. At the time of invoking this provision clubs financiers protested. The controversy arose shortly before the election of FRF\'s new president. Lawyers have shown that the law does not indicate an obligation for clubs, and the wording can be considered a recommendation.

FRF leadership has changed in 2014, and the current Executive Committee has introduced the rule that clubs are forced to cede 10% of

the proceeds for children and junior if they do not prove they have invested themselves. This year, the FRF General Assembly approved status changes to reinforce the principle of representativeness at the level of the Executive Committee. The General Assembly mandated the Executive Committee to negotiate with the LPF the implementation of the principle of financial solidarity, according to which 5% of the revenues of the TV rights clubs belong to the lower leagues. The proposal of the FRF president was unanimously rejected by the LPF General Assembly a month earlier.

Negotiations between FRF and LPF will take place before the General Assembly for the election of FRF President in 2018. The big issue is that investors can continue the practices that led to the decapitalisation of clubs. They functioned through loans that were not included in the share capital. Investors have recovered their money from transfers and TV rights. At the same time, the solidarity funds stemming from clubs' participation in the Champions League have not become public.

For 23 years, FRF succumbed to the pressure of clubs who opposed to cede 10% for children and juniors. Just between 2010 and 2013, Romanian football cashed 62.7 million euros for transfers. In the long run, this situation has affected the performance of the national team, which has not been able to dispose of the resources needed to conduct the competition at the highest level. Statutory changes made for a better representation in the Executive Committee brought one extra member in favor of child and junior activity and in favor of County Football Associations, which covers 99% of all Romanian players. Also, the League I clubs will have two representatives, instead of three.

The principle of financial solidarity, aimed at negotiations between the FRF and the LPF, is undoubtedly important, but the stake seems to represent the next election for the leadership of the FRF. The interests of League 1 club leaders seem to ignore the priorities of domestic football development, with 20% of players coming from abroad. The whole picture is complemented by the fact that the national team has not been able to qualify for the World Championship since 1998. The real positive changes regarding the modernization of football in Romania can't be achieved without engaging all the good governance dimensions: transparency, democracy, solidarity, control and accountability. But all this needs good leadership and enough time.

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3. [https://www.agerpres.ro/sport/2017/05/27/fotbal-adunarea-general-a -](https://www.agerpres.ro/sport/2017/05/27/fotbal-adunarea-general-a)

frf-a-aprobat-modificarile-de- statut-dupa-un-schimb-de-replici-intre-
burleanu -si-iorgulescu-16-58-24

4. <http://liga2.prosport.ro/seria-1 /cluburile-din-liga-1 -au-respins-propunerea-frf-de-solidaritate - financiara-in-fotbalul-romanesc-prunea-atac -dur-la- burleanu-totul-este-o-diversiune- comunisto-securista-16249259>

5. <http://www.prosport.ro/fotbal-intern /liga-1/ regula-celor-10-a-fost-votata-azi-la-frf-becali- ameninta- cu-tribunalul-ce-vor-fi-obligate- cluburile-din-romania- sa-faca-15851189>

6. <http://www.gsp.ro/fotbal/liga-1/patronii-risca- sa-si-falimenteze- singuri-cluburile-daca-vor- continua- sa-imprumute-in-loc-sa-investeasca-230649.html>

7. http://www.prosport.ro/fotbal-intern /liga-1/frf-ingroapa-juniorii-cu-legea-in-mana- cum-s-au-dus-peste-6-milioane- de-euro-pe-apa-sambetei-banii- era-destinati-cresterii- copiilor-11741694?fb_action_ids=497549170358335&fb_action_types=og.likes&fb_source=other_multiline& action_object_map=%5B745549278807549%5D &action_type_map=%5B%22og.likes%22%5D& action_ref_map=%5B%5D

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Funding:

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Title: How Danish sports leaders are changing the international federations from within

Application: 60/1

Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Sports Official

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Keywords:

International federations, executive committees, international sports politics, international sports political power index

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summary:

The claim is that sports can't be changed from within, but with a new qualitative research the NOC of Denmark will try to prove the opposite by publishing, which agendas are set and tabled by Danish sports leaders, who are elected to the executive committee of international sports federations.

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Abstract:

The National Olympic Committee and Sports Confederation of Denmark will in the autumn of 2017 publish the third edition of the International Sports Political Power Index. The index will once again try to determine, which country is the most powerful in international sports politics based on the number of positions held in international federations and the relative power of these positions in the international sports world.

The third edition of the Power Index will be supplemented with a qualitative research, where selected Danish sports leaders, who are elected to powerful positions in the executive committees will reveal, which kind of agendas they have tried to promote within the executive committee of the international federation. Furthermore the research will show how selected Danish sports leaders have acted and been able to

influence discussions in the international sports federations on good governance, the fight against doping, the fight against matchfixing, transparency and openness and the promotion of sports participation.

By conducting this research between the elected Danish sports leaders. The NOC and Sports Confederation of Denmark aims to show, that the best way to secure a long lasting and sustainable political development in the international federations towards better governance, more efficient promotion of the integrity of sport, and a greater interest in sports participation, is to get leaders, who can promote such an agenda elected to the executive committee of a certain federation.

The researched federations will be the Badminton World Federation, World Sailing, the International Tennis Federation, the International Floorball Federation, UEFA, and the European Swimming Federation (LEN).

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References:

http://www.dif.dk/en/om_dif/powerindex

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Funding:

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Title: MATCH FIXING IN EUROPE IS HERE TO STAY

Application: 62/1

Applicant:

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Application details:

Category:

The sports market: A crime scene with impunity?

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Type:

Academic

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Keywords:

SPORT EVENTS MANIPULATION - MATCH FIXING - ILLEGAL
BETTING - SPORT GAMBLING ADDICTION - PROACTIVE
EDUCATION - PREVENTION - AWARENESS

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summary:

"FIX the FIXING" is a research project designed to combat fixed games in all sports. In the project, a team of scientists & stakeholders from 6 European countries with expertise in corruption in sports worked together to develop online educational material to prevent match fixing. The outcomes will be able to be adapted and used by stakeholders within and outside the EU. The training material informs stakeholders about prevention strategies against match fixing.

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Abstract:

20% of the athletes were aware of a fixed game in their team during the past 12 months, and his percentage rises to 38% of athletes reporting knowledge of fixed games in other teams, according to a survey involving six EU countries.

It is remarkable that 20% of the athletes would accept to manipulate a game with their teammates to increase their income. The majority of the sample (72.7%) suspected being participating in a fixed game, while 12.6% of the athletes reported that they were aware that they had involved in a manipulated game.

Specifically, project «FIX the FIXING» coordinated by the Department of Physical Education and Sport Science of the Aristotle University of Thessaloniki (AUTH), carried out a study involving 607 athletes with mean age 23.8 years (494 males) across European countries. The results of the survey showed that athletes (34.7%) believed that many games in their level were fixed. Athletes believed that a game is usually fixed by executives (40.2%) and athletes (27.7%). The majority of athletes would manipulate a game due to financial difficulties and in order to make easy money. Finally, the lack of trust to the authorities would prevent athletes from whistleblowing an incident of manipulation.

The above findings show the extent of the phenomenon of manipulated games and highlight the need for immediate treatment through scientifically documented educational interventions

The project is truly important if we take into account the arising percentage of manipulated games in recent years in Europe.

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References:

"FIX the FIXING" is a research project designed to combat fixed games in all sports and at all levels. In the «FIX the FIXING» project, a team of scientists and stakeholders from 6 European countries with expertise in corruption in sports will work together to develop an online educational material to prevent and combat match fixing. The material will be able to be adapted and used by stakeholders (educators, trainers, policy makers) both within and outside the EU. The training material will inform stakeholders and athletes about prevention strategies and interventions against match fixing.

The «FIX the FIXING» project is funded by the European Union and coordinated by the Department of Physical Education and Sport Science of the Aristotle University of Thessaloniki (AUTH). Also, the Queens University from Northern Ireland, the Limerick University from Ireland, the Austria's Play Fair Code, the IRIS of France, the Cyprus Sports Organization, the KEA Fair Play Code Hellas Sport Intergity platform, the International Council for Coaching Excellence (ICCE) and the International Center for Sport Security (ICSS) participate in the project.

More information:

https://kemmy.eu.qualtrics.com/jfe/form/SV_eqFShccHyHo8pWB

<http://fixthefixing.eu/>

Play the Game 2017

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Funding:

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Title: Workers conditions in the sports industry

Application: 65/1

Applicant:

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Application details:

Category:

The sports market: A crime scene with impunity?

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Type:

Journalist

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Keywords:

Human rights in the World of sports and money

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summary:

Are fair play, sportsmanship and equal opportunities just concepts in the sports arena? Or has sports a special obligation to secure decent conditions; wherever one is in the marvellous world of sports?

Players, clubs, federations and sports companies shovelling dollars; while workers further down in the sport's food chain living on starvation wages in a toxic environment.

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Abstract:

Are fair play, sportsmanship and equal opportunities just concepts in the sports arena?

Just words in an Olympic Charter?

Just words in a federations rules?

Or has sports a special obligation to secure decent conditions; wherever one is in the marvellous world of sports?

Players, clubs, federations and sports companies shovelling dollars; while workers further down in the sport's food chain living on starvation wages in a toxic environment.

The survey at Play the Game's conference 2017 will tell the true story about the living conditions of the majority of the population employed in sports, based on quantitative and qualitative data. Furthermore it will be

the preliminary preparation for future studies towards the World Cup in Russia 2018 and the Olympics in Japan 2020. And as a bonus take Play the Game towards a new step to new agendas – fighting for sport to be a driving force towards human right – in stead of mingle with dictators and money men.

The survey will be based on:

My travel in Asia; dealing with the sports industry.

Interview with workers, unions, human right organisations, subcontractors and states representatives in Asia.

Accounts sports companies.

Interview with the big companies.

Studies by the United Nation organisation, ILO.

Interviews with international unions, human right organisations, welfare organisations and so on.

Lars Andersson, journalist

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References:

Interview with workers, unions, subcontractors, sports companies and human right organisations.

Scientific studies, for example by the United Nation organisation, ILO.

Accounts for sports Companies.

And so on.

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Funding:

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Title: Whistleblowing in sport contexts: some moral and psychological problems

Application: 66/1

Applicant:

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Application details:

Category:

Who will guard the guardians? Whistleblowers and media under pressure

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Type:

Academic

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Keywords:

Whistleblowing, Sport, Sporting Clubs, Ethics, Morality, Loyalty, Fairness.

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summary:

Whistleblowing present moral, legal and technical problems. However, my attention will be devoted to certain specific problems that arise in the field of sport, and especially on what affects the clubs or teams, given the particularity of the social and personal relationships among athletes. Some times, the omertà is held for psychological and group factors. To take into account this socio-cultural factor seems to be unavoidable to overcome the few cases of whistleblowing in sport.

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Abstract:

Over the recent years, many sports have been hit by integrity scandals. Some of the main threats that surround sports (doping, match-fixing) can be pursued and punished more efficiently through internal revelations by members of the sport organization itself (whistleblowing). This has happened with the Balco or L. Armstrong cases, among others. The integrity of sporting endeavour and competition is critical due to the popularity and success of sport. For that reason, sport governing bodies appear to be starting to take whistleblowing more seriously. For example, the UCI Anti-Doping Rules (came into force at the same time as the WADA Code) include an obligation for riders and support personnel to report any circumstances they become aware of which may constitute an anti-doping rule violation. On the other hand, the IAAF Code of Ethics

(2015) states that it is a Principle of the Code (clause 8) that: \"Persons subject to the Code shall immediately report any breach of the Code to the Chairperson of the IAAF Ethics Commission\".

Such mechanisms present moral (integrity vs. loyalty), legal (the armonization to fundamental rights) and technical (how to encourage to blow the whistle and guarantee the protection of whisleblowers) problems. Here, however, my attention will be devoted to certain specific problems that arise in the field of sport, and especially on what affects the clubs or teams, given the particularity of the social and personal relationships among athletes. Besides the cultural particularities of each society, the code of silence within any team dynamic is indeed important. Some times, the omertà is held for the protection of tactics or technological development, but also for psychological and group factors. To take into account this socio-cultural factor seems to be unavoidable to overcome the few cases of whistleblowing in sport.

--

References:

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Funding:

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Title: The requirements of integrity in Sport Global Governance.

Application: 67/1

Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

Sports Global Governance, Efficiency, Legitimacy, Sport Integrity

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summary:

The claim of integrity in sport governance is currently casting doubt the legitimacy of International non-Governmental Sports Organizations (InGSO). The aim of this paper is to examine what are the requirements that InGSO must fulfil to regain the trust they used to have long ago by reinforcing sport integrity. In the paper I analyse the following topics.

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Abstract:

According to Buchannan (2006), a salient value of Global Governance Institutions (GGI) is their efficiency. They provide a peaceful and adequate ruled-based way to solve conflicts reducing costs and time and allowing coordination among different actors in mutually beneficial ways. In the field of Sports, this work has been properly done since long ago by International non-Governmental Sports Organizations (InGSO). They have had large autonomy for ruling sports' competition and self-governing. However, over the last decade of the 20Th century, concerns about good governance have finally reached the world of sports. But, as reports from the Action for Good Governance in International Sports Organizations (AGGIS) have clearly shown, global governance in sport seems to suffer from some endemic problems. Their traditional hierarchic structure, the lack of democratic procedures and transparency makes

InGSO an easy prey for predatory capitalism. The increasing exposure of sports to hedge funds, corruption, illegal betting, bribery and a large list of norm transgressions and scandals, show both, the flaw of the self-government, and the links of sports with the most serious forms of international organised crime.

The claim of integrity in sport governance is currently casting doubt the legitimacy of InGSO. The aim of this paper is to examine what are the requirements that InGSO must fulfil to regain the trust they used to have long ago by reinforcing sport integrity. In the paper I analyse the following topics.

- i) What are the particularities of InGSO
- ii) Which is the standard of legitimacy that they must meet.
- iii) Which are the benefits of legitimate InGSO
- iv) The requirements of integrity in sport global governance.

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References:

Buchanan, A., 'Reciprocal Legitimation: Reframing the Problem of International Legitimacy', 10 Politics, Philosophy & Economics (2011) 5.

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Ethics and Governance in Sport: The Future of Sport Imagined, Yves Vanden Auweele, Elaine Cook and Jim Parry (eds.), Routledge, 2016

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Funding:

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Title: UNETHICAL PRACTICES: THE UNDOING OF AFRICA SPORTS

Application: 69/1

Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

Unethical, societal influences, morality, indemnity, subjective selection, media influence, integrity, fair play, cheating, counseling, Education.

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summary:

The downward trend in sport performance in Africa can partly be attributed to unethical practices. Examples are corruption, use of performance enhancement drugs, match fixing, age-cheat, sexual harassment, subjective selection, exploitation of athletes by officials and wrong use of indemnity. The consequences of these are poor preparation and performance at international competitions, underdevelopment, low morale, exodus of athletes and change of nationality. Counseling Education, sanctions and use of change agents can help to reduce this.

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Abstract:

The issue of morality is a universal concept (Morgan, Meier and Schneider 2001) accepted, interpreted and practiced by individuals, groups and society without bias to colour, age, sex educational background and religion. Sport as a concept can best be understood when the element of competition and winning comes into place. Winning in sports comes with a price which can bring economic fortune. If so be the case individuals and groups are now been aided to win at all cost using unethical practices.

Sports and morality has been a common discussion and when put into

practice it can promote integrity and put fair play and excellence in the heart of athletes (Ford, 2007, Walsh and Givlian Otti, 2007 and Tamburrini, 2000). Unethical practices (corruption, age cheat, sexual harassment, use of performance enhancement drug, match fixing) can be seen as the outcome of behaviours inimical and injurious to sports participants success which can be from individuals (personal) society, media, peer influence and economic reasons (Deci and Ryan 2002, shields and Bredemerier (1995) Guler, 2003, Mason, Thiboult and Misoner 2006, Lazarevic, Dugalic, Milojevic, Koroparo Vieski and Stanic, 2014).

Unethical practices are unorthodox actions put up by athletes and officials to gain undue advantage and achieve victory at the expense of others and are contrary to established and accepted rules, regulations and norms.

Africans have passion for sports and athletes are been exported to western world. Our debut at International competitions like World cup, Olympics and commonwealth games made us a force to be reckoned with. It is on record that Nigeria won FIFA U-17 world cup five times (1985, 1993, 2007, 2013, 2015) and runners up three times (1987, 2001, 2009). However, our dismal performance to London 2012 Olympics, inability to qualify for Africa cup of Nations two consecutive times (2015, 2017) and migration of athletes to other countries including change of nationality can be seen as the aftermath effect of unethical practices. This take toil on quality and quantity of programmes, subjective selection of players, international ban on athletes for doping and embezzlement, abandoned projects to mention a few.

Problems of poverty, exploitation of athletes and official, payment of indemnity to referees, age cheat are common in Africa sports administration (Aiyejina, 2016). Coaches influence on athletes as it relates to doping is another problem (Palaez, Aulls, Bacon, 2016). It has been observed that the increase in media attention helps to discourage doping and mercenary attitudes (IOC, 2005).

The consequences are:

- 1) Poor preparation for international competitions
- 2) Dismal performance
- 3) Underdevelopment of sports & facilities
- 4) Low morale of athletes
- 5) Corrupt sharp practices
- 6) Abandoned projects
- 7) Health of athletes suffer

Remedies:

- i. Counseling Education
- ii. Objective selection of athletes
- iii. Direct payment of athletes and officials allowances into their personal back accounts.
- iv. Payment of indemnities to referees should be taken over by neutral bodies.
- v. More chaperon and female coaches should be encouraged

- vi. Sanctions of offenders to serve as deterrents.
- vii. Rehabilitation of offenders.

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References:

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Palaex, S., Aulls., M.W and Bacon, S.L (2016) Morality in Sports: The coach's perspective. International Journal of Sports Science and Coaching. Vol. II (2).

Shields, D.L., and Bredemeier , B.J (1995) Character development and Physical Activity: Champaign. Human Kinetics.

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Funding:

Play the Game 2017

Title: The breakaway leagues that no-one noticed

Application: 71/1

Applicant:

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Application details:

Category:

The sports market: A crime scene with impunity?

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Type:

Journalist

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Keywords:

Breakaway leagues preseason football friendlies

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summary:

This presentation analyses the growth of preseason football competitions and the consequences of staging games in markets where domestic football has already been weakened by blanket television coverage of European football leagues. Staged by commercial promoters of leagues involved in a race for global dominance, notably La Liga and the English Premier League, the presentation asks whether a breakaway league has already been achieved without anyone noticing and considers the consequences for sports governance.

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Abstract:

The threat of a breakaway league has hung over European football for decades, leading to the formation of the G14 group of elite transnational clubs (TNCs) in 2000 and changes to UEFA's Champions League, which will benefit the continent's larger teams.

Despite this commercial dominance within UEFA, the TNCs are continuing to grow their commercial share through international competitions played outside their own borders. These tournaments include the International Champions Cup (ICC), the Spanish LFP World Challenge and the English Premier League's biennial Asia Trophy. These tournaments are exclusive limited to TNCs or clubs aspiring to this elite echelon and looking to leave behind the smaller clubs in their

domestic leagues who do not have – or do not aspire to – greater international popularity.

Instead of breaking away from domestic competitions, these competitions are staged in preseason and led by promoters and commercial sponsorship, such as Relevent Sports, which is owned by US billionaire Stephen Ross.

Tournaments like the ICC and the LFP World Challenge are pan-continental and cannibalising the European preseason, which is the last unregulated space left in football.

In 2017, the ICC will feature 10 teams and 17 matches in 2017 and Relevent is allegedly offering teams around \$1 million in appearance fees for every game they play.

This makes these tournaments are lucrative for TNC clubs, who are able to make money out of pre-season, grow their global fan-base and activate sponsorships ion new markets, but what are the consequences for domestic leagues in new territories targeted in pre-season?

With these matches promoter-led, are TNC clubs being drawn into commercial arrangements which see their brand taking part in matches that exploit local fans through exorbitant ticket prices and damage domestic competitions?

The aim of this presentation is to analyse the historical origins and growth of these preseason competitions and the consequences of staging these games in markets where domestic football has already been weakened by blanket television coverage of European football leagues.

The presentation will examine the motives of match promoters, such as Relevent? Are they simply out to make money out of preseason, or are there ulterior motives, which could begin to impact on the regular season and have an impact for the organisation and governance of national and international club football in Europe?

The presentation also examines the governance of international preseason tournaments and what national and international governing bodies are doing to regulate these tournaments.

In short, are preseason tournaments a stage in the commercial expansion of European leagues and a precursor to the introduction of a real breakaway league, which could have disastrous consequences for European football?

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References:

At the 2015 Play The Game conference in Aarhus, the author gave a presentation only the commercialisation and corruption of preseason football friendlies. After giving this presentation, the author was encouraged to continue this research and secured funding (see below) to produce a major research project on the subject, of which the proposed presentation is a part of.

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Funding:

The author is the recipient of a Havelange Scholarship from CIES and is carrying out a major research project into preseason football friendlies.

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Title: Who Belongs to the Nation? Sport, Migration and Citizenship Changes

Application: 72/1

Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

Migration, Athletes, Citizenship, Passport, History, Olympic Games.

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summary:

States increasingly accept 'imported' or migrated talent to promote the name and fame of the nation in Olympic Games as well Football. On the one hand, this increases the freedom of mobility and options for talented athletes, on the other hand, if nations wish to increase their chances in sport by allowing non-nationals to earn their medals, something is lost in the nation. Is the migration and change of citizenship of Athletes increasing or not?

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Abstract:

An increasing number of Olympic Athletes and football players do not born in the country they represent. During the Brazilian World Cup in 2018 the Brazilian born striker Diego Costa represented Spain. In addition, the Algerian squad held 15 out of 23 players that were born in France. Recently, the South Korean skater Viktor Ahn earned medals for Russia. These are but three recent examples of national players who represented the national team, but were not born the country they represent. The correlation between citizenship, nation and state has been called into question over the last few decades. States increasingly accept 'imported' or migrated talent to promote the name and fame of the

nation. On the one hand, this increases the freedom of mobility and options for talented athletes. However, on the other hand, if nations wish to increase their chances in sport by allowing non-nationals to earn their medals, something is lost in the nation. This stretching of the concept of belonging can be seen as a global continuum where, on one side of the spectrum there is maximum of historical ties and ancestral relationships, that includes jus sanguis and jus soli and on the other side of the spectrum there is no-prior relationship with the adopted nation. We propose six categories of relationship between migrant athletes and the nation. Within these categories there is, however, room for variation. Though not entirely similar, the six categories resemble Rainer Bauböck's idea of 'thin' and 'thick' conceptions of citizenship (1999). The categories are: (1) "thick" or ideal type of citizenship; (2) Colonial Citizenship, where migrant athletes – or their parents were born in the colonial territories; (3) Socio-economic citizenship; where athletes are part of jus nexi of their new homes. This often brings to mind recent labor migration regimes; and (4) Lost, emerging and overlapping states and nations. These are cases when states disappear or dissolve like in the case of former Yugoslavia and the Soviet Union. Often athletes 'choose' to represent the new emerging nations, like Croatia or Serbia in the case of former Yugoslavia. But others are allowed to represent an entirely different nation that is not related to their region of origin. Some football players from former Yugoslavia, for example, represented Switzerland in the 2014 world cup; (5) Citizenship for sale, in which the migrant athletes have no prior relationship with the countries they represent and finally; (6) Travelling Loyalties, where athletes played for at least three different countries mix two or more of these categories or. This is –according to me– the most 'thin' form of citizenship.

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References:

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Dora Kostakopoulou and Annette Schrauwen, Olympic citizenship and the (un)specialness of national vest: rethinking the links between sport and citizenship law, *International Journal of Law and Context*, 10 (2) 2014, 143-162.

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www.sportandnation.com

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Funding:

No conflict of interest. Our research is funded from the Erasmus University Excellence Initiative.

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Title: Sports Journalism on TV at Football EURO 2016 – a Comparison of Live Commentary in Four Different Countries

Application: 73/1

Applicant:

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Application details:

Category:

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Type:

Academic

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Keywords:

Football, EURO 2016, live commentary, HBS, quantitative analysis, qualitative analysis

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summary:

During EURO 2016 all countries had to use almost exclusively TV feeds from UEFA's partner HBS. Sports journalism appears to be influenced by nationalism or patriotism. The identical picture feeds seem to be in contrast to that. That's why we analyzed live commentary of EURO 2016. The identical picture feed seems to lead to similar live commentary focusing on sport and fair competition. This opens up questions regarding the quality of TV in the future.

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Abstract:

UEFA's EURO 2016 was a highlight for sport journalism and live commentary on TV. That was analyzed frequently, and the results can be summarized as criticism related to nationalism or patriotism, sportive contents, grade of entertainment, used language or effects on viewers like increase of violence and joy (Klimmt et al., 2006; Barnfield, 2013; Lichen, 2015). International comparisons are often related to Olympics (Billings & Eastman, 2003; Billings et al., 2011). In the US, a line is drawn between „objective or factual commentary“ and „color commentary“ (Lee et al., 2016).

Concerning the production of TV coverage, the importance of host broadcasting services has increased (Tunze, 2006). During EURO 2016 all countries had to use almost exclusively TV feeds from UEFA's partner HBS (Host Broadcasting Services). All right holders were limited to using the multilateral picture feed of HBS between presenting trailers before and after the match. Thus, the pictures of the match itself were identical in all countries. Only in pre- and post-coverage the right holders were allowed to use unilateral cameras for additional pictures.

Apart from rising globalization and standardization, sports journalism appears to be influenced by nationalism or patriotism (Boyle & Haynes, 2000; Rowe et al., 2000). The identical picture feeds seem to be in contrast to that. Questions: How do live commentators from two competing countries in one match express nationalistic or patriotic thoughts over identical pictures? Does the identical picture feed lead to identical TV live commentary?

In our study, we analyzed live commentary of EURO 2016. We recorded the complete broadcasts of three group matches of the German team on German TV as well as in the country of each opponent: the Ukraine, Poland and Northern Ireland. In a first step the structure was analyzed quantitatively, with that we described the broad frame of the broadcasts. Keeping in mind the identical picture feed, in a second step the live commentaries were analyzed related to categories like nationalism/patriotism, globalization, topics as well as quality of language and evaluation of teams, players or umpires.

As a result, we can show in a first step that the frame of broadcasts in each country looked similar: The main topic was live coverage of the sporting competition. The used frame of all broadcasts can be summarized as an evaluation of a sporting competition. In the second step, the qualitative analysis shows many similarities in the live commentaries of all four countries. We could hardly find any notes of nationalism or patriotism. Instead, we found expectations and prospects for the match with many references to history and the globalization of football. In many sequences the commentator(s) simply assessed the concrete sporting competition, trying to be fair and well-balanced.

To summarize: the identical picture feed of UEFA/HBS seems to lead to similar live commentary focusing on sport and fair competition, delivering the recipient a community oriented celebratory event. Keeping in mind the growing impact of host broadcasting services, this opens up questions regarding the quality of TV live commentary in the future.

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Funding:

An earlier (different) version of the paper was presented at the IACS Summit on Communication and Sport 2017.

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Title: Rethinking the pyramidal structure of sport- an insight from the national perspective

Application: 74/1

Applicant:

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Application details:

Category:

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Type:

Academic

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Keywords:

sport, policy, structure, legislation, politicization

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summary:

While reviewing contemporary sport policy in Montenegro, this paper provides a needed critical view on existing pyramidal structure of sport. Using a rather synthetic methodological approach, the aim is to bridge the gap between formal structure of the sport system vis-à-vis decision-making process and its implications on the constituents of the sport.

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Abstract:

This paper reviews contemporary sport policy in Montenegro focusing on normative and functional tensions between public authorities and sport movement. It provides in-depth analysis of legal framework, position of main actors and constituents of the sport movement, level of interventionism of the competent state institution responsible for implementation of sport policy and its link with political organizations and examination of public resource allocation scheme. The research finds that the ambiguity of the legal status of the sport organizations especially vis-à-vis other not for profit or private organization and the discrepancy between de iure concept of autonomy and de facto politicization of sport, are two key variables that negatively impacts policy implementation in

the field of sport in Montenegro.

With this constellation in place, natural entities, primarily athletes remained on margin of importance and economic safety. The conservative, oligarchy and plutocratic structure tend to build bulwarks against any attempt to question it. It often resulted in adoption of demanding, unreachable bureaucratic procedures and reciprocity guided by individual interest rather than policy in order to preserve its monolithic decision-making perspective placing natural entities in a peripheral position.

The latter cannot be underestimated in the path of creating, pushing for, reaching a consensus, demanding horizontal governance for sport movement while lifting structural interdependence with appropriate central authority in place. It further implies harmonized general governing approach supported by proper institutional mechanism founded on mutual understanding, common rules and shared values. Although there is a general consent, activities towards minimizing threats are complicated due to the intense bureaucratization of the aforementioned constituents and insufficient competences in the field of sport. This inevitably leads to collision of legitimacy and acquired power in which geography and organizational culture places an important role

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References:

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Funding:

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Title: A new chapter - How intelligence and investigation can change the anti-doping work

Application: 76/1

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Application details:

Category:

The global fight against doping: Facing a breakthrough or a breakdown?

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Type:

Other

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Keywords:

Intelligence and Investigations, whistleblower, SPEAK UP, public prosecutors, WADA, National Anti-Doping Agency of Germany, anonymity, information gathering, Code

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summary:

The World Anti-Doping Code 2015 holds valuable measures, especially when it comes to the new chapter "Intelligence and Investigations". We think that existent measures work. Intelligence and Investigations opens a new chapter that can change the anti-doping work and helps to protect clean athletes. Adding Intelligence and Investigations is a breakthrough in the fight for clean sport.

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Abstract:

A new chapter - How intelligence and investigation can change the anti-doping work

Everywhere reform is on top of the agenda. All aspects of the efforts are up in the air and subject to worldwide debate. But is it really the case that existent measures do not work?

We think that existent measures work. We think if the requirements of the code are implemented and realized clean athletes can be protected. The World Anti-Doping Code 2015 holds valuable measures, especially when it comes to the new chapter "Intelligence and Investigations". We think if

Intelligence and Investigation is carried out the right way it adds to all anti-doping measures to protect clean athletes.

But how is Intelligence and Investigations carried out the right way? What does it mean in practice? What does the anti-doping work needs to be intelligent?

Outlined in the code is that "Anti-Doping Organizations [need] to obtain, assess and process anti-doping intelligence from all available sources, to be used to help deter and detect doping, by informing the development of an effective, intelligent and proportionate Test Distribution Plan and/or the planning of Target Testing, and/or by forming the basis of an investigation into a possible anti-doping rule violation(s)." (Article 5.8.1 WADC)

But what is meant with "all available sources" to be used to help deter and detect doping?

First: We think "all available sources" include whistleblowers at the first stage. They are an important source for the anti-doping work. However, there needs to be a proper whistleblower system in place that secures people that speak up. NADA Germany has set up the "SPEAK UP" whistleblower platform in 2015 that guarantees absolute anonymity, and thus protects the whistleblower.

Second: We think "all available sources" include the cooperation with state prosecutors. They need to be involved in the anti-doping work. They are able to get much more information if there is a possible violation. Sharing information between NADOs and public prosecutors is the most intelligent way to help keep the sport clean. A legal basis is condition for a good collaboration.

Third: We think "all available sources" include all information that can be gathered from testing, profiles, whereabouts as well as all additional information from press reports, social media e.g. Thus Intelligence and Investigations is a valuable addition to classical measures and add on the efforts to protect clean athletes.

Conclusion: Intelligence and Investigations opens a new chapter that can change the anti-doping work and helps to protect clean athletes. Adding Intelligence and Investigations is a breakthrough in the fight for clean sport.

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References:

www.nada.de

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Funding:

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Play the Game 2017

Title: Sport Governance: Engaging Sport Fans

Application: 77/1

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Other

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Keywords:

Sport Governance. Sport Fans. Ethics. Corruption. Doping. FIFA. Match Fixing. Discrimination. Racism.

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summary:

While we still cherish athletes sporting achievements the sport narrative now also includes corruption, drugs, abuse and match fixing. There are many stakeholders with direct influence in sport governance. Sport fans are also one of the stakeholders but as outsiders and are criticized for only caring about the matches and results. Is it a fair criticism? Is it possible to engage them constructively in governance to help keep sport clean is this presentation's theme.

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Abstract:

Two sets of headlines currently emanates from the world of sport. Corruption, doping, match fixing, racism, discrimination, abuse and sexism now accompanies wins and losses, trophies and medals, upsets and comebacks in the narrative of the sporting world. Among the many stakeholders who are worried about this trend also includes sport fans, defined as "individuals who are interested in and follow a sport, team and/or athlete" (Wann, Melnic, Rusell & Pease, 2001, p.2 in Yoshida et al, 2014).

Sport fans engagement in following their teams/clubs, athletes includes attending matches, watching matches on television, purchasing

merchandise associated with the team/clubs/athletes, reading sport magazines and books and discussing with others about sport. (Bristow & Sebastian, 2001; Funk & James, 2001, Hunt et al., 1999 in Yoshida et al., 2014).

However this engagement is from the outside as sport fans are not involved in the governance/administration part and are currently utterly disappointed with sport governance. In 2013, Empirica research group worked with SKINS as part of their #ChooseTheRightTrack campaign. They surveyed 1838 sport fans across the globe for their views on the issue of drugs in sport. The survey illustrates strong belief of the fans that drugs are part of the sport and spectacular performance on the field is most likely the result of drugs. The testing system too did not get strong endorsement, as 72% fans did not agree that the strategies are working.

A most recent survey (June 2017) of 2000 people in Britain echoes the same sentiment. About 67% people believe their trust in the sport industry has declined in the last 12 months. This survey was published by strategic communications consultancy, the Brewery at freuds. (The Guardian, 2017).

With very little influence in how sport organizations are governed or how a city or country is selected to host a mega event, how fair is it to blame sport fans for not caring enough about what is happening in the world of sport?

Ed Cumming wrote in The Telegraph in 2012 that if England wins the 2022 FIFA World Cup to be held in Qatar, fans do not care about how the stadiums were built on slave labor. While John Feinstein wrote in the Washington Post that all the fans care about is 'what time is the game'? However, Tracey Crouch (2017) writes that sport fans do really care for what is happening off the pitch.

I want to examine the role of sport fans and how much influence they have in the governance of sport organizations. While in democracies locals have a say in whether their city bids for a mega event or not, this is not applicable to countries under authoritarian regimes.

This being the case, I want to examine is it fair to criticize sport fans for their inaction? I also want to explore what are the possible ways in which sport fans too could contribute constructively to the narrative and not being exploited as bodies on the seats or sofas and customers of the merchandise.

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Funding:
Self-funded.

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Title: A Post Brexit Impact: A Case Study on the English Premier League

Application: 78/1

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Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

Brexit, English Premier League, player mobility, financial fair play, homegrown players, transfer fees, travel visas

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summary:

This presentation will focus on some of the legal implications of Brexit for numerous stakeholders within the English Premier League including clubs, players and fans, and will consider the relationship between these parties. We anticipate that clubs will see an increase in costs and a limited ability to obtain youth players. Players will face the potential of restrictions in their movement. Fans may face obstacles as they watch their favorite clubs and players abroad.

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Abstract:

Can you imagine a time in which 18 year old Cristiano Ronaldo would not have been able to play for Manchester United or where player disputes might not be raised under FIFA? Where your favorite players might not qualify for post-Brexit work permits? Or, where you might face lengthy

customs lines to go watch your team play abroad?

That time may be approaching. After the United Kingdom invoked article 50 of the Treaty on European Union on March 29, 2017, a hard deadline of March 30, 2019 was set for the UK to complete their negotiations with the EU.

The implications of the UK's departure from the EU will be widespread. We intend to discuss some of these implications within the scope of the English Premier League.

The English Premier League is governed by regulations set out under the Fédération Internationale de Football Association (FIFA). This structure currently mirrors the laws of the EU and claims brought by players within FIFA are predominately adjudicated under FIFA's Regulations on the Status and Transfer of Players (RSTP). While FIFA's RSTP prevails in disputes, Judges must still take national laws into consideration. The potential exists that parties to a claim could elect to hear their dispute under UK competition law. In addition, players will face restrictions in movement and will be limited by 'homegrown' player requirements under article 43 of the UEFA Championship League 2015-2018 Cycle, in addition to increasingly stringent work permit requirements.

Clubs in the English Premier League are bound by FIFA's financial fair play regulations, which require them to meet the "break-even requirement" set out in article 57 to remain eligible for UEFA competitions. As a non-EU state, clubs in the UK can anticipate paying increased transfer fees for players. This may provide a challenge to clubs as they look to continue to meet their financial fair play obligations. In the alternative, clubs will have to invest more funds into the development of players at a younger age, to have them fit within the classification of a 'homegrown' player. Clubs in the UK may be limited in their ability to utilize and obtain youth players, between the ages of sixteen and eighteen, under the exception granted in article 19 of FIFA's Regulations on the Status and Transfer of Players.

Fans in the UK will also be impacted by Brexit. They face the possibility of a visa requirement to travel within the EU, and to watch their favourite teams and players outside of their home stadium. Fans also face potential taxable implications as the UK considers the implementation of a taxation scheme, similar to the one which is currently in place between the UK and the United States of America.

From players to fans to clubs, Brexit has the potential to significantly impact various stakeholders within the English Premier League. We intend to discuss these impacts from a legal and sports framework and to provide stakeholders with insights into the changes they can expect to see in the post-Brexit English Premier League.

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UK, HC, Hansard, art 50, vol 624, (29 March 2017).

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Funding:

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Title: Faith of our Families

Application: 79/1

Applicant:

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Application details:

Category:

Open forum

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Type:

Journalist

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Keywords:

Everton, Premier League, Oligarchs, Foreign Ownership, Alisher Usmanov, History

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summary:

Drawing upon an unprecedented level of original research, the author builds a picture of the making of Everton football club and the themes that have forged its identity. It ponders how in the future , under the ownership of an oligarch businessman, the club will straddle its multitude of identities: a club with a great historical tradition and fiercely loyal local fanbase, and the plaything of a billionaire foreign businessman with global ambitions.

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Abstract:

James Corbett's new book, Faith of our Families is an unprecedented study of the inner workings of a football club.

Drawing upon more than 150 original interviews from former players, managers, chairmen, directors, officials and fans, as well as original documentary sources it tells the story of Everton football club from its inception as a church team in 1878 to its position today as an aristocrat of the English game and one of the wealthiest clubs in the world.

Yet as well as telling the story of a great team, Faith of our Families asks more fundamental questions about what makes a football club unique. How what happens off the pitch - as much as on it - defines its identity as

an institution and how the club's relationship with local people is consummated with ambitious community outreach schemes.

It also ponders how, in the Premier League's multi-billion era and under the ownership of a businessman closely tied to the controversial Uzbeki oligarch, Alisher Usmanov, the club will straddle its multitude of identities: a club with a great historical tradition and fiercely loyal local fanbase, and the playing of a billionaire foreign businessman with global ambitions.

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References:

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Funding:

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Title: RIO 2016: BETWEEN NATIONAL AND OLYMPIC CHALLENGES

Application: 80/2

Applicant:

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Application details:

Category:

Mega-events and public rights: An intensifying battle

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Type:

Academic

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Keywords:

Olympics, Mega-events, Bid, Legacy, Rio 2016, Integrity

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summary:

Large scale incidents did not occur during the 2016 Games, although the event suffered from the economic and political crisis in Brazil. Rio 2016 disclosed once again that it is a challenge to use the investments for the Games for broader strategical planning. To a certain extent, the event functioned as a catalyst for objectives as regards infrastructure, economic development, viability, environmental goals and anti-corruption legislation, which were partly realised.

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Abstract:

On a large scale, the Olympics are appreciated as a source of positive energy. Yet, serious questions are raised about the required investments, governance and legacy promises. Against this background a team of Dutch researchers and experts documented the scientific information on the proceedings and societal impact of the 2016 Games, both on Brazilian and Dutch society. This project intends to bring the scientific literature on the 2016 Games to the fore, help understand what is going on in the field of the Olympics and raise the quality of the debate.

The investments in accommodations and infrastructure are estimated at 14,4 billion euro, financed with 62 per cent public means. 18 out of the 37 competition accommodations were existing venues. The operational

costs for the organisation of the Games are estimated at 2,7 billion euro, solely privately financed. Rio 2016 disclosed that it was a challenge to use the investments for the Games for broader strategical planning. Millions of Brazilians protested in hundreds of cities against the huge public costs of mega sport events.

The 2016 Paralympic Games were characterized by financial challenges, and attracted a surprising number of (local) visitors. During the Paralympic Games there were more visitors in the Olympic Park than on the busiest day during the Olympic Games. Some areas in Rio became more wheelchair friendly.

As described in bid documents, the aim was to use the momentum of the 2016 Games as a stimulus for investments in the viability of Rio's favela's. However, the selection of those favela's was primarily based on their location relative to Olympic sites and less on the base of crime rates. As a result of wide scale forced home evictions without a fair financial compensation – 100,000 people were displaced - Amnesty International argued that Brazil has lost the most important medal at play during Rio 2016: the chance to become a champion on human rights.

Partly due to the 2016 Olympic and Paralympic Games Rio de Janeiro acquired a worldwide leading position in the field of mega sport events. In the Global Sports Cities Index Rio reaches a second position in 2017, after London and ahead of Tokyo.

The results disclosed that the 2016 Games appealed to millions of sport enthusiasts in Brazil and abroad, that a substantial sum of tax payer's money is involved which also could have been spent on healthcare, education and crime prevention. The Games served in particular the interests of the elite and that it is a challenge to use the investments for the Games for broader strategical planning.

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References:

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Funding:

This project has been made possible with financial support of the Dutch Ministry of Health, Welfare and Sports.

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Title: Kristen Worley's case & what it means for the rights of athletes

Application: 81/1

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Application details:

Category:

Open forum

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Type:

Journalist

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Keywords:

Kristen Worley, gender, UCI, IOC, diversity, human rights, litigation, law,

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summary:

Kristen Worley was successful in forcing sport's governing bodies to mediate a human rights issue outside of the sporting arbitration system. We examine the history of her case, the changes that the involved sporting bodies have agreed to, and what it means for athletes whose rights have been violated by sport.

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Abstract:

In a small room within the Human Rights Tribunal of Ontario on 24 May this year, Canadian cyclist Kristen Worley began the process of correcting what could be the biggest and longest-running injustice in sport. In its attempt to fit all athletes into 'male' and 'female' categories, sport has for the last 40 years prevented athletes born 'male' transitioning to become 'female' from competing, based on a perception that they will enjoy a performance advantage. The only problem is that sport hasn't done its science homework. No such advantage exists.

Sport has continually attempted to shoehorn Worley's case into its own legal arbitration system, headed by the Court of Arbitration for Sport (CAS). Worley has resisted these attempts, as she views her treatment as a violation of her human rights which is unconnected to sport. On 18 July this year, she finally won. Sport has committed to changing its policies.

Worley is an XY male that has transitioned to become an XY female. In the winter of 2009, after transitioning from male to female, Worley applied for a therapeutic use exemption (TUE) to use synthetic testosterone, based on hypogonadism secondary to gonadectomy. It took ten months to grant, and required her to keep her testosterone levels below those required by her XY body.

Due to her transition, her body could no longer produce the testosterone it required. The levels mandated by sport were based on non-athletic XX females and were not applicable to Worley's XY physiology. As such, she endured serious medical issues, including inducing a severe post menopausal state and making participation in sport impossible.

The fact that a human rights court has recognised Worley's complaint against sport's policies is very relevant to other athletes. Despite the efforts of sport, she managed to take her case outside of the sporting arbitration system. This offers hope to other athletes whose human rights have been violated by sport. Worley has set an important precedent.

We will examine all of these issues in detail during our presentation, as well as how these issues have progressed between now and November. Kristen has told me that she is keen to take part, as she has to be in The Netherlands for a book launch anyway. Brendan has also said that he is keen to be part of this to emphasise how Worley's case offers hope to athletes. Worst case scenario will be a presentation by Andy Brown on his own...

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References:

Kristen Worley, human rights, gender, UCI, IOC, testosterone, androgens

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Funding:

Andy Brown has followed this case since its inception over ten years ago. There are no conflicts of interest as such, and no funding is needed to produce this presentation.

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Title: Study of European National Anti-Doping Organizations (NADO) Reporting Practices

Application: 82/1

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Application details:

Category:

The global fight against doping: Facing a breakthrough or a breakdown?

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Type:

Other

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Keywords:

anti-doping, good governance, NADO, Europe, reporting, WADA

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summary:

The paper analyzes the availability, form and content of annual anti-doping reports of European NADOs (47 States of the Council of Europe and Belarus) for year 2013, 2014 and 2015. The authors demonstrate how the lack of availability of reports, their incompleteness and heterogeneous reporting practices among European NADOs make impossible to assess the efficiency of anti-doping programmes or to compare their different elements at the European level and propose

necessary improvements.

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Abstract:

Proper reporting is the first step towards improved transparency and accountability of anti-doping organizations. According to WADA Code art. 14.4, NADOs are required to publish, at least annually, a report on their activities. The paper analyzes the availability, form and content of annual anti-doping reports of European NADOs (48 States: 47 States of the Council of Europe and Belarus) for year 2013, 2014 and 2015.

Following on a similar study published in 2011, the authors aimed to

- 1) check the information on European NADOs (based on WADA website) when it comes to the website and/or possibility contact;
- 2) verify whether the reports from European NADOs are publicly available;
- 3) compare their form, size and language versions available;
- 4) assess which information related to anti-doping activities is included in given report;
- 5) compare and analyze different elements of anti-doping at the European level;
- 6) assess the efficiency of anti-doping programmes at national and European level.

While authors ultimately aimed to compare and analyze in depth different elements of anti-doping at the European level (such as for example, prevalence of doping in different sports, frequency of non-analytical violations, number of ADRV caused by cannabis and the non-analytical ones, structure of RTP or ABP programmes in different countries) it turned out that, while the availability of reports is relatively high, the incompleteness of the reports and heterogeneous reporting practices across Europe do not allow to gather, compare and analyze relevant data in these basic categories.

The authors demonstrate how the lack of availability of reports, their incompleteness and heterogeneous reporting practices among European NADOs make impossible to assess the efficiency of anti-doping programmes or to compare their different elements at the European level. It argues that improvements, including standardized reporting templates and list of elements which must be included, are necessary in order to make information on anti-doping accessible and comprehensible to all public and stakeholders. What is more, a number of NADOs which do not publish any kind of report on their anti-doping activities seems to be in breach of article 14.4 of WADA Code without any reaction from WADA itself.

The three years scope of the study and the reference to the previously published report allow to assess possible changes or improvements over time and the potential impact of the change of the WADA Code on the

reporting practices. The complex research and analysis add or highlight new and important elements into discussion on anti-doping.

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<https://www.wada-ama.org/en/code-signatories>
World Anti-Doping Code 2009 and 2015

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Funding:

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Title: Clean Athletes Beliefs about Anti-Doping Policy Legitimacy and Support

Application: 83/1

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Application details:

Category:

The global fight against doping: Facing a breakthrough or a breakdown?

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Type:

Academic

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Keywords:

anti-doping policies, legitimacy, athletes' beliefs

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summary:

The symposium aims to present theoretical considerations and research evidence regarding the:

- a. Perceptions and attitudes of clean athletes towards the legitimacy of anti-doping policies.
- b. A behavioural model of perceived legitimacy and anti-doping policies.
- c. Cross-national differences in the process of anti-doping policy legitimization among athletes.

The symposium will involve six presentations on the theoretical considerations underpinning the legitimacy of anti-doping policies and research evidence from studies conducted in six European countries, i.e, Germany, Greece, Italy, Russia, Serbia and UK.

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Abstract:

The legitimacy of anti-doping policies has been questioned on several grounds by scholars almost since the conception of the WADA and the IOC anti-doping conference in 1999. Some of the most notable criticisms against the existing anti-doping paradigm involve the high financial costs incurred by administering anti-doping controls; the violation of athletes' personal freedom, civil rights, and self-determination; and an overemphasis on anti-doping coercion vs. evidence-based anti-doping education. Recently publicized scandals involving anti-doping authorities and international sport organizations pose another challenge to the legitimacy of the existing anti-doping paradigm. The proposed symposium is predicated on the idea that research on these issues will provide important input for evidence-based interventions and campaigns to restore the legitimacy of anti-doping among clean athletes, and reclaim policy support. To this end, the symposium aims to present theoretical considerations and research evidence regarding the:

- a. Perceptions and attitudes of clean athletes towards the legitimacy of anti-doping policies.
- b. A behavioural model of perceived legitimacy and anti-doping policy support.

c. Cross-national differences in the process of anti-doping policy legitimization and support among clean athletes.

The symposium will involve six presentations, one by each partner on the theoretical considerations underpinning the perceived legitimacy and anti-doping policy support and research evidence obtained through qualitative and quantitative studies conducted in six European countries, i.e., Germany, Greece, Italy, Russia, Serbia and UK.

More specifically, the presentations will cover the following issues:

1. Theoretical approaches in understanding legitimacy of anti-doping policies.
2. Anti-doping policies: A breakthrough or a breakdown
3. Athletes' perceptions about the legitimacy of anti-doping policies. A qualitative study
4. Do athletes trust anti-doping organizations?
5. A behavioral model of perceived legitimacy and anti-doping policy support
6. Cross-national differences in the process of anti-doping policy legitimization and support among clean athletes

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References:

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Kayser, B., & Smith, A. C. (2008). Globalisation of anti-doping: the reverse side of the medal. *BMJ*, 337.

Tyler, T. R. (2006). Psychological perspectives on legitimacy and legitimation. *Annu. Rev. Psychol.*, 57, 375-400.

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Van der Toorn, J., Tyler, T. R., & Jost, J. T. (2011). More than fair: Outcome dependence, system justification, and the perceived legitimacy of authority figures. *Journal of Experimental Social Psychology*, 47(1), 127-138.

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Funding:

The symposium has been funded by the IOC Research Fund

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Title: The Third Team: A New Model for Analysing Board Potential and Performance

Application: 84/1

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Other

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Keywords:

Governance, board, director, executive, performance, review, chairman, team

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summary:

The accepted view is that poor-performing organisations have poor-performing boards, conversely, high-performing organisations are led by high-performing boards. The third-team model provides the link by which the performance of boards, executives and their connection to organisational performance can be defined. It is after all, the combination of behavioural characteristics and attributes of the board and executive, operating as a 'Third Team' which allows the board to influence the executive who in turn impact organisational performance.

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Abstract:

While there is general agreement that measuring the performance of boards, and understanding how they influence organisational performance is critical. There has been, until now, no reliable methodology by which to review the performance of these boards and understand the nuances that separate the best from the rest.

The accepted view is that poor-performing sport organisations have poor-performing boards and, conversely, high-performing organisations are credited with having high-performing boards, regardless of how performance is measured. Previous research has relied mostly on single

theories (for example, agency theory, stewardship theory, resource dependency theory) and either single or multiple components of a board's function, or structure, e.g. composition, size, tenure, etc., in seeking a causal connection between the board and organisational performance.

This research focused on the mix of attributes, characteristics and behavioural traits to uncover the extent of this combined “team's” influence on organisational performance. The paper draws support for this model and the concept of shared leadership - an important element within the third team - from various authors (e.g. Drucker, 1989, 1990, Kozlowski & Bell, 2003, Pearce & Conger, 2003, Trecker, 1971, Vandewaerde, Voordeckers, Lambrechts, & Bammens, 2011). Shared leadership does not equate with equality; it does, however, highlight the conceptualisation of the combined board-executive as a team with a degree of shared leadership and responsibility for organisational performance.

Current approaches to reviewing board performance generally ignore the complex relationships and interactions between the board and an organisation's executive, while also neglecting a core principle of governance – it is only through the executive whom a board can influence the performance of an organisation.

The research results confirm the existence of the developed “third team” model, which provides the context through which boards interact with the executives, influencing the executive, who in turn impact the organisation.

Furthermore, within the third team, the boards intellectual capital combined with the mix of attributes, characteristics and behavioural traits contained within the constructs of, leader-member exchange, knowledge sourcing and team (board) effectiveness, facilitated the interactions, which lead to development of synergy, trust and confidence among the members (directors and executive) of the third team. Importantly, “synergy,” “trust” and “confidence” was identified as the attributes of high-performing third teams.

The implications for practice and theory are significant as they argue against the widely accepted; unwritten rule that the CEO is the only point of influence a board has within the organisation. Furthermore, they dispel the myth that a single characteristic (gender, independent directors, etc.), is sufficient to improve organisational performance. High-performing organisations have a complex mix of collaborative, unique and complementary characteristics that all coexist in a relational space (third team) that the board and executive inhabit. Importantly, the research achieved two important outcomes. Identification of a specific recipe of attributes, characteristics and behavioural traits, specific to sport, that will either enhance or impede a board's ability to influence organisational performance, and a tested methodology that identifies a third team's

recipe, and its influence and impact on organisational performance.

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References:

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Kozlowski, S., W., & Bell, B., S. (2003). *Work Groups and Teams in Organizations*: John Wiley & Sons, Inc. Retrieved from <http://dx.doi.org/10.1002/0471264385.wei1214>.
doi:10.1002/0471264385.wei1214

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Vandewaerde, M., Voordeckers, W., Lambrechts, F., & Bammens, Y. (2011). Board Team Leadership Revisited: A Conceptual Model of Shared Leadership in the Boardroom. *Journal of Business Ethics*, 104(3), 403-420. doi:10.1007/s10551-011-0918-6

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Funding:

None known

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**Title: 040Beweeglab: living lab Sports & Vitality
Eindhoven**

Application: 85/1

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Application details:

Category:

Disrupting sport: Winners and losers in the era of technology

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Type:

Other

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Keywords:

living lab
sports
physical activity
vitality
public space
user-centered research
design
knowledge institutes
City of Eindhoven

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summary:

The City of Eindhoven strives to make their citizens healthier by stimulating sports and physical activity in public space. Therefore '\040Beweeglab\' was created, a living lab for applied, user-centered research on sports and physical activity in the public space of Eindhoven (area code: 040), and in which the City of Eindhoven cooperates with three leading Dutch knowledge institutes and InnoSportLab Sport & Beweeg. Their mission: from data via knowledge to innovations for sports and vitality!

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Abstract:

'\040Beweeglab\' is an open, public-private partnership for doing research on sports and physical activities in real-life circumstances. Founders of this recently started living lab are the City of Eindhoven,

InnoSportLab Sport & Beweeg, Eindhoven University of Technology, Utrecht University and Fontys University of Applied Sciences. All founders are looking forward for innovations to motivate and facilitate people doing sports and physical activities in a healthy and pleasant way. Individual and unorganized sports, such as recreational running, have grown extensively in the last decade. The City of Eindhoven therefore has the ambition to make more use of public space for stimulating sports and physical activities, instead of building and maintaining relatively expensive sports accommodations. But there are still a lot of questions to answer about the way public space should be (re)designed to meet the citizens sporting needs. Therefore the founders decided to start 'Beweeglab', in which they combine their knowledge and experiences in stimulating recreational sports, in user-centered design, and in the use of public space for sports and physical activity.

Ambition and mission of 'Beweeglab' is to transform the City of Eindhoven as an smart, vital city where public space stimulates and facilitates citizens doing unorganized sports and physical activities in a pleasant and healthy way. Public space as a free 'coach' for everybody. For that partners will be doing research on how public space is being used nowadays, by whom, where and when, how this use is being experienced, and which improvements we need to make for having public space used more frequently for sports and physical activities. From this data, combined with our knowledge of new technologies and user-centered design, we will stimulate the development of new interventions and innovations that will contribute to our ambition and mission. Interventions and innovations that will be tested and validated by experiments in the same public space, will be developed together with regional technology providers and will be brought to market by co-investing SME's.

In this session we will elaborate on the design of the 'Beweeglab', on the way partners work together in this living lab, and in which way they thereby change the classical way of policy making, doing research and stimulating innovations in the domain of sports and physical activities. We will focus on the crucial role of data ('big data science') as driver for user centered design. We will explain why enterprises, especially SME's, will be needed to make results sustainable, and how we involve them in the development of new interventions and innovations in this living lab.

In the end there will be time for questions and discussion, e.g. on how this concept could be copied to other cities/regions.

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References:

Relevant documents:

City of Eindhoven (2016): Activate by connecting, Vision on Sports and Physical Activity 2017-2020

Eindhoven University of Technology (2017): Technology for Vital People, Research Ambition and Roadmap.

Contacts:

Steven Vos, professor at Eindhoven University of Technology, lector at Fontys University of Applied Sciences

Aarnout Brombacher, professor and dean at Eindhoven University of Technology, member of Dutch Topteam Sports

Koen Kerklaan, program manager Sports at the City of Eindhoven

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Funding:

InnoSportLab Sport & Beweeg is founded and partly funded by the City of Eindhoven

Steven Vos is member of the board of InnoSportLab Sport & Beweeg,

Koen Kerklaan advisory member to the board

Steven Vos, Aarnout Brombacher and Koen Kerklaan are all member of the Advisory Board of InnoSportLab Sport & Beweeg

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Title: UNDERSTANDING THE APPLICABILITY OF GOOD GOVERNANCE GUIDELINES IN DEVELOPING SPORT SYSTEMS

Application: 86/1

Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

governance, legitimacy, India, boards of directors, perceptions, qualitative research

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summary:

Legal frameworks enable delegation of authority from an organisation's members to a board of directors. Yet there are many examples of boards misusing their authority and violating normative expectations of good governance practices. This study compares and contrasts the expectations of stakeholders in Indian sport with contemporary guides on good governance. The study helps to illustrate the challenges facing sport governance in India.

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Abstract:

In 2016 the Board of Control for Cricket in India was embroiled in a public dispute with the Supreme Court of India. While this example stands out due to the public centrality of each of these bodies in India, it is—by no means—an exception to the public scrutiny of the governance of sport organisations in India. Within India, the Lodha committee, the media, the Confederation of Indian Industries, and the Sports Policy and Law Centre have each reported and emphasised perceived problems within the governance of Indian sport organisations. Yet, within these examples, many times the perception of poor governance is not necessarily illegal

and the organisations have not broken any rules or laws. Rather, the anger or distrust of different stakeholders stems from deviance from the normative expectations of governance practices and the violation of the public trust by those governing the organisation.

This deviance highlights an interesting, and underdeveloped, tension within sport governance. Legal frameworks exist to enable the delegation of authority from an organisation's members to a board of directors or council. Yet, legal frameworks do not account for the normative expectations associated with good sport governance. These normative expectations have become increasingly documented with numerous sport governance codes, principles, frameworks, charters, and guidelines published by different organisations throughout the world (Australian Sports Commission, 2015; Sport Canada, 2011; Sport New Zealand, 2015). These documents, accompanied by growing media and academic interest in sport governance, has provided a lens with which to evaluate and examine the appropriateness of a sport organisation's governance.

The most prominent examples of governance research and governance guidelines have originated in by well-developed sport systems such as Canada and Australia. While these contributions have been important to advancing sport governance, there remains a gap for understanding how 'good governance' can be adapting into nations with developing sport systems. This research seeks to examine how some of the bedrocks of 'good governance' (structures, composition, processes, collaboration) align with the perceptions of stakeholders in Indian sport. Specifically, the research questions ask what normative expectations do stakeholders in Indian sport have of sport governance? And, how do these expectations compare with the growing literature regarding 'good governance' as defined by the different academic literature and governance principles?

To answer these research questions, semi-structured interviews will be conducted with a different stakeholders in the Indian sport sector. The first round of interviews is planned for October of 2017. The presentation at Play the Game will highlight preliminary findings. The findings from this research will provide insight into the governance challenges and expectations of a developing sport system. As the Indian sport system grapples with the challenges identified above, an understanding of the expectations of stakeholders will help shape policy and develop guidelines that are better aligned with the current challenges.

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References:

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Sport New Zealand. (2015). Governance framework for the New Zealand

sport and recreation sector. Wellington: Author.

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Funding:

The author wishes to acknowledge the support of the Australia India Institute at the University of Melbourne.

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Title: Hosting a Major Sports Event in a Small Country: Findings from the EuroBasket 2013 in Slovenia

Application: 87/1

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Application details:

Category:

Mega-events and public rights: An intensifying battle

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Type:

Academic

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Keywords:

sports events, major events, basketball, championship, newspaper coverage, media, willingness-to-pay, patriotism, nationalism, public funding, sport management

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summary:

Major sports events such as continental championships get a fraction of the attention devoted to mega-events even though they are much more frequent and impact many more host nations. This talk will report findings on perceptions and expectations, media coverage, support for public funding, and patriotic attitudes in connection with the European basketball championship for men hosted by Slovenia in 2013.

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Abstract:

Studies examining the impact of sports events on the cities and countries that host them typically observe mega-events (e.g., the Olympic Games). While these certainly are extremely influential, their hosting is limited to relatively few countries. Much more frequent and accessible to a much broader pool of potential hosts are the dozens world and continental championships in many sports which, albeit smaller in size than conventional mega-events, still influence the societies that host them.

After Slovenia was awarded the hosting of the European basketball championship for men, or EuroBasket, in 2013, your submitter partnered with co-authors to study the event from several perspectives. This led to

the preparation of four journal articles (one of which is currently still under review) that examine the consequences of hosting the tournament for this country. Play the Game is the ideal venue to present the most significant findings.

A study of perceptions and expectations associated with the tournament (Li & Cole, 2017) showed that staging the event contributed to an increase in perceived value of non-mega sports events for host communities. Perceived advantages included world-wide recognition, promotion of active lifestyles, and economic benefits. Perceived negative aspects included the cost and inaccessibility of tickets, and the modest appeal to international spectators.

Despite local residents' expectations of world-wide visibility, a review of newspaper coverage of the championship in 13 countries on five continents conducted over the course of one year (Li & Lonar, Delorme, Horky & Jakubowska, 2016) showed that the most extensive coverage is provided by domestic media. Media interest in other nations was very limited and focused almost exclusively on "their" team and other competitive aspects (as opposed to organizational, tourist, or cultural angles). Only four newspapers even reported the final outcome of the tournament.

Major events typically rely on more or less substantial public funding. Participants in a pre-event contingent valuation survey (Li & Slabe-Erker, 2016) stated a willingness to pay €18.7 per person at average values of explanatory variables; this exceeded the total €9.8 million actually disbursed from public coffers. Willingness to pay decreased with rising income, and increased with attendance at sports events and belief in the nation-building potential of the EuroBasket.

But did this nation-building potential materialize? The results of a survey taken at three points in time (Li & Cole, 2017) indicate the almost complete absence of influence on patriotism, nationalism, internationalism, and smugness levels of the population as a whole despite some government's assertions otherwise. Significant differences were only found with regard to live and televisual exposure to the event as spectators scored significantly higher on patriotism, nationalism (only TV viewers), and smugness, but not internationalism scales. Hosting this tournament alone did not contribute to nationalism: rather, exposure to it did. Even more likely, viewers with more pronounced patriotic attitudes watched more of it to begin with.

This review may help politicians and policy-makers, organizers, journalists, and scholars in small and/or inexperienced nations approach the organization of major sports events and avoid some common pitfalls and misconceptions.

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References:

Lišeni, S. (2017). Influence of hosting a major sports event on patriotic attitudes: The EuroBasket 2013 in Slovenia. *International Review for the Sociology of Sport*. Epub ahead of print 27 July. DOI: 10.1177/1012690217722116.

Lišeni, S. & Cole, A.N. (2017). Public perception of social impacts of the 2013 EuroBasket for men. *International Journal of Sport Management* 18(1): 89–115.

Lišeni, S., Lončar, M., Delorme, N., Horky, T. & Jakubowska, H. (2016). International newspaper coverage of the 2013 EuroBasket for men. *Communication & Sport*. Epub ahead of print 2 February. DOI: 10.1177/2167479516628271.

Lišeni, S. & Slabe-Erker, R. (2016). Benefits of major sports events in emerging sports nations: The EuroBasket 2013 in Slovenia. (under review)

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Funding:

None.

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Title: Entrepreneur Turns Intrapreneur and Warns We Need to ‘Mind the Gap’

Application: 88/1

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Application details:

Category:

Disrupting sport: Winners and losers in the era of technology

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Type:

Academic

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Keywords:

sport management education, sport entrepreneurship, auto-ethnography, complexity theory, intrapreneurship, innovation, effectual thinking, genericised curricula

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summary:

A critical review of sport management education, in the context of “poacher turned game keeper” as entrepreneur turns their attention to taking on the role of an intrapreneurial academic. The world appears complex due to the rate of change it has experienced during the digital revolution, political and financial crises since the dawn of the internet. This presentation reports on the reflective auto-ethnographic work of the presenter’s experience inside the two eco-systems of sport.

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Abstract:

Future sport managers need to be equipped with knowledge and competences to embrace the complexity of sport in a digital world. The horizon for sport management of participation, spectating and the elite performance athletes looks bleak, without attention to the gap which is emerging between sport and sport management education.

As an experienced sport tech entrepreneur, business founder and CEO, I turned to a new career in sport management academia. Through a process of deep reflective interviews, archival retrieval and auto-ethnography the result has been the identification of paradigms that when fully capitalised on will positively disrupt the employability options

and practice agency (Nicolini 2012) for sport management graduates and close the gap between curricula and the sports sector.

Entrepreneurial disruption in sports tech has been relentless and persistent, with timelines of development over decades, today we are experiencing the convergence of wearables, a plethora of sensors, apps, cloud computing, the quantified self and data security. We now need to ensure the sport management talent is in place to drive the experience of sport for the current generation across the whole sport sector eco-system. Noted by the introduction of Play the Game 2017 conference; it is a truism that we are part of “a sector as tradition-bound and conservative as sport”. We do have to ask the question “How do we ride the waves of political, social, cultural and technological change?”, when sport management degree education curricula is being genericised. Where is the talent to manage sport going to emerge from, with our current sport management education, squeezing out innovation and effectual thinking? The two worlds of sport and technology have truly collided. The research in this presentation analyses the commercial and the education world of sport management and demonstrates an emerging gap. The warning is clear; business schools in general need to re-evaluate what they teach beyond the genericised curricula, but so do sport management degrees. The challenge as an entrepreneur was how to educate the niche sports markets to becoming early adopters of the innovative sport technology which was then destined to create a complex new world. As the “poacher turned game keeper” intrapreneur the challenge is to disrupt and confront the accepted genericised sport management curricula to create the next generation of sport management professionals that see the world of sport from a new set of lens.

Key ‘take-aways’ are presented based on contemporary research to advocate sport management can embrace complexity (Boulton et. al 2015) created by disruptive technologies and make sport work in the evolving world. The presentation combines two themes; Entrepreneur Turns Intrapreneur and Minding the Gap in Sport Management Education. The impacts of this work will reverberate beyond sport itself and could reshape the traditional structures of Business School approaches to degree level education.

The conference themes states “organisations in sport are struggling to meet the challenges” their very existence is in doubt, a re-evaluation of sport management education is now a priority.

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References:

Boulton, J.G., Allen, P.M, Bowman, C. (2015) Embracing Complexity Strategic Perspectives for an Age of Turbulence Oxford: OUP

Nicolini, D. (2012) Practice Theory, Work, & Organization An introduction Oxford: OUP

Website: www.steveraven.com – [to be launched October 2017]

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Funding:

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Play the Game 2017

Title: VOICES for truth and dignity – combatting sexual violence in European sport through the voices of those affected

Application: 89/1

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Application details:

Category:

Sexual abuse: Is sport a special danger zone

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Type:

Academic

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Keywords:

sexual violence, sexual harassment, sexual abuse, prevention, intervention, integrity of sport, good governance, acknowledgement, participative research

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summary:

The EU-funded project VOICE aims at combatting sexual violence in sport through the voices of those affected and via a participative approach. A research study in seven European countries gathers and acknowledges the reports of victims and 'survivors' in sport. The presentation will outline the methodological and ethical approach for conducting narrative interviews with victims of sexual abuse in sport and the requirements of a participative approach as well as acknowledgment process.

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Abstract:

Sexual harassment and abuse have been largely taboo in society in general as well as in sport, although researchers have regularly pointed out that sexual violence threatens the integrity of sport (Brackenridge, 2001; Lang & Hartill, 2015). In a sample taken from the general population in Belgium and the Netherlands, Vertommen et al. (2016)

revealed that 14% of respondents had experienced a form of sexual violence in their sports histories. In a study with German elite athletes, Ohlert et al. (2017) found out that 37% of respondents had experienced at least one incident of sexual violence within the field of sport. Looking at the existing body of research and policy in this field, it is evident that those who are subjected to sexual violence in sport (the victims or 'survivors') rarely play an active role in developing research and policy (Hartill, 2014; Fasting & Sand, 2015; Owton & Sparkes, 2015). Instead the existing studies mostly use the passive voice, neglecting to acknowledge the participants own narratives (Fasting & Sand, 2015, 573).

On this basis, the EU-funded project VOICE aims at combatting sexual violence in sport through the voices of those affected and via a participative approach. A research study in seven European countries gathers the reports of those people who have experienced sexual violence in sport with means of an interview study. Following this, a process of reconciliation is initiated in each country by installing Acknowledgement Forums. In these Forums victims or 'survivors' of sexual violence in sport are invited to recount their experiences in front of a panel of relevant stakeholders in sport. The outcomes of the research study and the Forums will be transferred into educational resources for the European sports community, enhancing its capacity to combat sexual violence and strengthen the integrity of sport.

The presentation of the VOICE-project at the Play the Game-conference will target the following parts of the ongoing project: 1. the methodological and ethical approach that was developed for conducting narrative interviews with survivors of sexual abuse in sport and the requirements of participative research in this field; 2. first insights from the interviews and 3. the substantial elements of the acknowledgement-process that were developed by the VOICE-network in the Forums.

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Society, 1-12.

Vertommen, T. et al. (2016). Interpersonal violence against children in sport in the Netherlands and Belgium. *Child Abuse & Neglect*, 51, 223-236.

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Funding:

Funded by the Erasmus+ Programme of the European Union

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Title: Innovate and collaborate for physical activation of citizens

Application: 90/1

Applicant:

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Application details:

Category:

Disrupting sport: Winners and losers in the era of technology

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Type:

Other

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Keywords:

- Innovation
- Cluster collaboration
- Societal challenge
- Physical Inactivity
- Sedentary lifestyle

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summary:

The societal challenge of physical inactivity and sedentary lifestyle is a major cause for the increasing costs of health. A shift from health and medical treatment towards prevention and de-medicalisation is needed. But how to do that? What can we do to stimulate the individual to change his behaviour? Innovation and cluster collaboration between knowledge organizations, government, companies and society can provide answers to the societal challenge and create new business opportunities.

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Abstract:

Reports show that the number of physical inactive citizens/sedentary lifestyle is increasing worldwide, providing a major challenge. The societal challenge of inactivity and sedentary lifestyle is a major cause for the increasing costs of health. A shift from health and medical treatment towards prevention and de-medicalisation is needed. Figures show that immobilizing 1 of 5 inactive persons, Europe would save 16.1 billion euro in health-related costs and improve productivity, reduce stress levels of

the individual (ISCA/Centre for Economics and Business Research, 2015). But how to do that? What can we do to stimulate the individual to change his behaviour? No single solution will be the ultimate answer. Technological innovations have been a major factor in the creation of our physical inactive society, however technological societal innovation can also provide a solution. Innovation and (cluster) collaboration between knowledge organizations, government, companies and society can provide answers to the societal challenge and create new business opportunities. The Dutch based open innovation Cluster Sports& Technology works on the optimisation of the ecosystem to tackle the challenges of inactivity with the aid of technological innovation and business creation. This presentation will explain about the development of an ecosystem that works on these challenges and the lessons learned in the ongoing process.

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References:

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ISCA/Centre for Economics and Business Research report:

<http://inactivity-time-bomb.nowwemove.com/report/>

WHO report: <http://www.designedtomove.org>

data from EU commission on economical benefits:

http://www.sports.gouv.fr/IMG/pdf/6_rlinartas_commission.pdf

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Funding:

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Title: Discrimination for Indian sportswomen at all levels

Application: 91/1

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Application details:

Category:

Sexual abuse: Is sport a special danger zone

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Type:

Journalist

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Keywords:

This is a presentation on how sexual harassment remains a big problem in Indian sport. It needs to be fixed.

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summary:

Instances of sexual harassment, especially when the subjects are women, are not uncommon in India. And in sports as well, the issue is one of the major concerns. Like in other parts of the world, sexual harassment at work is a serious concern in India. But now Indian athletes are coming out and speaking about their problems and what needs to be done to sports to get rid of the scourge.

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Abstract:

In 2015, abuse and assault by coaches in the Sports Authority of India led four young women athletes to consume a poisonous plant in a bid to commit suicide. One 15 year old died.

During the Asian Games in 2014, a female gymnast accused coach Manoj Rana and gymnast Chandan Pathak of sexual harassment. Allegedly, the duo made vulgar comments about her attire.

The charges of sexual harassment brought against coach M K Kaushik by 31 members of his all-woman Indian hockey squad bring out in the open a badly kept secret - that Indian sportswomen are routinely exploited.

In yet another incident Sydney Olympic bronze medallist, weightlifter Karnam Malleswari accused the Sports Authority of India coach at the

time Ramesh Malhotra of sexually harassing junior lifters.

Here too Malleswari was able to stand up for the younger sports girls because she was the first Indian to win a medal at the Olympics, and had won at least 11 gold medals in national events, and could not be ignored or dismissed by the sports authorities easily.

Last year, Sardar Singh, India's national hockey team captain was accused of sexual harassment by his fiancé who had alleged that that the veteran midfielder "mentally, physically and emotionally tortured" her.

The history of Indian sports when it comes to women is littered with too many examples.

Sports experts and journalists point towards sexual harassment, and physical abuse as being a reality, affecting young women undergoing training in a variety of sports. Most of the cases go unreported as the girls too scared to file a complaint against the offending coach.

Sexual harassment of women is not rare. And it's not rare when it comes to women athletes either. They are often condemned for their dress code, high aspirations and objectified in extreme ways. What's worse is these women are forced to accept these circumstances as normal.

Almost every discipline has its fair share of problems in India. I hope to bring out in my presentation why it is not just enough for a woman athlete just to qualify in her event. There is more to be done. And that is the unfortunate part in a society like India which is caste driven.

Earlier this year, the Sports Ministry decided to constitute a high level committee to resolve the grievances and complaints of women sports persons in India.

Sports Minister Vijay Goel said the committee under the chairmanship of Joint secretary Sports will comprise athletes, advocate, senior officer of Ministry of Youth Affairs and Sports (MYAS) and sports journalist – all women. But this is hogwash.

Inclusion of gender sensitization modules in coach training modules, women representation in sports institutions, federations and other sports bodies and gender parity in terms of support to women athletes—nothing has been worked out.

While companies in Asia's third-largest economy are legally required to have policies in place against sexual harassment at the workplace, women seldom use them to complain for fear of losing their jobs and also due to the lifelong stigma such a move could entail. Those who finally do gather the courage to act often end up entangled in long-winding legal procedures. It is happening in sport and their sporting lives are curtailed.

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References:

Women athletes, sports officials, and sports doctors

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Funding:

I have been a journalist for the last 30 years and have chronicled corruption in sport- from match fixing to drugs in sport.

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Title: Stadium Financing as a Good Governance Problem

Application: 92/1

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

Stadiums, Governance, State Aid, Subsidies, Competition Law, Public-Private Partnership

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summary:

In North America, the state often subsidises stadiums, spending hundreds of millions of dollars per stadium. These stadiums provide little public benefit, despite being touted as a public good. Applying principles of good governance to stadium financing projects would provide a benchmark to evaluate the projects. Good governance principles would also provide a basis for reforms to improve the accountability of both professional teams and governments in regards to stadium financing.

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Abstract:

In Canada and the United States, the state frequently subsidises stadiums that house professional sports teams. The subsidies, often in cash or in property, total in the hundreds of millions of dollars for each project. Governments and team owners justify these subsidies by arguing that professional sports stadiums are a public good that will boost the local economy, revitalize local neighbourhoods, and provide a sense of well-being to the citizens who would cheer for the local team (Baade & Dye, 1988). However, numerous economic studies have shown that these promises are almost never realized (Baade & Dye, 1988; Coates & Humphries, 2000; Miller, 2002; Noll & Zimbalist, 2011). Instead, stadium subsidies act as a wealth transfer from local citizens to

the billionaire owners of professional sports teams.

In Europe, such arrangements are scrutinized by the European Commission as potential violations of the prohibition against state aid (Craven, 2014). However, there are no similar provisions under Canadian competition law or American antitrust law that are readily applied (Schein, et al.). It is highly unlikely that this will change in the future, whether in domestic law, or as part of a re-negotiated NAFTA.

Given the vacuum of legal solutions, I suggest that the public financing of professional stadiums is more effectively examined as a governance problem. Given that stadiums are presented as a public good, and are jointly-financed by state and private actors, this scenario appears to present a classic situation that governance principles can be applied to (Peters, 2014). My research asks two questions. First, can governance principles that are being applied to sporting bodies in regards to purely internal affairs (e.g., internal governance, or dealing with athletes) also be applied to sporting bodies in regards to stadium finance? Second, presuming the answer to the first question is 'yes', do recent stadium projects in Canada comply with principles of good governance?

This research will use the good governance framework proposed by the Action for Good Governance in International Sport Organisations (AGGIS). The AGGIS focuses on focuses on four factors: 1) transparency and public communication; 2) democratic process; 3) checks and balances; and, 4) solidarity. The research will apply these factors to two test cases: recent stadium financing schemes carried out by the cities of Edmonton, Canada, and Cobb County, USA. Edmonton financed C\$226 million of a C\$483.5 million hockey arena that opened in 2016, while Cobb County has funded US\$400 million of a US\$622 million baseball stadium that opened in 2017. Other recent stadium projects, such as ones in San Francisco, Atlanta, or Calgary, may also be examined. It is likely that, when good governance principles are applied to stadium subsidies, there will be shortfalls in the governance of stadium projects, but that there will also be recommendations for concrete improvement in the future.

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Schein, D., Phillips, J. & Rider, C., 'American Cities Held Hostage: Public Stadiums and Pro Sports Franchises', *Richmond Public Interest Law Review*, vol. 20, no. 1, 2017, pp. 63-109.

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Funding:

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Title: The Olympics As Perpetual State of Exception

Application: 93/1

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Application details:

Category:

Mega-events and public rights: An intensifying battle

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Type:

Journalist

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Keywords:

Olympics power consolidation suspension rights carceral state
undemocratic

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summary:

The IOC's model thrives on the consolidation of state power and indefinite suspension of human rights, rule of law, and democratic oversight.

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Abstract:

In recent years, the Olympics have become synonymous with the destruction and chaos that accompany international mega-events unchecked by democratic oversight. So why are some civic leaders still pushing to host the Games, given the risk they pose to cities? We believe that the Olympics offer a unique ability to transcend business-as-usual, allowing politicians and business interests to operate at the margins of the law and democracy to a disturbing extent. In effect, the

period leading up to the Games mirrors a state of exception, with a massive celebration replacing the standard crisis or emergency.

Working from the definition laid out in Giorgio Agamben's 2005 eponymous work *State of Exception*, we can point to a number of striking similarities between the activity surrounding the Games and the sort of extrajudicial activity that occurs when states consolidate power in response to a political crisis (e.g., the Patriot Act after 9/11). For example, one of the key features of a state of exception according to Agamben is the suspension of civil liberties. This activity is codified in the Olympic Charter under Rule 50, which places an interdiction on public protest at Olympic sites in the name of maintaining a "clean venue." In recent years, host cities have upped the ante by making protest of the Olympics themselves illegal (Vancouver 2010) or authorizing police to use physical force against any protesters not in compliance (London 2012). And of course, in almost all cases, residents of host cities are denied the opportunity to vote on whether or not to host the Games in the first place, despite the fact that they touch every aspect of urban life imaginable.

Agamben's work also investigates how these "exceptional" periods often transition into the status quo, and become prolonged political eras. As co-founders of the NOlympics LA coalition, one of the aspects of this Olympic-driven state of exception that concerns us the most is the Games' track record of militarizing public spaces in years leading up to the Games, and beyond. The current U.S. Olympic bid requests that a unified command of local and federal law enforcement be created under a National Special Security Event designation, which would put residents of Los Angeles under the direct jurisdiction of one of the world's most powerful, weaponized, and well-funded military forces in the world. No U.S. Olympic Games prior to 2002 had such a designation, until Salt Lake City hosted the Winter Games less than a year after 9/11. Now, militarized security at the Games has become the "new normal" to the extent that the bid committee does not even discuss the NSSE designation in terms of counter-terrorism but as a budgeting measure, due to its deferral of costs from local to federal taxpayers.

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References:

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Funding:

We are organizers with NOlympics LA.

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Title: Towards new modes of conflict and representation? The rise of labor relations in European sport

Application: 94/1

Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

sport, labor relations, representation, interests, conflicts, unions, working conditions, professional sport, sport for all

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summary:

In view of the growing awareness of labor relations in sport the contribution explores the current situation of management/federation-player relationships in various European countries and at the European level. In addition to professional players and athletes also coaches, referees and medical workers are taken into consideration. Based on concrete examples such as the "Black Book Eastern Europe" published by FIFPro Europe or the recent foundation of the "Global Association of Professional Swimmers" by swimmer Katinka Hosszu general questions of representation in sport will be discussed. It will be made clear that the increasing number of challenges in sport's labor relations have the potential to change the current structures of sport.

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Abstract:

While labor relations in professional US play at least since the 1970s a crucial role revealed by strikes and lockouts sports in Europe has just recently been confronted with the emergence of labor relations. In 2007 EU athletes has been founded as an athlete unions representing currently more than 35 national associations and 25.000 individual

athletes; FIFPro Europe has published in 2012 its “Black Book Eastern Europe” with examples of lacking salary payments, violence, and harassment in professional football; most recently the professional swimmer Katinka Hosszu has founded the “Global Association of Professional Swimmers”.

In addition to the situation in professional sport that is primarily inspired by federation/management-player relationships there is an ongoing awareness of labor relation in mass sports. Since coaches, referees and medical workers are increasingly confronted with precarious working conditions, onerous contracts, and a lack of transparency in salary matters the question of social security in sport attracts growing importance.

This contribution provides an overview of the current situation of labor relations in sports including both professional sport and the field of amateur and leisure sport. Based on concrete examples current challenges such as the relationship between professional workers and honorary posts or aspects of minimum wages will be addressed. In addition, the transnational and European dimension of labor relations in sport will be explored since European Union’s common market plays an important role in the framework for working conditions in sport.

It will become clear that labor relations in sport have a substantial impact on sport development since they are linked with general questions of representation in sport challenging the current structures of sport.

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Funding:

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Play the Game 2017

Title: How to avoid Olympic construction? A look at some of the solutions related to organisation of the Olympic Games.

Application: 95/1

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Application details:

Category:

Mega-events and public rights: An intensifying battle

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Type:

Other

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Keywords:

Olympic Games, Olympic construction, sustainability, host cities, spatial organisation, sport venues, Olympic village

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summary:

Olympic construction appears to be the common denominator underlying some of the major issues, the IOC is facing these days. Answering the question "How to avoid it?" could, therefore, provide necessary solutions. This contribution aims to highlight some of them, focusing on utilization of existing sport venues, different spatial organisational models of the Games, concept of the Olympic village, financing of the Games and a proposal of a permanent host city.

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Abstract:

With the ascend of internet and social media, information about the Olympic Games is easier to find and easier to spread around, thus facilitating not only the dissemination of IOC's official message, but also the message of anti-Olympic campaigns. Moreover, indepth analyses of experts on various unwelcomed impacts of the Olympic Games give campaigners a powerful instrument to persuade public about their arguments. Obviously, it is not only the public in general, but also local politicians, who start to understand that promotion of Olympic bids does not necessarily bring expected political capital.

Overbudgeting, corruption, unfair business model of the Games subsidised by taxpayers' money, doubtful legacies, gentrification, home evictions, decreased housing affordability, these are some of the main issues that have been revealed and that have proved the Games are not so indisputably beneficial as they are usually publicly presented as being. Olympic construction appears to be the common denominator for these issues. On the one hand, it is presented by the IOC and bid promoters as one of the main benefits of hosting the Games. On the other hand, it is perceived as the main burden by local taxpayers, who pay major portion of the bill. Experience from the last several decades seems to give us an important lesson that instead following the legacy oriented and government-funded model, inspired by the 1992 Olympics in Barcelona, the IOC should have rather adhered to a more simplicity oriented and privately-funded approach of Los Angeles 1984.

It is therefore quite logical that answering the question, "How to avoid Olympic construction?" could provide necessary solutions for some of the main issues, the IOC is facing these days. The proposed contribution aims to highlight some of those answers. It will focus on utilization of existing venues. As an urban geographer, author will use a geographical approach, presenting different spatial organisational models of the Games that might solve some of the problems related to the Olympic Games. Subsequently, it will tackle the concept of the Olympic village, aiming to highlight the use of university campuses and/or cruise ships for this purpose. Olympic construction is closely related to financing of the Olympic Games that is frequently subject to criticism. In this regard, a government-funded vs. a private-funded model will be discussed, including the issue of Olympic costs that is influenced mainly by the number of events and participants. Finally, a proposal of permanent host city or host cities will be presented that is not new, but it definitely deserves proper attention in order to discuss and reveal its undeniable benefits.

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Funding:

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**Title: When the Olympics and Human Rights Clash
What is a State to do? Are Australian athletes being
forced to accept violations of their human rights in
exchange for permission to participate in the Olympic
Games?**

Application: 97/2

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Application details:

Category:
Governance in sport: Change or be changed?

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Type:
Academic

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Keywords:
free speech, Olympic Charter, athlete's rights, international law, athlete
representation, Australian Olympic Committee, IOC, athlete-agreements,
arbitration

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summary:
The UN Guiding Principles on Business and Human Rights can help
Olympic athletes realize their rights despite abrogations to free speech,
to earn a living, access to remedy, and to silence. The Olympic
Movement's violation of these laws puts it at odds with the nation-
state's obligations under international treaties and the UNGPs. Could
the creation of effective remedy ensure athletes have reasonably
considered whether these rights are worth abrogating to compete in the
Olympic Games?

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Abstract:
The Olympic Games are built on certain human rights principles that are
used to sell the Olympics as an idealistic world gathering represented
through each nation's most physically gifted. But to execute that vision,
the IOC must go to extensive lengths to protect their financial interests
and preserve their lofty image. In some cases that means violating other

human rights of the very athletes who are at the center of the Olympic Movement.

This occurs through the National Olympic Committees who force athletes to sign away their rights in athlete agreements as a condition of competing in the Olympic Games.

For example, in Australia, citizen-athletes are not given considered opportunity to participate in the governing or rule-making process including developing the athlete-agreement. Athletes are at a further disadvantage due to their age, maturity, and their lack of legitimate representation. In addition, the lack of effective remedy in Australian Olympic sport means that athletes cannot explore what rights are worth fighting for and what rights may be worth curtailing for a larger purpose.

For the nation-state this has more severe consequences. Under international law, Australia has an obligation to protect the human rights of its citizens, including Olympic athletes.

The overall Olympic system contains perceived bias with the same leaders in control of all parts of the process (IOC, NOC, CAS). Yet Australian Olympic athletes are asked to give up their rights to free speech, silence, and their rights in relation to earning a living. For women and minorities the breaches to the aforementioned rights are particularly egregious given the additional obligations nation-states have to these groups.

Until now, the autonomous nature of sports law has kept sport isolated from domestic and international legal systems thus parliamentary rule-making and the legal justice system are circumvented. Instead an ultra-national body makes rules that are forced on nation-states and citizen-athletes that in part violate international and domestic human rights law. The result is that citizen-athletes are forced to use an arbitration system that sits outside the nation-state and lacks international standards for effective remedy.

The UN Guiding Principles on Business and Human Rights outline how both nation-states and enterprises like the Olympic Movement have a duty to protect human rights, respect international human rights law, and provide remedies for breaches of human rights. These guidelines, coupled with international human rights treaties, make it clear that the IOC, the Australian Olympic Committee, and the Australian government all play a role and are responsible for the rights of Australian Olympic athletes.

This paper will explore the conflict between Olympic and human rights law, how international and domestic human rights regimes can help, and how Olympic athletes need effective remedies if they are going to be

able to determine what rights if any are fair and reasonable to give up to compete in the Olympic Games.

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References:

In addition to the UDHR and the ICCPR, a number of other UN treaties concerned with the rights of specific groups protect the right to free speech. The International Convention on the Elimination of All Forms of Racial Discrimination actually notes in Article 5 that “racial and ethnic minorities equally should not be discriminated against and have equal access to airing their views and sharing information of concern to them. Broadcasters also have a responsibility to promote a culture of tolerance and ensure that their broadcasts do not become a vehicle for spreading hatred and contempt of minority groups.”

CEDAW, the women’s non-discrimination treaty calls for similar freedom of expression rules. Article 3 states, “Equal access to and representation of women in the media are crucial to ensuring proper coverage of issues of concern to women and to enable their full participation in public decision making. Effective measures need to be taken to combat discrimination against women and to promote their access to the media.”

In addition to the UN Guiding Principles on Human Rights and Business, the OECD has specialized guidelines for Multinational Enterprises that include implementation of the UN GPs as well as a remedy mechanism.

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Funding:

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Title: Can World Sport Embrace Human Rights?

Application: 98/1

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Application details:

Category:

Mega-events and public rights: An intensifying battle

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Type:

Academic

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Keywords:

IOC, Human Rights, Corruption, United Nations, FIFA, Beijing, Olympics, World Cup

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summary:

FIFA hired the UN's top expert to implement a human rights policy and the IOC added human rights standards to their host city agreements from 2024. But in both organizations the same people remain in charge and it is unclear whether embracing international legal norms is in their best interests. Without a change in leadership structures can human rights be realized or will global sport acquiesce to local hosts with a different global agenda?

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Abstract:

The presenter will start with a short look back to several Olympics including the 2008 in Beijing, '14 in Sochi and '16 in Rio to illustrate the human rights violations that can occur as a result of the Olympics. The presenter will then look at current human rights language being used by both FIFA and the IOC before asking whether the new policies to protect human rights at mega sporting events can be realized when the leaders and structures of both organizations remain the same.

The starting point of the presentation will center on Beijing, where a fellow journalist led a team which investigated the true cost of the 2008 Olympics. The investigation uncovered a world of forced evictions, secret prisons and government censorship, revealed in first hand accounts of banned human rights activists. The presenter was also in Beijing and was

part of an athlete-centric human rights organization protesting the Chinese government. The presenter will describe how members of the group were banned from travelling to China for the Games and other athletes threatened by their NOCs for speaking out. Can the IOC change ahead of the 2022 Winter Olympics in Beijing when their human rights policy doesn't start until 2024?

The presenter will then outline the United Nations Guiding Principles on Business and Human Rights and explain how nation states and business enterprises have an obligation to respect, protect, and fulfill human rights and fundamental freedoms. Both FIFA and the IOC have admitted this in part as both organizations have started to implement the UNGPs, but is FIFA's new human rights policy real given recent allegations of slave-like conditions for foreign workers in Russia ahead of the 2018 World Cup and continued abuses in Qatar?

The presenter will then ask about the people who make up these international sporting organizations and whether the system can actually change when they remain in charge. Do FIFA and the IOC really want to push a human rights agenda with host countries? While it can be argued that it is in the best interests of each organization to do so, is it in the best interests of the individual leaders? How can athletes be a part of this change and do they want to speak out?

While many FIFA executives have recently been arrested and subsequently stepped down from FIFA administration, many remain. In the recently contested FIFA Council election in Asia (where Moya Dodd, an Australian attorney and former National Team player lost to Bangladesh's Mahfuza Ahkter Kiron whose soccer experience has been called into question) can an undemocratic organization that still uses secret ballots for leadership co-exist with the Ruggie Report?

Mega-sporting events are still being held in Russia, Qatar and Beijing despite extensive human rights violations in all three countries. Does either organization have the structure, the skills, and the leaders to speak out, take action, and embrace real human rights change or is it business as usual?

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References:

In addition to the UN Guiding Principles on Human Rights and Business, the Organization for Economic Cooperation and Development has specialized guidelines for Multinational Enterprises that include implementation of the UN GPs as well as a remedy mechanism.

The Ruggie Report and FIFA's Human Rights Policy

Video from HBO Real Sports investigation: Lords of the Rings may be used pending authorization

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Funding:

Play the Game 2017

Title: Governance change for National Governing Bodies of Sport; Is this leading to the alignment of strategy and governance in England/the UK?

Application: 99/1

Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

Strategy, Governance, Mission Statements, Vision, Organisational Purpose

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summary:

Since the millennium, extensive practitioner driven modernisation and good governance guidance for nonprofit sports organisations in many countries has seen the development of compulsory Governance Codes in the UK and Australia. Chappelet and Mrkonjic have previously reviewed the Existing Governance Principles in Sport, including this author's work. This study begins to explore if Boards or Stakeholders are driving the strategic planning and organisational performance of NGBs, using an IOC guidance lens to review governance/strategy alignment.

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Abstract:

Despite a significant amount of research in relation to strategy and governance, empirical studies of the actual strategic role of public and non-profit boards are rare (Edwards and Cornforth, 2003: 77). There have been virtually no studies that have explored governance and strategy in sport and not-for-profit organisations. A small number of researchers started to explore this link (e.g. Ferkins and Shilbury, 2014,

Cossin and Matayer, 2014). Some strategy literature, talks of about high performing organisations having good Mission/Vision statements, and clarity in relation to critical success factors and Key Performance Indicators (e.g. Drucker, 1994; Waal, 2012).

The pyramid of national, regional (e.g. Europe) and international, for most competitive sports see the sport and their International federations affiliated to The International Olympic Committee (IOC), who in 2008 suggested that all affiliated members should follow basic universal principles of Good Governance in relation to Vision, Mission and Strategy. Mission/Vision or organisational purpose should also come before strategy within high performing organisations (Waal, 2012, MacNeice and Bowen, 2016).

It is acknowledged that the evidence base in relation to the value of Mission Statements is conflicting, e.g. Ackoff (1987) suggested that Mission Statements are worthless unless offering direction, yet with direction, the meaning can be useful. In a practitioner context, in 2014 Management Consultancy firm Bain showed the use of Mission and Vision statements has been a top management tool used for over 25 years. Cossin and Matayer (2014) suggested that firms should approach strategy depending upon a number of contextual factors, where the Board could take a number of different roles; Supervision, Cocreation or Supervision depending on the nature of their approach to Strategy; Planning, Focus/Shape, Response to Threats/Risk, Competitive Advantage or as Contribution to Stakeholders.

Whilst a number of different perspectives could be used to analyse the approach of the Board (e.g. Agency theory, Stakeholder theory, Stewardship theory, Stakeholder saliency theory), the author wanted to explore if there is a gap of knowledge linked to strategy and governance. External stakeholders in Europe have suggested that Boards in NGBs, regional and International federations, are more like “a more representative, political organ, than the Board of a corporation” (Phillips, 2011:36). Does this suggest that Boards in NGBs may be less interested in strategy?

Research context / author

Within this context, one would expect the organisation Mission/Vision statements of the Sport England and UK Sport funded NGBs to have explicit objectives about their purpose, especially in relation to participation and grassroots and/or senior elite development. Using a multiple case study (Yin, 2009, 2013) this exploratory case study approach enabled exploration of a topic that is important at a theoretical, policy and practical level with mixed results suggesting NGBs are increasingly concerned about Stakeholder goals ahead of their organisational goals. The value of stakeholder investment will also be

presented.

The author has also previously worked as a Sport Business Consultant at Deloitte, has served as an Independent Board Member and has researched, presented, been interviewed by stakeholders and published in this field.

 

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References:

Ackoff, R. (1987),\"Mission statements\". Planning Review, 15 (4) pp. 30 – 31

Cossin. D., and Metayer. E., (2014), How Strategic is Your Board?, MIT Sloan Management Review, 56 (1), 37-43

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Miles, M., B. and Huberman, M.A. and Saldana, J., (2014). Qualitative Data Analysis: A Methods Sourcebook. Third edn. London, UK: SAGE Publications.

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Waal (DE), A.A., 2012. What makes a High-Performance Organizations: Five Validated Factors of Competitive Advantage that Apply Worldwide. Cranbrook, Kent, UK: Global Professional Publishing Ltd.

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Funding:

N/A

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Title: Obsessed with perfect pictures – how perfection in sport leads to decadence or how to tell real stories

Application: 100/1

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Application details:

Category:

Disrupting sport: Winners and losers in the era of technology

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Type:

Other

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Keywords:

sport development, sport infrastructure, narratives, pictures, perfection, media, social responsibility, migration, Africa, Nigeria, AFFF, film

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summary:

Modern sport strives for more and more perfection. This also holds true for the unrivalled narratives and perfect pictures being produced and broadcasted globally. The authors argue that alternative and more realistic pictures are needed because perfectionism is massively misleading and has undermined the social values and foundations of sport. The African Football Film Festival (AFFF) in Lagos, Nigeria serves as an example for relevant public discourse using sport for dialogue, empowerment and solidarity.

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Abstract:

Many actors in modern sport strive for perfection. They design more sophisticated training methods, more elaborate equipment, more effective medication, more global marketing ... Countless professionals

have joined this race, turning sport into a laboratory for continuous improvement, success and profits. The ones producing and distributing perfect pictures are highly influential in all of this and seem to get better and better with skycams, super slow motion or goal-line technology at their disposal. But why perfection and for what? The authors of this abstract argue that more alternative realistic pictures are needed because perfectionism has already undermined the social values and foundations of sport. The African Football Film Festival (AFFF) in Lagos, Nigeria serves as an example for relevant public discourse using sport for dialogue, empowerment and solidarity.

Seductive power and social impact of narratives and pictures in sport should be more critically discussed because they are negatively affecting many people. That counts for professional sportspeople falling victim to performance pressure, injuries or doping. It also counts for millions hoping for sporting glory who sweep aside the simple fact that not everyone can win. In football-crazy Nigeria (and many other African countries) it is worse because many cannot even play at all: Lack of recreational and sporting space, dilapidated public sporting infrastructure, dysfunctional federations not able to organise basic contests, distortion of competition and other corrupt practices are seriously hampering the development of sport on all levels.

Different accounts show that sport in Africa was actually better organised in the past. Of course, many non-sporting factors need to be considered. But it seems that perfect pictures celebrating professional sport from Europe and North America on global media channels make things worse. 'Everything is better there', talented African athletes say as they dream of success and riches abroad and pay high amounts to dubious agents and corrupt officials to get the paperwork done. 'Everything is more interesting there', the less talented but not less fanatic say as they engage in sports betting and watch the English Premier League instead of visiting the games of the Nigerian Professional Football League or demanding recreational and sporting areas that are free of charge.

The unrivalled power of perfect pictures and predominant narratives in sport concentrating on action, heroes and records needs to be confronted with everyday stories with a human face. The AFFF started in 2013 and has shown numerous football films in its three editions. Its aim is to bring about football festivity in communities while addressing social issues that affect them. Films dealt with i.a. human trafficking in sport, challenges of sporting careers, grassroots football in Europe or social protests in Brazil related to the World Cup. The presentation at the Play The Game conference shall involve an opening presentation, a 9min documentary about AFFF 2017 and a plenary discussion about perfect pictures, their impact on grassroots sport worldwide and the responsibility of influential and less influential sport actors.

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References:

- Documentary about AFFF 2017 by Deutsche Welle:
<http://www.dw.com/en/football-in-africa-dreams-and-reality/av-38723672>

- Article about AFFF 2017 by The Nation (Nigerian newspaper):
<http://thenationonlineng.net/documentaries-okocha-oliseh-feature-african-football-film-festival/>
- PLAY!YA website: <http://www.playya.org/>
- AFFF Facebook page:
<https://www.facebook.com/AfricanFootballFilmFestival>

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Funding:

PLAY!YA (established in 2008) and PLAY!YA Nigeria (in 2009) are independent CSOs using sport to address social and political issues in areas like education, health, (un)employment, migration or corruption. Both organisations are mostly funded by membership contributions with occasional funding from foundations or public institutions.

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Title: An assessment of the pyramidal network of professional cycling and the underrepresentation of athletes in governance and decision-making

Application: 101/1

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Sports Official

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Keywords:

pro cycling, governance, athlete unions, integrity of sport

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summary:

The sport of cycling is organized in a pyramidal system with the Union Cycliste Internationale (UCI) at the apex, five continental federations underneath the UCI, and national associations underneath the continental federations. At every level of the pyramid athletes are under-represented in the governance structure and the decision-making process. The lack of athletes representation results in poor governance and a lack of accountability to the public, media, and athletes.

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Abstract:

The sport of cycling is organized in a pyramidal system with the Union Cycliste Internationale (UCI) at the apex, five continental federations underneath the UCI, and national associations underneath the continental federations. At every level of the pyramid athletes are under-represented in the governance structure and the decision-making process. The UCI Management Committee is a 15-member executive body that manages the UCI. Included among the Management Committee's powers are awarding the World Championships to host cities; establishing and modifying sporting regulations; and appointing the UCI's Director General who operates the UCI on a day-to-day basis.

None of the fifteen members of the UCI Management Committee are active athletes or representatives of active athletes. Athlete under-representation is further amplified when viewed from the perspective of the group of male professional road cyclists: four of the fifteen members of the UCI Management Committee originate from nations that are not represented by any athletes in the ranks of professional road cycling.

In recent years professional cyclists have been damaged by avoidable crashes caused by unsafe race courses; the unlawful release of personal medical information to the media; and the host rights of world championship events sold to repressive authoritarian state actors. In every case there has been a distinct and disturbing lack of accountability to athletes, fans, and media.

In February 2014 the UCI convened the Cycling Independent Reform Commission to “conduct a wide ranging independent investigation into the causes of the pattern of doping that developed within cycling and allegations which implicate the UCI and other governing bodies and officials over ineffective investigation of such doping practices.” In March 2015 the CIRC published its findings and recommendations which included: “CIRC recommends that UCI facilitate the creation of a strong riders’ union. The purpose of the union would be to give riders a collective voice, particularly on issues of ownership, revenue sharing, the racing calendar and anti-doping. The riders’ union should also be given a number of votes in Congress, so that riders have a say in how UCI is run. Membership could be linked to voting eligibility in the presidential elections.”

Athletes have the most to lose when their sport is governed poorly. Athletes are the stakeholder most committed to building an effective and fair anti-doping system. Athletes and their independent representative associations should be institutionalized in the governance structure of the UCI and its constituent federations.

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References:

CIRC Terms of Reference:

http://www.uci.ch/mm/Document/News/CleanSport/16/68/89/CIRCTermsOfReference2014ENG_English_Neutral.pdf

Croci, O. and Forster, J. (2004). Webs of Authority: Hierarchies, Networks, Legitimacy, and Economic Power in Global Sport Organisations in G. T. Papanikos (ed.), *The Economics and Management of Mega Athletic Events: Olympic Games, Professional Sports, and Other Essays*

Geeraert, A., Scheerder, J., Bruyninckx, H. (2012). The governance network of European football: introducing new governance approaches to steer football at the EU level. *International journal of sport policy and*

politics,

Thibault, L., Kihl, L. and Babiak, K. (2010). Democratisation and governance in international sport: addressing issues with athlete involvement in organisational policy, International Journal of Sport Policy and Politics

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Funding:

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**Title: Matchfixing : what makes an athlete rig a match?
A study on the personal and contextual determinants
of the willingness to fix a match in Football.**

Application: 102/1

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Application details:

Category:

The sports market: A crime scene with impunity?

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Type:

Academic

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Keywords:

matchfixing, ethical decision-making, sport ethics

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summary:

This study examines which personal and contextual determinants are key in the willingness of an athlete to fix a match, when he/she is approached to do so by the organized crime scene. It entails a quantitative study in Flemish Football players and looks for the determinants that are crucial in the decision to fix a match or not (both personal and contextual). This will raise our knowledge on the decision-making process in matchfixing and it will make it possible to formulate deliberate recommendations for the effective prevention of this widespread malpractice.

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Abstract:

Matchfixing has driven today's sports world into a major sportive and

moral crisis. A lot of sport disciplines suffer from this threat and athletes at several levels are being approached to rig matches by members or criminal organizations. At this moment, it may seem as though we are defenseless against this threat, also due to the lack of a coordinated strategy on the prevention of this malpractice in athletes on all levels.

Some athletes are willing to fix a match when they are approached by criminal organizations, whereas others are able to resist this threat, and even blow the whistle. At this moment the approach and the willingness of the athletes may seem arbitrary, due to a lack of knowledge. Our research helps to shine a light on the determinants that shape the athlete's decision in whether or not to fix a match: what makes an athlete to fix or not, and even to blow the whistle on the threat? Which personal and contextual determinants are key in this decision-making process?

A thorough investigation of football players in the Flemish context that are approached to rig a match will further our knowledge on the prevalence of matchfixing, but will also raise our awareness about which determinants are crucial in making the difference between accepting and refusing a proposition to fix a game. This study is carried out in collaboration with the Flemish Football Federation, in order to reach all players involved. The guaranteed anonymity and the aggregation of the data provide a safe context, in which the athletes don't have to fear repercussions whatsoever. The data collection is ongoing at this moment and the results will be available at the time of the conference.

The information we gather from this study will help to organize an efficient and effective campaign to raise awareness in athletes, and to respond to the personal and contextual determinants that raise the chance to agree with a proposed fix. This study will also make it possible to formulate recommendations for the development of policy measures and juridical support.

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References:

Hill, D. (2013). The insider's guide to match-fixing in football. Anne McDermid & Associates

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Rebeggiani, L., Rebeggiani, F. (2014). Which factors favor betting related cheating in sports? Some insights from political economy. In Habersfeld, M.R., Sheehan, D. (2014). Match-fixing in international sports. Existing Processes, Law Enforcement, and Prevention Strategies. Springer.

Spapens, T., Olfers, M. (2013). Matchfixing in Nederland. De aard en reikwijdte van het probleem, de risico's en de aanpak. Universiteit Tilburg.

Play the Game 2017

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Funding:
not applicable
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Title: Good Governance in International Sport Federations: the use of ethical codes.

Application: 103/1

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

good governance, sport ethics, ethical codes

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summary:

An often-used approach to tackle unethical behaviour at the management level in sports organizations and to promote good governance in sport-governing bodies is the establishment of an ethical code. Literature has pointed out several conditions for a code of ethics to be effective. We will analyze the ethical codes of the 35 Olympic Federations in the light of this research and consider their content and characteristics in relation to their potential effectiveness.

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Abstract:

Ethical challenges and scandals worldwide have generated widespread awareness and motivation to fight against unethical behaviour in the sports domain, both on and off the field. The management of sport organizations has been under a lot of scrutiny in recent years. Poor governance is one of the major ethical challenges that sport is facing

nowadays. The (perceived) corruption of sport-governing bodies such as FIFA, other international sport federations, and the IOC weakens the image of sport, through several negative effects.

An often-used approach to tackle unethical behaviour at the management level in sports organizations and to promote good governance in sport-governing bodies among the persons involved is the establishment of an ethical code (De Waegeneer, 2015; Geeraert, 2015). Nowadays, 'ethical codes' is a broad and general term and we need to make a clear distinction between ethical codes that regulate the behavior of the athletes in the game (issues such as doping, match-fixing, fair play,..), i.e. on-field behavior and conduct on the one hand, and the conduct of board members and management (bribes, conflict of interest,..), i.e. good governance off the field, on the other hand. This distinction is often not made, neither by scholars nor by the sport-governing bodies themselves. We therefore classify the documents of the 35 Olympic Sport Federations according to the content (game versus governance principles), scope (on-field versus off-field) and target public (athletes versus governing agents), something that has not been done until now.

An ethical code has both potential strengths and weaknesses, as we will discuss. In this presentation we will take a closer look at the opportunities and pitfalls that ethical codes can present in promoting and guiding good governance. Literature has pointed out several conditions for a code of ethics to be effective. We will analyze the ethical codes of the 35 Olympic Federations in the light of this research and consider their content and characteristics in relation to their potential effectiveness. Several international federations have already put their best foot forward, however other organizations still have a lot of work to do when it comes to designing and implementing an integral ethical code to combat poor governance.

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References:

De Waegeneer, E., Devisch, I., and Willem, A. (2015). Ethical Codes in Sports Organizations: An Empirical Study on Determinants of Effectiveness. *Ethics & Behavior*, doi: 10.1080/10508422.2016.1172011.
Geeraert, A. (2015). Sport Governance Observer. The legitimacy crisis in international sports governance. *Play the Game*; Copenhagen.

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Funding:

not applicable

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Title: Innovative approach creates new arenas for sport

Application: 104/1

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Application details:

Category:

Disrupting sport: Winners and losers in the era of technology

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Type:

Other

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Keywords:

innovation, sports facilities, development, environment, architecture, city planning, urbanization, sport

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summary:

The Danish Foundation for Sports and Cultural Facilities has as a front runner on a global level introduced innovative examples of double and triple functionality when developing environmental protection facilities in combination with sports and recreational functions. A growing active population, urbanization and new sports calls for innovative strategies when developing sports facilities in the future.

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Abstract:

Cities around the world are facing extended environmental challenges with the ongoing rising sea water levels, more and more days with heavy rain and storm water pressuring the sewage capacity in the near and far future. With urbanization follows bigger demands for clean and fresh drinking water close to the bigger cities. All these challenges are at the same time claiming big land-areas for construction and protection purposes as well as massive investments of public funding.

Working with the development of new recreational and sports facilities for the citizens in Denmark, The Danish Foundation for Sports and Cultural Facilities has as a front runner in Denmark and on a global level introduced innovative examples of double and triple functionality when developing the environmental protection facilities. A growing active

population, development of new types of sports and disciplines demands new arenas for sport and movement in both cities and rural areas, and to fulfill the demand one must be creative. Through real life examples the foundations has shown new ways thinking, planning and working with city-planning, with the aim of creating areas for better life, engage the local community and often even cheaper solutions.

With an innovative approach to architectural practice, a new forest or a storm water detention facility created in the City, could lead to new arenas for sports and body movement. The forest could be a spot for recreational activities such as biking, hiking and running, while also serving as CO2 storage, and protection site for large underground fresh water reservoirs. The storm water detention facility could be build as a surface rainwater bowl, with a design making it a great and challenging skate facility. And a new large energy efficient incinerator plant in the capital could be equipped with mountain running, skiing and climbing facilities.

Development processes including a range of experts with engineering and architectural expertise as well as sports and body movements experts, researcher and practitioners can lead to unseen ideas and development project.

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References:

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Funding:

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Title: Piracy in the World of Watersports

Application: 105/1

Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Sports Official

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Keywords:

governance, SUP, rafting, canoeing, ISA, ICF, IRF, surfing, IOC, olympic, stand up paddle

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summary:

With insight from an international and Danish context from the current conflict between International Surfing Association (ISA) and International Canoe Fedearaion (ICF) over stand up paddle and the emerging conflict between ICF and International Rafting Federation (IRF), it is shown how an IF (in this case ICF) with sports political network on national and international level is attempting a hostile takeover of sports that they have no history of developing or governing.

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Abstract:

New sports (surfing, skateboard, parkour, white water rafting and stand up paddle) are pushing to the structure and stability in sportsorganizations on both international and national level. Accelerated by Agenda 2020, new sports are not just pounding the door to be included in the National Olympic Committees but are now invited in as full and legit members of the Olympic family.

An almost 20-year long campaign from the International Surfing Association (ISA) to introduce surfing at the Olympic Games succeeded after ISA proposed to the IOC, the inclusion of two of the federations core disciplines shortboard surfing and stand up paddle surfing in Tokyo2020. As known IOC decided to include only surfing (shortboard)

next to karate, climbing softball/baseball and skateboard.

The development of the surfing disciplines, growing popularity and attractiveness for public sector and event organizers is underlined due to the fact that the surf-sports have been included in future multisport events;

- 2017 Central American Games
- 2019 PAN AM Games
- 2019 ANOC World Beach Games

Besides this ISA is in continuous dialogue with both organizing committees from Paris 2024 and Los Angeles 2028 discussing inclusion of surfing and introduction of SUP.

While some water sports federations is riding a wave of success and positive development, others are facing hard times, struggling to keep a high participation number, failing to deliver interesting and spectator friendly events, as well as not meeting IOC regulations and criteria related e.g. to gender equality.

The International Canoe Federation (ICF), received a giant wake up call from the Olympic Leaders, when ICF back in 2013 was shortlisted as bottom 5 sports of the Olympic summer sports, as one sport the IOC wanted to remove from the Olympic Programme. IOC was voting for the sport to be removed from the Olympic Games, but due to hard work, reforms, and political lobbying, canoeing remained Olympic for now.

Facing a loss of status as core Olympic sport not many years ago, and risk of losing the majority of their funding, ICF as well as other less secure sports, are looking into strategies for future survival

1. Develop own sports into a more interesting products
2. Try hold down other more appealing sports
3. Take over more appealing sports

The ICF strategy has during the years been a mix of the three above, this presentation focussing on the latter strategy – piracy in the World of Watersports – ICFs attempt to take over both SUP governed by ISA and recently also a hostile takeover of white water rafting, governed by the International Rafting Federation (IRF).

With in-depth and insight from an international and Danish context from the current conflict between ISA and ICF over stand up paddle and the emerging conflict between ICF and IRF, it is shown how an IF (in this case ICF) with sports political network on national and international level is attempting a hostile takeover of sports that they have no history of developing or governing.

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References:

Play the Game 2017

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Funding:

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Title: Publish or perish: The need for transparency at the Court of Arbitration for Sport

Application: 106/1

Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

Arbitration; Good Governance; Independence; Transparency; Dispute Resolution; Court of Arbitration for Sport

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summary:

I claim that the Court of Arbitration for Sport (CAS) must be reformed due to its central role in the governance of global sports. In particular, I will focus on the need for transparency at the CAS regarding both its internal functioning and the publication of its (appeal) awards.

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Abstract:

The CAS is the main institution in charge of resolving disputes in global sports. In recent years, it has taken a prime space in the controversies surrounding the governance of sports (think of its role in dealing with the aftermath of FIFA's corruption scandal or with the Russian doping scandal). Thus, it cannot be denied that it has become the dominant judicial player in global sports (a feat which was not easy after a very slow beginning) .

Yet, with great power comes also great responsibility. As athletes/clubs/administrators are forced to accept the jurisdiction of the CAS in order to enter the arena of global sports, there is no room for free consent as fundamental legitimation basis of the CAS. Instead, we need to acknowledge that its foundations are post-consensual (a revolution in arbitration). This also entails that we have to apply stricter standards

regarding the independence, accountability and transparency of the CAS than in the traditional context of commercial arbitration. Based on this assumption, I argue that transparency is one key focus point for a future reform of the CAS.

Indeed, transparency plays key role in ensuring that institutions, and judicial institutions in particular, are responsive and to the people they affect. Greater transparency would enable the general public, often through specialized lawyers and journalists, to hold the CAS accountable for its decisions. It would also counter the widespread suspicion that the CAS would be captured by the international sports governing bodies. A transparency revolution at the CAS would entail three main dimensions. First, the systematic and timely publication of all the awards rendered by the CAS Appeal Division. Second, the systematic and timely publication of the administrative documents necessary to assess the independence of the CAS (e.g. financial reports, minutes of the ICAS meetings and other relevant administrative documents). Third, it should provide full transparency and easy accessibility on the previous nominations of the arbitrators included on the CAS list.

During my presentation I hope to elaborate on these proposals and offer a blueprint for a future reform.

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References:

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Funding:

None.

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Title: Norwegian Ski Federation and two doping cases: crisis management and lost reputation

Application: 107/1

Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

doping, crisis management , reputation

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summary:

2016 was an annus horribiles for the Norwegian Ski Federation (NSF) because of the Sundby and the Johaug case, in cross-country skiing. The NSF's reputation was reduced due to lack of success in their crisis management and communication. NSF did not succeed in performing an effective apology because the leadership of NSF was too arrogant and showed a lack of transparency.

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Abstract:

Storyline

2016 was an annus horribiles for the Norwegian Ski Federation (NSF). Two doping cases, Sundby and the Johaug case, created immediate alarm in the media as well as NSF when they were released in July and October 2016. These cases represented a serious threat to both the image of cross-country skiing, which is considered a national sport, and to the NSF itself. The reputation of the sport as well as the federation was at stake.

Reputation is widely recognized as a valuable, intangible asset, which is difficult to achieve and easy to lose. Public expectations of positive values are often higher in sport than in the mainstream business (Sherry, Shilbury & Wood, 2007).

Aim of the project: How and why the NSF's reputation was reduced after two doping cases.

Hearit's (2006) theory of crisis management by apology, and his communication ethic or apologetic ethics, are used in the analysis of the crisis from the responses cited in the newspapers. In addition, crisis communication (Coombs, 2007) are used. The form and the content of the apology are important (Coombs, 2006). The process of apologizing, apologetic ethics includes the manner of the communication, the content, and the complicating circumstances are analyzed.

Methods: An archival research of all newspapers in Norway from Retriever and research from Sponsor Insight, which make representative surveys of the Norwegian population above 18 years of age. Content analysis of the communication through these media.

Results/discussion: NSF's reputation has been fairly stable the last years up from 2012. After the Sundby case the reputation dropped quickly and after the Johaug case and by the end of 2016 it became negative. By May 2017 its reputation had slowly started to increase (Sætha, 2017). Even if NSF took the blame, the central organization was accused of behaving too arrogant, not transparent and trivialized the doping cases. The NSF leadership was criticized for blaming the rules for using the nebulizer as well as the rules for checking medicine bought abroad as unclear. Further NSF was accused of medication of healthy athletes.

Reputation is a very fragile thing and requires transparency, which were not present in the Sundby case. This case was kept secret for a year by the NSF before it became public. NSF had hoped that WADA would accept the explanation that the drugs had been used for asthma even if the NSF had failed to register as Therapeutic Use Exemption (TUE).

Implications/conclusions: Lessons to be learned are that both the manner and the content of the crisis communication are important after a wrongdoing and that competent crisis communication may serve as a kind of guideline for how to perform a "real apology".

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- Sherry, E., Shilbury, D. & Wood, G. (21007). *Wrestling with \conflict of*

interest\ in sport management, Corporate governance, vol7, 3,267-277
Sætha, B. (2017). Fordypningsoppgave Bachelor. NIH

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Funding:

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Play the Game 2017

Title: Centering the developing world: GANEFO, international sport, and the politics of non-alignment and decolonization in the 1960s

Application: 108/1

Applicant:

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Application details:

Category:

Open forum

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Type:

Academic

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Keywords:

Olympics, mega-events, developing world, decolonization, GANEFO

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summary:

Understanding mega-events through the lens of the developing world. International sport evolved out of 19th-century Western sporting values and cultures. Sport spread to colonial outposts in the developing world, but during the decolonization of the 1950s-60s, little power was given to these new nations within the architecture of global sport. An attempt at a Third World Olympic-style games, an overt attempt to gain control over sport, took place in Indonesia in 1963.

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Abstract:

Kwame Nkrumah, a central figure in Ghanaian independence and attempts to bring some unity to decolonized nations, acknowledged “the importance of sport in the development of a nation.” Sport was a colonial legacy but taking control of a nation’s participation in international sport was central to assertions of independence.

The Games of the New Emerging Forces (GANEFO) were a visible sporting manifestation of this project, an explicit attempt to link sport to the politics of anti-imperialism, anti-colonialism, and the emergence of the Third World. Approximately 3000 athletes from nearly 50 nations

gathered in Jakarta, Indonesia, in November 1963 for a multi-sport event that featured 20 sports as well as cultural festivities. Athletes hailed primarily from recently decolonized countries in Asia and Africa, which were labelled the “new emerging forces” by Indonesian President Sukarno.

GANEF0 was conceived as a sporting outcome of the spirit of the non-aligned movement that emerged out of the 1955 Bandung conference. It was one of the high profile efforts by Indonesia President Sukarno to position himself and his nation at the centre of the non-aligned movement. However GANEF0 has also received little attention from scholars of sporting mega-events, obscured by higher profile (in the West) civil rights struggles connected to sport in the 1960s, including the suspension of South Africa’s apartheid regime by the IOC and the American “black power” demonstration by U.S. sprinters Tommie Smith and John Carlos at the 1968 Mexico City Olympics. The few considerations of GANEF0 have framed the event as an expression of Indonesia’s independence and Sukarno’s efforts to link politics and sport, while GANEF0 was also important in attempts to position Indonesia within the non-aligned world.

Few analyses of GANEF0 outside of those that highlight its Indonesian origins have considered whether the event achieved its aim of uniting the non-aligned world through sport. When considering GANEF0 as an international event, the focus instead is on China’s financial support of the event and American opposition to it – effectively framing a Third World event firmly within the Cold War priorities of the First and Second Worlds.

The event, however, can also be understood within the Indonesian leader’s anti-colonial, nationalist, and Third Worldist positions as well as his efforts to promote a Java-centric sense of Indonesian identity in the face of ethnic and regional diversity. Moreover, international development was prominent in post-colonial Indonesia and the influence of First and Second World powers lent a development subtext to GANEF0. Sukarno advocated for an amicable resolution to the Sino-Soviet split in the Second World to advance Indonesia’s position in this regard and accepted assistance from both sides of the Cold War divide, which was reflected during GANEF0. International athletes and guests, financed by China, arrived in Jakarta and travelled along a highway paid for by the United States, stayed in the International Hotel constructed by Japanese investment, and competed or spectated at the massive Bung Karno sports complex originally built by the Soviet Union for the IVth Asian Games in 1962.

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References:

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Funding:

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Play the Game 2017

Title: Culture Matters: Compliance in sports

Application: 110/1

Applicant:

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Co-Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

There are conflicting logics in the sport industry that cause problems

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summary:

We follow recent insights in the scientific literature on compliance that all point to the importance of the cultural factor. Similar insights have come about in the financial world: rules do not suffice. Culture matters. Culture is a matter of shared values, so values matter.

An important part of the problematic stage in which the most eye catching sports worlds find themselves comes about, so we argue, because of conflicting logics in which they work.

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Abstract:

Culture matters: compliance in sports

With the increasing commercial influence in the world of sports we witness more and more activities that many will condemn as wrong, misguided, or immoral--activities like the use of doping, match fixing, dubious commercial transactions, embezzlement, sexual abuse,

corruption, and enslavement of athletes. Certain sports have become instruments for commercial and political interests. In this respect the sports world begins to resemble the world of finance, world of accountancy, or the commercial world at large: in order to combat excesses, the formation of monopolies, and unethical behavior authorities are designing rules and regulations to discipline the actors in that world just as they have done for those other worlds. The subsequent discussion is about compliance: how can the authorities assure that the rules and regulations are heeded?

In this paper we explore a few cases in the worlds of soccer and athletics in which dubious activities show up. We chart the attempts to design rules to combat those activities and show the difficulties of imposing those rules and then enforcing them. One factor that complicates enforcement is the international dimension of the sports world.

We will extensively relate to the Treaty of Lisbon of 2009 and the 2007 White Paper on sport of the European Commission.. The Treaty of Lisbon gave the EU a legal basis to support the sport industry structurally.

We follow recent insights in the scientific literature on compliance that all point to the importance of the cultural factor. Similar insights have come about in the financial world: rules do not suffice. Culture matters. Culture is a matter of shared values, so values matter.

An important part of the problematic stage in which the most eye catching sports worlds find themselves comes about, so we argue, because of conflicting logics in which they work. We apply a so-called value based approach that lays bare the various logics by which athletes can realize what is important to them. It is especially the encroachment of the market logic that has opened up many possibilities but also is at the cause of the various problems that now surface. The application of governmental logic is necessary to combat the excesses but will not provide a definite solution. Sports relies most of all on social logics, by which people share the trials and fortunes, the stories, the romance and the tragedy that sports bring about.

With a focus on the cases that we bring in, we will try to specify how a focus on values may restore a moral awareness in the world of sports and will counterbalance the inordinate emphasis on the market logic that we see nowadays.

Just like in the financial and accountancy worlds a great deal of work needs to be done in order to make culture work in the right way.

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References:

Doing the Right Thing: A Value Based Economy, A. Klamer;

In Hemelsnaam:over de economie van overvloed en onbehagen, A.
KLamer

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Funding:

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Play the Game 2017

Title: “Pirates of the Caribbean. Censorship and alternative in the Cuban sports press”

Application: 112/1

Applicant:

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Application details:

Category:

Who will guard the guardians? Whistleblowers and media under pressure

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Type:

Journalist

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Keywords:

Censroship, alternative press media, Cuba, pressure, Criminal Law

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summary:

Cuba is a disconnected country. All press medias are in the hands of the state. In recent years and regardless of the consequences, even criminal, that the exercise of the independent press finds on the Island, alternative press media with exclusive digital life, have appeared. The use of inventive resources to offer different information to the cubans, is an example of the will of a people to change their reality.

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Abstract:

In Cuba the ideological apparatus of the Central Committee of the single communist party controls all aspects related to the press, especially the editorial content.

In order to support this structure, the State has used the 1976 Constitution , the multiplicity of criminal regulations that undermine the autonomous practice of the press and the deregulation of its free

exercise.

As an example of this control, the exercise of the Cuban authorized press has been developed on the basis of propaganda. Sport has been one of the main objects of this propaganda.

However, since the 1990s, Cuban sports have suffered a decrease in their results, motivated by the impossibility of maintaining the state subsidy and the exodus of our best athletes. This situation has not prevented them from being kept off the agenda of the official sports press, the lives of emigrant athletes or criticism of the decadent model of sports management.

To counter this idea, since 2014 alternative media began to appear in Cuba. The incipient opening to the Internet and the development of inventive off-line distribution mechanisms allowed this.

Within these press media, the Play-Off Magazine stands out. It offers a critical insight into the Cuban sports management model and promotes the results of Cuban athletes, both inside and outside Cuba.

Until today Play-Off and the rest of the alternative press medias have been "tolerated". Nevertheless it remains in force, like the sword of Damocles, an aggressive legal frame, destined to repress them. Without reaching the use of criminal repression, with few exceptions, the State triggers repressive mechanisms against it. Layoffs from official media motivated by collaboration with alternatives, blocking websites, inaccessibility to sources and control of Internet access points and prices are the most visible evidence of this.

In recent months the officialist discourse regarding all alternative press media has been radicalized. The government considers subversive all those initiatives that do not start from the institutional framework. The promotion of professional sport has been considered one of the arguments to consider subversive press media such as Play-Off that are responsible for the non-existent national promotion of the commercial image of our active athletes and the professional life of our best players abroad.

The inventiveness, the quality and the way in which the alternative means of the Cuban press work, has generated the reappearance of a professional journalism in Cuba. The struggle today, focuses on the audiences. Ways to reach a largely disconnected audience, unable to print and distribute content as illegal, generate incredible challenges for media such as Play Off. The forms of subsistence and the business models behind incipient means reach very characteristic characteristics in a Cuba blocked from the outside and in the interior.

Regardless of the environment, the consequences or the way in which it works, there are many Cubans who seek to break the model, through constant communication inventions. Cubans who want to stop being classified as persecuted or pursuers.

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References:

- 1- Article 53 of the Cuban Constitution recognizes freedom of speech

and the press, as long as it conforms to the "ends of socialist society". It also establishes that the exercise of that right is due to the fact that the press, radio, television, cinema and other mass media are state-owned or socially owned and may not be the subject of any Private Property.

2- The Criminal Code establishes different common crimes that can be applied to the exercise of non-institutionalized and paid journalism.

Among these are the "Desacato" that prevents the offense of public officials and leaders of the Cuban government and the "Enemy Propaganda" that prevents incitement against social order or the socialist state. On the other hand, in the Law of National Independence and the Cuban Economy, penalties of 15 years imprisonment are established for generating and disseminating information that may favor the interests of the US blockade and the Helms Burton Law.

3- There is no Law in Cuba regulating the exercise of the press or communication. <http://www.juventudrebelde.cu/cuba/2015-12-11/llaman-a-por-fortalecer-sistema-de-comunicacion-publica-en-cuba/>

4- <http://www.radiorebelde.cu/noticia/serie-nacional-dedicada-atleta-mayor-20170801/>

5- <http://oncubamagazine.com/102-peloteros-se-han-ido-de-cuba-en-2015/>

6- Only 14% of the Cuban population has access to the Internet. <http://cubaenred.cubava.cu/2016/11/23/estadisticas-de-la-internet-en-cuba/>

7- http://www.cubadebate.cu/especiales/2016/03/17/cuba-desconectada-si-pero-cuanto/#.WYOUqIQ1_IU y

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8- <https://lapupilainsomne.wordpress.com/2017/06/28/el-centrismo-en-cuba-otra-vuelta-de-tuerca-hacia-el-capitalismo-por-manuel-henriquez-lagarde/>

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Funding:

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Title: Not Above the Law: Using Human Rights Laws to Address Abuse Allegations in Sport

Application: 114/1

Applicant:

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Human race

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Application details:

Category:

The sports market: A crime scene with impunity?

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Type:

Journalist

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Keywords:

child abuse, Indigenous rights, truth and reconciliation, police cover-up

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summary:

First Nation people of Northern B.C. continue to seek justice re: allegations of historical abuse they have made against CEO of the Vancouver 2010 Olympics, John Furlong, from his days as a missionary/teacher. They found the Royal Canadian Mounted Police and the federal government preferred to accept Furlong's ever-changing stories over their sworn statements and evidence so they took the police and the government to the Canadian Human Rights Commission.

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Abstract:

On January 12 2017 the Canadian Human Rights Commission accepted a complaint from members of Lake Babine First Nation—an Indigenous community in Northern British Columbia. They alleged the Royal Canadian Mounted Police (RCMP) had not conducted a fulsome investigation into the man they alleged abused them as children in the 1960's-70's—John Furlong. Mr. Furlong later became the CEO of the Vancouver 2010 Winter Olympics. In the complaint they also alleged the RCMP were biased against First Nations people, and that the government of Canada through the Ministries of Sport, Heritage and Public Safety were also biased. The Commission accepted their complaint against these Ministries as well. The complainants, a number of whom are Hereditary Chiefs, are using the Canadian Human Rights

Code, the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP), the Assembly of First Nations's Resolution to re-investigate Furlong, and the Truth and Reconciliation Commission's Report on Indian Residential Schools to argue the above federal institutions intentionally ignored their responsibility to investigate the dozen of allegations made by First Nations people about Mr. Furlong, aided Mr. Furlong in a cover-up, and in doing so helped perpetrate the myth of the "lying Indian"—still alive and well in Canada. These actions violated their rights under the Canadian Human Rights Code and the government's "commitment" to the implementation of UNDRIP and the "Calls to Action" within the Report.

It has also been found that two of the superior officers in the Furlong investigation were senior decision-makers in Vancouver Olympic security as part of the Integrated Security Unit (ISU) and worked on a daily basis with VANOC. Furlong, as CEO, played an integral role in security decision-making with them, and had past business relationship with the RCMP. VANOC secured \$900 million for Olympic security and the ISU became an official and legal partner of VANOC. Neither of the superior officers revealed their past relationship with Furlong or recused themselves from the investigation. Instead they started a campaign of fabricating evidence against journalist Laura Robinson within 24 hours of her query to them about sexual abuse allegations. It was also found that two other on-the-record allegations of sexual abuse against Furlong were never investigated by the RCMP, nor were at least 20 other allegations of serious physical/psychological abuse. Further, the head of the ISU, RCMP Assistant Commissioner Bud Mercer, knew of at least one serious allegation of physical abuse made by a First Nations woman against Furlong in advance of the Olympics, and chose not to initiate an investigation, despite evidence that the allegation occurred five years before Furlong purported he arrived in Canada--information Furlong kept secret.

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References:

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<http://bcbooklook.com/2015/12/15/a-return-to-burns-lake/>

<https://www.change.org/p/justin-trudeau-support-unheard-stories-of-first-nations-day-school-abuse>

<http://vancouver.sun.com/storyline/lone-aboriginal-member-of-ubc-sexual-assault-committee-resigns-over-furlong>

<http://www.canadalandshow.com/i-remember-john-furlong/>

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Funding:

I have no funding, but would appreciate any help possible.
I am the journalist who wrote the original story of abuse allegations,
about whom the RCMP fabricated reports, and have made separate
complaints about the RCMP to the Minister of Public Safety and the
Civilian Review Complaints Commission.

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Play the Game 2017

Title: Full Contact Martial Arts and Combat Sports need joint regulation to safeguard health, integrity and its promising social value!

Application: 115/1

Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Other

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Keywords:

Full Contact Martial Arts and Combat sports, regulation, self-regulation

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summary:

Recent research and consultation with experts shows that the Full Contact Martial Arts and Combat Sports seem to be unable to organize these sports through self-regulation. Only a few national governments have started to assist the FCMACS sector to regulate these sports. As little is known about the successes and failures of organizations where collaboration, self-regulation and regulation by governments and come together, there is a need for knowledge exchange and further discussion.

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Abstract:

Full Contact martial arts and combat sports (FCMACS) are popular sports and flourishing. This group of sports is characterized by a mixture of various styles that are governed by a large variety of national and international federations. FCMACS are organized fragmented and have also been developed as commercial organizations parallel to the traditional sport structure. There is no overall regulation of these sports at the national and the international level. Consequently, there are medical and ethical concerns with regard to safeguarding the health and integrity of practitioners. In addition, opportunities remain scarce for the

acclaimed personal developmental potential for practitioners. In several countries, as well as on a Pan European level, there is an increasing demand for a more strict and clear regulation of FCMACS. However to date, there is no consensus on how to regulate these sports as different opinions exist (e.g., regarding the introduction of a ban on some of these sports and how to organize collaborative governing). There is also a lack of insight and knowledge exchange regarding the actual social value, health risks and integrity issues of these sports.

Recent research and consultation with experts shows that the FCMACS sector seem to be unable to organize these sports through self-regulation. For example, the safety of practitioners, especially minors, is at stake due to an absence of agreement on age limits and overall rules for competitions. Also, FCMACS organizations turn out to have poor management and are therefore vulnerable to involvement of criminal and extremist organizations. Some countries prohibit various styles of FCMACS, other countries tolerate FCMACS and seem to ignore the safety and integrity issues in these sports. To date, only a few national governments have started to assist the FCMACS sector to regulate these sports. This kind of assistance of the self-regulation seems to be promising and shows that a new kind of 'in between' organizations are able to facilitate joint regulation of FCMACS. As little is known about the successes and failures of these kind of organizations where collaboration, self-regulation and regulation by governments come together, there is a need for knowledge exchange and further discussion.

This session at the Play the Game conference could be an important step towards sharing the existing knowledge and experiences of academics, government representatives, FCMACS practitioners and organizations to ameliorate the regulation of self-regulation of FCMACS. A panel discussion of representatives of FCMACS and governments with experts on (future) governing of FCMACS, can be a first step in making these sports more safe, integer and valuable for society.

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References:

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Funding:

no

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Title: GOVERNANCE IN SPORTS: LEGITIMACY IN THE COLOMBIAN SPORTS FEDERATIONS

Application: 116/1

Applicant:

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Academic

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Keywords:

Governance, legitimacy and sports federation.

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summary:

Governance is considered a useful tool to evaluate management processes of sports organizations, in particular, for National Sports Federations. Taking into account this, it, governance has played a fundamental role in Colombian sport, starting from the need to legitimize management actions and strategic planning, which proyectos sports in all its fields of action.

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Abstract:

Legitimacy as a recognition or social condition is a constituent element of governance, which has become a relevant and priority issue for all public and private sports organizations. In this sense, it is important to mention that some nations or organizations have obtained national or

international results in sports, without achieving that status of legitimacy. Since in the apparent sports prowess, acts of corruption may be present, they could be related to doping events, violence, discrimination, settlement of results, purchase of votes or headquarters, imposition of sponsors, environmental pollution and waste of public or private resources.

The organization Play the Game and the Danish Institute of Sports Studies in 2015 conducted an investigation with 35 international federations, which was denominated "Sport Governance Observer 2015: The Legitimacy crisis in international sport governance"; this first report intended to stimulate debate and disseminate good practices on the subject of good governance in international sport.

The University of Applied and Environmental Sciences (UDCA acronym in Spanish) based on the study published by Play The Game, conducts an investigation with 19 national sports federations that participated in the Rio 2016 Games. This study has the support of the Colombian Olympic Committee and the Administrative Department Sports, Recreation, Physical Activity and Time Use -Coldeportes.

The research is executed in two phases; the first one is finished with 8 sports federations: taekwondo, fencing, equestrian, tennis, soccer, cycling, golf and athletics. The second phase will culminate in June 2018 with 11 federations: arcade, boxing, gymnastics, judo, weightlifting, wrestling, swimming, rugby, table tennis, shooting and sailing.

The instrument called "The Observer of Governance in Sport" was adapted to the Colombian institutional model. Later a pilot test was conducted at the equestrian federation. It is noteworthy that the paper is oriented towards the following research question: In what state of legitimacy are the Colombian sports federations, according to their institutional design?

Based on the National Sports System and the Principal - Agent model, the study in its first phase was developed with the participation of the main players (Athletes, leagues / clubs, Coldeportes, Colombian Olympic Committee) and with the agents sports federations). The institutional design was analyzed in the light of Colombian regulations, the structure of public and private organizations, the financing of public and private organizations, results in the management of federations, the recognition of Colombian society on the achievements, and the national sports development.

In short, the study seeks to establish the context of governance in Colombian sports federations, to define their institutional design, to compare the state of the legitimacy of Colombian sports federations with international sports federations, and to propose administrative and

managerial strategies for design institutions.

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Funding:

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Title: Demand for Stadium Attendance in the Danish football

Application: 117/1

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Application details:

Category:

Open forum

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Type:

Academic

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Keywords:

Spectator Demand, Football, Denmark

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summary:

This paper investigates determinants of match attendance in the Danish 1st tier (Superligaen) including 12 seasons from 2004-2016 (2,376 matches). Using robust panel data regression models, the study identifies various factors determining attendance demand.

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Abstract:

Football is (by far) the number one spectator sport in Denmark, and Superligaen, which can be considered a medium-sized league, is currently ranked 17 (2018) at the UEFA Country Ranking list.

In the period from 2004-2016 the average Superliga match attracted 7,756 spectators to the stands, and with less than 3% being sold out (>90% of the capacity in use), Superligaen makes up an excellent case for observing active demand within the stadium capacity constraint.

Based on Borland and Macdonald's (2003) framework, we test various factors related to consumer preferences (loyalty/habit persistence), economic factors (e.g. different substitutes), quality of viewing (e.g. new stadium, weather, scheduling) and match characteristics (e.g. team strength, team success, match importance, derby).

Preliminary results suggest that demand increases when the home club has the possibility to leave the relegation zone or conquer the first place. Further, in line with Jennett (1984), we find that attendance suffers when a team has no mathematical chance of surviving relegation (despair), while a (mathematically) secured championship increases attendance (glory effect). Moreover, we find positive effects for (home and away) team success and that local derbies increase attendance.

In addition, as it is the case for e.g. Feddersen, Maennig and Borchering (2006), we find that attendance is significantly higher when the match is played in a newly built stadium.

Both rain and snow have a negative relationship to attendance, while temperature has a positive one. Attendance is highest on Sundays and lowest on Saturdays. In line with Forrest and Simmons (2006), we find that demand falls when matches, domestic as well as European, are placed close together.

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Funding:

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Title: Hosting major events: Why all the problems?

Application: 118/1

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Application details:

Category:

Mega-events and public rights: An intensifying battle

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Type:

Academic

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Keywords:

Major sports events, sources of inefficiency

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summary:

The presentation will apply economic theories to provide a systematic analysis of the forces in work during the various stages of hosting major events. Special attention is given on identifying the sources that can lead to inefficiency and on factors importance for the distribution of the costs and revenues. This, among others, involves the distribution of power between the major stakeholders involved in the events.

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Abstract:

The problems of hosting major sports events efficiently are well documented in the literature. The history includes many incidents of cost overruns, "white elephants" or other cases where the benefits have been too small to defend the costs (Alm, Solberg, Storm, & Jakobsen, 2014; Crompton 1995; Flyvbjerg & Stewart, 2012; Kwiatkowski, 2016; Müller, 2015; Solberg & Preuss, 2014). This presentation will analyse the reasons for these problems by combining theoretical perspectives from principal-agent theory, auction theory and welfare economic theory. The objective is to contribute to a better understanding of the behaviour of the stakeholders involved in the events, and hence also the forces behind the problems.

The stakeholders involved in the events first include the owners. This can be international sports federations, the IOC, but also commercial companies as for example the ASO (owner of prestigious cycling races)

and ESPN/Disney (the owner of X-Games). Second come stakeholders such as the organising committees, the public sector (local and governmental), the tourism industry, entrepreneurs, national/regional sports federation, consultants, to mention some.

Many of the relations between these stakeholders will have character of principal-agent relations. This can refer to situations where the principal hire agents to do specific jobs, as for example when the organiser hires entrepreneurs to construct venues. However, there can also be situations where the agents identify the objectives of the principal and then try to persuade the principal (e.g. the government) that hosting the events can achieve these objectives. The rationale for the government to fund events event can be expectations of positive externalities such as positive health effects, growth in tourism or economic growth within the host region. This gives stakeholders who expect being recruited for such jobs motives to lobby politicians to support the event financially.

However, many of them operate as free riders, i.e. by only enjoying the benefits without participating in funding the costs. Therefore, their objectives can be different from those of the government.

The hosting processes often have situations of asymmetric information where the agents can take advantage of being better informed than the principal. This explain why local stakeholders often hire consultants to write reports that exaggerate the benefits and underestimate the costs. In some cases, the agents strengthen their power by collaborating towards the government. These examples illustrate how principals and agents can have different preferences, which in turn can explain the many incidents of inefficiency.

The presentation will apply economic theories to provide a systematic analysis of the forces in work during the various stages of hosting major events. Special attention is given on identifying the sources that can lead to inefficiency and on factors importance for the distribution of the costs and revenues. This, among others, involves the distribution of power between the major stakeholders involved in the events. Hopefully, more analyses on these issues can make future applicants better prepared, both for the hosting, but also enable them elect the events they have the best preconditions to host.

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Solberg, Harry Arne & Preuss, Holger (2015). Major sports events – The challenge of budgeting the venues. *Event Management*, 19, 349-363.

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Funding:

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Title: Major Sports Events: The Challenges of Hosting Them Efficiently

Application: 120/1

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Application details:

Category:

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Type:

Academic

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Keywords:

Sports events, management control, power

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summary:

This paper analyses the financial challenges of hosting major events in skiing, chess and athletics, with special attention on the relationship between the international federations and the local organizers. While the market forces are ruling in athletics, skiing and chess events are more regulated by the international federations. In skiing, the regulations reduce the risk for the local organizer. This was different in chess, mainly because of the unpredictable behavior by international chess governing body.

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Abstract:

AIM OF THE RESEARCH

It is well documented that mega sports events often become more expensive than planned (see e.g. Müller, 2015; Solberg & Preuss, 2015; Flyvbjerg & Stewart, 2012). This paper, however concentrates on events

of a medium size, with special attention paid on the challenges of budgeting and keeping financial control. We explore how accounting systems are designed and used in following events:

- The 2014 Chess Olympics in Tromsø,
- The 2014 World Cup in skiing Trondheim
- The 2015 Diamond League event at Bislett in Oslo.

Sports events are influenced by a large number of stakeholders. This research focus particularly on the position and behavior of the owners, i.e. the international federations, FIDE (The World Chess Federation), FIS (The International Ski Federation) and IAAF (The International Association of Athletics Federations). As guidance in our analyses of the empirical data, we use elements from Transaction Cost Theory, Institutional Logics and Auction Theory. The data comprises interviews with representatives of stakeholders directly and indirectly involved in the events, but is supplemented with central documents.

RESULTS, DISCUSSION AND IMPLICATIONS/CONCLUSIONS

The financial revenues varied significantly among the events. While the organisers of the Skiing World Cup and the Diamond League event received 56 % and 13% of received 13 % of their revenues from their respective governing body, the organiser of the Chess Olympiad received no support from FIDE. The behaviour of the international governing was also very different.

FIDE's behaviour turned out to be very unpredictable. They tried on several occasions to orchestrate bidding wars in order to maximise their own benefits. The local organiser also had to bear a large proportion of the risk due to the lack of financial support.

This was different for the Skiing World Cup. FIS turned out as a more predictable federation Than FIDE. The relationship between them and the local organizer was contractual. This gave the organizer overview of which costs that followed the income prior to the event and hence also reduced the risk. On the other hand, the organizers possibilities to create their own revenues, for example from local sponsors, were limited.

The IAAF turned out as weaker than the other two federations. This gave the local organizer more power, for example to decide which athletes they would invite. On the other hand, they also had to bear a high proportion of the financial risk themselves since only 13 % of the income came from IAAF.

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University of Oxford Saïd Business School.

Müller, M. (2015) The Mega-Event Syndrome: Why So Much Goes Wrong in Mega-Event Planning and What to Do About It, *Journal of the American Planning Association*, 81(1), 6-17, DOI: 10.1080/01944363.2015.1038292

Solberg, H. A., & Preuss, H. (2015). Major Sports Events: The Challenge of Budgeting for the Venues. *Event Management*, 19(3), 349-363.

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Funding:

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Title: Elephant in the Room? Prevalence of Doping in Elite Sport

Application: 121/1

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Application details:

Category:

The global fight against doping: Facing a breakthrough or a breakdown?

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Type:

Academic

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Keywords:

doping, testing, violation of anti-doping code, biomarkers, blood doping, survey, Athlete Biological Passport, Randomised Response Technique, prevalence, epidemiology, elite sport, WADA

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summary:

Despite decades of coordinated and rigorous anti-doping, the true prevalence of doping has remained an elusive figure. In three talks, first we will present research evidence on doping prevalence and collectively explore the reasons behind the wide variance in the available prevalence figures. Then, we will invite academics and representatives of sport

governing bodies to discuss current knowledge and share ideas on how best to tackle the question about doping prevalence.

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Abstract:

Prevalence is a fundamental question in anti-doping. Having an accurate and reasonably narrow range for the extent of doping is vital for multiple reasons. Firstly, this information is needed to appreciate the magnitude and nature of the problem which anti-doping aim to address. Knowing the prevalence is also necessary to justify and inform resource allocation; and to set priorities for anti-doping at the global level. The available evidence – heavily biased by the inherent limitations in each methodology – shows a very wide range between less than 1% and close to 50%. The implications of such figures are self-evident: 1% prevalence rate at the top level calls for a very different anti-doping strategy than 50% at all levels of competitive sport; isolated high level of doping must be dealt with differently than high prevalence across sports, levels and countries, and so forth. Prevalence figures dictate what kind of anti-doping strategy is we think is best, including setting the right balance between detection, deterrence and prevention. Secondly, the ability to assess prevalence periodically in the same and standardised way is an absolute must for outcome-based evaluation of the anti-doping efforts at both local and global levels. Prevalence rate is the ultimate performance indicator for the success of anti-doping.

Yet, despite decades of coordinated and rigorous anti-doping, the true prevalence of doping has remained an elusive figure. Thus studying doping prevalence has been set as one of the key priorities of the World Anti-Doping Agency (WADA) for 2017 and beyond. This symposium aims to make a meaningful contribution to this goal and invite interested stakeholders to join prevalence research with their information, knowledge and expertise.

The symposium will involve three key presentations, followed by an open forum discussion with the audience. Each of the three talks will offer evidence for doping prevalence from a different angle.

Specifically, results will be presented from:

1. a survey-based study at two major sport events in 2011 (the IAAF World Championships in Daegu and the Pan-Arabic Games in Doha);
2. use of biomarkers to measure the apparent prevalence of doping in large populations of athletes; and
3. an updated systematic review of the available evidence for doping and associated methodologies.

Collectively we will highlight the advantages and limitations of prevalence estimation methodologies and explore the reasons behind the disparate figures. As part of this overview, we will also reflect on the need for a standardised set of quality assessment criteria for systematic reviews on doping prevalence.

In the open forum section – which will be facilitated by the three presenters – we invite academics and stakeholders to discuss current knowledge and comparability of the available evidence for doping prevalence; and to share ideas on how best to start earnestly tackle ‘the elephant the room’;

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Funding:

AP, MS and OdH are members of the World Anti-Doping Agency Doping Prevalence Working Group. The views they express in their respective presentations and in the open discussion are their own and independent of their role in the DPWG.

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Title: City of Exception

Application: 123/1

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Application details:

Category:

Mega-events and public rights: An intensifying battle

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Type:

Academic

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Keywords:

Rio de Janeiro, Olympics, Giorgio Agamben

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summary:

Based on Giorgio Agamben's concept of State of Exception, the goal here is to analyze the Olympics in Rio under philosophical thoughts. Walter Benjamin once famously said that the tradition of the oppressed teach us that the state of exception is, in reality, the general rule. The Olympics in Rio was used by politicians and the Capital to promote development and progress. The result was a huge sacrifice by the people and increase in inequality.

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Abstract:

Walter Benjamin once famously wrote that the tradition of the oppressed teach us that the state of exception is, actually, the general rule. In the Rio de Janeiro's Olympics in 2016, Government asked the population for a little sacrifice because in the near future everybody would share a better life. In reality, we had 15 days of dreams and a permanent state of sacrifice. Instead of development and progress, gentrification, increase in taxes, unemployment and a bankrupt city. Were the olympics bad for everybody? Not really, a few capitalists earned huge amounts of money. Public spaces and even environmental protected areas were ceded as olympic zones in exchange for permanent commercial exploitation. In some Olympic Games, the plan is to recover some degraded areas, leave some legacy for the poor population. In Rio, even this wasn't made, as the Olympics were mostly made in the richest area of the city.

In practice, a transfer of wealth from the poor to the rich through infrastructure, all in the name of the Olympics, the Olympic Spirit. It goes without saying that everybody will pay taxes for decades financing the development of the wealthiest zones in Rio de Janeiro. Our article analyze this context with philosopher's concepts. We go through the concepts of Walter Benjamin, Michel Foucault, Spinoza and Gilles Deleuze, but specially the italian philosopher Giorgio Agamben. We take concepts from his eight volume work HOMO SACER, specially STATE OF EXCEPTION (from where we extract the title of this article) and BARE LIFE, a highly artificial space, that is built by the power structure, that excludes from legal protection some ways of life. That is, in the name of progress and development some parts of a population don't have any legal rights or even voice. And sometimes these progress and development come under the idea of The Olympic Games. The Olympic Spirit proclaimed by marketing is, at the end of the day, only a wealthier life for the aristocrats and a bigger gap towards health, education and work for the hoi polloi (the greek word for the many, to pay respect for the real inventors of the Olympic Games). The state of exception is a permanent bare life for the hoi polloi. In this case, operating the marketing and spetacularization of the Olympic Games. Rio de Janeiro, the city of exception, is one of the most unequal cities of the world, the permanent violent outbreaks in the favelas and the poor areas of the city confirm this. The Olympics brought with them the old promise that inequality would finally decrease in Rio de Janeiro. But the Olympic Games were only the same old colonialism that promises development and progress but it only can increase inequality, make the rich much richer and the poor much poorer. The Olympic Spirit is only a motto for the brothers capitalism and colonialism.

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References:

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----- Homo Sacer
----- Remnants of Auschwitz
----- The Kingdom and the Glory
----- The Highest Poverty
BENJAMIN, Walter - Select Writings
DELEUZE, Gilles - Negotiations
----- Proust and Signs
FOUCAULT, Michel - The History of Sexuality (3 volumes)
SPINOZA, Baruch - Ethics

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Funding:

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**Title: FOR A GOOD GOVERNANCE STARTING BY THE
LAW OF SPORT**

Application: 124/1

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Application details:

Category:

Governance in sport: Change or be changed?

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Type:

Sports Official

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Keywords:

Law of sport, principles for good governance, sports organizations, Anti-Doping, Court of Arbitration in Sport, Commission against Sport Violence, elite athlete's status, physical education and sports in schools.

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summary:

On May of 2017 in Albania was adopted a new Law of Sport (79/2017), which came as a result of a three-year work of the drafting group, many consultations with different stakeholders, experts in the field of legislation, reflection on the sport legislation of other countries and ratified international conventions, as well reflection on the recommendations on the European Sports Charter implementation. The main goal of the new Law of Sport, is to improve policies for elite sport and sports for all, creating equal opportunities and conditions for participation in sports activities to all Albanian citizens, based on human right to exercise physical and sports activities, all this by creating the appropriate legal, financial and infrastructure conditions.

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Abstract:

During the period of 2005-2013, the legislation in the field of sport in Albania has undergone frequent transformations, with the aim of providing the necessary bases for a better governance of sport. But in spite of the good intentions, these changes have brought in several cases, regression and chaos, sometimes with no solutions. The problems encountered during these years in the implementation of the Sports Law, particularly in terms of autonomy and self-management of sports organizations, have often sought the intervention of the state to resolve them. Given the immediate need for a law, which would be the starting point for regulating the identified problems, foundations of which would be the principles for good governance, on May of 2017 in Albania was adopted a new Law of Sport (79/2017), which came as a result of a three-year work of the drafting group, many consultations with different stakeholders, experts in the field of legislation, reflection on the sport legislation of other countries and ratified international conventions, as well reflection on the recommendations on the European Sports Charter implementation. The main goal of the new Law of Sport, is to improve policies for elite sport and sports for all, creating equal opportunities and conditions for participation in sports activities to all Albanian citizens, based on human right to exercise physical and sports activities, all this by creating the appropriate legal, financial and infrastructure conditions. New Law of Sport creates spaces for a widest autonomy and better self-management of the sports organizations (national either local level). Main pillars of this new law are the determination of elite athlete's status, reformation of the National Council of Sport and the Commission against Sport Violence, establishment of the National Anti-Doping Organization as an independent structure, strengthening of the Court of Arbitration in Sport's powers, the determination of the legal status of sports clubs inherited from the period of centralized economy, the imposition of legal barriers to changing the destination of sports facilities by the change of the ownership or the user, the provision of the conditions regarding the medical control of athletes and the responsibility of sports organizations for providing health insurance for their athletes, the inclusion of a the longest list of actions considered \"provocation\" for violence (including political and religious propaganda with the intent to meet the standards required by the Council of Europe Convention against Violence during Sporting Events), and for the first time the inclusion of physical education and sports in schools in a separate chapter, as well the organization of school sports and university sports federation.

In compliance with the principles of transparency, democracy and inclusiveness in decision-making, the draft of the law underwent through extensive consultations, to enable a real reflection on the problems and needs, for an accurate forecasting of legal arrangements to enable the design of a law that meets citizens' requirements, as an important tool for sustainable development and long-term orientation in meeting policies for a better governance in sport.

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References:

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2. Law of Sport No. 9376, dated 21.4.2005
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4. Council of ministers, DECISION No. 88, dated 15.2.2006, \"On the Determination of the Structural Composition and the Recompense of the National Sports Council\".
5. Council of ministers, DECISION No. 849, dated 21.11.2007 \"On some amendments and additions to the Decision No.88, dated 15.2.2006 of the Council of Ministers on the definition of the structural composition and remuneration of the national sports council \".
6. Council of ministers, DECISION No. 306, dated 24.5.2006 \"On the approval of the list of sports materials and equipment that will be exempted from customs duties and value added tax\".
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10. Council of ministers, DECISION No. 1720, dated 29.10.2008, \"On the criteria for determining the high level of sports, on the manner of rewarding athletes who achieve these levels, and for the benefit of treatment for the preparation of sports\".
11. Council of ministers, DECISION No. 401, dated 18.6.2014 \"On the composition, functioning and remuneration of the national commission against sporting violence\"
12. Council of ministers, DECISION No. 437, dated 2.7.2014 \"On the Determination of the Structural Composition of the National Sports Council\"

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Funding:

no conflicts

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Title: Employment Relations within the Olympic Movement: Consequences of the Monopoly Power of Organized Sport

Application: 127/1

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Co-Applicant:

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Application details:

Category:

The sports market: A crime scene with impunity?

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Type:

Academic

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Keywords:

Employment, Monopoly, Olympic Movement, IOC, Athletes, Rights, Power

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summary:

The article conceptualizes and analyzes the Olympic Movement as a work field for professional athletes. By considering the specificity of the sports organizations as natural monopolies, the relationship between sports organizations and athletes is analyzed.

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Abstract:

In September 2017, the Constitutional Convention of the World Swimming Association (WSA) will be held in Washington DC. It will be an organization whose founding idea was born to address the failure of the current world federation in swimming, the Federation Internationale de

Natation (FINA). The founders plead for a more athlete centered, transparently managed and professionally directed association. This is only one of many examples of current reactions to issues going on in international sport governing bodies, but especially a reaction to a lack of dedication to the need of the athletes.

In recent years, the world of sport has faced a lot of such challenges that arose due to the relationship between athletes and their respective sport organization – from the national level up to the International Olympic Committee (IOC). Some cases have found their way their way into academic literature, most notably in the form of legal studies that analyzed the framework and judgement of different courts involved. However, there still is a lack of conceptualization and analysis of the peculiar field of professional sport governed by the IOC as a working field. To address this, this study examines the employment relations of professional athletes in the Olympic Movement. It seeks to conceptualize the relationship between the IOC, its subordinate sports organizations, and the individual athlete. The specificity of the Olympic Movement and its institutions as a natural monopoly is considered a shaping factor of this relationship.

Applying different theoretical approaches from economics and political science and considering the specificities that arise due to the monopoly position of the IOC, the working field is conceptualized. Our conceptual model understands the athletes' action as the decisive act in the value creation process of the entire industry. Building on the principal-agent framework, it points out the relationship between the IOC, International Federations, National Olympic Committees and the athletes. The model is extended with the Veto-Player framework, which is to shed light on the involvement and power of athletes in the policy making process of the system. Empirical analysis is carried out by investigating some of the most striking cases that occurred over the last years and by analyzing the organizations legal documents. Recognizing the specificities of monopoly power, the conceptual model allows for interpretation and prediction of the action of the parties involved, as well as for recommendations when dealing with the issue of "giving athletes rights".

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References:

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Funding:

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Title: CRITICAL APPROACH: SPORT AND SPORT MEDIA AS A CULTURE INDUSTRY PRODUCT

Application: 129/1

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Application details:

Category:

Open forum

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Type:

Academic

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Keywords:

Sports, Culture Industry, Critical Theory

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summary:

Today, the concept of sports is associated with commercialized and industrialized elite sports instead of the activities that are required to sustain healthy lives. This conceptual study examines how Marxist critical theorists, led by Frankfurt school of thought and French structuralism, address sports. According to critical thinkers, sports is a field in which injustice in income distribution is legitimized.

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Abstract:

Abstract Objective: Today, the concept of sports is associated with commercialized and industrialized elite sports instead of the activities that are required to sustain healthy lives. Sport is the first area in which capitalism can deepen its hold on society and renew it. Method: This conceptual study examines how Marxist critical theorists, led by Frankfurt school of thought and French structuralism, address sports. Findings: According to critical theorists; culture industry products such as cinema, television and music entertain and divert the masses from thinking about the realities of life. Today's culture industry which is based on commodification serves to spread a shallow culture instead of a culture with depth. Sports, transmitted to the masses via the media, are now a part of this shallow culture. According to culture industry, first conceptualized by the representatives of the Frankfurt school of thought

Adorno and Horkheimer, masses have become the objects that are shaped by the culture instead of subjects that establish it. In today's society, individuals cannot establish the culture but rather; culture shapes the individuals it harbors. When considered as a part of the culture industry, sports are one of the mass entertainment and diversion tools that define the lifestyle of individuals. Since their birth, individuals are regarded as possible fans of one of the football clubs and "commercialized sportive ownership" determines most of their consumption from food to clothing. Clubs market their fans to advertisers and television companies that broadcast football contests to provide income. French structuralist thinker Althusser regards sports as a cultural ideological state apparatus such as educational institutions and the media while citing the Ideological State Apparatus (ISA). According to Althusser, ISAs cause incorrect assumptions about the world and society in which individuals live in. Sports are regarded as tools for entertainment in totalitarian regimes as well. Literature includes quotations from Franco in Spain and Salazar in Portugal about the use of football for this purpose while continuing their dictatorship. According to Chomsky, sports are used for brainwashing. Sports hold individuals from thinking and being concerned about the real important issues in their lives. Result: According to critical thinkers, sports such as football -the focus of interest for the masses- is a field in which injustice in income distribution is legitimized.

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Funding:

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Title: The sport-related legacy of London 2012: Five years on

Application: 130/1

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Category:

Mega-events and public rights: An intensifying battle

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Type:

Academic

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Keywords:

Legacy, mega sport events, mass sports participation, London 2012

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summary:

This paper will provide an up to date review on the public spending committed to the sport related legacy of the London 2012 Games and the impact of this spending up to 2017.

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Abstract:

The final cost of the London 2012 Games was a reported £8.77 billion (GBP) (Cabinet Office, 2013). The majority of this bill was paid for by the UK taxpayer. As is relatively common in the modern era, the justification for such expense was largely premised on the Games leveraging a socio-economic legacy in the years before and after the Games (Zimbalist, 2015). In the case of London, the central government, the London Development Agency, and LOCOG committed to a comprehensive legacy package which was built around five promises: the make the UK a world-leading sporting nation, to transform the heart of East London, to inspire a new generation of young people, to make the Olympic park a blueprint for sustainable living, and to demonstrate that the UK is a creative, inclusive and welcoming to live in, visit and for business

(DCMS, 2008). This paper aims to examine the elements of the legacy package that relate directly to sport, specifically, the world leading sporting nation and the inspiring a new generation of young people elements of the plan. Documentary analysis will be used to analyze the policies, plans and investment into three areas that are central to these aspects of the legacy plan between 2008-2017: PE and school sport, mass community sport participation and elite sport. Datasets such as the School Sport Survey, Taking Part and Active Lifestyles will be analysed to examine the legacy effect of the Games and the impact of additional policies and significant public money on PE/school sport and mass sports participation. The analysis will also include an examination of the legacy and its impact on elite sport policy and performance over the same period (2008-2017). The paper will conclude with an overview of the key lessons that can be taken from the London 2012 legacy process.

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Play the Game 2017