

**playthegame**

**2nd European Sport for All  
Congress, Barcelona  
23-25 October 2008**

## Why Play the Game: Sport's potential

- Universal language
- Between 800 millions and 1.2 billions practice sport
- Millions of volunteers
- Worldwide TV audiences
- Educates in values and norms
- Reconciliation and understanding
- Significant health effects
- Huge political, financial and cultural influence



**Why Play the Game:  
Values of sport threatened by**

- Doping use and global doping trade
- Match fixing and illegal betting
- Corruption in organisations
- Agents, transfers and trafficking without regulation
- Racism and spectator violence
- Lifestyle changes, physical inactivity
- One-sided media coverage



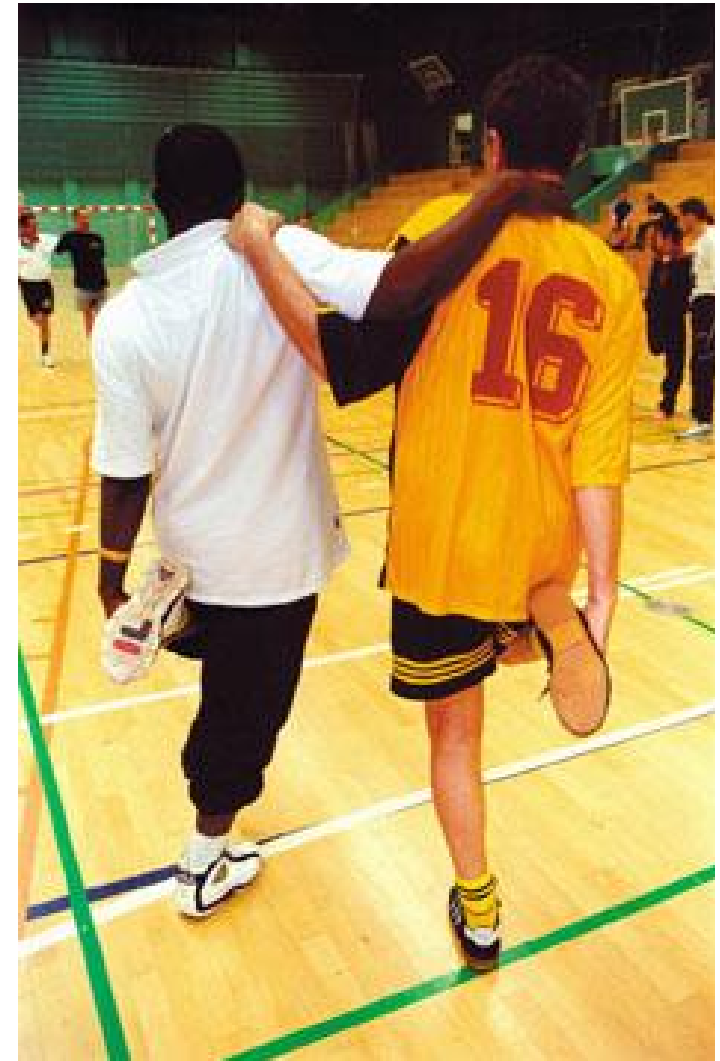


## Why Play the Game: Creating alliances to find solutions

- Sport cannot solve problems alone
- WADA founded in cooperation with governments
- Anti-corruption requires joint efforts
- Sport for all needs more international awareness
- Public engagement is key to solutions
- Media, politicians and scientists must be activated

## Our goals

- Strengthen the basic ethical values of sport and
- Encourage democracy, transparency and freedom of expression in world sport  
*by*
- Creating awareness about sport's role in society
- Drawing a many-sided picture of sport
- Ensuring a free, independent, open and fact-based debate
- Providing journalists, researchers and political leaders with inspiration and tools
- Creating networks across national and professional boundaries



**playthegame**  
home for the homeless questions in sport



## Why Play the Game: Developing the institution

- 7 years as project organisation
- Play the Game founded 2004 by national sports organisations in Denmark
- Co-financed by the Danish Ministry of Culture and the elite sports institution Team Danmark
- International Federation of Journalists also on the board
- Annual budget 2008-11 300,000 €
- Secretariat at the Danish School of Journalism
- Staff of 3 employees

## Partnerships and cooperation



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



## Five communication platforms:

1. Play the Game World Conference
2. [www.playthegame.org](http://www.playthegame.org)
3. Newsletters (email)
4. Teaching, lectures, research projects
5. Daily consultancies via phone or email





- Five previous editions: 1997, 2000, 2002, 2005 and 2007
- 250-300 journalists, researchers and sports leaders from 40 countries
- 95 % of participants declare "good" or "very good"
- Influencing international sports agenda
- Play the Game Award



## Some important themes

- Direct debates on human rights with Chinese Olympic hosts
- Illegal doping trade on the world agenda
- Match fixing and illegal gambling
- Corruption in sports organisations



## More important themes...

- Doping in cycling
- The pressure on athletes
- The value of mega-events
- Children's right to sport and play
- The future of EU sports policies



## 2. www.playthegame.org



- News
- Theme sites
- Knowledge bank >220 expert papers
- Open forum
- Online conference coverage
- 22-25.000 unique monthly visits
- - from about 150 countries

### 3. Newsletters (email)

- Sports political news
- Academic research results
- Service announcements
- 2,500 subscribers from 140 countries
- Media professionals, academics, sports officials



## 4. Teaching, lectures, research projects

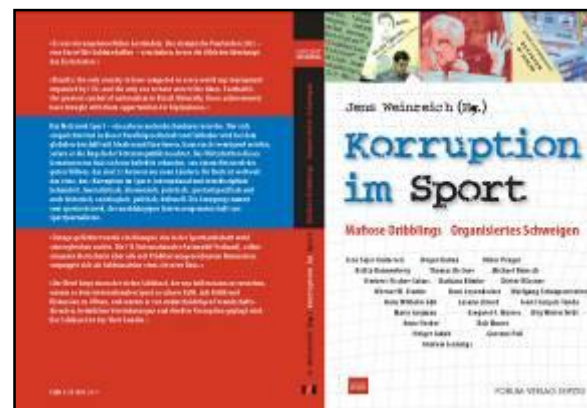
- International Sports Press Survey 2005
- PhD in sports corruption at Coventry University
- Pending education project with BBC World Service Trust
- Courses for journalists and students



## 5. Daily consultancies via phone and mail



- 2006: 115 requests from 31 countries
- National and international media
- Students of journalism and sports
- Public authorities, private consultants etc
- Book projects



## Pursuing the democratic ambition that



- **All** important questions
- and **all** relevant knowledge
- About **anything** in sport
- Can be presented at **any** time
- Discussed by **all** stakeholders
- And made accessible for **all** interested people
- in **all** parts of the world





## Basic recommendations:

- Create and maintain networks among engaged journalists
- Outreaching and proactive
- Priming, spinning and framing
- Focus on a few, but central political agendas
- Work hard with regional and local media
- Coordinated communication strategy



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**See you at  
Coventry University, UK  
15-19 June 2009**