

REFORM IN SPORT: AN INSIDE JOB OR AN OUTSIDE INTERVENTION? SPORT MUST TAKE RESPONSIBILITY

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OVERVIEW

- **Challenges in Global Sport**
- **Our Philosophy**
- **Is it possible for international sport to change from the inside?**
- **External Pressure**
- **A better solution**





”International sport is currently facing tremendous challenges [...] frequent stories of corruption, nepotism, and lack of democracy in international sport are tied to a number of international federations who organise some of the world’s most popular sport disciplines”

- NOC of Denmark International Strategy

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GLOBAL SPORT - CHALLENGES



- **Doping**
- **Matchfixing**
- **Corruption**
- **Geo-Politics**

Its no longer; do we need to change..

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OUR PHILOSOPHY



Our philosophy is build on three main pillars:

- 1. To influence decisions, you need to have a seat at the table where decisions are made.**
- 2. You can't fight every battle. To influence change you'll sometimes have to pick your battles. We aim to fight the battles where we make the most difference. Taking symbolic victories get you nowhere!**
- 3. Withdrawing is not an option! If we don't occupy a seat somebody else will. We stay and fight rather than flee and hide.**

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CAN YOU CHANGE AN IF FROM THE INSIDE?

We believe so..



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EXTERNAL PRESSURE



- **Critical media are important! In and outside sport. We would never wish the media not to question us.**
- **Compliance rules are just part of the answer:**
 - 1. Papers doesn't change cultures or behaviours**
 - 2. It treats all IFs as if they are FIFA, UEFA or IOC**
 - 3. It mistakes compliance for governance**

A BETTER SOLUTION



- **Focus on strong & independent Ethics & Dicipinary Committees:**
- **Stronger executive committees**

SUSTAINABILITY MUST COME FIRST



- **Secure better event management financially, environmentally and socially**
- **Make sure that money from sponsors and tv deals benefits the whole organisation and the sport in general**
- **Putting more emphasis on grassroots sport to secure the growth of the sport from the bottom**



**THANK YOU FOR YOUR
ATTENTION**

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