

REFORMING INTERNATIONAL SPORTS FEDERATIONS

HOW DANISH SPORTS LEADERS ARE CHANGING THE INTERNATIONAL SPORT FEDERATIONS FROM WITHIN

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OVERVIEW

- **Why engage**
- **Our philosophy**
- **Denmark's place in international sport (Political power index)**
- **What's being changed?**



WHY ENGAGE



”In these stormy waters filled with challenges and potential, the NOC of Denmark wishes to take responsibility at international level. Danish Sport has something to offer when it comes to developing the international sporting community”

- NOC of Denmark, International Strategy (p.3)

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 occupying a seat somebody else will. We stay and fight rather than flee and hide.**

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POLITICAL POWER INDEX (1)



Denmark occupy an unique position.

In 2017 we had:

- 2x IOC members (HRH & Poul Erik Høyer)
- 2x Præsidents of Olympic summer IFs (Badminton World Federation & World Sailing)
- 33x members of ExComs in European or World Federations

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(Source: DIF Political Power Index, published January 2018)

WEIGHTING OF POWER – THE CRITERIAS



1. **Olympic vs. Non-olympic**
2. **Economic turnovers**
3. **Media related interest**
4. **The number of members**
5. **The degree of influence on national decision makers**

WEIGHTING OF POWER – THE NUMBERS



Position	Factor (1-10)
President of the IOC	10
Member of the IOC Executive Board	+ 2
Member of the IOC	6
President of the EOC	7
Member of the EOC	5
President of an international Olympic federation	8
Member of an international Olympic federation	6
President of a European Olympic federation	5
Member of a European Olympic federation	3
President of a non-Olympic international federation	4
Member of a non-Olympic international federation	2
President of a non-Olympic European federation	2
Member of a non-Olympic European federation	1
President of the ANOC	7
Member of the ANOC	6
President of the FIFA	9
Member of the FIFA	7
President of the UEFA	6
Member of the UEFA	4

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POLITICAL POWER INDEX (2)



European index:

Country	2017	Change since 2015	Change since 2013
Italy	1	-	-
Russia	2	↑ 3	↑ 3
United Kingdom	2	-	-
France	4	↓ 1	↓ 1
Germany	5	↓ 1	↓ 1
Spain	6	-	-
Switzerland	7	-	-
Netherlands	8	↑ 1	-
Sweden	9	↑ 1	-
Denmark	10	↑ 1	↑ 3

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POLITICAL POWER INDEX (3)



Political Power Index 2017 (to be published in January):

- **Denmark 10th in Europe overall / 9th measured pr. capita.**
- **Top 10 in Europe: Italy, Russia, UK, France, Germany, Spain, Switzerland, Netherlands, Sweden and Denmark.**
- **DK growth between 2015 – 2017: 15,6% (15 points)**
- **DK growth between 2013 – 2017: 33,7% (18 points)**
- **High growth in 2015 – 2017 (in %): Montenegro, Georgia & Belarus.**
- **High growth in 2015 – 2017 (in points): Belarus, Hungary & Austria.**

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POLITICAL POWER INDEX (4)



European Federations (Secretary Generals):

Countries	No.
Germany, United Kingdom	4
Austria, Italy	3
Croatia, France, Greece, Ireland, Spain, Switzerland, Turkey	2
Belgium, Czech Republic, Denmark, Hungary, Iceland, Israel, Luxembourg, Netherlands, Norway, Poland, Portugal, Russia, San Marino, Slovakia	1

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POLITICAL POWER INDEX (5)



World index:

Country	2017	Change since 2015	Change since 2013
United States	1	-	-
Italy	2	↑ 2	-
Russia	2	↑ 5	↑ 3
France	4	↓ 2	-
United Kingdom	5	↓ 2	↓ 2
Germany	6	↓ 1	↑ 3
Japan	7	↑ 5	↑ 7
Canada	8	↓ 2	↑ 3
Australia	9	↑ 1	↓ 1
Spain	10	↓ 2	↓ 4

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POLITICAL POWER INDEX (5)



Political Power Index 2017 (to be published in January):

- **Denmark 24th overall on world ranking**
- **Top 10 in World: USA, Italy, Russia, France, UK, Germany, Japan, Canada, Australia and Spain.**
- **DK growth between 2015 – 2017: 29,2% (14 points)**
- **DK growth between 2013 – 2017: 55% (22 points)**
- **High growth in 2015 – 2017 (in %): Angola, Mauritius & Panama.**
- **High growth in 2015 – 2017 (in points): Argentina, Finland & Japan.**

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POLITICAL POWER INDEX (6)



World Federations (Secretary Generals):

Countries	No.
United Kingdom, United States	9
France, Switzerland	7
Germany	6
Australia, Belgium, Sweden	3
Austria, China, Japan, Spain	2

WHATS BEING CHANGED? (1)



Asked elected danish sport leaders for top 3 changes they worked specific on.

WHAT'S BEING CHANGED (2)



Example 1: Pia Holmen, ExCom member, LEN

- 1. Secured more focus on growing the participation at grassroots level in European Swimming**
- 2. Trying to change a culture, where its hard for newly elected members to get listened to and involved in executive decisions**
- 3. Active event organiser in order to secure the position in the executive committee**

WHATS BEING CHANGED? (3)



Example 2: Thomas Køningsfeldt, ExCom member, International Tennis Federation

- 1. Sustainable events: Making hosting tournaments more achievable and sustainable financially by ensuring a more fair distribution between larger and smaller tennis nations**
- 2. Chairman of Tennis Future Working Group: Ensuring Top 700 can make a living playing tennis rather than only top 250.**
- 3. Integrity and Governance: Played a significant role in tightening Anti-Matchfixing rules and increased funding to fight doping from 2018.**

WHATS BEING CHANGED? (4)



Example 3: Kim Andersen, President, World Sailing

- 1. Sailing as an Olympic Sport: Ensured better structures of working in ExCom and Committees, to better be able to secure sailings place on the Olympic program.**
- 2. Ensure continues member growth: Initiated programs to get sailing to new countries. Such programs especially focused on growing youth membership.**
- 3. Transparency & Governance: Total restructure of the staff and re-location of HQ. Review of sponsor contract to ensure full transparency and good governance.**