

playthegame

magazine

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Fighting
corruption in
Volleyball



Confessions of
a doping user



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Governance in Sport: The Good, The Bad & The Ugly

Reports from the 4th world communication conference on sport and society at DGI-byen in Copenhagen 6-10 November 2005



Stabbed for telling the truth

Play the Game 2005 Conference Magazine

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RESCUING SPORT FROM ITSELF

By Jens Sejer Andersen, Director of Play the Game



Perhaps our moods should have been more jubilant in November 2005 when we had just finished our 4th Play the Game conference. We had seen a bigger and more enthusiastic crowd of participants, wider media exposure round the globe and heard thought-provoking inputs from a greater number of speakers than on any earlier conference ... what more could we ask for?

The reason that we did not dissolve in euphoria derived from the success itself. If our aim was to draw attention to the widespread and many-faced corruption in sport, we could claim "mission completed" with much more strength than it was pleasant to think of.

One by one, the speakers had thrilling, colourful and captivating stories to tell. But when the pieces were put together, they merged into a deeply disturbing picture of a world of sports in trouble.

Corruption in sport may turn out to exist on a scale which will make sport leaders think with nostalgia on the image crisis they faced during the doping scandals in the 1990's.

Be it at a local, national or international level, sports organisations have not been prepared to protect themselves, their members and their core values against the flipside of the economic bonanza that has hit sport in almost every corner on the globe over the past 30 years.

Once based on idealism and voluntary work, the sports system has proven vulnerable to the temptations of personal greed – and in recent years also to the penetration by organised crime.

Sport provides a fertile breeding ground for those who prefer to work in the shadows. The market for sports drugs among elite athletes and in the fitness sector is a billion-dollar business opportunity. The fortunes at stake in rich soccer clubs inspire dubious leaders to influence the next match in the tournament.

The distance from match influencing to match fixing is short. Through the Internet, powerful criminal groups can bet on matches in lower ranking clubs in distant countries – clubs that are controlled or influenced by the bandits themselves. In too many countries, high-ranking sport leaders lend a hand to those who fix matches and collect their reward in terms of money or political backing.

Those who dare to speak out in order to bring sport back on its idealistic track are often ignored, marginalised, ridiculed and threatened by sport itself. On a few occasions, they are also assaulted or even killed. For these people, sport is a dangerous place to be.

Sport is being robbed at daylight. The perpetrators not only steal the money that belongs to the athletes of this world. They steal the future of the youth, and they steal the very idea of sport.

Whether confronted by greedy individuals or organised crime, it is time that sports leaders wake up and realise that corruption cannot be stopped by fiery speeches or ethical charters that no one respects in reality.

Like doping, corruption is multi-sport and multi-national. Like doping, corruption must be fought by building international alliances to save sport from itself and to protect society from the detrimental side effects of modern sport.

As a first step towards building such an alliance, Play the Game has joined forces with the global network Transparency International. During our latest conference, anti-corruption activists and experienced sports leaders wrote a Statement for Integrity and Anti-Corruption in Sport which you can find on pages 18-19.

The statement describes the responsibilities that rest with sports federations, the International Olympic Committee, players, coaches, sponsors, politicians and the media when it comes to combating corruption in sport.

It is our hope that this statement will serve as a useful tool and inspiration for anyone laying out future anti-corruption strategies in sport. Corruption is not a natural disaster that we have to accept and live with. It is a human behaviour that each of us can change.

Meanwhile, we invite you study this magazine and the journalistic summaries of what happened during Play the Game 2005. On our website www.playthegame.org you can find even more information and read presentations in full.

Although some of the stories may cause mixed emotions, we wish that you may enjoy the reading and hopefully get inspired to go out and ... Play the Game.



Belgian senator, Jean-Marie Dedecker, has exposed massive exploitation of third world athletes.

THE MAN WHO TRACED 442 SOCCER SLAVES

In Belgium alone, a politician has uncovered 442 cases of illegal trade with young soccer talent. But the problem is widespread

by Kasper Lindberg

The international trading of football players is subject to very little regulation and young football players are being trafficked from Africa to European clubs on a large scale. A Belgian senator has investigated 442 cases of illegal trade with Nigerian players in Belgium alone.

The senator is Jean-Marie Dedecker, a seasoned fighter in the world of sports politics. Speaking at Play the Game he outlined some of his findings from years of investigating what has become an enormous problem.

Jean-Marie Dedecker pointed out that in addition to 30 legal football agents in Belgium there are around 170 illegal mavericks – many of them former football players – and he did not shy away from naming agents who work in Africa for major European clubs after being suspended in their home country.

Being so open about the illegal trade has had a price. Dedecker received death threats when he announced his plans to travel to Nigeria in order to investigate the roots of the problem. So after careful consideration he sent an agent instead who found compelling evidence of how young boys with potential are recruited with promises of riches and encouraged to travel to Europe.

The deals are usually made through an agency connected to the local football school. Amazingly, the agency and football school often scoop up the entire transfer fee while the boys get nothing.

Players are like cattle

Dedecker explained how this illegal arrangement works:

“When they sell them to the clubs, they make double contracts. They make an official contract because the contract must be shown to the Belgian Football Federation. And there is a second contract made with the boys. The only thing they get in Belgium as minors is food and lodging.”

The deals are often referred to as beneficial for both parties, but in most cases the victims are the young players who are seen and treated virtually as cattle.

In addition, Dedecker claimed that the practice of changing passport details is commonplace and secretly sanctioned by the Nigerian Embassy – under the protection of Belgian ministers. These and other facts were related to him by two young apprentices who escaped from their “captors”.

Dedecker also described the growing phenomenon of “football plantations” – nursery clubs

in Africa and elsewhere which are set up specifically to feed their richer European counterparts. He pointed to Lokeren, a medium-size Belgian club which now has five “satellite clubs” in Africa, each with an agenda of profit as opposed to social welfare.

Widespread corruption

The way to fight the exploitation could be more severe immigration laws or a tax on transfer fees which would be used to benefit those who have been exploited by the human trade. But Dedecker was pessimistic about how to spend the proceeds from such a tax arrangement as corruption is rife:

“I would not give it to the Nigerian Football Federation who are corrupt in the same way as the agents who are asking 150,000\$ as a transfer fee and give nothing to the player.”

Tax against muscle drain

The increasing demand for African football players amounts to Third World muscle drain, according to Professor Wladimir Andreff from University of Paris.

He has therefore proposed a tax on international transfers of players. The so-called Coubertobin tax would use a percentage of transfer fees to fund player’s education and support sports training in developing countries.

“I am aware that my policy recommendation has a limited scope. The only long-term solution to muscle drain is an overall policy for economic and sport development in developing countries. The suggested tax can put a break on international transfers of very young players but is not likely to be a hundred per cent effective,” Andreff told delegates at Play the Game.

In Africa, football can be a way out of poverty. Unfortunately, many young players are exploited by unscrupulous agents and end up in slave-like conditions in European clubs.

Photo credit: Polfoto





Journalist Declan Hill knows how to fix a football match but does not recommend it as a career choice.

Good fixers are experts on human nature

Most people can only wonder how you go about fixing a football match. Someone who knows is Canadian journalist and academic Declan Hill. He has spent years researching the subject and at Play the Game he let participants in on some of the secrets.

To fix a match without getting caught takes expert knowledge of human nature in order to convince players or referees to help get the right result. The method of approaching those individuals is the very key to successful match fixing, according to Declan Hill. Getting an effective result involves establishing a personal

HOW TO FIX A FOOTBALL MATCH

by Kasper Lindberg

bond with the victim, isolating him or her from the rest of the team and posing the right type of threat in order to force the victim to work for the match-fixer.

In an example of successful match fixing, Hill revealed how Malaysian match fixers had succeeded in fixing up to 90 per cent of the matches in the national football league for several years in the early 1990's.

The Malaysian scandal came to an end but Declan Hill was impressed by the expertise of the network of fixers.

"There are half a dozen master fixers, and these guys are brilliant. If you want experts on human nature, these guys are really good," he said.

Hill's example of poor match fixing came from Turkey. The fixer was taped during an approach of one of the key players because at the time people had already gotten word that fixing was about to take place. The whole story ended in a tragedy as the person who attempted to set up the fixers with the tape recorder was shot down, and the people responsible for the crime remain unknown.

Malaysian example: How to fix a match

- Connect with the player. Establish a relationship.
- Approach a player when he is vulnerable.
- Isolate the player psychologically from the rest of the team.
- Establish a bond. Build trust.
- Pay the player quickly.
- Approach only one player. Then let that player get the rest of the team in on the idea.

Turkish example: How NOT to fix a match

- Bet a huge amount of money on one very improbable result, thereby drawing attention to the foul play.
- Approach a number of players individually to try and get the result.
- Show them money, but do not give them any before they have fixed the match.
- Shoot the guy who tries to uncover the fix.

Betting is threatened too

Match fixing is an old practice that has become easier

by Kasper Lindberg

Match fixing has been around as long as sport itself but with the nature of modern sports gambling, the fixing of matches has become easier and is rapidly becoming a serious threat to sport.

So says an expert on the topic, Warwick Bartlett, Director of Global Gaming and Betting Consultants. At Play the Game, he put match fixing into a historical perspective and pointed out that it is only now that sport's governing bodies are fully waking up to the presence of irregular betting patterns.

For the sport gambling industry match fixing is also a serious problem and the fight against it

is a fight for survival for sport as well as betting companies. If customers pick up on widespread fixing, their gambling will decline. As Bartlett pointed out, horse racing's market share has declined because it is much easier to fix a race than it is to fix a football match.

He admitted, however, that today's betting exchanges make the act of profiting by betting on a loser much easier, and he pointed to actions which are being taken to combat abuse of the system.

Warning systems

Usually, the first sign of a match being fixed is when large sums of money are being placed on that particular match, so to Bartlett the most important thing is to have an exchange of information between bookmakers and the sport in order to detect these gambling patterns and to inform the sport federations.

The Wimbledon tennis tournament, for example, has agreed a deal with the Betting Exchange Betfair to receive advance warning of any suspicious betting patterns.

Bartlett emphasized the need for strong law to back up the exchange of information as well as increased penalties that outweigh the profits of match fixing. In the UK, a gambling commission is being set up – a commission that has wide powers of search, is able to introduce harsh penalties, and can demand audit trails.

"They're working with rather than against the sports and the gambling companies. And we are hoping that great things might come of this. We are hoping that it might provide a template for the rest of the world to follow," Bartlett said.

Another idea currently being discussed is a so-called "white list" in which only certain approved gambling websites are awarded a licence to operate.

MATCH FIXERS PLAY ON A LOSER

Match fixing is emerging everywhere football is played

by Jesper Kock

Football is all about winning. It does not matter whether the championship is within reach or the team is about to be knocked out of the Cup, the official agenda always dictate that you play to win. However, over the past year a hidden agenda has begun to emerge. This agenda is not about winning but to achieve a fixed result for the game. Match fixing has become an unfair opponent in the world of football and there is a real risk that sport will be paying a huge price.

In 2005, German referee Robert Hoyzer was as convicted of match fixing. At the time, FIFA president Sepp Blatter characterized the case as a "one-off". But a review of articles about match fixing published in international media in the period from 1 January 2005 to 1 April 2006 paints a radically different picture. The media can report more than 25 cases of match fixing allegations, police investigations and convictions from more than 20 countries and four different continents.

What the examples have in common is the fact that match fixing is not employed in an attempt to make a short cut to the championship or promotion. Instead match fixing aims for the immense sums of betting money placed with Internet bookmakers. English bookmakers alone handle more than four billion pounds a year and 40 per cent involve football. As in any other kind of business, the rule of getting maximum outcome for minimum input applies. In other words, higher odds are better odds.

Odds 1-8787

High odds became a reality in the summer of 2005, when the Finnish club FC Allianssi lost 8-0 to FC Haka Valkeakoski. Sums invested in this game were unprecedented with money coming primarily from Southeast Asia. The "lucky" winners were able to collect their money times 8787. To complete the picture, Allianssi had been purchased by a wealthy Chinese businessmen just one month prior to the game. A new coach had been instated and nine new players had their first appearance in



In 2005, German football referee Robert Hoyzer was sentenced to 29 months in jail for taking bribes to fix the outcome of a number of matches in the German football league. Photo credit: Polfoto

the game against Haka. Meanwhile the club's goal keeper was sent off to attend a "training camp" in Belgium.

Perhaps this is not a typical example of match fixing, yet one tendency prevails. More often than not, match fixing occurs in less prominent leagues or lower divisions where the salaries of players are low and therefore may work as an incitement to engage in match fixing.

Odds of 8787-1 are striking; but so is a match result of 8-0. To avoid attracting too much attention, match fixing can be done in other ways. One method is to bet on a specific result and yet another method is to bet on combined half time or full time results. Having an impact on several matches simultaneously is also highly desirable because it gives you the opportunity to combine results.

Getting the right players

In most match fixing cases which have surfaced in public, outcomes have been as predicted. The reason is that it can be easier to persuade players to guarantee defeat when the team is already trapped in a downward spiral. Despite high-profile referee scandals in places like Germany, Brazil, Czech Republic and Poland, buying a referee is not simple. Therefore, the goal keeper and defenders are important players to get on board

too. Penalties and own goals are part of the game after all.

Though match fixing so far has emerged mainly in lower divisions and less prominent leagues, the problem is steadily approaching the very top of the hierarchy. German referee Hoyzer was convicted of fixing a cup match in a German tournament and in Vietnam match fixing has infiltrated matches at national level in this recent year's Southeast Asian Games.

Match-fixing reported by international media 2005-2006

Allegations:

China, Greece, Bangladesh, France, Serbia-Montenegro, Ghana, Mexico and Northern Ireland

Police investigations:

Portugal, Finland, Vietnam, Belgium, Kenya, Austria, Germany, Italy and Singapore

Convictions:

Brazil, Turkey, Italy, Poland, Germany, Czech Republic and Slovakia

More match fixing details at www.playthegame.org

Wanted: REAL TRANSPARENCY in world soccer

By Kasper Lindberg and Play the Game

Though Swiss authorities have proven that international soccer leaders took bribes, FIFA refuses to answer important questions about its financial matters



FIFA rejected debate with these investigative reporters: From the left Andrew Jennings, Ezequiel Fernandez Moores, Ian Hughes and (separate photo) Jens Weinreich.

Since 2001 a three-letter-word has caused much anxiety in the top of world soccer. It is spelled: I-S-L. The three letters indicate the world's once so dominant marketing and tv rights holders ISL, which went into bankruptcy in May 2001, leaving football's world governing body in a struggle for survival.

The liquidation procedure has disclosed some facts that are indeed troubling for FIFA:

Swiss authorities have proven that leading soccer officials took bribes, but the highest court in Switzerland has decided to protect the names of those involved.

And when ISL collapsed, it still owed FIFA around 75 million Euro from rights sold to Brazilian TV company O Globo. This money had seemingly disappeared. As a result, FIFA lodged a criminal complaint against the ISL. Five years later, top executives from ISL are to stand trial in 2006, charged with fraud, forgery, and embezzlement. If convicted they face up to 10 years in jail:

"Their only hope of reduced sentences would be to volunteer information about who they paid bribes to," sports editor Jens Weinreich from Berliner Zeitung explained.

Together with British reporter Andrew Jennings – persona non grata in FIFA and banned from their press briefings – Weinreich is one of the most notable journalists uncovering FIFA financial affairs.

"In February 2004 it came to a mysterious arrangement between the ISL senior official Jean-Marie Weber and Mr Bauer, the ISL liquidator. An amount of 2.5 million Swiss francs was transferred to the liquidator's account," Weinreich said.

This deal ensured that some of the bribes were paid back to the insolvent estate of ISL. It also made the liquidator abandon some of the charges against the ISL.

Surprisingly, it also seemed to influence FIFA that in June 2004 secretly tried to stop its own criminal case against the ISL.

"But meanwhile so much evidence had been unearthed that FIFA's plea had to be ignored," Weinreich said and asked: "Why has FIFA withdrawn the complaint? Why was it done in secret? I do think that everybody can judge the facts and is able to make his own conclusions."

Put minutes on the website

The love that investigative reporter Andrew Jennings has thrown on FIFA over the past five years has not been returned.

To FIFA's regret, Jennings has insisted on knowing for instance the size of Sepp Blatter's salary and pensions, and – amongst many other issues – has looked into vote rigging at FIFA congresses, nepotism and irregularities in World Cup ticket sales:

"Some people – football officials in football blazers – are making hundreds and sometimes thousands of dollars from every single ticket," Jennings said.

He drew a picture of widespread corruption and pointed the finger directly at the top: Though the Swiss authorities in 2002 decided not to take FIFA's president Sepp Blatter to court after many of his allies in FIFA's Executive Committee had reported him to the police, Blatter could not claim to be acquitted of any wrongdoing, Jennings said. He quoted the responsible magistrate for saying:

"I have not concluded that Herr Blatter is innocent. He is innocent of certain things. That is not to say that nothing has happened. It simply means there isn't sufficient proof."

At Play the Game, the English journalist made a plea to Sepp Blatter and his fellow leaders:

"FIFA are always telling us how transparent they are. Let's see real transparency. It's time to start using modern information technology. Why shouldn't they put the minutes of Executive Committee meetings on their website? Why not add an audio link? Let's hear them working, as they claim, for the Good of the Game. They are spending billions behind closed doors. There's no justification for the secrecy."

FIFA under fire

Football's international governing body FIFA came under heavy fire during Play the Game 2005. Four investigative journalists directed heavy criticism towards FIFA and its top leaders.

Regrettably, FIFA declined the invitation of the organisers to let its voice be heard in the debates. On these pages we offer small excerpts of what the reporters from Antigua, Argentina, United Kingdom and Germany told. Their full reports can be found at: www.playthegame.org

Antigua's field of gold



A graphic illustration of corruption: Animals grazing peacefully at a field that should have been the site of a US\$ 400,000 soccer centre. Photo credit: Jens Weinreich

“Follow the money”. This old motto lead journalist Ian “Magic” Hughes of Antigua Sun straight to FIFA's Vice President Jack Warner, one of FIFA president Sepp Blatter's most loyal supporters. Hughes told how large amounts of FIFA money disappeared inside the national football federation of his home country, Antigua and Barbuda.

According to Hughes, the main culprit was former Secretary General of the Antigua And Barbuda Football Association, Paul “Chet” Greene, who was kept in his position through his personal friendship with FIFA Vice President Jack Warner of Trinidad and Tobago.

Along the way, \$400,000 donated from FIFA's GOAL project – a development fund inside FIFA – was lost. Ian Hughes brought a photograph of the empty field in which the federation's headquarters and training facilities should have been built. FIFA's response to the disappeared fortune was to turn the blind eye and send fresh money, and to this day, the federation has not made an investigation of the alleged corruption.

Antigua's government, however, did react. But its efforts to clean up soccer led to FIFA banning Antigua and Barbuda in June 2003. The ban cost the under-23 national team their chance to qualify for the Olympics. Later in the same year, the suspension was lifted, but according to Hughes the situation was never normalized:

“FIFA, as in Jack Warner, the Vice President, what they have done, is to safeguard his good friend, Paul Chet Greene. (...) So basically, the FIFA programme, rather than being used for the development of football, I say it is used to buy votes.”

Don Julio in full control

He likes to be called “Don Julio”. And after more than 26 years at the head of the Argentine Football Federation, Julio Grondona has become a real “Godfather of South American football” according to sports editor Ezequiel Fernández Moores of the Italian news agency ANSA in Buenos Aires.

In FIFA, Grondona has the important position of Vice President, chairing also the strategic Finance Committee, and Blatter can count on him as one of his most loyal supporters.

His grip on power, according to Moores, has been kept firm since 1979 by a combination of financial power, control of the media and “friendly favours” to those who criticise him.

A key factor for Grondona's long reign is an unusually long-lasting contract between AFA and Torneos y Competencias (TyC), a broadcasting company that has held the broadcasting rights of all Argentine football for all this time and continues to do so until 2014!

This partnership that “has made TyC rich and football very poor,” in the words of Moores.

Through TyC and their exclusive rights, Grondona has been able to keep other national media under control.

Moreover, the working relation between Grondona and the country's referees extends so far that it is said no team can even win the Argentine Championship without the consent of “Don Julio”. Moores presented several examples of the number of penalties and red cards granted to clubs seems to vary considerably according to currents in soccer politics.

To Grondona's credit Ezequiel Fernández Moores listed his ability to defend Argentina soccer against influence from the government and the wealthiest European Clubs. But Julio Grondona is not like Mother Teresa, Moores stressed.

Though now 74 years of age and facing opposition, Grondona will run for another term as AFA president from 2007. He also plays a key role in Conmebol, the South American Football Confederation, but here he will never fear resistance.

“Mandates in South American football last for decades. The Paraguayan Nicolas Leoz has been the President of the Conmebol since 1986, and Ricardo Teixeira football president in Brazil since 1989. Some years ago these men decided that elections are not necessary in Conmebol. Imagine what their scope of power is.”

TAKING SOCCER BACK

Breaking the corruption scheme has been hard for honest Kenyan soccer leaders – but there is hope

By Marcus Hoy

Imagine if officials from your national football association regularly siphoned off gate receipts, bribed match officials, appointed biased referees, failed to supply audits and even stole official computers. It may sound incredible, but these and other offences were routinely perpetrated by officials of the Kenyan Football Federation (KFF) between 2000 and 2004.

According to Bob Munro, Chairman of one of Kenya's top football clubs, the election in March 2000 of former marketing executive Maina Kariuki as KFF Chairman ushered in an era which set new standards in mismanagement, incompetence and corruption.

In his address to Play the Game, Munro described in meticulous detail how a combination of complacency and criminal intent led to a "culture of corruption" in Kenyan football which spread to all levels of the game. However, his message was ultimately one of hope, implying that with enough determination, anti corruption campaigners can successfully defeat those who seek to exploit sport for their own ends.

Fighting bribes with a camera

Munro has lived in Africa since 1985, working in recent years as a senior adviser on environmental policy. During this time he has always tried to indulge his passion for football – a passion which led to his appointment as Chairman of Mathare United football club in his adopted homeland of Kenya.

After its foundation in 1994, the club surprised many by climbing rapidly through the lower leagues and winning promotion to Kenya's second-best tier, the National Super League, in 1997.

As Munro related to his Play the Game audience, the club's promotion heralded a rude awakening. No matter how well the team played at their new level, it was almost impossible to win a game away from home. Local referees showed such blatant bias in favour of the home side that there could be the only logical explanation – bribery.



Time for change in Kenyan football: When corruption became too much, Mathare United and eleven other clubs resigned from KFF and formed their own league. Photo credit: Lasse Sørensen

"An unforgettable experience... In 23 years as a journalist I have had the possibility of taking part in five World Cups, and four Olympic Games. But never something like Play the Game that now is a part of my history."

Roberto Alfredo Ruiz, TV and radio reporter, Estadio W, México

FROM THE THIEVES

However, in the 1998 season, United tried a new tactic. The coach started taking along a large video camera to away games, and conspicuously pointing it at match officials as the game was in progress. Soon, Mathare United's dismal 'away jinx' became a distant memory, and promotion to Kenya's Premier League was assured. As Munro later revealed to Play the Game, the club's biggest secret was that the camera did not work.

Plundering football

However, promotion to the top flight exposed the team to new and more pervasive forms of corruption, much of it involving the KFF.

After his March 2000 election, Munro told Play the Game, new KFF Chairman Maina Kariuki immediately set about enriching himself and his cohorts. In July 2000 an estimated Ksh 1 million (\$14,000) vanished from the gate receipts of the Kenya vs. Swaziland match, heralding the start of a string of international fixtures which took place without a single penny in gate receipts being banked by the KFF treasurer.

While national officials plundered the national KFF and FIFA funds, many local officials pocketed the KFF share of gate receipts from the matches in their areas, including those involving Munro's Mathare United.

Other KFF misdemeanours included the failure to pay clubs, players and referees, the involvement of top KFF officials as unregistered agents selling players abroad, and the exclusion of clubs, coaches, players and honest officials from any say in the decision-making process. Kenyan football was in disarray.

11 clubs resigned from KFF

Such blatant profiteering could not continue indefinitely, and on September 20, 2003 eleven Premier League clubs - including six of the eight quarter finalists of that season's cup competition - resigned from the KFF.

The clubs formed their own company, the Kenyan Premier Football Group Limited (KPFGL), registered it under the Companies Act of Kenya, and took steps to ensure financial transparency

and shareholder accountability. A joint public statement entitled "New Inter-Clubs Partnership for Improving Kenyan Football, National Development and Unity" was issued.

Sanity may be returning

Kariuki's term in office finally came to an end in March 2004, and he was arrested and charged with theft of funds shortly afterwards. Despite his removal, however, the chaos continued.

Mathare United wants the game to be played fairly in Kenya and at some point pretended to film the behaviour of referees to prevent match fixing.
Photo credit: Lasse Sørensen

The process of choosing a new governing body led to more in-fighting, with two separate leaderships both claiming legitimacy - the FIFA-recognized duo of Alfred Sambu as National Chairman and Prof. Moni Wekesa as Secretary General, and the government-supported duo of Mohammed Hatimy as Acting National Chairman and Dan Omino as Secretary General.

Millions of Kenyans, said Bob Munro, were confused by this 'sad game of musical chairs' in the KFF executive.

More recently, however, there have been signs that sanity may be returning. FIFA president Sepp Blatter endorsed football federation elections held in January 2006, in which Alfred Sambu was selected as the chairman of the KFF. After FIFA

Bob Munro explained how Kenya's football clubs fought back against corruption in the Kenyan Football Federation.



officially recognised Dan Omino as the KFF's Secretary-General, hopes were raised that both factions were willing to work together.

The honest Kenyans

In his closing remarks, Munro paid tribute to another Play the Game attendee, John Githongo, former adviser to the President of Kenya, who was forced into exile in early 2005. It was due in part to Githongo's tireless efforts, said Munro, that



Kariuki' and other former top KFF officials were charged in July 2004 with the theft of over Ksh 55 million (\$740,000).

Despite the evidence of appalling fraud that has come to light over the past six years, Bob Munro was at pains to point out that the vast majority of Kenyans are scrupulously honest, and among the most hardworking and hopeful people he has ever met.

That, he stated, is why he has lived in Kenya for the past 20 years and intends to remain there for the rest of his life. Hopefully, with an honest governing body running football.

Ownership British style:

SUPPORTERS CAN IMPROVE THE GOVERNANCE OF CLUBS

by Kasper Lindberg



Let's not forget that football at the end of the day is a game and not a business, says Christine Oughton, director of the Football Governance Research Centre in London.

In England, supporters' trusts are gaining influence and bringing a new set of old values into soccer

In 2001, Chesterfield Football Club was saved from bankruptcy by its supporters who stepped in when the owner's fraudulent activity threatened the existence of the club. That was the beginning of the supporters' trust movement in English football where football fans are increasingly gaining influence on the governance of their club – and essentially trying to reclaim the game from profit-seeking businessmen.

Two speakers at Play the Game 2005 dealt specifically with this movement and its potential to improve football governance. Christine Oughton, Director of the Football Governance Research Centre in London, believes that supporters' trusts can act as a useful counterbalance to the plc's of today's Premier League where profit maximization is the name of the game.

"The trust has got a number of social objectives, tackling racism, encouraging youth involvement, building bridges between club and community. The idea is that the trust by having bought representation in the club starts to change the values of the club," she said.

Today, 65 out of 92 Premier League clubs have supporters' trusts. Of these, four of the clubs are actually owned by the trust. However, most clubs are reluctant to give away influence and so far only 25 trusts are represented on club boards.

The problem is that there is a natural clash of interest between supporter share holders – who want ticket prices low – and commercial investors who want profit. But Oughton believes that the benefits of the trust movement have been proven and she called for a change in the attitude of the clubs.

"Supporters can improve governance at their clubs. That has been shown in a number of clubs in England. And there is a great deal of potential to extend this influence. Ideally, what we want is for all clubs to be community owned, to be clubs which is what they used to be. And not to forget that football at the end of the day is a game and not a business," she said.

Supporters behind progress

Dr. David Hindley of Nottingham Trent University also sees the supporters' trust movement as a necessary acknowledgement of the supporters as important stakeholders in football. For many years, supporters have had no real voice in the development of football.



Supporters groups often have different values to those of business men. This picture stems from a public meeting where supporters groups and Manchester United fans met to discuss and protest against the takeover of the club by American sports tycoon Malcolm Glazer. Photo credit: Polfoto

Hindley also pointed out that in spite of an increased money flow in football, big clubs have a hard time making profit. If football is to survive its current financial crisis, then clubs must enlist the support of whole communities and supporters' trusts are a step in this direction.

"It is widely recognized that this new trend of supporter involvement has benefited the clubs concerned, helping to widen democracy, dilute decision-making and allowed fans to have a more responsible voice in the way their clubs are run," Hindley said.

Like Christine Oughton, he felt that the main stop gap is probably the unwillingness in clubs and sport's governing bodies to give up influence.

"Interestingly where there are signs of progress, it is not amongst the game's governing bodies – which have an inherent aversion to external interference – but through the rise of the supporters' trust movement," he said.

"...thank you for an informative and extremely inspiring Play the Game 2005 conference. I met a lot of new friends and brought home a number of ideas I will try to develop into something readable."

Peter Pettersson Kymmer, sports editor, Göteborgs-Posten, Sweden

Ownership Brazilian style:

CLUB USED TO LAUNDER MONEY

by Kasper Lindberg

The recent success of English club Chelsea has to a large extent been put down to the financial power of club owner Roman Abramovich. It is hard to imagine a football club that would decline if a wealthy businessman walks in off the street and offers to secure the club financially – and even harder in a poor country like Brazil.

So when Iranian-born businessman Kia Joorabchian less than two years ago offered to cover the huge debts of Corinthians, the second most popular football club of Brazil, the decision to let him do so and at the same time basically assume control of the club, was not too difficult.

At Play the Game, Rafael Maranhao, sports journalist of the Brazilian newspaper O Globo, told the story of Kia and the Corinthians.

Since taking over, Kia and his associates – through the company MSI – have spent millions and millions on new players. The only problem is that no one knows where all this money comes from. And strong allegations point towards extensive money laundering being carried out through the club.

"In less than a year, MSI spent more than 60 million dollars on players. These men really wanted to be part of Brazilian football. But why? Would you invest money in something that you know could not be profitable? 60 million dollars? It was clear that there was something wrong," Maranhao said.

He spoke of money coming from bank accounts in tax havens such as Virgin Islands, the buying of hugely overpriced players, and Kia's possible connections to Russian organized crime. And indeed football would seem like the perfect scene for money laundering.

"Why does money feel comfortable in football? Because nobody questions if you pay 30 million dollars for a player. Nobody knows exactly how much it costs. It is not a car or a house. And you can easily send millions from one continent to another. If you want to clean your money, there is no better place," Maranhao said.

Public prosecutors in Brazil are currently investigating the contract between Corinthians and MSI.

THE PUBLIC MUST ACT AS PROSECUTORS

Former FIFA General Secretary Zen-Ruffinen called for support from legislators and the public to get a better sports governance

by Kasper Lindberg

Michel Zen-Ruffinen, ousted Secretary General of FIFA, held the closing speech at Play the Game 2005 on road maps for better governance in sport. The Swiss sports lawyer identified the main problem in sports governance as too many personal interests and called on the public to act as prosecutors on behalf of sport.

Zen-Ruffinen became one of the most famous whistleblowers in the world of sport in 2002 when he exposed examples of mismanagement by FIFA president Sepp Blatter and subsequently had to leave his job.

In the opinion of Zen-Ruffinen all the problems of sport governance are already well-known but nevertheless difficult to change.

“The question is why – when we know the problems – are we not in a position to make sure these problems disappear? It is very easy. There is only one reason for that, namely that there are too many personal interests involved,” he said.

All too often, the leaders who have the power to change the rules, are the same who already benefit from them. Not that the leaders are all crooks who want to exploit the sport for their own benefit. But Zen-Ruffinen believes in a need for better rules at the foundation of every sport organisation.

The problematic roadmap

He pointed to two different roadmaps for better governance in sport. One he called roadmap no. 2 and that is automatically renewed or redrawn by GPS.

“When a rule in whatever sport does not work, you amend the rules. You take the laws of the game, you convene a body and with the people of this body, you define new rules under which the sport in question should work in the future. This system works very well,” he explained.

The other roadmap is the one under which the basic rules for sports administrators are issued.

“Here we have a big problem. This roadmap is not adapted to reality. Whenever you ask people to take steps to change these rules, they will feign or give the impression that they are active in that respect whereas they do exactly the contrary.”

“In other words: They ask for a time out or they throw the ball out or they put the ball in the corner. And when the ball is put back in the game again it is with rules which are not the ones which the people who identified the problem were asking for”.

Public responsibility

Zen-Ruffinen pointed out that in general there is not enough support from the normal world towards the sports world to force sports administrators to amend the rules.

“In sport, public opinion is not really concerned with all the scandals or the stories they hear about illegal governance. They are just satisfied that these

organisations organise interesting competitions. We need to get support from outside, the legislators should be helping more, the public opinion should be helping more.”

Zen-Ruffinen asked the public to act as prosecutors on behalf of sport in order to create better rules and guidelines for the leaders of sport and has one wish for the future:

“If there is a Play the Game again, it should really be to speak about the game being played and not about the game being put in disrepute.”



After a long time out of the public limelight, FIFA whistleblower Michel Zen-Ruffinen came to Copenhagen to endorse Play the Game's new guidelines on anti-corruption in sport.



John Githongo, former Kenyan anti-corruption adviser, believes sport is better equipped than most to deal with corruption.

IOC and FIFA must show leadership

Sport is well-equipped to fight corruption, but needs to act urgently, said anti-corruption expert John Githongo

by Kasper Lindberg

Sport has an advantage in battling corruption because of the high level of global organisation centralised in strong governing bodies. So says John Githongo - one of the world's leading experts on clearing up corruption.

John Githongo is a journalist and former head of Transparency International's chapter in Kenya. From 2002 to 2005 he was permanent secretary for ethics and governance in Kenya with the main task of putting an end to corruption in his home country. A dangerous task and last year he was forced to resign and flee to Britain to save his own life.

At Play the Game, John Githongo used his expertise to address corruption in sport.

A unique opportunity

In his view, corruption scandals are likely to strike again soon in the world of sport as big money attracts profit-seeking and often dishonest individuals. But sport has a unique opportunity to fight back against corruption, said Githongo.

The advantage stems from the high level of global organization centralized in strong governing bodies such as the IOC and the major sport federations. Such organisations have the power to make rules and initiatives to fight corruption and expect these to be globally accepted.

"The first and most important element in dealing with corruption in sports therefore is the leadership of organizations like the IOC and FIFA. Secondly, there is no doubt that a range of institutional reforms are critical in the fight against corruption," Githongo said.

He proposed rules to promote transparency and to protect whistleblowers, the people who alert the public to corruption and maladministration. Githongo also pointed to the media's responsibility to show an interest in corruption cases.

But action is required, because as he reminded the audience: "The urgency for these reforms will grow. It is not unlikely that there shall be major corruption related scandals at a global level in sport in the not too distant future."

Recipe for a corruption-safe organisation

by Kasper Lindberg

Many speakers at Play the Game 2005 addressed the issue of corruption. Few were as direct as Mary A. Hums in providing a recipe to prevent it.

Hums, an associate professor at the University of Louisville, Kentucky, has even put her recommendations into a simple six-step model called SLEEPE, designed for sport governance. The SLEEPE model is an organised method for sport managers to analyse their decisions in advance of making them.

The model recommends that one considers the implications of any managerial decision in six different areas:

S – Social
L – Legal
E – Economical
E – Ethical
P – Political
E – Educational

SOCIAL Considerations

What will society say about our decisions? What social message do we send?

LEGAL Considerations

Do our decisions follow the "letter of the law" or the "spirit of the law"?

ECONOMIC Considerations

Is this our primary consideration? Do we consider fair wages? How do we carry out our bid processes? Do we cater only to the "high end" consumer?

ETHICAL Considerations

Do we consider basic human rights? What is our approach to diversity? How do we determine who is eligible? What attitude do we take towards use of performance enhancing substances?

POLITICAL Considerations

How will other sport organizations react to our decisions? How will our decisions interact with governmental policy? How do our decisions incorporate "power players"?

EDUCATIONAL Considerations

Teach sport managers about best practices. Educate constituents about decisions (transparency). Create environments where professional development is encouraged.

Volleygate: A SHOWCASE OF GREED AND MISMANAGEMENT

Legal threats from the leaders of world volleyball did not stop Play the Game from letting the excluded Argentine leader Goijman present his shocking revelations about the FIVB

by Marcus Hoy

If Play the Game 2005 were to be remembered for just one topic, it would no doubt be the harrowing tale of greed and corruption in international volleyball that has come to be known as 'Volleygate'.

What started as an administrative dispute involving Argentina's governing body had by the time of the conference become volleyball's biggest-ever scandal, taking up more column inches than the sport had received during the last Olympic Games!

At the centre of the story is a mild mannered sports administrator, Mario Goijman, whose shocking revelations belied his innocuous appearance. His hard-hitting address had reporters reaching for their notebooks, and the weight of his story was reflected in the number of articles that subsequently appeared in mainstream newspapers across the world.

Threat against Play the Game

The fact that Goijman was able to address Play the Game at all was a story in itself.

After learning of his planned attendance, the International Volleyball Federation fired off a lengthy mail threatening each member of the Play the Game Board with legal action if Goijman was allowed to appear, and giving Play the Game Director Jens Sejer Andersen just three weeks to withdraw his invitation.



Mario Goijman has documented corruption in international volleyball tirelessly and at great personal expense for several years.

Signed by the FIVB's Secretary General Jean Pierre Seppey, the mail concluded with the assertion that "your debate cannot take place without violating the law".

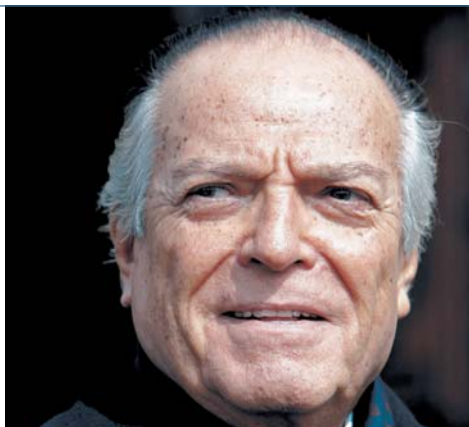
Since no law in Denmark or Switzerland prohibits speeches at conferences, the threats only strengthened Play the Game's determination to put the issue on stage. A reply was drafted in which it was stated that the FIVB were welcome to join the debate – but Goijman's invite would not be withdrawn.

Secret commissions and false invoices

So what were the revelations that the FIVB was so eager to stifle? Mario Goijman answered this question in full when he took to the podium in Copenhagen.

FIVB President Rubén Acosta, he charged, has been enriching himself at the sport's expense for many years through false expense claims, dubious property deals, secret commissions on contracts and invoices from false companies. Almost a hundred volleyball leaders have quit during Mr Acosta's reign, he told delegates, and many more have been sacked for refusing to toe the line.

Mario Goijman's long list of FIVB misdemeanours dates back to the 1988 men's World Volleyball Championships in Argentina, an event in which he, as national President, was heavily involved. Soon after the games were over, he began to express concerns over the accuracy of the accounts, and these initial accusations led to a spiralling paper trail of forgery, false accounting, secret contract options and crooked property deals involving up to 19 million US dollars.



Ruben Acosta has ruled the International Volleyball Federation with an iron fist for many years. Photo credit: Scanpix

"I've got back to work but my heart is still in Copenhagen, where it was as if I was in a dream. The opportunity to voice the sporting Third World's anguish was something I'd always recall humbly and faithfully."

Pulakesh Mukhopadhyay,
News Editor, The Statesman, India

Update: Swiss court did not punish forgery

In March 2006, FIVB president Ruben Acosta, ex-secretary general Jean-Pierre Sepey and former controller Franz Schmied stood trial in Switzerland charged with forgery and withholding information from the FIVB congress about commissions paid to Ruben Acosta for sponsor and television contracts.

All three were acquitted of the charges even if the judge found it was forgery to remove a document mentioning commissions to the tune of 8.3 million Swiss francs from the FIVB accounts. But the judge found no proof of intent to do damage or benefit unlawfully from the act and therefore could not impose a sentence.

Nevertheless, Ruben Acosta and Franz Schmied each had to pay 4300 Swiss francs to cover legal costs.



Moral will win, predicted Mario Goijman in his conference presentation. But moral did not win when FIVB was on trial in Switzerland.

Find all the details on Play the Game's themepage about Volleygate at
www.playthegame.org

The accusations eventually led to not only Goijman, but also the entire Argentine Volleyball Federation, being expelled from the FIVB – meaning youth and adult volleyball teams were excluded from international tournaments.

Despite harsh criticism from, among others, the IOC's Ethics Committee and ongoing court proceedings in Switzerland for alleged crimes, Goijman expressed his regrets that to this day, Rubén Acosta retains his position as FIVB president.'

Malpractice must be exposed

The case took a surprising twist in August 2005 when Acosta fired Jean-Pierre Sepey for alleged 'financial misconduct', and the FIVB Secretariat was reorganised under Acosta's personal authority.

In December 2005, Sepey launched a head-on attack on his former employer, alleging

that he was fired because Acosta saw him as a potential rival. Sepey claimed that within a short space of time, 20 employees have left the FIVB headquarters – some voluntarily, others because they were pushed – due to unacceptable pressure from the FIVB President.

Sepey's falling out with the Acosta and his subsequent allegations do nothing to weaken Mario Goijman's assertion that corruption is rife within the higher echelons of volleyball's governing body.

In a world short on fundamental principles, he concluded in his Play the Game address, sport has a moral duty to expose malpractice in order to keep its own ethical values intact. Only when they shed their culture of secrecy, he asserted, can governing bodies such as the FIVB be free of the suspicion of corruption.

Goijman's allegations against the FIVB:

- falsifying the auditor's report on FIVB's financial status in 2000 before it was presented to the World Congress in 2002
- withholding information about the payment of commissions to the FIVB president for a total amount of 8,32 million SFr (6.5 million US\$)
- purchasing real estate in Lausanne for 1,7 million SFr whilst hiding from FIVB's board of administration that the property had belonged to the Acosta family since 1984
- failing to record 4,85 million SFr paid by the IOC to FIVB in FIVB accounts (3,8 million US\$)

VOLLEY FEDERATIONS DEFIANT BUT DARE NOT SPEAK OUT



Students from the Danish School of Journalism decided to ask national volleyball federations why they do not publicly support Mario Goijman's fight.

An anonymous survey conducted by The Conference Pulse showed that eight out of ten national federations are unhappy with the leadership of FIVB President Rubén Acosta

by Asbjørn With Christensen

Following Mario Goijman's damning presentation, The Conference Pulse took a straw poll of the presidents of ten national volleyball federations in three continents, asking for their views on the leadership of FIVB President Rubén Acosta.

When we initially posed our questions, we were met with strikingly similar responses – no one was willing to provide anything other than a non-committal statement referring to Goijman's allegations.

Off the record, however, it was a different story. When guaranteed strict anonymity, two out of ten presidents still refused to comment, but the rest were willing to give frank opinions on the current FIVB leadership.

The king sticks on his throne

"Mr. Acosta is the leader of a kingdom and the owner of a major company (FIVB), and that is the way things are" stated one national federation president.

"I would prefer a much more open and democratic leadership in the FIVB, but it takes a lot of votes at the congress to throw the king off his throne. It is simply not realistic."

"For a long time there has been mumblings in the world of volleyball that Mr. Acosta puts money into his own pockets," another admitted.

"But the consensus among the members of the FIVB is that there is nothing we can do about it. Sport and sports politics at this level is very big business. It is very dangerous to do something about it, so we don't".

Everyone fears expulsion

All eight presidents expressed concerns that if they spoke out, the same fate could befall them as that suffered by Mario Goijman and the Argentinean Volleyball Federation – namely, expulsion from the FIVB and international competition.

FIVB rules give President Acosta the discretion to expel any person or federation that – in his judgement – discredits the sport. And, according to several of those contacted, Mr. Acosta is accountable to nobody when making such decisions – even if the official rules state otherwise.

"The changes he (Mr. Acosta) has made to the FIVB Constitution, including the Code of Conduct, result in an extremely undemocratic process within the FIVB," said a national president. "Nobody dares to say anything, and Mr. Acosta can continue to do whatever he wants".

Although the FIVB claims that the Code of Conduct was adopted at a FIVB Congress after a democratic vote, our anonymous sources

disagreed. "There was a vote, but it was a public vote, and Mr. Acosta could keep an eye on who voted for him and who voted against," stated another president.

"This effectively hindered any organized resistance, since everyone was too afraid and intimidated to openly vote against Mr. Acosta."

Although volleyball's national presidents currently prefer to keep their heads down, our straw poll suggested that the strength of feeling against the current regime means that a coordinated international effort could ultimately lead to changes at the top.

The Conference Pulse

This is an edited version of an article that first appeared on the website, www.djh.dk/conferencepulse, 11 November 2005

24 students from the Danish School of Journalism provided live multimedia coverage throughout the conference on their website, the Conference Pulse.

Visit the Conference Pulse at www.djh.dk/conferencepulse



Mario Goijman finally got something to show for his fight for justice - the Play the Game award which in part consisted of an original piece of art donated by artist Torben Ulrich.

REWARD TO TIRELESS FIGHTER FOR JUSTICE

Mario Goijman second recipient of the Play the Game Award

by Marcus Hoy

“Mario Goijman has a vision of sport we all care deeply about. He is a man of principles and ethics, and lives the values of democracy he speaks about. With great courage, he has consistently and precisely chronicled the mountain of theft and corruption in the FIVB under (Ruben) Acosta’s reign.”

So stated previous recipient Laura Robinson when presenting the 2005 Play the Game Award to the former president of the former Argentine Volleyball Federation - a man whose courage and commitment in bringing to light the moral decay in International Volleyball’s governing body made him a highly popular winner.

Upon receiving the award, Mario Goijman stated, “To me this is a significant recognition of what I am trying to do. Many times I have felt alone but here I have met people who share my visions of honesty and transparency in sport. Play the Game is an organisation I am very happy to receive recognition from.”

Mario Goijman vowed to continue his fight for justice, which in practical terms includes the

removal from office of FIVB President Acosta. In addition to continuing the court cases which he funds out of his own pocket, Mario Goijman stated that he also intends to renew his rallying call to the ‘silent majority’ of national volleyball federations that are keen to see changes at the top.

Referring to a survey carried out by the ‘Conference Pulse’ website in which eight out of 10 national volleyball federations said that they wanted to get rid of Acosta, Goijman stated “We cannot do anything alone – but if we stand up together we will have a chance.”

Laura Robinson, a Canadian freelance journalist who had previously been honoured for her damning exposé of a culture of sexual abuse in Canadian junior ice hockey, handed over the award at the closing ceremony of the Play the Game conference in front of delegates from 43 countries.

Mario Goijman will present the next award at the 2007 Play the Game conference, which is already in the planning stage.

What is the Play the Game Award?

The Play the Game Award is presented to an individual or a group of persons who have, professionally or as volunteers, made an outstanding effort to strengthen the basic ethical values of sport and to realise one or more of the following aims:

- to encourage democracy, transparency and freedom of expression in sport
- to create awareness of the role of sport in society at a local, national and international level
- to draw a many-sided picture of sport
- to support the right of the individual to choose and influence his or her daily sporting activities

The award is presented to persons who have shown remarkable personal courage and commitment to creating a better sports community, for instance by uncovering corruption, doping or other malpractices in sport, or by inspiring more joyful and healthy sports practices for people in general.

The award consists of a piece of art and a speaker’s invitation, including travel, room and board, for the next Play the Game conference.

The Play the Game Statement for Integrity and

PREAMBLE

The initiative

There is growing awareness in sport of the risks posed by corruption and other unethical behaviour, and the public is expecting greater accountability and probity from the sports sector.

The organisers of Play the Game believe that the timing is right for the introduction of a set of general principles for countering corruption in sport and in sport management, because the sport sector must take account of increasingly stringent domestic and international regulatory frameworks.

The organisers of Play the Game are delighted to have initiated the development of this Statement for integrity and anti-corruption in sport.

The Statement was developed and formally adopted by the participants of the 4th Play the Game conference on sport and society in Copenhagen on 10 November 2005.

The Statement is supported by Transparency International, the global anti-corruption coalition.

The objectives

- **To be** a guiding tool to which national sports associations, but also governments, international sports associations, the media, Play the Game, and others can look for a reference to counter corruption in sport.
- **To be** used by national sports associations as a starting point for developing codes of conduct systems or as a benchmark in their organisations.
- **To assist** national sports associations, as well as players, referees, coaches, and sponsors to:
 1. Ensure that corruption, in all its forms is eliminated from sports (zero tolerance)
 2. Ensure that the integrity of sports management is upheld through strong leadership and by maintaining the highest standards of ethical behaviour
 3. Demonstrate their commitment to countering corruption

Widest possible acceptance

The Statement aims at attracting the widest possible acceptance. Those using them should contribute to their further development.

The values

The Statement is based on a commitment to fundamental values of integrity, transparency and accountability. National and international sports associations shall aim to create and maintain a trust-based and inclusive internal culture in which corruption is not tolerated.



Jan Borgen from Transparency International Norway and Hans B. Skaset, former head of Norwegian sport, headed the workshop that wrote Play the Game's groundbreaking statement.

I. THE NEED FOR ACTION

Corruption is damaging

With the changing role of sport, abandoning the previous social role, becoming more and more commercial, and with the increase in television coverage and corporate sponsorship, sport and sport management have become a perfect breeding ground for corruption.

Corruption in sport is damaging. It is stealing the future of youth, the future of athletes and players and the future of sport:

- a. It damages** clubs and sports associations, resulting in mismanagement and incompetence, misuse of funds, unnecessary expenses, extortion and blackmail, criminal prosecutions, fines, and blacklisting. Corruption in sport is used to attain certain positions (honorary or otherwise), influence the allocation of television or other rights, acquire construction contracts, etc. Corruption excludes clubs, coaches, players and referees from effective participation in decision-making.
- b. It damages** individuals, resulting in reduced morale, criminal prosecution, fines and imprisonment. It lowers the standards of sportsmanship.
- c. It damages** the reputation of sport. Illicit dealings by players, referees, and officials throw sports into public disrepute. The public is increasingly calling into question the integrity of clubs and sports associations and federations, at the national and international level.

d. It is particularly damaging in the developing world. It leads to poverty, and underdevelopment. Corruption usually hits the poorest first and most.

Lack of guidance

Existing ethical guidelines in sports do not effectively prevent or detect corruption, and do not adequately support the many clubs and sports associations and federations which wish to see a corruption-free environment. In particular they fail to address:

- lack of transparency and accountability in the management of clubs and associations, including the financial administration and the transfer of players
- exploitation of young players through agent and transfer contracts for under-age players
- lack of training and discussions about corruption issues among the different actors in sport, especially among sports officials and players
- lack of awareness of corruption risks
- lack of strategy to counter corruption systematically

The need to act

Play the Game and Transparency International strongly endorse the elimination of corruption in sport and sport management, and call on all those with an interest in fighting corruption in sport, to take effective and co-ordinated action, on both a domestic and international basis.

Anti-Corruption in Sport

II. RECOMMENDED ANTI-CORRUPTION ACTIONS

Play the Game recommends the adoption of the following actions, which it believes would materially contribute to the reduction of corruption in sport, at the national and international level.

I. Actions for national sports associations

Sports associations and federations can play a vital role in combating corruption. They provide an avenue through which sports leaders can meet and exchange views. They are the voice of sports nationally, and have a duty to ensure the integrity of their member clubs.

Play the Game recommends that national associations:

1. **Demonstrate** a strong commitment, within own organisation, to countering corruption and to improving standards of integrity, transparency and accountability in sport
2. **Endorse**, within own organisation, a strict zero tolerance policy against all forms of corruption
3. **Publicly speak** out against corruption
4. **Hold to account**, within own organisation, those in positions of power who abuse these positions for private gain
5. **Ensure** that corrupt practices do not develop in relationship with the sponsor companies they partner
6. **Increase awareness** among their leaders and administrators, as well as among the members of sports associations and federations, trainers, players, and sponsors of the issue of corruption and its consequences through publicity and training
7. **Adopt and adhere** to appropriate corporate codes of conduct that commit them to a strict anti-corruption policy. They must, inter alia:
 - a. Ensure that the integrity of sport management is upheld through strong leadership and by maintaining the highest standards of ethical behaviour
 - b. Adopt measures to ensure protection of whistleblowers (i.e. secure and accessible channels through which players and others can raise concerns and report violations without risk of reprisal)
 - c. Adopt transparent measures to maintain financial accounting, internal controls and independent auditing practices
 - d. Establish independent ethics committees whose role it is to monitor the implementation of the code of conduct within the organisation

- e. Establish sanctions and means of restitution in the case of breach of the codes of conduct.
8. **Encourage** members to adopt and adhere to appropriate corporate codes of conduct that commits them to a strict anti-corruption policy. The code should provide a disciplinary mechanism under which members who breach the code are sanctioned.
9. **With regard** to international sport associations, national sport associations should:
 - a. Assert their rights and legitimate means, laid down in the rules and regulations of the international federations, to influence the good governance of the international organisations
 - b. Work in conjunction with them, both in the developed and the developing world, so as to develop a co-ordinated approach to anti-corruption issues
 - c. Demonstrate a commitment to countering corruption and to improving standards of integrity, transparency and accountability in international sports organisations
 - d. Question and debate the role of international sports leaders and how they interact with the corporate world
 - e. Hold to account those international leaders who abuse their positions for private gain.
10. **Work** in conjunction with government bodies to ensure that national and international efforts to curb corruption in sport are well-founded, consistent and effective.

2. Actions for Governments

Action by governments is fundamental to an effective anti-corruption environment in sport. The perception in sport is that while many governments may have signed international anti-corruption conventions, and may have introduced anti-corruption laws, few are taking genuine effective action to prevent corruption.

Play the Game recommends that national authorities:

- **Hold to account** government officials who, directly or indirectly, are involved in sport corruption. There must be no immunity or impunity for corrupt practices.
- **Hold to account** government officials who allow, by connivance or complacency, sport administrators to corrupt sport
- **Effectively** defy any attempt by international sport associations, in criminal matters, to claim superiority over national legislation and national authorities.
- **Co-operate** with other governments in preventing corruption in international sports
- **Increase** their efforts to work with

appropriate international institutions, to ensure that all countries properly implement their international obligations under the UN, OECD and other international anti-corruption conventions and agreements

- **Co-operate** with the sport sector in effectively implementing national anti-corruption initiatives

3. The role of the media

Media coverage of corruption in sport is vital. Play the Game recommends that national and international media organisations:

- **Foster** greater transparency in the coverage of sport corruption. A particular responsibility lies with the international media organisations, including those which support the 2003 Charter on Media Transparency, to raise issues of transparency and accountability in sport management in national and international sports organisations
- **Media** organisations and institutions must adopt policies that ensure coverage of social issues in sport as a way to monitor corruption in sports organisations
- **Encourage** journalists to investigate allegations of corruption in national and international sport associations
- **Educate** journalists in sport corruption and its consequences

4. The role of Play the Game

Play the Game will consider to:

- **Expand** Play the Games international news service for exposing corruption in sport
- **Establish** an annual Play the Game award for the best investigative journalism on corruption in sport
- **Strengthen** the Play the Game international networks for linking and supporting those fighting corruption in sport
- **Establish** a link with human rights groups, such as Amnesty International, Human Rights Watch and Reporters Without Frontiers, to provide protection to journalists who report corruption cases
- **Develop** a set of indicators for use in national and international surveys and indexes on the scope, scale and negative impacts of corruption in sport. Play the Game may consider to work this out together with Transparency International
- **Establish** annual awards for honouring those fighting against corruption in sport.
- **Involve** former and current top athletes in different sports in an international coalition for corruption-free sport (e.g. members of the World Sports Academy)



Something is rotten in the state of football but who should pick up the ball and do something about it?

HONESTY TEST

The problem with a campaign to clean up sport's governing bodies is knowing where to start

By Steve Menary

HOW IT WAS REPORTED:

This article was first published in the British football magazine, *When Saturday Comes*.



Anti-corruption coalition Transparency International has put together guidelines aimed at stamping out corruption in international sport, including football.

The guidelines were launched at the fourth Play The Game conference in Copenhagen by Michel Zen-Ruffinen, who as secretary general of FIFA accused Sepp Blatter of financial mismanagement. Zen-Ruffinen was purged from FIFA after Blatter was re-elected as president and charges against him were dropped by the Swiss police.

A meeting of journalists and academics from around the world, the conference heard the recommendations that were drawn up with the help of Norwegian academic professor Hans Skaset.

The report is aimed at providing ethical guidelines aimed at holding sports and government officials to account. Jan Borgen of Transparency International's Norwegian branch said: "They will never satisfy all parties, but are aimed at attracting the widest possible acceptance."

The recommendations included prevention of questionable relationships developing between national associations and sponsors, and encouraging people to speak out over any form of corruption. The report also suggested that international sports bodies such as FIFA should not be allowed to claim exemption from national legislation over criminal investigations.

John Githongo, a former permanent secretary of ethics and governance in Kenya, whose football federation the KFF was suspended by FIFA in June 2004, welcomed the recommendations.

Githongo told Play The Game that action must be taken to stop football becoming "the preserve of a few corrupt individuals at the expense of the majority" – but then left the conference refusing to speak to African journalists or give them a copy of his speech.

The KFF was suspended by FIFA after being accused of stealing 55 millions Kenyan shillings, which is about 420,000 Pounds and enough to run the Kenyan Premier League and the national team for an entire year.

In a presentation entitled "Greed vs Good Governance: the fight for corruption free football in Kenya", Bob Munro, the chairman of top Kenyan side Mathare United, explained how FIFA was forced to take his action by Kenya's top 11 clubs resigning to set up their own competition.

Transparency International's recommendations also focused on the media and suggested that social issues in sport should be monitored – something the BBC's Football Focus claim to be doing with its new series of community films.

The recommendations also advocated sanctions against breaches of codes of conduct and the holding to account of international sport bosses that use their positions for private gain.

Although Zen-Ruffinen did not speak directly about FIFA, this point was aimed at his former

boss Blatter and his organisation, which came in for criticism over the millions of pounds being poured into Third World football via its financial assistance programme and Project Goal initiative.

Between 2004 and 2006, FIFA will plough 100 million Swiss Francs into Goal but was accused at Play The Game of using this cash to secure members' votes in elections. Caribbean journalist and radio broadcaster Ian Magic Hughes raised questions over what is happening to FIFA's Goal funds being sent to his native Antigua and Barbuda.

Co-organiser and journalist Andrew Jennings launched a broadside at FIFA over ballot-rigging and how World Cup finals tickets sent to international associations turn up being sold privately for large sums.

The conference also asked FIFA about what had happened to regular payments of 25,000 dollars a year that have been made annually since 1998 to the FA in the pariah state of Myanmar (formerly Burma).

In its response to Play The Game, FIFA insisted that this money was not just handed over to the Myanmar FA but to contractors doing development work, though admitted: "So far, there has not been a central audit done". FIFA said a local audit had been carried out under the supervision of accounting giant KPMG, but only described the results as "adequate".

The more you hear about international football's murky finances, the more you feel that you haven't heard the worst yet.

"Thanks once again for the opportunity to participate in one of the most thought provoking, factual and participatory conferences in the world."

Sophia Lissah, Web Editor, British High Commission, Ghana

HOW IT WAS REPORTED:

A version of this article was first published on the website www.djh.dk/conferencepulse on 9 November 2005



Journalist and author Laura Robinson exposed a rape culture in Canadian hockey - but was discouraged to see that nothing seems to change.

'ABU GRAIB'-STYLE HOCKEY ABUSE CONTINUES

Exposure has not changed culture of violence in Canadian junior hockey

by Camilla Haldrup

Violence and sexual assault are still commonplace in Canada's national sport. And to journalist and author Laura Robinson some of the abuse is comparable to the infamous scenes at Iraq's Abu Ghraib Prison.

Three years ago, Laura Robinson gave a harrowing insight to the Play the Game conference of a culture of abuse in Canadian junior ice hockey spanning ritual violence, humiliation and neglect – often with degrading sexual overtones.

Since then, she said, little has changed. "The culture is still the same," she told delegates at Play the Game 2005. "It is all about power, territory, violence and control."

In Autumn 2005, she stated, two more scandals surfaced in Canadian junior sport. The first concerned a team known as the Windsor Spitfires ice hockey club, and involved ritual beatings of first year players during practice.

The second concerned the McGill University football team, which allegedly subjected its rookies to degrading 'hazing' initiation ceremonies. Both cases involved stripping.

She compared the 'culture of abuse' to that which was uncovered at Abu Ghraib prison – an

abusive subculture where masculinity and violence rule.

"It's the same thing that has happened at Abu Ghraib," she said. "Soldiers forcing prisoners to strip, to masturbate, to look like they are having sex with another man or actually having it".

Frustrating that nothing changes

Robinson, who spent six years researching the abuse before the 2003 Play the Game conference, expressed her disappointment that the disturbing revelations are being more or less ignored in her home country.

"It is really frustrating because I've spend so many years researching these things. And nothing has changed," she said.

She no longer works as a journalist. Instead she coaches cross country skiing and mountain biking and works to ensure that children can practice sport in a safe environment.

"In a way I'm happy to be out of it," she said. "It swallows you up completely. It is hard having young people telling you about being raped and abused."

HOW IT WAS REPORTED:

This article was originally published in the Norwegian newspaper, *Vårt Land*, on 12 November 2005

The most important thing in the world

Wherever two or three Norwegian sports journalists gather, you will normally find a football player amongst them

by Lars Gilberg

This week Copenhagen has hosted a world congress on the ethics of sport. Each day participants have heard shocking stories about doping, bribery and mafia control over sports journalism.

So you would feel reassured to learn that almost 50 Norwegian sports journalists and photographers have been in the Danish capital for the duration of the conference.

But did we see them at the conference? No.

Only three Norwegian journalists were interested in hearing about the mismanagement of international sport. One from this newspaper, one from *Adresseavisen* and one from TV2. There were no journalists from the Norwegian Broadcasting Corporation, none from the newspapers *Aftenposten*, *VG* or *Dagbladet*.

The bus loaded with Norwegian media people instead flocked around the soccer players from the Norwegian national team who were busy training at the stadium in Brøndby on the outskirts of Copenhagen. TV2 had four teams on the spot. Twice a day the media had access to the players so that the hyped young men could refuse to answer questions.

I have nothing but admiration for the way the Norwegian Football Federation manages to get the media to help them in building their brand. Once the media has invested enough in football, football will also become the product of the media. And there is a very short way from journalism to promotion.

That was one of the issues raised at the conference on ethics. But it did not appear to interest Norwegian journalists. Maybe they would have come if John Carew had made a 30 second presentation?

The world's best advertising agency:

All about the match, little about the money

The survey shows remarkably few differences in the way that newspapers in different countries cover sport – when you exclude sport with a specific national interest. Instead the survey documents that sports journalism is a global culture just like sport itself. The priorities in sport journalism are more or less the same and it does not matter whether the newspaper is based in Washington, Bergen, Vienna or Budapest.

- **Match reports, results and previews dominate:** 58 per cent of the articles on the sports pages deal with current events
- **Stories about money are few and far between:** Approximately one article in 30 includes political aspects of sport and only one article in 20 deals with the commercial aspects of sport
- **The focus on doping is waning:** On average 1.5 per cent of the sports articles deal with doping which is less than in a previous survey of sports stories in Scandinavian media
- **Marginal exposure of social aspects of sport:** Only 2.5 per cent of all sports coverage deal with the social impact of sport
- **Women are invisible:** Men are the focus of 86 per cent of all sports coverage and only one in 20 sports articles is written by a female journalist
- **Journalism without sources:** 40 per cent of all sports articles refer to only one source in the text. 20 per cent of the articles do not refer to any sources at all.
- **The sources come from within the sports world:** Athletes, coaches and representatives of clubs dominate completely as sources for sports journalists
- **Increasing globalisation of sport:** Compared to previous studies, this survey indicates that sports coverage is becoming less focused on national interests and in European countries stories with an international focus make up more than half the coverage.

THE SPORTS PRESS



Fundamental journalistic ideals are routinely abandoned

by Søren Schultz-Jørgensen

Researchers in 10 countries have been studying news about sport in 37 different newspapers.

Here is the potent formula behind the booming sports economy: A global business partnership between the sports industry and the sports press. Together they have created an industry that excites and involves young and old all over the world and in Europe has an estimated turnover of 165 billion Euro (1.6 per cent of Europe's total GNP) and a turnover of 213 billion dollars in the US – annually.

But the most extensive survey of the global sports press so far, the "International Sports Press Survey 2005", documents that the powerful co-operation has some deeply problematic consequences for sports journalism. Sports editors of daily newspapers allow the sports industry to set the agenda and the priorities for coverage of sport events whilst fundamental journalistic ideals are routinely abandoned.

The survey comprises 10,000 articles about sport which were published in 37 newspapers

in the first six months of 2005. It shows that the sports pages in daily newspapers are dominated by the particular types of sport, sports stars and international events which create the biggest turn-overs on parameters such as advertising, sponsorship, numbers of television viewers and spectators in the stadium. Conversely, the sports press has great difficulties reporting anything that takes place outside the angle of television cameras and after the stadium spotlights have been turned off.

Sports journalism under commercial pressure

A new EU report estimates that the sports industry now make up at least 1.6 per cent of the collective GNP for the Western world. According to industry analysts, the sports industry in the US is twice as big as the car industry – and seven times the size of the film industry. Sport is one of the fastest growing branches of industry at all.

Yet, only 6 per cent of the articles about sport in daily newspapers are looking at the economic and financial aspects of sport.

This is not the first time that the blind angles of sports journalism have been exposed. Dante Chinni is senior researcher with Center for Excellence in Journalism and recently completed a survey of sports journalism in newspapers in the US.

He says that sport journalism is largely reactive and allows others to set the agenda. "Functionally speaking there is little doubt that sports journalists act as pr-agents. The sports press is one of society's biggest myth makers and it leaves a lot of questions unanswered. Unfortunately I see little evidence that these questions are answered elsewhere."

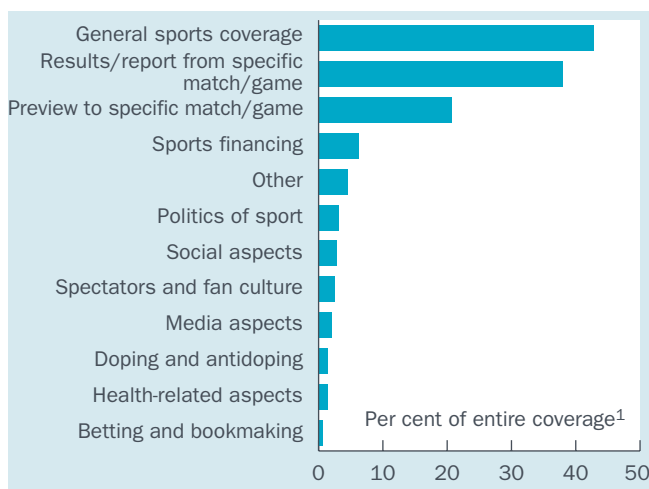
According to Norway's leading academic in the field, professor Knut Helland from University of Bergen, the majority of the sports press has de facto given up on the ideal of enlightening the

Continued on next page

... continued

M11 | Economic underpinnings ignored

Main themes of sports coverage



Sports journalism concerns itself overwhelmingly with the stadium spectacle of sport. Little attention is paid to what happens after the floodlights turn off and the camera crews leave.

Note¹: Articles can reside in up to two categories, which brings the sum above 100 per cent.

Note: N=10.007 articles.

Kilde: International Sports Press Survey, 2005.

public. "Most sports journalism today is editorial advertising," he says. But the explanation is not that sports journalists lack professionalism, a critical mind or the desire to cover sport from other angles or in other ways, says Helland.

"Sports journalists are amongst the most professional in modern journalism. In general they are extremely good at delivering news and features in highly specialised formats and they have the high working pace of journalism generally. But the commercial game of sports is exerting such pressure on journalism itself that it has become almost impossible to work according to classic ideals of journalism," says Knut Helland.

Advertising revenue determines editorial focus

The media game is about billions of kroner, Euro and dollars. But the plot of the game is as simple as what takes place on the pitch. For television stations the aim is to get exclusive rights to broadcast the most star-studded sports events. This is where the viewers and the advertising revenue is. And in order to attract viewers to the transmissions that the television station has the rights to – and can sell advertising for – the station uses its day-to-day sports coverage as a pr-tool. Exit journalistic independence.

The survey shows that the newspapers are following the lead of television stations when it comes to selecting which types of sport, matches and personal profiles to focus on. "Sports journalism is no longer done in the stadiums. It is

done in front of the television back in the office. It is quicker, easier and cheaper – and you get to watch details in slow motion," says Dr. Thomas Horky of the Hamburger Institute for Sports Journalism.

This is the reason why the electronic and printed media flock to the same few types of sport and events, the same few clubs and sports stars.

Readers hold the key to change

According to professor Raymond Boyle from University of Stirling in Scotland, the key to renewal of sports journalism lies in accommodating those segments of the population who have a more nuanced relationship with sport. During the past few years, a number of Britain's serious newspapers such as the Guardian, Daily Telegraph, the Scotsman and The Times have developed a far more enterprising and multi-faceted approach to sports journalism, he says.

"These are newspapers that 10 years ago would look down on sport. Today they shape the market through their focus on sport. To me it is a clear sign that the market of sports journalism is going through a phase of differentiation. The classic tabloid newspapers will probably continue their one-sided focus on stars, heroes, successes and failures. But the younger generations of readers and journalists are in the process of developing a new form of sports journalism in the so-called serious end of the newspaper market," says Raymond Boyle.

Brief facts about the survey

The International Sports Press Survey is designed by House of Monday Morning and financed by the Danish Institute for Sports Studies and Play the Game.

Data has been collected from newspapers in Australia, Austria, Denmark, England, Germany, Norway, Romania, Scotland, Switzerland and the US.

The survey includes a total of 10007 articles from 37 newspapers.

For more details about the analysis see the full survey at

www.playthegame.org

"I have told everybody about my journey to Copenhagen. I was impressed. I have achieved more as a journalist and also as a person."

Florian Petrica, tv-presenter, Romania

DEATH SENTENCE FOR ASKING ABOUT FOOTBALL MONEY

What did FIFA do to help sports editor, conference asked

by Kirsten Sparre

Only a faded photograph of Zaw Thet Htwe made it to Play the Game – the editor himself was prevented from accepting the invitation from director Jens Sejer Andersen.

He could not attend Play the Game 2005 in person. Nevertheless, the plight of sports editor Zaw Thet Htwe from Myanmar moved delegates so much that they decided to challenge FIFA and ask what the organisation had done to help a man sentenced to death for asking whether a FIFA grant had been used according to its purpose.

The case of Zaw Thet Htwe and the responsibilities of sports organisations was raised by Play the Game's director Jens Sejer Andersen in his opening speech.

"The campaign to release Zaw Thet Htwe was led by Amnesty International and Reporters Sans Frontières who appealed to the sports community for support. And how many international sports federation ran to the support of a man whose life was in danger because he had helped them fight abuse of sports money? Did FIFA? Did UEFA? Did the IOC?" Jens Sejer Andersen asked.

The Play the Game director had researched the question for days and had not been able to turn up one single declaration of support from the sports world in the public domain.

Questions and answers

The story stayed with the audience and the following day delegates sent a resolution to FIFA with two questions:

- What action did FIFA take in case of the arrest, secret trial and death sentence of Zaw Thet Htwe?
- Has FIFA taken any steps to discover how FIFA grants have been spent in Myanmar since the first payment in 1998?

Answers came the next day. As it turned out, FIFA's president, Sepp Blatter, had tried to intervene on behalf of Zaw Thet Htwe back in January 2004. It happened in a private letter to the president of Myanmar's Football Association, colonel Htike Thuang.

"The FIFA president stressed that he "would be extremely grateful if you [Mr.Thuang] could use all your influence and the spirit of solidarity which exists in the world football family, to intervene in favour of Mr. Zaw Thet Htwe"", FIFA Director of Communications, Markus Siegler, wrote.

With regards to how FIFA had controlled the spending of FIFA grants in Burma, Markus Siegler said that so far no central audit had been done. Instead a local auditor had made a report which was later controlled by KPMG Switzerland. The controls and audits were found to be adequate.

FIFA urged to go public

Play the Game delegates were pleased to learn that FIFA had tried to intervene on behalf of Zaw Thet Htwe.

"But it would probably have been useful if FIFA at some stage had spoken out publicly on this issue in order to step up the public pressure which human rights organisations were already applying the government of Myanmar," director Jens Sejer Andersen wrote in a reply on behalf of the conference.

He reminded FIFA that it is likely there will be more times in the future where sports journalists will be in danger and could use the support of the organisation.

"Within the last 13 months three sports journalists in Greece have been the targets of brutal and near-fatal attacks. And very recently Italian journalists and editors have been threatened when trying to uncover fraud in football," he said.

The conference was not impressed with FIFA's efforts to control how FIFA grants had been spent in Myanmar.

"We are surprised that FIFA puts its trust into a financial report from a local auditing company in a state where military dictators influence football as well as financial affairs and where critical activities could have fatal consequences for all citizens – including auditors," delegates told FIFA.

The case of Zaw Thet Htwe

Spring 2003: Zaw Thet Htwe's magazine 'First Eleven' raises the question of what has happened to a FIFA grant of 4 million US dollars meant to be spent on developing football in Myanmar

July 2003: Zaw Thet Htwe is arrested and charged with high treason. It is widely believed that the soccer articles were an important trigger for his arrest.

November 2003: Zaw Thet Htwe is sentenced to death after a trial without prior police investigation and where only the prosecution could call witnesses

2004: Human rights organisations mount a campaign to free Zaw Thet Htwe with some success. His sentence is reduced to two years in prison.

January 2005: Zaw Thet Htwe is released from prison and today earns a living writing scripts for movies.

PAYING THE PRICE OF CRITICAL JOURNALISM

by Mikkel Milgaard



Aggrey Kwendo was a keen participant in the Play the Game conferences since their inception in 1997.

bodyguards at a cost of 500 US dollars to ensure that he was able to leave the country in safety. Three other journalists from Consumers Chronicle should also have boarded the Sabena Airlines plane to Copenhagen, but the risk – and the price – was too high. They stayed at home.

Over the past decade, Kwendo had exposed some of the most corrupt practices in his nation, including the disappearance of money awarded to Kenya Football Federation (KFF) to promote the development of young players. According to Kwendo, at least 40,000 US dollars disappeared during the reign of former KFF Chairman Maina Kariuki and treasurer Levi Obondo.

Through editorials, Aggrey Kwendo has also criticised the government for harassing and intimidating members of the media – especially while Kenya is undergoing crucial political change. Repercussions from these and other stories have caused untold suffering not only to himself but also his family. Anonymous death threats have become a regular occurrence.

While attending the conference in Copenhagen, Kwendo was unable to fully relax due to fears for the safety of his family. After a year of working as the Managing Editor of the Consumers Chronicle – and many more years working with other national newspapers as a correspondent – Kwendo knew exactly what it meant to be a critical journalist in Kenya.

In memoriam

In February 2006, Play the Game was saddened to learn that Aggrey Kwendo had passed away from a lung infection. A courageous journalist committed to furthering honesty in sport, Aggrey Kwendo had participated in Play the Game conferences since 1997. We publish this story written during Play the Game 2005 in honour of his memory.

HOW IT WAS REPORTED:

This article first appeared on the website www.djh.dk/conferencepulse on 9 November 2005.

Aggrey Kwendo, journalist and Managing Editor at Kenya's Consumers Chronicle dedicated himself to the fight against bribery and corruption. The price he paid was a life of constant vigilance.

While in Copenhagen for the Play the Game conference, Aggrey Kwendo's wife, Dorin, called him from Kenya. She and her four children had been scared by strange men hanging around the family home in Nairobi. Earlier that day, unknown men had knocked on her door and asked to speak to her husband.

Physical confrontations and threats by phone and text messages were the norm for Kenyan Journalist Aggrey Kwendo. Every day he had to be alert, always anticipating retribution by the corrupt powers he was battling against.

When he left Kenya to attend "Play the Game" in Denmark he was forced to hire

STABBED

Three Greek sports journalists attacked inside one year. The sports community watches silently

by Kirsten Sparre

"Mr. Syrigos, someone tried to kill you. Do you suspect anyone?"

That was the question the Greek police asked sports editor Fillipos Syrigos of the newspaper *Eleftherotipia* on 19 October 2004. The day before Syrigos had been brutally attacked by two men who hit him over the head and stabbed him several times in the back.

Sports journalism has become a dangerous business in Greece with three attacks on sports journalists inside one year. To highlight this unfortunate development, Fillipos Syrigos made the journey from Greece to the Play the Game conference to talk about his ordeal and how it might be linked to his journalism.

In October 2004, Syrigos told the police officer that he had been working on three major reporting issues – all of them sport scandals with the potential to be the reason for the hit against him.

The stadium

Fillipos Syrigos made himself highly unpopular when he exposed a scam revolving around the Greek Karaiskaki Stadium. Here the president of the Olympiacos Football Company built a lucrative private business on land owned by the state and with money that essentially originated from state funds.

"People thought that Karaiskaki Stadium was owned by Olympiacos. When I revealed in "*Eleftherotipia*" that the stadium was a personal enterprise of Olympiacos president, S. Kokkalis, who owns 99.98% of its shares, there was an uproar mainly among the fans of the team," explains Fillipos Syrigos.

The fans believed Kokkalis to be a benefactor of the team, but they suddenly learned that Olympiacos, when using Karaiskaki Stadium, is required to pay rent to S. Kokkalis' company operating the field.

"In the light of these stirring revelations, the government did not make any statement. Neither did S. Kokkalis but his hecklers spoke for him with insults and disguised threats."

"Before the hit against me, I was in a state of siege for one whole year. After the hit, Olympiacos

IN THE BACK FOR EXPOSING SPORTS SCANDALS



Sports editor Filippos Syrigos from Greece was almost killed in October 2004 – probably because of his investigative journalism that has turned up a number of scandals.

was one of the very few organisations which did not express its support to me and kept silent; as did S. Kokkalis,” says Fillipos Syrigos.

The doping scandal

Syrigos had also reported extensively on the Greek doping scandal at the Olympic Games which involved the two runners Kostas Kenteris and Katerina Thanou and their coach Christos Tzekos.

Syrigos published information that not only had the two athletes and their coach attempted to evade doping control in the run up to the Olympics but the traffic accident the athletes claimed to suffer on the night of 12 August 2004 was a carefully planned hoax.

A third revelation that caused a sensation had to do with the secret dealings between IOC and Tzekos, Kenteris and Thanou that led to the surrender of their accreditation and their withdrawing from the Games, in exchange for a temporary suspension of any action against them.

“At the time when the IOC spokesperson was showing to the television cameras the three accreditation cards and Tzekos, Kenteris and Thanou were stating that they had sacrificed their participation in the interest of Greece, ‘Eleftherotypia’ published all details of what exactly had been agreed the evening before; and television viewers were watching it happen, at that moment, live!” says Fillipos Syrigos.

Olympic corruption

Finally, Syrigos had turned his journalistic spotlight on the dealings of the sport marketing company, Octagon, that seemed to profit extensively from the owner’s, Yannis Yannakis, close relationship to Gianna Angelopolous, president of the organising committee of the Olympic Games in 2004.

“Investigating the matter since 1998, I gathered admissions, testimonies and information that led to the most likely possibility that Gianna and Theodore Angelopoulos were not without connec-

tion to the activities of Yannakis and his company that was renamed from ACT to Sport Marketing OCTAGON,” explains Fillipos Syrigos.

Syrigos explains that when he published the information he had gathered, several things happened in quick succession.

On 5 October 2004, Theodore and Gianna Angelopoulos sued Syrigos and his newspaper claiming damages of 10 million Euros. On 18 October 2004, Syrigos was attacked. And on 24 November 2004, Syrigos and ‘Eleftherotypia’ was sued again – this time by Yannis Yannakis who claimed damages of seven million Euros.

Culprits are still at large

Filippos Syrigos does not want to point the finger at any of these potential suspects without proper evidence. However, more than a year after the assault the Greek police has still not arrested anyone for the attack that nearly cost the sports journalist his life.

THE DRUG NO ONE TESTED POSITIVE FOR

Strong disagreement on the effects of drug that triggered the Balco scandal

By Kasper Lindberg

There is no proof that THG – the drug at the heart of the Balco case – has performance enhancing effects. And there has not been a positive THG test either. The drug was only discovered through so-called “non-analytical positives.”

The Danish anti-doping researcher, Rasmus Damsgaard, has reviewed the scientific literature and found no information on the performance-enhancing effects of THG. And there is no scientific or empiric evidence to substantiate suspicions that THG is an actual or potential health risk either.

“So the verdict on THG is pending although there is no doubt that its use is against the spirit of sport,” Damsgaard told the Play the Game conference in a session on lessons from Balco.

From his point of view, the inventors of THG were cheating on their customers, but the drug served as a very convenient excuse for raising a new, necessary debate on drugs in the US.

That anyone could question the efficiency of THG was met with disbelief by the former THG user Kelli White and by Travis Tygart, Senior Managing Director of the United States Anti-Doping Agency (USADA).

For Tygart, the Balco affair illustrates how some athletes are always going to be sophisticated enough to bypass the testing system.

In the Balco case, athletes used a cream as a masking agent in addition to the steroid THG. The purpose of the cream was to cloak the body's own indications of an artificial steroid being induced. Indeed, drug tests came out negative, and instead the discovery of THG was set off by an anonymous tip.

To Tygart, this is an illustration of one of the new frontiers in doping, the so-called “non-analytical positives” or the possibility to charge an athlete with doping abuse based on something other than a positive doping test.

“Any system that does not allow for a non-analytical positive is not a system that is of benefit to clean athletes,” Tygart said, emphasizing the right of clean athletes to compete on a level playing field.

Tygart thought it to be self-evident that athletes should be subject to doping charges if there is evidence such as masking agents, extreme hematocrit levels or other things strongly indicating the use of doping.

The Balco story:

by Elliott Almond, San Jose Mercury News

EXTRACT

The slate-coloured building sits on a frontage road steps from a freeway where the roar of San Francisco Bay commuters swirls in the salty air. The building has a windowless façade, aside from a glass door that leads to a narrow hallway lined with autographed photos of superstar athletes. Few, if any, paid much notice to Bay Area Co-operative Laboratories until federal and local law enforcement agents burst through the door with guns drawn, subpoenas in hand, on September 3, 2003.

In the ensuing two years, much of what the Balco defendants were doing surfaced in the Bay Area's two major newspapers, the San Francisco Chronicle and San Jose Mercury News.

The two papers have published about 1,200 stories with Balco connections. This blanket coverage has impacted sports journalism in the United States by forcing beat reporters from high schools to Major League Baseball to begin learning about the effects of performance-enhancing drugs on the athletes they cover.

After the 1988 Summer Olympics, Canadians experienced a national cleansing with an examination of the Ben Johnson drug case. Americans did not know it at the time, but they started down a similar path two years ago with the raid of Balco. It was the warning sign that all was not right in our world of fun and games and we would never again sit in the stands and watch with glassy-eyed innocence.

Uncovering the truth

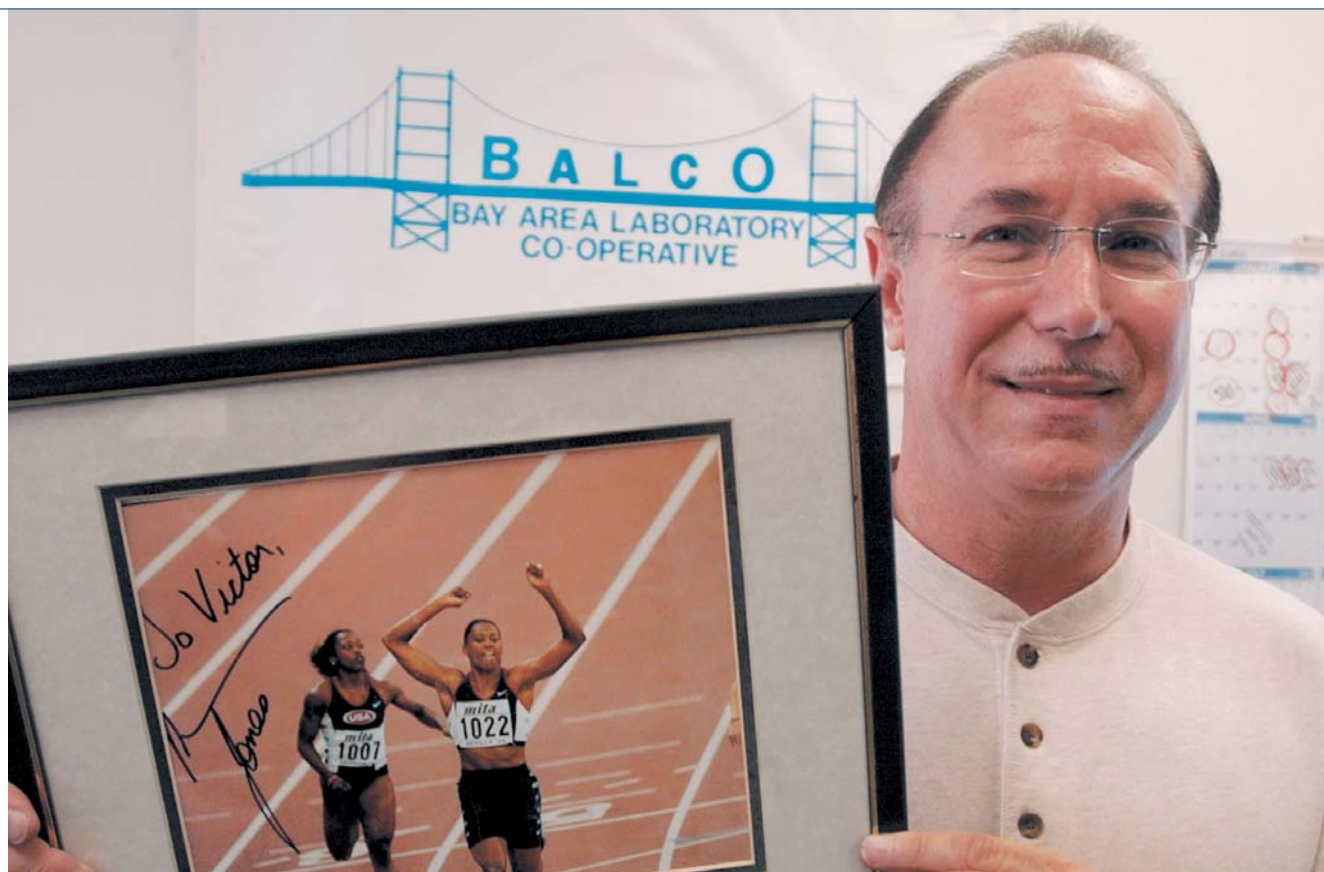
Jeffrey Novitzky is a criminal investigator with the IRS, dealing with tax fraud and money laundering cases. In August of 2002 he became interested in the activities of Victor Conte Jr., founder of Balco and formerly a bass player in the band Tower of Power.

Through tips, the government suspected Conte of laundering money he earned from selling drugs to athletes. After 18 months of surveillance of Conte and Balco, Novitzky concluded he had uncovered a steroid-distribution ring that was servicing celebrity US athletes.

Meanwhile, the US Anti Doping Agency was alerted to a new substance by track and field coach Trevor Graham, who had had a personal fallout with Victor Conte. He sent the agency a vial with traces of a substance now known as THG. Graham told officials that Bay Area athletes associated with Balco were using the clear, liquid substance.



Travis Tygart from USADA believes that positive tests should not be the only basis for charging athletes with doping.



Victor Conte, owner of Bay Area Co-operative Laboratories, provided drugs and helped a string of top athletes to pass doping tests. Photo credit: Polfoto

HOW REPORTING IT CHANGED US SPORTS

The USADA and IRS were on parallel tracks. They began working together. By the end of 2003, after the USADA announced it had discovered THG – or “the clear” as Conte called it – the story gained traction.

Every Thursday, a throng of reporters would impatiently wait outside the grand jury room on the 17th floor of the Federal Court House in San Francisco. They would descend upon anyone in the hallway in hopes of getting a few of the more than 30 professional athletes who testified, to speak to them. The scene personified the definition of “media circus”.

Three strikes against baseball

The identities of big name baseball players commanded most of the attention for a country enamoured of that peculiarly American pastime. But it was evident that Conte and Balco mostly helped track stars including double World Sprint Champion Kelli White.

During the fall of 2004, Conte and other defendants met government officials to try to resolve the case without a trial. But they had reached an impasse. About this time, major US television networks seriously courted Conte to tell his story. By then he had become so frustrated with media coverage of the case he decided he would work with ABC to give his side. Conte offered compelling, detailed testimony about how he helped inject Marion Jones with human growth hormone.

It was supposed to be major international news, and ABC promoted it during the first week of December 2004. But just before the broadcast, the Chronicle published transcripts of grand jury testimonies by baseball players Jason Giambi and Barry Bonds on consecutive days.

In a span of 48 hours three major US sports figures had been implicated in serious drug charges. If Americans were sceptical of media reports before that, they were now listening.

A month later, former baseball star Jose Canseco published a tell-all book called “Juice”. In it, Canseco acknowledged his own use of performance-enhancing drugs. He described locker room scenes of famous players such as Mark McGwire using drugs.

Law makers certainly were paying attention in Washington DC. It was one thing to hear about American track athletes using drugs, but quite another when it involved their precious home-grown game of baseball. If the game’s greatest homerun hitters were frauds, then what does that say about American values or sense of fair play and justice?

Members of the US House of Representatives Committee did not like what they saw. They subpoenaed a handful of baseball stars to testify before Congress. The March 17 scene was remarkable. It was one of those unifying moments when a nation stops and watches something collectively.

If not quite the Ben Johnson case, it became America’s moment of truth about drug use in sports.

ATHLETES UNDER CONSTANT SUSPICION

How do athletes feel about being the objects of worldwide control and suspicion? Kelli White and Joachim B. Olsen talked about the loss of personal rights

by Eva Marie Andersen

Kelli White turned to doping which made her the fastest woman in the world. A choice she now regrets bitterly. Photo credit: Polfoto



“We give up a lot of our rights being athletes and we know this.”

On the opening day of Play the Game, Kelli White, former World Champion in sprint, took the stand to explain why she had decided to use drugs to enhance her performance. In addition to being an apology, her story was also about the pressures faced by top athletes including the constant suspicion that they cheat.

Adding to the picture drawn by White was the Danish short put champion and Olympic bronze medallist, Joachim B. Olsen, who spoke later in the week about the realities of being an athlete under constant surveillance and together the two testimonials were striking because the doping issue is seldom seen through the eyes of athletes.

The worst mistake

Ranking in the top-ten of the world, Kelli White already had an impressive record. However, an inconsistent track season in 2002 combined with the pressures of the people she trusted with her training and career, had led her to subject herself to a full doping programme to reach the top. White characterizes doping as “the worst mistake I could have ever made” and takes full responsibility for her actions. It is notable, however, that it was her trainer Korchemny who introduced her to doping distributor Victor Conte.

Victor Conte is the founder of the Bay Area Laboratory Co-operative and he provided White with what she originally thought was flaxseed oil, a legal supplement, in order to help her recover from injuries. She was later informed that she had been given illegal drugs.

White later went back to Victor Conte with the intent to be supplied with more illegal sub-

"It was an incredibly inspiring conference with a good and intense atmosphere."

Alice Riis Bach, author, Denmark

Doped rivals is not the prime worry for short putter Joachim B. Olsen, but the harm that suspicion does to his image.



stances and she takes full responsibility for her actions of implementing a full doping programme in 2003.

Abuse of trust

"I want to explain what it takes for the whole system to work," White said. "It not only took Conte's help, it took my coach making me believe that what I was doing was okay. A lot of the time what happens to athletes is that people make you believe that what you're doing is okay because everyone else is doing it. That's definitely not the truth, because I have friends who compete now who are clean, and it takes away from their achievements when you are made to believe that everyone is doing the same thing."

While working with Conte, White confirms that she was able to pass seventeen drug tests, both in and out of competition. She described her prior relationships with Korchemny and Conte as being based on trust.

"I never would have believed that Victor would have hurt me in any kind of way," she said. "But now I can see the lies and the health of the athlete was compromised."

Kelli White also spoke about the horror of seeing her body change so drastically over a short period of time. "I gained 20 pounds in four weeks, I was humongous", she said and looked a bit lonely when remembering feeling ashamed and covering up her body so her family could not see it.

Clean athletes pay too

An athlete such as Kelli White will always be haunted by doping and by the Balco affair. Nevertheless, also athletes who were never involved in

doping affairs pay a price. Due to what he refers to as "the battle against the media", individuals like Joachim Olsen, leading international short putter, are also haunted by the doping issue.

"Especially older journalists have a very fixed idea that it is not possible to perform record results without drugs", Joachim Olsen believes. Olsen says that to a certain extent he remains unconcerned that some competitors take stimulants as he does not think it gives them much of an advantage.

He is, however, very concerned about his image, stressing that as an athlete, he is extremely dependent on image for the obvious reason that sponsors cannot afford to risk investing in an athlete associated with doping. "Sponsors always ask about the drug issue: Is that going to be an issue with you"?

How does an athlete prove his or her innocence? According to broad-shouldered Olsen, it is impossible for top athletes to prove their innocence when they are met with indirect and direct suspicion and disbelief.

His generation of athletes is suffering from the legacy of doping in the 1970's. "If I had been an athlete in the 1970's or in the 1980's, I probably would have been on drugs too. I am not a better person than they were, but the morals were different," Olsen said.

"I got my sports education in the 1990's where morals have changed. Morals are not a consistent thing".

Give athletes something back

A part of daily life as a top-competitor is living with day-to-day surveillance. Olsen spoke of the

so-called "whereabouts" forms in which athletes indicate where they can be reached at any time in the following three months for unannounced drug tests.

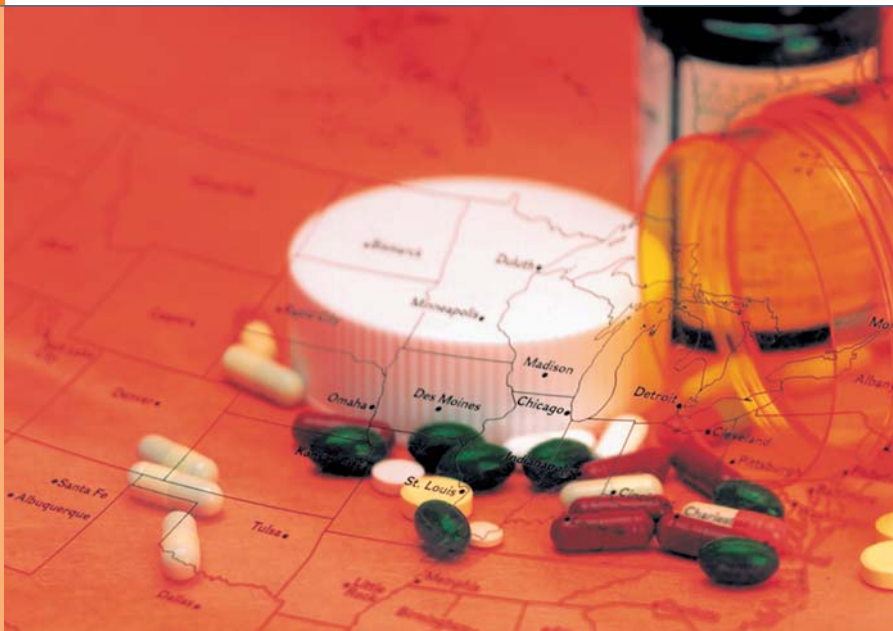
Acknowledging the necessity of out-of-competition testing, Olsen talked about the problems with whereabouts forms. "It is a bit stressful", he says explaining that "it is impossible for anybody to say where exactly they are going to be three months in advance, every single day".

As an example, he explained that when filling in his own form three months ago, he could not have foreseen that he would be speaking at Play the Game's conference. This, he elaborated, makes the content of the whereabouts forms inaccurate.

When journalists from the floor confronted him with the fact that some athletes fill out forms incorrectly, claiming to be in one place while in fact being at another location, Olsen gave his personal guarantee that from his experience in Denmark, it would not be possible to lie about whereabouts and particularly not without the knowledge of the federation to which the athlete belongs.

With the air of a man who seeks to create dialogue and understanding, he spoke for himself and on behalf of his fellow athletes when he called for the need for surveillance organisations to give something back to athletes.

"I would like that surveillance organisations did more to provide help for protection of personal image for clean athletes against the constant suspicion from the media concerning elite athletics".



A new UNESCO convention on doping strengthens the capacity of governments everywhere to act on the availability of doping drugs.

"I have told my colleagues here in Zambia that my experience at the conference has put me 5 years ahead with all the information compared to my friends who will know or never know what will happen until 5 years."

Edgar Musonda, project leader, Sports Coaches Outreach, Zambia

UNESCO JOINS FIGHT AGAINST DOPING IN SPORT

New convention demands that governments take action too

by Kasper Lindberg

A new and powerful weapon has been introduced in the fight against doping with the International Convention on Doping adopted by the UNESCO's General Conference in October 2005.

That was the message from Paul Marriott-Lloyd, programme specialist at UNESCO, who spoke at Play the Game about the implications of the new convention.

The main purpose of the convention is to provide a legal framework for national governments to take actions to remove doping from sport – and indeed encourage them to do so.

This is important, according to Marriott-Lloyd, because there are many areas in which only governments have the means to take on the fight against doping, particularly when it comes to counteracting production, distribution, and trafficking of drugs.

An end to availability of drugs

The convention contains specific obligations for governments, but also provides flexibility in the approaches they can take to put it into effect.

One of the most important obligations is that governments must take action to restrict

the availability of prohibited substances in order to restrict their use in sport. These include measures against production, importation, distribution, sale and trafficking.

Measures must also be taken against coaching and medical personnel complicit in doping offences. And moreover, the governments should support testing programmes consistent with the World Anti-Doping Code. Although this might prove costly for small states, Marriott-Lloyd believed that there are some good opportunities in cooperating with other countries to share both the expertise and the cost.

Finally, the Convention also encourages education on anti-doping as well as close cooperation between the anti-doping organizations, the public authorities and the sports organizations, something that was heavily demanded in other parts of the doping debate at Play the Game 2005.

Ratification is near

Marriott-Lloyd ended his presentation by emphasizing the importance of the strong implementation of the Convention by governments around the world for it to be effective.

"The adoption of the convention marks a new phase in anti-doping. A phase where all of the governments of the world work within their considerable spheres of influence to remove doping from sport. The International Convention against Doping in Sport provides the framework for this to take place. However, it needs the forceful application by governments to ensure that these are not simply words without actions," he said.

The original aim of UNESCO was to have the convention ratified in time for the Winter Olympics in Turin. However, this proved too optimistic as only a few countries had ratified the Convention at that time. 30 states need to ratify it for it to become effective.

The new target for UNESCO is May 2006, and the organization firmly believes in this because it has already set the date – July 20-21 – for the so-called "Conference of parties", a sort of founding convention.

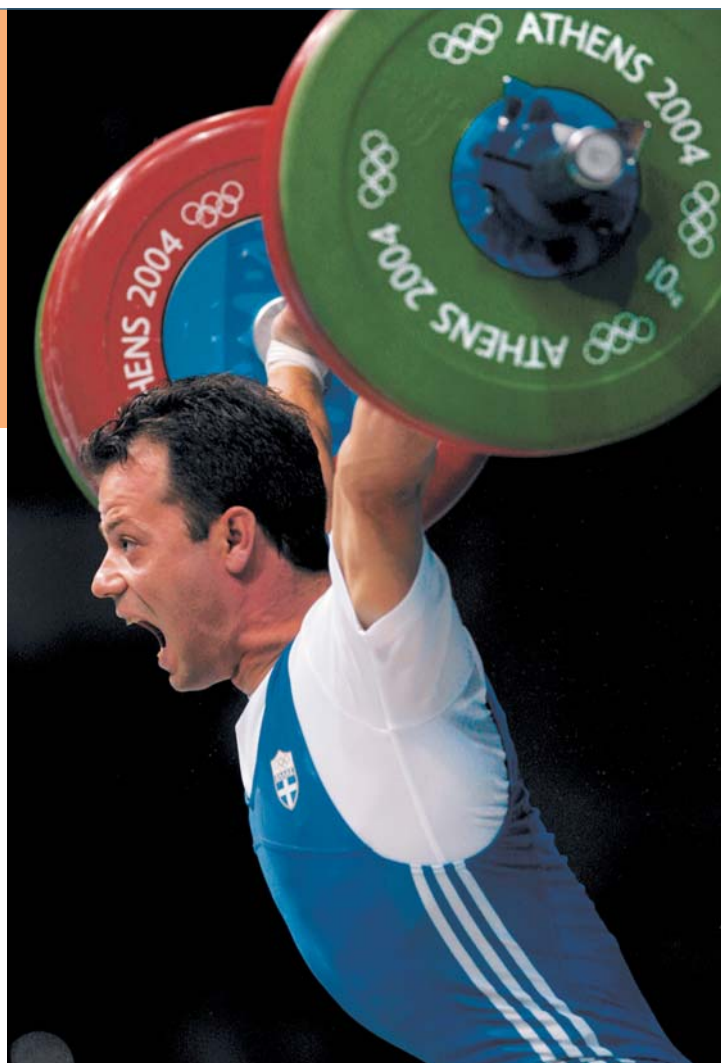
Governments must ensure that the convention is not simply words without actions, said UNESCO specialist Paul Marriott-Lloyd.





Greek weightlifter Leonidas Sampanis was stripped of a bronze medal at the Athens Olympics after a doping offense. Photo credit: Polfoto

To make an international treaty in two years can be regarded as a world record, said WADA chief David Howman.



SIX-YEAR OLD WITH A GREAT RESPONSIBILITY

WADA off to a good start but few national anti-doping organisations function well

by Kasper Lindberg

For a six-year old, WADA has made tremendous progress but major challenges still lie ahead in the struggle to rid sport of doping. Both the progress and the challenges were elucidated in the WADA session of Play the Game 2005.

WADA Director General David Howman provided an update for the first six years of the World Anti-Doping Agency and the obstacles already overcome.

Much of the work so far has centred on the drafting, adoption, and implementation of the World Anti-Doping Code, which entered into force on January 1, 2004 and has been the framework of WADA's work since then.

The big challenge has been to get all the sport federations and governments to accept the code. The sports did so by the time of the Athens Olympics 2004 but the nations of the world have proved more difficult.

"We don't have all governments committed but we do have an international treaty which is remarkable. Normally it takes between 8 and 12 years. This took less than two years. We claim it as a world record," David Howman said.

However, he was under no illusion about the difficulty of the fight against doping, and he went

on to outline some of the tasks ahead. Among the important responsibilities of WADA is continued research and revision of the prohibited list, the education of athletes around the world, and the support of new national and regional anti-doping agencies, plus of course the monitoring of compliance with the code, both among sport federations and governments.

Over and over, Howman stressed the progress made during the first two years of work within the framework of the World Anti-Doping Code, and he firmly believes that the fight against doping will keep swinging towards the "good guys".

"Cheats have prospered in the past. They must not in the future. Cheats should not deny clean athletes medals and glory," said WADA's Director General.

Obstacles to good testing

However, Norwegian professor Sigmund Loland tempered the enthusiasm of WADA's Director General by presenting some of the factors that may still allow some cheats to prosper.

His presentation was an extract of an extensive research project into the efficiency of doping control procedures. Financed by Anti Doping

Norway and supported by WADA, the project's purpose was to identify elements of best practice and determine how to optimize efficiency in worldwide doping controls.

And certainly, there are serious obstacles in obtaining efficient, objective test results with the methods used today.

For instance, worldwide testing is hindered by the fact that there are only 20 national anti-doping agencies around the world – out of 90 in all – that can be characterized as well-functioning organisations. Moreover, poor cooperation between the anti-doping agencies and the sport federations often stands in the way of effective controls.

Loland also emphasized the importance of full independence of the anti-doping organizations from both the government and the sport federations. Other conclusions of the project was that no-advance testing should be prioritized and that there was a need for clearer definitions of all testing procedures.

If nothing else, the address of the Norwegian professor certainly proved that for WADA, establishing efficient worldwide testing is a test in itself.



ORGANISED CRIME controls doping trade

Governments have missed golden opportunities, but must act together with WADA to stop illegal doping trade

by Kasper Lindberg

At Play the Game, Sandro Donati, the Italian anti-doping fighter and head of research at the Italian Olympic Committee (CONI), issued a strong appeal to global regulatory bodies and law enforcement agencies to recognise the huge scale of the illegal doping trade – and step up efforts to combat it.

His plea was made at the end of a fifty page Power Point presentation, describing in detail the movement of illegal performance-enhancing substances between nations and continents and the diffusion of doping from professional sport into other levels of the society.

Sandro Donati has worked for two years with the Italian National Anti-Mafia Directorate on an investigation of the black market for doping trade and its links to international organised crime. These links, he said, have now been conclusively proven. He proceeded to give a shocking exposé of the apparent ease in which performance-enhancing drugs can pass through borders undetected.

The mafia has moved in

The illicit trade is pushed forward by the economic interests of both medical companies and criminal organisations. And politicians around the world have yet to acknowledge the enormous proportions of this problem.

The reluctance of governments to address the problem has allowed criminal organisations to move in, and the market for selling and smuggling illegal substances today is dominated by Russian organised crime in particular.

Sandro Donati has meticulously compiled evidence of how organised crime control the doping trade worldwide. It is time to act, he warns.

"We have learned astonishing things, built up our knowledge banks and done some great networking. The reputation of Play the Game is growing worldwide. It deserves to do so."

Andrew Jennings,
reporter and author, United Kingdom

1970's and 1980's fuelled the positive image of bodybuilding and ended up essentially as a promotion campaign for steroids.

"Schwarzenegger owes much of his success to anabolic steroids which he has never denied taking," Donati said.

Donati also referred to another former abuser who launched his career through the trade. David Jenkins – a former European 400m Champion in 1971, who served a prison term for steroid smuggling in 1988 – is now a multi-millionaire, holding a top position with one of North America's largest "protein supplement" companies.

A global issue

With the involvement of international criminal organisations, doping trade has become truly international. Donati illustrated this by showing a map of the world with a black arrow for each of 350 recorded cases of international doping trafficking. The world turned black in front of the audience as the arrows appeared.

Recent seizures of major quantities of illegal drugs in the Middle East, an area where problems of doping abuse had not yet been described, confirm that the problem is indeed global.

Another contributing factor is the Internet. Donati estimated that by now, the Internet is responsible for about 25 per cent of all drug trafficking. But this number could rise to 50 per cent within two years, making it even harder to control the international illicit trade.

Opportunities missed

In fact, the international community missed a golden opportunity of taking a stand against the illicit trade

A matter of public health

Doping has become a matter of public health, according to Italian anti-doping fighter Sandro Donati.

In the minds of the public, doping is still mostly connected to top sport but politicians and sport leaders must realise that doping has become a problem for all in society.

Donati's research shows how performance- or image-enhancing drugs are widespread in areas such as body building, military, show business, and distorted use of therapy. This diffusion of doping into all areas of society poses a major threat to the public health, but it is almost completely disregarded when the doping debate keeps focusing on the wrongdoings of top athletes.

"We are speaking about an activity (elite sport) that involves only 0.1 percent of the sport participants of the world. So for the IOC, yes, it is a matter of finding a solution for top athletes' doping. But I can not understand the position of the governments. Governments must be interested in protecting public health," Donati said.

back in 1993, when a major 19-nation conference in Prague hosted by the US Drug Enforcement Administration (DEA) discussed the issue of illegal trafficking of steroids.

However, none of the organisations attending the conference has gone on to formulate their own policies relating to the smuggling of performance enhancing drugs. Interpol, Europol, the EU, WHO and even WADA all need to formulate and coordinate their own individual policies on doping smuggling, Donati said.

In addition, he regretted the fact that very few countries have specific rules and penalties relating to the smuggling of performance-enhancing steroids and other drugs, while specific information on smuggling is conspicuously absent from the websites of all the organisations he named.

Sandro Donati concluded his speech with some recommendations for different organisations on how to start battling the doping trade:

"Interpol and Europol must form a specific anti-doping section and realize a world wide data bank. WHO must regulate the pharmaceutical over-production. The European Union must stimulate all the countries to approve a specific law against doping. WADA needs to be independent. And governments must help WADA to form a specific section concerning the illicit doping trade," he said.

Donati claimed that the Russian mafia controls much of the world's trade in anabolic steroids, and stated bluntly that the Russian pharmaceutical industry is predominantly controlled by the mafia. He named Thailand, India, Australia, Greece, Mexico, China and Russia as nations heavily involved in the doping trade, and asserted that the connection with recreational drugs through mafia involvement makes the illegal trade in doping even more dangerous.

"In the hands of the organised crime, the phenomenon becomes much more dangerous and connected with other criminal activities."

The Swarzenegger effect

Mafia involvement in doping has its roots in the 1970's when crime organisations were financing pornography and bodybuilding films such as the Arnold Schwarzenegger vehicle "Pumping Iron". The success of Schwarzenegger's movies in the

SPORTS UNIVERSITY MAPS BLACK MARKET FOR DRUGS

Understanding long-term trends can support campaigns for young people

by Kirsten Sparre



The German Sport University in Cologne combines black market research with surveys of young people's use of drugs including doping. Photo credit: Spomedial Project

A computer server sitting in the German Sport University in Cologne plays a central role in an attempt to uncover the contours of the local black market for drugs including those used for doping. Hooked up to the server are all customs offices in North Rhine Westphalia and as customs officers feed information into a special database programme (EIS) black market data are emerging.

The EIS database is the brainchild of scientists at the Institute of Biochemistry at the German Sport University in Cologne and has been developed in cooperation with the local authority pharmacist. It is part of a major drug mapping project which aims to disclose who in Cologne are using what kind of drugs and where the drugs are coming from.

"Everybody talks about the black market but the fact is that nobody knows much about it," says

sport scientist Michael Sauer who is in charge of the ambitious project.

Help at hand for customs officers

Developed on a shoestring budget by sports student Svena Lüdke, the database helps customs officers trying to control packages arriving into North Rhine Westphalia at airports, harbours or travelling through the central European terminal for United Parcel Service based in Cologne. From 11 pm to 3 am alone, close to 150.000 packages pass through the UPS terminal and many of them contain drugs of different kinds.

Before the database it was difficult for customs officers to determine from the name of a confiscated product exactly what kind of drug they were dealing with. Now the name on the drug container is fed into the database which not only tells the customs officer what kind of drug it is but also how he or she should proceed with the case. It even provides the forms customs officers should fill in and file with the appropriate authorities as well as the letters to send to people who have had their drugs confiscated.

Information for the long term

The by-product of this service is constantly updated information about the black market collected in one central place. From the data it is possible to

detect patterns in the types of drugs that are imported and where they are imported from.

United States, United Arab Emirates, India and Turkey top the list of countries where drugs are imported from. 10 per cent of the imports are anabolic steroids and from this 10 percent 90 per cent are nutritional supplements.

For customs officers and the police who are also getting hooked up to the system the advantage is that it helps them target their investigations. At the university, the EIS system serves different purposes.

"We see EIS as a long term tool which will slowly build up information about trends in the use of drugs," explains Michael Sauer.

Widespread use of cannabis

The database is one part of the drug mapping project, the other part is a combined educational and survey programme.

Since 2004, Michael Sauer and a team of sports students with special knowledge about doping and drug abuse have been going into schools and youth centres to seek out the attitudes towards health, sport, drugs and body image amongst 15-25 year olds.

The team uses urine tests and questionnaires as tools. The questionnaires developed in cooperation between the Institute of Biochemistry and the Institute of Sport Sociology at the German Sport University reveal the attitudes and the urine

Test EIS for yourself

Try out the EIS demo-version at
<http://eis.dshs-koeln.de>
 (in German)

Get more information on EIS by e-mailing
m.sauer@biochem.dshs-koeln.de

FRONTRUNNERS

– more than a play

by Jens Sejer Andersen

tests the actual use of drugs amongst young people regardless of what they are prepared to admit to. The urine samples are tested anonymously but results are available for individuals on request through an elaborate coding system.

The tests have shown that young people use cannabis to a much higher degree than the scientists expected – use is widespread even amongst the most sporty students.

“Although cannabis can be used for doping purposes, our findings indicate that we have a drug problem more than a doping problem, in part because the use of drugs only becomes doping when it takes place inside a sports club or a federation,” says Michael Sauer.

Young people want information

Matters of definition aside, the use of drugs still holds the potential of many pitfalls so after each survey session, the team gives free advice and information about drugs, drug abuse, side effects, nutrition and nutritional supplements.

Towards the end of the session, team members hand out telephone numbers so the young people can contact them again and get further information on an anonymous basis. The offer has been taken up at a surprisingly high rate:

“Generally young people scream for information. They are interested in their health and they look for real life people who can give them confidence in their behaviour towards drugs and nutrition,” says Michael Sauer.

Timing is everything

The trick with information to young people is to time it right. Young men may be more interested in seeking information about anabolic steroids in the spring when they are preparing themselves to look good on the beach in the summer. And that brings us back to the EIS database.

“We use EIS to find out whether the black market can indicate what substances are abused. If you know what time a particular substance is on the black market you may be able to set up specific educational programmes,” explains Michael Sauer.

Fiction and reality intertwined when “Frontrunners” crossed the stage at Play the Game.

Written by Canadian journalist Laura Robinson, the play was based on the true story of 10 native Canadian boys, all outstanding running talents.

Having survived all kinds of abuse at residential schools they were forced to attend, the boys were chosen to run 800 kilometers with a torch destined for the Opening Ceremony of the Pan-Am Games in Winnipeg 1967. When they arrived at the entrance to the stadium, the boys were told to hand over the torch to a non-native runner – the idea of a First Nation person representing Canada was not acceptable for the organisers.

In 1999, the runners were called back and rehabilitated when the Pan-Am Games were again hosted by Winnipeg. After 32 years, they could

finally complete their mission and deliver the torch in the stadium themselves.

Laura Robinson was present then and decided to write the story of these men whom she describes as survivors. She later turned the magazine article into a book, the book into a play, and the play will soon become a movie.

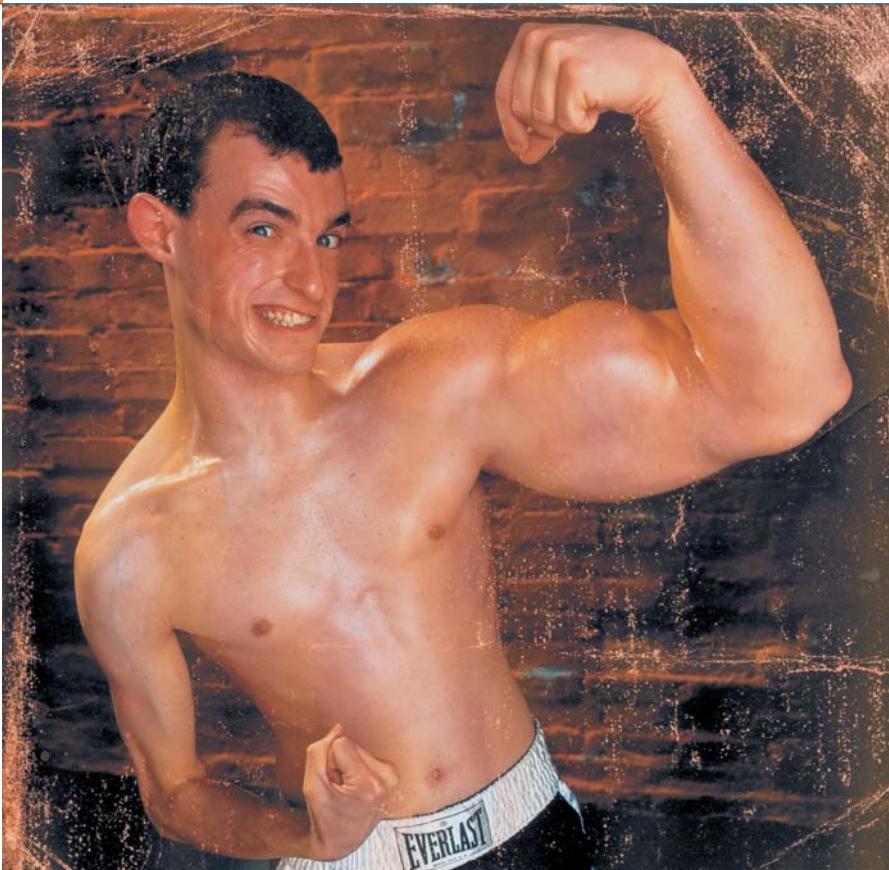
Fiction or reality? The decision was not made easier for the audience at Play the Game, since two of the actors, Charlie Nelson and Fred Harper, were not real actors – but Frontrunners in reality. For them, telling the story of their lives on stage brought some meaning to the injustices they had gone through. For the audience, running with them took the breath away.

Frontrunners showed that sport is sometimes more than a play.

Read the full story of the Frontrunners at www.playthegame.org

Two of the real Frontrunners, Charlie Nelson and Fred Harper (no. 1 and 3 from the left), acted in the play about their own lives. Others on the stage from left: Violet Ciabaiosai, Larry Nicholson, Bill Salter and Earl Quewezance.





Steroid abuse can be explained by distorted media images and distorted self-perception which might be a sign of a male eating disorder. Photo credit: Polfoto

STEROID ABUSERS MAY SUFFER FROM EATING DISORDERS

But eating disorders are hardly recognised for men, says Danish academic

by Kirsten Sparre

“Men who use anabolic steroids may suffer from eating disorders”

So says the Danish academic and critic, Alice Riis Bach. A provocative statement in a world that firmly believes that eating disorders is a female problem but Alice Riis Bach has reached her conclusion after researching for her recent book “Men and muscles. A book about fitness training and anabolic steroids.” (published only in Danish)

Inspired by Sandro Donati’s work on the illegal drugs market, the Danish academic wanted to find out what drives the thousands of men all over the world who use anabolic steroids. Based on interviews with steroid users and an extensive literature review Alice Riis Bach has looked for answers to one question: Why do so many men develop the desire to change their bodies in order

to live up to stereotypical media images where real men have broad shoulders, narrow waists and six-pack stomachs?

From abuse to dysmorphia

The pure pervasiveness of male media images is part of the explanation at a cultural and societal level. At the individual level many men have problems with food and their weight, shape and appearance.

Alice Riis Bach points out that research shows that many men suffer from low self-esteem for a variety of reasons. Some of them lost a parent at an early age, others experienced violence or sexual abuse during childhood and adolescence, and others again have been victims of bullying at school, at home or in sports clubs.

To compensate for violations and to cover up their emotional confusion and chaos some of these men perceive their bodies as objects which they want to fully control through dieting, weight lifting and the use of anabolic steroids and other performance enhancing drugs.

This can develop into muscle dysmorphia which is a form of eating disorder.

A person suffering from muscle dysmorphia is preoccupied with the idea that his body is too small or inadequately muscular. Therefore the individual spends hours lifting weights and gives excessive attention to his diet. His social life or work often suffers from the need to maintain the workout schedule, and often the person takes drugs despite knowing about the problems they may cause.

Too difficult to get help

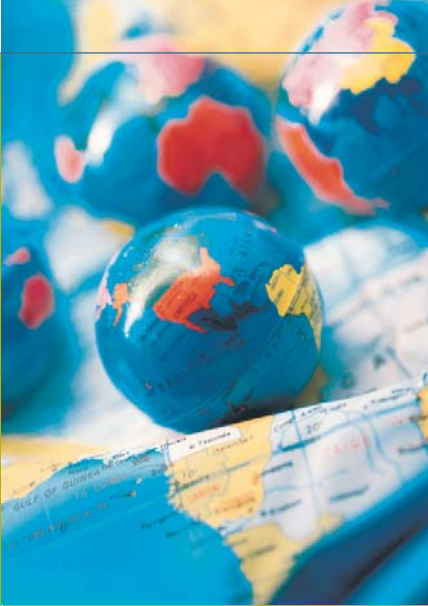
Eating disorders are not the only reason for using anabolic steroids. Alice Riis Bach’s interviews with a number of men who have used anabolic steroids in fitness centres show that some men just experiment with the drugs and others get drawn in by training for competitions. Still, the aspect of eating disorders is very serious because it is largely unrecognised as a problem for men.

“There is a grey area between diagnosed eating disorders and men who complain about weight problems, go on diets, eat bucketfuls of protein, exercise compulsively and use anabolic steroids,” Alice Riis Bach points out.

Whilst many men may be suffering from psychological problems related to body perception, it is a problem that is largely unaddressed by therapists and health authorities. The issue is buried under gender barriers and prejudices such as the widespread belief that men do not develop eating disorders.

So at the moment men will find it very difficult to get help – provided that they want to look for it in the first place. Many men find it uncomfortable to discuss their feelings and relationship with their own body and they feel even more uncomfortable discussing it with a therapist.

“We need to find new ways to talk about this problem. All the talk about men’s vanity doping is condescending and does not meet men where they are in relation to the use of anabolic steroids. We also need to puncture the myth about how men should look and point out that the media image of men is just as manipulated as that of women,” says Alice Riis Bach.



Depending on the organisation, the world has many nations. Some can play football in international tournaments, others can not.

HOW IT WAS REPORTED:

This article was first published in the Kenyan newspaper, Daily Nation, on 10 November 2005

WHEN IS A NATION A NATION?

FIFA policy is inconsistent, says reporter

By Stephen Ouma

"It was an enriching and valuable contribution to the development of a productive dialogue culture in the field of sport and society."

Vladimir Borković, global network and research director, streetfootballworld, Serbia-Montenegro

FIFA has been accused of being inconsistent on matters of affiliation, as was the case when it rejected Zanzibar's application but admitted New Caledonia.

Steve Menary, an English journalist, told Play the Game that the world soccer governing body's inconsistencies and discrimination had frustrated the third world.

"How could FIFA reject Zanzibar, which is part of Tanzania, but accept an application from New Caledonia, which is a French overseas territory?" he wondered.

Menary said Zanzibar and New Caledonia were both members of continental confederations – CAF and Oceania – adding both had permission, from France and Tanzania respectively, to join FIFA. He said FIFA's reasons that New Caledonia had some autonomy and an independence referendum planned for 2012 and Zanzibar's clubs not playing in Tanzania League system did not make any sense.

"FIFA's other reason that the African island is only 30 to 40 minutes by boat from the Tanzanian Mainland, which isn't mentioned in FIFA's entry criteria, leaves a lot to be desired."

"That sort of crazy reasoning is why FIFA has more members than the United Nations, he said. The English journalist said FIFA "no longer follows criteria for affiliation application that stipulates new members have to be recognised by the inter-

national community politically, economically and in matters of sport."

Article 10 of the FIFA statutes states that "any association which is responsible for organising and supervising football in its country may become a member of FIFA, with the expression of "country" referring to an independent state recognised by the international community."

The same article adds that only one association shall be recognised in each country, but an association that has not yet gained independence may, with the authorisation of the association in the country on which it is dependent, also apply for admission to FIFA.

However, Menary wondered why each of the four British associations – England, Scotland, Wales and Northern Ireland – were recognised as separate members of FIFA yet Zanzibar, which had a president with a government, could not be accorded membership.

"FIFA President Sepp Blatter and his administration must come out clear and explain what they mean by international community," he said. Statistics show that out of 207 members affiliated to FIFA, 23 are not countries, accounting for 10 per cent of all countries playing international football.

There are 191 members that make up the United Nations, and 29 national teams from these places are not countries at all.



Sport can provide a purpose in life - an effect that lasts longer than the active period itself, argues Colin Tatz.

SPORT IS A LIFE SAVER

by Kasper Lindberg

Sport is one of the most important factors in fighting suicidal tendencies amongst young people.

This was the message from Professor Colin Tatz of the Australian National University in his presentation at Play the Game. His research has centred on indigenous youth in such places as USA, Canada, Australia, and New Zealand, ethnic groups in which suicide amongst the young has increased dramatically over the last decades. In fact, in some cultures there is not even a word for the act of taking one's own life.

Our knowledge of the causes for suicide is rather limited, which is why Tatz generally disliked the expression "suicide prevention" because that implies that we understand the cause and the solution. What we do know, however, is that major studies carried out in Switzerland and the USA shows a significantly lower rate of suicide attempts among young people who participate in sport, especially team sport.

"The empirical evidence is strong: Sport replaces a lost sense of belonging, a lost sense of loyalty, a lost sense of social cohesion, a lost sense of togetherness," Tatz said.

This seems particularly important in the indigenous cultures of his research, where there is often a sense of exclusion from the society. Although sport for most people does not last their whole life, the positive effects in relation to suicidal behaviour are enormous, even if you only do sports for a period of perhaps ten years.

"That is enough time to find a purpose in life. In this way, sport is a life saver. It can and does deflect, postpone, perhaps even deter suicide. It can bridge the period from 15 to 25, or from 12 to 22," Tatz said.

He added that sport can even have the same positive effects for people who don't actually participate themselves but are involved in activities surrounding sport by being umpires, fans, fund raisers etc.



Adolf Ogi, advisor to Kofi Annan on sport, made a powerful plea on behalf of the qualities of sport.

It may have escaped most people's attention but 2005 was the United Nations' International Year of Sport and Physical Education. The issue did not escape participants of Play the Game 2005, however, as several speakers dealt with the International Year of Sport and its repercussions.

Adolf Ogi, former President of Switzerland and now Special Adviser to the Secretary General of the United Nations on Sport for Development and Peace spoke passionately about the positive aspects of sport and the potential for development through sport.

He believes that we are yet to fully acknowledge the positive influences of sport. In fact, the UN Special Adviser sees sport as an important means to achieve the so-called "Millennium Development Goals", objectives put down by the UN to promote health, education, development, and peace.

"For me, sport represents the best school of life. Sport teaches skills and values essential to life in our societies. With sport, young people learn: To manage victory, to overcome defeat, to become team players and to be reliable and gain the other team members' confidence, to respect their opponents and the rules, that for good results regular training is required, and to know their limits and themselves better," Mr. Ogi said.

He gave examples of the UN's work with sport in refugee camps on the Thai-Myanmar border, interracial football schools in Israel-Palestine, the "Sport for Social Inclusion" programme in Brazil, and the recent India-Pakistan cricket series.

Sport pales compared to survival

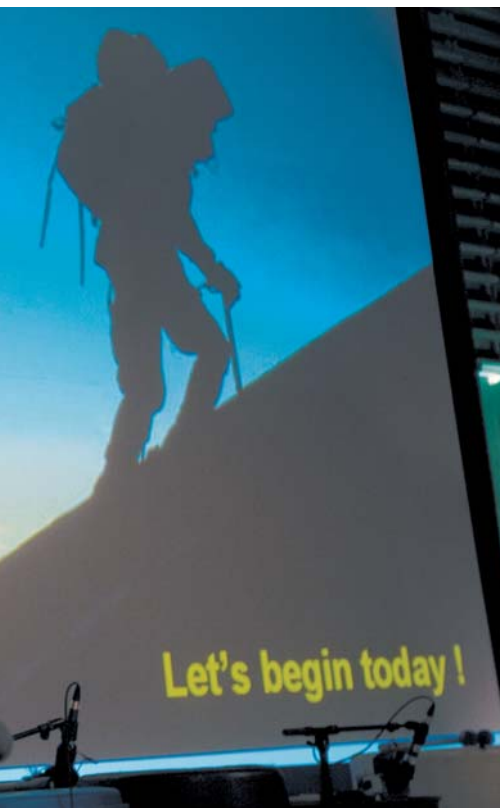
Not everyone was as confident as Adolf Ogi about sport's ability to create a better world. Professor Terry Monnington, Director of Sport and Physical Education at the University of Warwick, declared himself a "sport fanatic" but added a bit of "hopefully constructive cynicism" to Ogi's optimism.

"I believe in sport for all and the value of both physical education and sport in teaching much to us all. But let us not overstate what can be achieved by physical education and sport in the very, very troubled countries of the Third World."

First of all, poverty in great parts of Africa is so immense that the issue of sport fades in comparison to the challenge of mere survival. Secondly, many differences in culture make it difficult to organise sport for all in African countries. For example, in many places participation in sport is simply not taken seriously by the public due to inadequate knowledge of the benefits. Also, cultural differences

“First of all, thank you for a wonderful conference. I learnt an awful lot which I will bring into my teaching, so hopefully my students will also benefit from the conference. I also met some truly wonderful people, so thank you again for giving me the opportunity to attend.”

Peter Charlish, Senior Lecturer in Law, Sheffield Hallam University, United Kingdom



SPORT AS THE ENGINE FOR DEVELOPMENT

The UN celebrates year of sport whilst others are sceptical

By Kasper Lindberg

may hinder sport participation by women and the disabled.

Last but not least, political will in most African countries to organise and promote sport for all is minimal, Monnington pointed out. More often than not, the fate of sport projects lies in the hands of dishonourable politicians.

“It is in their hands and their hearts that sport for all are to be eventually nurtured. As a political observer, my confidence in their commitment to deliver sport for all is tempered and it feeds my academic cynicism. Valuable as the hundreds of sports projects currently operating in the developing world may be, let us not take our eye off the more important ball, namely the catastrophic, underlying crises facing the people of these nations,” Monnington said.

Follow-up on donations

Gudrun Doll-Tepper, President of the International Council of Science and Physical Education, ICSSPE, had seen one such catastrophe at first hand. She was in Thailand just after the Tsunami, and here she wondered why the press was reporting so extensively on donations made but not on how the donations were spent.

Better press coverage and follow-up on what actually happens to donated money is a necessity for sustainable development, Doll-Tepper emphasized.

Only girls can score

A hands-on example of how donations for sport and development are used was given by Jürgen Griesbeck, entrepreneur of Street Football World.

He talked about how football is being implemented in developmental work at various levels. For instance, sport can be a tool to promote understanding in armed conflict by e.g. creating mixed football teams of Palestinians and Israelis.

Jürgen Griesbeck also pointed out that physical action required in sport some times is what it takes to help alter perceptions and change fixed mind sets. In many African countries, girls and women are simply excluded from participation in sports such as football but in Kenya, Street Football World arranged successful football games for both genders including a small but mind-blowing twist – only girls were allowed to score goals.

Multinationals may approach the grassroots of sport

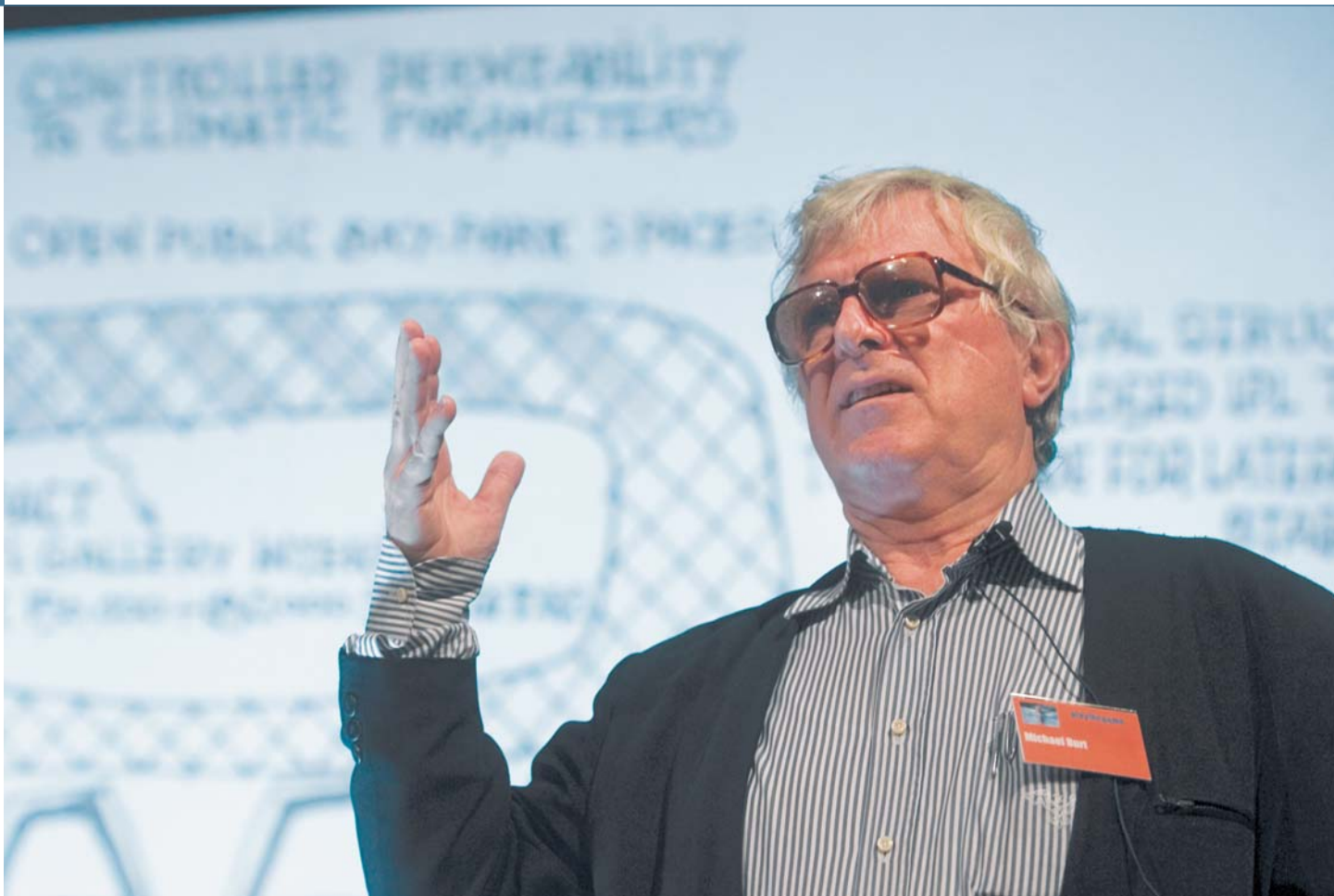
Big business is omnipresent as sponsors in top sport. But multinationals also have a role to play for the grassroots of sport.

This is the message of Joe Phelan, who works as Communications and Production Manager at The Prince of Wales International Business Leaders Forum in London.

“Business understands the commercial value of elite sport but it also understands how sport can reach, connect and engage people”, Phelan said.

“Internally, large companies are focused on sport as a tool for positive motivation of employees. Avoiding life style disease through sport is also on the business agenda, particularly in the US, where life style diseases cost employers 12 billions dollars in 2004.”

Last but not least corporate companies are starting to recognise that sport can help break barriers, build unity and create the basis for successful thriving business.



by Thomas Møller Kristensen

OLYMPIC GAMES SENT OUT TO SEA

HOW IT WAS REPORTED:

This article was first published in the Danish newspaper, *Morgenavisen Jyllands-Posten*, on 13 November 2005

The closing ceremony signals the end of the Olympic Games.

That seems obvious and most of those involved quickly move on to pastures new.

Athletes pack their medals and set their sights on the next competition. Spectators start reliving the main highlights, whilst the gentlemen in the International Olympic Committee (IOC) can begin counting the income from yet another big economic success.

For the organisers, however, it is different. They hardly have time to receive the praise for presenting the games, and encouraging words do not keep them warm for long in the hard slog ahead for them. Because the organisers now have to deal with one of the biggest task – that of ensur-

A professor from Israel suggests building floating stadiums which can be used again and again

ing that the many facilities built for the games continue to be used.

A year on from the Olympic Games in Athens, local authorities and the Greek state are still arguing about who is responsible for the maintenance of the buildings left behind by the Games, and in Sydney living quarters for the athletes long ago turned into a ghost city with dilapidated houses and empty streets.

Huge rafts

Disgraceful and expensive, but outside the world of sport a real inventor type has put forward an idea for how to avoid such embarrassments in the future.

The Israeli professor, Michael Burt, simply suggests putting mega-events which attract massive audiences on floating stadiums. After the event the stadium can move on to the next city with a harbour and be the platform for the next football match, rock concert or bird show.

“Today we already have massive rafts with power stations, strategic storage of oil etc. Currently the US military is developing a three kilometre long landing strip for aeroplanes which can be moved module by module and put together wherever it is needed. All of this is technically possible so our imagination is the only limit,” explains Michael Burt who presented his visions to the sports conference Play the Game in Copenhagen.

Can be used again and again

The corner stone in a construction for Olympic Games will be an Olympic stadium measuring 300 by 400 metres and with room for 150.000 spectators. Depending on existing facilities within the host city this main arena can be surrounded by several smaller modules with facilities for different types of sport, living quarters for athletes or hotels.

“85 per cent of all countries in the world have access to the sea, and also from an economic point of view this model is fantastic. It would be

Michael Burt came to Copenhagen with a handmade drawing of his suggestion for a floating stadium that could revolutionise Olympic Games as we know them.

cheaper to build a traditional stadium but with a floating stadium you do not have to buy the land to build it on. That adds up if you think about land prices in places like New York or London. That alone makes up for a lot of the difference in investment, and the most important thing is that we can use the stadium again next week somewhere else instead of it standing empty," Michael Burt points out.

Five stadiums for the world

He got the idea for the floating stadium 20 years ago but did not develop it further before colleagues Yechiel Rosenfeld and Anna Sorkin offered to help him fine-tune and promote the plan which has only become more timely and feasible as research into space technology has led to the discovery of new and lighter materials.

The trio has looked at a world map and estimates that five floating stadiums can cover the Baltic Sea, the Mediterranean, the Caribbean, the Indian Ocean and Asia.

"Look at your own area. The Baltic zone with Denmark, Sweden, Finland, Russia, Estonia, Latvia, Lithuania, Poland and Germany has around 300 million inhabitants between them, and the sea is relatively quiet which will allow the fleet to move around without problems. Obviously it would need to be secured during bad weather but technology has already been developed for that," argues Michael Burt.

Discrimination

So far Michael Burt has not been in touch with the big sports federations or companies who could be interested in building and renting out such fleets. But he believes that the International Olympic Committee is obligated to take action to minimize the growing costs of hosting the Olympic Games.

"According to the Olympic Charter, all forms of discrimination are incompatible with the Olympic ideals. Nevertheless, economic discrimination is widespread as 80 per cent of all countries in the world can not afford to bid to host the Olympic Games," says Michael Burt.

"Even wealthy countries like Denmark, Finland and Norway will experience financial problems with a bid because the investments required would be enormous compared to the number of inhabitants. By building a floating stadium costs would go down, and I am sure that most people would prefer to rent a house rather than build one for the one day they have 500 visitors."



Across their differences all experts agreed that mega-events need careful planning to leave a positive legacy. From the left: Peter Mann, Robin Courage, Kim Schimmel, Harry Solberg and Lars B. Sørensen.

Mega-events could backfire

A positive legacy must be planned

by Kasper Lindberg

Way too often, host cities underestimate the costs and exaggerate the benefits when bidding for an event. This was the message of Harry Arne Solberg, Associate Professor of Trondheim Business School in Norway when Play the Game turned its attention to the social and economic impact of mega-events on host cities.

Last year, London won the race to capture the 2012 Olympics, beating Paris and New York to the finishing line. This shows that some of the world's largest cities still believe in the benefits of hosting major sporting events. But they may want to think twice according to the Norwegian economist Solberg.

"Sporting events are like big parties. They are a break from the daily routine. But they are also expensive. The costs are very often higher than the revenues," the Norwegian professor said.

The result of an over-optimistic approach could be "white elephants", the term used to describe huge stadiums built for mega-events that end up virtually unused or empty after the event.

As an example, Solberg mentioned Korea that hosted the 2002 World Cup finals in football. For that event the country built 10 new stadiums with a capacity of 40,000 or more spectators. The average attendance for a match in the Korean football league is 3,000.

Locals pay the bill

Kimberly S. Schimmel, Professor of sociology of Kent University in the US, pointed out that those footing the bill for big sporting events more often than not are local citizens.

"There is no tool more powerful to the urban development elite than sport to get con-

sensus for a policy of growth. Especially when sport is connected to a discourse of community commitment which is used as a vehicle for generating the sense that we are all in this together," Schimmel underlined.

The traditional claims of benefit that are marketed towards the public are false and act to justify cost, she argues. The reality of the situation is that "the sport industry elite are not defined by any locality, they are extra-territorial and most conspicuously beyond the reach of locals".

Legacy must be planned

In contrast, Robin Courage, director of TSE Consulting, emphasized the psychological benefits for a city of hosting a mega sporting event, saying that such events can unite communities and improve the love of sport. Lars Bernhard Jørgensen, director of Wonderful Copenhagen which is looking into the possibility of a Copenhagen bid for the 2024 Olympics, believes that such an event could create a common energy and a common focus.

Peter Mann, chairman of PMP Consulting, agreed with Solberg that there is indeed a lot of myth surrounding the benefits of sporting events. However, to ensure what he called the "legacy" of an event, a city will need proper planning, not only of the event itself, but of the preparations as well as the years to follow the event.

Positive examples of cities reaping the benefits of playing hosts are Barcelona, that experienced a major growth in tourism following the 1992 Olympics, and Manchester, where the 2002 Commonwealth Games helped revitalise a city marred by unemployment.

CHINA

could redefine the olympics

China might change because of the Olympics, but what about the other way round?

by Marcus Hoy

Humanistic Olympics is about getting people involved in the Games. Here Chinese men attempt to fly a giant kite in the shape of Beijing 2008 Olympic Games mascots as part of local countdown activities to the Olympics.



To say that the Chinese are enthusiastic about the forthcoming Olympics is rather like saying that Brazilians are partial to an occasional game of football. When China was awarded the 2008 games, the street parties across the nation were arguably more intense than any other celebration in the history of the movement, and many are already predicting that Beijing's hosting of the event will be a defining moment in Olympic history.

Many interesting questions are being asked of what effect the Olympics will have on China, stated Susan Brownell, author and Associate Professor at the University of Missouri in the USA. But many equally important questions need to be posed about how China will affect the Olympic movement.

In a provocative address to the 2005 Play the Game conference, Brownell criticized what she saw as the Western obsession with questions of human rights, democracy and openness in relation to the 2008 games. While some concerns may be valid,

she argued, the debate needs to broaden its scope to include the Chinese concept of the 'Humanistic Olympics' and how the games might change outdated mindsets in the Olympic movement.

"In discussing the Beijing Olympics, Western observers readily express a desire to change China. But why are we so concerned about changing China and not concerned about China changing us?" she asked.

Post-Olympism

She stated that China's staging of the 2008 games could herald the demise of outdated Western perceptions of the Olympics, and the beginning of what she referred to as a period of 'post-Olympism'.

She pointed to the hostile media reaction to China's bidding success as indicative of a 'colonial mindset' that still persists in the West. Cynics, she suggested, might be tempted to compare Western criticism of China with the IOC's internal record on democracy. Indeed, she stated, the IOC could

have more to learn from China than China has to learn from the IOC.

One of the 2008 Olympics' most important goals, she continued, is to display China's 'humanistic' characteristics to the world – characteristics which, instead of holding personal freedoms in the highest regard, emphasize that individuals are part of a group with a duty to clan and country.

Despite the criticism to which it has been subjected, she added, China maintains a remarkable level of social order for such a populous nation, and tremendous improvements have occurred in most people's lives over the past 30 years.

The year 2008, she concluded, will mark an unprecedented moment in Olympic history, which is embodied in the Olympic slogan "One World, One Dream." Surely this huge event bringing together so many diverse cultures should ultimately be a time for celebration.

Olympic games will teach China to cooperate

by Kirsten Sparre

“Humanistic Olympics” is also about changing China

The Chinese will use the Beijing 2008 Olympics as an opportunity to learn how to cooperate and restore social responsibility. The Olympics should also help ordinary Chinese to meet the world and learn values such as openness, tolerance, friendship and care of the environment.

So said Hai Ren, director of the Olympic Studies Centre at Beijing University, who had accepted the challenge of explaining to Play the Game delegates what lies behind the Chinese concept of “Humanistic Olympics”.

“Humanistic Olympics is the key concept of the Beijing 2008 Olympics. Its meaning has been explained in different ways but in order to explore the concept, it is necessary to put it into the current social context of China,” said Hai Ren.

Respect and cooperation

First of all, the Olympics will be an exercise for the Chinese in learning how to respect and cooperate with each other.

“The Chinese have had a long history of being a traditional society with many self-sufficient small farmers. When the People’s Republic of China was established, the state-planned economic structure became dominant and continued for nearly half a century. So how to cooperate with each other based on legitimate principles is still a big lesson for Chinese to learn,” Hai Ren explained.

Secondly, as market economy has made China more prosperous, it has also led to a decline of social morals.

“The Beijing Olympics may provide a chance to change the situation mainly through the Olympic volunteer campaign,” said Hai Ren and referred to a survey from Beijing which showed that 94 per cent of all respondents wanted to be volunteers at the Olympic Games.

Thirdly, the Olympics will stimulate cross-cultural communication and allow ordinary Chinese to meet ordinary people from other parts of the world.

Finally, China must adapt to modern times and the global village, and organisers hope the Olympics will help make values such as openness, tolerance, friendship and care of the environment more central to the Chinese.

A mission at risk

So that is what “Humanistic Olympics” means to the Chinese. However, Hai Ren was concerned that the ideals and goals could drown in the practicalities of organising the Games.

“The mission of the humanistic Olympics is mostly invisible and may easily be neglected,” said Hai Ren.

He also pointed out that for many people in China, the Olympics is an elite project where superstars meet far away from ordinary people.

“Getting a large number of ordinary people involved in the preparation of the Games may be beyond the capacity of the organisers of the Games,” he said.

Training China’s sports journalists

by Kirsten Sparre



Mary-Nicole Nazzaro trains China’s sports journalists for the future

With the Olympic Games coming closer, a number of sports journalism degree programmes have emerged in China. One of them is based at the Cheung Kong School of Journalism and Communication at Shantou University and is headed up by Mary-Nicole Nazzaro, an American sports journalist.

At Play the Game Nazzaro spoke of the problems inherent in teaching Western-style sports journalism in a country like China.

“Hands-on journalism training programs are not the norm in China. In fact, sending students out into the field to report, even on something as harmless-seeming as a sports event, is sometimes construed by potential interview subjects as threatening,” she explained.

Journalists in China operate under far stricter government controls than any Olympic host country since perhaps the Soviet Union in 1980. The Chinese government has a history of discouraging its journalists from reporting news that is deemed

to be unflattering to the country and investigative journalism in China is in its infancy, held back by strict government controls and the threat of job loss or even more serious consequences.

“That makes inquiries into doping stories and other scandals extremely difficult. The situation has changed somewhat in the wake of the Ma Junren profile drug cases in sports such as women’s swimming. But this is a new development,” said Nazzaro.

Critical questioning is also hampered by cultural traditions. Nazzaro explained that her students all agreed that they could not ask a Chinese athlete what should happen to a coach who had encouraged doping.

“It would be seen as disrespectful to speak out against such a ‘father figure’ and violate the culture of respect and obedience that currently exists in Chinese sports and society,” she explained.

Read the full presentation at www.playthegame.org



In his opening speech to Play the Game, Danish Minister of Culture, Brian Mikkelsen, warned that the values of sport are under threat.

“We are all stakeholders and there is a lot at stake.”

For Brian Mikkelsen, Danish Minister of Culture, cleaning up the dirt in sport has become a main priority since he took office in 2001. His efforts have been rewarded by his European colleagues who in 2002 appointed him to the Executive Board of WADA where he is now serving as Vice President.

Mikkelsen does not shy away from public debate on sensitive issues and has been a stern supporter of Play the Game. In his opening speech he told the conference why he was so concerned about what is happening in sport:

YOU CAN NOT CHEAT JUST A LITTLE BIT

We must never forget childhood indignation, says minister

by Jens Sejer Andersen

“The core values of sport and their beneficial effects are increasingly becoming subject to serious threats which put both the moral and material richness of sport at risk,” he said – leaving it to the speakers to present specific cases.

“The main dangers of sport can be summarised into one word: Cheating! And let me add that I need to be categorical here: Either one cheats or one does not cheat. There is no such

thing as “cheating a little bit”, “cheating once in a while”, or “cheating light”. Either one plays fair or one plays unfair! It is as simple as a sequence of a spaghetti western!” Brian Mikkelsen said, referring to the conference subtitle “Governance in Sport: The Good, The Bad & The Ugly.

“I am sure that everyone of us – maybe as a child – while doing sport has witnessed a dirty tackling, an unjust ruling from what we thought was a blind referee or an irregular interference from a member of the audience. Such experiences gave us as children a clear sense of what is unfair, fair, right and wrong and we tend never to forget our childhood indignation caused by injustice and cheating.”

This impact on our children and young people obliges governments, sports organisations and the media to act, the minister stated.

“Together with doping, fraud, corruption, fixed sport matches, undemocratic structures and procedures are bad pieces of the same ugly puzzle casting dark shadows over the world of sport. And because of some individuals’ shameless and short-term quest for instant gain and power, such behaviour can cause negative long-term effects to the functioning of sport.

It is therefore essential that we all join forces in order to ensure good governance in sport based on principles of democracy, rule of law, fairness, physical and moral integrity, and that we all – governments, sports organisations, the media, civil society – work together in order to ensure that these principles are respected and followed. Only through a set of commonly agreed principles can we ensure transparency and accountability in the widest sense.”

Read the full speech at

www.playthegame.org

What they thought



To attend ‘Play the Game’ is a pleasure and to present a paper an honour, especially a second time. The delegate list is always impressive, with representation from around the world. But the list of speakers is outstanding, attracting key individuals who address major issues relating to sport.

Terry Monnington, Director of Sport and Physical Education, University of Warwick, UK

As sports have increasingly become big business, they increasingly need media and academics to act as watchdogs, a role we have been slow to take on. You should feel confident that your conference will help push us toward carrying out our duty better, and perhaps have a ripple effect out there in the world.

The organization of the conference was superb and its mission was well-defined and well-implemented.
Susan Brownell, Associate Professor, University of Missouri-St. Louis



Michael Andersen, chairman of the board of Play the Game

Facts about Play the Game

Play the Game is an independent institution founded by the united Danish sports community in close co-operation with the Danish Ministry of Culture and the International Federation of Journalists (IFJ).

Goals

The goals of Play the Game are to strengthen the basic ethical values of sport and encourage democracy, transparency and freedom of expression in world sport, by

- Creating awareness of sport's role in society
- Drawing a many-sided picture of sport
- Supporting the right of the individual to choose and influence their daily sport
- Ensuring a free, independent, open and fact-based debate on sport's development
- Providing journalists, researchers and political leaders with inspiration and tools to explore the cultural, political, social and economic aspects of sport
- Creating networks across national and professional boundaries in a globalised sports and media world

Donors

A total of 220.000 Euro per year for the running of Play the Game's office and conference is donated by:

- The Danish Ministry of Culture
- The National Olympic Committee and Sports Confederation of Denmark, DIF
- Danish Association of Company Sport, DFIF
- Danish Gymnastics and Sports Associations, DGI
- Team Danmark, the national Danish elite sports institution

For the 2005 conference, Play the Game also received support from The Sports Foundation Denmark, The Danish Centre for Culture and Development and the Association of Danish Sports Journalists.

This magazine is supported by the Nykredit Foundation.

The 2005 accounts are available at our website.

Play the Game is currently in a process of expanding its donor network also in the corporate sector and will welcome any suggestions or offerings.

Partners

To pursue its goals, Play the Game co-operates with several international and national partners:

- Transparency International
- The International Council of Sports Science and Physical Education, ICSSPE
- The Prince of Wales International Business Leaders Forum
- United Nations' Year of Sport and Physical Education 2005
- The International Association for Media and Communication Research (Media and Sport Section)
- Sportnetzwerk, Germany
- Streetfootballworld, Germany
- Danish School of Journalism
- Danish International Center for Analytical Reporting, DICAR

Conference facts

The 2005 conference was attended by the highest number of delegates and speakers so far, and it was reported by the media in most of the world. Some key figures:

- 276 delegates from 43 countries took part
- 85 of the delegates presented papers
- Thanks to the donors, 30 travel and conference grants were handed out to delegates from less privileged countries
- In an email survey, 62 per cent of the delegates found the conference "Very good", 35 per cent found it "Good" and there were no negative responses.
- 33 per cent found that Play the Game added value to their work "to a high extent", 50 per cent reply "to some extent", 7 per cent say "to a limited extent" and 1,5 per cent say "none at all".

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More facts at

www.playthegame.org



I was really impressed by the great effort you made to bring so many interesting people together who expressed even more interesting opinions. I am glad that many homeless questions of sport have found their home at Play the Game. It is not necessary to find some answers to those questions, probably we never will, but a more meaningful thing to me is communication, dialogue in a quite friendly atmosphere so we can cross over all the barriers to know each other deeper.

Hai Ren, Director, Centre for Olympic Studies, University of Beijing, China



Continue the stories at
www.playthegame.org

In November 2005, almost 300 media professionals, academics, officials and business people from all over the world met in Copenhagen to debate serious challenges to modern sport.

Match fixing, corruption, illegal doping trade and other issues threaten the fundamental values of sport and the positive development effects sport can offer society.

In this magazine, we present the conference as journalists saw it. We hope that the articles provide food for thought and reflection, and that the magazine will be useful for you whether you enjoy sport as part of your profession or in your leisure time.

The conference delegates engaged in debates in corridors, at coffee tables and in the plenary. Now that the conference is over, the stories and the debates continue at www.playthegame.org

Feel free to register for our regular newsletter and be regularly updated on political developments in international sports and on future Play the Game activities.

We invite you to join the debate at Play the Game.



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